

## The Influence Of Product Quality, Brand Image, And Trust On Consumer Purchasing Decisions In Perfume Batam City

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### ABSTRACT

Nowadays, appearance is the focus of everyone's attention, from make-up, clothing, to grooming. The company has introduced various quality products and brands that consumers can easily recognize. Consumers can decide whether to trust and buy the product based on its quality and brand. The aim of this research is to analyze product quality, brand image and trust in perfume purchasing decisions at In Perfume, Batam City. This research uses descriptive quantitative research methods. The population of this study is unknown and the sample in this study consisted of 100 respondents. The sampling technique uses the lemeshow formula. Primary data was obtained by distributing questionnaires to respondents using Likert scale measurements. This data processing uses SPSS version 25 analysis techniques. Based on the results of this research, product quality, brand image and trust partially and simultaneously influence consumer purchasing decisions in Batam City.

**Keywords:** Product Quality, Brand Image, Trust, Consumer Purchasing Decisions In Perfume Batam City

**Introduction**

In Parfume Batam is a wholesale center for perfume refill and perfume laundry, In Parfume is a large business actor (agent) in Batam opened in 2010 which is located at Jalan Raya Sei Panas Ruko Bengkong Algebra Block D No.07 Batam. In perfume offers 800 types of fragrance for perfume body and perfume laundry 40-50 types of scents, perfume seed ingredients distributed by several PT. one of them is PT. Mane Indonesia which is addressed in Cikarang, Bekasi-West Java, Indonesia.

According to Kotler and Armstrong in Product quality is the ability of a product to meet standards based on its functions. Product quality has product capabilities, namely durability, accuracy produced, durability, ease of operation, easy to repair and other valuable attributes of the product as a whole. Product quality is a perception of customer assessment related to the overall quality, excellence of a product or service. (Daya et al., 2022)

According to many brands, products strive to produce luxury goods where the character of the product or service has very high quality, high taste and status of "expensive goods" at a fairly high price but still within the reach of consumer purchasing power. Several product brands have successfully positioned their products as market leaders of quality products that combine quality, luxury and premium prices with loyal consumers. (Saragih, 2022)

Brand trust according to Lau and Lee in brand trust is defined as the desire of customers to rely on a brand with risks faced because the expectations of the brand will produce positive results. The concept of brand trust is built by a brand or brand image that reflects different perspectives from judgment makers to determine that a brand can be guaranteed quality. (Neither Nor Wait, 2022)

Purchasing decisions according to Nan-Hong Lin in (Nurcaya, 2020) "*Product knowledge is a perception consumers have towards certain products, including previous experience of using the product* " means: Product knowledge refers to the customer's opinion about a particular product, including previous product usage. Product knowledge is that consumers have a perception of a particular product, including previous experience using the product.

Related to the quality of In Parfume Batam City products have doses according to complex price levels, In Parfume has a dose of product quality levels based on a comparison between bottle size, alcohol mixture (*absolute*) and price. The following is a comparison of the price of In Parfume products based on their quality:

**Table 1**  
**In Parfume Product Quality Comparison**

No	Size Bottle	Product Quality		
		2:1	3:1	Pure
1	20 ml	30.000	35.000	40.000
2	25 ml	35.000	40.000	50.000
3	30 ml	40.000	45.000	55.000
4	35 ml	45.000	50.000	60.000
5	50 ml	65.000	75.000	85.000
6	55 ml	75.000	85.000	95.000
7	60 ml	80.000	90.000	100.000
8	100 ml	120.000	130.000	145.000

Source: In Parfume Batam Price List, 2023

Table 1 above shows the comparison of pure perfume quality without any mixture with different perfume quality with alcohol mixture (absolute), at a bottle size of 20 ml quality level of 2: 1 which means 14 ml of perfume seeds and 6 ml of alcohol mixture (absolute) and for a quality level of 3: 1 which means 16 ml of perfume seeds and 4 ml of alcohol mixture (Absolute) And for the size of the 20 ml bottle, the quality is pure without admixture and the price is higher.

According to many brands, products strive to produce luxury goods where the character of the product or service has very high quality, high taste and status of "expensive goods" at a fairly high price but still within the reach of consumer purchasing power. Several product brands have successfully positioned their products as market leaders of quality products that combine quality, luxury and premium prices with loyal consumers. (Saragih, 2022) Here is the comparison of Pure In Perfume Quality with its competitor products.

**Table 2**  
**Comparison of pure In Perfume Quality with its competitors' products**

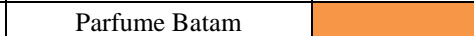
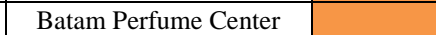
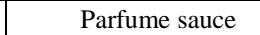

Bottle size per ml	In Perfume	Parfume Salsa
30 ml	55.000	198.000
35 ml	60.000	228.000
50 ml	85.000	318.000
60 ml	100.000	378.000
100 ml	145.000	618.000

Source: Data obtained, 2023

Table 2 above shows a much different price comparison as in a 30 ml bottle at In Perfume at a price of 55,000 and Parfume Salsa at 198,000 and so on. Thus the price tiers between In Perfume and Parfume Salsa are much different. From the price list, it indirectly provides information related to the quality of the product.

The brand position of a product can influence purchasing decisions, In Perfume batam city is ranked 4th, Here is a rating related to reviews of a perfume product in batam city:

**Table 3**  
**Parfume Brand Rating in Batam 2023**

No	Parfume Brand	Rating
1	Parfume Batam	
2	Batam Perfume Center	
3	Parfume sauce	
4	In Perfume	

Source: Data obtained, 2023

### Theoretical basis

Product quality is a consumer satisfaction that depends on the quality of the product offered, quality can also be interpreted as "comfortable to use", "according to needs", and according to consumer expectations or expectations (Saragih, 2022) . Thus the quality of the product can influence the purchase decision, the better the quality of the product, the more likely the consumer decides to buy the product.

One of the characteristics of a product that can affect its capacity to meet customer expectations is its quality. Consumer purchasing decisions, display of additional features

or characteristics of products, product reliability, certainty of conformity to current specifications, product durability, quick replacement of returned goods, good aesthetics, and consumer perception of quality are dimensions developed to measure product quality (Supriadi et al., 2021) .

Here are the indicators of product quality:

1. The shape of the product includes dimensions such as size, physical shape, and overall structure.
2. Product features are additional characteristics that complement the basic functions of the product.
3. Product performance refers to the extent to which the main characteristics of the product can function effectively.
4. The impression of quality is the result of user judgments that users may not realize when using the product, especially when the consumer does not fully understand or has a lack of information about the product used.
5. Product durability reflects the level of durability of a product, which is an important attribute for a particular product.
6. Product reliability indicates the ability of the product not to suffer failure or damage within a certain period of time.
7. Ease of repair refers to how easily a product can be repaired when it fails or cannot be reused.
8. Product style includes the physical appearance and variety of products offered to consumers.
9. Product design involves all features, including the look, feel, and usability of the product, which are shaped based on customer expectations and needs.

The concept called brand association is an idea that sticks in the minds of consumers when thinking of a particular brand. Similar to the way people think about others, these associations can occur in the form of specific ideas, concepts or images related to the brand or identity and characteristics of a product . (Neither Nor Wait, 2022)

According to Tjiptono in for consumers, brands can provide a wide variety of values through various functions and potential benefits. Here are six levels of understanding of the brand, namely as attributes, benefits, values, culture, personality, users. (Romans, 2022)

Here are indicators of brand image:

1. *Reputation*  
This indicator reflects how the brand image in the eyes of consumers is related to its reputation.
2. *Recognition* (introduction)  
Recognition refers to the degree to which consumers recognize a brand and its association with a particular product or service.
3. *Affinity* (emotional connection)  
This indicator shows the level of emotional closeness that consumers have to the brand.
4. *Brand loyalty*  
Brand loyalty reflects the extent to which consumers tend to choose and continue to buy products or services from a brand consistently.

Consumer confidence has an optimistic attitude not only through words but also through actions or decisions. Trust can occur at any time, allowing the individual to depend on others as well as trust can exert a mutual influence with whom future behavior can also affect the well-being of the individual . (Tanjung & Rahman, 2023)

According to Sutisna, trust affects the attitude towards the brand and how the attitude towards the brand affects the behavior of consumers. If the ads displayed are able to create

positive trust in the brand, consumers will be more likely to have a positive attitude and buy the product. (Endah & Handaruwati, 2022)

According to Robbins and Judge there are several indicators of trust, namely: (Mutammam et al., 2022)

1. Integrity
2. Competence
3. Consistency
4. Loyalty *and*
5. Openness

Purchase satisfaction where someone has felt satisfaction in buying a product he is interested in. The buyer's decision making is determined by the process of selecting a series of products that lead to action between two or more alternative forms in order to reach a solution to the problem. (Pelade Viora & Ama Suyanto, 2020)

Purchase decision indicators (Purnama & Fadillah, 2018)

1. Steadiness of buying after knowing product information.
2. Determine purchases based on most desirable brand preferences
3. Make a purchase because it suits personal preferences and needs

### Research methods

The collection technique in research is by interviews and questionnaires. In collecting questionnaires by making indicators that have been described to respondents. Questionnaire measurement from respondents using Likert scale This study is entitled the influence of product quality, brand image and trust on consumer purchasing decisions In Parfume Batam City. The population used is people who make In Parfume purchases in the city of Batam with an unknown number of buyers. Therefore, researchers used the lemeshow formula with the number of samples in this study was 100 respondents. The sampling technique used by researchers is using a non-probability sampling approach.

The non-probability sampling technique is a method that provides an equal chance for each element of the population to be selected as a sample. In this study using the help of SPSS version 25 with instrument tests, namely validity tests, reliability tests, for classical tests, namely normality tests, multicollinearity tests and heteroscedasticity tests, for hypothesis tests, namely multiple linear regression tests, coefficient of determination tests (R<sup>2</sup>), T tests (partial), F tests (simultaneous).

The analysis technique used in this study is a multiple linear regression analysis technique involving more than one variable, here is the equation:

$$Y = a + b_1X_1 + b_2X_2 + \dots + b_nX_n$$

With:

Y = Purchase Decision

$\beta_1$  = Product Quality Coefficient

$\beta_2$  = Brand Image Coefficient

$\beta_3$  = Coefficient of Confidence

X<sub>1</sub> = Product Quality

X<sub>2</sub> = Brand Image

X<sub>3</sub> = Trust

### RESULTS

Instrument test testing In order for data to be valid and reliable, the level of validity reflects the extent to which a test can measure exactly what it should measure, with a

significance level of 5% or 0.005 by comparing the calculated r value with the r table. If r is calculated greater than r in the table and the value is positive, then the statement is considered valid. Here are the test results of product quality validity, brand image, trustworthiness and purchasing decisions:

**Table 4**  
**Product Quality Validity Test Results**

Product Quality (X1)			
Statement	r <sub>calculate</sub>	r <sub>table</sub>	Information
X1.1	0,563		Valid
X1.2	0,784		Valid
X1.3	0,463		Valid
X1.4	0,638	0,1654	Valid
X1.5	0,543		Valid
X1.6	0,665		Valid
X1.7	0,655		Valid

Sumber: SPSS, 25

**Table 5**  
**Brand Image Validity Test Results**

Brand Image (X2)			
Statement	r <sub>calculate</sub>	r <sub>table</sub>	Information
X2.1	0,849		Valid
X2.2	0,819		Valid
X2.3	0,836	0,1654	Valid
X2.4	0,777		Valid
X2.5	0,795		Valid

Sumber: SPSS, 25

**Table 6**  
**Trust Validity Test Results**

Trust (X3)			
Statement	r <sub>calculate</sub>	r <sub>table</sub>	Information
X3.1	0,752		Valid
X3.2	0,837		Valid
X3.3	0,742	0,1654	Valid
X3.4	0,824		Valid
X3.5	0,730		Valid

Sumber: SPSS, 25

**Table 7**  
**Purchase Decision Validity Test Results**

Purchase Results (Y)			
Statement	r <sub>calculate</sub>	r <sub>table</sub>	Information
Y.1	0,699		Valid
Y.2	0,605		Valid
Y.3	0,740		Valid
Y.4	0,726		Valid
Y.5	0,815	0,1654	Valid
Y.6	0,818		Valid
Y.7	0,813		Valid
Y.8	0,716		Valid
Y.9	0,728		Valid

Y.10	0,676	Valid
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Sumber: SPSS, 25

Based on the above Validity test results for the variables of product quality, brand image, trust and purchasing decisions can be concluded valid because r count is greater than r table. Reliability test testing aims to measure the consistency of all statements or indicators each variable can be declared reliable or not provided that the *Cronbach Alpha value* > 0.60. Here are the reliability test results:

**Table 8**  
**Reliability Test Results**

Variable	Cronbach's Alpha	Information
Product quality (X1)	0,721	Reliable
Brand Image (X2)	0,873	
Trust (X3)	0,837	
Purchase Results (Y)	0,903	

Sumber: SPS, 25

Based on the results of the reliability test above for the variables of product quality, brand image, trust and purchasing decisions can be said to be reliable because the value of Cronbach Alpha > 0.60. So it can be said that the questionnaire statements tested to 100 respondents are all reliable.

The following are the results of multiple linear regression analysis tests obtained regression coefficients, namely:

**Table 9**  
**Multiple Linear Regression Analysis Test Results**

Model		Coefficient			t	Say.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	3.912	2.211		1.770	.080
	Product Quality	.273	.123	.178	2.221	.029
	Brand Image	.622	.168	.348	3.707	.000
	Belief	.801	.166	.416	4.818	.000

a. Dependent Variable: Purchase Decision

Sumber: SPSS, 25

In the table above, it can be entered according to the equation described earlier, the equation is:  
 $Y = 3,912 + 0,273X_1 + 0,622X_2 + 0,801X_3$

Thus it can be concluded that:

- The constant value for the variables product quality, brand image, and trustworthiness of 3.912 or 391.2% can be concluded that the independent variable is constant.
- The value of the coefficient of product quality is 0.273 or 27.3%, which means that every increase in one variable, namely product quality, will affect purchasing decisions assuming that other variables are not examined in this study
- The value of the coefficient of the brand image variable is 0.622 or 62.2% which means that every increase in one brand image variable will affect purchasing decisions assuming that other variables are not studied in this study.

- d. The value of the coefficient of the trust variable is 0.801 or 80.1% which means an increase in one trust variable will affect the purchase decision assuming that other variables are not studied in this study.

The following are the results of the partial hypothesis test and determination test:

- a. Hypothesis testing

**Table 10**  
**Test result t (partial)**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Say
	B	Std. Error	Beta		
1 (Constant)	9,365	2,854		3,282	0,001
Product quality	1,123	0,106	0,730	10,572	0,000
Brand Image	1,452	0,106	0,811	13,726	0,000
Belief	1,571	0,112	0,816	13,966	0,000

Sumber: SPSS, 25

Based on table 10 above, the following hypothesis can be concluded:

1. Hipotesis 1

For the product quality variable it is 10.572, exceeding the table t value of 1.984, with a significance value of 0.000 which is less than 0.05. Therefore, Ho was rejected and Ha accepted, indicating that product quality has a significant influence on purchasing decisions.

2. Hipotesis 2

For the brand image variable, the calculated t value is 13.726, exceeding the table t value of 1.984, and the significance value of 0.000 is smaller than 0.05. Thus, H0 is rejected and H1 is accepted, indicating that brand image has a significant influence on purchasing decisions.

3. Hipotesis 3

For confidence variables, the calculated t value is 13.966, exceeding the table t value of 1.984, and the significance value of 0.000 is less than 0.05. Thus, Ho is rejected and H1 is accepted, indicating that trust has a significant influence on purchasing decisions.

- b. Determination Test

**Table 11**  
**Test Results of Coefficient of Determination (R2)**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.867a	.751	.743	2.84575
a. Predictors: (Constant), Trust, Product Quality, Brand Image				
b. Dependent Variable: Purchase Decision				

Sumber: SPSS, 25

From table 4.18 above, it can be seen that the R square test value is 0.743. It can be concluded that about 74.3% of the relationship between product quality (X1), brand image (X2), trust (X3) to purchasing decisions (Y) can be explained, while the remaining 25.7% is influenced by factors on other variables not studied in this study.

## DISCUSSION

1. The Influence of Product Quality on Consumer Purchasing Decisions In Parfume Batam City The results of hypothesis testing (H1) show that product quality has a significant influence on the purchasing decision of In Parfume Batam City products. The calculated t



value is 10.572, greater than the table t of 1.984, with significance values of  $0.000 < 0.05$ , so  $H_0$  is rejected and  $H_1$  is accepted. That is, product quality plays a significant role in influencing consumers' purchasing decisions. The findings are also in line with the results of previous studies. (Afriyani & Stone, 2022)

2. The Influence of Brand Image on Consumer Purchasing Decisions In Perfume Batam City  
The results of hypothesis testing show that the purchase decision of In Perfume Batam City products is influenced by brand image. With a calculated t value of 13.726 which is greater than the table t of 1.984 and a significance level of 0.000 which is less than 0.05, the t test concludes that  $H_2$  is accepted and  $H_0$  is rejected. Statistically, this test shows that brand image has a positive and significant influence on consumers' purchasing decisions. These findings are consistent with the results of previous studies (Supriadi et al., 2021).
3. The Influence of Trust on Consumer Purchasing Decisions In Perfume Batam City  
The results of the hypothesis test ( $H_3$ ) show that the trust variable ( $X_3$ ) has an influence on consumer purchasing decisions in Batam City. With a calculated t value of 13.966 which is greater than the table t of 1.984 and a significance value of 0.000 which is less than 0.05,  $H_0$  is rejected and  $H_3$  is accepted. Trust plays a significant role in influencing consumers' purchasing decisions. The findings also fit with the results of previous studies. (Neither Nor Wait, 2022)
4. The influence of product quality, brand image, and trust on consumer purchasing decisions in perfume Batam City  
The results of hypothesis testing ( $H_4$ ) show that the variables of product quality, brand image, and trust simultaneously have an influence on consumer purchasing decisions. From the results of the f test, it was found that the calculated f value was 96.555, exceeding the table f value (2.698), and the significance value was  $0.00 < 0.05$ , so  $H_0$  was rejected and  $H_4$  was accepted. In conclusion, product quality, brand image, and trust together have a positive and significant influence on consumer purchasing decisions In Perfume Batam City. This finding is in line with the results of previous studies.

## Conclusion

Based on the results of research obtained with the title of the influence of product quality, brand image and trust on consumer development decisions In Perfume Batam City can be drawn the following conclusions:

1. Product Quality has a significant positive influence on consumer purchasing decisions
2. Brand image has a positive and significant influence on consumer purchasing decisions in perfume
3. Trust has a positive and significant influence on the purchasing decisions of consumers in perfume batam city
4. Product quality, brand image and trust simultaneously influence consumers' purchasing decisions in perfume.

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