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Research Article

The Mediating Role of Brand Trust in Sunscreen Purchase Decisions: Evidence from Facetology Users in Tropical Jabodetabek

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Abstract
This study examines the effects of electronic word of mouth (E-WOM) and product quality on purchasing decisions, with brand trust as an intervening variable, among Facetology sunscreen consumers in Jabodetabek. This research employs an explanatory quantitative approach. Data were collected through questionnaires distributed to 117 respondents selected using a non-probability purposive sampling technique based on predetermined criteria. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with WarpPLS 8.0. The results indicate that E-WOM, product quality, and brand trust positively and significantly affect purchasing decisions. Furthermore, E-WOM and product quality positively and significantly influence brand trust. However, brand trust does not mediate the relationship between E-WOM and purchasing decisions, whereas it successfully mediates the relationship between product quality and purchasing decisions. The insignificant mediation of brand trust in the E-WOM relationship suggests that consumers may rely directly on online reviews, comments, and shared experiences when making purchasing decisions, without requiring brand trust as an intermediary. Conversely, perceived product quality builds brand trust, which in turn strengthens purchasing decisions. These findings highlight the importance of managing positive E-WOM and maintaining consistent product quality to strengthen consumer trust and encourage purchasing decisions.

Keywords: Electronic Word of Mouth, Product Quality, Brand Trust, Purchase Decision

JEL Classification: M31, Z12, D12

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1. Introduction

In this rapidly developing era, the beauty industry has a special place in society. Beauty can provide happiness and self-confidence by making one feel more attractive. Therefore, skin care has become quite crucial for some people, especially women. The emergence of many skin care brands that are increasingly energizing the market reflects significant shifts in consumption dynamics and public preferences for beauty products (Maharani, 2024).

Skincare business actors continue to compete by creating quality products that are beneficial for skincare users to attract consumer attention. The diversity of beauty products on the market influences a person's attitude when choosing products that suit their skin and avoiding products that may are risky (Sinuraya et al., 2023).

Over time, online technological advances have become increasingly important for society, with rapid changes that make it easier for people to access information and use cellphone technology, from trading systems to marketing interactions (WiraAndryana & Ardani, 2021). Skincare product information can be in the form of reviews and reviews on social media. Therefore, skincare manufacturers must ensure that potential consumers can access information and reviews so they can make the right purchasing decisions. In addition, companies must develop high-quality products, so they become more popular than competitors' products (Aghitsni & Busyra, 2022).

Consumer purchasing decisions can be influenced by these factors, which create consumer trust in the brand and make consumers more likely to buy the skincare product. Businesses that build customer trust gain a competitive advantage and find it easier to compete. Competitive advantage will be achieved if the company can offer unique and valuable products or services in the market (Nikmah & Siswahyudianto, 2022).

Indonesia is a tropical country that is always exposed to sunlight every day. Moreover, in DKI Jakarta, with the hot sun that feels so hot and stinging, the skin can be exposed to ultraviolet rays. Based on data from the Meteorology, Climatology, and Geophysics Agency (BMKG) in March 2024, temperatures in the Jabodetabek area ranged from 30 to 35 degrees Celsius. Ultraviolet rays benefit humans by promoting the formation of cholecalciferol (Vitamin D3). In addition, ultraviolet rays have negative effects on humans. Exposure to ultraviolet rays is more dangerous than other forms of sunlight, such as infrared, because high ultraviolet radiation can cause sunburn, redness (erythema), darkening of the skin (tanning), and can even cause skin cancer (Adzhani et al., 2022).

There are many ways to avoid and protect the skin from UV rays, including applying sunscreen. According to Indonesian Minister of Health Regulation No. 376/Menkes/Per/VIII/1990, sunscreen is a substance that can absorb at least 85% of sunlight at wavelengths of 290 nm to 320 nm but can transmit light at wavelengths longer than 320 nm. To determine the effectiveness of sunscreen preparations or their ability to withstand ultraviolet light, sunscreen is assessed by light protection factors expressed as SPF (Sun Protection Factor) (Rahmawati et al., 2018). SPF (Sun Protection Factor), or Sun Protection Factor (SPF), is one of the common indexes used to measure the effectiveness of sunscreen protection (Baran & Maibach, 2017).

The increasing use of the internet and social media has also given rise to a marketing phenomenon commonly referred to as Electronic Word of Mouth (E-WOM). E-WOM can be interpreted as testimonials or reviews of products on social media. Product reviews make it easier for potential consumers to assess what they will buy. Electronic Word of Mouth in assessing products and good reviews can influence purchasing decisions without thinking twice by potential consumers (Salim et al., 2021). Positive E-WOM can increase sales because consumers indirectly promote a product based on experiences shared by other consumers (Hariono, 2018). Conversely, negative WOM and E-WOM will decrease sales.

The rapid development of digital marketing has changed how consumers find information and evaluate skincare products before making purchase decisions. In the skincare industry, consumers increasingly rely on online reviews, recommendations, and shared experiences from other users to assess product performance and quality. However, digital information does not necessarily translate into consumer trust. Although positive electronic word of mouth (E-WOM) can influence consumer perceptions, consumers may still evaluate product quality based on their own expectations and experiences. Therefore, understanding how E-WOM and product quality contribute to brand trust is essential in explaining consumer purchasing decisions in the digital skincare market.

Previous studies have reported inconsistent findings regarding the mediating role of brand trust in the relationship between E-WOM and purchasing decisions. Indrawan et al. (2024) and Patria and Susila (2017) found that brand trust did not significantly mediate the relationship between E-WOM and purchasing decisions. In contrast, Maulana et al. (2021) showed that brand trust significantly mediated this relationship. These differences indicate that the mechanism through which online consumer information influences purchasing decisions remains insufficiently understood. In particular, positive online reviews do not always mean consumers must develop brand trust before making a purchase. Consumers may rely directly on information shared by other users when evaluating products. Furthermore, the role of perceived product quality in building brand trust and influencing purchasing decisions also requires further examination, particularly when compared with the influence of E-WOM. Thus, further research is needed to clarify whether brand trust functions consistently as a mediating mechanism in digital skincare marketing.

To address this research gap, this study examines the effects of E-WOM and product quality on purchasing decisions, with brand trust serving as an intervening variable. The study focuses on Facetology sunscreen consumers in the Jabodetabek area. By examining both direct and indirect relationships among these variables, this research seeks to clarify how digital consumer information and perceived product quality influence purchasing decisions through brand trust. The findings are expected to contribute to the literature on digital marketing and consumer behavior, particularly by providing further empirical evidence regarding the mediating role of brand trust in skincare purchasing decisions.

2. Literature Review and Hypothesis

Literature Review

Consumer Behavior

In this study, the basic theory is consumer behavior theory, which explains consumer purchasing decisions. According to Zusrony (2021), consumer behavior studies where, under what conditions, and how a person buys certain products from certain brands. Understanding consumer behavior is the core of marketing strategy and is the focus. Consumer behavior is the underlying factor that influences consumers' purchasing decisions. When deciding to buy an item or service, of course, as a consumer, always think first about the item to be purchased. This includes the price, model, shape, packaging, quality, function or usefulness of the item and so on (Firmansyah, 2018).

Purchase Decision

Kotler (2018) states that a purchasing decision is a stage where consumers have a choice and are ready to make a purchase or exchange between money and a promise to pay with the right to own or use an item or service. Alma (2018) states that a purchasing decision is a consumer decision that is influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence and people. This forms an attitude in consumers to process information and draw conclusions in the form of responses that determine which products will be purchased. According to Tjiptono (2024), purchasing decisions are a series of processes that start with consumers recognizing their problems, looking for information about certain products or brands and evaluating the product or brand how well each alternative can solve their problems, which then a series of processes lead to a purchasing decision.

Electronic Word of Mouth (E-WOM)

According to Heryana and Yasa (2020), E-WOM is communication between consumers about a product that creates discussion through the electronic exchange of information in a website-based social networking setting. Ismagilova et al. (2017) define E-WOM as a dynamic and ongoing process of exchanging information between potential, actual, or former consumers about products, services, brands, or companies, which are available to many other people and institutions via the internet. Amin and Yanti (2021) argue that E-WOM is a positive and negative statement or opinion expressed through the internet media about a product by consumers who have bought the product first, which can influence the decision of other consumers to buy the product or not.

Product Quality

Kotler and Armstrong (2017) state that product quality is a product's ability to perform its function; this includes overall durability, reliability, accuracy, ease of operation and repair, and other product attributes. Tjiptono (2017) defines quality as the level of expected quality and control of diversity in achieving that quality to meet consumer needs. Harsanto (2018) explains that quality is fulfilling or exceeding customer expectations through the products a company provides. Meanwhile, Wijaya (2021) argues that customers determine quality, meaning it is based on customers' actual experiences with products or services and measured against these requirements.

Brand Trust

Gozali (2019) argues that brand trust arises when consumers face uncertainty when choosing a product or brand. Brands depend on consumers' willingness to build and maintain Brand Trust in the Long Term (Orzan, 2019). Ningsih (2018) defines brand trust as a positive action from consumers towards a brand in such a way that they are interested in buying the brand now or in the future. According to Rahayu and Harsono (2017), Brand Trust that provides value to consumers and increases repeat purchases will, of course, result in consumers being loyal to the brands they consume and recommending them to others.

Hypothesis

The Influence of E-WOM on Purchasing Decisions

Based on research by Sanjaya and Budiono (2021), the results showed that E-WOM has a statistically significant positive influence on purchasing decisions. Research conducted by Rufaida (2021) showed a positive and significant relationship between E-WOM and purchasing decisions. Reviews, comments, and opinions shared online by other users are important references before someone decides to buy a product. Information from E-WOM is considered credible and relevant because it comes from users' direct experience. Thus, E-WOM can shape consumer perceptions, influence trust and ultimately determine purchasing decisions.

H1: E-WOM has a positive and significant effect on purchasing decisions

The Influence of Product Quality on Purchasing Decisions

In Suhaily and Darmoyo (2017), the results showed that product quality has a positive and significant effect on purchasing decisions for Japanese-brand electronic products. According to research by Aghitsni and Busyra (2022), product quality has a positive and significant effect on consumer purchasing decisions. Ariella's research (2018) also found that product quality significantly affects purchasing decisions. The higher the quality consumers perceive, the more likely they are to choose that product. Product quality includes various aspects, from raw materials and product design to product durability and sales services. Consumers tend to look for products that not only meet their needs but also provide satisfaction and added value, encouraging them to buy them.

H2: Product quality has a positive and significant effect on purchasing decisions

The Influence of E-WOM on Brand Trust

In Armawan et al. (2023), the results show that electronic word of mouth has a positive and significant effect on brand trust. According to Putra and Sary (2024), it has a positive and significant effect on brand trust at CV HAK Creative Group. Stefanny et al. (2022) found a positive and significant effect of Electronic Word of Mouth (E-WOM) on brand trust. Reviews, comments and opinions on online platforms can shape consumer perceptions of a brand. When consumers read positive experiences from others, their trust in the brand tends to increase. Conversely, negative reviews can damage brand reputation and reduce consumer trust. Therefore, E-WOM is a key factor in building and maintaining consumer trust in a brand.

H3: E-WOM has a positive and significant effect on brand trust

The Influence of Product Quality on Brand Trust

Research by Rachmad et al. (2023) found that product quality has a positive and significant effect on brand trust. In the research of Puspita et al. (2017), the results also show that product quality

has a significant effect, both simultaneously and partially, on the brand trust of Samsung users in the city of Banda Aceh. According to Diputra and Yasa (2021), product quality has a positive and significant effect on brand trust. When a product provides high quality, meets consumer expectations, and even exceeds established standards, consumer trust in the brand increases. Over time, this trust becomes an asset for the brand because trusting consumers tend to become loyal customers and even act as brand promoters.

H4: Product quality has a positive and significant effect on brand trust

The Influence of Brand Trust on Purchasing Decisions

According to Nurhasanah et al. (2021), brand trust has a positive and significant effect on purchasing decisions. Research by Junia (2021) found that brand trust has a partial, positive and significant effect on purchasing decisions. Sigar et al. (2021) also found that brand trust has a positive and significant effect on purchasing decisions.

When consumers trust a brand, they tend to prefer its products. Trust can be formed from various factors, such as good product quality, good brand reputation, positive experiences, and effective communication from the brand. The higher the level of consumer trust in a brand, the more likely they are to make repeat purchases and even recommend the brand to others.

H5: Brand trust has a positive and significant effect on purchasing decisions

The Influence of E-WOM on Purchasing Decisions Through Brand Trust Mediation

Research by Gunawan and Pertiwi (2022) found a significant influence of electronic word of mouth on purchasing decisions through brand trust as a mediating variable for Safi Skincare. Based on research by Nst (2023), the results showed that E-WOM influenced purchasing decisions by multiplying the coefficient of E-WOM's influence on brand trust. According to research by Maulana et al. (2021), the results of the study showed that there was a significant and positive influence of electronic word of mouth on purchasing decisions mediated by brand trust. When consumers see positive reviews from other trusted users on social media, their trust in the brand will increase. This high trust then encourages consumers to make purchases. In other words, E-WOM builds consumer trust in the brand, and this trust encourages purchasing decisions.

H6: Brand trust can mediate the influence of E-WOM on purchasing decisions

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

According to research by Yulita (2021), the results show that product quality has a positive and significant effect on purchasing decisions through brand trust. Anugrahdewi and Bastaman (2024) found that product quality positively and significantly affects purchasing decisions through brand trust. According to research by Hapsoro and Hafidh (2018), the results of this study are that product quality has a positive effect on purchasing decisions through brand trust. When consumers perceive high product quality, their trust in the brand will increase. The higher the level of consumer trust, the more likely they are to make repeat purchases and recommend the product to others. In other words, good product quality builds strong brand trust, which ultimately encourages consumers to make purchasing decisions.

H7: Brand trust can mediate the effect of product quality on purchasing decisions

Conceptual Framework

The conceptual framework below shows the relationship between Electronic Word of Mouth (E-WOM) and Product Quality on Purchase Decisions, with Brand Trust as an intervening variable. E-WOM and Product Quality are assumed to influence Purchase Decisions directly. In addition, E-WOM and Product Quality are also assumed to influence Brand Trust, which then influences Purchase Decisions. Brand Trust is also tested as a mediator in the relationship between E-WOM and Product Quality on Purchase Decisions. This model illustrates both the direct and indirect influence of the independent variables on consumer decisions.

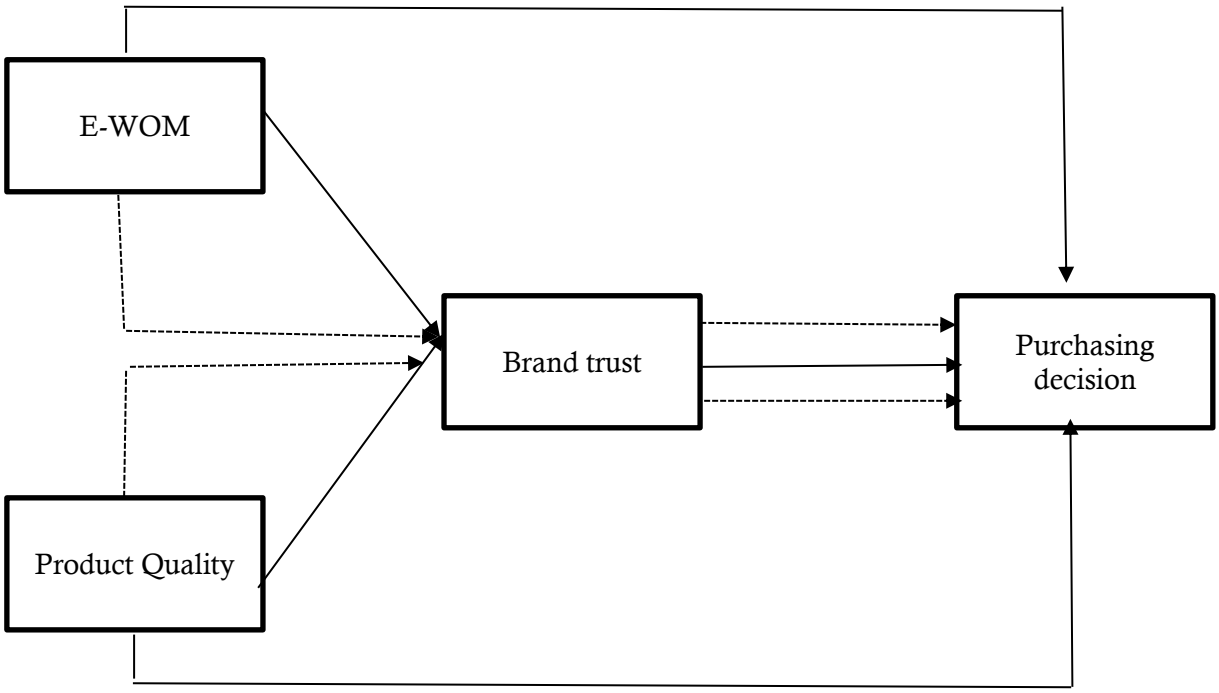


Figure 1. Conceptual Framework

3. Data and Method

Type of Research

This study employed an explanatory quantitative research approach to examine the relationships between electronic word of mouth (E-WOM), product quality, brand trust, and purchasing decisions. The quantitative approach was used to test the proposed hypotheses and analyze both the direct and indirect effects among the research variables. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM).

Data Collection Technique

Data were collected through an online questionnaire distributed using Google Forms to consumers who had purchased and used Facetology sunscreen products in the Jabodetabek area. The questionnaire consisted of five sections covering respondent demographics, electronic word of mouth (E-WOM), product quality, brand trust, and purchasing decisions. The responses were screened based on the predetermined eligibility criteria to ensure that only qualified and complete responses were included in the analysis.

Population and Sample

Population

The study population consisted of consumers who had purchased and used Facetology sunscreen products in the Jabodetabek area. Because the exact population size was unknown, this study used a non-probability sampling technique: purposive sampling. Respondents were selected based on the following criteria: (1) residing in the Jabodetabek area, (2) having purchased Facetology sunscreen products, and (3) having experience using Facetology sunscreen products. A total of 117 eligible respondents were included in the final analysis. The minimum sample size was determined through an a priori power analysis using G*Power, considering the statistical significance level, statistical power, effect size, and maximum number of predictors in the research model.

Sample

A sample is a subset of a population that provides the data for a study. In other words, a sample is a subset of a population used to represent the entire population (N. F. Amin et al., 2023). This

study uses a non-probability sampling technique, namely purposive sampling, to select samples that meet the predetermined criteria. Therefore, the sample consists of Facetology sunscreen consumers who meet the predetermined criteria.

Data Analysis Method

The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with WarpPLS 8.0 software. The analysis evaluated the measurement and structural models. The measurement model was assessed to examine construct validity and reliability, while the structural model was evaluated to determine relationships among the research variables. Hypothesis testing was conducted to examine the direct and indirect effects of E-WOM and product quality on purchasing decisions, with brand trust as an intervening variable.

4. Results

Structural Model Evaluation (Inner Model)

This study also conducted a structural model evaluation to identify a suitable model for examining the influence of electronic word of mouth (E-WOM), product quality, brand trust and purchasing decisions. Table 1 shows the results of the structural model evaluation using the specified criteria.

Table 1. Structural Model Evaluation

Evaluation Measure	Criteria Rules	Hasil Uji Model
R^2 or adjusted R^2	Weak ≤ 0.25 Moderate 0.26 – 0.45 Strong 0.46 – 0.70	R^2 (Brand Trust/Z) = 0.543 / 54.3% (Strong) R^2 (Purchase Decision/Y) = 0.693 / 69.3% (Strong)
Q^2 predictive relevance	$Q^2 > 0$ = model has predictive relevance $Q^2 < 0$ = model has less predictive relevance	Q^2 (Brand Trust/Z) = 0.539 / 53.9% (predictive relevance) Q^2 (Purchase Decision/Y) = 0.694 / 69.4% (predictive relevance)
Tenenhaus Goodness of Fit (GoF)	Small if ≥ 0.1, Medium ≥ 0.25, Large ≥ 0.36	GoF = 0.590 (Large)

Source: Processed Data (2024)

Based on Table 1, the R^2 value for brand trust as an intervening variable is 0.543, and for purchase decision as a dependent variable, it is 0.693. This means brand trust explains 54.3% of the variation in purchase decisions. The rest is influenced by other factors outside the study, such as purchase interest, brand image, and consumer satisfaction. Meanwhile, E-WOM, product quality, and brand trust together explain 69.3% of the variation in purchase decisions; the remaining 30.7% is influenced by other variables such as price, promotion, and service quality.

The Q^2 values are 0.539 (brand trust) and 0.694 (purchase decision), respectively, indicating that the model has good predictive power. In addition, the Goodness of Fit (GoF) value of 0.590 indicates a strong fit. The analysis was conducted using WarpPLS 8.0.

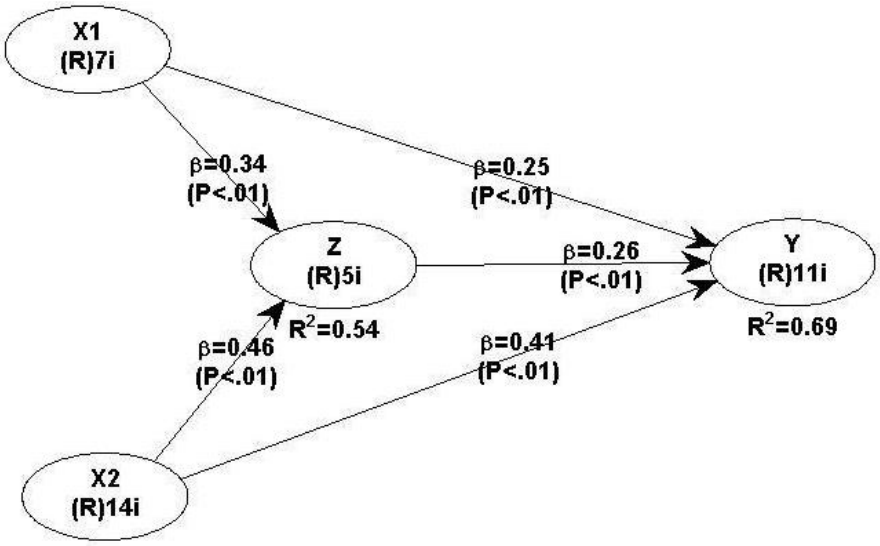


Figure 2. Path Diagram Between Variables

Based on Figure 2, all direct influences of E-WOM, product quality, and brand trust on purchasing decisions have p-values <0.001, indicating they are significant. The indirect influence of E-WOM on purchasing decisions through brand trust is not significant (p = 0.081), while the indirect influence of product quality through brand trust is significant (p = 0.030).

Testing of Research Hypothesis

To determine the results of the research hypothesis test, it can be seen from the p-value. The hypothesis is considered significant and accepted if it has met the research criteria, namely if the p-value is <0.05. Conversely, if the p-value is > 0.05, the hypothesis is rejected. The results of the hypothesis test that have been processed through the WarpPLS 8.0 application are shown in Table 2.

Table 2. Results of Research Hypothesis Testing

Relationship of Variables	Koefisien	*P-Value*	Description
Electronic Word of Mouth = Purchase Decision	0.251	<0.001	Positive, Significant
Product Quality = Purchase Decision	0.408	<0.001	Positive, Significant
Electronic Word of Mouth = Brand Trust	0.342	<0.001	Positive, Significant
Product Quality = Brand Trust	0.456	<0.001	Positive, Significant
Brand Trust = Purchase Decision	0.263	<0.001	Positive, Significant
Electronic Word of Mouth = Brand Trust = Purchase Decision	0.090	0.081	Not Significant
Product Quality = Brand Trust = Purchase Decision	0.120	0.030	Significant

Source: Processed Data (2024)

The hypothesis test results show that all direct relationships between variables Electronic Word of Mouth (E-WOM), product quality, and brand trust and purchasing decisions are positive and significant (p < 0.001). E-WOM and product quality also significantly affect brand trust. Meanwhile, the indirect effect of E-WOM on purchasing decisions through brand trust is not significant (p = 0.081). In contrast, the indirect effect of product quality through brand trust is significant (p = 0.030).

5. Discussion

Electronic Word of Mouth (E-WOM) on Purchasing Decisions

Based on the hypothesis test results, electronic word of mouth (E-WOM) has a significant direct influence on purchasing decisions, with a p-value that aligns with the criteria and the coefficient value. Therefore, hypothesis 1 in this study, which states that electronic word of mouth (E-WOM) has a positive and significant effect on purchasing decisions, is accepted, or Ho is rejected, and Ha is accepted. In this study, significant means that changes in E-WOM can be statistically identified as the cause of changes in purchasing decisions. This means that the change does not occur by chance but has a clear cause-and-effect relationship. The results show a positive relationship, where E-WOM increases purchasing decisions. This means that if someone sees positive information about Facetology sunscreen, they are more likely to buy it. The results of this study are in line with previous studies by (I. Sari et al., 2022) and (Rufaida, 2021), which show that electronic word of mouth (E-WOM) has a positive and significant effect on purchasing decisions. This means that changes in electronic word of mouth (E-WOM) influence purchasing decisions. This differs from the results of research by (Gunawan & Pertiwi, 2022) and (A. M. Amin & Yanti, 2021), which showed that electronic word of mouth (E-WOM) did not have a positive and significant effect on purchasing decisions. This means that good or bad electronic word of mouth (E-WOM) does not affect purchasing decisions.

Product quality on purchasing decisions

The hypothesis test results show a direct effect of product quality on purchasing decisions, with significant results consistent with the criteria and coefficient value. So, it can be interpreted that hypothesis 2 in this study, namely that product quality has a positive and significant effect on purchasing decisions, is accepted, or H0 is rejected, and Ha is accepted. In this study, "significant" means that changes in product quality can be statistically identified as the cause of changes in purchasing decisions. This means product quality affects whether consumers decide to purchase Facetology sunscreen products. The study shows a positive relationship: as product quality increases, consumers are more likely to purchase Facetology sunscreen products. If the product quality improves, consumers are more likely to purchase Facetology sunscreen products because of their quality. The results of this study are supported by research conducted by Martini et al. (2022) and Amarazka & Dewi (2020), which show that product quality has a positive and significant effect on purchasing decisions. This means that changes in product quality influence purchasing decisions. Meanwhile, there are differences with research conducted by Gunawan & Pertiwi (2022) and Fetrizen & Aziz (2019), which show that product quality does not have a positive and significant effect on purchasing decisions. Thus, it can be interpreted that a product's quality does not affect purchasing decisions.

Electronic Word of Mouth (E-WOM) on Brand Trust

The hypothesis test results show that electronic word of mouth (E-WOM) has a direct, significant effect on brand trust, with a p-value that meets the criteria and a significant coefficient. Therefore, hypothesis 3 in this study, namely that electronic word of mouth (E-WOM) has a positive and significant effect on brand trust, can be accepted, or H0 is rejected, and Ha is accepted. The direction in this study is positive: the more positive the reviews or comments about Facaetology sunscreen on the internet, the higher brand trust in the eyes of consumers. The results of this study are also in line with research conducted by Putra & Sary (2024) and Charvia & Erdiansyah (2020), which show that electronic word of mouth (E-WOM) has a positive and significant effect on brand trust. This means that changes in electronic word of mouth (E-WOM) influence brand trust. Research by Syahdiany & Trinanda (2019) and Dewi et al. (2022) found the opposite, reporting that electronic word of mouth (E-WOM) did not have a positive and significant effect on brand trust. These results indicate that good or bad electronic word of mouth (E-WOM) does not affect the level of consumer brand trust.

Product quality on brand trust

The hypothesis test results show a direct effect of product quality on brand trust, with significant results consistent with the criteria and coefficient value. Thus, it can be interpreted that hypothesis 4 in this study, namely that product quality has a positive and significant effect on brand trust, is

accepted, or H0 is rejected, and Ha is accepted. The direction in this study is positive, meaning product quality increases brand trust. This means that the better the quality of Facetology sunscreen, the higher consumer trust in Facetology sunscreens. The results of this study are supported by previous studies conducted by Anugrahdewi & Bastaman (2024) and Judianto & Yuniarinto (2023), which showed that product quality has a positive and significant effect on brand trust. This means that changes in product quality influence brand trust. However, this differs from the results of research by Julian & Ferdinan (2021), which showed that product quality did not have a positive and significant effect on brand trust. Therefore, it can be interpreted that a product's quality does not affect brand trust.

Brand trust in purchasing decisions

Based on the hypothesis test results, brand trust directly influences purchasing decisions, with significant results consistent with the criteria and coefficient value. Therefore, it can be interpreted that hypothesis 5 in this study, namely that brand trust has a positive and significant effect on purchasing decisions, can be accepted, or H0 is rejected, and Ha is accepted. The study shows a positive relationship in which brand trust influences purchasing decisions. This means that the higher the level of consumer trust in Facetology sunscreen, the greater the likelihood of buying Facetology sunscreen products. The results of this study are in accordance with research conducted by Rufaida (2021) and Agustina et al. (2023), which shows that brand trust has a positive and significant effect on purchasing decisions. This means that changes in brand trust influence purchasing decisions. Meanwhile, research by Ruhamak & Rahmadi (2019) and Herviani et al. (2020) found different results, showing that brand trust does not have a positive and significant effect on purchasing decisions. So, it can be interpreted that the level of consumer trust in the brand does not affect purchasing decisions.

Brand trust in mediating electronic word of mouth (E-WOM) on purchasing decisions

The hypothesis-testing results showed an indirect effect of electronic word of mouth (E-WOM) on purchasing decisions through brand trust as an intervening variable, with a p-value above the predetermined criteria. Therefore, hypothesis 6, which states that electronic word of mouth (E-WOM) influences purchasing decisions with brand trust as an intervening variable, is rejected (H0 is accepted, and Ha is rejected). The results of this hypothesis test showed no significance, meaning the statistical test showed that the relationship between E-WOM and purchasing decisions was not strengthened by the level of brand trust. In other words, even though consumers trust the Facetology brand, the influence of E-WOM on consumer purchasing decisions remains the same, neither greater nor less. This shows that exogenous variables do not affect endogenous variables through mediator variables, so they are categorized as no mediation. This means that consumers may be influenced by reviews on online platforms to make purchases, but the decision is not based on their level of trust in Facetology sunscreen. The results of this study are in line with research conducted by Indrawan et al. (2024) and Patria & Susila (2017), which showed that brand trust does not have a significant effect in mediating electronic word of mouth (E-WOM) on purchasing decisions. However, this differs from the research by Maulana et al. (2021), which found that electronic word of mouth (E-WOM) significantly affects purchasing decisions through brand trust as an intervening variable.

Brand trust in mediating product quality on purchasing decisions

The hypothesis-testing results showed an indirect effect of product quality variables on purchasing decisions through brand trust as an intervening variable, with p-values and coefficients consistent with the predetermined criteria. Therefore, hypothesis 7, which states that product quality influences purchasing decisions with brand trust as an intervening variable, is accepted, and H0 is rejected, and Ha is accepted. The results of this hypothesis test are significant, meaning brand trust strengthens the influence of product quality in motivating someone to make a purchase. The results of this study are in line with research conducted by Yulita (2021) and Judianto & Yuniarinto (2023), which show that brand trust has a significant effect in mediating product quality on purchasing decisions. This suggests that brand trust can mediate the influence of product quality on purchasing decisions. However, this differs from research by Indrawan et al. (2024), which found that product quality does not influence purchasing decisions through brand trust as an intervening variable. This

can be interpreted as brand trust not mediating the influence of product quality on purchasing decisions.

6. Conclusion

Based on the results of the research and discussion conducted by the researcher, it can be concluded that the influence of electronic word of mouth (E-WOM) and product quality on purchasing decisions with brand trust as an intervening variable (Study on Facetology Sunscreen Users in Jabodetabek) in this study are as follows: Electronic Word of Mouth (E-WOM) has a positive and significant influence on purchasing decisions. Product quality positively and significantly influences purchasing decisions. Electronic Word of Mouth (E-WOM) positively and significantly influences brand trust. Product quality positively and significantly influences brand trust. Brand trust positively and significantly influences purchasing decisions. Brand trust cannot mediate the influence of electronic word of mouth (E-WOM) on purchasing decisions. Brand trust can mediate the influence of product quality on purchasing decisions.

The managerial implications of the results are that Facetology Company should maximize the potential of positive E-WOM by encouraging consumers to provide honest and interesting reviews on social media and consistently improve product quality to strengthen brand trust. Because brand trust mediates the influence of product quality on purchasing decisions, the company needs to ensure transparent product information and strong after-sales service. This strategy is not only business-relevant but also aligns with Islamic principles that emphasize honesty and quality in trading.

Recommendation

Facetology and other sunscreen brands should prioritize product quality and credible communication to strengthen consumer trust. Rather than relying solely on lifestyle influencers, brands should collaborate with dermatologists or skincare professionals to provide evidence-based explanations of product ingredients, SPF protection, and suitability for different skin types. On TikTok and other social media platforms, brands should actively monitor customer reviews, respond transparently to complaints, address recurring product concerns, and share verified user experiences. Influencer partnerships can complement these efforts by demonstrating authentic product usage rather than focusing only on promotional content. These strategies may help brands build credibility, strengthen trust, and encourage informed purchasing decisions.

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