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## **THE INFLUENCE OF PRICE, PRODUCT QUALITY, BRAND IMAGE ON PURCHASING DECISIONS, WITH CONSUMER TRUST AS A VARIABLE MEDIATING**

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### **Abstract**

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*This study aims to determine the effect of price, product quality, brand image on purchasing decisions for Tupperware consumers in Jakarta mediated by consumer trust. The primary data used is responses to the Buying Decision of Tupperware consumers in Jakarta Mediated by Consumer Trust regarding Price, Product Quality, and Brand Image which were obtained through distributing questionnaires. The research population is Tupperware consumers in Jakarta. A sample of 100 people is taken by convenience sampling. Data were analyzed using PLS-based SEM. The results showed that the product quality and brand image variables affected consumer trust, the consumer trust variable affected purchasing decisions, while the price, product quality and brand image variables had no effect on purchasing decisions and the price variable did not affect consumer trust and purchase decisions. In addition, it is proven that consumer trust can mediate the relationship between product quality and purchasing decisions, and consumer trust is also able to mediate the relationship between brand image and purchasing decisions. In contrast, consumer trust is not able to mediate price and purchasing decisions.*

**Keywords:** Price, Product Quality, Brand Image, Consumer Trust, Purchase Decision.

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### **INTRODUCTION**

In running something business especially producing company goods need House ladder of course needed enough trust tall especially in the eyes consumer. one impact from trust consumer to product need tool House ladder that is a number of consumer will follow a membership Where with these members company can know amount loyal consumers in buy product made. However loyalty consumer can changed If there is a number of the problem that hit company the.

Tupperware Indonesia is one of them producer tool need House lots of stairs used by Indonesian people and all made from base plastic. The history of the

founding of Tupperware started by one businessman United States born named Earl Sillas Tupper in 1907. Since 21 years old, his creative Tupper has joined with based company innovation and passing various research conducted. He succeeded in finding a method for purifying dregs seed black polyethylene. Tupperware already entered Indonesia since 1991 with supported more of 190,000 power seller independent, Tupperware products are successful penetrate various circles (Source : Tupperware.co.id).

Purchase decision is series of processes that started from consumer know the problem, looking for information about product or brand specific and evaluate product or brand the how much either alternative they can solve the problem, which then series of processes lead to decision purchases (Tjiptono & Tjiptono, 2012). In decision purchase will be determined after through 5 stages as following started from introduction problem, search information, evaluation of alternatives that can solve the problem is the decision purchasing, and behavior post purchase, which started far before actual purchase by consumers (Kotler & Armstrong, 2017).

In a few years final the Tupperware company experienced issue bankruptcy that occurred because exists decline price share sale of Tupperware on the US stock exchange. Based on Yahoo Finance data, price Tupperware shares amounted to US\$1.3 at closing trading Tuesday, April 11, 2023. The figure plummeted 93.29% in comparison with same period year earlier (year-on-year/yoy). Tupperware shares also fell 68% if compared to with early 2023 (year-to-date/ytd). Decline share can be seen in graphics in pictures under this :



Figure 1. Decrease in Tupperware Brands Corporation Shares

Source : Yahoo Finance.

With its decline share price the resulted share company threatened *delisted* or issued from the stock exchange. With effect expenditure it will impact to cost operational companies that don't can be covered without input funds from share sale. Decline Tupperware's stock also resulted from the sale decreased product because already own lots competitor moment this one has design and diversity more shape follow development of the times. Container brand kitchen that has experience decline sale consequence decline decision purchase from consumer in a number of years last. Sale down 18% to around US\$ 1.3 billion in 2022 from 2021 (cnbcindonesia). Decline sale this shown on the chart following :

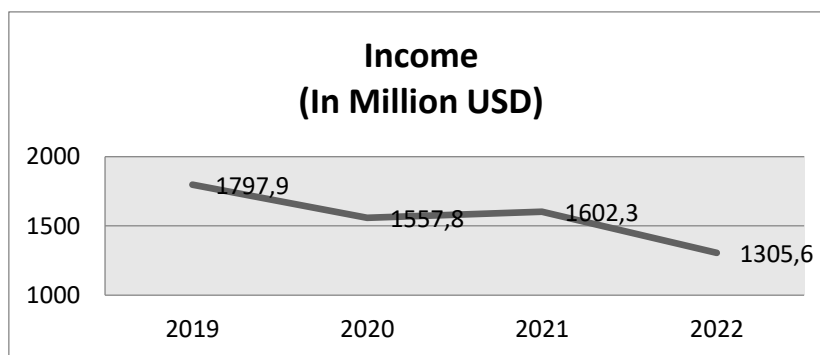


Figure 2. Tupperware Revenue

Source: id.investing.com

Price is one always element noticed by the manufacturer in framework sell the product. Determination price is problem important, still Lots less company perfect in handle problem determination price the. Role determination price will be very important especially under circumstances increasing competition sharp mature this, which is mainly in the circumstances increasing competition sharp and growing limited request. Price is amount of money charged on something product or services, or amount from exchanged value consumer on benefits Because own or use product or service the (Kotler & Armstrong, 2017) . Kotler and Keller argue that price is one element mix productive marketing income, price is element easiest in marketing programs For customized, features products, channels, and even communication need more Lots time.

Following is some of *the Top Brand Award* data owned by Tupperware in the last 5 years last taken from the *Top Brand Award* website.

**Table 1. Top Brand Awards 2018-2022**

	2022	2021	2020	2019	2018
Lion Star	31.90%	33.70%	36.70%	45.50%	
Tupperware	25.00%	32.70%	33.60%	33.20%	
Lock & Lock	12.80%	11.00%	-		

Source: Top Brand Award

Based on data from *Top Brands* is known that Tupperware products always be in rank second under from *Lion Star*. Following comparison price a number of product from third the *brands*:

**Table 2. Comparison of Top Brand Award Product Prices**

Product Name	Lion Star	Tupperware	Lock & Lock
Food Container Clip To Keep 1 L	29,500	93,750	75,000
Drinking Water Bottles	18,200	132,500	118,000
Glass	13,000	74,750	66,000

Source: related brand official store.

Based on table the seen that in facet price Tupperware products are more expensive in comparison competitors. price factor This be one making factor consumer young No like product *Tupperware*. Products *Tupperware* tend own more price tall compared to with other possible brands more affordable for consumer

young. this make consumer young more choose For buy another brand more affordable and compatible with preference them (ukmindonesia.id).

Quality product is something element mix marketing that is noticed by consumers before decide buy product. Products that have quality ok. Quality product is “ everything something that can offered to market for get attention, dieli, use or in consumption that can satisfying desire or need (Kotler & Armstrong, 2017) . Quality something product Good form goods nor service need determined dimensions. If company want to maintain superiority competitive in the market, company must understand aspect dimensions What only used by consumers For differentiate products sold company the with product competitors. In case quality Tupperware products already Lots brand kind with quality same product and price more cheap. Products that's also common produced mass and marketed through supermarkets, markets, and even e-commerce (cnbcindonesia.com).

Brand image (*brand image*) is representation from overall perception to brand and formed from past information and experience to brand it. Image against brand relate with attitude in the form beliefs and preferences to something brand. Consumers who have positive image to a brand, will more possible For do purchase. Brand image is set association unique want created or maintained by marketers. Associations That state indeed brand and what it promises to consumer. Brand is symbols and indicators from quality A product (Sopiah & Etta Mamang Sangadji, 2016) . at this time happen shift appetite consumer. Tupperware products don't generations of interest millennials and generation Z, because too identical with generation *baby boomers* and generation X. though trend generation Already changed, impression or image Tupperware brand as brand typical mothers No Once lost, so become impressed brand old and getting No relevant today, the Tupperware *Brand* tend considered as more brands known by parents or generation before. Brand image Insufficient *Tupperware trendy* and less in demand by consumers young. This is also related with factor previously that is not enough build *brand awareness* on social media to consumer youth (ukmindonesia.id).

problem with Tupperware is in terms of Marketing Strategy Where marketing Tupperware products use multi-level marketing (MLM) approach. Strategy the No suitable with product equipment House identical stairs with price affordable and produced bulk. Should the Tupperware company targets a broad market, no only based community (business.tempo.co).

Trust consumer own very big influence to continuity A company, because If product A company Already No trusted again by consumers so product the will difficult For growing in the market (Kotler & Armstrong, 2017) . So that can concluded that trust consumer is willingness One party accept risk from other party based faith and hope that the other party will do action as expected, though second split party Not yet know One each other. at this time Lots found products kind of use Tupperware brand so lower Trust consumer For use Tupperware products and choose buy product competitor direct from the official store (jatimnetwork.com). Research conducted by Pranata (2021) explains that trust customer influential positive and significant in a manner Partial to decision purchase, meanwhile research

conducted by Sartika (2022) shows results trust No influential to decision purchase. Difference results study this is what drives writer For do study related Trust Consumers.

Based on explanation background behind above, researcher interested For give title study This “Effect of Price, Quality Products, Brand Image Against Purchase Decisions With Trust Consumer As Variable Mediation (Case Study on Tupperware Consumers in Jakarta)”.

## RESEARCH METHODS

Study This is research descriptive with approach quantitative because the data needed on the object study is the specified data in form numbers, is results from calculation and measurement value on each the variables studied.

Primary data is data collected from the source direct Where in matter This is Selected Tupperware consumers in Jakarta become respondent. Primary data collected includes Price, Quality Product, Brand Image. While secondary data used as supporting data in preparation of proposals and discussion report research.

On research This use object a Tupperware user who lives in Jakarta. For time research conducted by researchers started from March to July 2023. Research This will measure a number of variables used in study This such as Price, Quality Product, Brand Image, Trust Consumer and Purchase Decision.

Population in study This is Consumer Tupperware products in Jakarta. Determination sample use technique *non-probability sampling* namely convenience sampling. In determining sample used This because No is known in a manner Certain amount the population, then use formula chochran Kish, L (2011) with formula :

$$n = \frac{Z^2 p \cdot q}{e^2}$$

$$n = \frac{1,96^2 0,5 \cdot 0,5}{0,10^2}$$

$$n = 96.04$$

n = amount sample used \_

Z = level the necessary confidence in sample

p = opportunity true 0.5

q = probability of being wrong 0.5

e = *margin of error* 10%

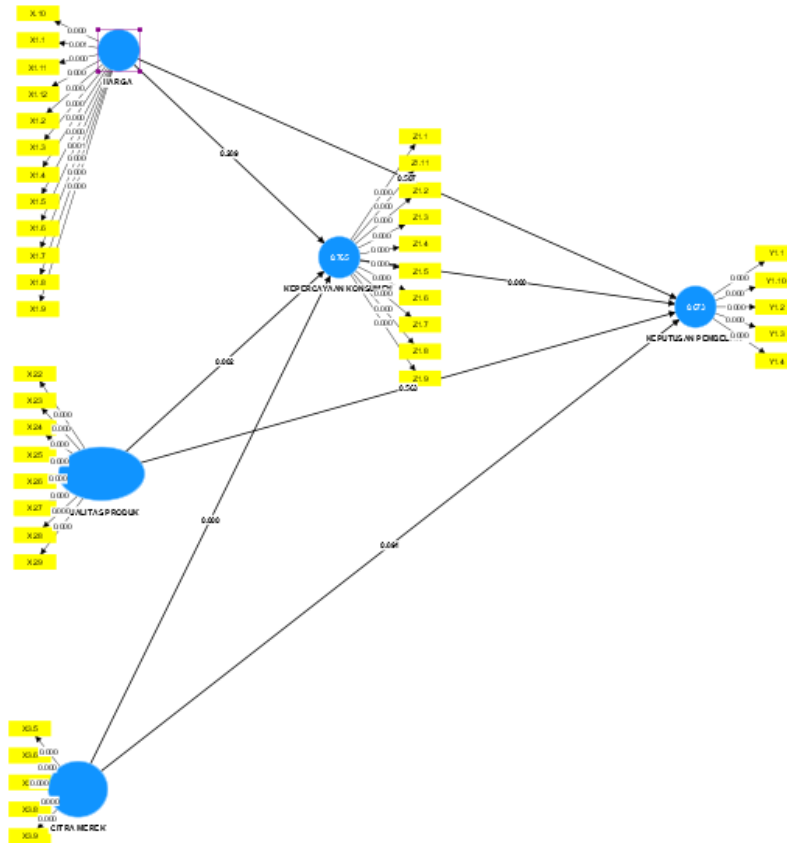
Thus amount sample in study This rounded to 100 respondents.

Data collection carried out writer on research This through deployment questionnaire to the people of DKI Jakarta. Fine man nor data collected women covers identity respondent as well as response consumer about product Tupperware. data that has been filled in by the Respondents will collected. Then selected, processed and then analyzed so that it can be see results from answer respondent the.

In doing study This before next into hypothesis testing done method For data analysis used in study This in the form of validity test and reliability test. Test it used For state that data characteristic consistent in answer every respondents and values

from those data characteristic reliable. Then analysis descriptive, multicollinearity test, path analysis, hypothesis testing and analysis coefficient determination (inner model).

## RESULTS AND DISCUSSION



**Figure 3. Partial Least Square Analysis Model**  
(Source : Author Data, 2023)

Following models is the model used in study This For analyze relationship that happened between price, image brand, quality product to decision purchase through trust consumer. In testing This is known that results For construct every variable Already passed *the outer model* test.

### Analysis *OuterModel*

#### 1. Convergent Validity Results

For results *convergent validity* used with objective measure the validity of each indicator in every variable the. Value on *convergent validity* is mark *loading factor* on latent variables with indicators. Following is result:

**Table 3. Outer Loading**

Indicator	Outer Loading	Model Evaluation
X1.1	0.696	Valid
X1.2	0.752	Valid
X1.3	0.808	Valid

<b>Indicator</b>	<b>Outer Loading</b>	<b>Model Evaluation</b>
X1.4	0.841	Valid
X1.5	0.814	Valid
X1.6	0.782	Valid
X1.7	0.816	Valid
X1.8	0.860	Valid
X1.9	0.859	Valid
X1.10	0.891	Valid
X1.11	0.751	Valid
X1.12	0.751	Valid
X2.2	0.818	Valid
X2.3	0.794	Valid
X2.4	0.876	Valid
X2.5	0.803	Valid
X2.6	0.786	Valid
X2.7	0.825	Valid
X2.8	0.847	Valid
X2.9	0.844	Valid
X3.5	0.774	Valid
X3.6	0.861	Valid
X3.7	0.909	Valid
X3.8	0.875	Valid
X3.9	0.824	Valid
Z1.1	0.790	Valid
Z1.2	0.860	Valid
Z1.3	0.837	Valid
Z1.4	0.852	Valid
Z1.5	0.892	Valid
Z1.6	0.875	Valid
Z1.7	0.832	Valid
Z1.8	0.840	Valid
Z1.9	0.835	Valid
Z1.11	0.801	Valid
Y1.1	0.872	Valid
Y1.2	0.910	Valid
Y1.3	0.853	Valid
Y1.4	0.891	Valid
Y1.10	0.855	Valid

For all data used in study This get away in the validity test based on *outer loading*. Something indicator is said to be valid if show mark *outer loading* > 0.7 (Sugiyono, 2017). Although in study This there is a number of statement that has color red in range of 0.6 however Still considered fulfil condition For next in the next test.

**Table 4. Average Variance Extracted (AVE)**

<b>Variable</b>	<b>Outer Loading</b>	<b>Model Evaluation</b>
Price	0.646	Valid
Brand Image	0.722	Valid
Quality Product	0.680	Valid

<b>Variable</b>	<b>Outer Loading</b>	<b>Model Evaluation</b>
Trust Consumer	0.709	Valid
Purchase Decision	0.768	Valid

Indicator will considered valid if own AVE results are worth above 0.5 or show whole *outer loading* dimensions variable own loading value  $> 0.5$  so can concluded that measurement the fulfil criteria validity converge. Through measurement *outer loading* state that all variables and indicators fulfil criteria so that declared valid with mark critical  $> 0.5$ .

## 2. Discriminant Validity Results

Study This use *discriminant validity* with objective For measure correlation between One construct with construct other. Measurement This done so No happen connection correlation between derived construct from the same variable. kindly traditional, researchers rely on two sizes validity discriminant. *Cross-loadings* usually is approach First For evaluate validity discriminant indicator.

**Table 5. Cross Loading**

	<b>Brand Image</b>	<b>Price</b>	<b>Trust Consumer</b>	<b>Purchase Decision</b>	<b>Quality Product</b>
X1.10	0.016	0.891	0.057	0.081	-0.005
X1.1	-0.042	0.696	0.060	0.173	-0.028
X1.11	0.165	0.751	0.175	0.174	0.126
X1.12	-0.012	0.751	0.038	0.009	-0.003
X1.2	0.051	0.752	0.090	0.129	0.028
X1.3	-0.003	0.808	0.018	0.085	-0.012
X1.4	-0.029	0.841	0.048	0.062	-0.001
X1.5	0.063	0.814	0.142	0.125	0.097
X1.6	-0.014	0.782	0.031	0.040	0.021
X1.7	-0.057	0.816	-0.035	-0.016	0.025
X1.8	0.049	0.860	0.080	0.069	-0.005
X1.9	-0.009	0.859	0.062	0.114	0.001
X2.2	0.645	0.082	0.593	0.499	0.818
X2.3	0.536	-	0.467	0.390	0.794
		0.060			
X2.4	0.627	0.062	0.658	0.596	0.876
X2.5	0.439	-	0.465	0.463	0.803
		0.003			
X2.6	0.550	0.024	0.649	0.464	0.786
X2.7	0.561	0.069	0.689	0.567	0.825
X2.8	0.480	0.022	0.542	0.464	0.847
X2.9	0.437	0.070	0.535	0.469	0.844
X3.5	0.774	0.019	0.681	0.509	0.515
X3.6	0.861	-	0.646	0.553	0.532
		0.049			
X3.7	0.909	0.119	0.795	0.651	0.597
X3.8	0.875	0.154	0.761	0.616	0.567

	<b>Brand Image</b>	<b>Price</b>	<b>Trust Consumer</b>	<b>Purchase Decision</b>	<b>Quality Product</b>
X3.9	0.824	- 0.033	0.705	0.576	0.562
Y. 1	0.607	0.125	0.740	0.872	0.476
Y1.10	0.693	0.062	0.753	0.855	0.612
Y1.2	0.582	0.177	0.727	0.910	0.541
Y1.3	0.588	0.199	0.638	0.853	0.420
Y1.4	0.535	0.131	0.716	0.891	0.571
Z1.1	0.679	0.154	0.790	0.623	0.615
Z1.11	0.642	0.059	0.801	0.819	0.514
Z1.2	0.738	0.099	0.860	0.649	0.628
Z1.3	0.734	0.014	0.837	0.627	0.648
Z1.4	0.691	0.063	0.852	0.682	0.583
Z1.5	0.729	0.141	0.892	0.683	0.641
Z1.6	0.788	0.163	0.875	0.666	0.601
Z1.7	0.729	0.118	0.832	0.600	0.603
Z1.8	0.682	0.153	0.840	0.810	0.592
Z1.9	0.725	0.054	0.835	0.702	0.540

Loading indicators on related constructs must more big than *cross loadings* that can is known from value on the construct from variable other for comparison. So from That latent variable can said predict the indicator more Good than other latent variables.

### 3. Fornell-Larcker Criterion

In measurement *Fornell Larcker Criterion* will can determined AVE more big from correlation square with construct other. It compares the square root of AVE value with correlation latent variable. kindly specifically, the square root of every the AVE construct should be more big than correlation highest with construct other. The logic of the Fornell-Larcker method is based on ideas that construct share more Lots variance with indicator related than with construct other.

**Table 6. Fornell Larcker Criterion**

<b>Variable</b>	<b>Price</b>	<b>Brand Image</b>	<b>Quality Product</b>	<b>Trust Consumer</b>	<b>Purchase Decision</b>
Price	0.804	0.055			
Brand Image		0.850			
Quality Product	0.045	0.654	0.825	0.708	0.601
Trust Consumer	0.122	0.848		0.842	
Purchase Decision	0.156	0.687		0.818	0.876

(Source: Processed PLS-SEM Author Data, 2023)

Based on the table above, can is known AVE value in study This more big from correlation square with construct other. this showing all construct in the estimated model fulfil criteria *discriminatory validity*.

#### 4. Composite Reliability

In research This measurement to reliability used by researchers For determine is statement used in study This own consistency in answer given. For measurement *composite reliability* use mark *Cronbach's Alpha*. Construct can said reliable if on value cronbach's alpha and composite reliability is better from 0.7.

**Table 7. Reliability Test**

Variable	Cronbach's Alpha	rho_A	Composite Reliability
Price	0.952	0.968	0.956
Brand Image	0.903	0.908	0.928
Quality Product	0.933	0.939	0.944
Trust Consumer	0.954	0.955	0.960
Purchase Decision	0.924	0.926	0.943

Based on the table above, got seen that results show *composite reliability* with *Cronbach's Alpha* on each each indicator variable is above 0.7. So from That can concluded that whole indicator variable said to be valid.

#### 5. Multicollinearity Test

In testing before determine hypothesis to be used For study This multicollinearity test is required For determine is study the own influence between variable free and variable related.

**Table 8. Multicollinearity Test**

Variable	Price	Brand Image	Quality Product	Trust Consumer	Purchase Decision
Price				1.003	1.026
Brand Image				1,749	3,652
Quality Product				1,747	2,052
Trust Consumer					4,257
Purchase Decision					

In measurement multicollinearity used measurement with see VIF value or *Variance Inflation Factor* If own value <10 then said that no there is problem multicollinearity in variables used For study this.

#### 6. Analysis InnerModel

**Table 9. R-Square**

Variable	R-Square	R-Square Adjusted
Trust Consumer	0.765	0.758
Purchase Decision	0.673	0.659

In research is known that mark The resulting R -*Square* For variable trust consumer of 0.765 means of 76.5% variable price, image brand and quality product can explain variable trust consumer whereas the rest of 23.5% explained by variables other in research.

Whereas For variable decision purchase own mark *R-Square* of 0.673 means of 67.3% variable price, image brand and quality product can explain variable decision purchase. Whereas the rest 32.7 % is explained by variables other outside research.

**Table 10. Hypothesis Test Results**

	<b>Original Sample (O)</b>	<b>Sample Means (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics (O/ST.DEV)</b>	<b>P Values</b>
Price->Trust Consumer	0.072	0.070	0.068	1,061	0.289
Quality Product - >Trust Consumer	0.268	0.268	0.086	3,126	0.002
Brand Image -> Trust Consumer	0.669	0.663	0.081	8,251	0.000
Price -> Purchase Decision	0.059	0.060	0.088	0.663	0.507
Quality Product - >Purchase Decision	0.051	0.058	0.088	0.579	0.563
Brand Image-> Purchase Decision	-0.023	-0.014	0.169	0.133	0.894
Trust Consumer ->Purchase Decision	0.793	0.779	0.148	5,372	0.000
Price->Trust Consumer-> Purchase Decision	0.057	0.055	0.056	1.018	0.309
Quality Product - >Trust Consumer ->Purchase Decision	0.212	0.208	0.076	2,791	0.005
Brand Image-> Trust Consumer - >Purchase Decision	0.530	0.517	0.121	4,399	0.000

Source: Data processed SmartPLS 3

Can be seen in the table on that something population own connection between One variable with variable other Can look at value its path coefficient (rho). with method see magnitude O value (original sample) as well statistical T value as something statement mark level significance connection between One variable with variable other (level

significance taken at the 5% error level). Based on results the can concluded as following :

#### 1. Effect of Price on Trust Consumer

Based on the results obtained in study This the resulting sig value is  $0.289 > 0.05$ . so that  $H_0$  accepted. It means No there is significant relationship between price to trust consumer.

Study This No in accordance with study (Pratama & Santoso, 2018) which has the result that price has a significant effect on consumer confidence. Price is one thing made consideration by consumers in choose something product. However because Tupperware products already own enough name trusted by consumers, so although party producer set high price, consumer still will believe to the quality produced by the product the.

#### 2. Influence Quality Product to Trust Consumer

Based on the results obtained in study This the resulting sig value is  $0.002 < 0.05$ . so that  $H_0$  rejected. It means there is significant relationship between quality product to trust consumer.

This research is in accordance with research conducted by (Pratama & Santoso, 2018) explained that product quality has a significant influence on consumer confidence. The quality of products owned by Tupperware is considered quite good because it uses raw materials that already have test levels as a safe place for food containers in any condition. The quality of the products owned by Tupperware also continues to be maintained so that consumers still trust to use this product even though the product is not too varied in form.

Consumers in choosing products as food containers certainly see whether the quality of the product used is a product that is suitable for food containers so that later it will not be harmful to users who use Tupperware as their daily food containers.

#### 3. The Influence of Brand Image on Consumer Trust

Based on the results obtained in this study, the resulting sig value is  $0.000 < 0.05$ . so that  $H_0$  is rejected. This means that there is a significant relationship between brand image and consumer trust

This research is in accordance with research conducted by (Maramis et al., 2022) and (Pratama & Santoso, 2018) which explains that brand image affects consumer trust. This is because the brand image created by producers is formed through a trust that has been felt by consumers related to the purchase of goods.

Consumers who have know image Tupperware brand already sell product as receptacle food in dozens year naturally No will worry will the product. So that with image well owned brand Tupperware makes trust consumer Keep going increase in use product the.

#### 4. Effect of Price on Purchasing Decisions

Based on the results obtained in study This the resulting sig value is  $0.507 > 0.05$ . so that  $H_0$  accepted. It means No there is significant relationship between price to decision purchase.

Study This in accordance with research conducted by (Sri Mulyana, 2021) that price No influential to decision purchase. this because in choose product to be bought usually For loyal customers are rare see from facet price because there is a number of more indicators important.

Price is one aspects formed by the company in framework create mark for product created to various method used For get goods the from beginning production until end.

#### 5. Influence Quality Product on Purchasing Decisions

Based on the results obtained in study This the resulting sig value is  $0.563 > 0.05$ . so that  $H_0$  accepted. It means No there is significant relationship between quality product to decision purchase.

Study This in line with research conducted by (Farisa and Susanti, 2020) that quality product No own influence significant to decision reversal.

this because in buy something product naturally buyer will see from facet other such as brand or method product the promote. Quality product will seen If buyer Already interested and in the process of comparing with product other. That means Tupperware owns details materials used in every the packaging make quality product Already guaranteed or not too influential to consumer in buy products issued by Tupperware.

#### 6. The Effect of Brand Image on Purchasing Decisions

Based on the results obtained in study This the resulting sig value is  $0.894 > 0.05$ . so that  $H_0$  accepted. It means No there is significant relationship between image brand to decision purchase.

Research conducted by Bloener, deRuyter & Peeters (1998) is precisely that disclose brand image no own significant relationship on the decision purchase, because considered brand image no take capable role influence consumer in buy. it caused exists other variables that have role more important in influence decision purchase.

Study others conducted by Nicodemus (2019) that Brand Image is not influential significant on Purchasing Decisions.

this because when Tupperware upgrades image brand her, that thing No will influential to decision purchase consumer or in other words that image brand No become decisive factor in decision purchase consumer. Consumer No pegged to image brand For do something purchase, consumer still own interest For do purchase to Tupperware products because There is more factors to consider when doing decision purchase. Study Miati & Setyaningsih (2020) stated that every increase One value on the Brand Image variable then Purchasing Decision variable will experience change with same direction.

#### 7. Influence Trust Consumer on Purchasing Decisions

Based on the results obtained in study This the resulting sig value is  $0.000 < 0.05$ . so that  $H_0$  rejected. It means there is significant relationship between trust consumer to decision purchase.

Study This in accordance with research conducted by (Maramis et al, 2022) that trust consumer influential to decision purchase. this because consumers who have trust to a brand for sure will buy product the.

Trust consumer become an investment for company For more trusted by consumers so that own One advantages that make later consumer will choose product the.

#### **8. The Effect of Price on Purchase Decision mediated by Trust Consumer**

Based on the results obtained in study This the resulting sig value is  $0.309 > 0.05$ . so that  $H_0$  accepted. It means No there is significant relationship between price to decision purchase mediated by trust consumer.

Research conducted by (Fionita Sakka & Winarso Suhendra, 2022) No in line with study This because in study This No there is significant influence between price to decision purchase mediated by trust consumer.

This because trust consumer No something determinant somebody can decide purchase. Product like Tupperware already is long enough to be in the Indonesian market, of course own quite a loyal customer so can concluded purchase will Keep going continues although there is increase price because trust Already owned by consumers to product the.

#### **9. Influence Quality Product on Purchase Decision mediated by Trust Consumer**

Based on the results obtained in study This the resulting sig value is  $0.005 < 0.05$ . so that  $H_0$  rejected. It means there is significant relationship between quality product to decision purchase mediated by trust consumer.

Research conducted by (Mervyn et al., 2021) in line with research conducted because there is significant relationship between quality product to decision purchase mediated by trust consumer.

In choosing something product to be bought naturally consumer will see from quality the product is in accordance with want and have safe material used. After felt own good quality, then consumer will trust product the. With the trust you have Then will raises decision purchase.

#### **10. The Influence of Brand Image on Purchase Decision mediated by Trust Consumer**

Based on the results obtained in study This the resulting sig value is  $0.000 < 0.05$ . so that  $H_0$  rejected. It means there is significant relationship between image brand to decision purchase mediated by trust consumer.

Research conducted by (Maramis et al., 2022) in line with study this is stated that there is influence significant between image brand to decision purchase mediated by trust consumer. Brand image is one thing that can increase trust consumer. Tupperware as products that have been on the market for a long time own positive image so that will increase trust consumer. With it trust consumer the later consumer will interested For use product it, and consumers will do decision purchase For buy Tupperware products.

## **CONCLUSION**

In research This For respondents used amounted to 100 respondents and have location place live around Jabodetabek. Research results obtained in study This stated that price No influential to trust consumer, quality product influential to trust consumer, image brand influential to trust consumer, price no influential to decision purchase, quality product no influential to decision purchase, image brand no influential to decision purchase, trust consumer influential to decision purchase, trust consumer No mediate price to decision purchase, trust consumer mediate quality product to decision purchase and trust consumer mediate image brand to decision purchase..

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