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Research/Review Article

When Quality, Price, and Brand Trust Meet: An Analysis of Consumer Purchase Decisions

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Abstract

This study aims to examine the influence of product quality, price, and brand trust on purchasing decisions for Nature Republic Aloe Vera products, both partially and simultaneously. The study population was students of the Faculty of Economics and Business, YARSI University, class of 2016. The sample determination used a simple random sampling method with the Slovin formula, resulting in 75 respondents. Data collection was carried out through distributing questionnaires, while data analysis used multiple linear regression, t-test, and F-test. The results showed that product quality, price, and brand trust had a positive and significant effect on purchasing decisions, both partially and simultaneously. Implicationally, companies are advised to maintain and improve product quality through continuous innovation, establish competitive pricing strategies that align with consumer value perceptions, and build brand trust through quality consistency, credible communication, and optimal after-sales service. An integrated strategy in these three aspects is expected to increase consumer loyalty and support sustainable sales growth.

Keywords: Product Quality, Price, Brand Trust, Purchasing Decisions

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1. Introduction

In this modern era, the beauty industry continues to grow, making it one of the most highly competitive industries. The beauty industry has been listed as one of the fastest-growing sectors in Indonesia and has consistently experienced growth in recent years (Global Business Indonesia, 2016). Agree or not, maintaining one's beauty is crucial, both physically and non-physically. Cosmetics have become as important as shopping for fashion in everyday life for women. Women naturally desire to appear attractive in their daily lives, which will boost their self-confidence through the use of cosmetics. One of the most popular cosmetic products today is skincare.

Cosmetics are one of the products offered to meet the secondary needs and desires of consumers, particularly women, who want to appear more attractive. Consumers must also be selective in choosing cosmetic brands that align with their desires and needs. The wide variety of cosmetic products on the market influences consumer interest in purchasing cosmetics. This is further fueled by the numerous companies involved in marketing.

According to Stanton (2013), marketing is a system of business activities designed to plan, price, promote, and distribute products that satisfy desires and achieve company goals. There are many methods for promoting products, including the internet. A purchasing decision is the final decision a consumer makes to purchase a product or service, based on various considerations. Consumer purchasing decisions reflect the extent to which marketers have marketed a product to consumers.

According to Kotler and Keller (2010), purchasing decisions are consumer decisions regarding preferences for brands in a set of choices. Factors that influence consumer purchasing decisions are marketing stimuli consisting of products and services, prices, distribution and communication, then other stimuli in the form of economics, technology, politics and culture, then influenced by consumer psychology seen from motivation, perception, learning and memory as well as consumer characteristics seen from cultural, social, personal and psychological factors and the purchasing decision-making process that gives rise to certain purchasing decisions consisting of problem recognition, information search, alternative evaluation, purchasing decisions, and post-purchase behavior.

According to Kotler and Keller (2016), Purchasing Decision is a form of selection and interest in buying the most preferred brand among several different brands. Describes five stages in the purchasing decision-making process, including problem recognition, information search, alternative evaluation, purchasing decision, and post-purchase behavior.

2. Literature Review and Hypothesis
Buying decision
Purchasing decisions are behaviors that arise due to stimulation or relationships with other parties. Purchasing decisions are all deliberate behaviors based on desires that result when consumers consciously choose one of the existing alternative actions, according to Sangadji, Mamang, and Sopiah (2013). Alma (2013) Purchasing decisions are consumer decisions that are influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people and processes, thus forming an attitude in consumers to process all information and draw conclusions in the form of responses that arise, which determine what products will be purchased.

Product Quality
Product quality is defined as consumers being satisfied when their evaluations indicate that the product they are using is of high quality (Lupioadi, 2012). Nine basic areas, or 9Ms, directly influence product quality. Today, industries in every sector are subject to a multitude of conditions that burden production in ways never experienced in previous periods.

Price
Economic reasons will show that low prices or overly competitive prices are important triggers for improving marketing performance. However, psychological reasons may indicate that price is actually an indicator of quality and is therefore designed as a sales instrument as well as a determining competitive instrument. Price is the amount of money customers must pay to obtain the product. Price is the only element of the marketing mix that generates sales revenue because the other elements are costs (Tan, 2011).

Brand Trust
Brand Trust is the perception of reliability from a consumer perspective based on experience, or more specifically, a sequence of transactions or interactions characterized by the fulfillment of

expectations regarding product performance and satisfaction (Zohra, 2013). According to Lee (2014), Brand Trust is based on the perception that the company is represented by a brand that is reliable and responsible for the interests and well-being of users.
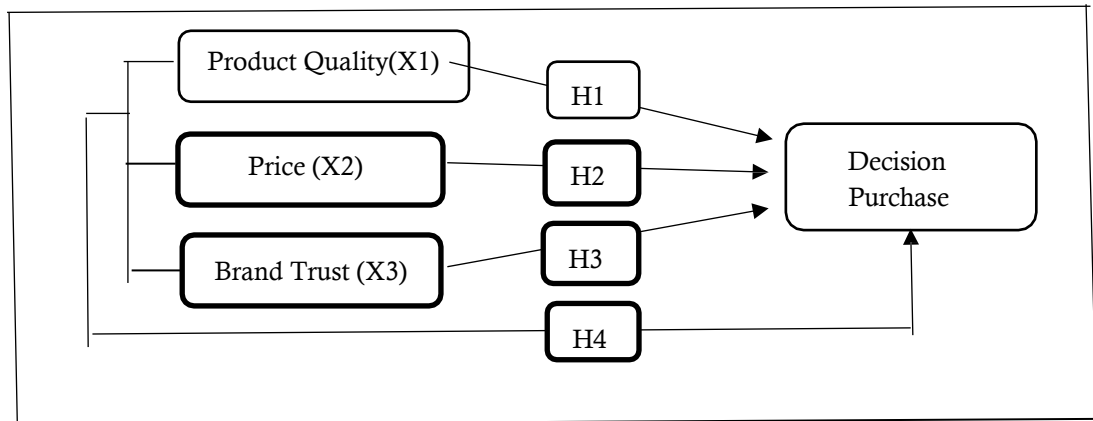
Research Conceptual Framework

Figure 1. Research Concept Framework

Research Hypothesis
The Influence of Product Quality on Purchasing Decisions
Consumers will feel satisfied if their evaluation results show that the products they use are of good quality (Lupioadi, 2012). Previous research on the influence of product quality on purchasing decisions conducted by Walukow, Manake, Sepang (2014) stated that product quality has a significant positive effect on purchasing decisions, research conducted by Weenas (2013) stated that product quality has a positive effect on purchasing decisions, research conducted by Soewito (2013) stated that product quality has a significant effect on purchasing decisions, while research conducted by Anggita and Ali (2017) also stated that product quality affects purchasing decisions. Based on the theory and results of previous research, the following research hypothesis can be made:
H1: Product quality has a positive and significant effect on purchasing decisions.

The Influence of Price on Purchasing Decisions
Kotler and Keller (2010) define price as one element of the marketing mix that generates revenue while the others generate costs.

Previous research on price on purchasing decisions conducted by Kudo (2013) stated that price has a significant effect on purchasing decisions, research conducted by Mongi, Mananeke, Repi (2013) stated that price has a positive and significant effect on purchasing decisions, research conducted by Mandey (2013) stated that price has a significant effect on purchasing decisions, while research conducted by Susanto (2016) also stated that price has a positive and significant effect on purchasing decisions. Based on the theory and results of previous research, the following research hypothesis can be made:
H2: Price has a positive and significant effect on purchasing decisions.

The Influence of Brand Trust on Purchasing Decisions
Brand Trust is the perception of reliability from the consumer's perspective based on experience, or more specifically, a sequence of transactions or interactions characterized by the fulfillment of expectations regarding product performance and satisfaction (Zohra, 2013).

Research on Brand Trust on purchasing decisions conducted by Adiwidjaja and Tarigan (2017) states that brand trust has a positive and significant effect on purchasing decisions, research conducted by Mamahit, Soegoto, Tembuan (2015) states that brand trust simultaneously &

partially has a significant effect on purchasing decisions, research conducted by Wulandari and Nurcahya (2015) states that brand trust simultaneously and partially has a positive and significant effect on purchasing decisions, while research conducted by Amron (2018) also states that brand trust has a positive and significant effect on purchasing decisions. Based on the theory and results of previous research, the following research hypothesis can be made:

H3: Brand Trust has a positive and significant influence on purchasing decisions.

The Influence of Product Quality, Price and Brand Trust on Purchasing Decisions
Referring to research conducted by Amron (2018), Anggita and Ali (2017), Adiwidjaja and Tarigan (2017), Susanto (2016), Wulandari and Nurcahya (2015), Mamahit, Soegoto and Tumbuan (2015), Walukow, Manake and Sepang (2014), Kudo (2013), Mongi, Mananeke and Repi (2013), Weenas (2013), Soewito (2013), Mandey (2013) which states that product quality, price and brand trust together have a positive and significant influence on purchasing decisions, the following hypothesis can be formulated:

H4: Product Quality, Price, and Brand Trust simultaneously have a significant influence on purchasing decisions.

3. Data and Method

Types of research
The type of research used in this study is explanatory research. The data used is primary data. To measure the magnitude of the influence of product quality on purchasing decisions, the influence of price on purchasing decisions, the influence of brand trust on purchasing decisions, and the influence of product quality, price, and brand trust on purchasing decisions. In addition, based on the research unit of analysis used, the individual is the unit of analysis. Individuals are used as the unit of analysis in this study because the data is collected and analyzed at the individual level. The response of each consumer is seen as an individual/personal data source.

Data Types and Data Sources
The type of data used in this study is subject data, namely, data on attitudes, opinions, experiences, or characteristics of the individuals who participated in the study. The data source for this study is primary data. Primary data obtained directly by the researcher comes from the research subjects. Here, the subjects are the respondents, whom the researcher identified by collecting answers through questionnaires.

Data collection technique
The data collection technique used in this study is a survey method that uses a questionnaire to be given directly to respondents, containing written questions to be answered, to measure the scale of purchasing decisions in selecting answers. The data collection technique involves providing a list of questions (questionnaires) to be answered.

Population and Sample
The population of this study was the students of the Faculty of Economics and Business, YARSI University, class of 2016, because many of them purchased and consumed Nature Republic Aloe Vera. In this study, the type of research used was a questionnaire distributed to 100 active students of the Faculty of Economics and Business, YARSI University, class of 2016, based on data from the Administration of the Faculty of Economics and Business, YARSI University. The sampling technique in this study was a simple random sampling technique. The number of samples in this study was determined based on the calculation of the Slovin formula with a tolerable error rate of 10%. So, the sample used in this study was 75 respondents of active students of the class of 2016 at the Faculty of Economics and Business, YARSI University.

Data Analysis Methods
The method used in this research employs statistical methods, which are a collection of methods used in data analysis. In order for the collected data to be valid, it must be processed and analyzed

first, so that it can be used as a basis for decision-making and drawing reasonable conclusions with the help of computer programs such as SPSS (Statistical Package for the Social Sciences).

4. Results
Reliability Test

Table 1. Reliability Test Results

Variables	Cronbach Alpha	r Table	Information
Buying decision	0.892	0.60	Reliable
Product Quality	0.959	0.60	Reliable
Price	0.946	0.60	Reliable
Brand Trust	0.948	0.60	Reliable

Source: Processed Primary Data, 2020.

Based on the Table above, all variables are reliable because all variables have a Cronbach's alpha value > 0.60.

Table 2. Interpretation of Questionnaire Reliability Values

Variables	Cronbach Alpha	r table	information
Buying decision	0.892	0.60	Very high
Product Quality	0.959	0.60	Very high
Price	0.946	0.60	Very high
Brand Trust	0.948	0.60	Very high

Source: Processed Primary Data, 2020

From the Table above, it can be seen that the purchasing decision variable has an r value of 0.892, the product quality variable has an r value of 0.959, the price variable has an r value of 0.946, and the brand trust variable has an r value of 0.948; all four variables have very high interpretation values.

Normality Test
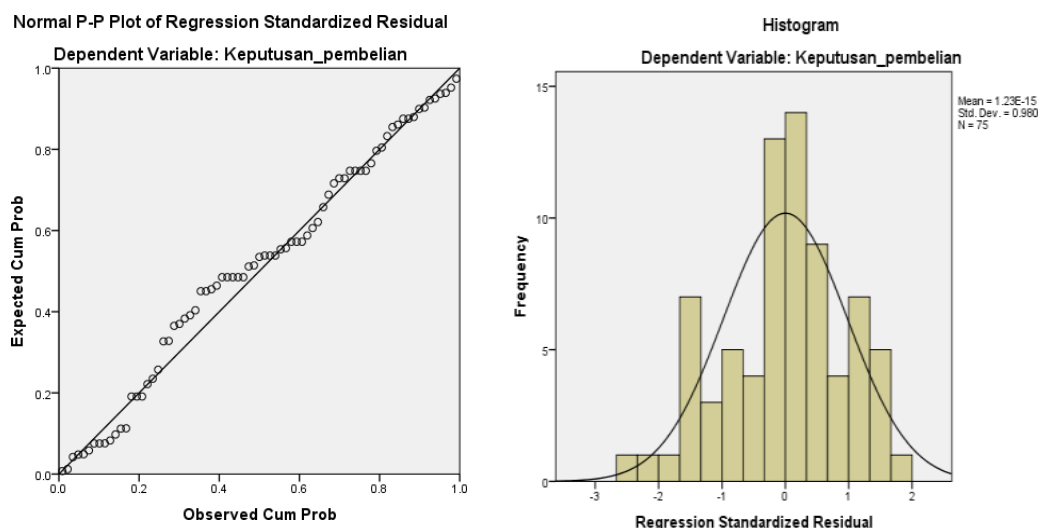
The image above shows that all data in the questionnaire is normally distributed. As seen from the normal curve pattern and the P-plot, which follows a linear distribution, it can be concluded that the data has passed the normality test.

Heteroscedasticity Test
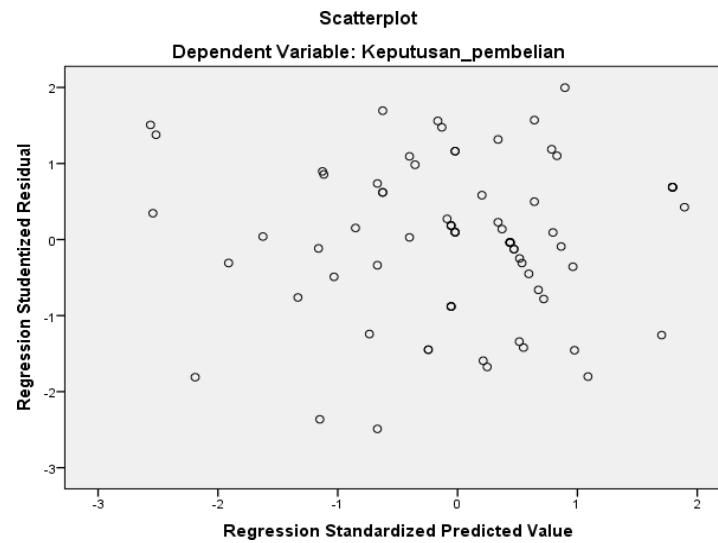
Figure 3. Heteroscedasticity Test Results

Based on the graph above, the data distribution is irregular and does not form a specific pattern. Therefore, in this regression model, there is no heteroscedasticity problem, and the data is spread above and below the Y axis.

Multicollinearity Test

Table 3. Multicollinearity Test Results

		Collinearity Statistics	
	Model	Tolerance	VIF
1	(Constant)		
	Product quality	.455	1,318
	Price	.634	2,225
	Brand_Trust	.238	2,158

Coefficientsa

Source: Processed primary data, 2020

From the Table above, it can be seen that the characteristics of the product quality, price, and brand trust variables have a VIF value <10. All independent variables used in this study are not correlated with each other, and there is no multicollinearity.

Hypothesis Testing
Multiple Linear Regression Analysis

Table 4. Results of Multiple Linear Analysis Test

Coefficientsa

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	Model	B	Std. Error	Beta		
1	(Constant)	2,033	.665		3,058	.003
	Product quality	1,082	.067	1,221	2,231	.023
	Price	1,659	.133	1,122	4,954	.000
	Brand_Trust	1,209	.117	2,208	5,306	.000

Source: Processed primary data, 2020

The regression results show a positive constant of 2.033, meaning that even if product quality, price, and brand trust are all zero, purchasing decisions remain at that level. A 1% increase in product quality increases purchasing decisions by 1.082 points, a 1% increase in price by 1.659 points, and a 1% increase in brand trust by 1.209 points. All variables have a positive effect, with price having the most significant influence on purchasing decisions.

Partial Test (t-Test)

Table 5. Results of Partial Significance Test (t-Test)

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	Model	B	Std. Error	Beta		
1	(Constant)	2,033	.665		3,058	.003
	Product quality	1,082	.067	1,221	2,231	.023
	Price	1,659	.133	1,122	4,954	.000
	Brand_Trust	1,209	.117	2,208	5,306	.000

Coefficientsa

The t-test results indicate that product quality, price, and brand trust have a positive and significant influence on purchasing decisions. This is evidenced by the calculated t-values of each variable being greater than the t-table (2.231, 4.954, and $5.306 \geq 1.993$) and significance values being smaller than 0.05 (0.023, 0.000, and 0.000). These findings indicate that improvements in these three factors will significantly drive consumer purchasing decisions.

Simultaneous Test (F Test)

Table 6. Results of Simultaneous Significance Test (F Test)

ANOVA

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	447,260	3	149,087	166,380	.000b
	Residual	63,620	71	.896		
	Total	510,880	74			

Based on the results of the Table above, the F-count value is $166.380. \geq$ F-table of 2.73 with a significance level of ≤ 0.05, namely 0.000. This shows that the variables of product quality (X1), price (X2), and brand trust (X3) simultaneously have a positive and significant effect on purchasing decisions.

Coefficient of Determination

Table 7. Results of the Determination Coefficient Test

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Durbin-Watson
1	.936a	.875	.870	.94660	2,168

The Adjusted R Square value above is 0.870, or 87.0%. This means that product quality, price, and brand trust influence purchasing decisions for Nature Republic Aloe Vera products by 87.0%, while other factors influence the remaining 13.0%. This means that product quality, price, and brand trust have a moderate contribution to purchasing decisions.

5. Discussion

The Influence of Product Quality on Purchasing Decisions

Based on Table 5, the analysis shows that product quality has a positive and significant influence on purchasing decisions. This indicates that the better the quality of Nature Republic Aloe Vera products from ingredient authenticity, safety of use, durability, to perceived benefits the greater the consumer's tendency to make a purchase. Consistent quality can shape positive perceptions, provide satisfaction after use, and encourage repeat purchases and word-of-mouth recommendations.

Conversely, if quality declines, consumer trust will weaken and purchasing decisions will potentially decline. This finding aligns with previous research by Anggita and Ali (2017), Walukow, Manake, and Sepang (2014), Weenas (2013), and Soewito (2013), which emphasized that product quality is a key determinant in purchasing decisions. Practically, these results emphasize the importance for companies to maintain quality standards, implement continuous innovation, and ensure that products meet or even exceed consumer expectations in order to maintain competitiveness in the market.

The Influence of Price on Purchasing Decisions

Based on Table 5, price is proven to have a positive and significant influence on purchasing decisions. This finding indicates that for Nature Republic Aloe Vera products, a relatively higher price is followed by an increase in purchasing decisions. This indicates that consumers view price as a representation of product value and quality, so a higher price is considered commensurate with the benefits, safety, and brand image obtained. This condition reflects the existence of perceived value, where consumers assess products not only based on nominal price, but also on the satisfaction and benefits they experience.

Conversely, excessively low price reductions can create negative perceptions of product quality, thus decreasing purchasing interest. These results are consistent with previous research by Susanto (2016), Kudo (2013), Mongi, Mananeke, and Repi (2013), and Mandey (2013), which emphasized that price plays a strategic role in influencing purchasing decisions, both as an economic factor and as a quality signal. Managerially, companies need to set prices that are not only competitive but also reflect product value and strengthen brand positioning in the minds of consumers.

The Influence of Brand Trust on Purchasing Decisions

Based on Table 5, brand trust has been shown to have a positive and significant influence on purchasing decisions. This indicates that the higher the level of consumer trust in the Nature Republic Aloe Vera brand which includes confidence in quality, safety, product consistency, and brand reputation the greater the consumer's tendency to make a purchase. Brand trust creates a sense of security and reduces the perception of risk, so consumers are more confident in making decisions, even willing to pay a higher price to obtain products from trusted brands. Conversely, if the level of brand trust decreases, consumers will be more hesitant and tend to look for other alternatives.

These findings align with previous research by Amron (2018), Adiwidjaja and Tarigan (2017), Wulandari and Nurcahya (2015), and Mamahit, Soegoto, and Tumbuan (2015), which emphasized that brand trust is a key factor in building loyalty and driving purchasing decisions. Managerially, companies need to maintain and enhance brand trust through consistent product quality, transparent communication, responsive service, and creating positive, memorable experiences for consumers.

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

Based on Table 6, product quality, price, and brand trust simultaneously have a positive and significant influence on purchasing decisions for Nature Republic Aloe Vera. This indicates that improvements in all independent variables from superior product quality, pricing that aligns with

consumer value perceptions, to high levels of brand trust will collectively drive increased purchasing decisions. The Adjusted R Square value of 0.870 indicates that these three variables can explain 87.0% of the variation in purchasing decisions. At the same time, the remainder is influenced by other factors outside this research model, such as promotion, distribution, or market trends.

These findings emphasize that an effective marketing strategy requires synergy between consistent product quality, appropriate pricing policies, and strong brand trust management to create comprehensive consumer appeal. Managerially, companies are advised to integrate these three aspects into an integrated marketing strategy to maximize customer loyalty and sustainably improve sales performance.

6. Conclusion

Based on the research results, product quality, price, and brand trust have a positive and significant influence on purchasing decisions for Nature Republic Aloe Vera, both partially and simultaneously. Purchasing decisions also align with Islamic sharia principles, where product quality meets legal cosmetic standards, prices are agreed upon fairly, and brand trust is maintained through transparency and honest information.

From a managerial perspective, these findings emphasize the importance for companies to maintain and improve product quality through continuous innovation, maintain quality consistency, and ensure compliance with cosmetic safety regulations. Pricing should consider perceived consumer value, remaining competitive yet reflecting quality. Furthermore, brand trust needs to be strengthened through credible communication, excellent after-sales service, and an ethical commitment to information delivery. An integrated approach to these three factors will enhance customer loyalty, safeguard brand reputation, and support sustainable sales growth.

Recommendation

Based on the research conclusions, Nature Republic producers are advised to improve product quality through innovative ergonomic and environmentally friendly packaging, as well as by displaying product information clearly and attractively. Quality control also needs to be strengthened at every stage of production to maintain product quality and safety and reach various consumer segments. Furthermore, the company needs to adjust its pricing strategy by offering a variety of packaging sizes to suit purchasing power, providing prices commensurate with benefits, and strengthening perceived value through promotions that highlight key benefits, regular discount programs, or bundling packages. These steps are expected to increase product appeal, expand market share, and strengthen consumer loyalty to the brand.

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