

THE EFFECT OF VISUAL ATTRACTION, BRAND TRUST , BRAND REPUTATION, AND ADVERTISING ON WARDAH PURCHASE DECISIONS IN PONOROGO (WARDAH CONSUMERS IN PONOROGO)

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Abstract

Penelitian ini bertujuan untuk mengetahui pengaruh Daya Tarik Visual, Brand Trust, Reputasi Merek, dan Iklan terhadap Keputusan Pembelian produk kosmetik Wardah pada konsumen di Kota Ponorogo. Wardah sebagai salah satu brand kosmetik lokal ternama telah berhasil membangun citra sebagai produk halal dan aman yang sesuai dengan kebutuhan perempuan Muslimah di Indonesia. Dengan persaingan yang ketat di industri kosmetik, pemahaman terhadap faktor-faktor yang memengaruhi keputusan pembelian menjadi penting untuk strategi pemasaran yang efektif. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Populasi dalam penelitian adalah seluruh pengguna produk Wardah di Ponorogo dengan teknik pengambilan sampel purposive sampling. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada 385 responden. Teknik analisis data menggunakan uji validitas, reliabilitas, uji asumsi klasik, serta analisis regresi linier berganda dengan bantuan SPSS. Hasil penelitian menunjukkan bahwa secara parsial semua variabel independen yaitu Daya Tarik Visual (X_1), Brand Trust (X_2), Reputasi Merek (X_3), dan Iklan (X_4) berpengaruh signifikan terhadap variabel dependen yaitu Keputusan Pembelian (Y). Daya tarik visual terbukti memengaruhi minat beli melalui desain kemasan, kombinasi warna, dan keunikan visual produk. Brand trust memengaruhi keputusan pembelian melalui persepsi kualitas, kejujuran merek, dan pengalaman pelanggan. Reputasi merek turut memperkuat kepercayaan konsumen dan meningkatkan kecenderungan untuk membeli. Iklan Wardah yang komunikatif, emosional, dan relevan dengan nilai-nilai spiritual konsumen juga terbukti efektif dalam mendorong pembelian. Simpulan dari penelitian ini adalah bahwa faktor visual dan non-visual memiliki peran yang saling melengkapi dalam membentuk keputusan pembelian konsumen. Implikasi praktis dari penelitian ini menyarankan agar perusahaan terus mengembangkan strategi pemasaran terpadu yang mengoptimalkan elemen visual, kepercayaan, reputasi, dan kreativitas iklan untuk mempertahankan loyalitas konsumen dan meningkatkan penjualan.

Kata Kunci: Daya Tarik Visual, Brand Trust, Reputasi Merek, Iklan, Keputusan Pembelian, Wardah.

Abstract

This research aims to examine the influence of visual appeal, brand trust, brand reputation, and advertising on the purchasing decisions of Wardah cosmetic products among consumers in Ponorogo. As one of the leading local cosmetic brands in Indonesia, Wardah has successfully built a strong image as a halal and safe product that aligns with the needs of Muslim women. In the midst of intense competition in the cosmetics industry, understanding the factors that influence purchasing decisions is essential for developing effective marketing strategies. This study uses a quantitative approach with a survey method. The population consists of all Wardah product users in Ponorogo, with sampling conducted using purposive sampling techniques. Data was collected through questionnaires distributed to 385 respondents. Data analysis techniques included validity and reliability testing, classical assumption testing, and multiple linear regression analysis using SPSS software. The results show that each independent variable Visual Appeal (X_1), Brand Trust (X_2), Brand Reputation (X_3), and Advertising (X_4) has a significant partial effect on the dependent variable, namely Purchasing Decision (Y). Visual appeal influences purchase intention through packaging design, color combinations, and product visual uniqueness. Brand trust influences purchasing decisions through perceptions of quality, brand honesty, and customer experience. Brand reputation strengthens consumer confidence and increases the tendency to buy. Wardah's advertising, which is communicative, emotional, and aligned with consumers' spiritual values, also proves effective in driving purchasing decisions. The conclusion of this research is that both visual and non-visual factors play a complementary role in shaping consumer purchasing decisions. The practical implications of this study suggest that companies should continue to develop integrated marketing strategies that optimize visual elements, brand trust, reputation, and advertising creativity to maintain customer loyalty and boost sales.

Keywords : Visual Appeal, Brand Trust, Brand Reputation, Advertising, Purchasing Decision, Wardah.

A. INTRODUCTION

Cosmetics or tool beauty now is very diverse types , there are thousands until millions , starting from various brand until its usefulness . However , consumers will see brand as part most important from something products and brands can become mark add to product said . One of the the current market industry This experience fierce competition in market the product For seize heart consumer is an industrial market cosmetics . The emergence threat business new in the field cosmetics cause company grow and seize market share (Suhaemi , 2021).

Development industry cosmetics in Indonesia are experiencing improvement from year to year. Besides that, many problem skin problems experienced by people in Indonesia, then from it is very giving huge opportunity For industry cosmetics That Alone.

Table 1 Growth of the Cosmetics Industry

Year	Growth of the Cosmetics Industry
2020	5.59%
2021	9.61% - 20.6%
2022	83%

Source : *Compas.co.id* (2022)

cosmetics industry in Indonesia is experiencing development rapidly along with transformation style life an increasingly diverse society dynamic. One of the successful company take notes significant growth is PT Paragon Technology and Innovation through product cosmetics halal, Wardah. Wardah is product halal cosmetics from Indonesia that was founded since 1995 under PT. Paragon Technology and Innovation. Wardah shows image character positive identical women with hijab and cosmetics For First the first time use halal brand. Products This has get halal certificate from Indonesian Ulema Council (MUI) and received the " *International Halal Award* " from *World Halal Council* as pioneer cosmetics *halal* in the world (Suhaemi , 2021).

According to report *The Royal Islamic Strategic Study Center* (RISSC), there are 231.06 million Indonesian people who are Muslim and are a country with population Muslim largest in the world. Sales data Wardah products reached Rp. 13.4 billion in the marketplace within 2 weeks, Wardah also succeeded achieved total sales of Rp. 963 billion at the beginning February 2021. Therefore Wardah has already considered as one of the pioneer For product Halal cosmetics in Indonesia (Aeni & Lestari, 2021)



Source : Kompas , (2021)

Figure 1Total Wardah Brand Sales in February

Based on the data above sale product Wardah have total transactions as many as 391,526 times. With thus Wardah classified as *brand* cosmetics that are in demand by the public and not lost Good with other brands. Buying decision is one of the part from consumer behavior . Where, consumer behavior consumer is direct action involved in business obtain , determine products and services , including the process of taking decisions that precede and follow actions (Yenni , 2022).

Visual appeal is element as well as aspects that can give something objects and products seen more interesting and fun in a way aesthetics for buyer (Anna Kridaningsih, 2023) . Elemen the consists of from colors , shapes and designs designed in a way special For create product more interesting . In marketing , power visual appeal to interesting interest consumers as well as give impression Power remember to product .

Brand trust is very important in influence decision purchase consumers . When consumers feel Certain to something brand , they more tend For do purchase , although There is possible risks faced . *Brand trust* has Lots investigated in literature marketing, part big studies Still focus studies on global and premium brands, such as L'Oréal, SK-II, or Maybelline, with segmentation more consumers broad and broad in nature general.

According to (Tjiptono, 2015:49) reputation or brand image is a description of consumer associations and beliefs towards a particular brand, reputation is a comprehensive trust or decision

regarding the level to which a company is given high and honorable respect. (Murdani, 2021:16) Reputation is a public assessment of a product, brand or service issued by a company and is an award received by a company because of the advantages that exist within the company.

Advertisements are still considered to be the main attraction in influencing the attitudes of consumer audiences because they are considered to provide benefits (Jefkins, 1996:17). With various creativity created by an advertisement, it can influence perceptions and become a consumer reference in various product brands circulating in the market, one of which is Wardah products. The existence of Wardah cosmetic advertisements as a promotional tool cannot be separated from the company's need as an advertiser to influence viewers, especially their response to Wardah advertisements broadcast on television, making it quite effective information that will be useful when choosing cosmetics.

Study This become important For fill in emptiness literature as well as give input strategic for brands cosmetics local in build and maintain trust consumer in a way sustainable . However , the results research conducted by (Watulingas , 2022) shows that *brand trust* in a way partial No influential significant to decision purchase consumers . On the other hand , research by (Eunike Viedy , 2022) states that *brand trust* own influence significant to decision purchase . Difference findings This show that although trust brand can become factor important , there is other variables that also influence decision purchase consumers .

Based on the research conducted, this journal focuses on product quality and brand image, not specifically on product visual appeal or brand reputation. It concludes that product quality and brand image positively influence the purchasing decision of Xiaomi smartphones. Meanwhile, (Revoliady & Baihaqi, 2023) with the title "Product Innovation, Lifestyle, Brand Reputation on Purchasing Decisions and Their Implications for Consumer Satisfaction". Based on the results and discussion, this journal does not specifically discuss the effect of product visual appeal on purchasing decisions. However, it discusses the significant negative influence of brand reputation

on purchasing decisions, indicating that a good brand reputation can simplify consumer decision-making.

Several previous studies have demonstrated the importance of brand trust and reputation in influencing consumer purchasing decisions. However, research comprehensively integrating these four elements, particularly visual appeal and advertising, in the context of halal cosmetic brands like Wardah remains limited. Yet, in today's digital and visual era, the aesthetic appearance of products and advertising significantly influences consumer perceptions and decisions. Based on the explanation of this phenomenon, the author is interested in conducting research with the title **"THE EFFECT OF VISUAL ATTRACTIVENESS, *BRAND TRUST* , BRAND REPUTATION, AND ADVERTISING ON WARDAH PURCHASE DECISIONS IN PONOROGO"**.

B. METHOD

Study This conducted in Ponorogo City to consumers who have do purchaser Wardah products as subject in research . The data used in this study is primary data. Primary data itself is data requested from respondents in the form of answers to questionnaires with several variables of Visual Appeal, *Brand Trust* , Brand Reputation, and Advertising on Wardah Purchasing Decisions in Ponorogo (Case Study of Wardah Consumers in Ponorogo). The data obtained is then *scored* so that it becomes research data to be processed. The technique used to obtain data is a questionnaire distributed to consumers who purchase Wardah in Ponorogo. The population used in this study is the community users product Wardah cosmetics in Ponorogo City . Samples in study This can formulated with take sample as many as 385 consumers visited to Ngrwo Bening Edu Park , Madiun City .

C. RESULTS AND DISCUSSION

Population used in study This is consumer Wardah purchases in Ponorogo (Case Study of Wardah Consumers in Ponorogo). Study This done use technique taking sample Non *Probability Sampling* method used that is *Purposive Sampling* in determination the sample . Based on results calculations performed distribution questionnaire to society that ever buy Wardah products in Ponorogo as many as 385 respondents . Characteristics from data collection in research This covering type gender , age , occupation , and number of purchases . Based on from results amount the is society that ever buy product Wardah in Ponorogo with show category data characteristics respondents as following:

Table 2 Characteristics Based on Gender

No.	Gender	Amount	Percentage (%)
1.	Woman	372	96.9%
2.	Man	13	3.1%
Amount		385	100%

Source : processed primary data (2025)

Based on the table above shows 385 residents of Ponorogo City who use Wardah products become respondents in study This majority there is Woman that is as many as 372 or by 96.9% and for respondents man that is as many as 13 respondents or as much as 3.1%. From the table on show that Wardah products are also popular with men .

Table 3 Characteristics Based on Age

No.	Age	Amount	Percentage (%)
1.	17 – 20 Years	20	5.2%
2.	21 – 30 Years	241	62.5%
3.	31 – 40 Years	91	23.7%
4.	41 – 50 Years	33	8.6%
Amount		385	100%

Source : processed primary data (2025)

Based on table on shows 385 residents of Ponorogo City who use Wardah products that become respondents in study This majority aged 21 – 30 years that is as many as 241 respondents or by 62.5%, and for respondents aged 31 – 40 , namely as many as 91 years or as much as 23.7%,

for respondents 41 – 50 years old that is as many as 33 respondents or by 8.6%, and respondents were a minority aged 17 – 20 years that is as many as 20 respondents or as much as 5.2%.

Table 4 Characteristics Based on Work

No.	Work	Amount	Percentage (%)
1.	Students	71	18.6%
2.	Housewife	77	20.2%
3.	Employee Private	158	41.1%
4.	Etc.	77	20.2%
Amount		385	100%

Source : processed primary data (2025)

Based on the table above shows 385 residents of Ponorogo City who use Wardah products that become respondents in study This majority own work employee private sector totaling 158 respondents or as much as 41.1% and a minority own work students , totaling 71 respondents or as much as 18.6%.

Table 5 Characteristics Based on Purchase

No.	Purchase	Amount	Percentage (%)
1.	1 time	14	3.7%
2.	2 times	29	7.6%
3.	3 times	59	15.4%
4.	>3 times	283	73.3%
Amount		385	100%

Source : processed primary data (2025)

Based on table on shows 385 residents of Ponorogo City who use product Wardah become respondents in study This majority Already do purchase Wardah products more from 3 times , namely 282 respondents or as much as 73.3% and a minority Already do 1-time purchase , namely 14 respondents or as much as 3.7%.

Normality Test

In research This researchers using statistical tests *One Sample Kolmogorov Smirnov Test* , where instrument said to be normal if probability $\alpha > 0.05$ (Sugiyono , 2022) . The following normality test results.

Table 6 Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		385
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	.19389518
Most Extreme Differences	Absolute	.036
	Positive	.032
	Negative	-.036
Test Statistics		.036
Asymp . Sig. (2-tailed)		.200
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source : SPSS Output (2025)

Normality test results table above , can known from fifth variables studied covering Power visual appeal , *brand trust*, reputation brands , advertising and decisions purchase own mark *Asymp . Sig. (2-tailed)* $0.200 > 0.05$ so it's not fifth variables in study This normally distributed.

Partial Test (T-Test)

Hypothesis testing in research This includes the t-test. The t-test performs testing to coefficient regression in a way partial , testing This done For know significant role in a way partial between variables independent to variables dependent with assume that variables other independents are considered constant . The results of the t-test analysis in study This as following.

Table 7 Partial Test Results (T-Test)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4,866	1,022		4,762	.000
Visual Appeal	4,441	.222	1,140	19,980	.000
Brand Trust	54,937	4,516	.741	12,165	.000
Brand Reputation	25,979	1,798	.358	14,448	.000
Advertisement	.508	.066	.261	7,753	.000

a. Dependent Variable: Purchasing Decision

Source : SPSS Output (2025)

t-test criteria are H_0 accepted if : $t_{count} > t_{table}$ and H_0 is rejected if : $t_{count} \geq t_{table}$. Critical value with a level of significance $t = 5\%$. For get t_{table} using a two- sided test (with level of significance (α) = 0.05 (5%) and degrees of freedom = $n - k = 385 - 5 = 380$, with mark t_{table} is of 1.966). Regarding the comparison the results from t-test results in table the show that all variables Power attraction , brand trust, reputation brands and advertising own number more from t_{table} so it can be said that all variables influential to variables decision purchase .

Determination Test

Coefficient determination (R^2) for know how much big ability variables free can explain variables tied . Seen from test results using SPSS, obtained mark as following :

Table 8 Results of the Determinant Coefficient Test (R^2)

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Durbin-Watson
1	.875 ^a	.766	.764	.19491	1,841

a. Predictors: (Constant), Advertising , Brand Reputation, Visual Appeal, Brand Trust

b. Dependent Variable: Purchase Decision

Source : SPSS Output (2025)

Based on The results in table 7 show The value of R Square is 0.766 and the Adjusted R Square value is 0.764 or 76.4% which means Visual Appeal (X1), *Brand Trust* (X2), Brand Reputation (X3), and Advertising (X4) on Purchasing Decisions (Y) whereas the rest 23.6 % is explained by variables that are not entered in the research model this.

D. CONCLUSION

Based on from results research analysis that can done previously , later can taken conclusion that in A study this is what can described as following Visual Appeal (X₁) has an effect significant to Buying decision , *Brand Trust* (X₂) has an effect significant on Purchasing Decisions , Brand (X₃) has an influence significant on Purchasing Decisions , and Advertising (X₄) has an effect Significant on Purchasing Decisions Wardah in Ponorogo (Case Study of Wardah Consumers in Ponorogo).

E. SUGGESTION

Suggestions for researchers furthermore expected to party Wardah management needs to continue to innovate visually, not only in product packaging but also in digital displays on e-commerce and social media. Design elements that are aesthetic, modern, and reflect local values will further strengthen competitiveness. It is recommended that consumers more aware in take decision purchase with notice factors like halal , safety product , reputation brand and content material . Consumers can also contribute in form reputation brand through review honest and constructive .

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