

The Effect of Word of Mouth and Brand Image Through Brand Trust on Purchasing Decisions for MS Glow Skincare Products in Bangkinang Kota, Kampar Regency

Badriati Saniah¹, Henni Noviasari², Agnes Alvionita³, Prima Andreas Siregar⁴

¹⁻⁴University of Riau

Article Info

Article history:

Received May, 2025

Revised June, 2025

Accepted June, 2025

Keywords:

Word of Mouth,
Brand image,
Brand trust,
Purchase decision

ABSTRACT

This study was conducted with the aim of determining the Influence of Word of Mouth and Brand Image Through Brand Trust on Purchasing Decisions for Ms Glow Skincare Products in Bangkinang City, Kampar Regency. The population in this study were consumers of MS Glow skincare products in Bangkinang City, Kampar Regency, with the sample criteria in this study being Consumers Who Use MS Glow Skincare Products, Consumers Domiciled in Bangkinang City, Aged over 17 Years. This study will use a non-probability sampling technique, where each member of the population does not have an equal opportunity to be selected as part of the sample so that the number of samples from this study is 100 people from the total population. The data analysis method for this study uses the Structural Equation Modeling - Partial Least Square (SEM-PLS) analysis method with SmartPLS software version 4.0. The results of this study indicate that Word of Mouth has an effect on brand trust for Ms Glow skincare products, Brand Image has an effect on brand trust for Ms Glow skincare products. Word of Mouth influences the Purchase Decision of Ms Glow Skincare Products, Brand Image influences the Purchase Decision of Ms Glow Skincare Products, Brand trust influences the purchase decision of Ms Glow Skincare Products, Word of mouth influences the purchase decision through brand trust of Ms Glow Skincare Products, Brand image influences the purchase decision through brand trust of Ms Glow Skincare Products.

This is an open access article under the [CC BY-SA](#) license.



Corresponding Author:

Name: Henni Noviasari

Institution: University of Riau

e-mail: henni.noviasari@lecturer.unri.ac.id

1. INTRODUCTION

Modern life has provided convenience and practicality to individuals in supporting their appearance and beauty. Therefore, facial care is a priority that must be addressed. One of the secondary needs offered is skincare, a treatment used to improve the appearance and beautify the face.

Skincare products can meet the basic needs of users, ensuring naturally healthy facial skin.

According to an article from cantik.tempo.co, the beauty products that are recommended and popular at this time and have been widely used by the public are MS Glow skincare products (cantik.tempo.co accessed January 22, 2024).

MS Glow is a local skincare brand founded in 2013 by Shandy Purnamasari and Maharani Kemala. The name "MS Glow" is derived from the initials of the founders and their brand motto, "Magic for Skin," which reflects their vision of bringing the best skincare products to Indonesia.

Ms. Glow skincare products can be used by women and men over 17 years of age and are BPOM certified (msglow.id.com accessed March 12, 2023). Ms Glow is the third best-selling skincare brand in e-commerce in 2022 with a percentage of 29.48%. Ms Glow has Department Stores spread throughout Indonesia with a total of approximately 3,000 resellers spread across Indonesia and often holds bazaars to further introduce Ms Glow products to consumers, and is also offered on the internet with a variety of choices that are increasingly innovating. MS Glow is a skincare brand with products that have a more affordable market price and advantages that can make consumers purchase Ms Glow products.

To increase customer engagement, Ms. Glow introduces its products through influencers and resellers in Indonesia. This word-of-mouth strategy is used as a representative to connect MS Glow and resellers to provide information that is recommended to consumers around them offline and online. According to Sudirman (2023), word-of-mouth is an activity that conveys information about a brand or product to other consumers. According to Rumawung (2021), word-of-mouth is when customers talk to other people about their opinions on a product brand.

The existence of Ms Glow resellers throughout Indonesia has led to the massive spread of word-of-mouth by Ms Glow resellers to consumers. Resellers and product users who encourage their closest people to use certain products tend to have a deeper understanding of the benefits of a product and product image. Consumers can quickly compare their understanding of brand image with the actual experience of using the product, so they feel more confident recommending the product to their close ones. This suggests that consumers' positive

experiences can strengthen brand image and motivate them to share their recommendations with others.

When customers give good opinions and pay attention to many positive WOMs of a product, they will have a positive impression of the product or company brand. A positive image impacts consumer confidence in product purchases. Conversely, when customers give an unfavorable opinion about a product, it creates a negative impression that can cause consumer hesitation to buy a product.

This is supported by a pre-survey conducted on 30 respondents that Word Of Mouth has created strong communication between consumers and resulted in the possibility of exchanging information and views on a product. Positive reviews can increase the perception of product quality and effectiveness. Brand image can create a positive image value, especially in terms of the producer entity that owns the product brand name. The value of a positive brand image in terms of consumer views can encourage high consumer confidence in the benefits and quality offered from the product. Beauty products with a good brand image can influence consumer purchasing decisions, and brand image is also a top priority used as a reference by consumers before making a purchase. A good brand image in the perception and views of consumers can increase the value of consumers to continue using products from the same brand, so that they will not switch to using products from other brands. In addition, consumers tend to choose a brand image that has a good reputation, value, and positive impression.

Furthermore, researchers conducted pre-research on MS Glow resellers in Bangkinang Kota and obtained results, namely, during the last three years from 2021 to 2024, sales of 618 Ms Glow skincare products were achieved.

Furthermore, brand trust plays an important role in consumers' purchasing decisions. If a product brand has a positive image, this can cause consumers to believe in the guarantees that have been given and the quality of the product. Consumers will always

buy the products they need, but there will be a close relationship between the products they buy and their feelings about the brand. A strong brand trust value will provide strong motivation for consumers to make purchasing decisions because the formation of brand trust value can be the experience of the consumer himself or the experience of other consumers who explain their experience when buying and using the product against the quality and promise or guarantee given by a product brand.

Based on research conducted by Sudirman (2023) entitled "The Effect of Word of Mouth and Brand Image on Purchasing Decisions for MS Glow Products" the word-of-mouth variable has a positive and significant effect on purchasing decisions for MS Glow in Semarang City. The dominant influence on purchasing decisions in this study was the word-of-mouth variable. The coefficient of determination was 15.1%, while the remainder could be explained by variables not included in this study. Word-of-mouth and brand image variables simultaneously have a significant effect on Purchasing Decisions (Sudirman, 2023).

2. LITERATURE REVIEW

2.1 Word of Mouth

According to Silverman (2018), word-of-mouth is communication about a product between people who are considered independent of the company that provides the product. This communication can be in the form of a conversation or a one-way testimonial, for example, talking in person.

Word of Mouth (WOM) is an informal communication between individuals who have used a product or service and shared their experience with others. The purpose of WOM is to convince others to try a product or service. This communication has proven effective in influencing consumer attitudes and behavior, whether in the office environment, home, school, or on social media, because the information conveyed is considered more credible and trustworthy than commercial advertisements (Ahmadinejad, 2019).

According to Sitorus and Utami (2017) in Puspasari *et al.* (2018), there are three indicators of WOM: talking about, promoting, and inviting.

2.2 Brand Image

According to Firmansyah (2019), brand image is the perception that arises in the minds of consumers when remembering a brand of a particular product.

According to Perengkuan (2014) in Habibah *et al.* (2018), there are three factors that can measure trust in brands: the product, company, and service images.

2.3 Brand Trust

According to Firmansyah (2019), brand trust reflects consumer confidence in a brand, which can affect their satisfaction and positive expectations. The main indicators for measuring brand trust include brand trust, brand safety, and brand honesty.

According to Aeni and Ekhsan (2021), brand trust results in brand sustainability in a product because when a brand loses consumer confidence, it will be difficult to develop products with that brand in the market. Conversely, when a brand gains consumer trust, its products will continue to grow in the market.

According to Deodata and Soamole (2019) in Watulingas *et al.* (2022), there are four factors as a measure of trust in brands: trust (*Trust*), reliable (*Rely*), honest (*Honest*), and security (*Safe*).

2.4 Purchase Decision

According to Arianty (2016), purchasing decisions are actions taken by consumers to solve problems at hand, with the aim of achieving optimal results in a short time and cost-effectively. This process includes the steps consumers take to fulfill their needs or desires by purchasing a particular product or service.

According to Kotler and Armstrong (2016), purchasing decisions are consumer attitudes toward buying or using a product, both in the form of goods and services, which are believed to satisfy their needs and are accompanied by a willingness to bear the risks that may arise from these purchases.

According to Kotler (2016) in Puspasari *et al.* (2022), purchasing decisions

have four indicators: product selection, brand selection, purchase time, and purchase amount.

2.5 Research Model

In this research model, there are two independent variables (*WOM* and *Brand Image*), the dependent variable is consumer purchasing decisions, and *Brand Trust* as a moderating variable, which is as follows:

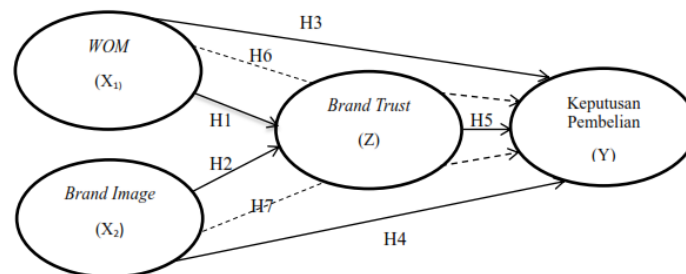


Figure 1. Research Model

Source: Researcher, 2025

2.6 Research Hypothesis

Based on the problem formulation, literature review, and conceptual framework described, the research hypothesis can be formulated as follows:

- 1) *Word of Mouth* affects *Brand Trust* for Ms Glow *skincare* products in Bangkinang Kota.
- 2) *Brand Image* affects *Brand Trust* for Ms Glow *skincare* products in Bangkinang Kota.
- 3) *Word of Mouth* affects the Purchase Decision for Ms Glow *skincare* products in Bangkinang Kota.
- 4) *Brand Image* affects the Purchase Decision for Ms Glow *skincare* products in Bangkinang Kota.
- 5) *Brand Trust* affects the Purchase Decision of Ms. Glow *Skincare* Products in Bangkinang Kota
- 6) *Word of Mouth* through *Brand Trust* affects the Purchase Decision for Ms. Glow *skincare* products in Bangkinang Kota.
- 7) *Brand Image* through *Brand Trust* affects the Purchase Decision of Ms Glow *Skincare* Products in Bangkinang Kota.

3. METHODS

This study was conducted in Bangkinang Kota, Kampar Regency, Riau Province. The types of data used include qualitative and quantitative data obtained

from primary and secondary sources. The research population comprised consumers of MS Glow *skincare* products in Bangkinang Kota. The sampling technique used was non-probability sampling, with a purposive sampling approach, namely sample selection based on certain considerations (Sugiyono, 2015). The number of samples was determined using the Lemeshow formula, which resulted in a minimum number of 96.04. To facilitate the calculation, the number of samples was rounded to 100. In this study, the model and data analysis techniques adopted the Structural Equation Modeling (SEM) approach to test the hypothesis. SEM was chosen because there are latent variables in this research framework. In addition, SEM was used to analyze the moderation variables in the model (Haryono, 2016). SEM is divided into two types, namely SEM covariance-based square (CB-SEM) and Variance-Based Square approaches, also known as partial least squares (PLS-SEM). In this study, the methodology applied uses SEM with the partial least square approach and uses SmartPLS 4.0 software to process data.

Smart PLS 4.0 software is one of the SEM methods options that can be used to overcome the problems that arise in relationships. In using this method, primary data will be processed to analyze the impact between variables, namely, Word of Mouth and Brand Image, on the Core variable,

Purchase Decision, and Brand Trust as an intermediate variable.

4. RESULTS AND DISCUSSION

4.1 Data Analysis Results

4.1.1 Evaluation of Measurement Model (Outer Model)

The Measurement Model (Outer Model) was evaluated to ensure that the instruments or indicators used in the study were valid and reliable. This test aims to measure the relationships between indicators and latent constructs. Several important aspects were considered in this evaluation.

4.1.1.1 Convergent Validity

a) Loading Factor

Table 1. Loading Factor Results

	X1	X2	Y	Z
X1.1	0.777			
X1.2	0.822			
X1.3	0.810			
X1.4	0.837			
X1.5	0.811			
X1.6	0.803			
X2.1		0.836		
X2.2		0.849		
X2.3		0.874		
X2.4		0.887		
X2.5		0.793		
X2.6		0.811		
Y.1			0,785	
Y.2			0,844	
Y.3			0.830	
Y.4			0.801	
Y.5			0.729	
Y.6			0.730	
Y.7			0.788	
Y.8			0.855	
Z.1				0.750
Z.2				0.819
Z.3				0.841
Z.4				0.825
Z.5				0.801
Z.6				0.762
Z.7				0.804
Z.8				0.776

In the table above, it can be seen that the loading factor value of each indicator has

a value above 0.7; thus, the indicator is declared valid.

b) Average Variance Extracted (AVE)

Table 3. AVE Results

	Average variance extracted (AVE)	Description
X1	0.656	Valid

X2	0.710	Valid
Y	0.629	Valid
Z	0.637	Valid

the table above, the results show that each research variable has a value of 0.5 or

more, indicating that all variables are valid and meet the criteria of the test.

4.2.2.2 Discriminant Validity

a. Fornell-Larcker Criterion

Table 4. Fornell-Larcker Criterion Results

	X1	X2	Y	Z	Description
X1	0.810				Valid
X2	0.772	0.843			Valid
Y	0.793	0.845	0.906		Valid
Z	0.792	0.798	0.919	0.929	Valid

Based on the table above, it is concluded that all variables in this study are valid because the correlation value between each indicator and the latent construct being measured is higher than the correlation value

of the indicator to other latent constructs. This shows that each indicator has a greater contribution to measuring the latent construct in question than other latent constructs.

b. Cross Loading

Table 5. Cross Loading Results

	X1	X2	Y	Z
X1.1	0,777	0,659	0,729	0,699
X1.2	0,822	0,554	0,654	0,582
X1.3	0,810	0,629	0,676	0,701
X1.4	0,837	0,705	0,833	0,719
X1.5	0,811	0,576	0,583	0,552
X1.6	0,803	0,599	0,573	0,547
X2.1	0,678	0,836	0,717	0,793
X2.2	0,636	0,849	0,785	0,756
X2.3	0,676	0,874	0,770	0,811
X2.4	0,681	0,887	0,826	0,814
X2.5	0,586	0,793	0,702	0,704
X2.6	0,641	0,811	0,776	0,763
Y.1	0,617	0,674	0,785	0,698
Y.2	0,729	0,676	0,844	0,686
Y.3	0,610	0,788	0,803	0,793
Y.4	0,546	0,732	0,801	0,764
Y.5	0,785	0,620	0,729	0,628
Y.6	0,598	0,756	0,730	0,784
Y.7	0,646	0,753	0,788	0,778
Y.8	0,828	0,734	0,855	0,743
Z.1	0,598	0,698	0,643	0,750
Z.2	0,662	0,730	0,729	0,819
Z.3	0,628	0,786	0,764	0,841

Z.4	0,645	0,808	0,777	0,825
Z.5	0,647	0,732	0,749	0,801
Z.6	0,623	0,648	0,686	0,762
Z.7	0,613	0,767	0,799	0,804
Z.8	0,642	0,684	0,766	0,776

Based on the table above, it can be seen that the *original sample* value for each indicator of each variable is more than 0.7. This indicates that the indicators have a high *loading factor*, which means that they have a

strong correlation with the latent construct being measured. Thus, these indicators can be considered valid measuring instruments in this research model.

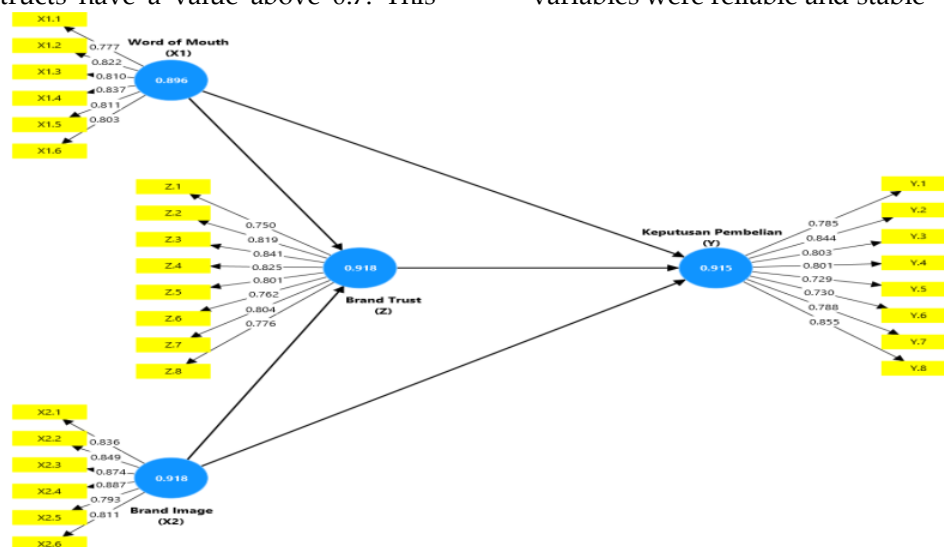
4.3 Reliability Test

Table 6. Reliability Test Results

	Composite reliability	Cronbach's alpha	Description
X1	0.920	0.896	Reliable
X2	0.936	0.918	Reliable
Y	0.931	0.915	Reliable
Z	0.933	0.918	Reliable

The test results above show that all the constructs have a value above 0.7. This

shows that all questions used to measure variables were reliable and stable



4.4 Evaluation of Structural Model (Inner Model)

4.4.1 R-Square

Table 7. R-Square Results

	R-square	Adjusted R-square
Y	0.905	0.902
Z	0.861	0.858

In the test table above, it can be seen that the *R-squared* value for the Purchase Decision variable is 0.92 (90%). This value indicates that the word-of-mouth and brand image variables have a changing influence on

the Purchasing Decision variable. The remaining 0.08 (10%) is explained by other variables that cannot be used in this study.

In the R-squared test for the Brand Trust variable, the value was 0.858 (86%). This

value indicates that the Word of Mouth and Brand Image variables contribute to influencing changes in the Brand Trust variable 0.858. The remaining 0.142 (14%) is

4.4.2 Model Fit

Table 8. Model Fit Results

	<i>Saturated model</i>	<i>Estimated model</i>
SRMR	0.091	0.091
<i>d_ULS</i>	3.355	3.355
<i>d_G</i>	6.034	6.034
<i>Chi-square</i>	1984.956	1984.956
NFI	0.506	0.506

In the results table above, it can be seen that the value of SRMR is 0.91, where the model will be considered suitable when it has an SRMR value below 0.10, and can be seen in

4.4.3 Hypothesis Test

Table 9. Results of Path Coefficients and Specific Indirect Effect

	<i>path coefficients</i>	<i>T statistics</i>	<i>P values</i>	Results
X1 -> Z	0.204	3.049	0.003	Significant
X2 -> Z	0.762	11.528	0.000	Significant
X1 -> Y	0.263	4.969	0.000	Significant
X2 -> Y	0.266	2.242	0.026	Significant
Z -> Y	0.476	4.285	0.000	Significant
X1 -> Z -> Y	0.097	2.647	0.009	Significant
X2 -> Z -> Y	0.362	3.934	0.000	Significant

The results show that all hypotheses in this study can be accepted because they have a *T-statistics* value in significance testing above 1.96 and a *P-value* below 0.05.

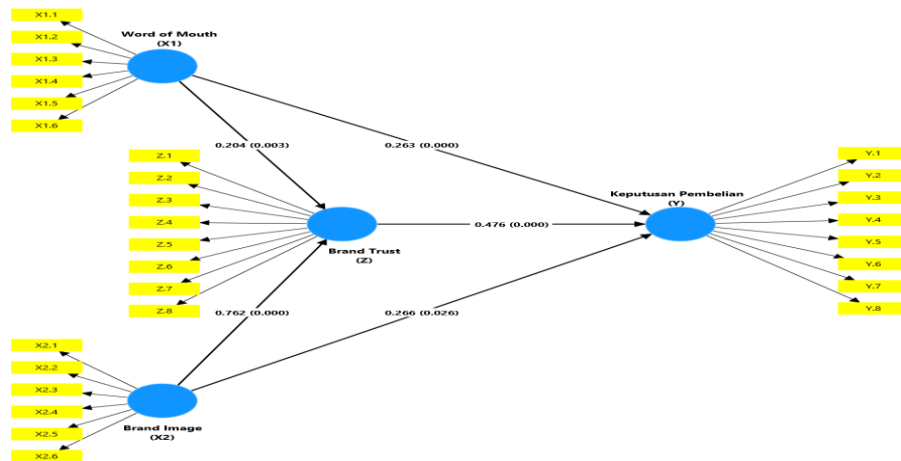
explained by variables not used in this study. Therefore, it can be concluded that the Purchase Decision and Brand Trust variables have a strong R-squared value.

the *Normed Fit Index* value of 0.506 or (60%), so the research model carried out in this study is good.

Therefore, it can be concluded that all the hypotheses in this study have positive and significant results.

Table 10. Hypothesis Test Results

No.	Hypothesis	Results	Description
H1	<i>Word Of Mouth</i> has an effect on <i>Brand Trust</i> .	Significance	Accepted
H2	<i>Brand Image</i> has an effect on <i>Brand Trust</i> .	Significance	Accepted
H3	<i>Word Of Mouth</i> has an effect on Purchasing Decisions.	Significance	Accepted
H4	<i>Brand Image</i> affects Purchasing Decisions.	Significance	Accepted
H5	<i>Brand Trust</i> affects Purchasing Decisions.	Significance	Accepted
H6	<i>Word Of Mouth</i> affects Purchasing Decisions through <i>Brand Trust</i> .	Significance	Accepted
H7	<i>Brand Image</i> affects Purchasing Decisions through <i>Brand Trust</i> .	Significance	Accepted



4.4.4 Effect Size

Table 11. *F-Square Results*

	Y	Z	Results
X1	0.264	0.121	Moderate
X2	0.112	1.686	Moderate
Z	0.332		Strong

According to Savitri *et al.* (2021), the F-square has an interpretation value of 0.35 (strong), 0.15 (moderate), and 0.02 (small). It can be seen in the table above that the X1 and X2 values have moderate results and the Z value has strong results.

4.4 Discussion

4.4.1 The effect of word of Mouth on brand trust for Ms. Glow skincare products in Bangkinang Kota, Kampar Regency

The results of the study found that the Word of Mouth (WOM) variable has a positive and significant influence on *brand trust* for MS Glow skincare products in Bangkinang City. WOM is an effective promotional channel, where information from previous consumers can influence new consumer confidence in product quality. Increased consumer confidence in a brand can strengthen loyalty and increase future purchasing decisions.

4.4.2 The influence of Brand Image on brand trust for Ms. Glow skincare products in Bangkinang Kota, Kampar Regency

The results of this study found that brand image has a positive and significant influence on brand trust in MS Glow skincare products in Bangkinang City. A strong brand image can meet or even exceed consumer

expectations, provide quality assurance, and increase consumer confidence. If the brand image is supported by a good company reputation, consumers will be more confident in their choices, which, in turn, increases their level of trust in MS Glow products.

4.4.3 The Effect of Word of Mouth on Purchasing Decisions for Ms Glow skincare products in Bangkinang Kota.

The results of the study found that the Word of Mouth (WOM) variable has a positive and significant influence on purchasing decisions for MS Glow skincare products in Bangkinang City. WOM functions as an effective promotional channel, where information from previous consumers can influence new consumer confidence in the product quality. Increased consumer confidence in a brand can strengthen loyalty and increase future purchasing decisions.

4.4.4 The Effect of Brand Image on Purchasing Decisions for Ms. Glow Skincare Products in Bangkinang Kota.

The results of this study found that *brand image* has a positive and significant influence on purchasing decisions for MS Glow skincare products in Bangkinang City. Brand image reflects consumer perceptions and beliefs about a brand, including the

advantages and disadvantages of the product. The stronger the brand image of a product, the more likely consumers are to purchase it.

4.4.5 The influence of brand trust on purchasing decisions for Ms. Glow skincare products in Bangkinang Kota, Kampar Regency

The results of this study found that *brand trust* significantly influenced the purchasing decisions for MS Glow skincare products in Bangkinang City. Brand trust includes consumer confidence in the quality, safety, and reputation of the brand. When consumers trust a brand, they are more likely to make purchases.

4.4.6 The effect of word of mouth on purchasing decisions through brand trust for Ms. Glow skincare products in Bangkinang Kota, Kampar Regency

The results of this study show that word of mouth (WOM) has a significantly influences purchasing decisions for MS Glow skincare products in Bangkinang City through the role of brand trust. WOM functions as an effective promotional channel, where information from previous consumers can influence new consumer confidence in the product quality. Increased consumer confidence in a brand can strengthen loyalty and increase future purchasing decisions.

4.4.7 The influence of brand image on purchasing decisions through Ms Glow skincare brand trust in Bangkinang Kota, Kampar Regency

The results of this study indicate that *brand image* significantly influences purchasing decisions for MS Glow skincare products in Bangkinang City through the intermediary of *brand trust*. *Brand image* reflects the perceptions, beliefs, and initial memories formed when consumers first recognize the slogan, letter design, color, or symbol of a brand, which is then embedded in the minds of consumers as a differentiator from other brands. Thus, *brand trust* plays an important role in strengthening the *brand image*. Consumer trust in a brand further strengthens the brand image in the eyes of consumers and ultimately influences purchasing decisions for MS Glow skincare products, especially in the Bangkinang Kota

area. *Brand trust* is the foundation that facilitates the formation and strengthening of a *brand's image*.

5. CONCLUSION

Based on the results of the data analysis that has been carried out, the conclusions can be drawn as follows:

- 1) *Word of Mouth* affects *brand trust* in Ms Glow skincare products in Bangkinang Kota, Kampar Regency, because of the positive experiences and recommendations from Ms Glow skincare users, thereby increasing customer trust in a brand.
- 2) *Brand image* significantly influences *brand trust* in MS Glow skincare products in Bangkinang City, Kampar Regency. A positive brand image reflects product quality and can meet or even exceed consumers' expectations. This provides quality assurance each time the product is used. If the brand image is produced by a company with a good reputation, consumers will be more confident in their choice, thereby strengthening their trust in the brand.
- 3) Word of Mouth (WOM) significantly impacts purchasing decisions for MS Glow skincare products in Bangkinang City. This word-of-mouth communication is often more trusted by consumers than official advertisements because the information conveyed comes from the direct experience of previous users. This increases the trust of potential consumers in the products.
- 4) *Brand Image* significantly influences purchasing decisions for MS Glow skincare products in Bangkinang City. When consumers consider buying a product, they first assess the brand image, which includes perceptions of product quality. A positive brand image can create a good first impression and build consumer trust. This encourages consumers to choose, buy, and continue using MS Glow products in the long term.
- 5) Brand Trust significantly influences purchasing decisions for MS Glow

skincare products in Bangkinang City. Brand trust gives consumers a sense of security that MS Glow products will not cause side effects or harm their skin. Emotional benefits are also related to the brand's ability to make buyers or brand users feel something during the buying process that can be used as an experience. Thus, brand trust affects purchase decisions.

- 6) *Word-of-mouth (WOM)* significantly affects purchasing decisions for MS Glow skincare products in Bangkinang City, Kampar Regency, through the role of brand trust. WOM is a form of communication that has a major impact on influencing consumer decisions. When consumers who have used MS Glow

products share their positive experiences, this can increase other consumers' trust in the product. This trust, formed through WOM, strengthens brand trust, which in turn influences purchasing decisions.

- 7) *Brand Image* significantly influences purchasing decisions for MS Glow skincare products in Bangkinang City, Kampar Regency, through the role of *brand trust*. A positive brand image reflects product quality and can meet or even exceed consumer expectations. This provides quality assurance each time the product is used. If the brand image is produced by a company with a good reputation, consumers will be more confident in their choice, thereby strengthening their trust in the brand.

REFERENCES

- [1] Aeni, N., & Ekhsan, M. (2021). The Effect of Brand Image on Purchasing Decisions Mediated by Brand Trust. *Jesya (Journal of Sharia Economics and Economics)*, 4(1), 377-386.
- [2] Ahmadinejad. (2019). The Impact of Customer Satisfaction on Word of Mouth Marketing (Case Study: Bamilo Online Store). *Scirea; Journal of Management*, 3(2), 40-52.
- [3] Arianty, Nel (2016). *Marketing Management*, Medan: Perdana Publishing
- [4] Firmansyah. (2019). *Product and Brand Marketing: Planning and Strategy*. Qiara Media.
- [5] Beautiful.tempo.co recommended and popular beauty products <https://www.tempo.co/tag/22-januari>
- [6] Habibah, Hamdani, & Lisnawati. (2018). The Effect of Brand Image and Celebrity Endorser on Purchasing Decisions for Wardah Cosmetic Products.
- [7] Kotler, P & Keller, K. (2016). *Marketing Management* (12th ed.). Index.
- [8] MS glow.id. ms glow *skincare* products.2023 msglow.id.com Accessed March 12, 2023).
- [9] Puspasari, M., Afriliana, N., & Oktariani. (2023). The Effect of Word of Mouth, Brand Image, and Brand Awareness on Purchasing Decisions for Pixy Lipstick. *MOTIVATION Journal of Management and Business*, 8 (1).
- [10] Sudirman. (2023). The Effect of Word of Mouth and Brand Image on Purchasing Decisions for MS Glow Products. *Scientific Journal of Economics*, 21 (3), 310-316.