Deciphering Consumer Behavior: Exploring the Influence of Product Innovation, Brand Image, and Trust on Purchase Decisions

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Abstract— This study endeavours to discern and assess the influence of product innovation, brand image, and brand trust on consumer purchase decisions about brand-image hand and body lotions within the locale of Padang. The research sample encompasses 80 respondents, and the sampling approach is purposive. The data collected for this research is characterized as quantitative, and it is primarily derived from primary sources. The data analysis for this study was executed employing the Stata statistical software. This investigation reveals that consumers in Padang prefer to avoid acquiring brand-image hand and body lotions as a direct consequence of product innovation. Conversely, the acquisition of brand-image hand and body lotions in Padang is positively and significantly influenced by brand image perception. Furthermore, it was observed that brand trust exerts a favourable and substantial impact on consumer decisions to procure brand-image hand and body lotions in the context of Padang.

Keywords— Product Innovation; Brand Image; Brand Trust; Purchase Decisions.

I. INTRODUCTION

The cosmetics industry worldwide has developed quite rapidly, including in Indonesia. A person's lifestyle has shifted due to economic, socio-cultural and technical developments. This has led to the introduction of various important beauty care products, especially for women. Every cosmetics company must continue to focus on innovation to meet consumers' needs and desires in order to survive in the face of trade competition due to the development of these three domains, which is increasingly fierce competition in the world of beauty care or the cosmetics industry. To be able to compete with other cosmetic manufacturers and achieve company goals, cosmetic manufacturers must use appropriate marketing techniques. Companies must be able to determine marketing strategies to achieve these goals.

When choosing which brand of cosmetic product to purchase, consumers have access to various choices because the Indonesian cosmetics market is growing rapidly. A person's activities that directly or indirectly contribute to efforts to purchase and utilize a needed product are referred to as purchasing choices. These actions also serve as factors for businesses when developing future marketing plans. Consumers in Indonesia have various brands of cosmetic products to choose from when making purchases. Apart from being a factor in the marketing approach that will be used, purchasing decisions are the actions of individuals directly or indirectly involved in purchasing and using a desired good or service.

Based on data from the Top Brand Award ("Top Brand Award," 2022) in the personal care category, the Citra brand is always superior and occupies the top position with the Top Brand Index (TBI) in 2022 at 29.6% in first position, followed by Marina 13.6 % in second position, and Vaseline 16.5% in third position, and Nivea 8.9% in fourth position. The table explains that for five consecutive years, Citra brand hand and body lotion occupied the top position compared to competitors. Even though it occupies the top position, Citra hand and body lotion has experienced a decline in the Top Brand Index (TBI). The significant decrease was from 2018 42.9% in 2019 of 38.3%, experienced a decrease again in 2020 of 31.5%, in 2021 there was a decrease to 29.1%, and in 2022 there was an increase of 0.5% to 29.6%. A decline in the Top Brand Index indicates that the product is less popular with consumers. This states that there are problems with consumer behaviour, namely purchasing products.

ToRosa Indah et al., (2020) explain the behaviour of people who are directly or indirectly involved in efforts to obtain and use a good or service which constitutes a purchasing decision. The supporting variables of this research are one of which is product innovation. According to Noviyan et al. (2019), companies will perform better because more people will make purchases due to stronger product innovation efforts. Companies must be able to adapt their products to consumer demands and preferences to compete in the global market.

Apart from product innovation, there are also other variables that can influence purchasing decision variables, namely brand image. According to Kotler & Keller (2012), brand image is a view of the hidden beliefs of consumers, as a reflection of the associations that consumers hold in their minds. In winning business competition, each company builds high brand trust with consumers. Another variable that supports this research is brand trust. According to Warusman & Untarini, (2016), states that high brand trust will make consumers loyal to the product and company. When there is a relationship of trust between a customer and a product based on the customer's experience, brand trust is a brand value that can make customers feel satisfied.

II. RESEARCH METHODS

Quantitative data is the type of data used in this research. Primary data is used as a source of research data. The research subjects are consumers in Padang City who use hand and body lotion with the Citra brand. All residents of the city of Padang who chose to use Citra brand hand and body lotion became the research population. A sample is a population component consisting of a number of individuals selected at random (Indriantoro, 2013). Suppose multivariate analysis (correlation or multiple regression) will be performed as part of the research. In that case, the sample size must be at least 20 times the number of variables studied (Sugiyono, 2016). Thus, the number of samples with many variables is 4, and the sample size for this study is at least 80 respondents.

After knowing the sample size, the next step is to choose a sampling strategy. This research uses simple random sampling as the sampling method. Using a basic random approach, samples were taken using random sampling methodology. Validity and reliability tests are used to evaluate this research tool. The t-statistical test is used to determine how much influence one explanatory or independent variable has in explaining variations in the independent variable.

TABLE 1. Results for the Validity and Reliability Test

Variable	Number of items	Number of dimensions	Number of valid items	Average factor loading	Coefficient reliability
Buying decision	10	8	10	0.8410	0.9602
Product innovation	6	3	6	0.8379	0.9339
Brand image	10	10	10	0.858	0.9653
Brand trust	9	9	9	0.8839	0.9697

Of the 10 items used, they were distributed in 8 dimensions, in accordance with the findings of assessing the validity and reliability of instruments that help purchase decision factors. Validity tests have been carried out and the average loading factor achieved is 0.8410, which is higher than 0.60. The 10 statement items used to assess factors influencing purchasing decisions are considered valid, and the reliability test produces a Cronbach's alpha value of 0.9602. We can draw the conclusion that the purchasing decision variable has been supported by credible evidence.

The fact that there are 6 statement items used, distributed in 3 dimensions, shows that the product innovation variable exists. Validity tests have been carried out, and an average loading factor of 0.8379 was obtained. The final loading factor was more than 0.60. The six statement items used to evaluate factors influencing product innovation are considered valid, and Cronbach's alpha reliability test value is 0.9339. Thus, we can conclude that credible claims support the product innovation variable.

The number of statement items used is 10, distributed in 10 dimensions, which can be used to determine brand image variables. Validity tests have been carried out, and an average factor loading of 0.858 was obtained. The final loading factor was more than 0.60. The ten statement items used to assess the brand image variable are considered valid, and the reliability test produces a Cronbach's alpha of 0.9653. Therefore, credible

claims have supported the brand image variable. Nine statement items spread across nine dimensions can also be used to determine brand trust variables. Validity tests have been carried out, and an average factor loading of 0.8839 was obtained. The final loading factor was more than 0.60. In the reliability test, Cronbach's alpha value used to assess the brand trust variable is 0.9697, which is considered valid. Therefore, credible claims support the brand trust variable.

TABLE 2. Descriptive Statistical Analysis

Information	Theoretical range		Actual range		Mean	Std. deviation
	Min	Max	Min	Max		
Buying decision	10	40	10	50	27.425	10.929
Product innovation	6	30	6	28	16.412	6.495
Brand image	10	50	10	50	27.2	11.286
Brand trust	9	45	9	45	24.687	10.339

Ten valid statements support the purchasing decision variable, as seen from the descriptive statistics created. The lowest possible response score a respondent can get in a survey is 10, and the maximum possible response is 50. The standard deviation is 10.9299, and respondents' average overall response score in evaluating a purchasing decision is 27.425 for each statement that supports it. From the average score of the descriptive analysis, the respondents' purchasing decisions were significant. With these findings, consumers of Citra brand hand and body lotion in Padang City have become more informed in choosing their products.

Product innovation is the main determinant of this research. From the descriptive analysis made, it can be seen that the product innovation variable is supported by six valid items. A respondent's lowest possible response score in a survey is 6, and the highest possible response is 28. Respondents' average overall response score in evaluating product innovation is 16.4125, and the standard deviation is 6.495751 when considering supporting comments. From the average score of the descriptive analysis, it is clear that respondents give high value to product innovation. These results show the high level of product innovation enjoyed by Citra brand hand and body lotion consumers in Padang City.

The brand image became the second variable in this research. Ten valid statements support the brand image variable, this can be observed from the descriptive statistics created. The lowest possible response score a respondent can get in a survey is 10, and the maximum possible response is 50. Respondents' average overall response score in assessing brand image is 27.2, with a standard deviation of 11.28615 for each supporting statement. The average score of descriptive analysis results in the conclusion that the respondent's brand image is strong. These findings give hand and body lotion brand image customers in Padang City a positive perception of the brand.

Brand trust is the third variable in this research. There are 9 valid statements that support the brand trust variable, this can be observed from the descriptive statistics created. The lowest possible response score a respondent can get in a survey is 9, and the maximum possible response is 45. Respondents' average overall response score in evaluating brand trust is

246.875, and the standard deviation is 103.393 for each supporting statement. From the average score of descriptive analysis, it can be concluded that respondents have a high level of brand trust. These results lead to high brand trust among Citra brand hand and body lotion users in Padang City.

TABLE 3. Hypothesis test

Variable	Regression coefficient	Q	Sig	Cut off	Conclusion
Product Innovation (X1)	-0.060	-0.26	0.794	0.05	H1 Rejected
Brand image (X2)	0.490	3.03	0.003	0.05	H2 Accepted
Brand trust (X3)	0.489	3.08	0.003	0.05	H3 Accepted
Constanta		3,007			

The first results obtained by combining the results of several linear analysis tests show that product innovation has a T value of -0.26 and a regression coefficient of -0.060. Considering that this coefficient has a significant value of 0.749, more than 0.05, Ho is accepted while Ha is rejected. Therefore, it can be said that brand image hand and body lotion customers in Padang City do not get significant benefits from product innovation in their purchasing decisions.

The second hypothesis was tested, and the findings showed that the brand image had a T value of 3.03 and a regression coefficient of 0.490. Considering that this coefficient has a significant value of 0.003, which is less than 0.05, the choice is made for Ho to be rejected and Ha to be accepted. Therefore, brand image significantly influences the decision to purchase brand-image hand and body lotion in Padang City.

The third hypothesis was tested, and the findings showed that brand trust had a T value of 3.08 and a regression coefficient of 0.489. Considering that this coefficient has a significant value of 0.003, which is less than 0.05, the choice is made for Ho to be rejected and Ha to be accepted. As a result, brand trust has a significant influence on the decision to purchase image brand hand and body lotion in Padang City.

III. DISCUSSION

The Influence of Product Innovation on Purchasing Decisions

Based on the first hypothesis testing data, it is known that Padang people who use the Citra brand hand and body lotion do not get significant benefits from product innovation. Customers are always looking for new things that are different from those they have purchased. Customers usually believe that new goods provide greater benefits than old goods. Although not all new products are acceptable and beneficial when consumed, many customers decide to stick with products they trust and believe in rather than switching to another product.

In addition, the findings of this study differ from researchSantoso & Samboro, (2017), which found that the likelihood of a product being purchased increases or decreases depending on how often or how high the level of innovation is. Likewise, research Tamamuddin (2012), shows that product innovation has a considerable impact on purchasing decisions, with a positive correlation between product innovation and purchasing decisions. Apart from that, previous research

conducted by Al Rashid & Tri Indah (2018) confirms that product innovation has a good and significant influence on purchasing decisions.

The Influence of Brand Image on Purchasing Decisions

Based on the results of testing the second hypothesis, brand image significantly influences the decision to purchase brand image hand and body lotion in Padang City. A positive brand reputation for a product will help a business because customers will subconsciously tell their friends and family about it. On the other hand, consumers will spread unfavourable information to others if they have negative perceptions of the product. Customers are encouraged to continue using a product when the impression they receive is consistent with how they interpret it.

According to researchFatmaningrum & et al (2020), which shows that brand image has a large impact on purchasing decisions, the results of testing the second hypothesis are consistent with these findings. Therefore, a strong brand image can influence customer purchasing decisions. StudyRosa Indah et al. (2020) found similar findings, namely that brand image greatly influences purchasing decisions. Then, according to research by Sofia Ilmi et al. (2020), brand image has a fairly large beneficial impact on consumer decisions in purchasing.

The Influence of Brand Trust on Purchasing Decisions

Based on the findings of the third hypothesis, brand trust significantly affects the decision to purchase image brand hand and body lotion in Padang City. Customers can choose the items they need, the brands they like, and the merchants they trust. Because customers know they can rely on brands they trust, uncertainty in an atmosphere that makes them feel uncomfortable can be reduced. The belief that others will behave in a way that satisfies the customer's desires helps build trust. Trust is important for manufacturers because it influences how long their products will last on the market.

The findings supporting the third hypothesis are in line with research Siti Fatimah et al., (2021), states that consumer confidence in a product after experiencing the advantages offered by the product itself has a huge influence on purchasing decisions. Similar findings, namely that brand trust has a positive and large influence on purchasing decisions, were also found in research Maulana, (2018). Additionally, research Rezana Agustyan (2020) shows that brand trust influences consumer purchasing decisions. The greater the influence on purchasing decisions, the stronger the brand trust.

IV. CONCLUSION

The findings of this research are intended to be a reference in marketing management science, especially those related to the relationship between purchasing decisions and product innovation, brand image and brand trust. This is intended to be applicable in the real world, serve as a guide, and serve as inspiration for hand and body lotion products with a strong brand image. The findings of this research indicate that although the decision to purchase Citra brand hand and body lotion products in Padang City is currently quite satisfactory, repairing or maintaining this decision requires various efforts in the future.

By optimizing or improving product innovation, efforts can be made to increase or maintain purchasing decisions for image-brand hand and body lotion products in the future, as explained above. This is due to the fact that the findings of this research show empirically how well product innovation performs. However, the ability of image product companies to optimize or improve product innovation will increase in the future.

Increasing brand perception of Citra brand hand and body lotion products in the eyes of consumers will have an impact on increasing purchasing decisions, this is something that the Citra company must pay attention to in order to increase purchasing decisions for these products. The brand image of hand and body lotion products in Padang City influences consumer purchasing decisions based on the empirical findings of this research.

Increasing brand trust is another factor that companies must consider to improve purchasing decisions for brand image hand and body lotion products. The more customers trust the product, the more they will buy because they already trust the brand. This is because research findings empirically show how brand trust influences consumers' decisions to buy image brand hand and body lotion in Padang.

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