
**INFLUENCE OF ELECTRONIC WORD OF MOUTH, PERCEIVED QUALITY
AND CUSTOMER ENGAGEMENT ON BRAND TRUST (STUDY ON
GENERATION Z WOMEN WARDAH COSMETICS USERS IN SURABAYA)**

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Abstract

This research was conducted to determine the effect of Electronic Word of Mouth, Perceived Quality and Customer Engagement on Brand Trust in Generation Z Female Wardah Cosmetic Users in Surabaya City. This research uses a quantitative approach. The population in this study is Generation Z Women in Surabaya City who have purchased Wardah cosmetic. The data collection technique used a questionnaire with a sample size of 205 respondents. The data collection technique uses multiple linear analysis. The results of this study indicate that simultaneously electronic word of mouth (X1), perceived quality (X2) and customer engagement (X3) have a positive and significant effect on brand trust. Furthermore, partially electronic word of mouth (X1), perceived quality (X2) and customer engagement (X3) have a positive and significant effect on brand trust.

Keywords: Electronic Word of Mouth, Perceived Quality, Customer Engagement
Brand Trust

INTRODUCTION

The Indonesian Cosmetic Industry is one of the businesses in Indonesia that is facing a rapid increase globally with the increasing number of cosmetics demands every year. Based on the Central Bureau of Statistics (BPS) in 2022, the number of Indonesian industry businesses grew by 20.6% to reach 913. There is an increase in this figure compared to the previous year which grew 9.61% with a total of 819 industries (Hasibuan in Agustina & Mahendri, 2023)

The cosmetic products of today have changed their function to become a basic need that needs to be fulfilled by women in an effort to beautify their appearance, the use of cosmetic products is one of the efforts that women can make to support their appearance. The significant growth of cosmetics is also inseparable from the role of women in buying cosmetic products, especially the younger generation such as Generation Z. Based on the results of a survey conducted by Popilix in 2022, Indonesian women of Generation Z were recorded to make the highest cosmetic purchases compared to the Millennial Generation and previous generations. This happened because Indonesian women began to realize the importance of paying attention to beauty.

Business is experiencing rapid development through the emergence of social media and the presence of a brand's official account. Social media is present as a platform that encourages active user involvement in sharing information and exchanging ideas using groups and virtual networks. Among various social media, Tiktok has now become one of the most popular applications in the community. The presence of Tiktok as a social media, makes it easy to communicate, socialize and find the latest information to its users. This convenience can be utilized by business people as a means of marketing products and a means of communication with various parties. The existence of Tiktok has an important role in digital marketing strategies and in building a brand.

Generation z's habit of being active on social media such as TikTok makes them more sensitive to issues such as individual diversity, sustainability and environmental impact as well as the impact on themselves. Thus, generation z prefers brands that not only provide quality products, but also have values that are in line with their beliefs. Therefore, the need for a brand trust in building trust and establishing long-term interactions with consumers as a rare means of creating consumer loyalty (Hendri & Budiono, 2021).

In the process of forming trust in brand trust, there are various factors that play a role in determining the formation of this trust. First, electronic word of mouth by providing reviews of goods/services, recommending with other consumers or just telling personal experiences. Next is perceived quality, a subjective view of the quality of a brand can have an impact on consumer confidence in the brand in question. Next, namely customer engagement which is the extent to which individuals participate and connect with activities or offers carried out by companies or customers (Tuti & Sulistia, 2022).

Cosmetic products are considered capable of providing a different look and giving confidence to its users. This is shown through the top sales data of cosmetic products in Indonesia in January-March 2022 where Maybeline ranks first to dominate the cosmetics market in Indonesia with total sales reaching Rp. 53.2 billion, Make Over reached Rp27.1 billion, Luxcrime amounted to Rp24.3 billion, Wardah amounted to Rp15.7 billion and the last Focallure amounted to Rp14.4 billion.

One of the cosmetic industry players who continues to bring innovation to its products is Wardah. As a local Indonesian brand, Wardah has managed to attract wide attention in the cosmetics market, especially through the presence of its official account on the media platform, namely Tiktok @wardahofficial. With the trend of using short videos that are in great demand by Tiktok users, Wardah can showcase its various cosmetic products through creative and innovative content such as beauty tutorials, challenges, or themed campaigns, Wardah has succeeded in attracting the attention of young audiences who tend to look for authentic beauty inspiration that fits their lifestyle. Tiktok provides an opportunity for Wardah to adapt to new trends in the world of digital marketing. Through Tiktok, Wardah can increase brand visibility and trust in a wider range of brands.

The number of other cosmetic brands among the public, makes Wardah continue to improve its marketing strategy. Efficient marketing strategy as an effort to build brand trust. The first is by doing electronic word of mouth through Tiktok social media. Second, by doing various ways to maintain the quality of its products so that the perceived quality of Wardah customers remains positive. Furthermore, namely by improving the quality of products and services to customers, such as improving product design to attract more attention from consumers, as well as adding the latest variations of make-up products to show high customer engagement to Wardah users.

REVIEW OF LITERATURE

Marketing

Kotler Marketing explained in (Zusrony, 2019) is a series of activities and organizations carried out by individuals or groups in making products and exchanging them for a certain nominal to other parties. Marketing is an organizational role that involves a series of activities aimed at generating, delivering and providing value to customers while forming relationships that are oriented towards mutual benefits between the organization and all stakeholders (Saleh & Said, 2019).

According to Tjiptono and Diana (2020) marketing is a process that includes the production, distribution, promotion and pricing of products, services and ideas in providing profitable exchange relationships with customers and to establish and maintain harmonious relationships with various related parties in a particular environment. The main objective of marketing is to attract consumer attention by communicating product offerings to target markets. In this regard, marketing plays an important role in developing company strategy (Saleh & Said, 2019).

Customer Behavior

A series of abstract characteristics that individuals and groups have when they search for, evaluate and manage products and services. Is an understanding of consumer behavior The main goal is to help customers make purchases that consider the time, money and energy that each individual has (Harahap, M. G., et al 2023). Meanwhile, Schiffman & Kanuk (2020) state that consumer behavior is the study of how consumers decide to purchase, use and evaluate products or services as a form of fulfilling consumer needs which are formed on internal (psychological) and external (social and cultural environment) factors.

Marketing Communication

According to Anang (2020) marketing communication is an activity that uses various communication approaches used when conveying information to the wider community, with the hope of achieving the organization's strategic goals, namely increasing profits. Marketing communication is a means that companies apply in conveying messages to consumers to provide information, build interest and maintain awareness of products and brands, either directly or indirectly. Through marketing communication, consumers can find out what the product is used for, the reasons for using it, who is the target, as well as the context of the time and location of its use. Anang (2020) states that marketing communication is like a tool that companies run in providing messages, convincing and reminding buyers either directly or indirectly regarding the products they offer.

Brand Trust

Brand trust describes the attitude of customers who are willing to trust and depend on the brand, which reflects their confidence in the function and quality of the products offered. Delgado & Munuera in Suryani, (2021) Brand trust refers to the belief or great expectation that the brand in question will provide a profitable experience for customers. This includes the level of customer trust in the brand and the value offered by the company's products, which allows consumers to measure the company's ability to fulfill the promises that have been made. Meanwhile, Agustina & Mahendri, (2023) brand trust is an important basis in business, where building trust or confidence in sustainable relationships with customers is a crucial step in creating consumer loyalty.

From this understanding, it can be concluded that brand trust is the perception of trust and positive attitudes of customers towards brands that reflect their level of trust in the quality, function and value of the products offered. Brand trust is an important basis when creating sustainable bonds between companies and customers in increasing the value or value of the company.

Electronic Word of Mouth

Damayanti & Nurhadi (2023) state that electronic word of mouth is the development of traditional communication which transforms into a new form in the digital world. Along with technological advances, electronic word of mouth is known as a marketing method similar to word of mouth, but conducted electronically via the internet, social media, and websites where consumers can share recommendations, ideas, or opinions, both positive and negative, about certain products or services. Humaira in Marini & Wibawa, (2022) Electronic word of mouth is the dissemination of information assisted through electronic platforms as an intermediary. This digitization of word of mouth is called electronic word of mouth.

Latif in Anggraini & Nurhadi, (2023) also argues that electronic word of mouth is a form of marketing in which utilizing the internet as a platform for disseminating information by word of mouth, which aims to help strategic strategies and strategic goals in marketing activities. So it can be concluded that electronic word of mouth is the dissemination of product information to consumers assisted by electronic media as an intermediary. Consumers can share recommendations, opinions or ideas through digital platforms that help support marketing strategies and goals.

Perceived Quality

Tjiptono (2020) states that perceived quality is an evaluation given by customers of the superiority or quality of their products in a comprehensive scope, thus, the perception of quality (perceived quality) is not the judgment of experts or managers. According to Braun

et al (2020) perceived quality is a factor that can significantly influence the consumer decision-making process and is the key to the success of a company.

Furthermore, it emphasizes that what needs to be considered in perceived quality is the subjective view of the customer, so that perceived quality is difficult to measure neutrally. Perceived quality can concern things that are considered important to them, reminding consumers of their interests that influence how they perceive a product or service. So that perceived quality can be interpreted as a subjective evaluation of the quality of a product, which influences purchasing decisions and the success of the company or in other words, it is a consumer assessment related to the function of a service or product according to the experience when using the service or product. This assessment depends on the factors that each customer considers important.

Customer Engagement

Customer engagement can be interpreted as a key success factor in business that is integrated in marketing strategies and has the potential to support company growth in the future (Shofana, 2023). Suryani, (2021) customer engagement is a process that aims to involve potential customers and provide maximum support to customers to the maximum extent in influencing their decision to make a purchase. According to Zheng et al., (2022) customer engagement refers to consumer responses to content on social media related to brands, such as interacting with content, commenting and sharing content. (Shofana, 2023).

Based on this description, it can be concluded that customer engagement is the process of involving customers or potential customers in deep interactions, both through maximum support and response to brand content on social media to influence purchasing decisions and support company growth.

RESEARCH METHOD

This research uses a type of quantitative research using a questionnaire method. The population in this study were generation z women aged 17-29 years in Surabaya City, totaling 320,885 people (based on the Surabaya City Statistics Agency in 2024). In determining the research sample using the Slovin formula and obtained a sample of 205 respondents. The sampling technique used non-probability sampling with purposive sampling technique. The data source of this research is Google Form which is used to collect primary data from respondents. The questionnaire was distributed online to 205 respondents based on predetermined characteristics. The data analysis technique in this study uses 1) Data analysis using Validity Test and Reliability Test; 2) Classical Assumption Test using Normalistas Test, Multicollinearity Test and Heteroscedasticity Test; 3) Multiple Linear Analysis; 4) Coefficient of Determination (R²); 5) Hypothesis Test using F Test (simultaneous test) and T Test (partial test).

RESULTS AND DISCUSSION

The results of distributing questionnaires via google form to 205 respondents show that the characteristics of respondents based on the gender of the respondents are 100% female. This is because conducting research on generation z women who use Wardah cosmetics. Based on the age characteristics of respondents in this study aged 17-21 years as

many as 25.9%, aged 22-26 years as many as 31.2% and aged ≥ 27 years as many as 42.9% of respondents. Meanwhile, the classification of respondent characteristics based on the frequency of purchases of Wardah cosmetic products shows that as many as 24.4% of respondents have made purchases 1-2 times, as many as 39% of respondents have made purchases 3-4 times. Then as many as 36.6% of respondents have made purchases ≥ 5 times.

Validity Test

The validity test in this study is used to determine whether or not the research instrument is valid by comparing the value of r count with r table. If r count $>$ r table, then the statement or indicator is declared valid, otherwise if r count \leq r table, then the statement or indicator is declared invalid. By using 205 respondents (n = 205) as a sample with a significance level of 5% (0.05), the r table value is determined, namely N-2, df = 205-2 = 203. It can be seen that the r table df = 203 with $\alpha = 5\%$ is 0.137.

Table 1
Validity Test

Variable	Statement	r-count	r-table	Description
Electronic Word of Mouth (X ₁)	X1.1	0,669	0,137	Valid
	X1.2	0,667	0,137	Valid
	X1.3	0,625	0,137	Valid
	X1.4	0,631	0,137	Valid
Perceived Quality (X ₂)	X2.1	0,801	0,137	Valid
	X2.2	0,616	0,137	Valid
	X2.3	0,602	0,137	Valid
	X2.4	0,798	0,137	Valid
	X2.5	0,427	0,137	Valid
	X2.6	0,445	0,137	Valid
Customer Engagement (X ₃)	X3.1	0,449	0,137	Valid
	X3.2	0,626	0,137	Valid
	X3.3	0,489	0,137	Valid
	X3.4	0,528	0,137	Valid
	X3.5	0,450	0,137	Valid
	X3.6	0,499	0,137	Valid
	X3.7	0,649	0,137	Valid
	X3.8	0,477	0,137	Valid
Brand Trust (Y)	Y.1	0,603	0,137	Valid
	Y.2	0,609	0,137	Valid
	Y.3	0,600	0,137	Valid
	Y.4	0,484	0,137	Valid
	Y.5	0,492	0,137	Valid
	Y.6	0,524	0,137	Valid

Source: Primary Data Processed, 2025

Based on table 1 above, it can be concluded that the validity test results of each indicator there are Electronic Word of Mouth (X₁), Perceived Quality (X₂), Customer Engagement (X₃), and Brand Trust (Y) variables declared valid because r count $>$ r table.

**Reliability Test
 Composite Reliability**

**Table 2
 Composite Reliability**

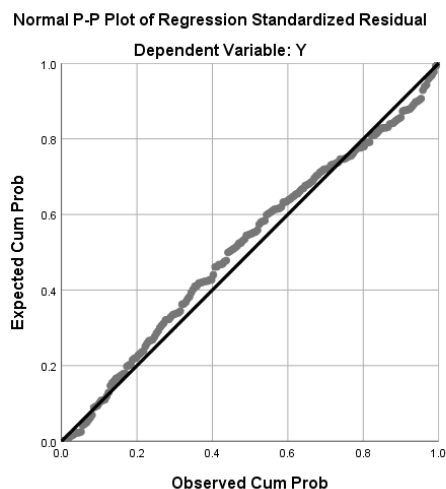
Variable	Cronbach Alpha	Alpha	Decription
Electronic Word of Mouth (X ₁)	0,636	0,60	Reliabel
Perceived Quality (X ₂)	0,671	0,60	Reliabel
Customer Engagement (X ₃)	0,606	0,60	Reliabel
Brand Trust (Y)	0,606	0,60	Reliabel

Source: Primary Data Processed, 2025

Based on table 2 above, it shows that each variable has a Cronbach Alpha (α) of more than > 0.60 and the analysis results show that all variables analyzed are reliable. Therefore, the data processing process continues at the next stage.

Normality Test

P-Plot



**Figure 1
 P-Plot Model**

Source: Primary Data Processed, 2025

Based on Figure 1 above, normality testing is shown by analyzing the p-plot. From the results of the observation, it can be seen that the data spreads and follows the diagonal line. The distribution of this research data shows that the data is normal, so the kayak regression model is applied in the hypothesis testing process. In supporting the p-plot test above, requires data analysis using the statistical test used in detecting normal data in this study using the Kolmogorov-Smirnov Statistical Analysis Test which is processed through the SPSS 25 program. Sig (2-tailed) > 0.05 so the data is normal. Conversely, for the value of Asymp. Sig (2-tailed) < 0.05 , it shows that the data is not normal

One-Sample Kolmogorov-Smirnov Test

Table 3

One-Sample Kolmogorov-Smirnov Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		205
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.70066365
Most Extreme Differences	Absolute	.060
	Positive	.048
	Negative	-.060
Test Statistic		.060
Asymp. Sig. (2-tailed)		.066 ^c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Based on the normality test results from the table above, it can be seen that the significant value or Asymp.Sig (2-tailed) is $0.066 > 0.05$, it is concluded that the data is normally distributed.

Multicollinearity Test

Table 4
Multicollinearity
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	9.720	1.774		5.478	.000		
X1	.397	.121	.231	3.268	.001	.705	1.419
X2	.219	.061	.263	3.566	.000	.644	1.554
X3	.149	.053	.188	2.827	.005	.790	1.266

a. Dependent Variable: Y

Source: Primary Data Processed, 2025

Based on the results in the table above, it can be seen that the tolerance and VIF values of the Electronic Word of Mouth (X1) variable are 0.705 and 1.419, the Perceived Quality (X2) variable is 0.644 and 1.554 and the Customer Engagement (X3) variable is 0.790 and 1.266. Based on this value, it is concluded that there is no multicollinearity between the independent variables because the tolerance value is more than 0.1 and $VIF < 10$.

Heteroskedastisitas test

The Heteroscedasticity test aims to determine whether there is an inequality of variance in the residuals between one experience to another in the regression model. The purpose of a good regression model is to prevent heteroscedasticity. In this study, the heteroscedasticity test was carried out by looking at the spread of points on the Scatterplot

graph. If no clear pattern is formed and the points spread above and below the number 0 on the Y axis, then there is no heteroscedasticity

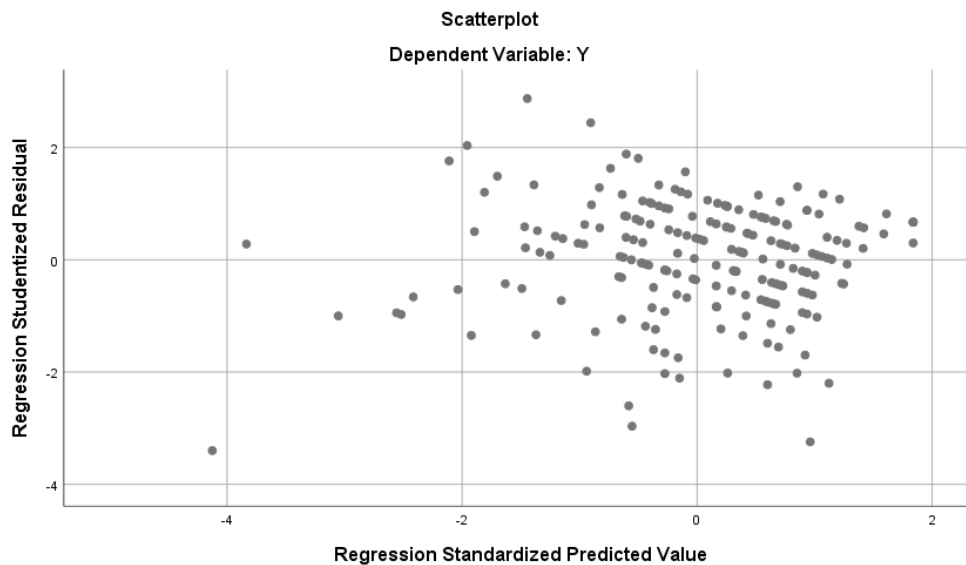


Figure 2
Scatterplot test
 Source: Primary Data Processed, 2025

Based on the picture above, the residual points are scattered randomly without forming a certain pattern and spread above and below the number 0 on the Y axis. This indicates no indication of heteroscedasticity in the regression model.

Multiple Linear Regression Analysis

Table 5.
Multiple Linear Regression Analysis
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.720	1.774		5.478	.000
	X1	.397	.121	.231	3.268	.001
	X2	.219	.061	.263	3.566	.000
	X3	.149	.053	.188	2.827	.005

a. Dependent Variable: Y

Source: Primary Data Processed, 2025

Based on the test table above, the regression equation is obtained:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + e$$

$$Y = 9,720 + (0,397)X_1 + (0,219)X_2 + (0,149)X_3 + 1774$$

The constant value of 9,720 indicates that when all independent variables are zero, the value of the brand trust variable (Y) is estimated at 9,720. Based on the results of multiple linear regression analysis, it is obtained that the variables electronic word of mouth (X1), perceived quality (X2), and customer engagement (X3) have a significant effect on the variable brand trust (Y), indicated by the significance value of each variable which is less than 0.05. The regression coefficient shows that each one unit increase in the electronic word of mouth (X1), perceived quality (X2), and customer engagement (X3) variables will increase the value of the brand trust (Y) variable by 0.397, 0.219, and 0.149 respectively, assuming other variables are constant. Among the three, the perceived quality variable (X2) has the most dominant influence on the brand trust variable (Y) with the highest Beta coefficient value of 0.263, followed by the electronic word of mouth variable (X1) of 0.231 and the customer engagement variable (X3) of 0.188.

Coefficient Determination (R2)

Table 6.
Coefficient Determination
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.544 ^a	.295	.285	2.721

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

Source: Primary Data Processed, 2025

Based on the coefficient of determination test in this study of 0.285. This shows that Brand Trust is influenced by the Electronic Word of Mouth, Perceived Quality, and Customer Engagement variables by 28%, while the remaining 72% is influenced by other factors not included in this study.

Hypothesis Test

F-test (Simultant)

Table 7
F-test (Simultant)
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	624.031	3	208.010	28.100	.000 ^b
	Residual	1487.891	201	7.402		
	Total	2111.922	204			

- a. Dependent Variable: Y
- b. Predictors: (Constant), X3, X1, X2

Source: Primary Data Processed, 2025

From the table and explanation above, it shows that the calculated F value in this study is greater than the F table, which is $28.100 > 2.64$ and the significant value is less than 0.05, namely 0.00 ($0.00 < 0.05$), it can be stated that H1 is accepted. It can be that the variables Electronic Word of Mouth (X1), Perceived Quality (X2), and Customer Engagement (X3) simultaneously and significantly affect Brand Trust (Y) Wardah cosmetics.

T-Test (Parcial)

The t test or partial test is conducted to measure the effect of each independent variable and the dependent variable. In this study, the independent variables whose influence is seen include electronic word of mouth (X1), perceived quality (X2), and customer engagement (X3) on the dependent variable brand trust (Y). Based on table 5, it can be seen that the t count of X1 is $3.268 > 1.971$ and the significance value is $0.001 < 0.05$. So that H0 is rejected and H1 is accepted and conclude that Electronic Word of Mouth (X1) partially has a significant effect on Brand Trust. (Y). Then t count X2 is $3.566 > 1.971$ and a significance value of $0.000 < 0.05$. So that H0 is rejected and H1 is accepted and conclude that Perceived Quality partially has a significant effect on Brand Trust. (Y). And for t count X3 of $2.827 > 1.971$ and a significance value of $0.005 < 0.05$. So that H0 is rejected and H1 is accepted and conclude that Customer Engagement partially has a significant effect on Brand Trust. (Y).

The Effect of Electronic Word of Mouth, Perceived Quality, and Customer Engagement Has a Simultaneous Effect on Brand Trust

Based on the results of the F test above, the results obtained at F count of 28.100 with sign. 0.000 and F table of 2.64. So, simultaneously proven by F count $28,100 > F$ table 2.64, H0 is rejected and H1 is accepted significantly. It can be concluded that Electronic Word of Mouth (X1), Perceived Quality (X2), and Customer Engagement (X3) simultaneously have a significant effect on Brand Trust.

This is supported by research previously conducted by Rachmalia Indah Anggaraini and Nurhadi (2023) with the title “The Effect of Electronic Word of Mouth on Twitter @eminacosmetics, Perceived Quality and Brand Image on Brand Trust (Study on Emina Cosmetics User Teenage Women who have Twitter Accounts in Surabaya City)”. This study states that simultaneously Electronic Word of Mouth, Perceived Quality and Brand Image have a significant effect on Brand Trust with statistical calculations showing the value of F count $59.317 > F$ table 2.670 with a significance of $0.000 < 0.05$.

The Influence of Electronic Word of Mouth on Brand Trust

Based on the results of multiple linear analysis, it is known that the regression coefficient of the electronic word of mouth variable is 0.3268 which has a positive influence on the brand trust variable. This shows that the more positive reviews written on Wardah's tiktok account, the more consumer confidence in Wardah cosmetic products will increase. Meanwhile, based on the results of hypothesis testing in this study, it is known that the Electronic Word of Mouth (X1) variable partially has a significant effect on Brand Trust (Y).

This can be seen from the results of t count $3.268 > t$ table 1.971 with a significant value of 0.001 . So it can be stated that H_0 is rejected and H_1 is accepted, meaning that partially the electronic word of mouth variable (X_1) has a significant influence on brand trust (Y).

Based on the results of the analysis above, electronic word of mouth affects brand trust in using Wardah cosmetics. Electronic word of mouth related to Wardah cosmetic products includes reviews of Wardah products, positive recommendations, content that is shared provides a clear description and is useful and convincing. Electronic word of mouth can be said to be successful when consumers are influenced and trust so that consumers believe in cosmetic products from the Wardah brand. This is evidenced by the results of distributing questionnaires on the statement "I often hear positive recommendations or consistent positive reviews about Wardah cosmetics on Tiktok" obtained the highest percentage of answers, namely 48.3% in the answer Strongly Agree (SS). From these answers, it indicates that the average respondent tends to give positive recommendations or reviews regarding Wardah cosmetic products on Tiktok. So that this causes electronic word of mouth to have a significant effect on brand trust. This shows that the average respondent is satisfied and believes in Wardah products so that they provide positive recommendations and reviews to other consumers on Wardah's Tik Tok account.

The results of these findings are in line with the research of Dinda Eka Agustina and Wisnu Mahendri (2023) with the title "The Effect of User Generated and Electronic Word of Mouth on Brand Trust of Hanasui Cosmetic Products in the Tiktok Application". The results of this study state that Electronic Word of Mouth has a positive and significant effect on Brand Trust for Hanasui cosmetic products on Tiktok.

The Influence of Perceived Quality on Brand Trust

Based on the results of the hypothesis testing that has been carried out, it is known that the perceived quality variable (X_2) partially has a significant effect on brand trust (Y). This can be seen from the calculated t value of $3.566 > t$ table 1.971 with a significant 0.000 . So, it can be stated that H_0 is rejected and H_1 is accepted, meaning that partially the perceived quality variable (X_2) has a significant influence on brand trust (Y).

Positive perceptions will increase consumer confidence in Wardah brand cosmetic products which in turn encourages them to continue using them. Initially, customers have confidence in Wardah after conducting an in-depth evaluation of its product characteristics. After that, consumers try to build trust in marketers before trying to make adjustments to product characteristics with consumer personalities. This is evidenced by the results of distributing questionnaires on the statement "Wardah cosmetics use safe and halal quality ingredients" by 47.8% who strongly agreed and the statement "Wardah cosmetics have a better effect on facial skin" by 45.9% . It can be concluded that the use of safe, halal quality ingredients and the performance offered are in accordance with the needs of the respondents. Thus, the more positive and good customer perceptions of the perceived quality of Wardah cosmetics, the more consumers will believe in the Wardah cosmetic brand.

This is in line with research conducted by Rosyida Rahma Izzati (2019) entitled "The Effect of Perceived Quality and Brand Image on Brand Trust of Wardah Cosmetic Products. The results of this study state that perceived quality has a positive and significant effect on brand trust.

The Influence Customer Engagement on Brand Trust

Based on the test results, it can be seen that the customer engagement variable (X3) partially has a significant influence on brand trust (Y). This can be seen from the acquisition of the t count value of $1.971 > t$ table 1.971 with a significant 0.009. So it can be stated that H0 is rejected and H1 is accepted, which means that partially the customer engagement variable (X3) has a significant influence on brand trust (Y).

Good customer engagement will increase consumer trust in Wardah products. The higher the consumer involvement, the greater and higher the trust that is formed, because consistent interaction can increase credibility and loyalty which will then strengthen brand trust in Wardah cosmetic products. This is evidenced by the results of distributing questionnaires on the statement "I feel deeply involved when reading reviews or content posted by Wardah" 48.3% of respondents chose the answer strongly agree. So it is concluded that there is an established relationship and consumer involvement with Wardah on the Tiktok account, so it creates mutual trust.

This is in line with research conducted by Monica Aprilia Suryani (2021) with the title "The Effect of Personal Selling Capability, Customer Engagement, and Customer Experience on Brand Trust and Repurchase Intention for Yamaha Motorbikes in Semarang". The results of this study state that customer engagement has a positive and significant effect on brand trust.

CONCLUSION

Based on the findings and discussion obtained in the research that has been carried out through the process of data collection, data management to data analysis shows the results of this study indicate that simultaneously electronic word of mouth (X1), perceived quality (X2) and customer engagement (X3) have a positive and significant effect on brand trust. Furthermore, partially electronic word of mouth (X1), perceived quality (X2) and customer engagement (X3) have a positive and significant effect on brand trust.

This research is expected to be a suggestion for companies to increase positive electronic word of mouth and build perceptions of the quality of Wardah products, increase customer engagement through various varied programs to build and increase brand trust. It is also hoped that future researchers will be more varied in developing brand trust, not only limited to the variables of electronic word of mouth, perceived quality and customer engagement.

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