

THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY, AND ELECTRONIC WORD OF MOUTH (E-WOM) ON PURCHASE DECISIONS WITH CONSUMER TRUST AS A MEDIATING VARIABLE

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Abstract

This study aims to analyze the effect of Brand Image, Product Quality, and Electronic Word of Mouth (e-WOM) on Purchase Decision, both directly and through Consumer Trust as a mediating variable among OMG Cosmetic consumers in Madiun City. This study employed a quantitative approach with an explanatory research type and a causal associative design. The sample consisted of 384 respondents selected using the Lemeshow formula and purposive sampling technique. Data were collected through an online questionnaire and analyzed using Structural Equation Modeling-Partial Least Square (SEM-PLS) with SmartPLS 4.0. The results indicate that Brand Image, Product Quality, and e-WOM have positive and significant effects on Consumer Trust and Purchase Decision. Consumer Trust also has a positive and significant effect on Purchase Decision. Furthermore, Consumer Trust partially mediates the effects of Brand Image, Product Quality, and e-WOM on Purchase Decision. These findings indicate that strengthening brand image, product quality, and digital information should be accompanied by efforts to enhance consumer trust in order to optimize purchase decisions.

Keywords: Brand Image; Product Quality; e-WOM; Consumer Trust; Purchase Decision

A. INTRODUCTION

The local cosmetics industry is facing increasingly intense competition due to the growing variety of products and changes in consumer behavior within the digital environment. These conditions have led consumers to consider not only product benefits but also brand image, product quality, as well as information and experiences shared by other consumers through digital media. In the context of digital marketing, these factors have become increasingly important because they may influence the consumer evaluation process and ultimately affect purchasing decisions (Indonesia.go.id, 2024; Lestari & Azizah, 2023).

OMG Cosmetic is one of the local cosmetic brands that promotes the image of *Beauty and Neverfade* through the #NEVERFADE campaign. OMG Cosmetic is positioned as a cosmetic brand that offers high-quality products at affordable prices and is supported by legal certification, including BPOM certification and the MUI halal label. However, there is a potential gap between the image and quality promised by the brand and the actual experiences of some consumers. Several consumer reviews on e-commerce platforms have reported complaints regarding product durability, colors that fade easily, and textures that cause dry lips (Highlight.ID, 2021; Fimela, 2021; Repository STIE GICI, 2024). These conditions make OMG Cosmetic relevant to be examined from the perspectives of Brand Image, Product Quality, Electronic Word of Mouth (e-WOM), Consumer Trust, and Purchase Decision.

Consumer purchasing decisions can be influenced by how consumers perceive a particular brand. Brand Image represents the perceptions formed in consumers' minds based on experiences and information associated with a brand, both functionally and symbolically (Keller, 2013). In the cosmetics context, Brand Image plays a strategic role because consumers may associate a brand with quality, safety, and the suitability of a product for their needs (Juliyanti et al., 2024). A positive Brand Image can increase consumers' confidence in choosing a particular brand over alternative brands (Putri & Fauzi, 2023).

In addition to Brand Image, Product Quality is an important consideration in purchasing decisions. Consumers tend to consider perceived quality, such as texture, formula effectiveness, benefits, and product suitability for their needs before making a purchase. (Agustin & Sitohang, 2025) found that Product Quality had a positive effect on Purchase Decision for skincare products. Similar findings were also reported by Hendra & Oktavia (2025), Yuliasari et al. (2025), Pratama et al. (2024), Pradana & Purwanto (2022), Rahmawati et al. (2022), Ramadhan et al. (2023), and Kholidah et al. (2025).

In the digital environment, Electronic Word of Mouth (e-WOM) also serves as a source of information that can influence consumer perceptions and decisions. Information in the form of reviews, experiences, and recommendations from other consumers can help potential buyers evaluate a product before making a transaction. Goyette et al. (2010) explained the measurement of e-WOM in the context of electronic services, while Pratama et al. (2024) demonstrated that e-WOM had a positive and significant effect on Purchase Decision. These findings indicate that the more positive and informative the information obtained through digital reviews and recommendations, the greater the likelihood that consumers will make a purchase decision.

These three factors do not necessarily operate directly in shaping purchasing decisions. Consumer Trust can serve as a mechanism that bridges consumers' perceptions of a brand, product quality, and digital information with their purchasing decisions. Research by Putri & Fauzi (2023), Rizki et al. (2025), and Ramadhan et al. (2023) indicates that Consumer Trust can function as a mediator in the relationship between marketing factors and purchasing decisions. In the context of e-WOM, studies by Rizki et al. (2025), Sanjaya & Budiono, (2023), Yohansyah & Rodhiah (2022), Andryana & Ardani (2021), and Ramadhan et al. (2023) also indicate that positive and credible e-WOM can build consumer trust.

The relationships among these variables can be explained through the *Theory of Planned Behavior* (TPB) developed by Ajzen (1991). In this study, Brand Image and Product Quality are represented as components of attitude toward behavior, while e-WOM represents the subjective

norm through information, reviews, recommendations, and experiences shared within the digital environment. Consumer Trust is positioned as a representation of perceived behavioral control that can strengthen consumers' confidence in making purchasing decisions. Thus, these three factors may form a psychological process that leads to purchasing decisions.

Although several studies have demonstrated positive effects of Brand Image, Product Quality, and e-WOM on Purchase Decision and Consumer Trust, research findings regarding the role of Consumer Trust as a mediating variable have not been entirely consistent. For example, Kholidah et al. (2025) found that Consumer Trust did not significantly mediate the effect of Brand Image on Purchase Decision. Meanwhile, Ambarwati & Mathori (2024) showed that Consumer Trust was not the only variable capable of mediating the relationship between Product Quality and Purchase Decision. These findings indicate that the mediating role of Consumer Trust may be contextual and therefore needs to be further examined across different objects and consumer characteristics.

In addition to inconsistencies in previous research findings, studies specifically examining the relationship between Brand Image, Product Quality, and e-WOM on Purchase Decision with Consumer Trust as a mediator for OMG Cosmetic products in Madiun City remain limited. Previous studies referred to in the thesis have primarily focused on different objects and contexts, such as other cosmetic brands, skincare products, coffee, and services. Therefore, testing the proposed model among OMG Cosmetic consumers in Madiun City is necessary to provide more specific empirical evidence regarding the mechanism through which Purchase Decision is formed through Consumer Trust.

Based on the above discussion, this study aims to analyze the effects of Brand Image, Product Quality, and e-WOM on Purchase Decision and to examine the role of Consumer Trust as a mediating variable among OMG Cosmetic consumers in Madiun City.

Based on these research objectives, the following hypotheses are formulated:

H1: Brand Image has a positive and significant effect on Consumer Trust.

H2: Product Quality has a positive and significant effect on Consumer Trust.

H3: Electronic Word of Mouth (e-WOM) has a positive and significant effect on Consumer Trust.

H4: Brand Image has a positive and significant effect on Purchase Decision.

H5: Product Quality has a positive and significant effect on Purchase Decision.

H6: Electronic Word of Mouth (e-WOM) has a positive and significant effect on Purchase Decision.

H7: Consumer Trust has a positive and significant effect on Purchase Decision.

H8: Consumer Trust mediates the effect of Brand Image on Purchase Decision.

H9: Consumer Trust mediates the effect of Product Quality on Purchase Decision.

H10: Consumer Trust mediates the effect of Electronic Word of Mouth (e-WOM) on Purchase Decision.

B. METHOD

This study employed a quantitative approach using an explanatory research design with a causal associative framework. The population consisted of consumers who had purchased OMG Cosmetic products in Madiun City. Since the exact population size was unknown, the Lemeshow formula was used to determine the sample size. The study involved 384 respondents selected using a non-probability sampling technique through purposive sampling.

The respondent criteria included consumers who were domiciled in Madiun City, were at least 17 years old, had purchased OMG Cosmetic products online at least once, and were willing to complete the questionnaire voluntarily and in full. The research data consisted of primary data collected through an online questionnaire using Google Forms. The research variables consisted of Brand Image (X1), Product Quality (X2), and e-WOM (X3) as independent variables, Purchase Decision (Y) as the dependent variable, and Consumer Trust (Z) as the mediating variable.

Data analysis was conducted using Structural Equation Modeling based on Partial Least Squares (SEM-PLS) with the assistance of SmartPLS 4.0. The analysis included evaluation of the measurement model (*outer model*), evaluation of the structural model (*inner model*), testing of direct effects, and testing of indirect effects to determine the mediating role of Consumer Trust. Mediation testing was conducted using *specific indirect effects* and interpretation of the *Variance Accounted For* (VAF).

C. RESULTS AND DISCUSSIONS

1. Respondent Characteristics

The study obtained 384 respondents in accordance with the predetermined sample size. The characteristics of the respondents included age, gender, occupation, income or allowance, domicile, and frequency of product purchases. One notable characteristic was the dominance of young respondents. The results showed that 295 respondents, or 76.8%, were aged 17–25 years. This characteristic indicates that OMG Cosmetic has a relatively strong consumer base among young people who are active users of digital media.

2. Hypothesis Testing Results

The results of the structural model analysis indicate that all research hypotheses were supported. A summary of the hypothesis testing results is presented in Table 1.

Table 1. Results of Direct and Indirect Effect Testing

Hypothesis	Relationship	Coefficient	T-statistic	P-value	Decision
H1	Brand Image → Consumer Trust	0,300	4,048	0,000	Supported
H2	Product Quality → Consumer Trust	0,301	3,735	0,000	Supported
H3	e-WOM → Consumer Trust	0,292	4,856	0,000	Supported
H4	Brand Image → Purchase Decision	0,122	2,203	0,028	Supported
H5	Product Quality → Purchase Decision	0,242	3,567	0,000	Supported
H6	e-WOM → Purchase Decision	0,246	3,860	0,000	Supported
H7	Consumer Trust → Purchase Decision	0,291	4,150	0,000	Supported
H8	Brand Image → Trust → Purchase Decision	0,087	2,924	0,003	Supported
H9	Product Quality → Trust → Purchase Decision	0,088	2,520	0,012	Supported

H10	Decision e-WOM → Trust → Purchase Decision	0,085	3,352	0,001	Supported
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3. The Effect of Brand Image on Consumer Trust

Brand Image has a positive and significant effect on Consumer Trust, with a path coefficient of 0.300, a T-statistic of 4.048, and a P-value of 0.000. These results indicate that the more positively consumers perceive OMG Cosmetic's brand image, the higher the level of trust formed toward the brand.

This finding indicates that Brand Image functions not only as a product identity but also as a source of consumer confidence. An image that is recognizable, positive, and possesses distinctive advantages can reduce consumers' doubts about the product. This result is consistent with previous studies showing that Brand Image can contribute to building Consumer Trust during the purchasing process.

4. The Effect of Product Quality on Consumer Trust

Product Quality has a positive and significant effect on Consumer Trust, with a coefficient of 0.301, a T-statistic of 3.735, and a P-value of 0.000. This means that the better the quality perceived by consumers, the stronger their confidence in OMG Cosmetic products.

The finding demonstrates that consumers' experiences with product performance serve as a foundation for developing trust. Consumers who perceive a product as capable of meeting their needs and expectations tend to develop stronger confidence in the brand. Therefore, Product Quality is not only associated with functional benefits but also serves as a foundation for developing a trusting relationship between consumers and the brand.

5. The Effect of e-WOM on Consumer Trust

e-WOM has a positive and significant effect on Consumer Trust, with a coefficient of 0.292, a T-statistic of 4.856, and a P-value of 0.000. These results indicate that information, experiences, and reviews obtained through digital media can contribute to the formation of consumer trust in the product.

Among the three predictors of Consumer Trust, e-WOM had the highest T-statistic. This finding demonstrates the importance of information derived from other users' experiences in shaping consumer confidence. In an online purchasing environment, consumer reviews can function as additional information that assists potential buyers in evaluating products before completing a transaction.

6. The Effect of Brand Image on Purchase Decision

Brand Image has a positive and significant effect on Purchase Decision, with a coefficient of 0.122, a T-statistic of 2.203, and a P-value of 0.028. These results indicate that a positive brand image can increase consumers' tendency to make a purchase.

However, compared with the other direct predictors, the coefficient of Brand Image on Purchase Decision was the lowest. This finding indicates that Brand Image alone is not the strongest factor driving purchasing behavior. A positive perception of the brand still needs to be reinforced by other factors, particularly consumer trust, so that it can be translated into an actual purchasing decision.

7. The Effect of Product Quality on Purchase Decision

Product Quality has a positive and significant effect on Purchase Decision, with a coefficient of 0.242, a T-statistic of 3.567, and a P-value of 0.000. These results indicate that consumers tend to make purchasing decisions when product quality is perceived as capable of fulfilling their needs and providing benefits.

The research findings also indicate that the durability aspect received a relatively lower assessment compared with other quality indicators. This condition suggests that improving product quality, particularly in terms of durability, remains an area for improvement for OMG Cosmetic. Nevertheless, Product Quality was still proven to have a positive and significant effect on Purchase Decision.

8. The Effect of e-WOM on Purchase Decision

e-WOM has a positive and significant effect on Purchase Decision, with a coefficient of 0.246, a T-statistic of 3.860, and a P-value of 0.000. These results indicate that reviews and information obtained by consumers through digital media constitute one of the considerations in their purchasing decisions.

This finding confirms that consumer experiences shared digitally provide valuable information for potential buyers. The more positive and informative the information received, the greater the likelihood that consumers will make a purchasing decision. Therefore, managing digital reputation is an important component of OMG Cosmetic's marketing strategy.

9. The Effect of Consumer Trust on Purchase Decision

Consumer Trust has a positive and significant effect on Purchase Decision, with a coefficient of 0.291, a T-statistic of 4.150, and a P-value of 0.000. This result indicates that the higher the level of consumer trust in OMG Cosmetic, the greater the tendency to make a purchase decision.

This coefficient was the largest among all direct effects of the independent variables on Purchase Decision. Thus, Consumer Trust represents the strongest direct factor in the research model. In the context of online cosmetic purchases, trust can reduce consumer uncertainty and perceived psychological risk because consumers cannot directly examine the product before completing a transaction.

This finding reinforces the position of Consumer Trust as an important link between consumers' perceptions of the brand and product quality and their purchasing behavior.

10. The Mediating Role of Consumer Trust in the Effect of Brand Image on Purchase Decision

Consumer Trust was found to mediate the effect of Brand Image on Purchase Decision. The indirect effect had a coefficient of 0.087, a T-statistic of 2.924, and a P-value of 0.003.

The VAF result of 41.6% indicates partial mediation. This means that Brand Image can influence Purchase Decision directly, while part of its effect operates through the formation of Consumer Trust.

This finding demonstrates that a positive Brand Image becomes more effective when it is capable of generating genuine confidence among consumers. In other words, consumers not only need to perceive OMG Cosmetic as a good brand but also need to believe that the product and brand are trustworthy.

11. The Mediating Role of Consumer Trust in the Effect of Product Quality on Purchase Decision

Consumer Trust was also found to mediate the effect of Product Quality on Purchase Decision. The indirect effect coefficient was 0.088, with a T-statistic of 2.520 and a P-value of 0.012. The VAF result of 26.7% indicates partial mediation.

This finding shows that Product Quality can encourage purchasing decisions through two pathways. First, quality directly influences Purchase Decision. Second, quality contributes to the formation of trust, which subsequently encourages Purchase Decision. Therefore, improving product quality needs to be accompanied by efforts to communicate that quality convincingly to consumers.

12. The Mediating Role of Consumer Trust in the Effect of e-WOM on Purchase Decision

Consumer Trust was found to mediate the effect of e-WOM on Purchase Decision, with an indirect effect coefficient of 0.085, a T-statistic of 3.352, and a P-value of 0.001. The VAF result of 25.7% indicates partial mediation.

This finding indicates that e-WOM influences purchasing decisions not only directly through the information received by consumers but also indirectly through the formation of trust in the product. Therefore, digital information that is credible, relevant, and based on users' experiences can strengthen consumer confidence before making a purchase.

Overall, the findings demonstrate that all three independent variables have direct effects on Purchase Decision while also contributing to the formation of Consumer Trust. Trust subsequently becomes an important factor in strengthening purchasing decisions. These findings

position Consumer Trust not merely as a statistical mediating variable but also as a psychological mechanism that explains how consumer perceptions can be translated into purchasing behavior.

D. CONCLUSIONS

This study demonstrates that Brand Image, Product Quality, and Electronic Word of Mouth have positive and significant effects on both Consumer Trust and Purchase Decision for OMG Cosmetic products in Madiun City. Consumer Trust also has a positive and significant effect on Purchase Decision and represents the strongest direct predictor in the research model. In addition, Consumer Trust was found to partially mediate the effects of Brand Image, Product Quality, and e-WOM on Purchase Decision. These findings indicate that strategies for increasing purchasing decisions should not focus solely on Brand Image, Product Quality, or digital communication but should also emphasize the development of consumer trust.

E. SUGGESTIONS

OMG Cosmetic is advised to maintain and strengthen its brand image through consistent brand identity and differentiation that is easily recognized by consumers. Product quality should also be improved, particularly in aspects that received relatively lower assessments, such as product durability. In terms of digital marketing, the company should encourage honest and informative consumer reviews and actively respond to reviews in order to maintain its digital reputation. Given that Consumer Trust is the strongest direct factor influencing Purchase Decision, the company should also strengthen information transparency, product legality, quality consistency, and consumer service. Future research may consider other variables that have the potential to influence purchasing decisions or expand the research object and geographical area to obtain more generalizable findings.

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