

**THE INFLUENCE OF PRODUCT ATTRIBUTES AND BRAND TRUST ON
PURCHASE DECISIONS FOR THE ORIGINOTE SKINCARE IN
SURABAYA CITY**

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Abstract

Advances in various fields have increased human needs, not only in basic aspects but also in personal needs such as skin care. This study aims to determine the influence of Product Attributes and Brand Trust on the purchase decision of The Originote skincare in the city of Surabaya. This study uses a quantitative approach with primary and secondary data, and the data collection instrument is compiled using a questionnaire with an ordinal scale with the Likert 1-5 technique. Data analysis was carried out using the Structural Equation Modeling method based on Partial Least Square (SEM-PLS) through the SmartPLS application. The sampling technique used was purposive sampling, with a total of 110 respondents. The results showed that Product Attributes and Brand Trust had a positive and significant effect on purchase decisions. These findings indicate that the better the consumer's perception of Product Attributes and Brand Trust, the higher their tendency to purchase The Originote skincare products.

Keywords: Product Attributes, Brand Trust, Purchase Decision

INTRODUCTION

The increasing consumer awareness of self-care is a tempting momentum for business people with the increase in the beauty industry in Indonesia. The increasingly diverse selection of facial care products, ranging from economical to premium, has made it more accessible to various groups. In Indonesia, there are currently many skincare brands and they are widespread. Based on the data above, some of the best-selling *skincare* products with various brands such as *Wardah, Ms Glow, Emina, The Originote, Skintific, and others are presented.*

At the end of last year, there was a phenomenon that emerged on social media related to cases of alleged overclaims made by the *skincare* industry. This case of overclaim that shocked social media arose due to the results of laboratory tests which showed incompatibility with several products with the phrase on the packaging. The emergence of Detective Doctors aka Doktif, who often inspect several beauty products has caused a stir among netizens and skincare business owners. It is known that this doc is a doctor who is critical of the safety contained in beauty products (Kompasiana, 2024).

One of the skincare brands that is suspected of overclaiming is The Originote which is a beauty product that is quite known for its commitment to providing natural and quality products for consumers. Precisely last October, The Originote products that were tested docically included Retinol B3 Serum and Originote Gluta-Bright B3 Serum. The amount of marketing carried out by this brand attracts a lot of public attention and is so curious about these products that they often hold special promos in their various *official e-commerce* at very affordable bundling prices. This product claims to contain certain ingredients that are more effective than the actual ones. This is even considered excessive and inconsistent with the results of clinical trials. With this, doubts arise about the attributes of a product in consumers which will be seen as a product.

According to Pratama in his research, product attributes are a special characteristic of a product which is a desire and need expected by consumers (Pratama & Wardhani, 2024). Based on research from (Tovtora S et al., 2022), (Hou, 2021) shows that product attributes have a positive and significant effect on purchasing decisions. However, in the study (Sari et al., 2021), it was shown that the difference in results showed that product attributes did not have a positive and significant effect on tourists' purchasing decisions. However, in the *skincare* industry, product attributes are often a major factor in purchasing decisions. This shows that there is a research gap that product attributes can be different in each industry, so it needs to be re-tested in the context of *skincare products*.

One of the aspects that is a disappointment is the loss of consumer trust in various social media. According to Delgado in (Andriani & Heriyanto, 2023), *brand trust* is the ability of brands to be trusted, which is based on consumer confidence that products can be trusted and meet promising values and have good brand intentions, based on the desire and belief in the brand that is able to prioritize the interests of consumers.

The results of Pratama & Wardhani (2024) research show that *brand trust* has a positive effect on purchase decisions, the higher consumer trust, the more likely they are to make a purchase. However, the research of Watulingas et al. (2022) using broader indicators found that *brand trust* did not have a significant effect on purchasing decisions. This difference in findings shows that there is a research gap related to the indicators used in the previous study, which can affect the final results. Therefore, further research is needed to understand how various indicators of *brand trust* can influence purchasing decisions. The

impact of these problems shows the effect of a product attribute that is not in accordance with the consumer's wishes, which will later have an impact on a significant decrease in sales value in the future.

REVIEW OF LITERATURE

Product Attributes

A product selection by consumers at this time is influenced by many factors, one of which is the product attributes. Product attributes will provide a clear picture for consumers to meet their needs and wants. Kotler and Armstrong (2017) in (Orlando & Harjati, 2022) explained that product attributes are elements that differentiate a product, so as to provide added value, benefits and be considered in purchasing decisions. Meanwhile, according to Tjiptono (2008) in (Firmansyah *et al*, 2022) Product attributes are product elements that are considered important by consumers and are used as the basis for making a purchase decision. Product attributes can include brand, packaging, warranty (warranty), service and others. According to Kotler and Armstrong (2017) in (Orlando & Harjati, 2022) there are 3 indicators of product attributes in his research, namely Product Quality, Product Features, Product Style and Design.

Brand Trust

According to Perdana, Komariah, and Mulia (2020) in (Dewi & Dermawan, 2022), brand trust is a consumer's perception of the function of a product based on their experience with the brand in providing satisfaction. This trust makes consumers more likely to rely on brands to meet their needs and expectations. Another definition is that brand trust is the willingness of the average consumer to depend on the ability of a brand to carry out all its uses or functions (Chaudhuri & Holbrook, 2001) in (Andriani & Heriyanto, 2023). As for the indicator of brand trust according to Chaudhuri and Holbrook, 2001 in (Yudha & Hayuningtias, 2022) argue that a brand trust can be measured through indicators, namely: Trust, Relie, Honest, Safe.

Purchase Decision

According to Kotler and Keller (2022), purchasing decisions are a stage of consumer evaluation to form preferences among brands in a series of choices and may form an intention to buy the most preferred brands. Another meaning Purchase decision is a process by which a consumer makes a purchase decision from various alternative choices influenced by various factors, namely location, quality, price, promotion, service and so on (Lombok & Samadi, 2022). The indicators of purchasing decisions according to Kotler in (Febriana & Purwanto, 2023) are: Stability in Products, Habits, Recommending, Repurchase.

RESEARCH METHOD

This research uses quantitative research methods. The population used in this study is people who have made purchases at *The Originote* Skincare. The sampling method in this study is using a *non-probability sampling method* with a sample determination technique of *purposive sampling*. Considerations or criteria for respondents that can be used as samples, namely, Ages 17-30, domiciled in Surabaya include East Surabaya, West Surabaya, South Surabaya, Surabaya Utara, Surabaya Pusat, serta pernah melakukan purchase at The Originote Skincare. The sample used was $11 \times 10 = 110$ respondents. Data collection in this study was carried out by questionnaire method through gfrom and literature research. In this study, data analysis was used with a component-based SEM (Structural Equation Modeling)

method using an analysis tool in the form of PLS (Partial Least Square). Using ordinal scales with a Likert scale approach of 1-5.

RESULTS AND DISCUSSION

Outer Model Analysis

Outer loadings (Mean, STDEV, T-Values)

Table 1.
Outer Loadings

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)
X1.1 <- (X1)	0.862	0.857	0.044	19.731
X1.2 <- (X1)	0.895	0.893	0.032	28.297
X1.3 <- (X1)	0.794	0.790	0.056	14.230
X2.1 <- (X2)	0.829	0.823	0.056	14.722
X2.2 <- (X2)	0.858	0.857	0.040	21.530
X2.3 <- (X2)	0.914	0.911	0.022	41.042
X2.4 <- (X2)	0.881	0.879	0.026	33.515
Y1 <- (Y)	0.855	0.852	0.045	19.108
Y2 <- (Y)	0.925	0.924	0.016	56.251
Y3 <- (Y)	0.922	0.921	0.013	69.705
Y4 <- (Y)	0.885	0.884	0.024	37.242

Source: Data Processing, SmartPLS Output

Referring to the outer loading table presented above, each reflective indicator under the variables Product Attributes (X1), Brand Trust (X2), and Purchase Decision (Y) has a loading factor (original sample) exceeding 0.5, which is considered significant (T-Statistic value greater than $Z\alpha = 0.05$ (5%) = 1.96). Therefore, it can be concluded that all indicators fulfill the requirements of Convergent Validity and demonstrate acceptable levels of validity.

Validity Test and Reliability Test

Table 2.
AVE dan Composite Reliability

	Average Variance Extracted (AVE)	Composite Reliability
Product Attribute	0.725	0.887
Brand Trust	0.759	0.926
Purchase Decision	0.805	0.943

Source: Data Processing, SmartPLS Output

The results of the AVE test indicate that the Product Attribute (X1) variable achieved a value of 0.725, the Brand Trust (X2) variable reached 0.759, and the Purchase Decision (Y) variable scored 0.805. Since all three variables have values above 0.5, it can be concluded that the variables in this study possess valid constructs.

The Composite Reliability test results reveal that the Product Attribute (X1) variable obtained a reliability value of 0.887, Brand Trust (X2) scored 0.926, and Purchase Decision (Y) reached 0.943. With all values exceeding the threshold of 0.7, these findings confirm that all variables in the study meet the reliability criteria.

Correlation Test

Table 3.
Latent Variable Correlations

	Product Attribute	Brand Trust	Purchase Decision
Product Attribute	1.000	0.192	0.522
Brand Trust	0.192	1.000	0.581
Purchase Decision	0.522	0.581	1.000

Source: Data Processing, SmartPLS Output

Based on the latent variable correlation table above, the average correlation between variables indicates a moderate level of association. The strongest correlation was observed between the Brand Trust (X2) variable and the Purchase Decision (Y) variable, with a value of 0.581. This suggests that the relationship between Brand Trust and Purchase Decision is stronger than the correlations between other variables. It can also be interpreted that, within the framework of this research model, the level of consumer Purchase Decision is more significantly influenced by Brand Trust compared to Product Attributes.

Inner Model Analysis

R Square Analysis

Table 4.
R Square Analysis

	R Square
Product Attribute	
Brand Trust	
Purchase Decision	0.513

Source: Data Processing, SmartPLS Output

The R² value of 0.513 indicates that the model is capable of explaining 51.3% of the variance in Purchase Decisions through the independent variables, namely Product Attributes and Brand Trust. The remaining 48.7% of the variation is influenced by other factors not included in this study, such as Brand Image, Influencer Marketing, and Brand Loyalty.

Hypothesis Testing

Tabel 5.
Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Product Attribute -> Purchase Decision	0.427	0.432	0.059	7.282	0.000
Brand Trust -> Purchase Decision	0.499	0.498	0.058	8.662	0.000

Source: Data Processing, SmartPLS Output

Based on the table above, the hypothesis test results can be interpreted as follows:
H1: Product Attributes have a positive influence on The Originote Skincare Purchase Decision, which is supported by a path coefficient of 0.427, a T-statistic value of 7.282 (> 1.96), and a P-value of 0.000 (< 0.05). Therefore, this hypothesis is accepted with a significant positive effect.

H2: Brand Trust has a positive impact on The Originote Skincare Purchase Decision, indicated by a path coefficient of 0.499, a T-statistic value of 8.622 (> 1.96), and a P-value of 0.000 (< 0.05). Thus, this hypothesis is also accepted with a significant positive effect.

The Influence of Product Attributes Affect Purchasing Decisions

The findings of this study indicate that Product Attributes have a significant influence on the Purchase Decision of The Originote skincare products. The results confirm that product attributes exert a positive and meaningful impact on consumers' purchasing choices, supporting the acceptance of the proposed hypothesis. In essence, the better the product attributes offered, such as quality, features, style, and design, the more likely consumers are to make a purchase. Consumers tend to evaluate the tangible benefits associated with these attributes before deciding to buy a product. This research is in line with research conducted by Pratama & Wardhani, (2024) entitled *The Influence of Product Attributes and Brand Trust on the Decision to Purchase Glad2glow Sunscreen Products in the City of Surabaya*. Their research also concluded that product attributes significantly affect purchasing decisions through the presence of high product quality, where better quality increases the motivation of consumers to proceed with a purchase.

The Influence of Brand Trust on Purchase Decisions

Based on the findings of the research conducted, it is evident that Brand Trust has a significant impact on the Purchase Decision of The Originote Skincare in Surabaya City. The results confirm that Brand Trust exerts a positive and significant influence, supporting the hypothesis. This suggests that the greater the level of trust consumers place in a brand, the more likely they are to purchase its products. Descriptive data show that the highest-rated dimension of Brand Trust is honesty, indicating that consumers highly value the alignment between a brand's claims and the actual experience, whether firsthand or based on other users' reviews. These findings are consistent with a study by Sandra (2022) titled *The Influence of Celebrity Endorser, Brand Image, and Brand Trust on Purchase Decisions of Scarlett Whitening Skincare Users*, which concluded that a higher level of brand trust correlates with a greater likelihood of consumers making a purchase decision.

CONCLUSION

Based on the test results utilizing PLS analysis to examine the influence of product attributes and brand trust on purchase decisions for The Originote Skincare, the following conclusions can be drawn Product attributes have a positive impact on consumers' purchase decisions for The Originote Skincare in Surabaya. Additionally, brand trust also plays a significant role in influencing consumers' decisions to purchase The Originote Skincare products in the same region. The implications of this study provide several suggestions that can be taken into consideration in decision-making. Originote is recommended to adjust the features of the promoted product with laboratory test results so that consumers understand the benefits of the product as a whole, thus driving purchase decisions. In addition, Brand Trust needs to be strengthened through the delivery of honest and transparent information, especially to restore trust due to negative reputations on social media. Researchers are then

advised to add other variables such as brand loyalty, brand image, or influencer marketing, as well as expand the location and research methods so that the results are more representative and comprehensive.

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