The Influence of Electronic Word of Mouth, Brand Trust, and Product Quality on Purchase Decisions for Glad2Glow Moisturizer

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Abstract: This study examines the impact of several elements, namely Electronic Word of Mouth (E-WOM), Brand Trust, and Product Quality on the purchasing decisions of Management students at UNP Kediri, specifically for the class of 2022, regarding Glad2Glow moisturizer products. This study examines each element both individually and in relation to each other. The elements that are the main focus in this study are Electronic Word of Mouth (X1), Brand Trust (X2), and Product Quality (X3). The main objective of this study is to evaluate the impact of these elements on purchasing decisions (Y). The method used in this study is a quantitative approach to understand the relationship between causal factors. The population studied includes all Management students at UNP Kediri, while the sample consists of 40 students from the class of 2022 who have purchased at least one Glad2Glow moisturizer product. Data collection was conducted using an online questionnaire based on a Likert scale. To analyze the data, classical assumption tests, multiple linear regression, coefficient of determination, and hypothesis testing were conducted. The results showed that Electronic Word of Mouth and Product Quality did not significantly influence purchasing decisions. However, Brand Trust was shown to have a significant impact when analyzed separately. When the three elements were analyzed together, they were found to have a significant influence on purchasing decisions.

Key Words: electronic word of mouth; brand trust; product quality; purchasing decisions

Introduction

In recent years, Indonesia's beauty and skincare market has seen significant expansion. More people, particularly women, are acknowledging the significance of maintaining their skin's health and look, resulting in a higher demand for skincare items from both domestic and foreign companies. Caring for the skin is essential for improving overall well-being and increasing aesthetic attractiveness Nada Dzikrika et al., (2025).

Glad2Glow is a nearby skincare brand operating within a challenging market. The company offers a lightweight moisturizing cream featuring ingredients like hyaluronic acid, vitamin E, and niacinamide. This cream helps keep the skin hydrated, boosts radiance, and reduces dark spots. It absorbs into the skin effortlessly and suits all skin types, including sensitive ones. Glad2Glow is known for its dedication to providing high-quality products at affordable prices and appreciates customer feedback to enhance satisfaction and loyalty.

Glad2Glow has established itself as a formidable player in the moisturizer industry, holding the second position with a 15. 3% share of the market, which is close to Skintific's 17%. The sales of Glad2Glow surpass those of other competitors such as La Roche Posay. This success is attributed to a robust digital marketing approach. While it may not lead the market, Glad2Glow continues to experience growth in sales and remains a preferred option for budget-friendly facial moisturizers priced below Rp. 50,000.

Figure 1. Market Share of Moisturizer Sales

The decision to buy something happens through several steps that help a person decide whether or not to make a purchase, as Edwin Zusrony said in (2021). When people make buying choices, they consider their feelings, actions, and behaviors when picking between many options to get products or services that fit their needs and desires, according to Alia Candra and her team in., (2023). Typically, people look at the quality of a product, read reviewsboth from real people and online and think about well-known brands before they decide to buy. One important factor that affects this decision is online word of mouth. Online interactions involve people sharing their opinions about products, services, or companies, which are easily found on the internet, as noted by Nurul and others in., (2023). A study by Tia and her team in 2023 found that online reviews and recommendations have a strong effect on people's choices when buying The Originote products. However, Ana and her team in., (2025) found that responses from electronic word of mouth did not really influence people's decisions when they were buying skintific skincare products.

Besides the effect of online recommendations from others, trusting a brand is also important when someone decides to buy a product. Trust in a brand comes from how customers feel about it. According to research by Kusuma Pertiwi et al., (2025), trust starts to form when a brand meets what consumers want and need. This is supported by the findings from Hanifah et al., (2023), which show that brand trust plays a major role in people's decision to buy skintific moisturizer products. However, research by Devina et al., (2022), suggests that brand trust does not have a strong influence on consumer choices when it comes to buying Maybelline products.

Besides electronic word of mouth and brand trust, two other things also play a big role in how people choose which product to buy. According to Pahmi (2024), product quality refers to how well a product meets or even exceeds what customers expect. It includes the product itself, the help and support provided, the people involved, how tasks are handled, and the environment where the product is used. This aligns with the findings of Nurhaliza et al. (2025), who said that product quality has a strong effect on purchasing decisions for Wardah products. On the other hand, Azizah Firmadona et al., (2025) found that product quality also affects purchasing decisions for Marcks cosmetics in Pekanbaru, though the effect isn't as strong. If a product doesn't meet expectations, people's interest in buying it drops.

This study looks at the new Glad2Glow brand. It looks at three things that affect how much people talk about the brand online, how much they trust it, and how happy they are

with the product, especially among female students. The research uses data from 2022 Management students at UNP Kediri, who often use Glad2Glow moisturizer. Sugiyono (2019) says a hypothesis is like a smart guess that tries to answer a question, but it hasn't been proven yet. It is thought that online word of mouth (X1), brand trust (X2), and product quality (X3) all have a big effect on the decision to buy Glad2Glow moisturizer (Y).

The purpose of this study is to look at how online reviews, trust in the brand, and the product's quality influence the choice to buy Glad2Glow moisturizer, either on their own or together. Based on the earlier discussion, the researcher intends to conduct an investigation with the title " The Influence of Electronic Word of Mouth, Brand Trust, and Product Quality on Purchase Decisions for Glad2Glow Moisturizer. "

Method

This study uses a numerical method to look at how things like online reviews, trust in a brand, and product quality affect people's choices when they buy something. The people taking part in the study are students who finished the Management program at UNP Kediri in 2022. To understand the data, we will use a technique called multiple regression, which is a kind of advanced statistical method. This method needs at least ten times more participants than the number of factors being studied. Since there are four factors in this study, we need at least 40 participants. The participants were chosen using a non-random method called purposive sampling, which means we focused on students who are currently studying Management, who graduated in 2022, and have made at least one purchase. We will gather information using a questionnaire with many questions and statements. Each question is answered on a scale from 1 to 5, using a Likert scale. Before using the questions in the questionnaire, they were checked for accuracy and consistency using the Cronbach Alpha method, which shows that the questions are suitable and reliable for this study. The data will be analyzed using IBM SPSS software version 2025.

Results and Discussion

1. **Classical Assumption Test Results**
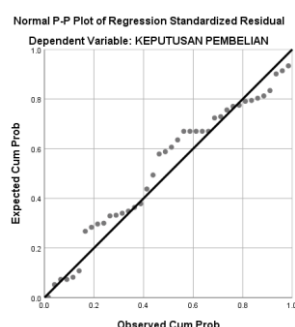
    a. **Normality Test**

Figure 2. Results of the P-P Plot Normality Test
Source: Data processed with SPSS 25

According to Figure 2, the data utilized in this research follows a normal distribution. The distribution of data being normal is a crucial condition for conducting regression analysis, therefore, it can be inferred that the data fulfills the normality assumption.

Table 1. Results of the One-Sample Kolmogorov-Smirnov Test for Normality

	Unstandardized Residual
Asymp. Sig. (2-tailed)	.078c.d

Source: Data processed with SPSS 25

When we check the table for the Asymp. Sig. (2-tailed) value, we find it is 0.078. This shows the significance level is above 0.05, meaning the data probably comes from a normal distribution.

b. Multicollinearity Test

Table 2. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
Electronic Word of Mouth	.388	2.576
Brand Trust	.273	3.665
Product Quality	.258	3.880

Source: Data processed with SPSS 25

Looking at table 2, the results show that the tolerance is more than 0.100 and the VIF is below 10.00. This means the assumption regarding multicollinearity is met, and there is no clear indication of multicollinearity in the data.

c. Heteroscedasticity Test
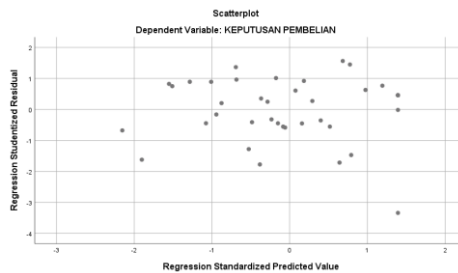
Figure 3. Heteroscedasticity Test Results
Source: Data processed with SPSS 25

The analysis of heteroscedasticity shows that most data points are close to zero on the Y axis. This means there is no sign of heteroscedasticity in the data set.

2. Multiple Linear Regression Analysis

Table 3. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients	
	B	Std. Error
(Constant)	2.788	3.587
Electronic Word of Mouth	.220	.143
Brand Trust	.357	.158
Product Quality	.439	.260

Source: Data processed with SPSS 25

Based on the results of the table 3 calculations, the regression equation is arranged as follows:

$$Y=2{,}788 + 0{,}220\ X1 + 0.357\ X2 + 0{,}439\ X3 + e$$

The regression equation above has the following meaning numbers:

a. a = 2.788 : If (X1), (X2), (X3) are assumed to have no influence at all (=0) then the purchasing decision is 2,788.

b. b1 = 0,220   : This means that if (X1) increases by 1 (one) unit, (X2), and (X3) remain the same, then the purchasing decision will increase by 0.220 units.

c. b2 = 0,357   : This means that if (X2) increases by 1 (one) unit, (X1) and (X3) remain the same, then the purchasing decision will increase by 0.357 units.

d. b3 = 0,439   : This means that if (X3) increases by 1 (one) unit, (X1) and (X2) remain the same, then the purchasing decision will increase by 0.439 units.

3. **Coefficient of Determination Test**

Table 4. Results of the Determination Coefficient Test

Model	R	R Square	Adjusted R Square
1	.842a	.709	.685

Source: Data processed with SPSS 25

The latest R-squared value, shown in Table 4, is 0.685. This indicates that 68% of the factors influencing purchasing decisions are related to digital communication through peer recommendations, brand trust, and product quality. Meanwhile, 32% of these decisions are influenced by other factors not investigated in this study.

4. **Hypothesis Testing**

a. **T-Test (Partial Test)**

Table 5. F-Test Results (Simultaneous Test)

Model	T	Sig.
(Constant)	.777	.442
Electronic Word of Mouth	1.535	.134
Brand Trust	2.251	.031
Product Quality	1.687	.100

Source: Data processed with SPSS 25

Table 5 indicates that digital word-of-mouth promotion has no significant impact on purchase intention, with a significance value of 0.134, which is higher than 0.05. On the other hand, brand trust shows a significant impact, with a value of 0.031, which is lower than 0.05. Furthermore, product quality appears to have a smaller impact, with a value of 0.100, which also exceeds 0.05.

b. **F Test (Simultaneous)**

Table 6. F-Test Results (Simultaneous Test)

Model	F	Sig.
Regression	29.262	.000b
Residual		
Total		

Source: Data processed with SPSS 25

Looking at table 6, the value of 0.000 is smaller than 0.05, which indicates that the null hypothesis (H0) is rejected. The null hypothesis states that electronic word-of-mouth communication, brand trust, and product quality do not influence the decision to make a purchase. Since this statement is proven false, we turn to support the alternative hypothesis (Ha), which states that all three factors have an impact on the purchase decision. Therefore, electronic word-of-mouth communication (X1), brand trust (X2), and product quality (X3) all have a significant influence on the purchase decision (Y).

5. **Discussion**

    a. **The influence of electronic word of mouth variables on purchasing decisions.**

    The test of electronic word of mouth recommendations showed a significant value of 0.134, indicating that these recommendations had no significant impact on purchasing decisions. Therefore, the null hypothesis was accepted and the alternative hypothesis was rejected. However, in the linear regression analysis, we found a coefficient of 0.220, indicating a positive relationship. Although considered an efficient marketing method, consumers tend to prioritize their personal experiences over information from social media or other marketing channels. This finding aligns with a study by Res Indriyani and Ratnawati., (2025), which found that electronic word of mouth significantly influenced purchasing decisions for Glad2Glow skincare products at My Lova Bengkulu. Conversely, a study by Frida et al., (2023) showed that electronic word of mouth had no effect on decisions to repurchase Safi halal cosmetic products.

    b. **The influence of brand trust variables on purchasing decisions.**

    Based on the hypothesis study, the significance value obtained for brand trust is 0.031. This figure is quite low, so we choose to reject the null hypothesis and accept the alternative hypothesis. Brand trust plays an important role in choosing products to be purchased by consumers. The results of the regression analysis show a coefficient of 0.357, which indicates a positive relationship between brand trust and consumer behavior when shopping. When consumers feel confident in the quality of Glad2Glow moisturizer products, they are more likely to make repeat purchases and continue shopping. This finding supports research conducted by Eka and Rino., (2025), which shows that brand trust has a significant influence on the purchase decision of Glad2Glow moisturizer. However, this result contradicts research by Siska et al., (2025), which found that brand trust has a negative impact on the purchase decision of Glad2Glow skincare products.

    c. **The influence of product quality on purchasing decisions.**

    In the t-analysis for the Product Quality variable, the significance value obtained was 0.100, higher than 0.05. This indicates that the null hypothesis (H0) is accepted and the alternative hypothesis (Ha) is rejected. Product quality does not significantly influence buyer preferences, although there is a positive relationship with purchasing decisions. Elements of product quality include product durability, the extent to which the product meets consumer expectations, attractive packaging design, and the benefits provided to consumers. This finding is in line with research by Nina et al., (2025), which stated that product quality significantly influences Wardah purchasing decisions. Conversely, research by Lilis and Wisino., (2024) showed that product quality did not influence purchasing decisions for Skintific skincare products on the Shopee e-commerce platform.

d. The influence of electronic word of mouth, brand trust, and product quality variables on purchasing decisions.

The F-test analysis shows that the fourth hypothesis, H0, is rejected and Ha is accepted. This is evident from the significance values for the variables electronic word of mouth (X1), brand trust (X2), and product quality (X3), which are all below 0.005, namely 0.000. This indicates that the three independent variables have a significant influence on the overall purchasing decision. However, when each variable is examined separately, electronic word of mouth (X1) and product quality (X3) do not show a significant impact. This study shows that consumers consider brand trust as a major factor in the shopping process. In addition, online reviews and recommendations can build a positive view of a brand, and product quality helps consumers in making decisions when shopping. Thus, implementing a marketing strategy that considers these three aspects can be more effective in influencing consumer decisions.

Conclusion

This study revealed that elements such as electronic word of mouth and product quality did not significantly influence purchasing decisions. However, brand trust was shown to have a significant impact. Overall, the main factors influencing purchasing decisions included consumer recommendations on digital platforms, brand longevity, and product quality. This study aims to contribute to future research and stimulate new ideas. We hope the results will help the public better understand how individual recommendations, brand trust, and product quality influence consumers' purchasing decisions for Glad2Glow moisturizer. Respondents in this study consisted of Management Study Program students at Nusantara PGRI University Kediri, class of 2022, who have used the product. For future research, it is recommended that more variables be explored, such as marketing tactics, pricing, promotions, and other relevant aspects.

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