

The Influence of Brand Name and Word of Mouth (WOM) on Brand Trust in Purchasing MS Glow Products (Case Study at Duta Cosmetics Bireuen Shop)

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ABSTRACT

This research aims to determine the influence of brand name and word of mouth (WOM) on brand trust in purchasing products MS Glow (Case Study at the Duta Cosmetics Store in Bireuen) The type of research used is quantitative descriptive research. The method used is a incidental sampling method. The sample in this study amounted to 96 respondents. The data analysis method used is Multiple Regression. The research results show that the Brand Name variable (has a significant effect on purchasing decisions when purchasing products MS Glow at the Duta Cosmetics Bireuen Store. This can be shown from the t test which shows that $t_{\text{Count}} > t_{\text{tabel}}$ is $3.999 > 1.661$, with a significant value of 0.000. The Word of Mouth variable (has a significant influence on purchasing decisions when purchasing products MS Glow at the Duta Cosmetics Bireuen Store. This can be shown from the t test, it is found that $t_{\text{Count}} > t_{\text{tabel}}$ is $4.929 > 1.661$ with a significant value of 0.000. The results of the F test show that the significance level is $0.0000 < 0.05$ and the $F_{\text{Count}} > F_{\text{tabel}}$ is $65,197 > 3.09$. So reject H_0 and accept H_a , which means between Brand Name and Word of Mouth (WOM) on Brand Trust in Purchasing Products MS Glow at the Duta Cosmetics Bireuen Store. These two elements of the marketing mix are interconnected and influence each other, so efforts must be made to produce a marketing policy that leads to Brand Trust. The correlation regression value (R) is 0.764, meaning that the contribution of brand name and word of mouth is 76.4% to influence brand trust in purchasing MS Glow at Duta Cosmetics Store Bireuen. The determination value () is 0.584 or 58.4%, meaning that brand name (dan word of mouth (can explain brand trust by factors not researched, namely 41.6%.

Keywords: Brand Name. Word of Mouth, Brand Trust, MS Glow

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INTRODUCTION

Indonesia has a variety of ethnic groups and customs that have their own concept of beauty. For example, for Dayak women, lengthening the ears is part of beauty (Ningrum, 2015) in Sari (2017). The longer a woman's ears are, the more beautiful she looks. Different in Karo society, beautiful are those who have big feet, because they are considered more attractive. Tanjung Pinang with its indigenous Malay people also has its own concept of beauty. The concept of beauty is certainly influenced by its customs which are clearly based on Islam. This is as expressed in the expression: "Adat Melayu Bersendikan Syarak, Syarak Bersendikan Kitabullah" (Effendy, 2013).

This is different from the concept of female beauty in big cities in Indonesia. Beauty is identified with women with white skin, long, straight and black hair, and a tall and slim body posture. With the presence of globalization, the meaning of beauty then becomes uniform in every region and country. The whole society recognizes that beautiful women are those who have the criteria with the symbols that have been mentioned. Advertising media has a big share in spreading this meaning of beauty. From the many advertisements about beauty, it then makes women compete to be perfectly beautiful. This is why the trend of beauty treatments that make facial skin bright and glowing is favored by the majority of Indonesian people.

For many women, beauty is a never-ending and insatiable desire to be fulfilled, and the gap between the present self and the dream of the future self will always loom large. This means that a white skin color is a dream for women. For this reason, women try to improve their appearance, one of which is by doing facial treatments to make them look more beautiful. This activity is based on their obsession to always imitate artists and celebrities (Ellis, 2017). Women are used as objects of consumerism because women are considered passive consumers who accept whatever is emphasized by the market because in consumer culture the body is depicted as consuming all commodities offered by the capitalist industry (Listyani, 2016).

In the sense that women's views on their beauty can increase profits for the market or beauty industry. The growth of beauty product consumers by an average of 3 million people each year makes this industry very promising now and in the future. In the last 10 years the beauty and care industry in Indonesia has grown by an average of 12% with a market value of 33 trillion rupiah in 2016. Even in 2020, the beauty industry in Indonesia is predicted to experience the biggest growth compared to other countries in Southeast Asia. Not only that, market research conducted by the ZAP Beauty Index, which was released in mid-August 2020, found that Indonesian women spend at least 30-40% of their income per month just to buy beauty products (Murniasih, 2023).

In a competitive market, brands play an important role in the survival of a company. Marketing competition in the future will be more of a competition between brands. In marketing products, sellers must ensure the safety of the use of their products so that consumers have the courage to use these products so that these products gain consumer trust in a brand (Keller, 2013). Brand name is one of the factors that influence brand trust because consumers are currently very selective in choosing a product until they finally believe in safety and choose the product. Brand name is very important in buying a product because according to Maimunah and Rosita (2019) a brand is a name, term, design symbol, or combination thereof that identifies a product or service produced by a company.

There are several indicators in the brand name, namely easy to remember, reflecting benefits or quality and distinctive. In connection with the many other brands entering such

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as Somothinc, Skintific, You, Barenbliss and others which caused the name MS Glow to be forgotten. At Duta Cosmetics Store because store employees do not understand when there are consumers who make the wrong purchases, for example consumers have sensitive skin but lack education from consumer employees who buy whitening, causing skin irritation and bruntusan so that it gives a negative perception to other consumers. With the presence of good competing products, the MS Glow product brand that is sold must be truly distinctive or unique so that it is not easily imitated by other manufacturers. The problem is that the design of other products is very unique and aesthetic so that it loses the MS Glow brand.

Furthermore, Word Of Mouth can also affect brand trust, because the indicator of Word Of Mouth (WOM) is the ability of consumers to talk about positive things, but there are differences of opinion among consumers of the cosmetic ambassador shop regarding MS Glow. Some consumers say that MS Glow has proven efficacy in accordance with the benefits, namely that it can whiten the skin, cure acne, make facial skin firm, but some consumers also say that MS Glow products can irritate the skin and become duller. Then the indicator of Word Of Mouth (WOM) is product recommendations to others, with differences in consumer opinions being hesitant to buy MS Glow products so that some consumers recommend competing products such as Somothinc skincare. Furthermore, the indicator of encouragement of friends or relations to make transactions on products, with the above problems, there are recommendations from friends, so some consumers choose to buy other products. Brand trust is the customer's desire to lean on a brand with the risks faced because of expectations that the brand will cause positive results (Adiwidjaja and Tarigan, 2017).

In theory, it can be concluded that brand trust is the perception and feeling of security from consumers about the positive experiences they experience when using a brand and can rely on it in the long term. As for several indicators in brand trust, namely 1) brand predictability or conformity to consumer expectations for the brand, 2) liking for the brand, and 3) brand competence. In this case, the focus of the author's research is directed at brand trust at the Duta Cosmetics Bireuen Store. Toko Duta Cosmetics Bireuen is one of the cosmetics stores on Jalan Ramai No. 22 Kota Juang, Bireuen, founded by Rika Sukmawar since February 03, 2020. This shop is in a strategic location, so consumers are easy to find its location. Toko Duta Cosmetics provides a variety of cosmetic and skincare products. One of the products from Toko Duta Cosmetics that is booming among students and people in the city of Bireuen who have been recommended and spread through their Instagram account is MS Glow. MS Glow beauty products include skincare, bodycare and cosmetics. The Duta Cosmetics store only sells products from the brand, there is no Beauty Advisor (BA) as we know that Beauty Advisor (BA) is only in the official MS Glow store. So there are still irregularities in the process of explaining the benefits of the product in detail so that the author finds problems such as in brand predictability.

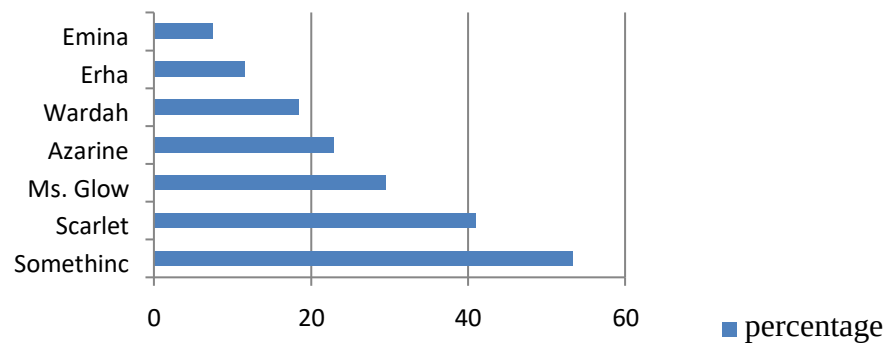
The problem that occurs at the Duta Cosmetics Store is that employee officers still do not understand the product when prospecting consumers by explaining in outline only not in detail for the safety of MS Glow products, so consumers who want to buy products are hesitant and less interested so that consumers are more interested in competing competitor products because Beauty Advisor (BA) from other brands can convince consumers regarding the product being explained. Every brand must have competitors, especially high competence in meeting needs. The presence of strong promotions from competitors causes the popularity of MS Glow to decline. Consumer loyalty to MS Glow products can be formed starting from the emergence of consumer confidence from consumer satisfaction with the services provided by the seller, the problem at Duta Cosmetics Store is that the seller's

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knowledge has not been able to master as much detail as possible resulting in consumers being less interested so that they switch to another brand. In 2022 the MS glow brand reputation was accused of plagiarism of PS Glow from the news which had a negative impact, resulting in a decrease in demand for MS Glow products at the Duta Cosmetics Store.



Picture 1. 7 best-selling skincare brands in Indonesia in April - June 2022

Source: Murniasih, 2023

This is in accordance with research from Murniasih (2023) which states that in the period April to June 2022 the MS Glow skincare category was in 3rd place with sales reaching 29.8% and was shifted by its competitor Somethinc with sales reaching 53.28% in 1st place. This decline was triggered by a lack of consumer interest in repurchasing MS Glow skincare. In 2022 MS Glow's brand reputation was accused of plagiarism of PS Glow so that demand for MS Glow products decreased.

METHOD

The research method used is quantitative research method, namely by taking data in the form of numbers (Sugiyono, 2014: 14). This study aims to measure the effect of brand name and word of mouth (WOM) on brand trust in purchasing MS Glow products in Bireuen district (case study at Duta Cosmetics Bireuen store).

DATA COLLECTION

Data collection in this study was carried out randomly to obtain samples from the population. The methods used in this study are:

1. Literature Study, is a method used to understand the literature that contains discussions related to research as well as books and reading sources that are relevant.
2. Questionnaire, namely a list of questionnaires distributed directly to respondents who were met directly at the Duta Cosmetics Bireuen Store.
3. Documentation, namely data collection techniques by reading and observing, processing reports and notes related to this research so that it will produce quantitative data.

POPULATION AND RESEARCH SAMPLE

According to Sugiyono (2015: 32), Population is a generalization area consisting of subjects or objects that have certain qualities and characteristics set by researchers to study and then draw conclusions. The population in this study were consumers at the Duta

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Cosmetics Bireuen store who bought and used MS Glow products. The sample taken in this study was 96 respondents. Determination of the number of samples in this study using the lemeshow formula because the number of research populations is not known with certainty.

DATA ANALYSIS AND RESEARCH RESULT

Validity and Reliability Test Results

The validity test intends to measure the validity of all questionnaires in this study. A questionnaire is said to be valid if the questions on the questionnaire are able to state something that will be measured by the questionnaire. The examiner distributed questionnaires to 96 consumers by providing 9 items of statements which were divided into 3 main variables to measure the validity and reliability of the statement.

To test whether it is reliable or not, this study used the Cronbach Alpha test. If the alpha value is close to 1, the reliability value of the data is more reliable. The alpha value in this study will be used a value of 0.6 with the assumption that the list of questions to be tested will be said to be reliable if the alpha value > 0.6.

Table 1. Validity Test

Variable	Number of Statements	r _{Count} Value	r _{table}	Description
Brand Name (X ₁)	1	0.595	0,2006	Valid
	2	0.821	0,2006	Valid
	3	0.798	0,2006	Valid
Word of Mouth (X ₂)	1	0.836	0,2006	Valid
	2	0.729	0,2006	Valid
	3	0.770	0,2006	Valid
Brand Trust (Y)	1	0.705	0,2006	Valid
	2	0.854	0,2006	Valid
	3	0.820	0,2006	Valid

Table 2. Reliability Test

Variable	Number of Statements	Cronbach's Alpha	Coefficient	Description
Brand Name (X ₁)	1	0.917	0.6	Reliable
	2	0.900	0.6	Reliable
	3	0.903	0.6	Reliable
Word of Mouth (X ₂)	1	0.899	0.6	Reliable
	2	0.908	0.6	Reliable
	3	0.904	0.6	Reliable
Brand Trust (Y)	1	0.909	0.6	Reliable
	2	0.897	0.6	Reliable
	3	0.900	0.6	Reliable

RESEARCH RESULT AND DISCUSSION

Table 3. T Test

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Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.800	.458		1.747	.084
	Brand Name	.414	.104	.371	3.999	.000
	Word Of Mouth	.478	.097	.458	4.929	.000

Table 4. F Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	252.715	2	126.358	65.197	.000 ^b
	Residual	180.243	93	1.938		
	Total	432.958	95			

Table 5. R Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.764 ^a	.584	.575	1.392

Based on the results of this study, several conclusions can be drawn, namely as follows:

1. Brand Name variable (X1) has a partial and significant effect on brand trust at Duta Cosmetics Bireuen Store. This can be shown by the tcount value = 3.999 and greater than the ttable (df = n-k) at n = 96 of 1.661 with a significant value of 0.000 < 0.05.
2. The word of mouth variable (X2) has a partial and significant effect on brand trust at the Duta Cosmetics Bireuen Store. This can be shown by the tcount value = 4.929 and greater than the ttable (df = n-k) at n = 96 of 1.661 with a significant value of 0.000 < 0.05.
3. The F test results show that the FCount > Ftable value is 65,197 > 3.09 and the significant level is 0.000 < 0.05. It is proven that brand name and word of mouth simultaneously have a significant effect on brand trust.
4. For the adjust R square value of 0.575 (57.5%), so it can be said that 57.5% of variations in brand name variables (X1) and word of mouth (X2) can explain brand trust in MS Glow purchases at Duta Cosmetics Bireuen Stores, while the remaining 42.5% is influenced by other variables.

SUGGESTIONS

Based on the research results above, the author's recommendations are as follows:

1. It is recommended for MS Glow product sellers to be able to further bring up brand trust, because consumers will buy a brand that is already known and trusted. This is because

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consumers feel safe and avoid risk because of the assumption that brands that are trusted and well-known will be more reliable.

2. With this research, it is hoped that it can be used as input for actors or sellers of MS Glow products in increasing their sales.
3. It is also hoped that this research can be used as a reference for further research so that it can be retested with other variables not examined in this study. So that it can perfect further research.

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