
The Influence of Belief Consumers on Product Purchasing Decisions Beauty Online Through E -Commerce

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Abstract . The development of trade in Indonesia has experienced a rapid increase, especially in the fashion and accessories trade business. Indonesian Muslim society today is increasingly aware of the importance of fashion aspects that not only involve choosing clothes, but also relate to style and trends, even when they wear the hijab. The high intensity of Muslim fashion purchases through e-commerce in recent years and how important it is to meet lifestyle needs without forgetting one's religious identity. Judging from the above phenomenon, researchers are interested in exploring and assessing the impact of consumer trust on online beauty product purchasing decisions through E-Commerce. The purpose of this study is to determine how consumer trust influences online beauty product purchasing decisions through E-Commerce. The number of samples in this study was 100 respondents, this study used a quantitative approach. The data collection technique in this study used a questionnaire, and the sampling technique used a simple random sampling method. The data obtained were then processed using the SPSS 26 application. Based on the results of the study, it shows that Trust has a positive and significant effect on online beauty product purchasing decisions through e-commerce. Proving that it has been accepted, the results of this study indicate that high trust can influence consumers to make purchases through e-commerce.

Keywords : consumer trust, purchasing decisions, Beauty Products

1. BACKGROUND

In the era of globalization like Nowadays , progress technology and information throughout the world, especially the Internet, is experience very rapid development . This phenomenon gives rise to marked transformation with transition from marketing physique traditional to paradigm digital marketing . Nowadays, consumers show trend For practical and efficient shopping through e-commerce platforms, so show the beginning of an era where exploitation technology get recognition . Existence technology information functioning as source instrumental power in reduce challenge We related problems , obstacles , or lack We in do various assignment . (Wira Utami Putri.RM,2021).

On the other hand , the company compete For build quality online services tall together with diverse product For fulfil need consumers . Like product beauty , usage cosmetics among woman especially driven by need For increase confidence self they with wearing make up , also cosmetics For nurse skin that aims get more skin healthy and more aesthetic , because aspiration For skin Healthy universally recognized as component key trust self . (UTAMI PUTRI LISA, 2023).

The proportion of market share held by beauty products in the e- commerce sector has increased rapidly . According to data sourced from Databoks , *the Indonesian Economic and*

Business Data Center has made a statement on March 18, 2024, showing that the e-commerce platform which are in great demand, especially Shopee, TikTok Shop, and Facebook. Among these platforms, Shopee dominates first, followed by TikTok Shop in the middle position, and Facebook takes the last place. (*Sabrina Farah Dima,*).

According to the data presented about product market share beauty on e-commerce for in 2024, the Shopee application will contribute market share 62.5%, TikTok store 18.2%, while Facebook only reach 3% share. This shows that part big student involved in online transactions via gadget devices, with change paradigm shopping that produces profit for sector beauty.

Phenomena that can observed from improvement product market share beauty on e-commerce websites in Indonesia are increased. Quote information from the Coordinating Ministry field The economy of the Republic of Indonesia has reported that between 2018 and 2022, the sector *personal care* and cosmetics is at in three ranking top, produce mark substantial 13,287.4 trillion. (*Haryo Limanseto, 2024*).

This brings opportunity big for company the industry in motion in industry beauty For fulfil increasing demand from consumers who use product this beauty.

Increasing competition in the product market beauty in Indonesia is proven with existence growth Power buy extraordinary society usual. On basically, the decision For do purchase is action consumers who ensure whether decision purchase executed or no, and whether goals described by the company achieved or set. Various product beauty available in the market requires consumer involved in careful consideration before make choice, because consumer often show preference For product from company famous with reputation leading Because guarantee that reputation positive will bring up a sense of comfort, signify that product has undergo testing strict and fulfilling standard quality. This evaluation process is very important. for consumer before committed For buy product beauty through *e-commerce online platform*. Based on matter this is what it is reason for researcher For explore and research impact trust consumer For decide buy product beauty in a way *on line* through *e-commerce* platforms.

2. THEORETICAL STUDY

According to Kotler & Keller, decision purchase is final decision made by consumers For do purchase and get pleasure from goods or services purchased from all over alternative available options. (*Inggardini Asarila Canestren and Marheni Eka Saputri, 2021*).

Consumer purchasing decisions realized when somebody involved in transaction via the Internet to buy product and services , preceded by various survey conducted consumers based on relevant information with product .

Information about product relevant in the relation with products offered in the marketplace, so that allow consumer For ensure quality and usability product or service As stated by Dessyana , the process of taking decision in purchase covers election One alternative from a number of option For overcome the dilemma faced consumers , who then come true in action concrete . (*Dian Elok Rahmawatie, 2023*). In this context , decisions purchase driven by needs and desires certain .

Trust is desire consumer For believe in the product and or service although There is inherent risk , based on the promise made that product can profitable for consumers . (*Rafidah Haris and Mila Dewi Lasika, 2019*). Basic trust built through trust together between the parties involved , each acknowledges own integrity , consistency , fairness , competence , responsibility answer , and attributes commendable other .

Trust functioning as criteria For evaluate connection between second parties involved in transaction certain , often navigate a crowded environment with uncertainty . In the field of business , very important that trust to consumer cared for and maintained careful , because trust is element important For prosperity any company . Get involved in online transactions require verification information in a way comprehensive For ensure harmony with what has been presented , because must There is mutual trust between seller and buyer for each party For put trust in others. Trust is an integral part of structure base sector business ; grow trust in customers play a role important in build lasting relationship between companies and consumers , so that generate a sense of security and mutual trust believe between second entity . (*CINDI APRILLA,2023*) .

3. RESEARCH METHODS

This research uses methodology quantitative aiming evaluate impact variable related confidence in the retrieval process related decisions with acquisition product beauty through e-commerce platforms.

The amount the population is growing investigated covers overall association students at X University, consisting of from approximately 14,862 individuals from five different groups , in particular classes of 2019, 2020, 2021, 2022, and 2023, who were involved with e-commerce platforms such as Shopee, TikTok Shop, and Facebook.

Remember characteristic expansive population and uncertainty around amount the right individual , size a viable sample confirmed range between 30 and 500 respondents . The sampling process sample done with use Slovin's formula , yields size sample 100, with distribution questionnaire done in accordance with probability sampling principles .

4. RESULTS AND DISCUSSION

Findings study explain that trust give influence positive and significant in a way statistics on decisions consumer For buy product beauty online via e-commerce channels . These results support reception hypothesis alternative (H_a), as proven by the partial test (T) which reveals The calculated t- value is 2.670, > 1.661 , and the level of significance of 0.009 , which is below threshold of 0.05. This result shows that level trust increasing consumers facilitate possibility do purchase through e-commerce platforms. In addition , the features enhanced technology that meets need consumer show that trust individual to utility technology correlated with improvement usage . This means that familiarity and trust consumers on the effectiveness of the website increases intention and belief they in make decision purchase in e-commerce realm.

Can concluded that trust consumer play role important in allow consumer For make decision For do online purchases . The issue that arises trust can be seen from various facilities offered online that supports involvement platform users , especially including steps security that protects consumer during online transactions , so that reduce perceived risk .

5. CONCLUSION AND SUGGESTIONS

Based on findings obtained from analysis and discussion next , can concluded that variable trust give influence positive and significant in a way statistics on the process of taking decision related purchases product beauty through e-commerce platforms.

Possible suggestions offered by researchers including must for e -commerce companies such as Shopee, TikTok Shop, and Facebook to increase feature security For product them . In connection with product beauty , for foster a sense of security among consumers are very important For build reliability of the e-commerce platform, and ensure that they in a way consistent give good and unpretentious service to consumer they .

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