

# The Effects of Perceived Quality and Brand Trust on Purchase Intention on the Body Shop Products

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## Abstract

The Body Shop as one of the companies that consistently produces environmentally friendly products as well as efforts to provide awareness to the public on the importance of protecting the environment. This research aims to determine how the influence of perceived quality and brand trust on purchase intention on The Body Shop products. The research method use in this research is the verification with a total sample of 100 respondents. The analytical and the coefficient of determination at a significant level of 5%. The results showed that purchase intention was influenced by perceived quality by 67.89% and brand trust by 76.38%.

## Keywords

Green Perceived Quality, Green Trust, Green Purchase Intention, The Body Shop.

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## Introduction

The trend of consumption of environmentally friendly products is in demand by the public even though they are charged with relatively high prices. The Body Shop is a company that has a movement to care for the environment as evidenced by carrying out various campaigns such as No Against Animal Testing, Support Community Trade, Bring Back Our Bottle and even the HIV AIDS campaign. The Body Shop strives to educate consumers and invite consumers to care more about what is happening around them. The Body Shop's efforts to be known to the public as a cosmetic products that has a green brand have received various awards as a form of appreciation for the activities it has carried out. Quoted from various reports of awards that have been received by The Body Shop, among others:

1. In 2018, The Body Shop Indonesia received an award from the Governor of DKI Jakarta in the Environmental Care Community Appreciation program for the Jakarta No Plastic Bags Program category!
2. In 2019, The Body Shop was awarded the HR Excellence Award by SWA Magazine (HR Transformation, Learning & Development, and Retention Strategy)
3. The Body Shop was awarded the Best Companies to Work for in Indonesia 2019 by HH Asia Magazine
4. In 2020, The Body Shop Indonesia won 2 award categories from PT Waste for change Alam Indonesia (Waste4Change) in the Appreciation Day 2020 event which was held on December 17, 2020. The two categories were Zero Waste to Landfill for waste reduction efforts which ended in Final Waste Processing Site and Extended Producer Responsibility for efforts to be responsible for waste from customers.
5. In 2021, The Body Shop has won three awards at once, namely The Women's Choice for Perfume Brand Product, The Women's Choices for Night Cream Brand Product, and The Women's Choices for Body Lotion Brand

These awards show that The Body Shop brand has been recognized by the general public, the environmental community, government agencies and the state so as to form as positive perception in the minds of customers. The Body Shop continues to innovate and strives to improve the quality of the company more broadly, not only using environmentally friendly materials but in other processes The Body Shop also strives to pay attention to environmental aspects. The various certifications held by The Body Shop indicate that all of its products are guaranteed to be reliable and in accordance with the standards set. So with the existence of these certification, it is able to create consumer confidence in The Body Shop's products. Certifications already owned by The Body Shop are:

1. The Body Shop Indonesia Distribution Center has a Green Ship New Building certification with a Gold rating - September 2016 to September 2019 certificate number 011/RP/NB/IX- 2016.
2. In September 2019, The Body Shop received a B Corp certificate. B Corp certified The Body Shop for meeting the highest standards in verification of social and environmental performance, public transparency, and legal accountability aimed at balancing profit and the company's noble goals.
3. The Body Shop products are registered and has a certified in PETA (People for the Ethical Treatment of Animal)
4. The Body Shop is registered and has a certificate from Leaping Bunny that The Body Shop products have never been tested on animals. The label "leaping bunny" on this products also applies internationally marked with a rabbit and star symbol
5. The Body Shop products and packaging used are certified by the Forest Stewardship Council (FSC) that the use of raw materials and materials from forests is managed responsibly under the FSC scheme.

Based on this evidence, it can be concluded that The Body Shop's products have certifications which indicate that these products are of good quality but have a use value that is to reduce negative impacts on the environment.

The many awards and certifications obtained by The Body Shop are able to encourage the achievement of The Body Shop's performance. Table 1 Top Brand Award for Cosmetic Products show the percentage of Top Brand From The Body Shop products has consistently increased, compared to other brands. This can be seen from data sourced from Top Brands who conduct

TOP BRAND INDEX FASE 1 2021					TOP BRAND INDEX FASE 1 2020						
BODY MIST			BRAND		BODY BUTTER/ BODY CREAM			BRAND			
BRAND	TBI 2021		BRAND	TBI 2021	BRAND	TBI 2020		BRAND	TBI 2020		
The Body Shop	49.6%	TOP	The Body Shop	44.4%	TOP	The Body Shop	44.3%	TOP	The Body Shop	42.5%	TOP
Victoria's Secret	13.0%	TOP	Griffame	15.3%	TOP	Victoria's Secret	10.3%	TOP	Griffame	14.2%	TOP
Natural Beauty	8.8%		Mustika Ratu	12.0%	TOP	Natural Beauty	7.3%		Mustika Ratu	10.1%	TOP
Elvia	6.5%		Wardah	9.3%		Elvia	5.2%		Wardah	9.2%	
Lovana	4.8%		Dove	8.1%		Lovana	3.8%		Dove	7.8%	

  

TOP BRAND INDEX FASE 1 2019					TOP BRAND INDEX FASE 1 2018						
BODY MIST			BRAND		BODY MIST			BODY MIST			
BRAND	TBI 2019		BRAND	TBI 2019	BRAND	TBI		BRAND	TBI		
The Body Shop	35.0%	TOP	The Body Shop	30.9%	TOP	The Body Shop	17.1%	TOP	The Body Shop	17.1%	TOP
Victoria's Secret	9.5%		Griffame	19.4%	TOP	Wardah	11.3%	TOP	Wardah	11.3%	TOP
Natural Beauty	9.4%		Mustika Ratu	13.2%	TOP	Mustika Putri	8.1%		Mustika Putri	8.1%	
Elvia	6.1%		Wardah	9.0%		Eskulin	6.8%		Eskulin	6.8%	
Lovana	6.1%		Dove	8.3%		Victoria's Secret	6.8%		Victoria's Secret	6.6%	

**Table 1**  
 Top Brand Award for Cosmetic Products  
 Source: <http://www.topbrand-award.com/>

The increase in the performance of The Body Shop’s Top Brand products indicates that the awards and certifications that have been obtained by The Body Shop are able to make The Body Shop products remain number one. Based on the background and phenomena above, the authors are interested in examining how the influence of perceived quality and brand on the purchase intention of The Body Shop products.

**Theoretical Background**

Consumer preceptions of product quality will shape preferences and attitudes which in turn will influence the decision to buy or not. This is in line with the opinion of Aaker (2013) that the impression of quality provides value in several forms, one of which is a reason to buy. Schiffman and Kanuk (2007) in pamangсах (2008) say that a person’s perception of product quality will affect the buying interest contained in individuals. A positive perception of product quality will stimulate the emergence of consumer interest to buy which is followed by buying behavior. Consumers with intention to buy are driven by perceived quality which is a direct result of the quality or benefits obtained by the customer (Zeithmal 1998 in Khan et al.,2012). Perceived quality is the added value of a product (Bhuan, 1997 in Khan, 2012). If the perceived quality of the product, the customer will be more inclined to buy. A direct positive effect is felt on perceived quality on purchase intention (Jones et al., 2002 in Khan 2012). San et al., (2011) in Wang and Tsai (2014) found that perceived quality has positive direct relationship to purchase intention, Tsiotsou (2006) in Wang and Tsai (2014) examined the effect of perceived quality on purchase intentions showing that perceived quality has a positive direct effect (through overall satisfaction) on purchase intentions. Kealesitse and Kabama (2012) in moslehpour (2015) also add that perceived quality is directly related positively to purchase intention. In the purchase process, product intentionation is influenced by one factor, namely, brand trust. With greem trust that is well known, of course, consumers will be more confident that the product has good quality and consumers will immediately make purchases on products that have good green trust. The opinion of Kotler (2016), and March (2006) that the priority of building trust in consumers is very important in increasing

consumer buying interest. Kamtarin (2012) started that trust is one of the main factors that influenced purchases. Trust refers to an individual's belief that consumers will behave according to their expectations. Thus, it can be concluded that purchase intention is influenced by consumer trust, if consumers have good trust in producers, companies, as well as products and service, consumers will have high buying interest (Schlosser et. al., 2006). This explains that consumers have an interest in buying The Body Shop products because of good trust in The Body products in its efforts to create product that are friendly to the environment. Based on the description above, the hypothesis that can be taken in this research are:

- a) Perceived Quality has a positive effect on Purchase intention of The Body Shop products.
- b) Brand Trust has a positive effect on a Purchase Intention of The Body Shop products

## Research methods

The method used in this research is verification which will be proven through hypothesis testing. The survey in this research was conducted to the population, namely consumers who want to buy The Body products and have awareness of the environmental phenomena that are happening. The analytical method used is the Spearman Rank correlation to determine the strong and low relationship between perceived quality and brand trust with purchase intention, measuring the influence contributed by perceived quality and brand trust on purchase intention through the coefficient of determination, and hypothesis testing through the test with a significance level by five percent.

## Result and Discussion

In an effort to determine the effect of perceived quality and brand trust on purchase intention, it is necessary to first know the relationship between these variables and the strength or weakness of relationship. So first the measurements will be carried out through the Spearman rank correlation test and the following results are obtained.

**Table 2**  
Spearman Rank Correlation Coefficient

Correlations		Perceived Quality	Brand Trust	Purchase Intention
Spearman's rho	Perceived Quality	Correlation Coefficient 1.000	.954**	.824**
		Sig. (1-tailed) .000	.000	.000
		N 100	100	100
Brand Trust		Correlation Coefficient .954**	1.000	.874**
		Sig. (1-tailed) .000	.	.000
		N 100	100	100
Purchase Intention		Correlation Coefficient .824**	.874**	1.000
		Sig. (1-tailed) .000	.000	.
		N 100	100	100

\*\* . Correlation is significant at the 0.01 level (1-tailed).

Based on the correlation coefficient, a value of 0.824 is included in the category of high relationship, is in the class interval between 0.800-1000. So the relationship between perceived quality and purchase intention is very strong relationship because it has a correlation value of 0.824. the correlation value is positive which indicate that the relationship is unidirectional. The

better perceived quality will be followed by the higher purchase intention. Because the relationship between perceived quality and purchase intention is 0.824. so on the basis of this, it can be seen the magnitude of the influence contributed by perceived quality to purchase intention. Thus, the coefficient of determination can be calculated as follows.

$$Kd = (rs)^2 \times 100\%$$

$$Kd = (0.824)^2 \times 100\%$$

$$Kd = 67.89\%$$

From the calculation result above, it can be seen that the coefficient of determination obtained is 67.89%. this show that perceived quality contributes to purchase intention of 67.89%, while the remaining 32.11% is a contribution from other variables not examined. To find out how the effect of perceived quality on purchase intention, see that the  $t_{count}$  obtained is 14.39698323. This value will be compared with the  $t_{table}$  value in the t distribution table. With  $\alpha = 5\%$ , the  $t_{table}$  value is 1.660. From the values above, it can be seen that the value of  $t_{count}$  ( 14.39698323) >  $t_{table}$  (1.660). IN accordance with the criteria for testing the hypothesis that  $H_0$  is rejected and  $H_a$  is accepted, it means that Perceived Quality has positive effect on purchase intention of Body Shop. The relationship between brand trust and purchase intention is a strong relationship because it has a correlation coefficient value of 0.874 which is included in the category of a very high relationship, being in the class interval between 0.800 – 1,000. The correlation value is positive which indicates that the relationship is unidirectional. Where the better the brand trust will be followed by the higher purchase intention. Because the relationship brand trust and purchase intention is 0.874. Thus, it can be seen the influence contributed by brand trust on purchase intention, the coefficient of determination can be calculated as follows.

$$Kd = (rs)^2 \times 100\%$$

$$Kd = (0.874)^2 \times 100\%$$

$$KD = 76.38\%$$

From the result of the above calculation, it can be seen that the value of the coefficient of determination obtained is 76.38%. this shows that brand trust contributes to purchase intention of 76.38%, while the remaining 23.62% is contribution from other variables not examined. To find out how the influence of brand trust on purchase intention with reference to the  $t_{count}$  obtained is 17.80550947. This value will be compared with the  $t_{table}$  value in the t distribution table. With  $\alpha = 5\%$ , the  $t_{table}$  value is 1.660. From the value above, it can be seen than the value of  $t_{count}$  (17.80550947) >  $t_{table}$  (1.660). In accordance with criteria for testing the hypothesis that  $H_0$  is rejected and  $H_a$  is accepted, it means that brand trust has a positive effect on The Body Shop's purchase intention.

## Conclusions

Perceived quality contributes to purchase intention of 67.89%. this show that consume perception of a product are able to encourage consumer desire to make a purchase. So it is important for companies to campaign for values by making exclusive promotion and being more active in making events or campaigns that involve the community, for example campaigns with concept of environmentally friendly products or concepts related to global warnings issues and their impact on the environment as well as selecting brand ambassadors in accordance with image and mission of The Body Shop so that the public will understand, be interest and understand the importance and benefits of using green product that are environmentally friendly. In addition, this study shows that Brand Trust contributes to the Green Purchase Intention of 76.38%. Consumer confidence in the product is able to provide encourage to consumers to make a purchase. Thus, the company continues to innovate it's products while still paying attention to environmental sustainability and consumers are satisfied, aswell as to further introduce The Body Shop as a company that has environmental responsibility by, for example, making videos, pictures or creative wrings where the content adapted to current trends, and is publised on social media, website and other with the hope that consumers will be interested and understand about The Body Shop's corporate culture and the products it sells.

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