

## Customer Trust as a Mediator of the Influence of Viral Marketing and Brand Image on Online Purchase Decisions on Scarlett Products in Denpasar City

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**ABSTRACT :** This study aims to explain the influence of viral marketing and brand image on customer trust and purchase decisions, as well as explain the role of customer trust in mediating the influence of viral marketing and brand image on purchase decisions on Scarlett products in Denpasar City. The population in this study were consumers domiciled in Denpasar City who made purchase decisions on Scarlett products. The sample determination method uses the purposive sampling method. The number of samples was 110 people. Data is collected using questionnaires. The data obtained were processed using descriptive statistics and Partial Least Square (PLS) Analysis. The results of the analysis show that viral marketing and brand image have a positive and significant effect on purchase decisions, as well as viral marketing, brand image and customer trust have a positive and significant effect on purchase decisions. The theoretical implications in this study are in accordance with the Theory of Planned Behavior, which states that the more viral a product is from social media and the stronger the brand image, the more opportunities consumers will have to believe and be able to influence purchasing decisions.

**KEYWORDS :** *Scarlet, viral marketing, brand image, customer trust, purchase decision*

### I. INTRODUCTION

Technology in today's digital era is experiencing very rapid development from time to time. The development of technology brings both positive and negative impacts. One of the positive impacts of technological developments that we can feel is the existence of the internet where the internet is able to make information and communication spread very quickly. The number of internet users in Indonesia has increased from year to year (Putri dkk., 2021).

Data shows that the number of internet users in Indonesia during 2019-2020 was 196,714,070.3, with the number of internet penetration of 73.7% of the total Indonesian population of 266,911,900. The large number of internet users in Indonesia shows evidence of the rapid development of technology and information and certainly has an impact on the way people shop, namely online shopping (Tanuwijaya Rachman, 2021).

Online shopping activities have increased along with the increasing number of internet users, especially in the midst of the current Covid-19 pandemic. The current Covid-19 Pandemic phenomenon has changed people's lifestyles. Based on the results of a GlobalWebIndex survey of 17.1 thousand respondents spread across 20 countries regarding activities that are more often carried out by the public after the pandemic, it was found that as many as 46% of respondents will do online shopping activities more often. Data shows that since the pandemic, many consumers have made purchases online. More and more consumers are turning to online shopping in Indonesia, making competition for online shopping business actors to get the intended market segment by carrying out various online marketing strategies (Laili Hidayati, 2018).

One of the online marketing strategies carried out by utilizing internet digital media is the viral marketing strategy. Based on research by Aprillio & Widodo (2020) viral marketing is able to influence consumers' purchasing decisions positively. A similar study by Sandy *et al.* (2020) states that viral marketing consisting of messenger, message & environment dimensions has a positive and partially significant effect on online purchasing decisions. This shows that the more the product is talked about by consumers, the product will be more widely known and consumers will be more interested in making purchases (Kholiq *et al.*, 2021). Liyanapathirana (2021), Ravichandran *et al.*, (2020) and Hamed (2018) in their research also found that viral marketing has a positive and significant influence on online purchasing decisions. In contrast to the results of the study (Sawafah *et al.*, 2020) which stated that viral marketing did not have a significant effect on purchasing decisions.

Research by Suciati & Moeliono (2021) states the result that the customer trust variable has a significant positive direct effect on purchasing decisions. Trust plays an important role when consumer customers are about to buy a product or service. Trust arises because of the complete information obtained about the product. This shows that trust is a form of consumer confidence in the value offered by a product. Irwansyah *et al.*, (2019) in their research stated that online trust has a significant positive effect on purchasing decisions. Similar research by Liyanapathirana (2021) and Agesti *et al.*, (2021) obtained the result that consumer online trust is able to significantly increase purchasing decisions positively.

Online trust according to (Aprillio & Widodo, 2020) and Liyanapathirana (2021) can be influenced by viral marketing strategies. Therefore, the consumer online trust variable can be used as a mediation variable that is able to influence consumers' purchasing decisions online. A similar study by Suciati & Moeliono (2021) states that there is a significant influence and has a positive relationship between viral marketing variables and customer trust. This shows that viral marketing works well in conveying messages, thus making a product or service famous and then bringing trust to customers.

This research was conducted on users of health and beauty products, because when reviewed regarding the categories of products that were in demand during the pandemic when shopping online, the data showed that the most popular products were health and beauty products. Data shows that the products that consumers are most interested in when shopping online during the Pandemic are health and beauty products. One of the health and beauty products that has gone viral in Indonesia in the last 1 year is Scarlett's product.

Data shows Scarlett Products are the most popular health and beauty products among consumers during the Pandemic. Data shows that the Scarlett product brand, which was just released in 2018, has been able to lead the body care product market for the period 1-15 August 2021 at Shopee and Tokopedia. The market share achieved is also much higher than other brands, which is 18.9%. In addition, Scarlett's viral product marketing strategy with viral news that follows the Paris Fashion Week event also attracts the attention of consumers until consumers have an interest in buying the product.

This research was conducted focusing on Scarlett consumers in Denpasar City. This is because Scarlett's products are mostly known by teenagers and adults among the people of Denpasar City due to their viral advertisements using reviews from various Celebgrams. The Scarlett brand even uses brand ambassadors, namely Korean actor Song Joongki and Korean girl brand, Twice, which is most often trending on Youtube social media. In addition, data was obtained showing the number of stores or sellers of Scarlet products in Denpasar amounting to 538 online stores.

Based on the results of pre-research with consumers of Scarlett products in Denpasar city about the reasons for making purchase decisions for Scarlett products, it was found that as many as 36.67% of consumers made purchase decisions due to viral marketing factors, then as many as 33.33% of consumers made purchase decisions due to trust factors, then as many as 10% of consumers made purchase decisions due to friend recommendation factors, as many as 16.67% of consumers made purchase decisions due to factors brand image, and only 3.33% of consumers make purchase decisions due to product price factors. Referring to the results of the initial research, it can be concluded that the majority of consumers decide to buy Scarlett products due to viral advertisements and high consumer trust in celebrities who also use Scarlett products. Therefore, consumer confidence is an important variable in influencing the improvement of consumer purchasing decisions due to viral marketing. Based on the results of previous research by Aprillio & Widodo (2020) and Liyanapathirana (2021) shows that consumer confidence can mediate the influence of viral marketing on purchasing decisions.

Another factor that will be studied for its influence on Scarlett's purchasing decisions in this study is the brand image factor. As for the brand image phenomenon that is a dilemma for the marketing party, namely the scarlett brand as one of the brands of body care products has decreased purchases. Data shows that in 2021 Scarlett's skincare products ranked first as the top best-selling skincare brand in Indonesia, with a total market share of 18.9%. However, it experienced a decline in 2022 with a total market share of 11.7%, causing Scarlett to be ranked second. This condition causes a dilemma for the marketing to still be able to maintain Scarlett's brand image. According to research (Rosanti *et al.*, 2021), brand image has a positive and significant effect on purchasing decisions. Similar studies by (Mubarok, 2018) and (Azmy *et al.*, 2020) found results that brand image had a significant positive influence on purchasing decisions.

Meanwhile, research (Negarawan, 2018) states that brand image has a negative but not significant effect on buying decision variables. In contrast to the results of the study (Lubis & Hidayat, 2017), (Purnamawati *et al.*, 2022) and (Wijaya & Pahar, 2022) which stated that brand image does not affect purchasing decisions. Then the study (Nurhayati, 2017) stated that brand image did not have a significant effect on purchasing decisions. Furthermore (Miati, 2020) in his research states that there is an influence of brand image on purchasing decisions and can also affect consumer confidence. Research (Candra *et al.*, 2019) states that there is a strong positive relationship between brand image and trust, where if a company is able to create a strong brand image, it will create trust for consumers to make a choice in a brand. (Puspita *et al.*, 2017) in their research stated that

brand image has a significant positive effect both simultaneously and partially on brand trust. Similar results were obtained in a study (Juhaeri, 2016) which stated that the brand image variable had a significant effect on the trust variable. In contrast to the research conducted (Astuti & Sudarusman, 2022) which states that brand image has a negative and insignificant effect on customer trust or loyalty.

Based on the results of previous research that showed that there was a significant influence between viral marketing, brand image and consumer trust as well as purchasing decisions, then it was found that there was a phenomenon of viral marketing and a decrease in brand image on Scarlett products in Indonesia, the purpose of this study was to find out Customer trust as a Mediator of the Influence of Viral marketing and Brand image on Online Purchase Decisions on Scarlett Products in Denpasar City.

## II. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

This research makes the Theory of Planned Behavior a basic theory because of the role associated with the relationship between research variables. The components in the Theory of Planned Behavior have an influence on consumer behavior in deciding the purchase of a product/service, where purchasing decisions can be influenced by purchase intentions, and the intention to give is influenced by attitudes such as consumer trust in a product/service, then influenced by subjective norms, namely the influence of the surrounding environment such as viral marketing obtained from closest relatives.

Consumer behavior has a special interest for people for various reasons of wanting to influence or change behavior, including those whose main interest is marketing. In order to be successful marketers they must understand the factors that influence the wants and needs of consumers (Firmansyah, 2018:20). Purchase decisions occur when consumers have confidence in online shopping. Consumer confidence in repurchases in online shopping has a positive and significant effect (Bulut, 2015). Online consumer trust can be formed by the existence of a viral marketing strategy carried out by the company through collaboration with celebrities for the purpose of increasing good name, introducing product quality and increasing product brand trust in order to improve consumer purchasing decisions.

Online trust according to (Aprillio & Widodo, 2020) and Liyanapathirana (2021) can be influenced by viral marketing strategies. A similar study by Suciati & Moeliono (2021) states that there is a significant influence and has a positive relationship between viral marketing variables and customer trust. (Puspita *et al.*, 2017), (Candra *et al.*, 2019) and (Amalia, 2019) in their research stated that brand image has a significant positive effect both simultaneously and partially on brand trust. Similar results were obtained in a study (Juhaeri, 2016) which stated that the brand image variable had a significant effect on the trust variable. Based on research by Aprillio & Widodo (2020) viral marketing is able to influence consumers' purchasing decisions positively. A similar study by Sandy *et al.* (2020), Liyanapathirana (2021), and Ravichandran *et al.*, (2020) states that viral marketing consisting of messenger, message & environment dimensions has a positive and partially significant effect on online purchasing decisions. Similar studies by (Mubarok, 2018), (Miati, 2020) and (Azmy *et al.*, 2020) found results that brand image had a significant positive influence on purchasing decisions. Irwansyah *et al.*, (2019) in their research stated that online trust has a significant positive effect on purchasing decisions. Similar research by Liyanapathirana (2021) and Agesti *et al.*, (2021) obtained the result that consumer online trust is able to increase purchasing decisions positively significantly.

Based on previous research and theoretical studies, the formulation of this research hypothesis is as follows:

- H1: Viral marketing has a positive and significant effect on customer trust
- H2: Brand image has a positive and significant effect on customer trust
- H3: Viral marketing has a positive and significant effect on Purchase decisions
- H4: Brand image has a positive and significant effect on purchase decisions
- H5: Customer trust has a positive and significant effect on Purchase decisions
- H6: Customer trust mediates the influence of viral marketing on Purchase decisions
- H7: Customer trust mediates the influence of brand image on Purchase decision

## III. METHODS

This research is declared associative because it explains the relationship between viral marketing variables and consumer confidence in purchasing decisions. Data collection to find out respondents' responses related to viral marketing, consumer confidence and purchasing decisions on Scarlett products was carried out by distributing questionnaires as research instruments. The questionnaire was distributed online using a google form to people in Denpasar City. The questionnaires that have been collected are then recapitulated and analyzed using research instrument tests. Then after the research instrument is declared valid and reliable, the data is tested with statistical analysis techniques consisting of: descriptive statistical analysis and Partial Least Square (PLS) analysis. The approach used is a quantitative approach with variable-forming indicators that refer to several sources and have been modified to suit the subject of research involving the variables of viral marketing, brand image, customer trust and Purchase decisions.

This research was conducted in Denpasar City. This city was chosen because Denpasar City is the capital of Bali Province. Denpasar City as a center of trade, education and urbanization goals for people from other districts and their residents have a high awareness of technological developments, one of which is the use of the internet. High mobility in Denpasar City which has resulted in the need for health and beauty products as products used to maintain appearance has also increased.

The population in this study is consumers domiciled in Denpasar City who make purchase decisions on Scarlett products whose exact numbers are not known. This study used 22 indicators which means that the required sample is at least 110 (5x22) and a maximum of 220 (10x22). This study used 110 samples of respondents which means that they have met the criteria of at least 110 respondents.

The sample determination method used in this study was non-probability sampling with purposive sampling techniques. The non probability sampling technique is used because consumers who have made purchases of Scarlett products in Denpasar City are not available in exact quantities and then the population will change periodically which is unknown. The sample criteria are that respondents are at least currently pursuing high school education as equals with the consideration that respondents with that level of education can understand the statements in the questionnaire. Respondents are domiciled in Denpasar City. Respondents have social media. Respondents have purchased products on Scarlett products through online media.

#### IV. RESULTS AND DISCUSSION

The characteristics of respondents showed that consumers domiciled in Denpasar City who made purchase decisions on Scarlett products came from various genders, ages, and incomes. The characteristics of respondents by age show that the majority of respondents who make purchase decisions on Scarlett products are women, with 82 people or 74.5 percent. This is because Scarlett is a skincare product that is in great demand by women, so the majority of respondents to this study are women, while male respondents who are Scarlet buyers stated that the majority had bought Scarlet to be a gift for their mothers, siblings and friends.

When reviewed by age, the data shows that the dominant respondents have an age range of 21-30 years, namely with the number of respondents as many as 61 people or 55.5 percent. This is because Scarlet products tend to go viral among young people because they use the brand ambassadors of Korean artists and actors as well as Indonesian Celebgrams which are well-known among young people, so that the buyers are mostly young people who already have an income with the age of 21-30 years. The grouping of respondents by income shows that the majority of respondents have incomes between Rp. 3,000,000 – Rp. 5,999,999. This indicates that respondents tend to have a fairly high income, so they are able to purchase Scarlet products.

Based on the results of the Partial Least Square (PLS) test, then hypothesis testing on the influence of viral marketing on customer trust produces a correlation coefficient value of 0.471, then Viral marketing has a positive effect on customer trust. The value of t Statistics was obtained at 4.725 (> t-critical 1.96) with a p value of  $0.000 < 0.05$ , so the influence of viral marketing on customer trust is significant. Thus, hypothesis 1 (H1) which states that Viral marketing has a positive and significant effect on customer trust is accepted. The results of the analysis show that viral marketing has a positive and significant effect on customer trust. This means that the higher the viral marketing activity on Scarlett's products, the more it will increase consumer confidence in Scarlett's products. Vice versa, the lower the viral marketing activity on scarlett products, the lower consumer confidence in Scarlet products will decrease.

Hypothesis testing on the influence of brand image on customer trust results in a correlation coefficient value of 0.275, so Brand image has a positive effect on customer trust. The value of t statistics was obtained by 2.741 (> t-critical 1.96) with a p value of  $0.006 < 0.05$ , so the influence of brand image on customer trust is significant. Thus, hypothesis 2 (H2) which states that brand image has a positive and significant effect on customer trust is accepted. The results of the analysis show that brand image has a positive and significant effect on customer trust. This means that the higher Scarlett's brand image in the minds of consumers, the higher consumer confidence in Scarlett's products. Vice versa, the worse Scarlett's Brand image in the minds of consumers, the less consumer confidence in Scarlett's products will be. This research supports the results of studies conducted by (Candra et al., 2019), (Amalia, 2019), and (Pratami et al., 2020) which states that there is a strong positive relationship between brand image and trust, where if a company is able to create a strong brand image, it will create trust for consumers to make a choice in a brand.

Hypothesis testing on the influence of viral marketing on purchase decisions results in a correlation coefficient value of 0.224, then Viral marketing has a positive effect on purchase decisions. The t Statistics value was obtained by 2.385 (> t-critical 1.96) with a p value of  $0.017 < 0.05$ , so the influence of viral marketing on purchase decisions is significant. Thus, hypothesis 3 (H3) which states that viral marketing has a positive and significant effect on purchase decisions is accepted. The results of the analysis show that viral marketing has a positive and significant effect on purchase decisions. This means that the higher the viral marketing activity on Scarlett's products, the more it will increase consumers' purchasing decisions on Scarlett products. Vice versa, the lower the viral marketing activity on scarlett products, the decreasing consumer purchase decisions on

Scarlett products. The results of this study support the research of Aprillio & Widodo (2020) which states that viral marketing can positively influence consumers' purchasing decisions. These results are also in accordance with the research of Sandy et al. (2020) and (Kholiq et al., 2021) which states that viral marketing consisting of the dimensions of messenger, message & environment has a positive and partially significant effect on online purchasing decisions.

Hypothesis testing on the influence of brand image on purchase decisions results in a correlation coefficient value of 0.338, then Brand image has a positive effect on purchase decisions. The value of t Statistics obtained 3.559 ( $>$  t-critical 1.96) with a p value of  $0.000 < 0.05$ , so the influence of brand image on purchase decisions is significant. Thus, hypothesis 4 (H4) which states that brand image has a positive and significant effect on purchase decisions is accepted. The results of the analysis show that brand image has a positive and significant effect on purchase decisions. This means that the better Scarlett's brand image in the minds of consumers, the higher the consumer's purchase decision on the Scarlett Product. Vice versa, the worse Scarlett's Brand image is in the minds of consumers, the less consumers' purchasing decisions on Scarlett products will be. This research supports the results of a study conducted by (Rosanti et al., 2021), which states that brand image has a positive and significant effect on purchasing decisions. These results are also in accordance with research (Mubarok, 2018), (Pratami et al., 2020) and (Azmy et al., 2020) that found results that brand image has a significant positive influence on purchasing decisions.

Hypothesis testing on the influence of customer trust on purchase decisions results in a correlation coefficient value of 0.400, then customer trust has a positive effect on purchase decisions. The value of t statistics is obtained 4,010 ( $>$  t-critical 1.96) with a p value of  $0.000 < 0.05$ , so the influence of customer trust on purchase decisions is significant. Thus, hypothesis 5 (H5) which states that customer trust has a positive and significant effect on purchase decisions is accepted. The results of the analysis show that customer trust has a positive and significant effect on purchase decisions. This means that the higher the consumer's trust in Scarlett's products, the higher the consumer's decision to buy the Scarlett Product. Vice versa, the lower the consumer's trust in Scarlett's product, the less the consumer's decision to buy Scarlett product. This research supports a study conducted by Irwansyah et al., (2019) which states that online trust has a significant positive effect on purchasing decisions. These results also support the research of Liyanapathirana (2021) and Agesti et al., (2021) which obtained the result that consumer online trust is able to increase purchasing decisions positively significantly. These results do not support the research of Yulianti et al (2021) which states that consumer confidence has no impact at all on purchasing decisions.

Hypothesis testing on the indirect influence of viral marketing on purchase decisions through customer trust resulted in a correlation coefficient value of 0.188, then viral marketing has a positive effect on purchase decisions through customer trust. The value of t Statistics was obtained at 2.949 ( $>$  t-critical 1.96) with a p value of  $0.003 < 0.05$ , so the influence of viral marketing on purchase decisions through customer trust is significant.

Hypothesis testing on the indirect influence of brand image on purchase decisions through customer trust results in a correlation coefficient value of 0.110, then brand image has a positive effect on purchase decisions through customer trust. The value of t Statistics was obtained at 2.132 ( $>$  t-critical 1.96) with a p value of  $0.033 < 0.05$ , so the influence of brand image on purchase decisions through customer trust is significant.

The results of mediation testing with the VAF method in this study have met several requirements, namely, first, the direct influence was found to be significant (a) when the customer trust variable (Y1) has not been included in the model. Second, after the customer trust variable (Y1) is incorporated into the model, the indirect influence (b x c) is also found to be significant. The lines i.e. b and c are also significant. Third, calculate the Variance Accounted For (VAF) with the formula:

$$\begin{aligned} \text{VAF} &= \text{Indirect Influence} / \text{Total Influence} \\ &= (0.471 \times 0.400) / (0.224 + 0.471 \times 0.400) \\ &= 0.188 / 0.412 = 0.456 \text{ or } 45.6 \text{ percent.} \end{aligned}$$

Since the VAF value (45.6 percent) is between 20 percent and 80 percent, it can be categorized as partial mediation. Thus, the hypothesis that the customer trust mediates the influence of viral marketing on the purchase decision is accepted. The results of the analysis show that customer trust is able to mediate positively on the indirect influence of viral marketing on purchase decisions. Customer trust in this study is as partial mediation. Based on these results, it can be interpreted that the higher the viral marketing, the more it can increase customer trust, which in the end the purchase decision will increase. The results of this study support the study of Astasari and Sudarwanto (2021) which states that customer trust can mediate the influence of viral marketing on purchase decisions. These results are in accordance with the research of Yulianti et al. (2021) which obtained that consumer trust can mediate the influence of viral marketing on purchasing decisions. This research is also in accordance with the findings (Aprillio & Widodo, 2020) and Liyanapathirana (2021) which show that there is a significant influence between viral marketing and consumer trust and purchasing decisions. So the more viral a product is, the more opportunities consumers will have to believe and be able to influence purchasing decisions.

The results of mediation testing with the VAF method in this study have met several requirements, namely, first, the direct influence was found to be significant (a) when the customer trust variable (Y1) has not been included in the model. Second, after the customer trust variable (Y1) is incorporated into the model, the indirect influence (b x c) is also found to be significant. The lines i.e. b and c are also significant. Third, calculate the Variance Accounted For (VAF) with the formula:

$$\begin{aligned} \text{VAF} &= \text{Indirect Influence} / \text{Total Influence} \\ &= (0.275 \times 0.400) / (0.338 + 0.275 \times 0.400) \\ &= 0.110 / 0.448 \\ &= 0.245 \text{ or } 24.5 \text{ percent.} \end{aligned}$$

Since the VAF value (24.5 percent) is between 20 percent and 80 percent, it can be categorized as partial mediation. Thus, the hypothesis that the customer trust mediates the influence of the brand image on the purchase decision is accepted. The results of the analysis show that customer trust is able to mediate positively on the indirect influence of brand image on purchase decisions. Customer trust in this study is as partial mediation. Based on these results, it can be interpreted that the higher the brand image, the more it can increase customer trust, so that in the end the purchase decision will increase. The results of this study support the study (Puspita et al., 2017), (Candra et al., 2019), which states that customer trust plays a significant role in mediating the relationship between brand image and purchasing decisions. Then Irwansyah et al., (2019), Liyanapathirana (2021) and Agesti et al., (2021) obtained the result that consumer online trust is able to increase purchasing decisions significantly positively, so that the higher the brand image of a product, the more opportunities consumers will have to trust and be able to influence purchasing decisions.

## V. CONCLUSION

Based on the results of the analysis that have been described in the previous chapter, several conclusions can be drawn to answer the formulation of the research problem, namely as follows: Viral marketing has a positive and significant effect on customer trust. This means that the higher the viral marketing activity on Scarlett's products, the more it will increase consumer confidence in Scarlett's products. Brand image has a positive and significant effect on customer trust. This means that the better Scarlett's brand image in the minds of consumers, the higher consumer confidence in the Scarlett Product. Viral marketing has a positive and significant effect on purchase decisions. This means that the higher the viral marketing of Scarlett products, the more it will increase consumers' purchasing decisions on Scarlett products. Brand image has a positive and significant effect on purchase decisions. This means that the better Scarlett's brand image in the minds of consumers, the higher the consumer's purchase decision on the Scarlett Product. Customer trust has a positive and significant effect on purchase decisions. This means that the higher consumer confidence in Scarlett products, the higher the consumer's decision to buy Scarlett Products. Customer trust is able to mediate positively on the indirect influence of viral marketing on purchase decisions. Customer trust in this study is as partial mediation. Based on these results, it can be interpreted that viral marketing is getting higher, it can increase customer trust, so that in the end purchase decisions will increase. Customer trust is able to mediate positively on the indirect influence of brand image on purchase decisions. Customer trust in this study is as partial mediation. Based on these results, it can be interpreted that the higher the brand image, the more it can increase customer trust, so that in the end the purchase decision will increase.

Based on the average respondent's answer to the viral marketing variable, it is known that the "clear product information" indicator has the lowest average value, so it is recommended that Scarlett's management should further improve Scarlett's product information provided with language that is attractive to various consumer circles. Based on the average respondents' answers on the brand image variable, it is known that the "uniqueness" indicator has the lowest average value, so it is recommended for Scarlett's management to be able to add more flavors of her products that are fresher, unique and durable in various product lines with more unique packaging. Based on the average respondent's answer to the customer trust variable, it is known that the indicator "trust in work reliability" has the lowest average value, so it is recommended for management to be able to increase customer trust, so scarlett products should be able to provide a new experience in the morning of their customers to see the process of making Scarlett products that are really made of materials with good benefits for body care. For the next research, it is hoped that researchers will be able to add variables that affect customer trust and purchase decisions, for example by adding variables of service quality, word of mouth or other variables.

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