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The Influence of Product Quality and Brand Image on Purchase Decision for Pinkflash Product on E-Commerce with Brand Trust as a Mediating Variable among Generation Z in Jabodetabek

Nazwa Kiren Kirana¹, Francy Iriani Ekawati²

¹Universitas Trilogi, Jakarta, Indonesia, nazwakiren@gmail.com

²Universitas Trilogi, Jakarta, Indonesia, francy@trilogi.ac.id

Corresponding Author: francy@trilogi.ac.id¹

Abstract: This study aims to analyze the influence of product quality and brand image on purchase decisions for Pinkflash products on e-commerce platforms, with brand trust as a mediating variable among Generation Z consumers in Jabodetabek. This research employs a quantitative approach with a causal associative design. The population consists of Generation Z consumers (aged 17-29 years) domiciled in Jabodetabek who have purchased and used Pinkflash products through e-commerce platforms. The sample was determined using non-probability sampling with a purposive sampling technique, resulting in 150 respondents based on the Lemeshow formula. Data were collected through an online questionnaire using a 4-point Likert scale and analyzed using the Partial Least Square-Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS version 4.0 software. The results show that product quality and brand image each have a significant effect on brand trust. However, product quality and brand image do not have a significant direct effect on purchase decisions. Conversely, brand trust has a positive and significant effect on purchase decisions and acts as a full mediating variable in the relationship between both product quality and brand image with purchase decisions. These findings indicate that purchase decisions for Pinkflash products among Generation Z in Jabodetabek are more strongly determined by the level of consumer trust in the brand than by direct perceptions of product quality or brand image.

Keyword: Product Quality, Brand Image, Brand Trust, Purchase Decision, PLS-SEM

INTRODUCTION

Indonesia's cosmetics industry has shown rapid growth in recent years. According to data from the Ministry of Industry of the Republic of Indonesia, national cosmetics industry revenue increased from USD 8.09 billion to USD 9.17 billion in 2024, and is projected to grow at an average of 4.86% per year until 2029 (Wandira & Laoli, 2024). The value of Indonesia's beauty industry market even increased by approximately 48% during the 2021-2024 period. This growth has also been driven by changes in consumer shopping behavior, which increasingly relies on *e-commerce* platforms to research products, compare prices, and

read reviews before making a purchase, particularly among Generation Z, a group born between 1997-2012 who grew up alongside the development of digital technology.

Intense competition has driven various cosmetic brands to introduce innovative and price-competitive products to attract young consumers. Pinkflash, a cosmetics brand from China, has become one of the popular brands among Indonesian Generation Z because it offers affordable products with attractive color options. Based on Kompas data published by Goodstats, Pinkflash ranked first as the best-selling eyeshadow brand on *e-commerce* throughout 2025, with market shares of 18.78% in the first quarter, 15.56% in the second quarter, and 18.78% again in the third quarter (Wafa, 2025).

Nevertheless, this sales stability has been challenged by issues related to product quality and safety. During the 2024-2025 period, the Indonesian Food and Drug Authority (BPOM RI) announced findings regarding several Pinkflash products containing banned textile dyes, such as K10 and *Acid Orange 7*, which have the potential to cause irritation and health problems (Yazir & Anggraeni, 2025; Azizah, 2024). This information spread widely on social media and raised concerns among some consumers. In response, Pinkflash Indonesia stated that it had halted distribution of the affected products and strengthened its quality control system and compliance with BPOM RI regulations.

Interestingly, despite this issue, Pinkflash's official account on one *e-commerce* platform continues to show strong performance, with a store rating of 4.9, more than 3.7 million followers, and several eyeshadow products that have sold more than 10,000 units. Consumer reviews also show a varied pattern: most give positive assessments of product quality, while others still express concerns about product safety due to previous incidents. This phenomenon indicates a gap between perceptions of product quality and safety on one hand, and high consumer purchase interest on the other, which is presumed to be bridged by the level of consumer trust in the brand (*brand trust*).

Product quality is the condition of a good that is evaluated based on its conformity with established standards (Kotler et al., 2022). *Brand image* is a consumer's perception of a brand as reflected through brand associations stored in the consumer's memory (Keller & Swaminathan, 2019). Meanwhile, *brand trust* is the consumer's belief in a brand's ability and goodwill to fulfill its commitments (Tjiptono, 2019; Fauzan et al., 2023), and purchase decision is the final stage of the consumer's evaluation process of various product alternatives before deciding to buy (Kotler & Keller, 2016).

A number of previous studies have examined the relationships between these variables in different contexts. Fauzi et al. (2023) found that product quality was the dominant factor influencing purchase decisions for Somethinc products, while *brand ambassador* and price had no significant effect. Anggraini and Untarini (2024) showed that product quality and online consumer reviews influenced purchase decisions through brand trust for MS Glow products. Tanujaya (2025) examined the role of *brand equity*, *brand ambassador*, and *brand trust* on purchase decisions for Somethinc products in Jakarta, while Syamsul and Iriyanti (2025) studied the influence of product quality, brand image, and customer satisfaction on purchase decisions for Uniqlo products. Other studies by Putri and Martini (2025) and Le (2025) examined the role of brand image on purchase intention for beauty products, while Lestari and Wismantoro (2024), Maulida and Yuana (2024), and Styawati and Roni (2023) examined the influence of brand image together with other variables, such as price, *celebrity endorser*, and *digital marketing*, on purchase decisions for cosmetic products. Vivi and Hikmah (n.d.) found that product quality, perceived safety, and trust influenced purchase decisions among merchants on TikTok, a finding relevant to the context of Pinkflash's product safety issue.

Nevertheless, research specifically examining the role of *brand trust* as a mediating variable in the relationship between product quality and brand image on purchase decisions

for Pinkflash products, particularly in the post-product-safety-issue context, remains limited. Therefore, this study aims to analyze the influence of product quality and brand image on purchase decisions for Pinkflash products on *e-commerce*, with brand trust as a mediating variable among Generation Z in Jabodetabek.

Based on the description above, the hypotheses proposed in this study are: H1: product quality influences brand trust; H2: brand image influences brand trust; H3: product quality influences purchase decisions; H4: brand image influences purchase decisions; H5: brand trust influences purchase decisions; H6: brand trust mediates the influence of product quality on purchase decisions; and H7: brand trust mediates the influence of brand image on purchase decisions for Pinkflash products on *e-commerce* among Generation Z in Jabodetabek.

METHOD

This study uses a quantitative approach with a causal associative research design, which aims to identify cause-and-effect relationships between variables (Sugiyono, 2023). The independent variables in this study are product quality (X_1) and brand image (X_2), the mediating variable is brand trust (Z), and the dependent variable is purchase decision (Y). Product quality is measured through indicators of durability, conformance to specifications, aesthetics, and perceived quality (Kotler et al., 2022; Sanjaya et al., 2021; Brunet et al., 2018). Brand image is measured through the favorability, strength, and uniqueness of brand associations (Keller & Swaminathan, 2019). Brand trust is measured through customer service experience, public perception, brand consistency, and company innovation and responsiveness (Tjiptono, 2019; Fauzan et al., 2023). Purchase decision is measured through product choice, brand choice, and purchase timing (Kotler & Keller, 2016). The framework of relationships between these variables is presented in Figure 1.

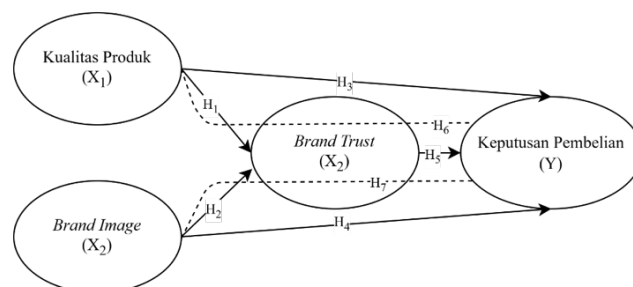


Figure 1. Research Conceptual Framework

This study was conducted in the Jabodetabek region (Jakarta, Bogor, Depok, Tangerang, Bekasi), which has high internet penetration and *e-commerce* usage. The study population consists of Generation Z consumers (aged 17-29 years) domiciled in Jabodetabek who have purchased and used Pinkflash products through *e-commerce* platforms. The sampling technique used was *non-probability sampling* with a *purposive sampling* method. The sample size was determined using the Lemeshow formula for populations of unknown size, with a 95% confidence level ($Z=1.96$) and a 10% margin of error, resulting in a minimum of 96 respondents, which was then rounded up to 150 respondents.

Primary data were collected through a questionnaire distributed online using *Google Forms*. Each statement item was measured using a four-point Likert scale (1 = Strongly Disagree to 4 = Strongly Agree) to avoid a tendency toward neutral answers. The collected data were then analyzed using the *Partial Least Square-Structural Equation Modeling (PLS-SEM)* method with the assistance of *SmartPLS* version 4.0 software, which is capable of analyzing simultaneous relationships between latent variables and their indicators (Hair et al., 2022). The analysis was conducted in two stages: evaluation of the measurement model (*outer*

model), which includes convergent validity testing (*outer loading* ≥ 0.70 and *AVE* ≥ 0.50), discriminant validity (*cross loading*), and reliability testing (*Cronbach's alpha* and *composite reliability* > 0.70); and evaluation of the structural model (*inner model*), which includes the coefficient of determination (R^2), *path coefficients*, hypothesis testing through *bootstrapping* (accepted if *t-statistic* > 1.96 and *p-value* < 0.05), and mediation effect testing through *specific indirect effects* (Hair et al., 2022).

RESULT AND DISCUSSION

This study involved 150 respondents who are Generation Z consumers, domiciled in Jabodetabek, and have purchased and used Pinkflash products through *e-commerce* platforms. Data were collected online through *Google Forms* and processed using *SmartPLS* version 4. Respondent characteristics are presented in Table 1.

Table 1. Respondent Characteristics

Characteristic	Category	Number	Percentage
Gender	Female	150	100%
	Male	0	0%
Age	17-20 years	67	44.7%
	21-24 years	59	39.3%
	25-29 years	24	16.0%
Domicile	Jabodetabek	150	100%

Source: Primary data processed, 2026.

Based on Table 1, all respondents were female (100%) and domiciled in Jabodetabek (100%), consistent with the target market of Pinkflash makeup products, which are predominantly used by women. In terms of age, the majority of respondents were in the 17-20 age range (44.7%), followed by 21-24 years (39.3%), and 25-29 years (16.0%), reflecting the characteristics of Generation Z as a young age group that actively follows beauty trends.

Evaluation of the measurement model (*outer model*) was conducted through convergent validity, discriminant validity, and reliability testing. The results of the data processing show that all indicators for the four research variables had *outer loading* values ranging from 0.713 to 0.894, above the 0.70 threshold (Hair et al., 2022), so all indicators were declared convergently valid. The discriminant validity test results through *cross loading* values also showed that each indicator had the highest loading value on its own construct compared to other constructs, so all indicators were declared to meet discriminant validity. A summary of the construct-level convergent validity and reliability test results is presented in Table 2.

Table 2. Validity and Reliability Test Result

Variable	AVE	Cronbach's Alpha	Composite Reliability
Product Quality	0.670	0.955	0.961
Brand Image	0.723	0.952	0.959
Brand Trust	0.726	0.947	0.954
Purchase Decision	0.633	0.946	0.955

Based on Table 2, all variables had an *Average Variance Extracted (AVE)* value above 0.50, confirming convergent validity at the construct level. The Cronbach's alpha and composite reliability values for all variables were also above 0.70, so all research instruments were declared reliable with a very good level of internal consistency.

Evaluation of the structural model (*inner model*) showed an *R-Square* value of 0.417 for brand trust and 0.484 for purchase decision. These values indicate that product quality and brand image are able to explain 41.7% of the variation in brand trust, while product quality, brand image, and brand trust together are able to explain 48.4% of the variation in purchase decisions, which falls into the moderate category (Ghozali & Kusumadewi, 2023).

Hypothesis testing was conducted using the *bootstrapping* technique, with hypotheses declared accepted if the t-statistic value > 1.96 and *p-value* < 0.05 (Hair et al., 2022). The *path coefficient* and *specific indirect effect* test results are presented in Table 3.

Hypothesis	Path	Original Sample	T-Statistics	P-Values	Description
H1	Product Quality → Brand Trust	0.432	7.173	0.000	Accepted
H2	Brand Image → Brand Trust	0.427	7.449	0.000	Accepted
H3	Product Quality → Purchase Decision	0.077	1.062	0.288	Rejected
H4	Brand Image → Purchase Decision	0.090	1.292	0.196	Rejected
H5	Brand Trust → Purchase Decision	0.608	8.810	0.000	Accepted
H6	Product Quality → Brand Trust → Purchase Decision	0.262	4.899	0.000	Accepted
H7	Brand Image → Brand Trust → Purchase Decision	0.259	5.822	0.000	Accepted

Source: SmartPLS 4 data processing results, 2026.

The test results show that product quality has a significant effect on brand trust ($t = 7.173$; $p = 0.000$), so H1 is accepted. This finding is consistent with Aurellia and Sidharta (2023), Hera and Fourqoniah (2023), Reynaldi and Nuvriasari (2024), and Almeida et al. (2025), who stated that product quality plays an important role in shaping consumer trust in a brand. Brand image was also shown to have a significant effect on brand trust ($t = 7.449$; $p = 0.000$), so H2 is accepted, consistent with the findings of Fauzi et al. (2023) and Anggraini and Untarini (2024), which showed that a positive brand image can increase consumer confidence in a brand.

In contrast, product quality did not have a significant direct effect on purchase decisions ($t = 1.062$; $p = 0.288$), so H3 is rejected. This result differs from the findings of Fauzi et al. (2023) and Almeida et al. (2025), but indicates that in the case of Pinkflash, perceived product quality alone is not yet sufficient to directly drive consumers to make a purchase decision, most likely due to the lingering impact of the previously surfaced product safety issue. Brand image also did not have a significant direct effect on purchase decisions ($t = 1.292$; $p = 0.196$), so H4 is rejected, differing from the findings of Silvia and Lego (2026) and Apriliani et al. (2024), indicating that Pinkflash's brand image has not yet become a primary consideration for consumers without first being preceded by trust in the brand.

Conversely, brand trust was shown to have a positive and significant effect on purchase decisions ($t = 8.810$; $p = 0.000$) with the largest path coefficient among all direct relationships (0.608), so H5 is accepted. This finding is consistent with Aurellia and Sidharta (2023) and

Sintiadewi et al. (2024), who stated that the higher consumers' trust in a brand, the greater their tendency to purchase products from that brand. The *specific indirect effect* test results also show that brand trust mediates the influence of product quality ($t = 4.899$; $p = 0.000$) and brand image ($t = 5.822$; $p = 0.000$) on purchase decisions, so H6 and H7 are accepted. Because the direct effects of product quality and brand image on purchase decisions were not significant while their indirect effects were significant, brand trust functions as a full mediator (*full mediation*), consistent with Anggraini and Untarini (2024), Sintiadewi et al. (2024), and Usmawadi et al. (2026) for the product quality path, and Reynaldi and Nuvriasari (2024) and Rendy et al. (2023) for the brand image path.

Overall, these findings confirm that purchase decisions for Pinkflash products among Generation Z in Jabodetabek are explained more by brand trust than by direct perceptions of product quality or brand image. This condition is relevant to the context of Pinkflash, which has faced product safety issues: although product quality and brand image remain important as the foundation for building trust, both only affect purchase decisions after first building consumer trust in the brand.

CONCLUSION

This study analyzed the influence of product quality and brand image on purchase decisions for Pinkflash products on *e-commerce*, with brand trust as a mediating variable among Generation Z consumers in Jabodetabek. The results show that product quality and brand image each have a significant effect on brand trust, meaning that the better the perceived product quality and the more positive the brand image attached to Pinkflash, the higher consumer trust in the brand. However, product quality and brand image were shown to have no significant direct effect on purchase decisions, indicating that these two factors are not yet sufficient to drive consumers to make a purchase decision without first being preceded by the formation of brand trust. Conversely, brand trust was shown to have a positive and significant effect on purchase decisions, while also acting as a full mediating variable (*full mediation*) in the relationship between both product quality and brand image with purchase decisions.

These findings confirm that Pinkflash's marketing strategy on *e-commerce* platforms will be more effective in driving purchases if directed toward consistently building brand trust, through improving product quality consistency, information transparency, and management of consumer reviews and testimonials, rather than relying solely on perceptions of quality or brand image. Future research is recommended to add other variables that may directly influence purchase decisions, such as price, service quality, or *word of mouth*, and to expand the geographic scope and respondent characteristics so that the research results can be more broadly generalized.

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