

# Improving Purchase Decisions Through Trust in The Beauty Business

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## Abstract

*Purchasing decisions are important factors in the process of purchasing sustainability, many things must be considered and what factors influence it. Because the purchase decision is the behavior of the customer to continue the purchase or not. This study uses a quantitative approach. The population of this study is the Consumers of the Wijaya Paltinum Beauty Clinic in Pondok Cilegon Indah. This study uses a non-probability sampling technique. From the results of analysis and research explaining related to 1) brand image on purchasing decisions, the Original Sample (O) value is obtained, which is 0.137, the influence of Brand Image on Consumer Purchase Decisions is positive or unidirectional, meaning that the higher the Brand Image, the more it increases Consumer Purchase Decisions. 2) brand image on trust obtained Original Sample (O) value of 0.649 indicating that the direction of influence of Brand Image on Trust is positive or unidirectional, meaning that the higher the Brand Image, the more trust will increase. 3) trust in purchasing decisions from the results of the hypothesis obtained by the Original Sample (O) value of 0.580 indicating that the direction of the influence of Trust on Consumer Purchasing Decisions is positive or unidirectional, meaning that the higher the trust, the higher the Consumer Purchase Decisions.*

## Keywords

Brand image; trust; purchase decisions; beauty business



## I. Introduction

The beauty clinic business in Indonesia continues to develop along with the increase in Indonesian people's income. According to Euromonitor International, the number of skin care products in Indonesia in 2019 could reach more than US\$2 billion or account for about 33% of the total beauty market revenue supported by the beauty world (Euromonitor, 2019). In 2019, the beauty clinic industry in Indonesia grew by an average of 5.59%. Even in 2020 during the pandemic, the beauty industry continued to grow by 2.84% until June, although lower than the previous year (Ammurabi, 2020).

The influence of the beauty clinic business, which is growing rapidly, is indicated by the emergence of many new beauty clinics, which causes very tight competition, for that manager should be able to make strategies to retain and attract many consumers, so that customers will continue to subscribe to them continuously. use maintenance services and make product purchases, (Sigmaresearch.co.id).

The purchase decision is the behavior of the customer to continue the purchase or not. The factors that can influence consumers' purchasing decisions to purchase products, usually before carrying out purchasing activities, consumers are more concerned with the quality of the products to be purchased (Macias & Cervino, 2017).

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The thing that can affect the decision of the buyer to make a purchase is the brand image. Kotler & Keller (2016) argue that customers with opinions and beliefs will align with their existing experiences and keep them in mind about a brand that has a good image.

There is some literature that considers brand image to be directly related, including (Pop et al, 2021) which argues that brand image is a very dominant fraction for brands that are enthusiastic and able to differentiate their products from competitors, Brand Image is responsible for brand differentiation, because customers are routinely dealing with various types of products and services (Guci et al, 2019). Organization must have a goal to be achieved by the organizational members (Niati et al., 2021). The success of leadership is partly determined by the ability of leaders to develop their organizational culture. (Arif, 2019).

Three important factors in this image are the form of strength, uniqueness of the brand, and success (Ammurabi, 2020). All companies have a goal to build good and positive connections, and a quality and well-known brand will also have a positive impact on the brand (Oladepo & Odunlam, 2015). When it comes to brand names, consumers think of brand image. Basically, brand image describes the thoughts and feelings of consumers about the brand (Bernato et al, 2020). Fianto et al (2014) believe that brand image can encourage consumers to decide to buy the brand's products.

Kusuma & Sugandi (2018) found that trust is a key factor in consumer purchasing decisions. The success of the seller in influencing the buyer to decide on a purchase is strongly influenced by efforts to build customer trust. Customer trust is the foundation of a business. According to Rafidah (2017), if consumers and sellers trust each other, the transaction will occur.

Wijaya Platinum Clinic (WPC) is an aesthetic clinic that has been around for 16 years and has developed very rapidly because it already has many branches and has certified doctors and medical personnel. Wijaya Platinum Clinic (WPC) as a beauty clinic continues to grow and faces many challenges. The number of beauty clinics that have sprung up now in the city of Cilegon are competing to offer a more modern concept, offering an increasingly diverse choice of treatment services such as facials, chemical peels, facial irons, and others.

The high consumer demand for beauty tools was finally adopted by beauty clinics that came up with the concept of offering not only treatment services that consumers could perform at the clinic, but also products such as medicines that were packaged in various products. Consumers use it every day as a continuation of treatments carried out at the clinic so that consumers get the desired results. The products offered by beauty clinics vary, for example: day cream, facial foam, acne lotion, milk cleanser, anti-inflammatory ointment, powder, sunblock, lip gloss, and others.

The number of beauty clinics that have developed in Cilegon and the entry of the Erha Beauty clinic in 2019 which is a top brand Beauty clinic are also tough competitors. Wijaya Platinum Beauty Clinic.

Various studies on purchasing decisions have been carried out using various variables to determine and prove what causes consumers to make purchases, from various studies that have been carried out several results show the insignificantly of the brand image on purchasing decisions.

Results The findings obtained by Onigbinde & Odunlami (2015) reveal that all brand image has a significant effect on consumer purchasing decisions for beverage purchases in Nigeria. A similar opinion was found by Djatmiko & Pradana (2016), Sudaryono et al (2019) that brand image (hasa significant effect on purchasing decisions.

In the research conducted (Wijaya & Annisa, 2020) the results of this study used the structural equation modeling (SEM) method with the result that Brand Image has implications for important variables in research decisions but has the result that brand image does not directly affect purchasing decisions.

Own research (Rares & Jorie, 2015) shows the conclusion that partially price and product quality have a significant effect on purchasing decisions while promotion, location and brand image have no significant effect on purchasing decisions. This finding is similar to the research conducted by Lalujan et al, (2016); Murda & Arifin (2019) & Ariestanty et al, (2019) who found that there was no significant effect between Brand Image and purchasing decisions.

The importance of this research is to focus on research on purchasing decisions which has several negative and insignificant results on Brand Image. This study aims to determine & analyze the influence of brand image and influence trust in the purchase decision of the Wijaya Platinum Beauty Clinic Cilegon.

## **II. Review of Literature**

### **2.1 Theory of Planned Behavior**

Everyone has their own unique behavior. According to Grizzell in (Putri, 2019), the theory of planned behavior is a theory of rational behavior that is enhanced by adding perceptual behavior control. The theory of planned behavior is a theory that predicts action considerations because actions can be planned as well as reconsidered. Several researchers then developed this theory, while the researchers in question were (Conner, 2020). Wu & Li (2018) suggest that the theory of planned behavior is superior to other behavioral theories, because the theory of planned behavior is a kind of behavioral theory.

TPB has three independent variables. The 3 variables include: attitudes towards behavior in which a person evaluates something positive and unfavorable. Then there are social factors (subjective norms). It involves social pressure to take or not to take action. Citing the view of Setyobudi (2018), based on these developments, experts have contributed to the refinement of the theory of planned behavior, including: moral obligation, self-identification, moral obligation and self-efficacy (Gasiorek et al., 2014).

### **2.2 Brand Image**

According to Kotler and Keller (2017), brand image is brand awareness because it is reflected in the minds of consumers through brand associations. According to Henslow (2018), he adds that brand image is an impression that arises after knowing and understanding facts about people, products, and situations.

### **2.3 Trust**

Trust (of) is a psychological area related to the problem of self-susceptibility based on positive expectations of the behavior of others (Rotter, 2017; Rousseau, 2018) in certain situations or conditions. Behavior that can be in the form of words, promises, statements, or writings by someone or another group (Rotter, 2017). other groups are considered reliable (Rotter, 2017), so individuals are willing to act on their behavior (Lewicki, et al, 2018). Thus, trust is an attitude of accepting risk towards the behavior of the trusted party (Mayer et al, in Zalma 2021)

## 2.4 Purchasing Decision

The definition of a purchase decision is a set of processes, starting from the customer recognizing the problem, seeking information related to the product to be purchased, and assessing the ability of each alternative product or brand to solve the problem, then a set of processes. Gives direction to the buyer's decision. (Tjiptono, 2019:55).

**Table 1.** Previous Research

No	Researcher	Title	Results
1	Kim & Chao yan (2019)	Effects of brand experience, brand image and brand trust on brand building process:The case of Chinese millennial generation consumers	brand image positif and significant effect on purchase decision
2	Chinomona, Richard. (2016)	Brand Communication, Brand Image and Brand Trust as Antecedents of Brand Loyalty in Gauteng Province of South Africa.	Brand Image has a significant effect on brand Trust
3	Dumortier, Evans, Grebitus, & Martin, (2017)	The Influence of Beliefs and Attitudes on the Purchase Frequency of Organic Produce. Journal of International Food and Agribusiness Marketing	Trust has a significant effect on purchasing decisions

## III. Research Method

This type of research is *explanatory research*. The approach in this research is a quantitative approach. This research was conducted by distributing questionnaires to consumers of Wijaya Platinum Clinic Cilegon. The population of this study is the Consumers of the Wijaya Platinum Beauty Clinic in Pondok Cilegon Indah. The sample is part of the population or representatives to be studied. This study uses, ***non-probability sampling technique which*** is a sampling technique that does not provide equal opportunities/opportunities for each element or member of the population selected for the sample (Sujarweni, 2014:71).

## IV. Result and Discussion

### 4.1 Overview of Research Objects

Beauty Clinic Wijaya Platinum is a Beauty Clinic engaged in the field of services. A beauty clinic that has been established for 16 years ago is an aesthetic clinic that has developed very rapidly because it already has many branches and has doctors and nurses. certified medical personnel. Prioritizing laser-based technology and run by professional experts in their fields, Wijaya Platinum has now become a beauty clinic that always innovates with the use of the latest technology other.

## 4.2 Descriptive Statistical Analysis

### a. Respondents Characteristics

This research was conducted on 140 consumer respondents of Wijaya Platinum Clinic Pondok Cilegon Indah, respondents were declared complete and in accordance with the criteria. Data collection in this study was carried out by distributing using *Google forms* or online questionnaires. In this analysis, the respondent's data is explained through a single table.

### b. Descriptive Analysis of the Descriptive Index

#### 1. The Brand Image Variable (X1)

Variable statement *Brand Image* consisting of 3 (three) indicators, including Strength, Uniqueness, and Excellence. Respondents' responses to the indicators on the *Brand Image* can be seen in the following table:

**Table 2.** Distribution of *Brand Image*

Indicator	Regarding <i>Brand Image</i>										Index Value	Interpretation
	1	2	3	4	5	6	7	8	9	10		
Uniqueness BI1	0	0	0	0	1	2	13	33	57	34	87.50	High
Excellence BI2	0	0	0	1	2	3	12	38	46	38	86.71	High
Strength BI3	0	0	1	0	1	2	15	26	47	48	88.29	High
Average Index Value											<b>87.50</b>	<b>High</b>

Source: Data Processing (2022)

Based on table 2 shows that the *Brand Image* reflected through 3 (three) indicators. It can be seen that the average index value is 87.50 which is in the range of 70.01 - 100. Based on these results, it can be concluded that the respondents' responses to the *Brand Image* included in the high category.

#### 2. Trust Variable

Respondents' responses to the indicators on the Trust variable can be seen in the following table:

**Table 3.** Distribution of Index Value of Trust Variable

Indicator	Frequency of Respondents' Answers Regarding Trust										Index	Interpretation
	1	2	3	4	5	6	7	8	9	10		
Benovolance K1	0	0	0	1	1	3	5	20	56	54	90.43	High
Competition K2	0	0	0	1	0	3	6	28	51	51	89.79	High
Honesty K3	0	0	0	0	1	3	5	33	49	49	89.50	High
Average Index Value											<b>89.90</b>	<b>High</b>

Source: Data Processing (2022)

Based on table 3 shows the reflected Trust variable through 3 (three) indicators. It can be seen that the average index value is 89.90 which is in the range of 70.01 - 100. Based on these results, it can be concluded that the respondents' responses regarding the Trust variable are included in the high category.

#### 3. Purchase Decision Variables

The results obtained from the calculation of the index number of the statement of the Purchase Decision variable consisting of 4 (four) indicators, including Product Selection,



Vendor Place, Purchase Time, and Payment Method. Respondents' responses to the indicators on the Purchasing Decision variable can be seen in the following table:

**Table 4.** Distribution of Index Values for Purchasing Decision Variables

Indicator	Frequency of Respondents' Answers Regarding Purchasing Decisions										Index Values	Interpretation
	1	2	3	4	5	6	7	8	9	10		
Product Selection KP1	0	0	1	0	0	1	16	18	43	61	90.14	High
Distribution Place KP2	0	0	0	1	0	3	16	21	54	45	88.43	High
Purchase Time KP3	0	0	0	0	2	1	12	23	55	47	89.21	High
Payment Method KP4	0	0	0	0	1	0	7	31	42	59	90.71	High
Average Index Value											89,63	High

Source: Data Processing (2022)

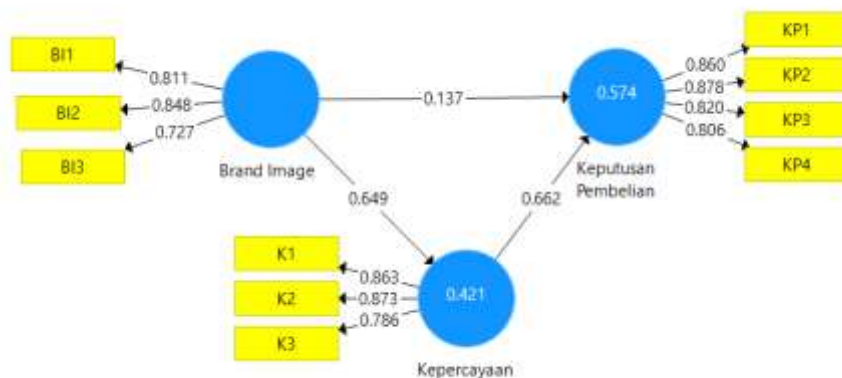
Based on table 4. shows that the Purchasing Decision variable is reflected through 4 (four) indicators. It can be seen that the average index value is 89.63 which is in the range of 70.01 - 100. Based on these results, it can be concluded that the respondents' responses to the Purchasing Decision variable are included in the high category.

### 4.3 Inferential Statistical Analysis

#### a. Inferential

##### 1. Convergent Validity

*Convergent* validity is a construct validity test. An indicator is said to have good validity if it has a *loading factor* greater than 0.70 (Hair et al, 2017). Based on the estimation results using the help of the SmartPLS 3 program application, the *output* of the model test is obtained as follows.



Source: Data Processing (2022)

**Figure 1.** Value Diagram Loading Factor Evaluation Outer Model

Based on the results of model testing, the results show that all manifest (observed variables) have a *loading factor* greater than 0.70. So the SEM-PLS model is said to have good construct validity. With this, the research model deserves to be analyzed and continued.

## 2. Test Discriminant Validity

This testing process is carried out to measure how far a construct is really different from other constructs testing *Discriminant validity* is done through the *Fornell-Larcker Criterion* namely the validity test is carried out by comparing the correlation between variables or constructs with the square root of the *Average Variance Extracted* ( $\sqrt{}$ ). The prediction is said to have a good AVE value if the AVE square root value of each latent variable is greater than the correlation between other latent variables table *Fornell-Larcker Criterion*

Based on the results of the *discriminant validity* through *Fornell-Lacker criterion*, it can be seen that the AVE root ( $\sqrt{}$ ) for each construct is greater than the correlation of each construct with other constructs.

**Table 5.** Validity Test Value Cross Loading Discriminant

	Brand Image	Trust	Purchase Decision
<b>BI1</b>	<b>0,811</b>	0,532	0,463
<b>BI2</b>	<b>0,848</b>	0,524	0,465
<b>BI3</b>	<b>0,727</b>	0,494	0,423
<b>K1</b>	0,627	<b>0,863</b>	0,679
<b>K2</b>	0,455	<b>0,873</b>	0,640
<b>K3</b>	0,542	<b>0,786</b>	0,568
<b>KP1</b>	0,542	0,712	<b>0,860</b>
<b>KP2</b>	0,474	0,682	<b>0,878</b>
<b>KP3</b>	0,485	0,561	<b>0,820</b>
<b>KP4</b>	0,390	0,545	<b>0,806</b>

Source: Data Processing (2022)

Based on Table 4.12 it can be seen that all indicators have a high correlation with their constructs compared to other constructs. So it can be concluded that the research model has good discriminant validity on *discriminant validity cross loading*.

## 3. Tests Average Variance Extracted (AVE)

*Cronbach's Alpha* and *Composite Reliability* to determine whether the reliability of the construct is good or not. Each construct is said to be reliable if it has *Cronbach's Alpha* and *Composite Reliability* greater than 0.70 (Hair et al, 2017) it can be said to be reliable, but if *Cronbach's Alpha* and *Composite Reliability* are greater than 0.60 it can still be said to be reliable. 0.

Next will be testing *average variance extracted* (AVE) to further strengthen the results of *convergent validity* with the criteria if the AVE value  $\geq 0.5$  (Hair et al, 2019), then the construct used in the study is valid. Following are the results of the *composite reliability & AVE* using the PLS 3.0 program:

**Table 6.** Nilai *Cronbach's Alpha* and *Composite Reliability*

	Cronbach's Alpha	Reliability	Average	Extracted Variance (AVE)
<b>Brand Image</b>	<b>0.710</b>	<b>0.714</b>	<b>0.839</b>	<b>0.635</b>
<b>Trust</b>	<b>0.793</b>	<b>0.801</b>	<b>0.879</b>	<b>0.708</b>
<b>Purchase Decision</b>	<b>0.863</b>	<b>0.873</b>	<b>0.906</b>	<b>0.708</b>

Source: Data Processing (2022)

### b. Structural Model Testing (Inner Model)

Evaluation of the *inner model* is an analysis of the results of the relationship between constructs. The inner model test consists of R square, *Q-square predictive relevance*, and hypothesis testing. Furthermore, the Structural Model is evaluated using R Square for the dependent variable and the coefficient value on the path for the independent variable which is then assessed for its significance based on t-statistics on each path based on the results of testing with SmartPLS 3., the results of R Square as follows.

**Table 7.** R Square

	R Square	Adjusted R Square
<b>Trust</b>	<b>0.421</b>	<b>0.417</b>
<b>Purchase Decision</b>	<b>0.574</b>	<b>0.568</b>

Source: Data Processing (2022)

### c. Hypothesis

Hypothesis testing in this study was carried out using *path coefficient*, *t-value*, and *p-value values*. To assess the significance and predictions in hypothesis testing, it can be seen from the *path coefficient* and *t-value* (Kock, N. 2016). According to Kock, N (2016) assessing the prediction and significance in hypothesis testing can be seen from the *p-value*. The t-table value can be seen in the following table.

**Table 8.** T-table value

	<i>One tailed</i>	<i>Two tailed</i>
t-table	1.64	1.96

The magnitude of the significance value between the variables in table 4.15 being tested is presented in the form of the value contained in the arrow that connects one of the variables to the variable that is the goal.

**Table 9.** Test Results *Bootstrapping*

	Original Sample (O)	Sample Average (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
<b>Brand Image -&gt; Trust</b>	<b>0.649</b>	<b>0.645</b>	<b>0.079</b>	<b>8.230</b>	<b>0.000</b>
<b>Brand Image -&gt; Purchase Decision</b>	<b>0.137</b>	<b>0.127</b>	<b>0.085</b>	<b>1.616</b>	<b>0.107</b>
<b>Trust -&gt; Purchase Decision</b>	<b>0.662</b>	<b>0.663</b>	<b>0.076</b>	<b>8,700</b>	<b>0.000</b>

Source: Output data processing using SmartPLS (2022)



### 1. Effect Brand Image on Consumer Purchase Decisions

Research hypothesis 1 reads: "The more *Brand Image*, the more it will increase Consumer Purchase Decisions". And from this hypothesis was developed into a statistical hypothesis as follows:

- $H_{0.1:1} 0$ : The more Brand Image increases, the purchase decision does not increase;  
 $H_{1.1:1} > 0$ : The more Brand Image increase, the more purchase decision will increase.

Furthermore, based on the hypothesis above, hypothesis testing was carried out using the *bootstrapping* using SmartPLS software, and the following values were obtained:

**Table 10.** Path coefficient and t-count the influence of *Brand Image* on Consumer Purchase Decisions

	<i>Original Sample (O)</i>	t-Statistic	<i>p-value</i>	Conclusion
The Effect <i>Brand Image</i> on Consumer Purchase Decisions	0.137	1.616	<b>0.107</b>	Accept $H_{0.1}$

Source: Data Processing (2022)

### 2. Influence Brand Image on Trust

Research hypothesis 4 reads: "The more *Brand Image* increases, the more Trust will increase". And from this hypothesis, it was developed into a statistical hypothesis as follows:

- $H_{0.2:1} 0$ : The more Brand Image increases, the Trust does not increase;  
 $H_{1.2:1} > 0$ : The more Brand Image increase, the more Trust will increase.

Furthermore, based on the hypothesis above, hypothesis testing was carried out using the *bootstrapping* using SmartPLS software, and the following values were obtained:

**Table 11.** Path coefficient and t-count the influence of *Brand Image* on Trust

	<i>Original Sample (O)</i>	t-Statistic	<i>p-value</i>	Conclusion
The Effect Brand Image on Trust	0.649	8.230	0.000	Reject $H_{0.2}$

Source: Data Processing (2022)

### 3. Influence Trust in Consumer Purchase Decisions

Research hypothesis 5 reads: "The higher the trust, the more it increases consumer purchasing decisions". And from this hypothesis was developed into a statistical hypothesis as follows:

- $H_{0.3:1} 0$ : The more trust increases, the purchase decision does not increase;  
 $H_{1.3:1} > 0$ : The more trust increase, the more purchase decision will increase

Furthermore, based on the hypothesis above, hypothesis testing was carried out using the *bootstrapping* using SmartPLS software, and the following values were obtained:

**Table 12.** Path coefficient and t-count the effect of Trust on Consumer Purchase Decisions

	<i>Original Sample (O)</i>	<i>t-Statistic</i>	<i>p-value</i>	<b>Conclusion</b>
The Effect of Trust on Consumer Purchase Decisions	0.662	8,700	0.000	Reject H <sub>0.3</sub>

Source: Data Processing (2022)

#### d. Mediation

The mediation test was used to analyze the strength of the effect between the two variables, including direct effect, indirect effect, and total effect. direct effect is the coefficient of all coefficient lines that have a single arrow. Indirect effects are effects that arise through intermediary variables (Ferdinand, 2013). indirect effect test Indicate whether the selected intervention variable is this study proved to moderate the effect of exogenous variables on endogenous variables or not. With an alpha value of 5%, the probability value (p-value) is less than 0.05, the t-table value is greater than 1.96. make the Mediation variable intervene if t-statistic > 1.96 and p-value < 0.05. The results of the indirect effect test using SmartPLS are as follows:

**Table 13.** Mediation Test Results

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ((O/STDEV))</b>	<b>P Values</b>
<b>BI -&gt; K-&gt; KP</b>	0.429	0.429	0.083	5.162	0.000

Source: Data Processing (2022)

Based on the table of relationship calculation results indirectly between the constructs (*indirect effect*) above, then the mediation test results obtained that **Trust** proven to mediate the influence of *Brand Image* on Purchase decision. This is evidenced by the t-statistical value of 5.162 > the t-table value of 1.96 and *p value* 0.000 < 0.05, it can be concluded *brand image* and *trust* will increase purchasing decisions.

#### e. The Effect Brand Image on Consumer Purchase Decisions

Based on the results of hypothesis testing, the Original Sample (O) value is 0.137 which indicates that the direction of the influence of Brand Image on Consumer Purchase Decisions is positive or unidirectional, The effect Brand Image on Consumer Purchase Decisions is not significant, with a t-statistic value of 1.616 smaller than t table or 1.161 < 1.96, and a p value of 0.137 greater than alpha 5% (0.05). Thus, H<sub>1.1</sub> is rejected, meaning meaning that the Brand Image more increase, the purchase decision does not increase. This study contradicts previous research, where brand image of a brand will significantly influence consumer purchasing decisions. In other words, a strong brand image can encourage consumers to make purchases, and a weak brand image will reduce the level of consumer purchasing decisions (Suhaily & Darmoyo, 2017; Amin et al. , 2018; kim & Chao Yan., 2019)

#### **f. The Effect Brand Image on Trust**

Based on the results of hypothesis testing, the Original Sample (O) value 0.649 is indicating that the direction of the influence of Brand Image on Trust is positive or unidirectional. The effect Brand Image on Trust is significant, with a t-statistic value of 8.230 which is greater than t table or  $8.230 > 1.96$ , and a p value of 0.000 which is smaller than an alpha of 5% (0.05). Thus,  $H_{1.2}$  accepted, meaning that the more Brand Image increases, the more Trust will increase. The results of this study are in accordance with previous research, where brand image affects the level of consumer trust (Chinomona, 2016; Kim & Chao, 2019; Song et al., 2019; Alhadad Abudllah., 2016).

#### **g. The Effect of Trust on Consumer Purchasing Decisions**

Based on the results of hypothesis testing, the Original Sample (O) value of 0.662 indicates that the direction of the influence of Trust on Consumer Purchasing Decisions is positive or unidirectional. The influence of trust on consumer purchasing decisions is significant, with a t-statistic value of 8.700 which is greater than t table or  $8.700 > 1.96$ , and a p value of 0.000 which is smaller than alpha 5% (0.05). Thus,  $H_{1.3}$  is accepted, meaning that the more trust increase, the more purchase decision will increase. The results of this analysis are also supported by previous research, where consumer purchasing decisions are significantly determined by a high level of trust from consumers (Dumortier et al, 2017; Oghazi et al., 2018; Prasad et al., 2017).

### **V. Conclusion**

Based on the explanation of the results of the analysis that has been carried out in the analysis of the purchase decision of the Wijaya Platinum beauty clinic at Pondok Cilegon Indah, it can be concluded that:

- 1) Brand image has a positive effect but does not significantly affect the purchase decision of the Wijaya Platinum beauty clinic in Pondok Cilegon Indah.
- 2) Brand image has a significant effect on the trustworthiness of the Wijaya Platinum beauty clinic in Pondok Cilegon Indah. It means getting a better brand image, it will increase trust, otherwise the worse the brand image, the lower the trust.
- 3) Trust has a significant effect on purchasing decisions for the Wijaya Platinum beauty clinic in Pondok Cilegon Indah. It means getting better trust will increase purchase decision, on the other hand getting worse Trust the lower the purchasing decision.

Based on the conclusions obtained, suggestions are given in the form of To increase trust WPC PCI management should always provide the best service by evaluating various service procedures and being oriented to customer convenience so that they can increase the customer's sense of comfort while enjoying the service, always providing a better experience. positive way by always providing professional service in order to increase the emotional to every consumer so that consumers can feel that they are treated special.

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