

ANALYSIS OF INFLUENCE OF BRAND IMAGE AND PRODUCT QUALITY TO THE REPURCHASE INTENTION MEDIATED BY TRUST IN MS GLOW FOR MEN PRODUCTS

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Abstract : In an online business, the interaction between consumer and seller is limited which causes consumers to only give the rating of the quality of a product. The existence of repurchase interest will happen if the seller improves the quality of his product, so, it can be possible for customers to repeat purchases. This study was conducted to analyze the effect of brand image and product quality on repurchase intention using trust as a mediation. The used sample for this research was 96 respondents, which male consumers who use MS Glow For Men cosmetic products that live in Central Java, also consumers who purchase the products through the Shopee application at least twice. This research is a quantitative research. The sampling technique in this research is purposive sampling with non-probability sampling technique. The process of calculating data in this study uses SmartPLS. The results showed that brand image has a significant effect on repurchase intention, but brand image does not have a significant effect on repurchase intention through trust mediation, product quality has a significant influence on repurchase intention and trust, but product quality does not have a significant effect on repurchase intention through trust.

Keywords : *brand image, product quality, trust, repurchase intention*

1. Introduction

In 2021, business competition is increasingly competitive, especially in the cosmetics field. The growth of this industry was marked by an increase in the performance of the chemical, pharmaceutical and traditional medicine industries which increased by 9.39% (<http://amp.kompas.com>). This is of course driven by domestic market demand and people who are starting to realize and pay attention to body care products as a necessity (Achmad Sigit Dwiwahjono Director General of the Pharmaceutical Chemical Industry and Textiles, Ministry of Industry, 10 April 2019). Many cosmetic companies are issuing new brands both locally and internationally. Business actors in this field are starting to issue new products with various types.

A unique phenomenon to note is that cosmetic users in this modern era do not regard gender status. Both men and women both use cosmetic products. Cosmetic products for men are considered as a way to improve the quality of appearance and become part of Nurleili's lifestyle (2009). Of course this is a challenge as well as a threat for entrepreneurs in the cosmetics field. Until finally many new brands have sprung up. Along with advances in

technology and to expand the market, the company maintains a business existence by also selling cosmetic products in online stores (e-commerce).

With the phenomenon where many new brand cosmetic products appear, of course consumers are becoming more picky. This could happen because the target market is diverse and the competition between brands is very tight. Evidenced by the existence of the best-selling beauty product category on E-commerce in 2021. Ms. Glow is a skincare and cosmetic product, where this local product is in great demand by everyone, because Ms. Glow herself already has Aesthetic Clinics in several big cities in Indonesia, see if not many skincare products in circulation have their own clinics, which is a factor that makes Ms. Glow even more attractive. Not only that, Ms Glow also has BPOM permits and is also halal certified. The main composition of this Ms Glow product includes Kojic dipalmitate, kojic acid, sulfur, vitamin C and others. In addition, Ms Glow is an award-winning Indonesian (local) cosmetic brand with a record of selling more than 2 million products per month (Industri.kontan.co.id, 2020). The following is a table of the best selling MS Glow Beauty products at Shopee for July 2021 :

MS Glow sales data for July 2021 at e-commerce shopee



In this study, the MS Glow cosmetic product is discussed, which is a newcomer local product but has been very popular in the market, especially in sales at e-commerce shopee. It can be seen in the picture that the MS Glow Official Store is in second place with total sales of Rp. 3.35 billion in 2021. And in first place, namely star sellers or resellers of MS Glow products with a total of Rp. 5.12 billion. It can be concluded that sales of MS Glow products are very high in e-commerce shopee.

Growth and competition in cosmetic products continues to occur in line with changes in consumer attitudes towards a product, both related to consumer confidence in the product purchased and repurchase intention of the product. Corporate image is stated to have a positive and significant effect on consumer trust Prasetyanto (2018); Wicaksono and Ellyawati (2020). In their research, Riki Wijayajaya and Tri Astuti (2018) explained that if brand image has a positive and significant influence on repurchase intention, the better the image of a brand, the higher consumer repurchase intention.

The results of the research by Bernarto et al., (2019) and Tri Astuti (2018) show that trust has a positive effect on repurchase intention, the higher the consumer's trust, the higher the consumer's interest in repurchasing. The statement that product quality has a positive and significant effect on consumer trust is explained by Citra and Santoso (2016). 6 However, research conducted by Saleem, Zahra, and Yaseen (2017) shows that brand image tends to have no effect on repurchase intention. In addition, Vigripat and Chan (2007) state that brand image does not have a good effect on recommendations and repurchase intentions, if brand trust does not have a positive effect on both.

Based on the background of the phenomenon and research gap above, it becomes a basic consideration for researchers to conduct research on the effect of brand image and product quality on repurchase intention with trust as mediation. This research focuses on the consumer behavior of millennial men as users of cosmetic products, which is currently a new segment in the cosmetic industry that has not been thoroughly discussed regarding the responses or perceptions of men as users of cosmetic products. Thus, the formulation of the problem in this study is related to the many brands of cosmetic products that make consumers become picky in purchasing products. Moreover, currently available e-commerce technology that has many facilities for consumers to purchase products. However, product buyers are not limited by gender where men and women occupy the same position to be able to purchase cosmetic products.

2. Research Method

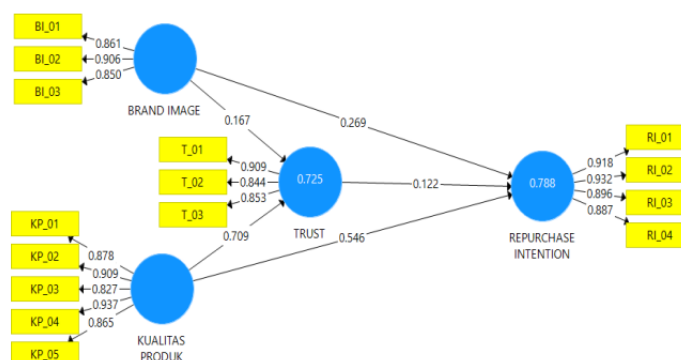
This type of research is causal research which emphasizes objective phenomena and is studied quantitatively. The population in this study are male consumers who use MS Glow For Men cosmetic products. The sampling technique in this study used purposive sampling with the following respondent criteria:

- Respondents are male consumers who have used/are currently using MS Glow For Men cosmetic products.
- Respondents have installed the Shopee application and have purchased cosmetic products through the Shopee e-commerce application.
- Respondents have purchased MS Glow For Men cosmetic products through Shopee e-commerce at least twice.
- Respondents may not fill out the questionnaire more than once.

3. Results and Discussion

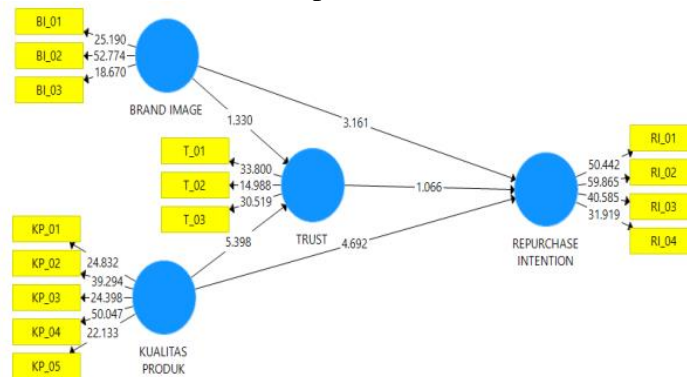
The stages in using Partial Least Square (PLS) data analysis are as follows:

Outer Model Analysis The Outer Model aims to specify the relationship between latent variables and their indicators or it can be said that the outer model defines how each indicator relates to its latent variables. Tests carried out on the outer model: 1. Validity Testing (Convergent Validity). The convergent validity value is the factor loading value on the latent variable with its indicators. Expected value ≥ 0.5 . The results of convergent validity testing can be seen in the following figure:



Source: processed data, 2021

Inner Model Analysis Results of Inner Model Analysis Tests on the structural model were carried out to examine the relationship between latent constructs.



Source: processed data, 2021

R-Square and Q-Square are used to assess the model for each dependent latent variable. The picture above is the result of R-Square and Q-Square estimation using SmartPLS. The following describes some of the tests for structural constructs in this study: 1. R-square on endogenous constructs. The R-square value is the coefficient of determination in the endogenous construct. The R square value in this study can be seen in the following table:

Variable	Nilai R Square (R ²)
Repurchase intention	0.788
trust	0.725

Source: processed data, 2021

Based on the results of the analysis of the R-Square test on the research model, the results obtained where the R-Square value of the repurchase intention variable is 0.788. That is, the amount of influence exerted by the brand image variable, product quality, on the repurchase intention variable is 78.8%. Thus, other variables not examined in this study have an effect of 21.2% on the repurchase intention variable. Besides that, the trust variable has an R-Square (R²) value of 0.725. So that it can be said that the influence exerted by the brand image variable, product quality on the trust variable is 72.5%. Thus, it can be said that other variables not examined in this study have an influence of 27.5% on the trust variable..

4. Discussion

H1: Brand Image has an effect on increasing Repurchase Intention

Based on the results of testing the hypothesis of the direct effect of brand image on repurchase intention. The results show that the original sample value is 0.269 and the statistic is 3.161 at a significance level of P Value 0.002 which states that there is a positive and significant effect on brand image on repurchase intention. So the first hypothesis in this study is accepted. From the results of these data, it can be concluded that the sample data succeeded in proving that brand image (X1) has a significant effect on repurchase intention (Y).

Based on the results of the questionnaire answers, 53.1% of respondents agreed that when talking about men's cosmetic products, consumers remember the MS Glow For Men product. But 3.1% of consumers disagreed with the statement. However, as many as 16.7% of respondents chose to strongly agree regarding the statement that they always choose MS

Glow For Men when they need products for facial care. As many as 55.2% of respondents agreed that the MS Glow For Men product has special characteristics compared to other products.

The results of hypothesis testing reinforce previous research conducted by Wicaksono and Ellyawati (2020) where brand image factors tend to influence consumers to make repeat purchases. Therefore, the better the brand image of a product and the company can increase consumer repurchase intentions.

H2: Brand Image has a positive and significant effect on Trust

The second hypothesis examines the relationship between brand image and trust which shows an original sample value of 0.167 and a standard deviation of 0.125 and a T-statistic of 1.330 at a significance level of P-values of 0.184. These results indicate that there is no significant effect of brand image on trust. So based on the results of the sample data test, the second hypothesis in this study was rejected. This proves the relationship with the brand image variable (X1) does not have a significant effect on trust (Z).

Based on respondents' answers, 59.4% of respondents felt that the MS Glow For Men product contained safe ingredients to use. However, 14.6% of respondents did not agree to choose MS Glow For Men when they needed facial care products. The results of this hypothesis are not in line with research conducted by Chinomona (2016) and Lin and Ching Yuh (2010). In this study, brand image variables are measured according to three indicators, namely strength, favorability, and uniqueness of brand association. Meanwhile, trust is measured using three indicators, integrity, benevolence, dan competence.

The first brand image indicator is favorability with the statement that the MS Glow For Men product is a reminder of men's cosmetic products. Based on the results of the data, the product brand is not enough to make consumers feel confident to believe in MS Glow For Men. Because a brand not only has to always be remembered but has more power to convince consumers. The second indicator is strength, with product statement points always being used when a maintenance product is needed. Because consumers remember MS Glow For Men as an ordinary care product brand, the image is not good in the minds of consumers. The third indicator, namely uniqueness with a brand statement that has special characteristics compared to other products, does not have a big influence in making consumers believe because these characteristics must really be realized in the sense that the product must really have specific characteristics so that consumers like it.

The first indicator of trust, namely integrity, with the statement that the product has safe ingredients for use does not have a major influence on consumer trust. Because a product not only has ingredients that are safe to use but is also needed so that it can be suitable for use for consumer skin types that have different skin conditions. The second indicator is benevolence with the MS Glow For Men statement prioritizing product safety for use, because not all skin types can use products with the same ingredients on an ongoing basis. The third indicator is competence, where the statement is that products can overcome skin problems that do not make consumers easily trust a product. Because consumer skin problems are very diverse, some consumers need more diverse products to address skin problems.

H3: Product quality affects the increase in Repurchase Intention

Based on the results of the third hypothesis test related to the direct effect of product quality on repurchase intention. The results show that the original sample value is 0.546 and

the T-statistic is 4.692 at a significance level of P Value 0.000 which states that there is a positive and significant effect on product quality variables on repurchase intention. So the third hypothesis in this study is accepted. From the results of these data it can be concluded that the sample data succeeded in proving a significant effect on the product quality variable (X2) on repurchase intention (Y).

According to the results of respondents' answers, as much as 45.8% agreed that the quality of MS Glow For Men products could work well on consumers' skin. In addition, 53.1% feel that the MS Glow For Men product has good additional ingredients that support the basic functions of the product. This was supported by 40.6% of respondents who chose to agree to hasten the purchase of MS Glow For Men products when they needed skin care products. The results of testing this hypothesis reinforce previous research conducted by Ramadhan and Santosa (2017) which showed a positive and significant effect of product quality on repurchase intention.

H4: Product quality improvement has a significant effect on Trust

The fourth hypothesis examines the direct effect of product quality on trust. The results show an original value of 0.709 and a T-statistic of 5.398 at the P Value significance level of 0.000. Based on the results of these data it can be concluded that there is a significant influence on the product quality variable (X2) on trust (Z). So, the fourth hypothesis in this study is accepted. According to the results of the respondents' answers, 62.5% agreed that the MS Glow For Men product could function properly according to the claims in the product description. This could be a reason for consumers to feel confident in the MS Glow For Men product. As many as 16.7% strongly agree that the product's service life and durability can be used as it should. Moreover, 58.3% of consumers agree that MS Glow For Men prioritizes the safety of the product ingredients used by its consumers.

The results of this test are in line with research conducted by Pratama and Santoso (2018) which states that products have a positive and significant effect on consumer confidence. So it can be concluded that product quality is one of the factors driving consumer confidence. This can also be caused because the company is right in promoting its products, choosing the right targets (market segmentation, targets, timing of promotions). So consumers can get to know the quality of MS Glow For Men products well.

H5: Trust increases the motivation to carry out Repurchase Intention

Based on statistical calculations, the trust variable has no significant effect on repurchase intention. It can be seen that the results show that the original sample value is 0.122 and the T-statistic is 1.066 at the P Value significance level of 0.287. Thus the fifth hypothesis in the study was rejected. Based on the results of respondents' answers, 52.1% of respondents believed that MS Glow For Men could solve their skin problems. However, as many as 5.2% of respondents felt they did not agree to recommend MS Glow For Men products to others. So, the results of this hypothesis can be interpreted that when consumers believe in MS Glow For Men products, consumers do not agree to recommend the product to others. So, the higher consumer trust in MS Glow For Men products does not have a significant effect on repurchase intention.

The results of this study are not in line with previous research conducted by Bernarto et al., (2019) and Saleem et al., (2017), the results also do not support the statement of Tantonio and Adiwijaya (2017) that trust is a link between companies and consumers as a product

priority by through trust so that consumers repurchase products because they have confidence in the brand of a product. Conditions can also describe that there is no significant increase or decrease in product repurchasing due to trust.

H6: Trust is able to play a role as a mediator in increasing repurchase intention of product quality

According to the results of statistical data, the original sample value was 0.086 with a T-statistic of 1.051 with a P-Value significance level of 0.294. It can be seen that the T-statistic value which represents the effect of one variable on another variable has exceeded the minimum limit of 1.96 (5%). Thus it can be concluded that trust is not successful in mediating between product quality and repurchase intention. As many as 11.5% of respondents strongly agreed to rely on MS Glow For Men products as body care products. Supported by 16.7% who strongly agree that the lifetime and durability of MS Glow For Men products used are in accordance with product claims. However, 7.3% of respondents did not agree to hasten to buy MS Glow For Men products when they needed skin care products.

The results of this study do not support previous research by Lailiyah (2020). Due to the results of hypothesis testing, there was no significant effect on product quality on repurchase intention through trust as mediation. This can be caused by differences in case studies, in this study the case study was on the MS Glow For Men cosmetic product which is a fast moving goods. As we know, cosmetics are consumer goods that move quickly or sell quickly at relatively affordable prices in the market. Moreover, cosmetics or body care products are consumers' daily needs. Unlike the electronics industry, in previous research by Suhaily and Darmoyo (2017), namely electronic products, the purchase rate is not as high as fast moving goods. So that trust has no significant effect as a mediation of product quality on repurchase intention.

H7: Trust mediates the influence of brand image on repurchase intention

The seventh hypothesis in this study aims to see the indirect effect of brand image on repurchase intention through trust as mediation. According to the results of statistical data, the original sample value was 0.020 with a T-statistic value of 0.695 at a P-Value significance level of 0.487. Directly, brand image has a significant effect on repurchase intention, but according to statistical data the seventh hypothesis does not show a significant effect on brand image on repurchase intention through trust as mediation. This can be seen from the T-statistic value of 0.695 which means it is less than 1.96 (5%). So it can be said that trust is not successful in mediating the relationship between brand image and repurchase intention. So, the seventh hypothesis in this study was rejected.

According to the results of the respondents' answers, as much as 16.7% strongly agreed to choose MS Glow For Men when they needed products for facial care. Supported by 19.8% of respondents strongly agree that the MS Glow For Men product has good additional ingredients to support the basic functions of the product. However, as much as 9.4% of respondents did not agree to seek further information regarding the product used. This shows that when consumers buy MS Glow For Men products as facial care products, consumers are not looking for product information to increase their confidence when buying a product. This result does not strengthen previous research conducted by Wicaksono and Ellyawati (2020) which stated that trust is one of the main reasons for consumers to repurchase a product. The findings show that the trust variable cannot successfully mediate the relationship between

brand image and repurchase intention. As we know, the fact that cosmetics are fast moving goods, the success of a brand in promoting and introducing its brand also influences consumer interest in repurchasing. In the world of men's cosmetics, especially in the MS Glow For Men product which has been well known for its success as a skin care brand. This is because consumer trust is already attached to product brands, especially the historical brand MS Glow For Men which is well known and in accordance with its motto as the best skin care product in Indonesia.

5. Conclusion

Based on the results of the analysis that has been carried out, several conclusions are obtained as follows Brand image has a positive and significant influence on the repurchase intention of MS Glow For Men products through the shopee application, Brand image has no significant effect on trust. It can be said that the high interest in repurchasing MS Glow For Men products by consumers is not influenced by the product's brand image. meaning, the higher the brand image, the less significant the consumer's intention to repurchase MS Glow For Men, Product quality has a positive and significant effect on repurchase intention. The higher and better the quality of the product, the greater the influence on consumer repurchase interest in MS Glow For Men, Product quality has a positive and significant effect on the trust variable. That is, the higher and better the product quality, the higher the consumer's trust in the MS Glow For Men product, The trust variable does not have a positive and significant effect on repurchase intention. So, the higher consumer trust, does not have a major influence on repurchasing interest in MS Glow For Men products, The trust variable failed to mediate product quality on repurchase intention. The higher the quality of the product, the sooner or later it will not affect the consumer's intention to repurchase if previously the consumer has trusted the MS Glow For Men product, Indirectly, brand image and product quality do not have a significant effect on repurchase intention through trust. So there is no significant effect on brand image on repurchase intention through trust. So, the higher the trust does not have a major influence on consumer repurchase intention of MS Glow For Men.

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