

**EFFECT OF BRAND TRUST AND FOOD SAFETY ON  
PURCHASING DECISION OF PACKAGING PRODUCTS  
(Studies on Supermarket in the City of Medan)**

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**Abstract**

*This study aims to identify and analyze the influence of brand trust on purchasing decisions as well as the effect of product safety on purchasing decisions, and the effect of brand trust and product safety together on purchasing decision of Le Minerale bottle product in Supermarket in the City of Medan. This research employed a quantitative technique with an associative approach. The population involved was Le Minerale consumers, namely people who had consumed Le Minerale products, both men and women. The sampling method was done by purposive sampling. The results showed that the brand trust variable partially showed  $F\text{-statistic} > F\text{-table}$  ( $7,789 > 1,996$ ) with sig. as big as (0,000), which means that the brand trust variable has a positive and significant effect on purchasing decisions. The product safety variable partially shows the  $F\text{-statistic}$  ( $4,571 > 1,996$ ) with sig. as big as (0,000), which means that the product safety variable has a positive and significant effect. Against purchasing decisions. Based on the simultaneous test (F-Test), it can be seen that the  $F\text{-statistic}$  (258,254) and  $F\text{-table}$  (3,09) with sig. (0,000), which means that the variables of brand trust and product safety together have a positive and significant effect on purchasing decisions. The analysis of determination is seen from the R Square value of 0.842, which means that the decision to purchase Le Minerale packaged products at supermarkets in Medan City can be fulfilled by brand trust and product safety by 84.2%. While the remaining 15.8% can be explained by other factors which were not examined in this study.*

**Keywords:** Brand Trust, Product Security, Purchase Decision

## 1. INTRODUCTION

Water is the most important part of life, there is no living creature that cannot live without water. The human body itself contains more than 60% water because the cells in the human body use water as nutrients, minerals, and chemicals for biological processes for functions in the body that are regulated and depend on water.

Water must be available to carry important elements, namely oxygen (O<sub>2</sub>), hormones and chemical messengers to all parts of the body. Therefore, the need for water is very important for our bodies, so the quality and quantity must be sufficient to maintain human health and survival.

The current rapid expansion of the bottled water industry in Indonesia is evidenced by the increasing number of bottled water products on the market. The Association of Indonesian Bottled Water Companies (Aspadin) reports that the annual demand for bottled potable water in Indonesia continues to rise. This is consistent with Indonesia's economic development. As shown in the table below, according to the association of 200 companies, the demand for bottled potable water in Indonesia has increased every year.

**Table 1. Sales of Bottled Mineral Water in Indonesia**

Year	Total Demand for Mineral Water
2016	26,4 Billion
2017	27 Billion
2018	27,8 Billion
2019	29 Billion
2020	29,1 Billion

Source: (<https://industri.kontan.co.id>)

The sales volume of bottled drinking water in Indonesia has increased annually by 29.1 billion liters in 2020. The community's demand for pure water is increasing, as is public awareness of the importance of health. However, as a result of water pollution in major cities and limited water sources in rural areas, it is becoming increasingly difficult to acquire clean and potable water.

One of the companies in Indonesia engaged in the field of bottled drinking water is PT Tirta Fresindo Jaya which is a subsidiary of one of the Mayora Indah companies engaged in the food and beverage sector. Through PT Tirta Fresindo Jaya, Mayora has also ventured into the bottled drinking water market under the Lee Minerale brand. Lee Minerale has been here to serve the needs of Indonesian consumers since 2015. The existence of Le Minerale in the market for bottled water products cannot be doubted. The following is the most widely known AMDK data based on the results of the Top Brand Index.

**Table 2. Top Brand Index for Bottled Mineral Water Category (2019)**

No	Brands	Top Brand Index 2018	Top Brand Index 2019
1	AQUA	63.9 %	61 %
2	Ades	7.6 %	6.0 %
3	Clubs	3.2 %	5.0 %
4	Le Minerale	3.2 %	5.0 %
5	Cleo	2.7 %	4.7 %

Source: Top Brand Index 2019, Majala Marketing

From the table above we can see that the Top Brand Index for the AQUA brand was 63.9% in 2018 and decreased in 2019 to 61% while fourth place Le Minerale rose 5.0% in 2019. In other words, can the influence of brand trust and product safety affect the level of purchase of a product. Currently, the competition in the mineral water trade is quite tight where all compete to become the market leader.

Now the brand is not only seen as a name, logo or symbol, but is the value that a product offers to consumers (Tarigan & Raja, 2022). Product safety is also a consideration that may occur in Purchasing a product to be purchased. This will be a reconsideration of whether the product we buy is suitable for consumption or not. Consumers view brands as an important part of a product, and establishing a brand can add value to a product (Amstrong, 2018).

If a company or brand receives a poor rating, consumers will not trust it and will avoid purchasing or utilizing the products/services it produces. In contrast, if consumers perceive that a brand or company has positive value, they are more likely to use or purchase the product/service.

In addition to these factors that influence purchasing decisions is product safety. Product safety that is secure for consumption and avoids hazardous substances, as well as the conditions and efforts required to prevent food or drink from possible biological, chemical, and other contaminants that can interfere with, harm, and threaten human health. Results of research conducted Damanik (2017) states that “product safety has a positive and significant effect on purchasing decisions”. Because every consumer will think about the impact of the product used, the stage before Purchasing a consumer product will determine whether the product is safe or not.

Based on the description above, it can be seen that brand trust and product safety are very important in attracting consumers to use their products. Hence, this study aims to analyze the effect of brand trust, product safety on purchasing decisions, and the influence of brand trust and product safety jointly on purchasing decisions for Le Minerale packaging products at supermarkets in Medan City.

## **2. LITERATURE REVIEW**

### **2.1. Brand Trust**

It is customary for manufacturers to sell goods produced by their factories marked with pictures or words to distinguish them from similar goods produced by other factories which refers to “brand”. According to Huda & Nurchayati (2018), a brand is a name, term, sign, symbol or design or a combination thereof which aims to identify goods and services that differentiate a product from competing products.

Meanwhile, according to Kusuma et al. (2020), brand trust is a distinguishing name or symbol such as a name, term, sign, symbol or design or a combination of them which aims to identify the goods or services of its competitors. According to Sya'idah (2020), Strong brands will guarantee high quality and value to customers, which ultimately also has a broad impact on the company.

The factors that influence trust according to Lau and Lee (1999:344) in Rosica (2016), “there are three factors that affect trust in the brand, namely the brand itself, the company that makes the brand, and consumers”.

Then there are indicators of brand trust according to Delgano (2005:187-197 vol 14 no.3) in Citranuary (2015), “there are two variable indicators that affect brand trust, namely: Brand Reliability and Brand Intentions”.

### **2.2. Product Safety**

Damanik (2017) explain that “product safety is something that is safe for consumption or use that is protected from harmful ingredients in the conditions and efforts needed to prevent the product, namely from the possibility of exposure to biological, chemical and other contaminants that can interfere with, harm and endanger human health”. According to (Damanik, 2017), as for indicators of product safety, namely: Manufacturing process, product mix and product quality.

### **2.3. Purchasing Decision**

According to Kotler and Armstrong (2008) in Zulaicha & Irawati (2016:126), the purchase decision refers to buy the most preferred brand from the various alternatives available, but two factors can exist between purchase intention and purchase decision.

Furthermore, the purchasing decision process according to Armstrong (2018) dividing the consumer Purchasing process of an item into five namely: recognizing needs, information search, evaluating alternatives, purchasing decisions and post-purchase behavior. There are factors that influence purchasing decisions according to Armstrong (2018) divide the factors that influence consumer purchasing decisions into three two groups, namely personal factors and psychological factors.

### **3. RESEARCH METHODS**

#### **3.1. Research Approach**

This research employs a quantitative technique with an associative approach that aimed to establish a relationship between two or more variables (Sugiyono, 2018). The independent variables in this study were Brand Trust (X1) and Product Safety (X2). As well as the dependent variable, namely Purchase Decision (Y). With this method of associative research, the effect of brand trust and product safety on purchasing decisions could be determined.

#### **3.2. Population and Sample**

The population used was Le Minerale consumers, namely people who had consumed Le Minerale products, both men and women. Then the sampling method was purposive sampling where the sampling technique was by applying and submitting certain conditions so that a sample could be selected.

#### **3.3. Variable Measurement Scale**

The measurement scale used by the author to determine each independent and dependent variable is using a Likert scale. According to Sugiyono (2017), “the scale is used to regulate attitudes, income and perceptions of a person or group of people about social phenomena, with five responses from Strongly Agree (SA), Agree (A), Neutral (N), Disagree (DA), and Strongly Disagree (SDA)”. This calculation would be assisted by the computer program SPSS (Statistical Package for Social Science). To determine valid and invalid item numbers, it was necessary to consult with  $r$  product moment. If  $r\text{-statistic} > r\text{-table}$  (at a significance level of 5%), then it could be said that the questionnaire item was valid. If  $r\text{-statistic} < r\text{-table}$  (at a significance level of 5%), then it could be said that the questionnaire item was invalid.

### **4. RESULTS AND DISCUSSION**

#### **4.1. Research Results**

##### **4.1.1. Validity Test**

The researcher distributed the questionnaire to 100 respondents to test the validity. The value in the corrected item total correlation column represented the  $r$ -statistic that was compared to the  $r$ -table to ascertain the validity of each instrument item.  $R$ -table value used to evaluate the validity of each instrument item. In the two-way test, the value of  $r$ -table on  $\alpha = 0.05$  with  $df = n - 2 = 98$  degrees of freedom was 0.1966.

**Table 3. Brand Trust Validity Test Results (X<sub>1</sub>)**

Question	Correlation Coefficient	R-table	Information
Question 1	0,843	0,1996	Valid
Question 2	0,745		Valid
Question 3	0,802		Valid
Question 4	0,839		Valid
Question 5	0,807		Valid
Question 6	0,744		Valid

Source: Results of Data Management SPSS 2.0 (2020)

**Table 4. Product Safety Validity Test Results (X<sub>2</sub>)**

Question	Correlation Coefficient	R-table	Information
Question 1	0,746	0,1996	Valid
Question 2	0,835		Valid
Question 3	0,815		Valid
Question 4	0,696		Valid
Question 5	0,823		Valid
Question 6	0,793		Valid

Source: Results of Data Management Spss 2.0 (2020)

**Table 5. Purchase Decision Validity Test Results (Y)**

Question	Correlation Coefficient	R-table	Information
Question 1	0,746	0,1996	Valid
Question 2	0,867		Valid
Question 3	0,858		Valid
Question 4	0,911		Valid
Question 5	0,907		Valid
Question 6	0,875		Valid

Source: Results of Data Management SPSS 2.0 (2020)

#### 4.1.2. Reliability Test

Measuring reliability by measuring only once the statistical test that was used was the Cronback Alpha. Where a variable was said to be reliable if it gives a Cronback Alpha value of  $> 0.06$ . Based on the output obtained by the high reliability coefficient ( $> 0.60$ ), the variables are reliable.

**Table 6. X<sub>1</sub> Reliability Test Results**  
Reliability Statistics

Cronbach's Alpha	N of Items
.883	6

Source: Results of Data Management SPSS 2.0

Based on table 6, it can be seen that the reliability test on the 6 item questionnaire on brand trust variable (X<sub>1</sub>) obtained a Cronbach Alpha result of 0,883. This means 0,883

$> 0,6$  so it can be concluded that the brand trust variable questionnaire items (X1) can be trusted or reliable.

**Table 7. X<sub>2</sub> Reliability Test Results**  
**Reliability Statistics**

Cronbach's Alpha	N of Items
.871	6

Source: Results of Data Management SPSS 20

Based on table 7, it can be seen that the reliability test on the 6 items of the product safety variable questionnaire (X2) obtained Cronbach Alpha results of 0,871. This means  $0,871 > 0,6$  so it can be concluded that the product safety variable questionnaire items (X2) can be trusted or reliable.

**Table 8. Purchase Decision Reliability Test Results (Y)**  
**Reliability Statistics**

Cronbach's Alpha	N of Items
.946	6

Source: Results of Data Management SPSS 2.0

Based on table 8 above, it can be seen that the reliability tester for the 6 item questionnaire on the purchasing decision variable (Y) obtained Cronbach Alpha results of 0,946. This means  $0,946 > 0,6$  so it can be concluded that the purchase decision variable questionnaire items (Y) can be trusted or reliable.

#### 4.1.3. Normality test

The test for normality was conducted using the One Sample Kolmogorov-Smirnov test.

**Table 9. Kolmogorov-Smirnov Normality Test Results**

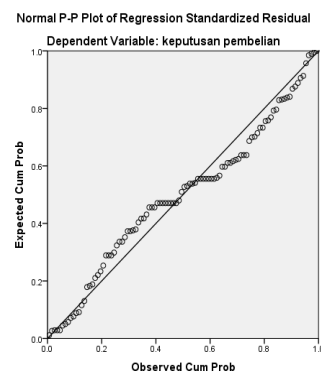
One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		100
Normal Parameters, <sup>b</sup>	Means	0E-7
	Std. Deviation	1.88299907
Most Extreme Differences	Absolute	.101
	Positive	.101
	Negative	-.085
Kolmogorov-Smirnov Z		1010
asympt. Sig. (2-tailed)		.260
a. Test distribution is Normal.		
b. Calculated from data.		

Source: Results of Data Management SPSS 2.0

The results of processing the primary data above can be seen that the value of the Asymp. Sig (2 tailed) acquisition is 0,260. That is, this gain is greater than 0,05. So, it can be said that the standardized residual values are normal and meet the data from the assumption of normality.

#### 4.1.4. Normal Probability Plots

Examining the dispersed points along the diagonal line on the PP plot or Normal Pp Plot of Regression allows for the normality test to be conducted. Using the Standardized Residual, if the data spreads around the diagonal line and follows its trajectory, the data is normally distributed.

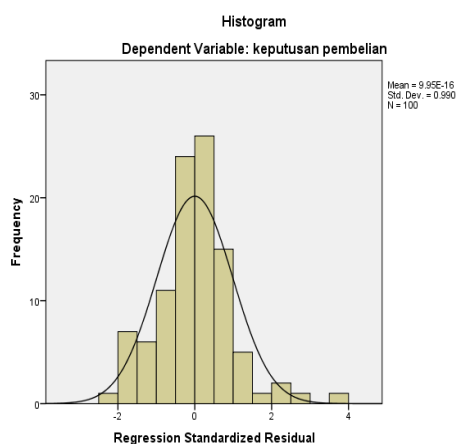


Source: Results of Data Management SPSS 20  
**Figure 1. Graph of PP Plot Normalist Test**

On the basis of the preceding diagram, it is evident that the data are distributed around the diagonal line in the same orientation as the diagonal line, allowing the regression model to satisfy the assumption of normality.

#### 4.1.5. Normality Test Histogram Graph

The data exhibits a normal distribution. This is evident from the graph of the histogram, which is shaped like a bell and is not inclined to the right or left.



Source: Results of Data Management SPSS 20 (2020)  
**Figure 2. Normality Test Histogram**



Based on the figure 2, it can be seen that the data is normally distributed. This is shown by the data on the histogram graphic with a bell-shaped curve.

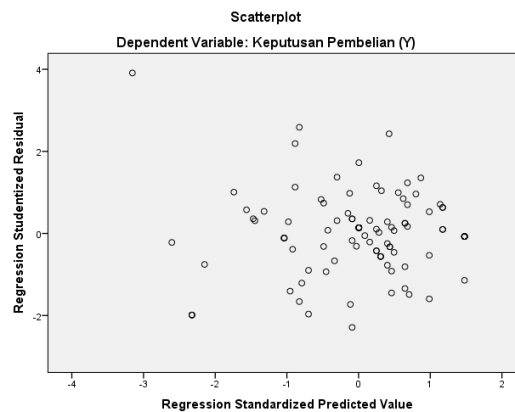
#### 4.1.6. Multicollinearity Test

The purpose of the multicollinearity test is to determine whether a correlation exists between independent variables in a regression model.

Based on the Tolerance Value of all independent variables is greater than the determination value of 0,1 and the VIF value of all independent variables is less than the determination value of 5. Tolerance value  $< 0.1$  or VIF value  $< 5$ . Brand trust variable (X1) value  $(3.633) < (5)$  and product safety (X2) VIF value  $(3.633) < (5)$ .

#### 4.1.7. Heteroscedasticity Test

The heteroscedasticity test was carried out through a graphical analysis method, namely the Scatterplot graph, where heteroscedasticity does not occur if the points spread randomly, do not form a clear pattern, and are spread both above and below zero on the Y axis.



**Figure 3. Scatterplot Graph**

The above Scatterplot image demonstrates that the points are distributed at random. Dispersed both above and below zero on the Y axis, with no discernible pattern. The regression model is therefore said to lack heteroscedasticity.

#### 4.1.8. Multiple Linear Regression Analysis Test

Multiple linear regression analysis determines whether there is influence of the independent variables Brand Trust (X1) and Product Safety (X2) on the dependent variable Purchase Decision (Y).



**Table 10. Multiple Linear Regression Test Results**

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Betas		
1 (Constant)	-1.881	1.156		-1.627	.107
brand trust	.661	.085	.599	7.789	.000
product safety	.406	.089	.352	4.571	.000

Dependent Variable: purchase decision

Source: Results of Data Management SPSS 20 (2020)

The following multiple regression equation is derived from the table 10 results of multiple regression processing.

$$Y = -1.881 + 0.661X_1 + 0.406X_2 +$$

Constant (a) = -1,881 negative constant value indicates a negative influence of the independent variable, where if the independent variable consists of brand trust characteristics (X1) and product safety characteristics (X2) = 0,107, then the Purchase Decision of Le Mineale packaging products in the Medan City Community will be -1.881.

Coefficient X1 (b1) = 0,661 which indicates that the brand trust characteristic variable has a positive effect on the Purchase Decision of Le Minerale packaging products at Supermarkets in Medan City or in other words every effort to add one unit to the characteristics of Brand Trust, the decision to purchase packaged products Le Minerale at Supermarkets in Medan City amounted to 0,661 units.

Coefficient X2 (b2) = 0,406 which indicates that the Product Safety characteristic variable has a positive effect on the Purchase Decision for Le Minerale packaging products at Supermarkets in Medan City or in other words, every time there is an effort to add one unit to the product safety characteristics, the purchase decision on Le packaging Minerale in Supermarkets in Medan City increased by 0,406.

#### 4.1.9. Hypothesis testing

##### 1) Partial Significance Test (t-test)

The t test was conducted to test whether the characteristics of brand trust (X1) and product safety characteristics (X2) partially or individually have a significant influence on the purchasing decision (Y) of Le Minerale packaged products at supermarkets in Medan City.

Based on the Variable Characteristics of Brand Trust (X1) The t-statistic value of brand trust is 7,789 the value of t-table is 1.984 so that t-statistic > t-table (7,789 > 1,996), it can be concluded that the characteristics of brand trust have a positive and significant effect (0,000 > 0,05) partially to the decision to purchase Le Minerale packaging products at supermarkets in Medan City. This means, on the characteristics of brand trust, Ha is accepted, H0 is rejected. Product Safety Variable (X2) The t-statistic value of product safety characteristics is 4,571 and the t-table value is 1,984 so that t-statistic > t-table

(4,571 > 1,996), it can be concluded that product safety characteristics have a positive and significant effect ( $0,000 < 0,05$ ) partially to the decision to purchase Le Minerale packaging products at supermarkets in Medan City. This means, on product safety characteristics,  $H_a$  is accepted and  $H_0$  is rejected.

2) Simultaneous Significant Test (F-Test)

The F-test was conducted to test whether the characteristics of brand trust ( $X_1$ ) and product safety characteristics ( $X_2$ ), together or simultaneously, have a positive and significant influence on purchasing decisions ( $Y$ ).

**Table 11. Simultaneous Significant Test Results (f-test)  
ANOVA<sup>a</sup>**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	1869.137	2	934.569	258.254	.000 <sup>b</sup>
Residual	351.023	97	3.619		
Total	2220.160	99			

a. Dependent Variable: Purchase Decision (Y)

b. Predictors: (Constant), Product Safety ( $X_2$ ), Brand Trust ( $X_1$ )

Source: Results of Data Management SPSS 20 (2020)

It can be seen in the table above that the F-statistic is 258,254 with a significance level of 0,000. In both calculations, F-statistic > F-table ( $258,254 > 3,09$ ) and the significance level is therefore  $0,000 < 0,05$ . This demonstrates that  $H_a$  is accepted and  $H_0$  is rejected, indicating that brand trust and product safety have a positive and significant influence on the decision to purchase Le Minerale packaging products from supermarkets in Medan City.

3) Determination Coefficient Test ( $R^2$ )

The Coefficient of Determination Test ( $R^2$ ) assesses the model's capability to predict the dependent variable. The coefficient of determination ranges from 0 to 1, and the smaller the value of  $R^2$ , the less the ability of the independent variables to explain the dependent variable.

**Table 12. Test Results for the Coefficient of Determination ( $R^2$ )**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.918 <sup>a</sup>	.842	.839	1.90231
a. Predictors: (Constant), Product Safety ( $X_2$ ), Brand Trust ( $X_1$ )				
b. Dependent Variable: Purchase Decision (Y)				

Source: Results of Data Management SPSS 20 (2020)

$R = 0.918$  indicates a close relationship between brand trust characteristics ( $X_1$ ) and product safety characteristics ( $X_2$ ) on purchasing decisions ( $Y$ ) is 91,8%. This means that the characteristics of brand trust ( $X_1$ ), product safety characteristics ( $X_2$ ), and purchasing decisions ( $Y$ ) have a relationship. The R Square number ( $R^2$ ) of 0,842 indicates that the characteristics of brand trust ( $X_1$ ) and product safety characteristics

(X2) are able to explain the purchasing decision (Y) of 84,2%. While the remaining 15,8% can be explained by other factors not examined in this study.

#### **4.2. Discussion**

Based on the t-test of brand trust variable on purchasing decisions of Le Minerale packaging products at supermarkets in Medan City. The characteristics of brand trust with t-statistic of 7.789 and t-table is 1.996 so that  $t\text{-statistic} > t\text{-table}$  ( $7.789 > 1.996$ ) and a significant value of 0.000, so brand trust influences purchasing decisions partially. The brand trust score shows jackfruit  $< 0.05$ , namely ( $0.000 < 0.05$ ) then  $H_a$  is accepted and  $H_o$  is rejected which means that the characteristics of brand trust partially have a positive and significant effect on purchasing decisions for Le Minerale packaging products at supermarkets in Medan City.

Based on the questionnaire that has been given to the respondents, the questions representing the brand trust variable are dominated by agreed answers. This states that the majority of the people of Medan City agree that brand trust in Le Minerale products has met people's expectations even though there are still several factors that have not satisfied consumers. This means that the majority of respondents in this study thought that Le Minerale products were easily identifiable compared to other packaged products. However, consumers who make purchases do not always see product preferences as a reference in purchasing a product, people will only buy a product only if the product is needed for consumption at a moment's notice. This is because since the appearance of the Le Minerale product on the market, this product has received a positive response among the public and the packaging provided is very practical.

Based on the t test, the product safety variable has a positive effect on consumer purchasing decisions at Le Minerale Supermarkets in Medan City. This is proven based on the results of the tests that have been carried out, the t-statistic value for the product safety variable is obtained. It can be seen that the product safety characteristics with t-statistic of 4,571 and t-table of 1,996 so that  $t\text{-statistic} > t\text{-table}$  ( $4,571 > 1,996$ ) the significant value is 0.000, it can be interpreted that the product safety characteristics partially have a positive and significant effect on decisions purchase of Le Minerale packaged products at supermarkets in Medan City.

The relationship between the independent variables (brand trust characteristics and product safety characteristics) to the dependent variable (purchasing decision) has a strong positive relationship. With an RSquare value ( $R^2$ ) of 0.842, it shows that the characteristics of brand trust (X1) and the characteristics of security (X2) can explain the purchase decision (Y) of 0.842% which can be explained by other factors not examined in this study. So, Le Minerale products need to be maintained or increased brand trust and product capabilities because the results of the two variables above have a positive influence on increasing Le Minerale decisions for consumers of Le Minerale products at Supermarkets in Medan City.

## 5. CONCLUSION

Based on the results of research data processing that has been done, it can be concluded that:

- 1) Based on the t-test (Partial significant test), the characteristics of brand trust have a positive and significant effect on purchasing decisions for Le Minerale packaging products at supermarkets in Medan City,  $H_a$  is accepted and  $H_0$  is rejected.
- 2) Based on the t-test (Partial Test), product safety characteristics have a positive and significant effect on purchasing decisions for Le Minerale packaging products at Supermarkets in Medan City. This means, on product safety characteristics,  $H_a$  is accepted and  $H_0$  is rejected.
- 3) Based on the f-test (Simultaneous Test), the characteristics of brand trust and product safety together have a positive and significant effect on purchasing decisions for Le Minerale packaging products at supermarkets in Medan City. This shows that the F test  $H_a$  accepted and  $H_0$  was rejected.

Based on the research results, there are several suggestions that the author provides for the company PT. Tirta Fersindo Jaya. Firstly, it is crucial for the company to maintain its reputation to ensure specific advantages for the whole community. Secondly, although the overall brand trust and safety of Le Minerale products in the eyes of consumers are good, the company should continue to increase or maintain the existing trust in the minds of consumers and the safety of its products. This will ensure that Le Minerale remains the preferred choice for consumers to buy packaged beverages. Lastly, with the emergence of other bottled water drinks on the market, it is essential for companies to always maintain the safety and quality of their products to ensure that consumers remain confident in the brand. By implementing these suggestions, PT. Tirta Fersindo Jaya can strengthen its position in the market and maintain its competitive advantage.

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