

The Influence of Customer Experience, Brand Trust, and Brand Awareness on Skintific Purchasing Decisions

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ABSTRACT

This study examines the influence of customer experience, brand trust, and brand awareness on purchasing decisions for Skintific beauty products in Madiun City. The aim is to determine how these three variables influence consumer purchasing decisions. The method used is quantitative with data collection through questionnaires completed by 100 respondents who use Skintific products, taken using a simple random sampling technique using the Slovin formula. Data analysis was carried out through classical assumption tests, multiple linear regression, coefficient of determination, and hypothesis testing. The results show that customer experience, brand trust, and brand awareness partially and simultaneously have a significant influence on purchasing decisions for Skintific products in Madiun City. The implications of this study emphasize the importance of companies in paying attention to customer experience, building brand trust, and increasing brand awareness to improve consumer purchasing decisions and maintain product competitiveness in the beauty market. Marketing strategies that integrate these three aspects can strengthen Skintific's position in the competitive beauty industry.

Keywords: Brand Awareness, Brand Trust, Customer Experience, Purchasing Decisions, Skintific



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Introduction

The business world in today's developing era is increasingly dynamic due to intense competition among business players. To compete and survive in the business world, creative and innovative ideas are essential. In addition to creative ideas, entrepreneurs must be adept at identifying current opportunities. One example of a popular business with significant potential is skincare and beauty products (makeup). This business is a timeless example; in fact, skincare and makeup products will continue to grow as skincare complaints and demand for beauty products become increasingly diverse. In this era of information technology, people can easily access all things makeup on social media. Promotions using social media can be a way to interact with consumers remotely (Faujianto et al., 2024). If a product's branding on social media is strong and credible, demand for it will increase.

One of the skincare and makeup products that has become popular recently is the Skintific brand. Skintific is a Canadian skincare brand that was first marketed in 1987 in Oslo, Norway. This product was launched in Indonesia in August 2021. It didn't take long for Skintific products to gain widespread demand due to their high quality and suitability for Indonesian skin. Skintific is a well-known skincare brand in Indonesia with a large customer

base. According to Sulistyana & Aminah (2023), after purchasing a product, consumers can be satisfied or dissatisfied and engage in post-purchase behavior. The increasing level of competition among skincare businesses means the Skintific brand must enhance its customer experience to ensure customer satisfaction in making purchasing decisions.

Customer experience is the result of a consumer's physical and emotional interactions with a company. These interactions can leave a lasting impression on consumers and influence their assessment of the company. Cognitive customer feedback refers to whether a customer likes or dislikes a product. According to Septian & Hendaruwati (2021), customer experience is defined as cognitive recognition or perception that stimulates customer motivation. This recognition or perception can enhance the value of products and services. A poor customer experience will only result in significant losses for the company, resulting in significant costs and ultimately reduced profits. If consumers lack experience with a product, they tend to switch to preferred or familiar brands (Faujianto et al., 2024).

To build trust in a brand and have a positive experience when purchasing a particular product, consumers must understand the importance of brand awareness. Sari et al. (2021) define brand awareness as a customer's ability to recognize and remember a brand. If someone is aware of and familiar with a brand, they will be attracted to it and have the intention to try it. In other words, high brand awareness will enhance brand recall in consumers' minds when they think about a product. The importance of product awareness ensures that customers have no doubts about the product they intend to purchase.

Before making a purchase, a person will typically make a purchase decision about a product. Purchasing decisions are part of consumer behavior, the study of how individuals, groups, and organizations select and purchase goods, services, ideas, and experiences and how they satisfy and control their needs and desires. Purchasing decisions play an important role for companies in achieving their sales targets for the products they market. Based on the background of the problem that has been described, the problem formulations that will be raised in this study are: First, does customer experience influence purchasing decisions for Skintific beauty products in Madiun City? Second, does brand trust influence purchasing decisions for Skintific beauty products in Madiun City? Third, does brand awareness influence purchasing decisions for Skintific beauty products in Madiun City? And finally, do customer experience, brand trust, and brand awareness influence purchasing decisions for Skintific beauty products in Madiun City?

Theoretical Framework and Hypothesis

Customer Experience

Customer experience is defined as a set of interactions between a customer and a product, company, or part of an organization that elicits a reaction. This experience is truly personal and implies customer engagement at different levels, including rational, emotional, sensory, physical, and spiritual (Ma'ruf et al., 2020). According to Septian & Hendaruwati (2021), customer experience is defined as a cognitive recognition or perception that stimulates customer motivation. This recognition or perception can enhance the value of products and services. Customer experience is the result of a consumer's physical and emotional interactions with a company. These interactions can leave a lasting impression on consumers and influence their assessment of the company.

According to Robinette & Scott (2010), customer experience is divided into five types: First, experience in product, which is the experience consumers experience with a product or service. Second, experience in environment, which is the company's ability to provide an

overall experience to consumers. The business environment is a crucial factor in creating a customer experience. Third, experience in loyalty communication is a determining factor in providing a customer experience. The best opportunity to delight consumers is after they receive a service.

Fourth, Experience in Customer Service and Social Exchange is a combination of the service provided by the company and consumer expectations. Employees are a crucial factor in determining consumer experience, as they are one of the factors that drive consumers to trust a brand, or what will influence consumers to accept or reject the company's brand. Fifth, Experience in Events held by the company can provide an experience for consumers. With the numerous events held by the company, the company is able to encourage consumers to participate. Based on this, the following hypothesis can be formulated:

H1: Customer Experience partially influences the purchasing decision for Skintific beauty products in Madiun City

Brand Trust

Brand trust is a customer's willingness to rely on a brand despite the risks involved because of expectations that the brand will lead to positive outcomes (Pandiangan et al., 2021). Perceptions of reliability from a consumer perspective are based on experience, or rather, on a sequence of transactions or interactions characterized by fulfilled expectations of product performance and satisfaction. Rinaldi et al. (2022) argue that brand trust is a consumer's willingness to trust or rely on a brand in risky situations due to the expectation that the brand in question will provide positive outcomes. Zulkarnain (2021) in determining brand trust indicators include Reliability, a natural technique because it emphasizes the perception that a brand can meet or satisfy customer needs. And Intentionality, which can describe a sense of trust by customers in a product. Describes an aspect of trust that is able to go beyond existing evidence to make people feel assured, that a brand will be able to be responsible and caring despite changes in circumstances and future problems with product consumption. Based on this, the following hypothesis can be formulated:

H2: Brand Trust partially influences the purchasing decision for Skintific beauty products in Madiun City

Brand Awareness

Brand awareness is a general goal of marketing communications. High brand awareness is expected to ensure that whenever a need arises, the brand will be recalled, which is then used to consider various alternatives in decision-making (Salsabila & Hasbi, 2022). Brand awareness requires a continuum ranging from a feeling of uncertainty that a particular brand is already known to a belief that the product is unique in its class. Meliana et al. (2020) state that brand awareness is a form of brand awareness related to the brand's strength in people's memories, reflected in people's minds, and able to enable people to identify various brand elements (such as brand name, logo, symbols, characters, packaging, and slogans) in various situations.

Indicators of brand awareness, according to Sari et al. (2021), include recall, the extent to which consumers can recall when asked which brands they remember. A simple, easy-to-pronounce brand name with a clear meaning makes a brand easily recognizable in consumers' memories. Recognition, the extent to which consumers can recognize the brand as belonging to a particular category. Purchase refers to the extent to which consumers will consider a brand among their alternative choices when purchasing a product/service. Consumption refers to the extent to which consumers recognize a brand when using competing brands. Based on these findings, the following hypothesis can be formulated:

H3: Brand awareness partially influences purchasing decisions for Skintific beauty products in Madiun City

Purchasing Decision

Cesaria et al. (2022) state that a purchasing decision is a process in which consumers understand a problem, seek information about a particular product or brand, and then evaluate how well each alternative solves their problem, ultimately leading to a purchase decision. Consumers make a purchase decision after evaluating factors such as brand, location, quantity to be purchased, purchase time, and available payment methods. This integration process is used to evaluate several alternative attitudes and choose one over another. When making a purchase, consumers tend to buy a particular brand they like. Based on the explanation above, the researcher concluded that customer experience, brand trust, and brand awareness are essential for businesses to develop their businesses and encourage consumers to make purchasing decisions. Therefore, based on these factors, the following hypothesis can be formulated:

H4: Customer Experience, Brand Trust, and Brand Awareness simultaneously influence purchasing decisions for Skintific beauty products in Madiun City.

Purchasing decisions can be driven by customer experience with a product or service. This customer experience can foster trust in the product or service. The higher the customer's trust in a product or service, the better the customer experience. Customers who have a good experience and high trust in a product or service are customers who have good brand awareness of a brand, their good knowledge of a brand that leads them to the best brand. The accumulation of experiences felt after using a product will lead to changes in the level of trust, knowledge, and even purchasing decisions for that product or service. Based on the description above, the framework of this research can be described as follows (Figure 1).

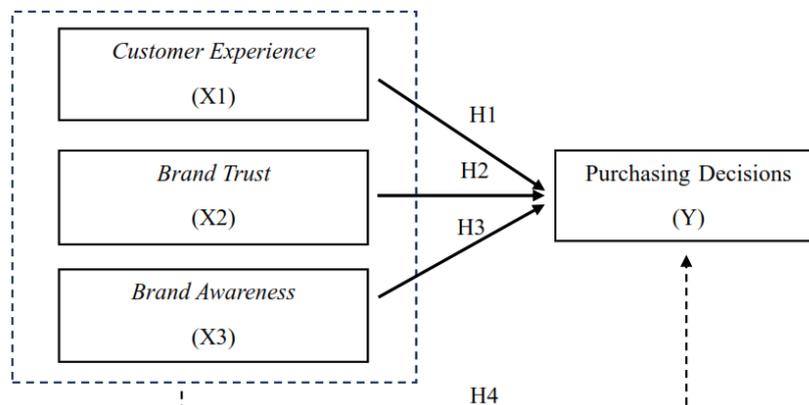


Figure 1.
Theoretical framework and hypothesis of the research.

Research Methods

Samples and sampling techniques

This study employed quantitative research methods. The population consisted of 2,175 students, lecturers, and employees at Merdeka University Madiun, who reside in Madiun City and use Skintific products. Therefore, they were deemed to meet the required criteria. Sampling was obtained using the Slovin formula, drawn from lecturers, students, and employees who use Skintific products, resulting in a total of 100 respondents. The sampling method used simple

random sampling, which randomly selects sample members and the population without regard to strata within the population. Respondents completed the questionnaire using Google Forms.

In this study, indicators used to measure customer experience include: Sense, feel, think, act, and relate. Brand trust includes: reliability and intentionality. Brand awareness includes: recall, recognition, purchase, and consumption. Meanwhile, purchasing decision indicators include: problem recognition, information search, alternative evaluation, and post-purchase behavior. The questionnaire used in this study was measured using a Likert scale. The Likert scale is used to measure the attitudes, opinions, and perceptions of an individual or group of people regarding social phenomena. With a Likert scale, the variables to be measured are broken down into indicator variables. These indicators then serve as benchmarks for the questionnaire items (Sugiyono 2016).

The sampling technique used was probability sampling using the simple random sampling method. Probability sampling is a sampling technique that provides an equal opportunity for each element (member) of the population to be selected as a sample member. The research instrument was tested through a validity test to measure the accuracy and precision of the measuring instrument and a reliability test to determine the consistency of the indicators. Data analysis used multiple linear regression with SPSS. This analysis examined the coefficient of determination (R^2) to measure the model's ability to explain variation in the related variables. The research hypothesis was verified using a t-test (partial test) and an F-test (simultaneous test). Multiple linear regression analysis was used to determine the relationship between the variables Customer Experience (X_1), Brand Trust (X_2), and Brand Awareness (X_3), on Purchasing Decisions (Y) using the following regression equation.

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Results and Discussion

The results of the t-test are used to determine whether there is a partial influence on each independent variable with the dependent variable and what the direction of the relationship is.

Table 1.
Partial Test Results (t Test) for Dependent Variable: Purchasing Decisions

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-7.656	3.509		-2.182	.032
	Customer Experience	.373	.078	.378	4.786	.000
	Brand Trust	.224	.111	.089	2.017	.046
	Brand Awareness	.562	.080	.549	7.030	.000

Source: Results of IBM SPSS Statistics v.25 data processing

The Influence of Customer Experience on Purchasing Decisions

The results of the research data analysis indicate an influence between the Customer Experience variable and purchasing decisions. This indicates that H1, namely, Customer Experience influences purchasing decisions for Skintific beauty products in Madiun City, is consistent with H1. Customer experience can be defined as cognitive recognition or perception

that stimulates customer motivation. This recognition or perception can increase the value of products and services. As people use Skintific beauty products to support their daily activities, they create experiences that make them comfortable and boost their self-confidence. In this study, purchasing decisions for Skintific beauty products were influenced by feelings of comfort formed through their experiences using the products. This aligns with the findings of respondents who stated that Skintific products have a comfortable texture when used and provide positive effects and address current skin concerns. This, in turn, provides consumer confidence in Skintific beauty products, leading to purchase decisions. These results align with research conducted by Sagala, Purbawati, & Listyorini (2023), which showed that customer experience variables influence purchasing decisions. This means that customer experience describes the interaction between a customer and a product, company, or part of an organization, which elicits a reaction. This experience is truly personal and implies customer engagement at different levels (rational, emotional, sensory, physical, and spiritual).

The Influence of Brand Trust on Purchasing Decisions

Demand for a product will increase if it can maintain consumer trust. This is evident in Skintific's role in maintaining consumer trust. Many customers make purchasing decisions due to their high level of trust in Skintific products. The claims made by the Skintific brand have provided consumers with a realistic sense of quality. This makes Skintific products highly sought after by consumers, especially in Madiun. This is consistent with the findings, which indicate that respondents perceive Skintific products as consistently maintaining quality and containing safe and halal ingredients. This provides consumers with confidence in Skintific beauty products, leading to their purchase.

This aligns with research conducted by Lombok & L. Samady (2022) and Indiani et al. (2022), which showed that brand trust influences purchasing decisions. This means that a person's trust in a brand significantly influences their decision to purchase the same product or switch to another. If a product fails to maintain consumer trust, consumers will tend to switch to a more trustworthy product, and vice versa. H2 was accepted in this study.

The Influence of Brand Awareness on Purchasing Decisions

Demand will increase, and the product will become more widely known. This is because many consumers will always remember and, of course, remind other potential consumers when a need for a particular category arises. For example, the Skintific brand, which is already well-known to many consumers and has a good image among beauty product users, will make it easier for the brand to market its products. According to field conditions, respondents felt that Skintific products were priced appropriately for their quality, so they considered price and quality compared to other products. This instilled confidence in Skintific beauty products, leading to consumer purchase decisions. H3 was accepted in this study, consistent with research by Pratama & Rakhman (2022), Sulistyana & Aminah (2023), and Indiani et al. (2022), which showed that brand awareness influences purchasing decisions. This means that high brand awareness is expected to recall the brand whenever a need arises, which is then used to consider various alternatives in decision-making.

The Influence of Customer Experience, Brand Trust, and Brand Awareness Simultaneously on Purchasing Decisions of Skintific Beauty Products in Madiun City

The research results indicate the influence of Customer Experience, Brand Trust, and Brand Awareness on purchasing decisions (Table 2). Each variable plays a role in influencing

consumers to make purchasing decisions. Cesaria et al. (2022) stated that purchasing decisions are a process in which consumers understand the problem of searching for information or specific brands of a product, then evaluate how well each alternative solves the problem, ultimately leading to a purchase decision.

Table 2.
Simultaneous Test Results (F Test)

ANOVA ^a						
Model		Sum of Squares	DF	Mean Square	F	Sig.
1	Regression	5432.354	3	1810.785	147.108	.000 ^b
	Residual	1181.686	96	12.309		
	Total	6614.040	99			
a. Dependent Variable: Purchasing Decisions						
b. Predictors: (Constant), Brand Awareness, Brand Trust, Customer Experience						

Source: Results of IBM SPSS Statistics v.25 data processing

Purchasing decisions are influenced by many factors. Consumers are confident in making purchasing decisions because customer experience provides a sense of comfort and security. Well-maintained brand trust creates a sense of trust and confidence in consumers' purchasing decisions, and brand awareness facilitates product recognition and recall by Skintific consumers. Therefore, the results obtained support H4 in this study.

Conclusion, Implications, Suggestions, and Limitations

The research results show that Customer Experience, Brand Trust, and Brand Awareness significantly influence purchasing decisions for Skintific products in Madiun City, both partially and simultaneously. A positive customer experience creates a sense of comfort and encourages consumers to purchase. Brand trust increases consumer confidence in product quality, while brand awareness facilitates consumer brand recognition and makes it a primary consideration when making purchasing decisions. Therefore, these three variables are important determinants in shaping consumer purchasing decisions in the beauty industry, particularly for Skintific products.

These findings reinforce purchasing decision theory, which explains that customer experience, brand trust, and brand awareness are key psychological factors in forming purchase decisions. These results also support the relevance of modern consumer behavior models that emphasize the importance of emotions and perceptions in building brand preference. The Skintific brand needs to optimize the customer experience through after-sales service, more premium packaging, and consistent product quality to ensure positive consumer experiences lead to repeat purchases. The company can leverage these findings to design trust-building marketing strategies, such as ingredient transparency, dermatological certification, and valid testimonials to strengthen brand trust. Brand awareness can be increased by expanding promotional channels through more aggressive digital campaigns, influencer collaborations, and consumer recommendation programs, thus strengthening competitive position, especially in the competitive cosmetics market.

Future research could include variables beyond the three main ones in this study, such as brand image, viral marketing, e-WOM, perceived value, or customer satisfaction, as there are still many academic opportunities to expand the research model. It is recommended to use mixed methods research or expand the demographics of respondents to produce a more comprehensive comparison of consumer behavior. Skintific Company Management is advised to maintain consistent product quality and undertake continuous product development to meet increasingly diverse consumer needs. Expanding distribution channels and market penetration will increase brand visibility and strengthen brand awareness. Integrating more targeted digital marketing strategies, such as retargeting ads, user-generated content campaigns, and review amplification, will accelerate the dissemination of product information.

The study used only three independent variables (customer experience, brand trust, and brand awareness), thus not including other psychological and social factors that could potentially influence purchasing decisions. The sample size was limited to 100 Skintific consumers in Madiun City, so the generalizability of the research results remains limited to a specific geographic area. Data was collected through a questionnaire, which potentially poses a self-report bias that could affect the objectivity of responses. The study was cross-sectional, meaning it cannot measure long-term changes in purchasing behavior.

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