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THE INFLUENCE OF BRAND TRUST AND BRAND IMAGE ON POST-REGULATORY CRISIS PURCHASE DECISIONS: EXTENDING THE THEORY OF PLANNED BEHAVIOR AMONG GENERATION Z

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Abstract

This study aims to analyze the influence of brand trust and brand image on Generation Z's purchasing decisions regarding Pinkflash products on Shopee, following the 2024 BPOM issue. This study integrates these two variables within the Theory of Planned Behavior (TPB) framework in the context of the cosmetic regulatory crisis in Indonesian e-commerce, a topic that has received limited research attention. The research employs a quantitative approach with a causal design. Data were collected via a questionnaire from 130 Generation Z respondents in Cirebon who had previously purchased Pinkflash products on Shopee and were aware of the 2024 BPOM issue and were subsequently analyzed using SEM-PLS. The results indicate that brand trust and brand image each have a positive and significant influence on purchase decisions, both in partial and simultaneous effects. Practically, cosmetic companies and e-commerce platforms are advised to enhance transparency regarding BPOM certification and product safety communication to maintain Generation Z consumers' trust amid the regulatory crisis. This study contributes theoretically by integrating brand trust and brand image into the TPB framework within the context of a post-regulatory crisis in Indonesian e-commerce.

Keywords: Brand Trust, Brand Image, Purchase Decisions, Theory of Planned Behavior, Generation Z

INTRODUCTION

The global cosmetics industry faces serious challenges regarding brand trust and reputation, particularly when brands are involved in product safety or ethical issues. One such challenge is the practice of greenwashing, misleading environmental claims made by certain brands, which has been shown to erode consumer trust (Fella & Bausa, 2024). The tangible impact of this practice is evident in the Innisfree case, where greenwashing directly diminished positive perceptions of the brand and weakened consumer loyalty (Handoyo & Umayati, 2025). Generation Z consumers, who are active on social media, respond to this phenomenon quickly through boycotts and switching to brands perceived as more transparent. Additionally, platform-level data breaches further erode users' sense of security and trust in e-commerce, particularly when purchasing cosmetic products (Strzelecki & Rizun, 2022)

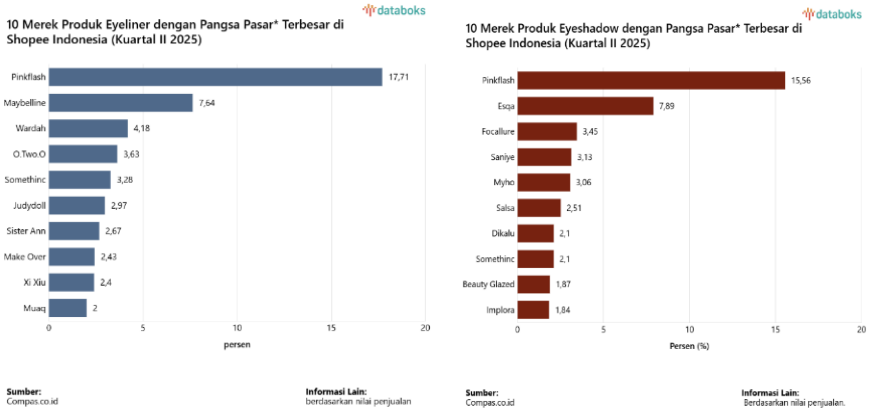
Domestically, Indonesia's beauty industry has seen significant growth over the past five years. Data from the Ministry of Industry shows that the number of beauty businesses grew by 77%, from 726 in 2020 to 1,292 in 2024 (Kemenperin, 2025). This growth is driven by increasing public awareness of personal appearance, as well as the ease of accessing products through digital platforms. Building on this trend, Shopee now dominates the beauty e-commerce market with a 63.5% market share as of February 2024 (Muhamad, 2025). This dominance is particularly significant when considered alongside the characteristics of Generation Z, the 13–28 year old demographic in 2025 who are known as digital natives with a strong preference for online shopping (BPS, 2025). Supporting this, the Populix Survey (2022) confirms that 70% of Indonesian Gen Z prefer to shop for cosmetics online due to the ease of accessing comprehensive product information and reviews (Gunawan et al., 2024).

One of the brands most sought after by Gen Z in this ecosystem is Pinkflash, a Chinese cosmetics brand founded by Guangzhou Jizhi in September 2020. The brand is widely known for its affordable prices, aesthetically pleasing packaging, and a brand identity that embraces trendy Korean makeup styles (Rodhiyah et al., 2025). Pinkflash's popularity is reflected in its achievement as the second best-selling cosmetic product on Shopee Indonesia in 2024, with total sales reaching 557,214 units during the Ramadan period (Beautynesia, 2024). This achievement indicates that Pinkflash has successfully built a strong perception in consumers' minds, both in terms of brand image and trust in the quality of its products.

This situation changed when, at the end of 2024, the Indonesian Food and Drug Administration (BPOM) announced that three Pinkflash products contained hazardous substances and revoked their marketing authorizations (Suara.com, 2024). From an analytical perspective, this event constitutes a regulatory crisis that has the potential to cause two major impacts. First, a decline in brand trust due to reduced consumer confidence in product safety and integrity. Second, a decline in brand image previously built on aesthetic appeal and affordability. Theoretically, this situation should lead to a decrease in consumer interest and purchasing decisions (Harifin & Paramita, 2024) and (Suhardi et al., 2024). However, empirical data actually shows the opposite: Pinkflash remained on the list of the 10 best-selling cosmetic products on Shopee in 2025 (Databoks, 2025). It is this discrepancy that prompted this study to examine how brand trust and brand image influence Generation Z's purchasing decisions regarding Pinkflash products on Shopee amidst the BPOM regulatory crisis.

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(Figures 1 and 2 show the best-selling products on Shopee Indonesia in the second quarter of 2025)



Source: Compas.co.id (2025)

This gap calls for a theoretical framework capable of comprehensively explaining the mechanisms of consumer behavior. A purchase decision is defined as the attitudes and actions of consumers in selecting and purchasing products after evaluating the information obtained to satisfy their needs and desires (Dewi et al., 2025). In the context of a brand crisis, purchase decisions reflect the extent to which consumers are able to maintain their purchase intentions and behavior toward the brand in question. The most relevant framework for explaining these dynamics is the Theory of Planned Behavior (TPB) (Ajzen, 1985), which states that consumer behavior is determined by three main constructs: attitude, subjective norm, and perceived behavioral control. Within this TPB framework, brand trust shapes consumers' attitudes toward the product, while brand image influences subjective norms through the social perceptions associated with the brand, making TPB an appropriate analytical lens for understanding post-crisis purchasing decisions.

Brand trust is defined as consumers' belief that a brand is capable of providing safety, quality, and fulfilling its promises in line with consumer expectations (Harifin & Paramita, 2024). The relevance of brand trust to purchase decisions has been consistently demonstrated in various previous studies (Kumala & Yasri, 2025). On the other hand, brand image, defined as consumers' perceptions formed through experience, quality, and associations with a brand, has also been shown to significantly influence purchasing decisions (Nabila et al., 2024) and (Suwito & Kussudyarsana, 2024). Thus, these two variables have a strong empirical foundation as predictors of consumer purchasing decisions.

The literature review identified three unresolved research gaps. First, previous studies on brand trust and brand image, including those by (Maulidya et al., 2025) and (Natasiah & Syaefulloh, 2024), were all conducted under stable brand conditions, creating an empirical gap regarding how these two variables function when a brand faces a regulatory crisis. Second, no research has explicitly integrated brand trust and brand image as core constructs within the Theory of Planned Behavior (TPB) framework to explain post-regulatory crisis purchasing behavior. Third, studies focusing on Generation Z as subjects in the context of post-crisis cosmetic purchases on the Shopee platform remain very limited (Cristina & Lady, 2024). Based on these three gaps, this study offers novelty. First, the first empirical test of

the role of brand trust and brand image under BPOM regulatory crisis conditions. Second, a new integration of these two constructs into the TPB framework as a post-crisis analytical model. Third, the first study to comprehensively integrate Generation Z, cosmetic products, and the Shopee platform within a single post regulatory crisis research context. Based on the above discussion, this study aims to analyze the influence of brand trust and brand image on Generation Z's purchasing decisions regarding Pinkflash products on Shopee in the Cirebon region following the 2024 BPOM issue, using the Theory of Planned Behavior as a theoretical framework.

REVIEW OF LITERATURE

The Theory of Planned Behavior (TPB) was developed by Ajzen (1991) as an extension of the Theory of Reasoned Action, incorporating the construct of perceived behavioral control to explain behaviors that are not entirely under an individual's control (Ajzen, 2020). TPB states that consumer behavior is determined by three main constructs: attitude, subjective norm, and perceived behavioral control.

In this study, the three TPB constructs are explicitly operationalized. First, attitude is shaped by brand trust, which is the consumer's cognitive evaluation of the safety and reliability of Pinkflash products. Second, subjective norms are influenced by brand image, which is the consumer's social perception of the brand's reputation within their social circle (Sari et al., 2025). Third, perceived behavioral control reflects consumers' belief that they remain capable and entitled to make purchases even though the brand faces a regulatory crisis. This integration makes TPB a relevant framework for explaining the paradox of Generation Z's purchasing decisions following the 2024 BPOM issue.

Brand Trust

Brand trust is consumers' belief that a brand is capable of consistently meeting expectations and fulfilling its promises (Yusuf et al., 2024), as measured by indicators of trust, reliability, honesty, and safety (Chaudhuri & Holbrook, 2001). Various studies consistently demonstrate that brand trust has a positive and significant influence on purchase decisions, particularly on e-commerce platforms where physical interaction does not occur (Rahajeng et al., 2024).

There is inconsistency in the literature that warrants attention. Most studies have been conducted under stable brand conditions, so there is no clear consensus on how brand trust operates when facing the pressures of a regulatory crisis. In such situations, it remains uncertain whether established trust can endure or will collapse due to the emergence of negative information. Within the framework of the Theory of Planned Behavior (TPB), high brand trust can foster positive consumer attitudes. These attitudes then reinforce purchase intentions and decisions, even when consumers are in a state of post-crisis uncertainty.

Brand Image

Brand image is the consumer perception formed through knowledge, experience, and associations with a brand, which is stored in memory as a reference for purchasing decisions (Alfiana et al., 2021) and is measured through the strength, power, and uniqueness of brand associations (Ali et al., 2023). Empirically, brand image has been shown to have a positive and significant influence on purchasing decisions, particularly in the cosmetics industry, which is closely linked to consumer identity and lifestyle (Istanti & Soliha, 2025) and (Soedargo & Mulya, 2023)

There is a debate in the literature regarding the resilience of brand image in crisis situations. Some researchers argue that a strong brand image possesses resilience against short-term negative information, while others contend that product safety issues can drastically erode brand image. This debate remains unresolved in the context of regulatory crises in Indonesian e-commerce. Within the TPB framework, a positive brand image contributes to the formation of subjective norms that drive consumer purchase intentions and decisions.

Purchase Decision

A purchase decision is the process by which consumers evaluate various product alternatives to select the one that offers the most optimal benefits (Artika et al., 2024), as measured by the selection of the product, brand, distributor, timing, quantity purchased, and payment method (Kotler & Armstrong, 2016). Research by (Maulana & Marista, 2021) demonstrates that brand trust and brand image simultaneously influence purchasing decisions, a finding reinforced by (Rizky et al., 2025), who assert that brand consistency and credibility are the primary determinants of purchasing decisions.

Most of these studies were conducted under normal brand conditions without the pressure of regulatory crises, raising unanswered theoretical questions regarding the stability of this model in a post-crisis context. Within the TPB framework, purchase decisions represent the final manifestation of a series of processes beginning with attitudes shaped by brand trust, subjective norms influenced by brand image, and perceived behavioral control, making TPB the most comprehensive framework for understanding the dynamics of Generation Z's purchase decisions following the 2024 BPOM issue.

RESEARCH METHOD

To investigate cause and effect relationships among two or more variables, this study employs a quantitative associative (causal) research design. This design was chosen because the primary goal of the study was to analyze the impact of brand trust (X1) and brand image (X2) on Generation Z's purchase decisions (Y) for Pinkflash products on Shopee following the 2024 BPOM issue. This approach is in line with the idea of causal associative research suggested by (Mahadianto & Setiawan, 2013). The study was conducted in the Cirebon area, and data were collected via online questionnaires distributed via Google Forms to respondents living in Cirebon. Each questionnaire statement was measured using a five-point Likert scale (1–5).

The term population refers to the analytical unit with particular traits that serves as the foundation for data collection (Adi et al., 2017). The study's population consists of all Generation Z customers in Cirebon, ages 13 to 28, who have purchased Pinkflash items on Shopee. A purposive sampling method was employed. Samples were chosen according to three criteria: (1) being aware of the 2024 BPOM issue, (2) having bought Pinkflash products through Shopee, and (3) belonging to Generation Z, which is ages 13 to 28. The (Hair et al., 2017) formula for regression analysis, which suggests a sample size of 5–10 times the number of indicators, was used to calculate the sample size. There were 130 responders in total because this study used 13 indicators.

Data analysis was conducted utilizing Structural Equation Modeling – Partial Least Squares (SEM-PLS) with SmartPLS 4 software. SEM-PLS data analysis comprises multiple stages, as indicated in (Hair Jr et al., 2014). The outer model evaluation initially examines

indicator quality via convergent validity (outer loadings ≥ 0.70 and AVE ≥ 0.50), discriminant validity (cross-loadings), and reliability (Alpha and CR ≥ 0.70). Next is the inner model evaluation, which analyzes the relationships between variables using R-Square (R^2) and Effect Size (f^2), and uses bootstrapping to test hypotheses and assess the observed results ($t > 1.96$, $p < 0.05$).

Research Hypothesis

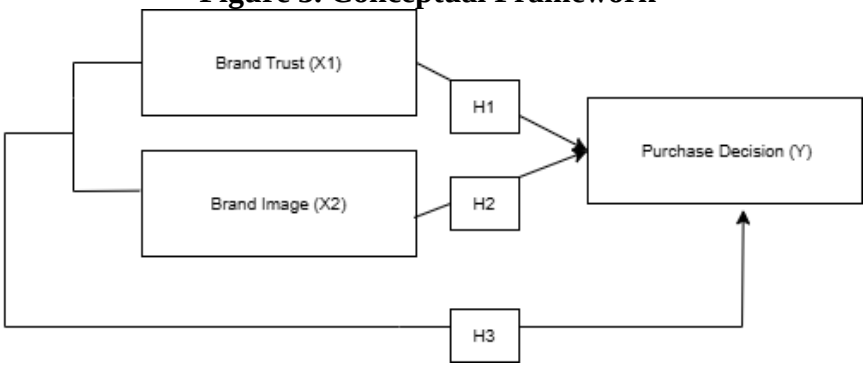
The purpose of this study is to investigate how brand image and trust affect consumers' decisions to buy. The following hypotheses are put forth in this study after a review of the literature and prior research:

- H1: Brand trust has an influence on purchasing decisions.
- H2: Brand image has an influence on purchasing decisions.
- H3: Brand trust and brand image have a simultaneous influence on purchasing decisions.

Research Model

The relationship between the independent variables (brand trust and brand image) and the dependent variable (purchase decision) is demonstrated by this study model. The following is a description of the model:

Figure 3. Conceptual Framework



Source: Compiled by the author (2026)

RESULTS AND DISCUSSION

Respondents' Characteristics

The following table presents the characteristics of respondents involved in the study. The presentation of respondent characteristics aims to provide an overview of the respondent profile.

Table 1. Respondent Characteristics

Categories	Possible Answers	Frequency	Percent
Gender	Male	108	84%
	Female	22	16%
Age	13 - 18 years old	18	14%
	19 - 23 years old	91	70%
	24 - 28 years old	21	16%
Recidence	Cirebon City	46	35%
	Cirebon Regency	84	65%

Occupation	Junior high school and high school students	19	15%
	University students	64	49%
	Workers/employees	47	36%
Monthly income	<Rp. 1.000.000	21	16%
	Rp. 1.000.000 - Rp. 3.000.000	89	68%
	Rp. 3.000.000 - Rp. 5.000.000	20	15%

Source: Compiled by the author (2026)

Table 1 shows that the respondents in this study were predominantly women (84%), with 22 male respondents (16%). Furthermore, by age category, most respondents were in the 13-18 age range, numbering around 18 people (14%), while 91 respondents (70%) were in the 19-28 age range, and 21 respondents (16%) were in the 24-28 age range. Furthermore, this study found that the respondents were predominantly from Cirebon Regency (84, 65%) and Cirebon City (around 46, 35%). The results of this research questionnaire showed that 64 respondents (49%) were students, 47 respondents (36%) were workers or employees, and 19 respondents (15%) were junior high school and high school students. Meanwhile, the majority of respondents had an income of IDR 1.000.000 - Rp. 3.000.000, amounting to 89 people (68%), then 21 people (16%) with an income of <Rp. 1.000.000 and 20 respondents (15%) with an income of Rp. 3.000.000 - Rp. 5.000.000.

Preliminary Analysis

Outer model testing in PLS-SEM assesses the validity and reliability of indicators in representing latent variables. The assessment is conducted using convergent validity, discriminant validity, and reliability tests to verify the accuracy of the measurement instrument prior to hypothesis analysis. The results of the SEM-PLS analysis revealed that all outer loadings exceeded 0.70, indicating adequate convergent validity for each indicator. Furthermore, Average Variance Extracted (AVE) values of 0.50 or higher indicate that the research constructs explain the indicators' variation well. In addition, both Composite Reliability and Cronbach's Alpha values for all constructs are above 0.70, reflecting high internal consistency and instrument reliability. Therefore, all statements in the questionnaire are considered valid and reliable based on the specified standards (Hair Jr et al., 2014).

Table 2. Measurement Test Model

Variabel	Item	Outer Loading	(AVE)	Cronbach's alpha	Composite reliability
Brand Trust (X1)	**BT.1.1**	0.837	0.634	0.884	0.912
	BT.1.2	0.843			
	BT.2.1	0.770			
	BT.3.2	0.734			
	BT.4.1	0.784			
	BT.4.2	0.804			
Brand Image (X2)	**BI.1.1**	0.814	0.646	0.816	0.879
	BI.1.2	0.854			
	BI.2.1	0.816			
	BI.2.2	0.727			
	PD.1.1	0.722			

Purchase Decision (Y)	**PD.1.2**	0.748	0.558	0.901	0.919
	PD.2.1	0.744			
	PD.3.2	0.702			
	PD.4.2	0.723			
	PD.5.1	0.767			
	PD.5.2	0.804			
	PD.6.1	0.737			
	PD.6.2	0.769			

Source: Compiled by the author (2026)

Based on Table 2, indicators X1, X2, and Y produced outer loadings > 0.70 and AVEs > 0.50, thus fulfilling convergent validity and indicating validity in measuring the latent variables. The brand trust indicator has outer loading values ranging from 0.734 to 0.843, with BT.1.2 as the highest, indicating that this indicator is the most effective at measuring the brand trust variable. The brand image indicators have the highest values, ranging from 0.727 to 0.854, with BI.1.2 having the highest at 0.854, indicating that this indicator can measure the brand image variable well. Then, the purchase decision indicators have outer loadings ranging from 0.702 to 0.804, with PD.5.2 showing the highest loading. It can be said that all indicators effectively represent each variable. Furthermore, the SEM-PLS analysis in Table 3 illustrates the average variance extracted (AVE) for the variables of brand trust, brand image, and purchase decision meets the requirement of > 0.50, indicating that all variables have good validity. In addition to the validity test, a reliability test must be conducted.

Reliability assessment is reflected in Cronbach's alpha and composite reliability values. A variable can be considered reliable if both values exceed 0.70, which proves an acceptable level of measurement reliability. Based on Table 3, all variables have values exceeding 0.70. This shows that all items yield consistent results, indicating that the variables in this study are reliable. In this study, a discrimination test was conducted to ensure that the constructs, or latent variables, were conceptually and empirically different from other constructs. Based on the information in Table 3, all indicators had higher cross-loadings on the variables they measured than on other latent variables. Thus, the analysis showed that the discriminant validity requirements were met.

Table 3. Cross Loading

Variable	symbols	X1	X2	Y
Brand Trust	**BT.1.1**	0.837	0.624	0.703
	BT.1.2	0.843	0.614	0.659
	BT.2.1	0.770	0.564	0.551
	BT.3.2	0.734	0.607	0.678
	BT.4.1	0.784	0.662	0.681
	BT.4.2	0.804	0.633	0.703
Brand Image	**BI.1.1**	0.598	0.814	0.607
	BI.1.2	0.629	0.854	0.658
	BI.2.1	0.671	0.816	0.689
	BI.2.2	0.597	0.727	0.602

Purchase Decision	**PD.1.1**	0.542	0.591	0.722
	PD.1.2	0.579	0.602	0.748
	PD.2.1	0.607	0.606	0.744
	PD.3.2	0.686	0.611	0.702
	PD.4.2	0.664	0.606	0.723
	PD.5.1	0.649	0.549	0.767
	PD.5.2	0.652	0.560	0.804
	PD.6.1	0.590	0.583	0.737
	PD.6.2	0.637	0.642	0.769

Source: Compiled by the author (2026)

The inner model test aims to describe latent constructs and their relationships. To demonstrate the predictive ability and relevance of the prediction model, two tests are used, namely the R-Square and F-Square (f2) tests. Based on the results shown in Table 5, the relationship between the independent and dependent variables is assessed using the R-Square value to determine the strength of the existing model. According to (Hair et al., 2019), R-square values of 0.75, 0.50, and 0.25 indicate strong, moderate, and weak models, respectively.

Table 4. R-Square and R-square adjusted

Model	R-square	R-square adjusted
PURCHASE DECISIONS	0.755	0.751

Source: Compiled by the author (2026)

Based on Table 4, the coefficient of determination (R-squared) for the purchase decision variable is 0.755, which is close to significant. This indicates that 75.5% of the variation in this variable is explained by Brand Trust and Brand Image, with the remaining 24.5% by other factors.

According to (Hair et al., 2019), the F-Square (f^2) value serves as an effect-size indicator reflecting the contribution of exogenous predictor variables to the dependent construct in the PLS-SEM structural model. The effect size is broken down as follows: $f^2 \geq 0.35$ indicates a strong effect, $0.15 \leq f^2 < 0.35$ represents a moderate effect, $0.02 \leq f^2 < 0.15$ indicates a weak effect, while $f^2 < 0.02$ reflects a very small effect.

Table 5. F-Square

Variables	Purchase Decisions
Brand Trust	0.219
Brand Image	0.488

Source: Compiled by the author (2026)

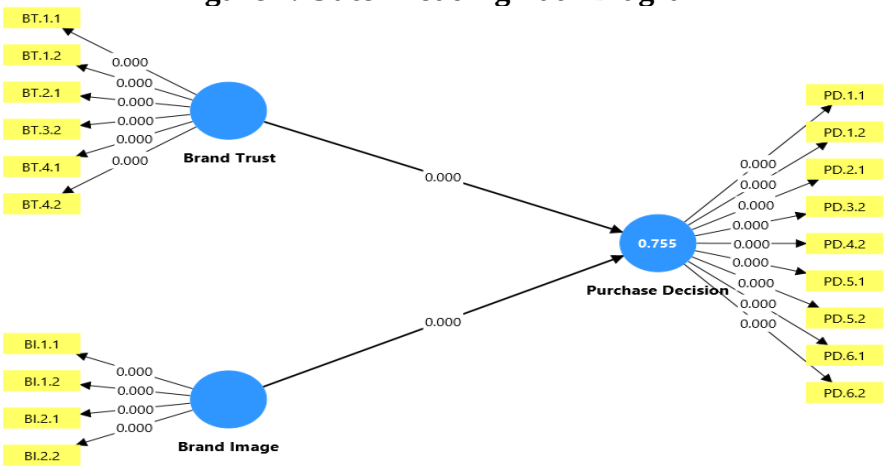
According to Table 5, the f-square value for the brand trust variable in purchasing decisions is 0.219, signifying a moderate effect. The brand image variable in purchasing decisions has an F-squared value of 0.488, signifying a substantial impact on purchasing decisions.

Hypothesis Testing

The analysis phase commences with an evaluation of validity and reliability to ensure the research instruments meet the criteria for measuring each variable. Next, hypothesis

testing is conducted to answer the research questions and evaluate the direct and indirect effects between variables.

Figure 4. Outer Loading Path Diagram



Source: Compiled by the author (2026)

Hypothesis testing was performed utilizing bootstrapping within the SEM-PLS methodology to assess the significance of the relationships between variables. The significance level was established by the t-statistic and p-value; the hypothesis was accepted if the t-statistic exceeded 1.96 and the p-value was less than 0.05 at the 5% significance level.

Table 6. Bootstrapping Processing Results

Hypothesis	Direction Of Influence	Original Sample	T statistics (O/STDEV)	P Values	Decision
H1	Brand Trust -> Purchase Decisions	0.369	4.604	0.000	Accepted
H2	Brand Image -> Purchase Decisions	0.550	6.779	0.000	Accepted

Source: Compiled by the author (2026)

The first hypothesis was validated, demonstrating that brand trust (X1) positively and significantly influences purchasing decisions (Y). The second hypothesis was corroborated, indicating that brand image (X2) positively and significantly influences purchasing decisions (Y). The third hypothesis test demonstrated that brand trust (X1) and brand image (X2) collectively affect purchasing decisions. The R-Square value of 0.755 indicates that brand trust and brand image explain 75.5% of the variance in purchasing decisions, with the remaining 24.5% attributed to factors outside the parameters of this research model.

Brand Trust's Impact on Purchase Decisions

The research findings confirm the first hypothesis, namely that brand trust has a positive and significant effect on Generation Z's decision to purchase Pinkflash products on Shopee following the 2024 BPOM issue. This finding aligns with the studies by (Aliyah et al., 2025) and (Shafiq et al., 2023) but holds deeper theoretical significance as it was generated within the context of a regulatory crisis, a condition that has been absent in the brand trust literature to date.

This finding can theoretically be interpreted through the construct of attitude within the TPB framework. Brand trust established prior to the crisis proved to foster a sufficiently strong positive attitude to withstand the pressure of negative information stemming from the BPOM issue. This indicates the presence of cognitive inertia, wherein consumers' positive evaluations of a brand do not immediately collapse when faced with a single negative incident but persist as long as the foundational trust in the brand's safety and consistency remains intact. This finding expands the theoretical understanding that brand trust not only functions as a driver of purchase in normal conditions but also serves as a risk perception buffer in post-crisis conditions. What is analytically interesting is that consumer trust is not directed solely at the Pinkflash brand but also at the Shopee platform ecosystem, which is perceived as having a safe and reliable transaction system. This indicates that in the context of e-commerce, brand trust is layered, encompassing trust in the product as well as trust in its distribution platform. This theoretical implication has not been extensively discussed in the existing literature and constitutes an original contribution of this study.

Brand Image's Impact on Purchase Decisions

The second hypothesis was accepted, proving that brand image has a positive and significant effect on purchase decisions. These findings are consistent with those of (Anam et al., 2021) and (Hasnah et al., 2024) but yield different analytical insights when examined in the context of the post-regulatory crisis. Within the TPB framework, brand image plays a role in shaping subjective norms, that is, consumers' perceptions of how their social environment views a brand. These findings indicate that Pinkflash's brand image, built on aesthetics, affordability, and Korean cultural identity, maintains its appeal among Generation Z, even after the BPOM issue emerged. This demonstrates that brand images rooted in social and cultural identity possess higher resilience compared to those built solely on the basis of product functional claims.

These findings also address the debate in the literature regarding the resilience of brand image in crisis situations. Contrary to the arguments of some researchers who claim that product safety issues can drastically erode brand image, this study shows that a strong brand image rooted in consumer identity values can withstand the short-term aftermath of a crisis. This is a somewhat unexpected finding and provides an important empirical contribution to the literature on brand management in crisis conditions.

The Concurrent Impact Of Brand Image And Trust On Purchasing Decisions

The third hypothesis was accepted, proving that brand trust and brand image simultaneously have a significant effect on purchase decisions. This finding reinforces the argument of (Rahmani et al., 2022), but with a more in-depth analytical contribution when interpreted through the TPB framework in a holistic manner.

Theoretically, this simultaneous influence reflects the concurrent operation of the three TPB constructs in the post-crisis decision-making process. Brand trust fosters positive consumer attitudes toward the product, and brand image reinforces subjective norms through positive social perceptions of the brand, while the combination of both enhances perceived behavioral control, that is, consumers' belief that they still have a solid basis to continue purchasing despite facing negative information. This mechanism theoretically explains why the empirical paradox in this study occurred: Pinkflash remained the best-selling product on Shopee despite facing the 2024 BPOM issue.

The most unexpected finding in this study is that regulatory crises do not have a significant destructive effect on Generation Z's purchasing decisions. This contradicts the common assumption in the brand crisis management literature, which tends to predict a drastic decline in purchasing behavior following a crisis. The most likely explanation is that Generation Z, as a group accustomed to the fast-paced and unpredictable flow of information on social media, possesses a greater ability to distinguish between short-term risk perceptions resulting from a single regulatory incident and long-term brand evaluations formed through repeated experiences. This finding opens up a new research agenda regarding the resilience of Generation Z's purchasing decisions in the face of brand crises in the digital age.

CONCLUSION

This study demonstrates that brand trust and brand image both individually and collectively have a positive and significant influence on Generation Z's decision to purchase Pinkflash products on Shopee following the 2024 BPOM issue. Within the TPB framework, brand trust was found to function as a risk perception buffer that maintains positive consumer attitudes even when the brand faces a regulatory crisis, while brand image rooted in social and cultural identity was found to exhibit resilience against short-term negative information through the reinforcement of subjective norms. These findings challenge the common assumption in brand crisis management literature that regulatory crises drastically reduce purchase decisions, while simultaneously opening a new research agenda regarding the resilience of Generation Z's purchase decisions in the digital era.

In practical terms, cosmetics companies are advised to strengthen transparency regarding BPOM certification and product safety communication as a key strategy for maintaining consumer trust in the post-crisis period, while Shopee needs to tighten oversight of product legality to support the sustainability of the digital marketplace. This study has limitations regarding its geographic scope and the number of variables; therefore, future research is advised to expand the sample area, include variables such as electronic word of mouth or risk perception, and compare findings across cosmetic brands to yield a more comprehensive understanding of Generation Z consumer behavior during brand crises.

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