

THE EFFECT OF PRODUCT QUALITY, *BRAND IMAGE* , AND *BRAND TRUST* ON PRODUCT PURCHASE DECISIONS PINKFLASH BRAND *EYESHADOW* (CASE STUDY ON GEN Z IN MEDAN CITY)

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This study aims to see the impact of *brand image* , *brand trust* , and product quality. to Decision Purchase *eyeshadow* products Pinkflash on Generation Z in Medan City. This study uses a quantitative approach with various associative. The target population is Generation Z women aged 17 to 25 year in City Medan, with estimate amount population a number of 165,505 soul. Technique withdrawal sample use *non-probability sampling* through approach *Purposive sampling* . Referring to the Slovin formula calculation at a 10% error level , a sample of 100 respondents was obtained. Data collection was carried out by distributing a *Likert -scale questionnaire* , then the data were analyzed using *SPSS 26*. through validity, reliability, classical assumptions, *multiple linear regression* , t-test, F-test, and coefficient of determination (R^2) tests. The results of the study show that Product Quality has a positive and significant influence on Purchasing Decisions, with a t-value of 2.761 and a significance of 0.007. *Brand image* has a positive and significant influence on Purchasing Decisions, with a t-value of 3.515 and a significance of 0.001. On the other hand, *brand trust* does not have a significant influence on Purchasing Decisions, through The t-value is 1.676 and the significance is 0.097. Simultaneously, Product Quality, *brand image* , and *brand trust* have a positive and significant influence on Purchasing Decisions, through the F-value of 22.662 and the significance of 0.000. The *R Square* of 0.415 indicates that the three *independent variables* can explain the Purchase Decision by 41.5%, while 58.5% is explained by other aspects outside the model. Therefore, Product Quality and *brand image* are aspects that have been proven to have a partial influence on the Purchase Decision of Pinkflash *eyeshadow* products , while *brand trust* has not shown a significant impact.

Keywords: Quality of Resources Man, Professionalism Work, Compensation, Work Environment, Power Competitive Organization

1. INTRODUCTION

The development of industry cosmetics and beauty in Indonesia shows progress Which quite rapidly in recent years. This growth is supported by the growth of digital technology Also go on usage social media, as well as change people's lifestyle triggering the rise request in various product cosmetics. Cosmetics No Again only assessed as complement appearance, However Also has become part of everyday needs, especially for young women . (Imani, 2024; Kotler & Keller 2016).

One of the consumer groups that has made a big contribution to the development of the cosmetics industry in Indonesia is Generation Z. This generation is known to actively use social media as a means of communication. A source of information before making a product purchase. Various reviews from *beauty influencers* and consumer experiences on social media platforms like *Instagram* , *TikTok* , and *YouTube* are key considerations when making cosmetic purchasing decisions (Firmadona et al., 2023). This situation has encouraged various cosmetic brands, including Pinkflash, to utilize social media as a marketing tool and to build relationships with consumers, thereby increasing product interest and purchasing decisions (Ariyanto et al., 2023).

Amidst Generation Z's heightened focus on appearance, Pinkflash has become a popular cosmetic brand. The brand offers a variety of products at affordable prices, attractive packaging designs, and a wide range of colors, making it a popular choice for attracting attention. consumer, specifically users beginner And teenager. Popularity Pinkflash Also supported by marketing digital Which active through various platform media social And *marketplace* . (Beautynesia, 2025). Despite its popularity, the brand has faced

safety concerns. In 2024, the Indonesian Food and Drug Authority (BPOM) discovered that several Pinkflash *eyeshadow products* contained dyes that did not meet regulatory requirements, prompting the recall of these products. This situation raised public concern because it is related to the safety of cosmetic products used by consumers . (BPOM RI, 2024). Product quality is one of the most important factors consumers consider when making purchasing decisions. A high-quality product will deliver benefits that align with consumer expectations, resulting in satisfaction and increased trust. Therefore, companies must protect and improve product quality to compete in the market and meet consumer needs. According to Imani et al. (2023), product quality is the ability of a product to meet consumer needs and expectations through its characteristics. A good quality product will be beneficial in line with its function, thereby generating satisfaction and increasing consumer trust.

Brand image is a crucial aspect for a company to win market competition. A positive brand image will enhance consumer understanding of a product, increase trust, and foster a positive perception of its quality. Conversely, a negative brand image can create consumer doubt and influence purchasing decisions.

Referring to Firmansyah (2019), *brand image* is a perception that is built in the minds of customers towards a brand based on experience, information, and various association that he has. A positive brand image will increase trust, make it easier for consumers to recognize a product, and also trigger purchasing decisions. Meanwhile, a negative brand image can reduce consumer interest in choosing that product.

Brand trust is one of the important aspects that influences consumer purchasing decisions. Trust in a brand is formed when consumers believe in it. that the product being promoted can provide benefits in line with expectations, has quality Good quality products are also able to consistently meet needs. The greater the level of consumer trust in a brand, the greater the likelihood of consumers choosing and purchasing that product.

According to Nofirda and Susanto (2024), *brand trust* is consumer confidence in a brand that arises from positive experiences, a good reputation, and the brand's ability to consistently meet consumer expectations and needs. This trust arises when consumers believe a brand can deliver the benefits it advertises, thereby reducing risk in purchasing decisions.

Purchasing decisions are a complex behavioral process, not just a final transactional action. Tjiptono (2020) emphasized that this phenomenon encompasses all actions. Consumers acquire products, starting from the pre-decision stage to post-purchase activities. Accordingly, Kotler and Armstrong (2018) position purchasing decisions as a fundamental step in the structure of consumer behavior. Furthermore, purchasing decisions represent consumer behavior. This encompasses a comprehensive study of how individuals and organizations select, acquire, and utilize products, services, or ideas to achieve a level of satisfaction. Essentially, it can be concluded that purchasing decisions are a human approach to mitigating problems by acquiring certain commodities to fulfill their desires (Khairunnisa, Budiyanti, & Haeruddin, 2022).

This study focuses on Generation Z in Medan City because this group is one of the consumer segments that actively follows beauty trends through social media and has a high level of cosmetic use (Ariyanto et al., 2023). Furthermore, to date, studies regarding the purchasing decisions of Pinkflash *eyeshadow* among Generation Z in Medan City are still relatively minimal. Therefore, this study aims to contribute to the development of marketing management science.

eyeshadow product was chosen as the research object because it is one of the products cosmetics that are popular with Generation Z and have high sales levels in *the marketplace* . Although once face issue about security product, interest consumer to product the Still relatively high. This situation is interesting to study regarding product quality, *brand image* , and *brand trust* in purchasing decisions (BPOM RI, 2025; COMPAS, 2025).

Based on the development of the cosmetics industry in Indonesia, the popularity of Pinkflash products, the BPOM case, consumer complaints, high sales data, the relationship between phenomena and research variables, and the existence of *a research gap* , researchers are interested in conducting research entitled

"The Influence of Product Quality, *Brand Image* , *Brand Trust* on the Purchase Decision of Pinkflash *Eyeshadow Products* on Generation Z in Medan City."

As for formulation problem in study This is as following:

1. Does product quality have a partial influence on the purchasing decision of Pinkflash *eyeshadow products* among Generation Z in Medan City?
2. Does brand image *have* a partial influence on the purchasing decision of Pinkflash *eyeshadow products* among Generation Z in Medan City?
3. Does brand trust *have* a partial influence on the purchasing decision of Pinkflash *eyeshadow*

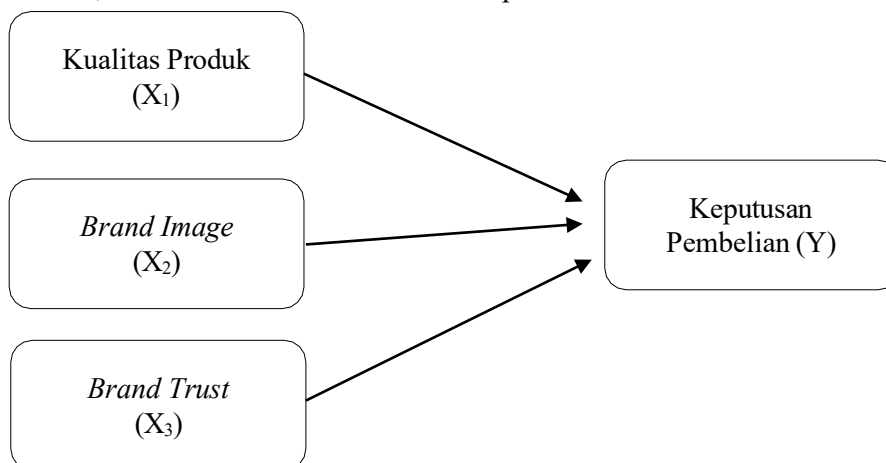
products among Generation Z in Medan City?

4. Do product quality, brand image , and brand trust *have* a simultaneous influence on purchasing decisions for Pinkflash *eyeshadow products* among Generation Z in Medan City?

Based on formulation problem in on, so as for objective study is as following:

1. Purpose understand as well as study impact quality product in a way partial to decision to purchase Pinkflash *eyeshadow products* for Generation Z in Medan City.
2. partially examine the impact of *brand image on purchasing decisions for Pinkflash eyeshadow products* for Generation Z in Medan City.
3. To understand and assess impacts *brand trust* partially on the decision to purchase Pinkflash *eyeshadow products* for Generation Z in Medan City.

Based on background behind, formulation problem, objective study And runway theory Which has been stated above, so this researcher created a conceptual framework as shown in the image below:



Picture 1 Framework Conceptual

Source: Data processed, (2026)

2. METHOD

This research uses an *associative quantitative approach* . According to Sugiyono (2019), *associative* studies are useful for understanding the relationship or influence between two or more variables. In this study, the researcher aims to describe the causal (cause-effect) relationship to give influence Quality Product (X1), *Brand Image* (X2), as well as *Brand Trust* (X3) to Purchase Decisions (Y).

Table 1 Definition Operational Variables

No	Variable Name	Definition Variables	Indicator Variables	Scale
1	Product Quality (X1)	Product quality is capability goods to meet needs and consumer expectations through the attributes it possesses. Products that have good quality will give benefits in line with their functions, so that they can produce satisfaction and increase consumer trust in the brand (Imani, et al., 2024)	a. Form (<i>Form</i>) b. Feature (<i>Features</i>) c. Customization d. Quality Work e. Quality of conformit y f. Durability g. Reliability, Kotler And Keller (2019)	Likert

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2	Brand Image (X ₂)	<i>brand image</i> is perception Which It appears in consumers' minds when they recall a product, influenced by past experiences and information. (Firmansyah, 2019)	a. Name Brand b. Benefit Brand c. Impression resulting from, Sherry & Heryenzus (2022)	Likert
3	Brand Trust (X ₃)	<i>Brand trust</i> is consumer confidence in a brand that arises from positive experiences, a reputation for quality, and the brand's ability to consistently meet customer needs and expectations. This trust arises when consumers believe that a brand can provide aligned benefits are promoted thereby reducing the risk in the Decision purchase. (Nofirda & Susanto, 2024).	a. Credibility Brand b. Competition Brand c. Kindness Brand d. Reputation Brand, Wadi et al. (2021)	Likert
4	Purchase Decision (Y)	Purchasing decisions are a human approach to problem-solving through the acquisition of certain commodities to fulfill life's desires (Khairunnisa, Budiyaniti, & Haeruddin, 2022).	a. Preference Product b. Election Brand c. Distribution or Selection d. Determination Time e. Volume Purchase f. Payment Method, Kotler And Armstrong (2018)	Likert

Source : Data processed, 2026

3. RESULTS AND DISCUSSION

RESULTS

Description Characteristics Respondents

Table 2 Characteristics Responder

No.	Respondent Characteristics	Category	Frequency (People)	Percentage (%)
1	Type Sex	Woman	100	100%
		Man	0	0%
	Total		100	100%
2	Age	14–17 Year	5	5%
		18–22 Year	65	65%
		23–29 Year	30	30%
	Total		100	100%
3	Main Status/Occupation	Students (Junior High School/High School)	7	7%
		Student	70	70%

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		Private Employees/Civil Servants	18	18%
		Entrepreneur/Freelancer	5	5%
	Total		100	100%

Source: (Data Processed Researchers, 2026)

Results Test Validity And Reliability

Table 3 Results Validity Quality Product (X 1), Brand Image (X 2), Brand Trust (X 3), Purchase Decision (Y)

Variables	Item Statement	r count	r- table	Sig.	Information
Quality Product (X1)	X1.1	0.914	0.196	0	Valid
	X1.2	0.909	0.196	0	Valid
	X1.3	0.903	0.196	0	Valid
	X1.4	0.918	0.196	0	Valid
	X1.5	0.922	0.196	0	Valid
	X1.6	0.916	0.196	0	Valid
	X1.7	0.917	0.196	0	Valid
	X1.8	0.929	0.196	0	Valid
	X1.9	0.912	0.196	0	Valid
	X1.10	0.892	0.196	0	Valid
	X1.11	0.919	0.196	0	Valid
	X1.12	0.892	0.196	0	Valid
	X1.13	0.901	0.196	0	Valid
	X1.14	0.931	0.196	0	Valid
Brand Image (X2)	X2.1	0.901	0.196	0	Valid
	X2.2	0.907	0.196	0	Valid
	X2.3	0.905	0.196	0	Valid
	X2.4	0.884	0.196	0	Valid
	X2.5	0.893	0.196	0	Valid
	X2.6	0.914	0.196	0	Valid
Brand Trust (X3)	X3.1	0.897	0.196	0	Valid
	X3.2	0.93	0.196	0	Valid
	X3.3	0.924	0.196	0	Valid
	X3.4	0.926	0.196	0	Valid
	X3.5	0.909	0.196	0	Valid
	X3.6	0.902	0.196	0	Valid
	X3.7	0.909	0.196	0	Valid
	X3.8	0.927	0.196	0	Valid
Decision	Y.1	0.912	0.196	0	Valid
	Y.2	0.878	0.196	0	Valid
	Y.3	0.922	0.196	0	Valid
	Y.4	0.926	0.196	0	Valid
	Y.5	0.907	0.196	0	Valid
	Y.6	0.896	0.196	0	Valid

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Purchase	Y.7	0.896	0.196	0	Valid
(Y)	Y.8	0.926	0.196	0	Valid
	Y.9	0.906	0.196	0	Valid
	Y.10	0.871	0.196	0	Valid
	Y.11	0.888	0.196	0	Valid
	Y.12	0.893	0.196	0	Valid

Source: Results Output SPSS 26

Based on the table above, the number of respondents $N = 100$, therefore through a significance level of 5% and $df = 100 - 2 = 98$, the r-table value is 0.196. Each calculated r-value in the table exceeds 0.196, so each *item* is proven valid. Each of the 40 statement *items* has an r-count value $>$ r-table (0.196). Therefore, each *items* on the Product Quality variable (X1), *Brand Image* (X2), *Brand Trust* (X3), as well as Purchase Decisions

(Y) considered valid as well as Can used in study.

Table 4 Results Test Reliability Quality Product (X 1), Brand Image (X 2), Brand Trust (X 3), Purchase Decision (Y)

No.	Variables	N of Items	Cronbach's Alpha	Standard Reliability	Information
1	Quality Product (X1)	14	0.781	> 0.60	Reliable
2	Brand Image (X2)	6	0.815	> 0.60	Reliable
3	Brand Trust (X3)	8	0.802	> 0.60	Reliable
4	Decision Purchase (Y)	12	0.785	> 0.60	Reliable

Source: Results Output SPSS 26

Table 4.6 shows the results of the reliability test for each study variable. Based on this data, it can be concluded that each variable is suitable for use.

Results Test Normality

Table 5 Results Kolmogorov- Smirnov

One-Sample Kolmogorov-Smirnov Test		
		Unstandardize d Residual
N		100
Normal Parameters a, b	Mean	.0000000
	Std. Deviation	9.22055075
Most Extreme Differences	Absolute	.072
	Positive	.072
	Negative	-.052
Test Statistics		.072
Asymp. Sig. (2- tailed)		.200 c,d

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Results Output SPSS 26

Referring to the results of the normality test using the *One-Sample Kolmogorov-Smirnov Test* , the *Asymp. Sig. (2-tailed)* value was 0.200. This figure exceeds the 0.05 significance level ($0.200 > 0.05$).

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Therefore, it can be concluded that the distribution of residual data in this study is normal. The normality assumption of the regression model has been met and the data is suitable for further analysis.

Results Test Multicollinearity

Table 6 Results Test Multicollinearity

Model	Coefficients ^a					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
(Constant)	9,170	3,359		2,730	.008		
1 QUALITY	.217	.078	.275	2,761	.007	.613	1,632
PRODUCT							
BRAND	.683	.194	.335	3,515	.001	.670	1,494
IMAGE							
BRAND	.233	.139	.163	1,676	.097	.641	1,559
TRUST							

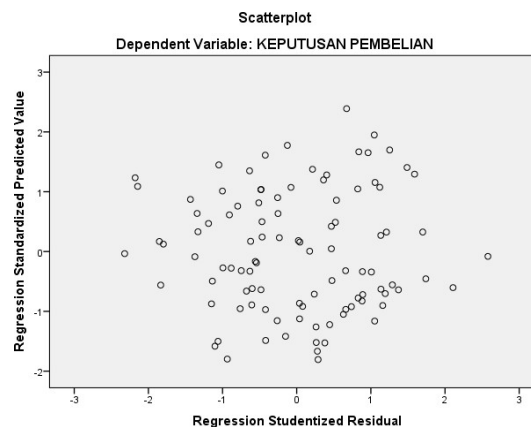
a. Dependent Variable: DECISION PURCHASE

Source: Results Output SPSS 26

Based on the table, each variable has a *Tolerance* value of more than 0.10, namely Product Quality 0.613, *Brand Image* 0.670, and *Brand Trust* 0.641. Beside That, each value VIF less than 10, namely 1,632, 1,494, and 1,559 respectively.

Therefore, it can be concluded that multicollinearity does not occur in the variables Product Quality, *Brand Image* , and *Brand Trust* in the regression model, so that the regression model is suitable for use for further analysis.

Results Test Heteroscedasticity



Picture 2 Results Test Heteroscedasticity

Through the *scatter-plot graph* , it appears that the resulting points are distributed randomly. as well as No bring up pattern certain. Distribution dot, dot, dot Also still is at in surroundings point 0, by because This test is free from heteroscedasticity problems.

Results Test Regression Linear Multiple

Table 7 Results Test Regression Linear Multiple

Coefficients a		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	9,170	3,359		2,730	.008
	QUALITY PRODUCT	.217	.078	.275	2,761	.007
	BRAND IMAGE	.683	.194	.335	3,515	.001
	BRAND TRUST	.233	.139	.163	1,676	.097

a. Dependent Variable: DECISION PURCHASE

Source: Results Output SPSS 26

Referring to Table 4.9, it can be observed that the coefficient values of the independent variables, namely Product Quality, *Brand Image* , and *Brand Trust* on the *Pinkflash* Product Purchase Decision , can be described based on the results of the multiple linear regression study:

$$Y = 9,170 + 0.217X_1 + 0.683X_2 + 0.233X_3 + e$$

1. Constant (a) = 9,170

The constant value of 9.170 indicates that if Product Quality, *Brand Image* , and *Brand Trust* are projected to have a value of 0, it means that the Purchase Decision value is 9.170.

2. Coefficient Quality Product (X_1) = 0.217

The regression coefficient for Product Quality is 0.217 and is positive. This indicates that a one-unit increase in Product Quality will result in a 0.217-unit increase in Purchase Decision, assuming *Brand Image* and *Brand Trust* remain constant.

3. Coefficient Brand Image (X_2) = 0.683

The *Brand Image* regression coefficient is 0.683 and is positive. This means that a one-unit increase in *Brand Image* will result in a 0.683-unit increase in Purchase Decisions, assuming Product Quality and *Brand Trust* remain constant.

4. Coefficient Brand Trust (X_3) = 0.233

The *Brand Trust* regression coefficient is 0.233 and is positive. This means that a one-unit increase in *Brand Trust* will result in a 0.233-unit increase in Purchase Decisions, assuming Product Quality and *Brand Image* remain constant.

Results Test Partial (t-test)

Table 8 Results Test Significant Partial (t-test)

Coefficients a		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	9,170	3,359		2,730	.008
	QUALITY PRODUCT	.217	.078	.275	2,761	.007
	BRAND IMAGE	.683	.194	.335	3,515	.001
	BRAND TRUST	.233	.139	.163	1,676	.097

a. Dependent Variable: DECISION PURCHASE

Source: Results Output SPSS 26

Referring results test t on Table *Coefficients* through total sample 100 respondents as well as level significance α

= 0.05, $df = n - k - 1 = 100 - 3 - 1 = 96$, so the t-table value is ± 1.985 . The decision-making criteria are if the calculated t-value is $> t$ -table and the *Sig. value* is < 0.05 , meaning the independent variable has a significant influence on the dependent variable. The explanation of the results is presented below:

- a. The independent variable X_1 (Product Quality) recorded a t-count of 2.761 and a t-sig of 0.007. The

hypothesis is accepted if the $t\text{-count} > t\text{-table}$ and $t\text{-sig} < 0.05$. Referring to the data, the results showed that the $t\text{-count}$ was $2.761 > 1.985$ and $t\text{-sig}$ $0.007 < 0.05$. This means that it can be concluded that Product Quality partially has a positive and significant impact on Purchasing Decisions. This means that H_1 is accepted and H_0 is rejected.

- b. Independent variable X_2 (*Brand Image*) recorded a $t\text{-count}$ of 3.515 and a $t\text{-sig}$ of 0.001. The hypothesis is accepted when the $t\text{-count} > t\text{-table}$ and $t\text{-sig} < 0.05$. Referring to the data, the results show that the $t\text{-count}$ is 3.515.
 > 1.985 and $t\text{-sig}$ $0.001 < 0.05$. This means that it can be concluded that *Brand Image* has a partial positive and significant impact on Purchasing Decisions, meaning H_2 is accepted and H_0 is rejected.
- c. Independent variable X_3 (*Brand Trust*) noted $t\text{-count}$ 1.676 and $t\text{-sig}$ 0.097. Hypothesis accepted if $t\text{-count} > t\text{-table}$ and $t\text{-sig} < 0.05$. Referring to the data, the result is that $t\text{-count}$ is 1.676
 < 1.985 and $t\text{-sig}$ $0.097 > 0.05$. This means that it can be concluded that *Brand Trust* partially does not produce a significant influence on Purchasing Decisions, meaning H_3 is rejected and H_0 is accepted.

Results Test Simultan (F-test)

Table 9 Results Test Simultan (F-test)

ANOVA a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5960.723	3	1986.908	22,662	.000
	Residual	8416.837	96	87,675		b
	Total	14377.560	99			

a. Dependent Variable: DECISION PURCHASE

b. Predictors: (Constant), BRAND TRUST, BRAND IMAGE, QUALITY PRODUCT

Source: Results Output SPSS 26

The F-count value is 22.662 and the F-sig is 0.000. The hypothesis is accepted when the $F\text{-count} > F\text{-table}$ and $F\text{-sig} < 0.05$. Referring to the data, the results show that the $F\text{-count}$ is $22.662 > 2.70$ and the $F\text{-sig}$ is $0.000 < 0.05$. This means that it can be concluded that Product Quality, *Brand Image* , and *Brand Trust* simultaneously have a positive and significant impact on Purchasing Decisions, meaning H_4 is accepted and H_0 is rejected.

Results Test Coefficient Determination (R^2)

Table 10 Results Test Coefficient Determination (R^2)

Model Summary b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.644 a	.415	.396	9,364

a. Predictors: (Constant), BRAND TRUST, BRAND IMAGE, QUALITY PRODUCT

b. Dependent Variable: DECISION PURCHASE

Source : Results Output SPSS 26

Based on the results of the coefficient of determination test in the *Model Summary Table* , an *R Square value* of 0.415 was obtained. This condition indicates that the variables of Product Quality, *Brand Image* , and *Brand Trust* can simultaneously explain the Purchase Decision variable reaching 41.5%, while the remaining 58.5% is explained by other variables outside the model. Furthermore, the *Adjusted R Square value* of 0.396 shows that after aligned to total variables free as well as overall sample, ability The variables of Product Quality, *Brand Image* , and *Brand Trust* to explain Purchasing Decisions are 39.6%.

The Influence of Product Quality on Purchasing Decisions of Pinkflash Brand Eyeshadow Products among Gen Z in Medan City

Referring to the partial hypothesis test results, the Product Quality variable (X1) produced a t-value of 2.761 with a significance level of 0.007. Using a significance level of 5% and a t-table value of 1.985, the t-value of 2.761 was found to be $> t\text{-table } 1.985$ with a significance value of $0.007 < 0.05$. Therefore, it can be concluded that Product Quality has a partial positive and significant impact. on the Purchase Decision of PinkFlash *eyeshadow products* among Generation Z in Medan City. This condition means H1 accepted and H0 is rejected. These results show that the better the quality of PinkFlash eyeshadow products perceived by consumers, it means the higher the consumer's inclination to make a purchase. Product quality is an aspect of consumer thinking before deciding to buy, because consumers do not just look at the brand or appearance of the product, but think about the quality and benefits they get from the product.

These results align with a study by Rahmatullah and Mangruwa (2023), which showed that product quality positively impacts purchasing decisions for Scarlett Whitening products. These results indicate that the better the product quality perceived by consumers, the higher their likelihood of making a purchasing decision. This finding differs from a study by Ni'mah and Saputro (2022), which found that product quality had a positive but insignificant impact. Decision Purchase *skincare* consumers Scintifi. The result Also different through study Syaharni and Kesumahati (2023) which shows that product quality does not have a significant impact on purchasing decisions for *skincare products* .

The Influence of Brand Image against the Decision Purchase Product Eyeshadow Brand Pinkflash on Gen Z in Medan City

Based on the partial hypothesis test (t-test), *the Brand Image variable* (X2) obtained a t-count value of 3.515 with a significance of 0.001. Through the t-table of 1.985 at a significance level of 5%, it was concluded that the t-count of $3.515 > 1.985$ and a significance of $0.001 < 0.05$. Therefore, H0 was rejected and H2 was accepted. This condition shows that *Brand Image* partially has a positive and significant influence on the purchasing decision of *PinkFlash eyeshadow products* on Generation Z in Medan City .

The results of this study show that brand image is a crucial factor for consumers when making purchasing decisions for *PinkFlash eyeshadow* . The more favorable the image consumers have of PinkFlash, the stronger their inclination to choose and purchase the product.

The results align with Nabila, Ayuningtyas, and Atmanto (2024), who showed that brand image impacts online purchasing decisions for Skintific facial care cosmetics. These results support this study, as they also demonstrate that brand image can influence consumers' cosmetic product choices.

Based on the overall results, it can be concluded that Brand Image plays an important role in increasing the Purchase Decision of PinkFlash eyeshadow in Generation Z of Medan City. The brand image is formed through the ease with which consumers recognize the brand name, the view that PinkFlash is a brand cosmetics Which famous, benefits product Which in harmony need Also hope, as well as Positive impressions of brand quality can strengthen consumer preference for PinkFlash. This is then reflected in purchasing decisions through selecting PinkFlash as a primary choice, brand selection, ease of product availability, timing of purchase, repeat purchases, and ease of payment methods.

Influence Brand Trust to Decision Purchase Product Eyeshadow Brand Pinkflash on Gen Z in Medan City

Referring to the partial hypothesis test results, *the Brand Trust variable* (X3) obtained a t-count value of 1.676 and a significance of 0.097. Using a t-table of 1.985 at a significance level of 5%, it was found that the t-count of $1.676 < 1.985$ and a significance of $0.097 > 0.05$. Therefore, H0 is accepted and H3 is rejected. This indicates that X3 partially does not have a significant influence on the Purchase Decision of PinkFlash *eyeshadow products* for Generation Z in Medan City .

The results show that Brand Trust has not been proven to have a statistically significant influence on Purchase Decisions in the research model. Based on the tabulation results of the Brand Trust variable questionnaire, respondents' responses showed varying conditions for each indicator. For the brand credibility indicator, statements regarding trust in product quality and information The responses given by PinkFlash varied. Some respondents gave high ratings, while others gave low ratings. This indicates that consumer trust in PinkFlash's credibility has not yet been established evenly. The tabulation results on the Purchase Decision variable (Y) also show variations in respondents' responses to indicators of product preference, brand

selection, distributor selection, timing, purchase volume, and payment method. These variations indicate that consumers do not always use brand trust as the primary basis when making their choice to purchase PinkFlash eyeshadow. This is in line with the t-test results which indicate that *Brand Trust* does not have a significant impact on Purchase Decisions.

The results can also be compared with those of Harifin and Paramita (2024) on the influence of brand trust and brand awareness on beauty product purchasing decisions. This study, conducted on Looke Cosmetics, found that brand trust positively impacted purchasing decisions. The differences in the results show that the influence of Brand Trust on Purchasing Decisions can vary according to the characteristics of the brand, consumers, research objects, and market conditions. In this study, Brand Trust was not proven to have a significant impact on the purchasing decision of PinkFlash eyeshadow in Generation Z of Medan City. Based on the tabulated results, consumers have varying levels of trust in the credibility, competitiveness, goodness, and reputation of PinkFlash, so trust in the brand is not a strong enough factor to increase purchasing decisions.

Influence Quality Product, Brand Image, And Brand Trust to Decision Purchase Pinkflash Eyeshadow Products for Gen Z in Medan City

Referring to the results of the simultaneous hypothesis test (F test), the calculated F value was 22.662 > F-table 2.70 with a significance level of $0.000 < 0.05$. Therefore, H_0 is rejected and H_4 is accepted. This indicates that the quality of Product (X_1), *Brand Image* (X_2), as well as *Brand Trust* (X_3) in a way simultaneous give influence positive and significant on the Purchase Decision (Y) of PinkFlash *eyeshadow products* in Generation Z in Medan City.

The results show that consumer purchasing decisions are formed through a combination of assessments of product quality, brand image, and trust in the brand. These results are reinforced by the R Square value of 0.415, which means that Product Quality, Brand Image, and Brand Trust can simultaneously explain 41.5% of Purchasing Decisions, while 58.5% is explained by other factors outside the model.

The tabulation of respondents' results shows that product quality, brand recognition and positive impressions, and trust in PinkFlash's credibility and reputation are factors that consumers consider when choosing eyeshadow products. Although *Brand Trust* does not have a significant partial impact, this variable remains an element in the model that simultaneously produces a significant influence on Purchase Decisions.

This finding aligns with a study by Ningrum et al. (2024) that demonstrated the impact of *brand image* on cosmetic product purchasing decisions. This finding is further supported by Yanuar (2023), who indicated that *brand image*, along with various other marketing variables, impacts beauty product purchasing decisions. Devananda, Fadhillah, and Hutami (2023) also demonstrated that *brand image* influences the purchasing decisions of Generation Y and Z consumers.

Therefore, it can be concluded that Product Quality, *Brand Image* , and *Brand Trust* simultaneously have a significant impact on the Purchasing Decision of PinkFlash *eyeshadow products* among Generation Z in Medan City, through the model's capability when describing Purchasing Decisions at the level of 41.5%.

4. CONCLUSION AND SUGGESTION

Conclusion

Referring results study Which has implemented, reviewer formulate conclusion that :

1. Product quality has a positive and significant influence on the purchasing decision of *PinkFlash eyeshadow* among Generation Z in Medan. This is indicated by a t-test of $2.761 > 1.985$ and a significance level of $0.007 < 0.05$, thus H_1 is accepted and H_0 is rejected. This means that the better the quality perceived by consumers, the higher their tendency to make a purchase.
2. Brand image has a positive and significant influence on the purchasing decisions of Generation Z's *PinkFlash eyeshadow* in Medan. This fact is proven by the t-value of $3.515 > 1.985$ and a significance of $0.001 < 0.05$, so that H_2 is accepted and H_0 is rejected. This means that the more positive the *PinkFlash brand image* , the higher the consumer tendency to choose and purchase the product.
3. Brand trust does not significantly influence the purchasing decisions of Generation Z *PinkFlash eyeshadow* in Medan. This is evidenced by the t-value of $1.676 < 1.985$ and a significance level of $0.097 > 0.05$, thus rejecting H_3 and accepting H_0 . This means that trust in the *PinkFlash brand* has not been a significant factor in determining consumer purchasing decisions.
4. Product quality, *brand image* , and *brand trust* simultaneously have a positive and significant influence on the purchasing decisions of Generation Z *PinkFlash eyeshadow* in Medan City. This condition is

shown by the F-value of $22.662 > 2.70$ and a significance of $0.000 < 0.05$, so that H_4 is accepted and H_0 is rejected.

5. *R Square* value of 0.415 shows that product quality, *Brand Image* , and *Brand Trust* can simultaneously explain purchasing decisions, namely 41.5%, while the other 58.5% is explained by other aspects outside this study.

Suggestion

1. PinkFlash strives to continuously improve product quality, particularly in pigmentation, durability, ease of use, color variations, and product alignment with consumer needs. Consistent quality improvement and maintenance are aimed at providing a good user experience for consumers and supporting the purchase decision of *PinkFlash eyeshadow* .
2. *PinkFlash* is required to maintain and enhance *its brand image* through consistent product quality, attractive displays, effective brand communication, and the creation of a positive image of quality cosmetics. This is crucial because *brand image* has been shown to significantly impact purchasing decisions based on partial testing results.
3. *PinkFlash* continues to strive to strengthen *brand trust* , even though partial results have not shown a significant impact on purchasing decisions. This effort can be implemented by increasing brand credibility and presenting Clear and transparent product information, maintaining consistent quality and safety, addressing consumer interests, and building a positive reputation. *PinkFlash* crucial present information Which easy understood related content, benefit, usage guides and safety information to ensure consumers have a better understanding of the product. This step is crucial for building long-term trust. although the results do not yet show that there is a direct increase in *Brand Trust* can improve purchasing decisions.
4. For consumer, attempted think about a number of aspect before carry out Purchasing *PinkFlash eyeshadow* is not just about trusting the brand, but also about observing the quality, safety, product information, price, color suitability and function, and the user experience.
5. For future researchers, efforts should be made to expand the scope of other variables not yet studied, as there are still 58.5% of other aspects that could explain purchasing decisions based on the study's coefficient of determination. These variables could include price, promotion, *online customer reviews* , *influencers* , and *brand awareness* , quality service, *electronic word of word of mouth (e-WOM)* , perception product safety, or other relevant aspects through cosmetic consumer behavior.
6. Future researchers should aim to expand the scope and characteristics of respondents, including study area, number of respondents, and demographics. Future studies could also use different cosmetic products or brands to provide a broader description of the aspects that influence cosmetic purchasing decisions among Generation Z.

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