





The Influence of Product Composition Information and Brand Trust on Purchasing Decision

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Abstract. This study examined the influence of product composition information and brand trust on purchasing decisions. Popular food and beverage product brands in Indonesia are experiencing problems with a low percentage of market share. This issue might be resolved by improving brand trust and product composition information. Product composition information for food and beverage that stimulated consumer purchasing decisions must be provided thoroughly and correctly. The study used a descriptive quantitative method on 30 participants to obtain data on purchasing decisions in Indonesia. The data collection process used a cross-sectional survey approach conducted face-to-face and virtually. The data collected were analyzed with multiple regression using SPSS software. The data analysis results show that product information composition partially affected purchasing decisions. Furthermore, brand trust had a partial influence on purchasing decisions. Finally, product information composition had no simultaneous effect on purchasing decisions. The impact of brand trust on purchasing decisions was more significant than that of product information composition on purchasing decisions. Thus, efforts to increase brand trust to improve the condition of purchasing decisions were more vital. The limitation of this study was that it did not test the relationship between product information composition and brand trust..

Keywords: Brand Trust, Product Composition Information, Purchasing Decision..

1 Introduction

A survey conducted in Indonesia showed that the country was in the sixth position as the world's highest consumer of chocolate products, with an average consumption of 7.3 kg per capita [1]. However, the purchases of Van Houten brand chocolate products occupied the lowest index of the top 7 other brands in 2023 at 16.4% [2]. If the purchasing rate remains, the company is believed to be at the edge of bankruptcy soon. Previous studies confirmed that purchasing decisions were influenced by product composition information and brand trust [3]. Products with composition information will increase the intention to repurchase compared with those without, and brand trust is also a variable of consumers' decision-making in purchasing products as they believe

that the brand is the most appropriate choice. Therefore, Van Houten's brand is suggested to pay attention to product composition information and brand trust.

1.1 Purchasing Decision and Product Composition Information

Purchasing is a buyer's decision that could be influenced by financial conditions, technology, politics, price, location, and promotions[4]. It is a process in which the buyer knows the problem, finds information, evaluates the product, then decides on a purchase [5]. The purchasing decision could be considered as an activity of deciding or making a choice from various choices based on the information obtained to buy a product or service referred to as a purchase decision. Previous research stated that purchasing decision was influenced by product composition information [6]. The research hypothesis proposed was:

H1: Product composition information affects purchasing decisions.

The dimensions of purchasing decisions are 1) the type of product, 2) the brand, 3) the number of products, 4) the time of purchase 5) the payment method [7]. Product types are various shapes, colors, and qualities.

The information listed on a product, including the composition of the raw materials, nutritional value, weight, product storage recommendations, and the barcode, is called product composition information [8]. It provides nutrition and health knowledge information [9]. The information provided should be accurate and understandable to buyers to avoid misleading [10]. Product composition information is a list contained in a product to inform buyers about the product composition, nutritional value, and expiration date.

Indicators of product composition include: 1) The composition is made from natural ingredients, 2) The composition is made from selected ingredients, and 3) The composition does not contain addictive chemicals [11]. In this study, the product composition information variables were constructed by ingredient composition, product composition, and safety information.

1.2 Purchasing Decision and Brand Trust

Brand trust is similar to product composition information. Therefore, brand trust influences purchasing decisions. Brand trust is defined as a psychological condition that intends to accept based on reasonable expectations or the attitudes of others [12]. It is buyers' rational and emotional commitment to the brand [13]. It is also recognized as mutual trust between the brand and buyers [14]. Brand trust is a sense of buyer confidence in the product because it has reasonable expectations about the value of a brand. Based on the previous studies, the hypothesis proposed in this study was:

H2: Brand trust affects purchasing decisions.

Indicators of brand trust are company characteristics, brand characteristics, and buyer characteristics [15]. Brand reputation, company reputation, satisfaction, perceived credibility, consumer expectations, and service quality are elements of brand trust [16]. Brand trust factors can be classified into four categories: 1) cognition-based, related to consumer views, 2) Influence-based, 3) Experience-based, and 4) Oriented to buyer characteristics [17]. Competition, integrity, and policy are also indicators of brand trust [18]. In addition, trust includes judgments on policy and competence [19]. Based on observations of several expert opinions, the appropriate constructs for building brand trust variables are confidence, security, trust, quality assurance, and satisfaction assurance.

2 Methods

2.1 Hypothesis

The research design was utilized to solve the research problem, namely the low index of the Van Houten brand compared with other brands. The study used a causal design. It is designed to collect data and create a structure that allows researchers to comprehend cause-effect relationships in the research variables [20]. The purposes of causal research are: 1) Understanding the independent and dependent variables of the marketing phenomenon, 2) Determining the relationship between the cause-effect variables, and 3) Testing the causal variable relationship hypothesis. According to the literature review, this study was conducted based on the grand theory of marketing management, purchasing decisions, product composition information, and brand trust, as shown in Fig. 1.

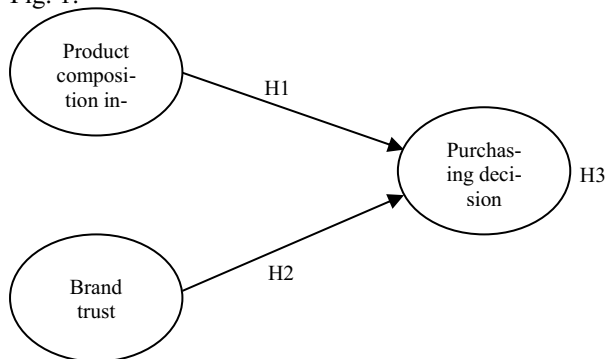


Fig. 1. Relation between composition information product and brand trust to purchasing decision

2.2 Sample and Data Collection

The population of this study was the consumers of Van Houten Indonesia. The research provided the population limit in the unit of analysis in which the consumers served as an individual. The survey was sent via e-mail and face-to-face to 749 people randomly. Thereby individuals had the same probability of being selected from the population and representing a sample. The study had a 4% response rate with 32 participants. Around 7.5% of participants had the same rating for all items. Therefore, the sample of this study was 30, which were the participants provided varied ratings for all items. The data analysis technique in this quantitative study utilized a statistical approach. The technique of analyzing the data in this study was regression. The program used to analyze the data with the regression method was Statistical Product and Service Solution (SPSS). An interval scale was utilized to meet the data analysis criteria using regression. It allowed the researchers to perform participants.

3 RESULTS AND DISCUSSION

The description of product composition information on Van Houten's customer was based on the three dimensions, such as ingredient composition, product composition, and safety information were at a very high level. The average value obtained from product composition information on Van Houten's customer was 3.95. Besides, the dimension with the highest value was the safety information, 4.80. Meanwhile, the dimension with the lowest score was ingredient composition, 2.90, as shown in Table. 2.

Table 1. the level of influence of product composition information

Very low	Low	Medium	High	Very high
120	216	312	408	504

Based on the data, while buying Van Houten products, 33.33% of consumers read the composition of ingredients, 20.00% of consumers remember the composition of Van Houten chocolate information products, 46.66% of consumers consider the composition of Van Houten chocolate essential to know, 83.33% of consumers consider safety information on Van Houten chocolate necessary. Therefore, it can be concluded that the value of Van Houten's customer's purchasing decision variable was 3.70 at a very high level. The average value of Van Houten's customer's purchasing decisions based on product composition information was 3.95%.

Table 2. level of influence of brand trust.

Very low	Low	Medium	High	Very high
240	433	624	816	1008

According to the data, 13.33% of consumers believed the Van Houten chocolate brand could meet their needs. 13.33% of consumers felt a sense of security when using Van

Houten chocolate brands, 30.00% of consumers believed in the quality of Van Houten chocolate brands, 30.00% of consumers believed that Van Houten chocolate brand services had quality assurance, 6.66% consumers of Van Houten chocolate always disappointed consumers, 20.00% of consumers of Van Houten chocolate brand agreed that it guaranteed satisfaction, 30.00% of consumers believed that the packaged of Van Houten chocolate brand promises satisfaction, 23.33% of consumers were confident to choose the Van Houten chocolate brand.

Therefore, it can be concluded that the value of Van Houten's customer's purchasing decision variable was 3.70 at a very high level. The average value of Van Houten's customer's purchasing decisions based on brand trust was 3.62%. The dimension with the highest value was trust 4.03. Meanwhile, the dimension with the lowest score was satisfaction 1.93, as shown in Table 3.

Table 3. level of influence on purchasing decisions

Very low	Low	Medium	High	Very high
240	433	624	816	1008

As the data shows, 23.33% of the consumers wanted to buy the Van Houten chocolate brand, 23.33% purchased the Van Houten chocolate brand, 20.00% consumers were going to buy the Van Houten chocolate brand, 30.00% of consumers would pay attention to what previous customers had said about Van Houten chocolate, 43.33% consumers would read the information provided by sellers such as brochures, pamphlets, display goods, 26.66% consumers would consider to buy Van Houten chocolate compared with other chocolate brands because of the quality, 30.00% consumers would repurchase Van Houten chocolate, 23.33% consumers would recommend to others about Van Houten chocolate. The dimension with the highest value was searching for information 4.03. Meanwhile, the dimension with the lowest score was the purchase decision of 3.10, as shown in Table. 3.

3.1 Analysis of Product Composition Information on Purchasing Decision

The first analysis was conducted to determine the level of relationship between product composition information and purchasing decisions. The test was carried out using the relationship coefficient value and the coefficient of determination found in Table 2.

Table 4. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					Change in R Square	F Change	df1	df2	Sig. F Change
1	.104 ^a	.011	-.025	8.504	.011	.304	1	28	.586

- a. Predictors: (Constant), ProductCompositionInformation
- b. Dependent Variable: PurchasingDecision

Based on Table 5, the coefficient of the relationship between product composition information and the purchasing decision was indicated by an R-value of 0.104. (Naval Bajpai, 2017), if the coefficient interval is 0.00-0.20, it shows no correlation between product composition information and purchasing decisions. Meanwhile, the value R^2 of 0.011 was the coefficient of determination between product composition information and purchasing decisions. This means that product composition information affects purchasing decisions by 1.1%. While 98.9% is another independent variable outside the regression model performed.

The second analysis was conducted to determine whether the product composition information dimension influenced purchasing decisions. In this study, there was a main hypothesis to be tested. H_1 : product composition information significantly affects purchasing decisions. The testing was done using the significance value found in Table 5.

Table 5. ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.990	1	21.990	.304	.586 ^b
	Residual	2024.977	28	72.321		
	Total	2046.967	29			

- a. Dependent Variable: Purchasing Decision
- b. Predictors: (Constant), Product Composition Information

Based on Table 6, if the significance value was $0.586 \geq 0.05$, then. H_1 rejected. This meant that product composition information had no significant effect on purchasing decisions. The study's results were assumed not to be widely applicable outside the focus of research on the effect of product composition information on purchasing decisions, namely Van Houten, by providing the same research results on different samples. The results of this study were opposed to the previous study (Wijaya & Annisa, 2020), which stated that product composition information had a significant effect on purchasing decisions.

Based on the results, the dimensions of product composition information that did not affect purchasing decisions were ingredient composition and safety information. The composition of the ingredients, which Van Houten had, was essential for consumers. In addition, Van Houten's safety information, such as the halal label, was also essential for consumers.

3.2 Analysis of the Effect of Brand Trust on Purchasing Decision

The first analysis was conducted to determine the level of relationship between brand trust and purchasing decisions. The test was carried out using the relationship coefficient value and the coefficient of determination found in Table 6. Model Summary.

Table 6. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.590 ^a	.348	.325	6.903	.348	14.954	1	28	<.001

a. Predictors: (Constant), BrandTrust

b. Dependent Variable: PurchasingDecision

Based on Table 7, the coefficient of the relationship between brand trust and purchasing decision was indicated by an R-value of 0.590 (Naval Bajpai, 2017). The coefficient of 0.41-0.70 shows that the relationship between brand trust and purchasing decisions was sufficient. While the value R^2 of 0.348 was the coefficient of determination between brand trust and purchasing decision. This meant that brand trust affected purchasing decisions by 34.8%. While 65.2% was another independent variable outside the regression model performed

The second analysis was conducted to determine whether the five dimensions of brand trust would influence purchasing decisions. In this study, there was a main hypothesis to be tested, namely H_1 2: brand trust significantly affects purchasing decisions. The testing was carried out using the significance value found in Table 7.

Table 7. ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	712.634	1	712.634	14.954	<.001 ^b
	Residual	1334.333	28	47.655		
	Total	2046.967	29			

a. Dependent Variable: PurchasingDecision

b. Predictors: (Constant), BrandTrust

Based on Table 8, if the significance of $0.001 \leq 0.05$, then H_1 2 accepted. This meant that brand trust had a significant effect on purchasing decisions. This study's result was considered widely applicable outside the focus of research on the effect of brand trust on Van Houten's purchasing decision by providing the same research results on different samples. The results of this study were in line with those (Wijaya & Annisa, 2020), which stated that brand trust affected purchasing decisions

Based on the result, the brand trust variables influencing purchasing decisions were confidence, security, quality assurance, and satisfaction.

Based on Table 8, if the significance of $0.001 \leq 0.05$, then $H_0(1)$ 2 accepted. This meant that brand trust had a significant effect on purchasing decisions. This study's result was considered widely applicable outside the focus of research on the effect of brand trust on Van Houten's purchasing decision by providing the same research results on different samples. The results of this study were in line with those (Wijaya & Annisa, 2020), which stated that brand trust affected purchasing decisions

Based on the result, the brand trust variables influencing purchasing decisions were confidence, security, quality assurance, and satisfaction.

3.3 Analysis of the Effect of Product Composition Information and Brand Trust on Purchasing Decision

The first analysis was conducted to determine the level of relationship between product composition information and brand trust in purchasing decisions. The test was carried out using the relationship coefficient value and the coefficient of determination contained in Table 8.

Table 8. Model Summary.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.606 ^a	.367	.320	6.929	.367	7.816	2	27	.002

a. Predictors: (Constant), BrandTrust, ProductCompositionInformation

b. Dependent Variable: PurchasingDecision

Based on Table 9, the coefficient of the relationship between product composition information and brand trust with the purchasing decision was indicated by an R-value of 0.606. (Naval Bajpai, 2017), if the coefficient interval was 0.41-0.70, it showed that the level of relationship between product composition information and brand trust with purchasing decisions was sufficient, while the value of R^2 0.367 was the coefficient of determination between product composition information and brand trust in purchasing decisions. This meant that product composition information and brand trust affected purchasing decisions at 36.7%. While 62.3% was another independent variable outside the regression model performed.

The second analysis was conducted to determine whether the two dimensions of product composition information and the five dimensions of brand trust affected the four dimensions of purchasing decisions. In this study, the main hypothesis to be tested was $H_0(1)$ 3: product composition information and brand trust significantly affect the purchasing decision. The testing was conducted using the significance value found in Table 7.

Table 9. ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	750.578	2	375.289	7.816	.002 ^b
	Residual	1296.389	27	48.014		
	Total	2046.967	29			

a. Dependent Variable: PurchasingDecision

b. Predictors: (Constant), BrandTrust, ProductCompositionInformation

Based on Table 10, if the significance value was $0.002 \leq 0.05$, then. $H_0(1)$ 3 accepted. This meant that product composition information and brand trust significantly affected purchasing decisions. The result of this study was considered to be widely applicable outside the focus of research on the effect of product composition information and brand trust on Van Houten's purchasing decision by providing the same research results on different samples. The result of this study was in line with the previous study (Wijaya & Annisa, 2020), which stated that the main factors influencing purchasing decisions were the influence of product composition information and brand trust.

4 CONCLUSION

According to the study's results, the study found that product composition information had no significant effect on purchasing decisions, while brand trust had a positive and significant effect on purchasing decisions. Consumers needed to be guided into the trust phase before buying the product. When consumers trust the product brand, consumers will express a positive tendency for the purchase intention. Brand trust was essential and could help improve the Van Houten brand.

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