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Influence of Brand Image and Reviews on Pinkflash Purchase Decisions via Shopee With Trust Mediation

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ABSTRACT

This study aims to investigate the influence of brand image and product reviews on purchase decisions of PinkFlash cosmetics through the Shopee platform, with consumer trust serving as a mediating variable. Using a quantitative method with Partial Least Squares-Structural Equation Modeling (PLS-SEM), data were collected from 160 respondents who had purchased PinkFlash products. The findings show that brand image has a strong and significant effect on consumer trust and purchase decisions, while product reviews significantly influence trust but do not directly affect purchase behavior. However, trust effectively mediates the relationship between brand image and purchase decisions, as well as between product reviews and purchase decisions, highlighting its central role in reducing uncertainty and reinforcing consumer confidence in online shopping. The results also indicate that despite the brand's temporary crisis related to the discovery of hazardous substances, positive reviews and a favorable brand image remain critical in rebuilding consumer trust. Theoretically, this research contributes to consumer behavior literature by emphasizing trust as both a mediating and direct determinant in e-commerce cosmetics. Practically, the study offers managerial implications for online cosmetic brands to strengthen brand image and manage reviews strategically in order to foster trust and drive purchase decisions, particularly among Generation Z consumers.

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Introduction

The makeup industry is experiencing rapid growth as an increasing number of people, particularly women, have become more aware and attentive to their appearance (Mafra et al., 2022). One way to support this is through the use of cosmetic products Putri, M. Y., Savitri, C., & Pertiwi, W. (2024). The following are several cosmetic brands that have successfully ranked among the current top 10 best-selling products:



Figure 1. Best-Selling Brands on Shopee in the Cosmetics Category.

Source: Markethac.id.(2025)

Pinkflash is a new cosmetics brand from China that was officially launched in 2020. At present, Pinkflash offers a wide range of beauty products, including lipsticks, mascaras, eyeliners, face powders, loose powders, and foundations. Among all of its products, Pinkflash mascaras and eyeliners are among the most popular, as evidenced by their high sales figures and ratings on Shopee, which frequently place them among the best-selling products with transactions reaching thousands of units.

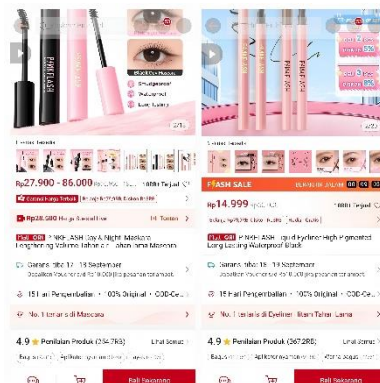


Figure 2. Best-Selling Brands on Shopee in the Cosmetics Category.

Source: Shopee Mall Pinkflash, (2025)

The strong interest in these products demonstrates that Pinkflash could attract consumer attention and compete with other major cosmetic brands in the e-commerce market. Pinkflash presents itself by adopting a girly and charming Korean makeup look. Its products appeal to a wide range of consumers, from teenagers and adults to professionals such as makeup artists (MUAs). According to Emiliani & Habib, (2024), Pinkflash's strengths lie in its sweet pink-toned shades, pigmented results, and affordable prices.

However, Pinkflash's popularity was disrupted after the Indonesian Food and Drug Authority (BPOM) discovered harmful substances in several of its products, such as the red dyes K3 and K10 (coloring agent CI 15585). According to a report by Suara.com in 2024, the products found to contain these hazardous ingredients included the Pinkflash Pro Touch Eyeshadow Palette, Pinkflash L01

Lasting Matte Lipcream, and the Pinkflash Multi Face Palette PF-M02. This discovery drew major public attention since cosmetics are products that come into direct contact with the skin, potentially reducing consumer trust and damaging the positive brand image that had been established.

Setianingsih, (2022) explained that consumers are more likely to choose products with a strong and positive brand image compared to competitors. In line with this, Setiarini, (2025) emphasized that brand image and visual appeal play a significant role in enhancing purchasing decisions in e-commerce. Likewise, Fitrianti et al., (2025) argued that a strong brand image contributes not only to consumer satisfaction but also to loyalty, as buyers tend to choose products with reputable brand identities.

Nevertheless, Pinkflash cosmetics have received many positive reviews on e-commerce platforms such as Shopee. This suggests that despite the temporary decline in brand image due to the issue, the majority of users remain satisfied with the quality of its products. Positive reviews serve as testimonials that can influence potential buyers. According to Syaputra & Putri (2024), product reviews play a crucial role in helping consumers evaluate quality, provide feedback, and serve as a basis for decision-making in online shopping. Thus, the high number of positive reviews for Pinkflash products on Shopee can be seen as an indicator that consumers continue to place their trust in the brand. In this context, brand image and product reviews are two of the most important elements influencing purchasing decisions, as consumers heavily rely on the experiences and recommendations of other users to assess product quality and safety (Adirestuty et al., 2020; Oetama, 2022).

A study conducted by (Yudha et al., 2024) also demonstrates that online reviews exert a significant effect on buying behavior, while brand image not only plays a central role but also mediates the impact of reviews on purchase intentions. This underscores the equal importance of reviews and brand image in shaping consumer decision-making (Nanda et al. 2025). Likewise, Kurniawati & Nuvriasari (2025) in their study of H&M fashion products, confirmed that brand image strongly influences purchase decisions, affirming its strategic relevance in consumer behavior. However, consumer trust becomes particularly crucial when a brand faces a reputation crisis due to findings of harmful ingredients, as experienced by the PinkFlash cosmetic products. Research on public relations strategies in managing reputation crises highlights that consumer trust may deteriorate swiftly in viral situations, such as when harmful ingredients are revealed. In these circumstances, adopting a prompt and well-planned response is vital to rebuild brand reputation and regain consumer confidence (Timothy et al., 2019)

Previous studies have shown mixed results regarding the relationship between brand image and purchasing decisions. Fahrurrazi & Susila, (2024) found that brand image has a significant and positive influence on purchasing decisions. Consistent with this finding, Rizkiana et al., (2024) emphasizes that brand image plays a crucial role in shaping consumer decision-making, as positive associations embedded in customers' perceptions reduce hesitation when purchasing a product. Similarly, Akbar & Nadia, (2024) research indicates that both brand image and consumer trust exert significant positive influences, with brand image emerging as the dominant factor driving purchase decisions. In addition, a systematic review by Puspita & Malik, (2025) concludes that brand image, price, and product quality consistently affect purchasing decisions, with brand image in particular frequently exerting a significant impact on consumer buying behavior. In contrast, research by Rahayu et al., (2023) indicated no significant effect. A similar pattern is observed in relation to product reviews: while some studies suggest they influence purchasing decisions, Febriana et al., (2023) reported otherwise. Furthermore, G. I. H. Sari et al., (2020) revealed that consumer trust significantly affects purchasing decisions, while

Djan & Adawiyah R, (2020) also emphasized that consumer trust has a considerable impact on purchase choices.

Unlike prior studies that mostly examined the direct effects of brand image and product reviews on purchase decisions, this study highlights the mediating role of consumer trust. Understanding how consumer trust influences brand image and product reviews remains limited, especially in the context of purchasing PinkFlash cosmetics on Shopee. Therefore, this research aims to analyze the influence of brand image and product reviews on purchasing decisions of PinkFlash cosmetics on Shopee, with consumer trust as a mediating variable. The study also seeks to make a theoretical contribution by deepening the understanding of consumer trust as a significant mediator in the relationship between brand image, product reviews, and purchasing decisions in the e-commerce setting, particularly concerning PinkFlash, which is currently facing a reputation issue due to the discovery of harmful chemical substances. Practically, the findings encourage PinkFlash to emphasize the importance of building and maintaining a strong brand image as well as effectively managing product reviews in order to reinforce consumer trust. This trust will serve as a key factor in driving consumer purchasing decisions.

Literature Review

Brand Image

The operational definition of brand image in this study refers to consumers' perceptions and beliefs about the PinkFlash brand, which are shaped by their experiences and the information they obtain (Sofi'i & Rosyidi, 2023). Choosing the right brand can shape public opinion and even influence individuals' views of their social status in relation to that brand (Alfian et al., 2024; Zaki et al., 2020). Consequently, brand image serves a crucial function in marketing, as it influences not only consumer purchasing decisions but also their loyalty toward the brand. In line with this perspective, Maharani et al., (2025) underscores that brand image exerts a positive and significant influence on consumer purchase choices, suggesting that the stronger reputation of a brand, the greater the likelihood that consumers will decide to purchase its products. According to (M. B. Sari & Soebiantoro, 2022), the indicators of brand image are:

- a. Brand Favorability: Refers to the extent of consumers' positive attitudes and preferences toward a brand, representing the favorability of their evaluations.
- b. Brand Strength: Denotes the prominence and frequency of brand-related associations, reflecting the degree to which the brand is embedded in consumer memory.
- c. Brand Uniqueness: Represents the brand's capacity to establish distinctive qualities compared to competitors, thereby generating meaningful differentiation in the minds of consumers.

Product Review

The operational definition of product review in this study refers to the evaluations provided by consumers based on their experiences after using PinkFlash products (Pinasty & Habib, 2024; Ryandono et al., 2019). Most potential buyers often seek information about products or services they intend to purchase to build trust and ensure safety before making a transaction (Fadhilla Rizqa & Nora Pitri Nainggolan, 2024). In this context, it is important to understand the role of product reviews as a strategic marketing component, as they help shape consumer perceptions and facilitate purchasing decisions. According to Rahmawati, (2025) online customer reviews do not have a direct and significant effect on consumer purchasing decisions on platforms such as TikTok Shop. However, these reviews play an important role in strengthening consumer confidence, which in turn has a significant influence on

purchasing behavior. According to Ilmiyah & Krishernawan, (2020), the indicators of product reviews are:

- a. Awareness: This dimension assesses the degree to which consumers are cognizant of and attentive to the existence of product reviews. A higher level of awareness can enhance consumer attention toward particular products.
- b. Frequency: This construct pertains to the regularity with which consumers consult product reviews during the decision-making process. Frequent engagement with reviews tends to amplify their role in shaping purchase decisions.
- c. Comparison: This aspect highlights the extent to which consumers utilize product reviews as a reference tool for evaluating comparable products, thereby facilitating more informed choices.
- d. Effect: This dimension reflects the influence of product reviews on consumer cognition and decision-making processes, encompassing the reinforcement of trust, the formation of opinions, and direct effects on purchase intentions and behaviors.

Consumer Trust

The operational definition of consumer trust in this study refers to consumers' confidence in PinkFlash products, demonstrated by their willingness to rely on and trust the brand (Nizar et al., 2019; Zaki et al., 2024). (Cintammy & Slamet, 2021) argue that consumer trust is a determinant of purchase intention. Buyers who have developed trust through prior experiences with a seller are more likely to make repeat or higher-value purchases. Gaining customer trust is essential for business sustainability. Building trust influences customer opinions about a brand's morality, competence, and integrity, which ultimately affect their attitudes and behaviors (Arifin et al., 2024; Hasna Lutfi Indriani et al., 2024). Moreover, findings of Sinaga & Evyanto (2023) indicate that consumer trust plays a crucial role in influencing purchasing decisions, thereby justifying the acceptance of the proposed hypothesis. In the context of PinkFlash cosmetics on Shopee, this becomes the basis for understanding how trust interacts with other factors in shaping consumer purchasing behavior. According to (Hanum & Wiwoho, 2023), the indicators of consumer trust include:

- a. Ability: Refers to consumers' confidence in the brands or product's competence to consistently deliver performance in accordance with its promises.
- b. Integrity: Represents the extent to which consumers believe that a brand demonstrates honesty, fairness, and adherence to ethical principles.
- c. Benevolence: Denotes the belief that the company genuinely prioritizes customer interests with sincerity, rather than being solely motivated by profit.
- d. Willingness to Depend: Describes the level of comfort and assurance consumers experience when relying on a brand, product, or service to fulfill their needs without uncertainty.

Purchase Decision

The operational definition of purchase decision in this study refers to the activity carried out by consumers when considering whether to buy PinkFlash products (Pitri, 2023). Saporso et al., (2021) define purchase decision as a cognitive process involving choices and step-by-step evaluations, influenced by factors such as brand image and consumer trust. In line with this, previous research concludes that product reviews, consumer trust, and price collectively as well as individually exert a positive and significant influence on purchase decisions for beauty products in the Shopee marketplace (Setyaningrum et al., 2025). According to (Mulyana, 2021), the indicators of purchase decision include:

- a. Product Choice: Refers to the consumer's decision regarding whether to purchase a specific product or to allocate financial resources toward alternative options.
- b. Brand Choice: Involves the consumer's evaluation and selection of a particular brand among available alternatives.
- c. Channel Choice: Pertains to the consumer's decision in selecting the most appropriate distribution channel or retailer from which to obtain the product.
- d. Purchase Timing: Denotes the consumer's determination of the most suitable time frame for making a purchase, which may vary across individuals—for example, on a daily, weekly, biweekly, or monthly basis.
- e. Purchase Quantity: Concerns the consumer's judgment about the appropriate volume of product to be purchased at a given point in time.

Methodology

This study employs a quantitative approach, collecting data through questionnaires completed by respondents (Wijayanti & Ryandono, 2020). The data obtained were then analyzed to describe the general condition and to test the relationships among the variables, namely brand image, product reviews, consumer trust, and purchase decisions. This research aims to determine whether brand image and product reviews influence the purchase decisions of PinkFlash cosmetics on Shopee, with consumer trust acting as a mediating variable. A quantitative approach was chosen because it allows variables to be measured numerically and the relationships among them to be analyzed using statistical methods (Qosim et al., 2023; Ryandono et al., 2020).

The research population consists of consumers who have purchased PinkFlash products on Shopee, with a particular focus on Generation Z as the main segment. This generation was chosen because they are digital natives, highly active on social media, heavily reliant on online marketplaces, and tend to use product reviews and brand image as the primary basis for purchase decisions. Previous studies also suggest that Gen Z requires greater validation from online reviews compared to earlier generations, making them a highly relevant group for analyzing trust and purchase decisions.

The sampling technique used was non-probability sampling with an accidental sampling method, in which respondents were selected based on chance encounters but still met the study criteria to provide relevant information. Since the population size is unknown, the sample size was determined using the theory of Hair et al., (2010), which suggests a minimum of 10 times the number of key indicators (3 for brand image, 4 for product reviews, 4 for consumer trust, and 5 for purchase decision), resulting in 160 respondents. The data used consist of primary data, collected through online questionnaires distributed to PinkFlash consumers on Shopee, and secondary data, obtained from literature, BPOM reports, and relevant Shopee sales documentation (Sugiyono, 2020).

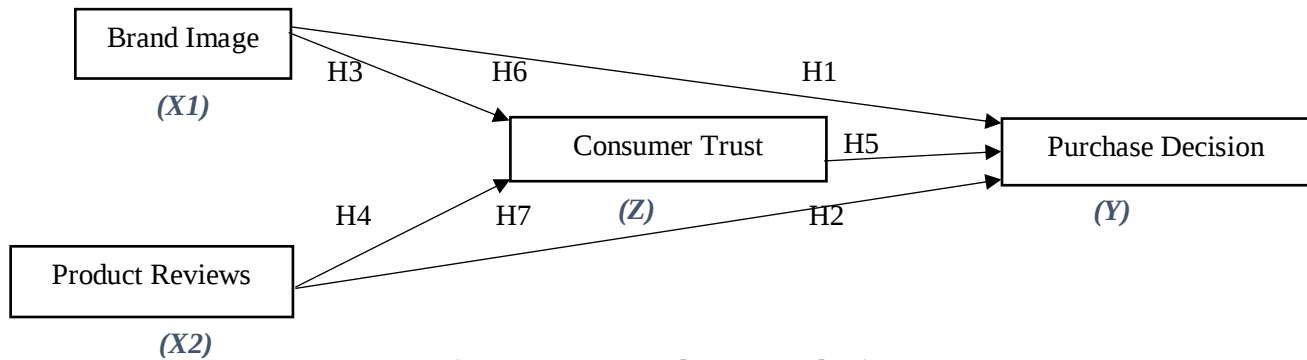


Figure 3. Conceptual Framework Diagram

Source: Processed by Researchers (2025)

H1: Brand image has a positive and significant effect on the purchase decision of PinkFlash cosmetics on the Shopee platform.

H2: Product reviews have a positive and significant effect on the purchase decision of PinkFlash cosmetics on the Shopee platform.

H3: Brand image has a positive and significant effect on consumer trust in PinkFlash cosmetics on the Shopee platform.

H4: Product reviews have a positive and significant effect on consumer trust in PinkFlash cosmetics on the Shopee platform.

H5: Consumer trust has a positive and significant effect on the purchase decision of PinkFlash cosmetics on the Shopee platform.

H6: Consumer trust mediates the effect of brand image on the purchase decision of PinkFlash cosmetics on the Shopee platform.

H7: Consumer trust mediates the effect of product reviews on the purchase decision of PinkFlash cosmetics on the Shopee platform.

Table 1
Measurement of Research Variables

Variable	Indicator	OL	Category
Brand Image CR: 0.79 CA: 0.78 AVE: 0.70	I prefer PinkFlash products over other products.	0.897	Valid
	I often hear friends or influencers mention and recommend PinkFlash products.	0.791	Valid
	I feel that PinkFlash has a unique design and color scheme compared to other brands.	0.814	Valid
Product Reviews CR: 0.88 CA: 0.88 AVE: 0.72	I read reviews before purchasing PinkFlash products.	0.846	Valid
	I read more than one PinkFlash product review before purchasing.	0.871	Valid
	I compare PinkFlash product reviews with other product reviews before purchasing.	0.818	Valid
	If there are negative reviews about product safety, I will cancel my purchase of PinkFlash.	0.903	Valid

Consumer Trust CR: 0.86 CA:0.86 AVE: 0.68	I feel that PinkFlash is able to deliver the promised quality.	0.895	Valid
	I am confident that PinkFlash is responsible for the composition and safety of its products.	0.742	Valid
	I am confident that PinkFlash does not only focus on making a profit, but also on providing good product quality.	0.878	Valid
	I feel comfortable and confident to continue using PinkFlash products.	0.827	Valid
<i>Purchase Decision</i> CR: 0.89 CA: 0.90 AVE: 0.70	I bought PinkFlash because it was what I was looking for.	0.896	Valid
	I chose PinkFlash over other brands even though the prices were similar.	0.865	Valid
	I chose Shopee as my main place to buy PinkFlash products.	0.736	Valid
	I buy PinkFlash products regularly (for example: every month/every two months).	0.853	Valid
	I buy more than one PinkFlash product in a single transaction.	0.763	Valid

Source: Processed by Researchers (2025)

Results

Respondent Characteristics

The table below presents a general description of the demographic characteristics of the respondents involved in this study.

Table 2. Respondent Characteristics

Characteristics	Frequency	Percentage
Gender		
Female	160	100%
Age		
• < 18 years old	30	18,75%
• 18 - 25 years old	107	66,88%
• 26 - 35 years old	12	8,8%
• > 35 years old	11	8,1%
Average number of times PinkFlash products were purchased on Shopee		
• 1	25	15,625%
• 2-3	103	64,375%
• 4-5	14	8,75%
• < 5	18	11,25%
Aware that PinkFlash products once contained hazardous ingredients		
• Yes	96	60%
• No	64	40%

Source: Processed by Researchers (2025)

Convergent Validity Test

The convergent validity test was assessed by evaluating each indicator of outer loadings. SmartPLS 4 analysis showed all loadings exceed 0.7, indicating the research instrument has good convergent validity (Al Adawiyah et al., 2025; Fitrianna et al., 2025). In addition, the Average Variance Extracted (AVE) values for each variable were also greater than 0.5, confirming the validity of the instrument (Adirestuty et al., 2023; Juliana et al., 2024). Table 2 below presents the outer loadings and the Average Variance Extracted (AVE) for each indicator.

Table 3. Convergent Validity Test

Variable/Item	Outer Loading	Average Variance Extracted	Status
Brand Image		0.70	valid
X1.1	0.897		
X1.2	0.791		
X1.3	0.814		
Product Reviews		0.72	valid
X2.1	0.846		
X2.2	0.817		
X2.3	0.818		
X4.4	0.903		
Consumer Trust		0.68	valid
X3.1	0.895		
X3.2	0.742		
X3.3	0.878		
X3.4	0.827		
Purchase Decisions		0.70	valid
X4.1	0.896		
X4.2	0.865		
X4.3	0.736		
X4.4	0.853		
X4.5	0.763		

Source: Processed by Researchers (2025)

Discriminant Validity Test

The discriminant validity test was conducted by examining the cross-loading values to ensure that each construct in the model is clearly distinct from the others, thereby accurately measuring the intended concept. According to Hair et al. (2019), good discriminant validity is indicated when each indicator has a stronger relationship with its own construct than with other constructs. Based on Table 3, all indicators demonstrated the highest loading values on their respective constructs compared to other constructs. This indicates that the indicators used appropriately represent the constructs of Brand Image, Product Reviews, Consumer Trust, and Purchase Decision without any deviation or overlap with other constructs. Overall, the loading values for the main constructs ranged from 0.742 to 0.903, while the loadings on other constructs remained lower.

Table 4. Cross-Loading Test

	Brand Image	Product Reviews	Consumer Trust	Purchase Decisions
CM1	0.897	0.424	0.797	0.828
CM2	0.791	0.289	0.741	0.645
CM3	0.814	0.524	0.672	0.720
UP1	0.367	0.846	0.272	0.398
UP2	0.446	0.817	0.408	0.476
UP3	0.441	0.818	0.387	0.461
UP4	0.398	0.903	0.336	0.410
KPM1	0.789	0.376	0.895	0.762
KPM2	0.706	0.448	0.742	0.711
KPM3	0.762	0.271	0.878	0.748
KPM4	0.696	0.323	0.827	0.684
KPL1	0.784	0.436	0.755	0.896
KPL2	0.747	0.477	0.708	0.865
KPL3	0.620	0.350	0.698	0.736
KPL4	0.756	0.312	0.814	0.853
KPL5	0.709	0.591	0.593	0.763

Source: Processed by Researchers (2025)

Reliability Test

The reliability test was conducted by evaluating the values of Cronbach's Alpha and Composite Reliability to assess the consistency of the indicators. A Cronbach's Alpha value greater than 0.70 indicates good reliability, while Composite Reliability is considered acceptable if the value exceeds 0.60 (Adirestuty, 2019; Alimusa et al., 2025; Juliana et al., 2025). These findings confirm that the research measurement instrument is reliable in assessing Brand Image, Product Reviews, Consumer Trust, and Purchase Decision.

Table 5. Construct Reliability and Validity Results

	Cronbach's Alpha	Composite Reliability
Brand Image	0.78	0.79
Product Reviews	0.88	0.88
Consumer Trust	0.86	0.86
Purchase Decisions	0.90	0.89

Source: Processed by Researchers (2025)

Based on Table 4 above, the Cronbach's Alpha values for all variables were greater than 0.70, and the Composite Reliability values exceeded 0.60. This indicates that the indicators for Brand Image, Product Reviews, Consumer Trust, and Purchase Decision can accurately and reliably measure their respective constructs.

Inner Model Analysis

The structural model (inner model) analysis was conducted to assess and evaluate the relationships among the constructs in this study, which included the Multicollinearity Test, the Coefficient of Determination Test, and the Hypothesis Test.

Multicollinearity Test

Errors in interpreting regression models may arise when a high level of multicollinearity is present, as this makes it difficult to distinguish the influence of each independent variable on the dependent variable.

Therefore, it is important to perform a Variance Inflation Factor (VIF) test. A VIF value of less than 5 indicates no significant multicollinearity, values between 5 and 10 indicate moderate multicollinearity that requires attention, while values greater than 10 suggest high multicollinearity that may affect the validity of the model (J. F. Hair et al., 2019).

Table 6. VIF Test Results

	VIF
Brand Image → Consumer Trust	1.322
Brand Image → Purchase Decisions	4.439
Product Reviews → Consumer Trust	1.322
Product Reviews → Purchase Decisions	1.383
Consumer Trust → Purchase Decisions	4.610

Source: Processed by Researchers (2025)

Based on the VIF analysis presented in Table 5, the VIF values for all independent variables were found to be below 5. Thus, it can be concluded that there is no significant multicollinearity problem in this model. This indicates that the independent variables in this study do not exhibit excessively high linear correlations with each other, allowing the effect of each variable on purchase decision and consumer trust to be measured accurately.

R² Test (Coefficient of Determination)

The coefficient of determination was used to assess how effectively the independent variables (Brand Image and Product Reviews) explain the dependent variables (Consumer Trust and Purchase Decision). Based on the analysis presented in Table 6, the R-square (R²) value for the consumer trust variable is **0.783**. This means that **78.3%** of the variance in consumer trust can be explained by brand image and product reviews, while the remaining **21.7%** is explained by other factors not included in this study. The R-squared for the purchase decision variable is **0.821**, meaning that **82.1%** of the variance in purchase decision can be explained by brand image, product reviews, and consumer trust. External factors outside the scope of this model influence the remaining **17.9%**. Therefore, these findings demonstrate that the independent variables in the model (brand image, product reviews, and consumer trust) are capable of explaining a substantial proportion of the variance in the dependent variable (purchase decision) in a significant and relevant manner.

Table 7. R2 Test Results

	<i>R-square</i>
Consumer Trust	0.783
Purchase Decisions	0.821

Source: Processed by Researchers (2025)

Hypothesis Testing (Bootstrapping)

The analysis stage began with testing validity and reliability to ensure that the research instrument met proper standards in measuring each variable. Subsequently, hypothesis testing was conducted to provide answers to the research questions and to assess both the direct and indirect effects among the variables.

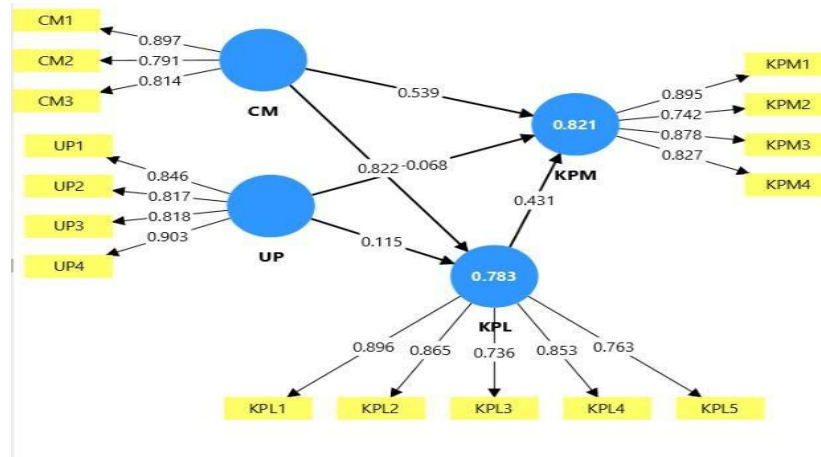


Figure 4. Outer Model Analysis Results.

Source: Processed by Researchers (2025)

Hypothesis Testing

Hypothesis testing was conducted to evaluate the relationships between the variables in the research model. The significance of these relationships was assessed using the p-value, where a relationship is considered significant if the p-value is less than 0.05 (J. F. Hair et al., 2019). The results of the bootstrapping test presented in Table 7 can be used to analyze the strength of the relationships between the variables, which are reflected in the path coefficients and p-values. The analysis results for each hypothesis are as follows:

Table 7. Path Coefficient Test Results

		<i>Original sample (O)</i>	<i>T statistics (O/STDEV)</i>	<i>P Values</i>
Brand Image	→ Consumer Trust	0.822	24.854	0.000
Brand Image	→ Purchase Decisions	0.539	5.665	0.000
Product Reviews	→ Consumer Trust	0.115	2.433	0.015
Product Reviews	→ Purchase Decisions	-0.068	0.837	0.403
Consumer trust	→ Purchase Decisions	0.431	4.042	0.000
Brand Image	→ Consumer Trust	0.354	3.903	0.000
	→ Purchase Decisions			
Product Reviews	→ Consumer Trust → Purchase Decisions	0.050	2.332	0.020

Source: Processed by Researchers (2025)

Table 8. Interpretation of Hypothesis Test Results

Hypothesis	Conclusion
H1: Brand Image → Consumer Trust	Accepted
H2: Brand Image → Purchase Decisions	Accepted

H3: Product Reviews → Consumer Trust	Accepted
H4: Product Reviews → Purchase Decisions	Rejected
H5: Consumer Trust → Purchase Decisions	Accepted
H6: Brand Image → Consumer Trust → Purchase Decisions	Accepted
H7: Product Reviews → Consumer Trust → Purchase Decisions	Accepted

Source: Processed by Researchers (2025)

Discussion

The Influence of Brand Image on Consumer Trust

The results of the path coefficient analysis presented in Table 7 show that brand image has a positive and significant effect on consumer trust with a coefficient of 0.822, a t-statistic value of 24.854, and a p-value of 0.000. This led to the acceptance of hypothesis H1, which states that consumer confidence in a brand would also increase as its image gets better. Particularly for cosmetic goods subject to it, PinkFlash's brand image is a great indicator of quality and dependability. This builds customer confidence in the brand. The quality, safety, and ethical, halal issues, which are so important, as Gen Z is a generation that, before buying, is tech savvy, closely monitors a brand's image and the values it represents (Nurjanah et al., 2025; Selastia et al., 2025).

From a theoretical perspective, the relationship between brand image and consumer trust can be understood through signaling theory, perceived quality theory, and the concept of brand credibility. A strong brand image functions as a signal of consistent quality and product safety, thereby reducing consumer uncertainty and reinforcing perceptions of brand reliability (Ryandono et al., 2019). When consumers regard a brand as credible and dependable, their level of trust increases, which subsequently fosters greater loyalty and purchase intentions (Nizar et al., 2019).

In the cosmetics sector, this effect becomes particularly salient, as consumers tend to be highly sensitive to product quality, safety assurances, and ethical dimensions such as halal certification and sustainable practices. A favorable cosmetic brand image not only guarantees perceptions of safety but also resonates with consumer values, thereby enhancing their confidence in purchase decisions. Furthermore, the role of brand image in cultivating trust is accentuated by the purchasing behavior of Generation Z, a demographic that dominates online cosmetic consumption. As digital-savvy and brand-conscious consumers, they consistently evaluate brand reputation and authenticity prior to making purchases. Their trust is more easily gained by brands that demonstrate transparency, ethical responsibility, and alignment with lifestyle preferences. For PinkFlash, this implies that developing a brand image that is not only strong but also authentic and credible is essential to securing the trust and long-term loyalty of younger consumers.

This finding is consistent with Sitanggang et al., (2025) In the study, which revealed that consumer trust in the Shopee e-commerce platform is significantly and positively influenced by brand image. The result aligns with the present study, emphasizing the importance of brand image in strengthening consumer trust and consequently influencing purchase decisions in e-commerce. Consistent with this, (Lusianto, 2024) found that brand image exerts a positive and significant impact on purchase decisions, suggesting that favorable perceptions of a brand directly encourage consumers to engage in purchasing behavior. Furthermore, Rakhmawati, (2023) highlighted that while company-generated brand content may sometimes be met with skepticism, peer reviews are generally considered more credible and trustworthy, thereby playing a critical role in shaping consumer perceptions and fostering trust prior to purchase.

The Influence of Brand Image on Purchase Decision

In addition to its impact on trust, brand image was also found to have a positive and significant influence on purchasing decisions, with a coefficient of 0.539, a t-statistic of 5.665, and a p-value of 0.000. This means that customers who view PinkFlash positively are more confident in making purchasing decisions. This shows that a positive brand image not only shapes perceptions but also directly encourages consumers to buy. In other words, the stronger the brand image, the higher the likelihood of purchase.

This result supports the study by Harahap & Khasanah (2023), which showed that a strong brand image significantly increases consumer purchase decisions. Comparable results were reported by Mohamad Rizaldi et al., (2025) in the skincare sector, showing that brand image has a direct and positive impact on purchase behavior. Similarly, Febrianti et al., (2024) emphasized that a favorable brand image improves consumer confidence and purchase intention in e-commerce settings, while (Vannesa & Wulandari, 2024) confirmed its role as a decisive factor in consumer loyalty and purchasing decisions within the cosmetics industry.

From a theoretical perspective, these results can be interpreted through consumer decision-making theory and brand equity theory, which posit that brand image reduces perceived risk, enhances credibility, and strengthens consumer attachment, ultimately increasing purchase probability. Within the cosmetics context, brand image assumes greater importance given the strong association of such products with self-image, personal trust, and lifestyle preferences. Consumers often rely on the symbolic and identity-related attributes of cosmetic brands when making purchasing decisions.

Furthermore, the characteristics of Generation Z, who represent a dominant segment in online cosmetics consumption, reinforce the importance of brand image. Gen Z consumers are particularly sensitive to issues of brand identity and authenticity, and they tend to choose brands they perceive as trustworthy, transparent, and consistent with their personal values. For PinkFlash, this implies that reinforcing brand image should not only focus on visibility but also on cultivating authenticity and credibility to maintain relevance among younger consumers.

The Influence of Product Reviews on Consumer Trust

The product review variable shows a positive and significant effect on consumer trust, with a coefficient of 0.115, a t-statistic of 2.433, and a p-value of 0.015. This means that product reviews provided by consumers have a proven positive effect on consumer trust. When consumers encounter positive reviews of PinkFlash products, their trust increases. Though not as powerful as brand image, product reviews have a major impact on consumer trust. That is so because consumers are usually more affected by a collective brand identity, therefore deemed more credible than individual ideas, sometimes thought to be not objective. Furthermore, reviews of goods are sometimes seen as personal experiences, not always reflective of the general quality of the item. On the other hand, image branding develops from several elements, including reputation, brand promises, and general customer experience (Marwini, 2022). Therefore, it is more successful at fostering trust.

This result is supported by Soekotjo (2022), who found that consumer trust is largely shaped by online product reviews. Reliable reviews help strengthen consumer perceptions of product quality, thereby building trust. This supports the current study's findings that product reviews are a crucial component in fostering trust in e-commerce. Oktadinna & Fauzan (2023), declaring that the examination and rating of goods really boost customer confidence on e-commerce sites by offering indicators on quality and certification of earlier user experience, which will build the product and improve favorable buyer

experiences. Supported by research, Rahayu & Kussudyarsana (2025), concludes that customer feedback is very important in the purchasing process, because comment about products have a greater influence on building trust that store ratings.

The Influence of Product Reviews on Purchase Decision

However, unlike the influence of product reviews on purchasing decisions, the results of the analysis show that this relationship is not statistically significant, with a coefficient value of -0.068, a t-statistic of 0.837, and a p-value of 0.403. This indicates that reviews do not directly influence customers final purchasing decisions on Shopee. Cosmetics buyers prioritize brand image, trust, and personal experience over product reviews when making purchase decisions. This is because reviews are often considered subjective, biased, or influenced by promotions, so they do not directly influence purchase decisions. In addition, customers trust the overall reputation of the brand and its credibility in ensuring product quality and safety.

This finding is consistent with Ilmiyah & Krishernawan (2020), which stated that product reviews do not significantly influence purchase decisions. Many consumers tend not to prioritize the review feature in transactions. This reinforces that, although reviews are accessible, they are not always the primary determinant in decision-making, particularly in cosmetic purchases on e-commerce platforms. Aisyah et al., (2021) Also noted that product reviews did not have a significant impact on purchasing decisions on the Shopee platform, confirming that reviews were not a key factor.

The Influence of Consumer Trust on Purchase Decision

Meanwhile, the consumer confidence variable has a positive and significant effect on purchasing decisions, with a coefficient of 0.431, a t-statistic of 4.042, and a p-value of 0.000. This shows that consumer confidence has a positive and significant effect on purchasing decisions. This means that the higher the level of consumer confidence in PinkFlash, the more likely they are to make a purchase. Trust provides a sense of security and confidence that the chosen product will meet expectations, thereby reducing uncertainty in the decision-making process.

This result is consistent with Risnawati et al., (2023), which showed that consumer trust significantly impacts purchase decisions. Consumer confidence in product reliability plays a critical role in shaping purchase behavior. Particularly in the context of e-commerce, this highlights the essential role of trust in driving purchase decisions. Comparable results have been reported in several other studies. Pratiwi et al., (2024) revealed that consumer trust exerts a positive and significant influence on purchasing decisions for beauty products in e-commerce platforms. Similarly, Intan Pramita Dewi et al., (2024) highlighted that brand trust plays a crucial mediating role in linking online customer reviews and digital marketing strategies with students' purchase decisions in Cirebon. More recently, Sintiadewi et al., (2024) demonstrated that brand trust has a strong impact on purchase decisions for natural cosmetic products in Bali, with electronic word of mouth (e-WOM) and product quality serving as key antecedents. Collectively, these findings reinforce the notion that consumer trust functions not only as a mediating construct but also as a direct determinant of purchasing behavior, particularly within the digital beauty commerce environment.

The Mediating Role of Consumer Trust in the Relationship Between Brand Image and Purchase Decision

Further analysis also shows that consumer trust plays a significant mediating role in the relationship between brand image and purchasing decisions. The statistical results indicate a coefficient of 0.354, with

a t-statistic of 3.903 and a p-value of 0.000, confirming that the relationship is statistically significant. In other words, a strong brand image first increases consumer confidence, which in turn encourages consumers to purchase PinkFlash products. Thus, brand image influences purchasing decisions not only directly but also indirectly through consumer confidence. Trust plays an essential mediating role because brand image on its own largely shapes consumers' perceptions of product quality, safety, and credibility. Nevertheless, such perceptions require reinforcement through trust before consumers are genuinely willing to engage in purchasing behavior (Marwini et al., 2025). In other words, while brand image generates favorable assessments, it is trust that delivers the psychological assurance needed to minimize perceived risks and uncertainties, thereby facilitating purchase decisions (Marwini & Lestari, 2022; Zaki et al., 2024).

This finding is in line with Aeni & Ekhsan (2020), which confirmed that brand trust mediates the positive relationship between brand image and purchase decisions. Therefore, maintaining a strong brand image is essential for strengthening consumer trust, which increases online purchase decisions. Comparable evidence was also provided by Tria Lestari & Eko Saputra, (2024), who identified brand trust as a significant mediator in the relationship between brand image and purchase intention within the cosmetics sector. Likewise, Indrawan et al., (2024) demonstrated that brand trust mediates the effect of brand image and product quality on purchasing behavior in online retail environments, while Thalia et al., (2024) confirmed that consumer trust enhances the mediating role between brand image and purchasing decisions in the case of skincare products marketed through e-commerce. These studies collectively emphasize that sustaining a strong brand image is critical not only for shaping favorable consumer perceptions but also for reinforcing trust, which in turn becomes a decisive factor in driving online purchase behavior.

The Mediating Role of Consumer Trust in the Relationship Between Product Reviews and Purchase Decision

Consumer trust has been identified as a significant mediating factor in the relationship between product reviews and purchasing decisions. The analysis shows the coefficient value of 0.050 with a t-statistic of 2.332 and a p-value of 0.020, within the 5% level of significance, which means that although product reviews do not exert a direct impact on purchasing decisions, they indirectly shape consumer behavior by fostering trust. In this sense, product reviews contribute to purchasing decisions through the mediating role of consumer trust.

Furthermore, the findings indicate that consumer trust significantly mediates both the relationship between brand image and purchasing decisions (coefficient = 0.354, t-statistic = 3.903, p-value = 0.000) and the relationship between product reviews and purchasing decisions (coefficient = 0.050, t-statistic = 2.332, p-value = 0.020). These results highlight the importance of consumer trust in reinforcing the indirect effects of both brand image and product reviews on purchasing behavior. This conclusion is in line with the study of Cahya et al. (2023), which found that online reviews and brand image positively influence purchasing decisions, with consumer trust acting as a significant mediator. Their results strengthen the view that consumer trust functions as a bridge, amplifying the indirect impact of product reviews on consumer purchase decisions in the e-commerce environment.

Conclusion

This study summarizes the results and answers the research objectives by showing that brand image exerts a strong and positive influence on purchase decisions while also playing a significant role in fostering consumer trust and willingness to buy. In contrast, product reviews do not directly affect purchase decisions but positively shape consumer trust. Ultimately, consumer trust enhances the influence of both brand image

and product reviews on purchase decisions, as well as acts as a mediating variable with a significant effect in both relationships, although the impact of product reviews occurs indirectly.

Theoretically, this research contributes to a deeper understanding of consumer trust as a significant mediator in the relationship between brand image, product reviews, and purchase decisions for cosmetics in e-commerce platforms, particularly for PinkFlash, which is facing a reputation crisis due to the discovery of harmful chemical substances. Practically, the findings highlight the importance for PinkFlash to strengthen its brand image and manage product reviews effectively to maintain consumer trust, which remains a key factor in driving purchase decisions.

The results of this study carry both managerial and academic implications. From a managerial perspective, cosmetic brands, especially those operating in e-commerce, must prioritize brand image development and review management strategies to sustain consumer trust, which is critical in the face of increasing competition and potential reputation risks. Academically, the findings support and extend existing literature by emphasizing the mediating role of consumer trust, providing a foundation for further research on digital consumer behavior in the cosmetics sector.

Despite its contributions, this study has several limitations. First, the sample size was relatively limited and not evenly distributed across age groups, which may affect the generalizability of the findings. Second, the research focused only on one cosmetic brand, PinkFlash, thereby limiting the scope of application to other cosmetic products. For future research, it is recommended to involve a more diverse respondent profile, expand the sample across different demographic segments, and examine additional cosmetic brands experiencing similar issues. Such efforts would provide a broader perspective and stronger empirical support for understanding consumer trust, brand image, and product reviews in shaping purchase decisions.

Author's Contribution

M.R. was primarily responsible for designing the study, developing the research instruments, and conducting the data analysis. F.F. contributed to data collection, carried out the literature review, and assisted in interpreting the research findings. L.M. provided excellent supervision throughout the research process, offered methodological guidance, delivered critical revisions to the manuscript, and ensured the overall academic quality of the paper. All authors engaged in discussions of the results, contributed their perspectives according to their areas of expertise, and collaborated in drafting and refining the final manuscript for publication.

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The authors declare that they have no competing interests.

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