THE EFFECT OF BRAND TRUST AND PRODUCT PRICE ON CUSTOMER SATISFACTION MEDIATED BY DECISION PURCHASE OF MARCKS POWDER (Case Study at PT. Kimia Farma Veteran)

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Abstract- This study aims to determine and analyze the influence of brand trust and product prices on purchasing decisions and customer satisfaction for Marcks powder at PT. Kimia Farma Veteran. The strategy used in this research is quantitative associative research strategy and the research method used is a survey. The population in this study were all customers at PT. Kimia Farma Veteran, while the sample used was 134 people based on the Slovin formula. Based on the analysis and discussion of the influence of brand tust and product prices on customer satisfaction mediated by the purchase decision for Marcks powder, it can be concluded that: (1) brand trust has a significant influence on purchasing decisions for Marcks powder, (2) product prices have a significant effect on purchasing decisions for Marcks powder, (3) brand trust has a significant effect on customer satisfaction, (4) product prices have a significant effect on customer satisfaction, (5) Purchase decisions have a significant effect on customer satisfaction, (6) brand trust has a significant effect on customer satisfaction through purchasing decisions and (7) product prices have a significant effect on customer satisfaction through the purchase decision Marcks powder.

Keywords: Brand trust, product prices, purchase decisions, customer satisfaction

I. PRELIMINARY

The cosmetic industry is one of the industries that has succeeded in controlling market share and is growing rapidly in the world. Cosmetics manufacturers generally choose female target consumers, where now for women cosmetics are not only for formal events but a daily necessity. Cosmetics are maintenance substances that are used to enhance the appearance or aroma of the human body. Cosmetics are generally a mixture of various chemical compounds, some made from natural sources and most from synthetic ingredients.

Due to the limited number of respondents in this study, the research is devoted to customers, namely employees of PT. Kimia Farma's head office is located at Jalan Veteran, Central Jakarta. The determination of population and research samples is carried out in Chapter III.

Based on the above background, the researcher is interested in examining and conducting research on brand trust variables, product prices and purchase decisions as well as customer satisfaction for Marcks powder at PT. Kimia Farma Veteran.

1.1. Formulation of the problem

Based on the background that has been stated above, the main problems of this study are:

1. Does brand trust directly influence the decision to purchase Marcks powder at PT. Kimia Farma Veteran?
2. Does the price directly influence the decision to purchase Marcks powder at PT. Kimia Farma Veteran?
3. Does brand trust have a direct effect on customer satisfaction for Marcks powder at PT. Kimia Farma Veteran?
4. Does the price have a direct effect on customer satisfaction for Marcks powder at PT. Kimia Farma Veteran?
5. Does the purchase decision have a direct effect on customer satisfaction for Marcks powder at PT. Kimia Farma Veteran?
6. Does brand trust have an indirect effect on customer satisfaction through the purchase decision of Marcks powder at PT. Kimia Farma Veteran?
7. Does the price have an indirect effect on customer satisfaction through the purchase decision of Marcks powder at PT. Kimia Farma Veteran?

1.2. Research purposes

Based on the formulation of the problem above, the objectives of this study are as follows:

1. Knowing the direct effect of brand trust on the decision to purchase Marcks powder at PT. Kimia Farma Veteran
2. Knowing the direct effect of price on the decision to purchase Marcks powder at PT. Kimia Farma Veteran
3. Knowing the direct effect of brand trust on customer satisfaction for Marcks powder at PT. Kimia Farma Veteran
4. Knowing the direct effect of price on customer satisfaction for Marcks powder at PT. Kimia Farma Veteran
5. Knowing the direct effect of purchasing decisions on customer satisfaction for Marcks powder at PT. Kimia Farma Veteran
6. Knowing the indirect effect of brand trust on customer satisfaction through the purchase decision of Marcks powder at PT. Kimia Farma Veteran
7. Knowing the indirect effect of price on customer satisfaction through the decision to purchase Marcks powder at PT. Kimia Farma Veteran

II. LITERATURE REVIEW

2.1. Marketing

According to Kotler and Armstrong (2014: 27) marketing is a process by which companies create value for customers and build strong relationships with customers with the aim of capturing value from customers in return.

2.2. *Brand trust*

According to Kumar (2008: 69) brand trust is described as an individual's willingness to believe in a brand's ability to satisfy their needs. In this situation where the individual cannot objectively evaluate the quality of the product in advance, brand trust plays an important role in reducing uncertainty in purchasing. Meanwhile, Kautonen and Schiffman, LG and Kanuk (2015: 78) define brand trust as the feeling of safety of

consumers in their interactions with brands based on the definite expectations of the brand's reliability and intentions.

2.3. Price

According to Kotler and Armstrong (2012: 51) price is the amount of monaey customer must past to obtain the product. Price is the amount of money the customer must spend to get the product. According to Alma (2014: 169) states that: "Price (price) is the value of an item expressed in money"

2.4. Buying decision

According to Alma (2013: 96), a purchase decision is as follows: "A purchase decision is a consumer decision that is influenced by financial economics, technology, politics, culture, products, prices, location, promotion, physical evidence, adoption, process. So that it forms an attitude towards consumers to process all information and draw conclusions in the form of a response that appears what products will be purchased ".

2.5. Customer satisfaction

Customer satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product or perceived performance (or results) against expectations. If performance does not match expectations, the customer is disappointed. If it is in line with expectations, the customer is satisfied. If the performance exceeds expectations, the customer is very happy. (Kotler & Keller, 2016: 153)

2.6. Relationship between Research Variables
2.6.1. The influence of brand trust on purchasing decisions

Consumers believe in brands because there is a feeling of security resulting from their interactions with the brand and this trust will have a direct effect on consumer purchases of the same product in the future (Aaker and Lasser in Ballester et al. 2003). According to research conducted by Lianda (2009) in Baskara et al. (2014), where the results of the study show that brand trust plays a role in consumer repurchase decisions. Chaudhuri and Holbrook's (2001) research in Baskara et al. (2014), also proved that trusted brands would be bought more frequently by consumers. From the opinions of experts, it can be concluded that consumer trust in brands is an important factor so that companies are able to make their products a solution in meeting the needs of their consumers.The results of this study are in accordance with the results of previous studies conducted by Savitri and Wardana (2018), Hafiz and Ali (2018) and Chinomona and Maziriri (2017) who say there is an effect of brand trust on purchasing decisions.

2.6.2. The effect of price on purchasing decisions

In determining the price, it is actually quite complex and difficult. We will see that the complexity and importance of this pricing requires a systematic approach. According to Kotler and Armstrong (2012: 51) price is the amount of monay customer must past to obtain the product. Price is the amount of money the customer must spend to get the product. According to Machfoedz (2013: 44) suggests that purchasing decisions is a process of appraising and selecting from various alternatives according to certain interests by determining an option that is considered the most profitable. Price is a problem of a company or organization in improving purchasing decisions. This is in accordance with the research of Lien and Bich (2016) which states that there is an effect of product prices on purchasing decisions.

2.6.3. The influence of brand trust on customer satisfaction

According to Tjiptono (2015: 398) the trust factor in a brand is a crucial aspect in the formation of brand loyalty. Defining trust in a brand as a consumer's willingness to trust or rely on a brand in a situation of risk due to the expectation that the brand concerned will produce positive results. The brand is positioned on strong beliefs and values which involve the emotions in it. Understanding brand trust is different from interpersonal trust, because the brand is a symbol that is difficult to respond to customers. According to Lau and Lee, trust in a brand is the willingness to trust a brand at all costs because of the expectations promised by the brand in providing positive results for consumers.

Arfianti (2014) which states that trust is able to influence the level of satisfaction in a way that is in the form of services that are responsive to complaints and open in the transaction process, and form company integrity. This shows that high trust in brands arises because of customer satisfaction.This is in accordance with the results of previous research conducted by Sulibhavi and Shivashankar (2017), Kumar (2016), Yeo, Rozita, Mohamed and Muda (2016), Mohammad and Hashim (2016), Chinomona and Maziriri (2017) and Nischay Upamannyu and Bhakar (2014) which stated that brand trust affects customer satisfaction.

2.6.4. The effect of price on customer satisfaction

Price is all forms of monetary costs sacrificed by consumers to obtain, own, take advantage of a number of combinations of goods and services from a product. For companies, pricing is a way to differentiate their offerings from competitors (Hasan, 2013: 521). Price is one of the factors that affect consumer satisfaction because the price set by the company is a benchmark for achieving satisfaction, this is because price is one of the considerations for consumers to buy a product. Affordable prices balanced with good quality will provide customer satisfaction.

Consumers themselves have a perception regarding prices that the higher the price of a product the higher the quality of the product. If a product requires consumers to spend more than the benefits received, what happens is that the product will have a negative value. Consumers may perceive it as a bad value and then reduce consumption of the product. conversely, if the benefits obtained are greater, what happens is the product will have a positive value.This is in accordance with the results of previous research conducted by Savitri and Wardana (2018), Yeo, Rozita, Mohamed & Muda (2016) and Mohammad and Hashim (2016) who say that there is an effect of product prices on customer satisfaction.

2.6.5. The effect of purchasing decisions on customer satisfaction

Purchasing decisions are things that companies must pay attention to in order to be customer satisfaction. According to Machfoedz (2013: 44) suggests that purchasing decisions is a process of appraising and selecting from various alternatives according to certain interests by determining an option that is considered the most profitable. According to Sunyoto (2013: 226) Customer satisfaction is the level of a person's feelings after comparing (performance or results) that is felt compared to expectations.This shows the same thing as the results of research conducted by Hafiz and Ali (2018) as well as Yaxin Ma and Shaohua Yang (2018) who reveal that there is a significant influence on purchasing decisions on customer satisfaction.

2.6.6. The indirect effect of brand trust on customer satisfaction is mediated by purchasing decisions

According to Danang Sunyoto (2013: 226) Customer satisfaction is the level of a person's feelings after comparing (performance or results) that is felt compared to expectations. Arfianti (2014) which states that trust is able to influence the level of satisfaction in a way that is in the form of services that are responsive to complaints and open in the transaction process, and form company integrity. This shows that high trust in brands arises because of customer satisfaction. According to Machfoedz in(Adiwidjaja &

Tarigan, 2017) mengemukakan bahwa keputusan pembelian adalah suatu proses penilaian dan pemilihan dari berbagai alternatif sesuai dengan kepentingan-kepentingan tertentu dengan menetapkan suatu pilihan yang dianggap paling menguntungkan. Keputusan pembelian juga dapat mengukur hubungan tidak langsung antara brand trust dan kepuasan pelanggan. Keputusan pembelian dapat berperan sebagai mediasi positif antara brand trust dan kepuasan pelanggan, dengan kata lain apabila perusahaan memiliki brand trust yang baik dengan harapan adanya peningkatan terhadap keputusan pembelian, maka hal tersebut dapat membawa pelanggan merasa puas.Hal ini didukung oleh hasil penelitian dimana Sulibhavi and Shivashankar.(2017) mengatakan keputusan pembelian dapat memediasi pengaruh brand trust terhadap kepuasan pelanggan.

2.6.7. The indirect effect of price on customer satisfaction is mediated by purchasing decisions

According to Kotler and Armstrong (2012: 51) price is the amount of monay customer must past to obtain the product. Price is the amount of money the customer must spend to get the product. According to Danang Sunyoto (2013: 226) Customer satisfaction is the level of a person's feelings after comparing (performance or results) that is felt compared to expectations. According to Machfoedz (2013: 44) suggests that purchasing decisions is a process of appraising and selecting from various alternatives according to certain interests by determining an option that is considered the most profitable.

Price can also measure the indirect relationship between product quality and customer satisfaction. Price can play a role as a positive intervening variable between product quality and customer satisfaction, in other words, if the company can balance the price offered to be better with the hope of an increase in purchasing decisions, it can bring customers to feel satisfied. The results of the study are supported by Savitri and Wardana (2018) with the result that there is an effect of product prices on customer satisfaction through purchasing decisions.

2.7. Hypothesis Development

Based on the description above, the research hypothesis is suspected:

H1 = There is an immediate effect *brand trust*on the decision to purchase Marcks powder PT. Kimia Farma

H2 = There is a direct effect of price on the decision to purchase Marcks powder at PT. Kimia Farma

H3 = There is an immediate effect *brand trust*on customer satisfaction powder Marcks PT. Kimia Farma

H4 = There is a direct effect of price on customer satisfaction powder Marcks PT. Kimia Farma

H5 = There is an effect of purchasing decisions on customer satisfaction powder Marcks PT. Kimia Farma

H6 = There is an indirect effect *brand trust*on customer satisfaction which is mediated by the decision to purchase Marcks powder PT. Kimia Farma

H7 = There is an indirect effect of price on customer satisfaction which is mediated by the purchase decision of Marcks powder PT. Kimia Farma

2.8. Research Conceptual Framework

In accordance with the research topic, the variables of this study use a structural model, that is, if each dependent / endogenous variable is determined by a set of independent / exogenous variables. The following is the research conceptual framework as follows:
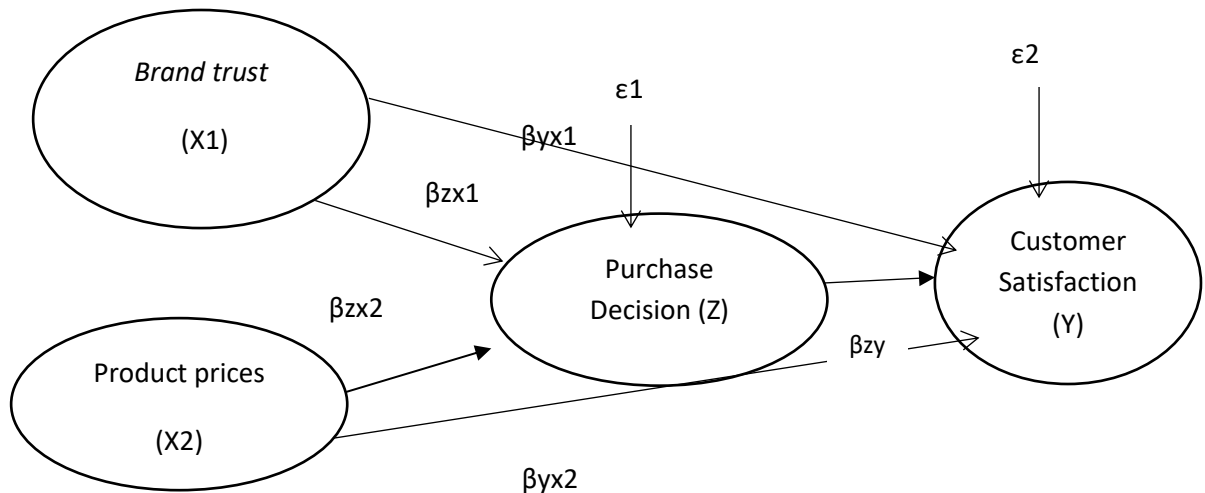

Figure 2.1. Path Analysis

Information :
Independent Variable   : X_1 (Brand trust)
                                       X_2 (Product price)
Intervening Variables   : Z (Purchase Decision)
Intervening Variables   : Y (Customer Satisfaction)
βzx1   : Path coefficient *brand trust* against purchasing decisions
βzx2   : The price path coefficient products against purchasing decisions
βyx1   : Path coefficient *brand trust* on customer satisfaction
βyx2   : Path coefficient *price* on customer satisfaction
ε1   : The residual coefficient is the magnitude of the influence of other variables
                          outside the model that is not observed in the first line
ε2   : The residual coefficient is the magnitude of the influence of other variables
                          outside the model which is not observed in the second line

III.   RESEARCH METHOD

3.1. Research Strategy

This study uses an associative research strategy that is a causal relationship, namely a cause and effect relationship. This is in accordance with the research objectives, namely to provide an explanation of the influence of the independent variable (X), namely (Brand trust, price) on customer satisfaction (Y) which is a related variable and the purchase decision (Z) is an intermediary variable.

3.2.   Population and Sample Research

The target population is a population that has special characteristics in accordance with the objectives of the researchers themselves (Suryani and Hendryadi 2015: 190). There is also the target population of this study are customers who use Marcks powder, namely employees at PT. Kimia Farma Veteran, amounting to 200 people.

Determination of the number of samples in this study using the Slovin formula with an error rate of 5%, so that the level of reasonableness of errors in sampling can still

be tolerated in this study. The Slovin formula used in determining the number of samples, namely:

$$n = \frac{N}{1 + Ne^2}$$ .... (3.1)

Information:

n = Sample size

N = Population size

e = Error rate (5%)

The sample calculation using the Slovin formula is as follows:

$$n = \frac{200}{1 + 200.(0,05)^2} = 133,33 \approx 134$$

After calculating with the Slovin formula, the number of samples used in this study were 134 respondents.

3.3. Data and Data Collection Methods
3.3.1. Research data

This study uses primary data. Primary data. According to Sugiyono (2017: 187) primary data is data that is collected and processed by an organization or individual directly from its object. Primary data collected in this study are respondents' perceptions related to the research variables.

3.4. Data Analysis Methods
3.4.1. Data processing methods

According to Suryani, Hendryadi (2015: 169) Data is all information that is used and processed for a research activity so that it can be used as a basis for decision making. The collected data is then tabulated, then processed further. To make it easier to process data, researchers used computer calculations with the SPSS (Statistical Program for Social Sciences) version 24.0 program, so that the results were faster and more precise. Data is presented in diagrams and tables in order to make the data easy to read and understand.

3.4.2. Method of presenting data

After the data is processed, the results of the expenses from the operations of multiplication, addition, division, rooting and subtraction are obtained. The results of data processing will be presented in tabular form to make it easier to analyze data and understand data so that it is more systematic.

3.4.3. Statistical analysis of data

The statistical analysis used in this research is path analysis to see the influence between variables either simultaneously or partially. In path analysis, the influence of exogenous variables on endogenous variables can be in the form of direct and indirect effects.

Researchers used path analysis in this study because path analysis allows researchers to test theoretical proportions regarding causal relationships. Path analysis is an extended regression model used to test the alignment of the correlation matrix with two or more causal relationships formulated by researchers on the basis of certain theoretical considerations and knowledge.

Structural equation or also called a structural method, where each dependent or endogenous variable (Y) is uniquely determined by a set of independent or exogenous variables (X) (Ghozali, 2013: 81). Furthermore, an image that shows the structure of the causal relationship between variables is called a path diagram.

Systematically, path analysis follows a structural model pattern, so the first step to working or applying a path analysis model is to formulate structural equations and path diagrams.

1. Structural equation

   In this study, it consists of 2 (two) structural equations, where X1, and X2 are exogenous variables and Y are endogenous variables and Z is an intermediate variable. The structural equations used in the path analysis in this study are:

   a. Structural equation 1

      $Z = \beta ZX1 X1 + \beta ZX2\ X2 + \varepsilon1$

   b. Structural equation 2

      $Y = \beta YX1\ X1 + \beta YX2X2 + \beta YZZ + \varepsilon2$

      Information: X_1 = *Brand trust*
                           X2   = Price
                           Z   = KPurchase decision
                           Y   = Customer Satisfaction
                           $\varepsilon1,2$ = Error / other variables not analyzed

2. Path Diagram

   The path diagram is a tool to graphically depict the structure of the causal relationship between exogenous and endogenous variables (Ratlan & Reinhard, 2014: 19). To present the causality relationship in the path diagram using a single headed arrow symbol, this indicates a direct influence between exogenous variables or endogenous variables. This arrow also connects errors or other variables not studied with endogenous variables. According to Jonathan Sarwono (2012), in the path diagram, there are three types of relationships / influences, namely:

   a. Direct influence

      This is a representation of the causality relationship between exogenous variables and intervening variables, exogenous variables with endogenous variables, and intervening variables with endogenous variables.

   b. Indirect influence

      This is a multiplication of the results of the representation of the causality of the exogenous variables with the intervening variables, and the intervening variables with the endogenous variables.

   c. Total effect

      This is the sum of the results of the representation of the causal relationship between exogenous and endogenous variables, with the results of the indirect effect of exogenous variables.

3. Path Coefficient Testing

   Hypothesis testing is used to determine the significance of the influence of the independent variables on the dependent variable partially or simultaneously. The steps of testing the hypothesis in the study are:

   a. Direct hypothesis testing

      1) Effect of X1 on Z

         Ho: $\beta zx1 = 0$ There is no significant direct effect of Brend trust on purchasing decisions

         Ha: $\beta zx1 \neq 0$ There is a significant direct effect *brand trust* against purchasing decisions

      2) Effect of X2 on Z

         Ho: $\beta zx2 = 0$ There is no significant direct effect price against purchasing decisions

         Ha: $\beta zx2 \neq 0$ There is a significant direct effect of price on purchasing decisions

3) Effect of X1 on Y

Ho: $\beta yx1 = 0$ There is no significant direct effect of Brend trust on customer satisfaction

Ha: $\beta yx1 \neq 0$ There is a significant direct effect *brand trust* on customer satisfaction

4) Effect of X2 on Y

Ho: $\beta yx2 = 0$ There is no significant direct effect price on customer satisfaction

Ha: $\beta yx2 \neq 0$ There is a significant direct effect of price on customer satisfaction

5) Effect of Z on Y

Ho: $\beta zy = 0$ There is no significant direct effect on the headtusan purchases to customer satisfaction.

H1: $\beta zy \neq 0$ There is a significant direct effect purchasing decisions on customer satisfaction

To test the effect of changes in the dependent variable directly, it is seen from the value of significance t compared to the real level α (5% = 0.05) with the following criteria:

Ho is rejected, if the significance t <0.05

Ho is accepted, if the significance t ≥ 0.05

a. Indirect hypothesis testing

1) Effect of X1 on Y through Z

Ho: $\beta zyx1 = 0$ There is no indirect effect *brand trust* on customer satisfaction through purchasing decisions

H1: $\beta zyx1 \neq 0$ There is an indirect effect *brand trust* on customer satisfaction through purchasing decisions

2) Effect of X2 on Y through Z

Ho: $\beta zyx2 = 0$ There is no indirect effect of price on customer satisfaction through purchasing decisions.

H1: $\beta zyx2 \neq 0$ There is an indirect effect of price on customer satisfaction through purchasing decisions.

To test the effect of changes in the dependent variable intervening, it is obtained by the following criteria:

Ho is rejected, if the effect of X on Y <Total effect of X

Ho is accepted, if the effect of X on Y> Total Effect X

IV. RESULTS AND DISCUSSION

4.1. Description of Research Object

After working for more than a century, PT Kimia Farma continues to grow and become a leader in the pharmaceutical industry. The first Dutch pharmaceutical company in Eastern Indonesia, NV Chemicalien Handle Rathkamp & Co became the forerunner of PT Kimia Farma. Legally, PT Kimia Farma was established on August 16, 1971. To support its production system, PT Kimia Farma has six factories located in several different cities in Indonesia, namely one in Jakarta, two in Bandung, one in Semarang, one in Watudakon (Java East), and one in the Tanjung Morawa Plan (Medan).

PT Kimia Farma produces, markets and distributes more than 300 pharmaceutical products. These products consist of various types of drugs such as syrups, capsules, tablets, injectable drugs, powders, and creams, which are divided into prescription and non-prescription or OTC drugs. Marckss' VENUS powder is an OTC product from PT Kimia Farma.

4.2. Data Description
4.2.1. Respondent's description

Give itThis Kut will be given an overview of the characteristics of the respondents which are stated in tabulated form of the identity of the respondents as many as 134 respondents. Presentation of data on the identity of the respondent to provide an overview of the respondent's condition. The following is the respondent's data in the Marcks powder consumer research at PT. Kimia Farma Veteran.

Give itKut will be given an overview of the characteristics of respondents which are stated in the form of tabulation of the identity of the respondents as many as 134 samples of respondents in which the questionnaire statement is given using the google form application which is sent via whatsapp web. Presentation of data regarding the identity of the respondent to provide an overview of the respondent's condition.
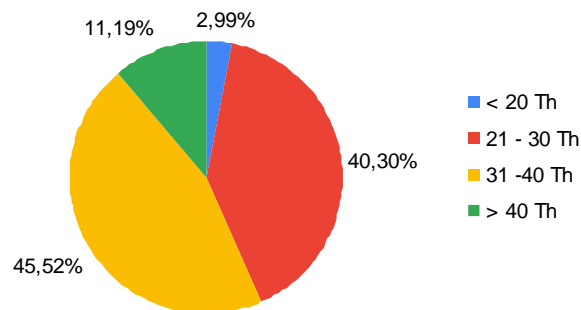
Source: Data Processed Results (2020)
Figure 4.1.   Data on the Characteristics of Research Respondents by Age

BerBased on Figure 4.1 below shows the age group of respondents, respondents aged <20 years are 2.99% or 4 people, 21-30 years old are 40.30% or 54 people, aged 31-40 years are 45.52% or 61 people and aged> 40 years as many as 11.19% or 15 people. The majority of respondents who use Marck powder are aged 31-40 years, this is because the respondents are adult women who prefer a powder that is simple, safe and comfortable in using cosmetics.
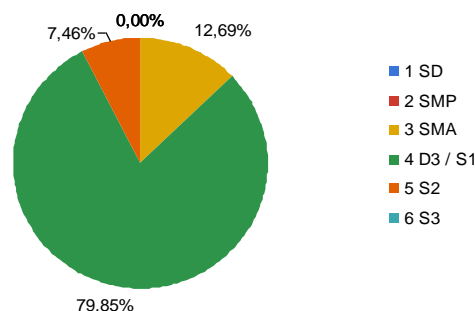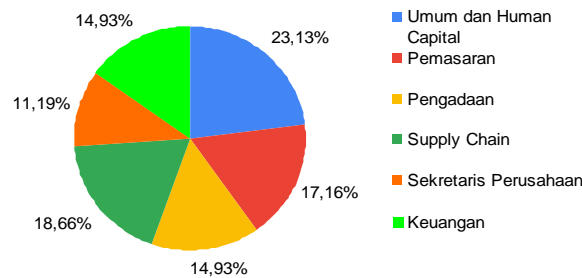

Source: Data Processed Results (2020)
Figure 4.2.   Data on the Characteristics of Research Respondents Based on

Education

BerBased on Figure 4.2, the education group where in this study, the highest number of respondents was respondents who had a D3 / S1 education level of 79.85% or 107 people, 12.69% or 17 people with high school education, and the remaining 7.46% or 10 people with S2 education. This is because the respondents using the powder Marck PT. Kimia Farma Veteran is an adult and most of the respondents who work at PT. Kimia Farma are those with D3 / S1 education.

Source: Data Processed Results (2020)

Figure 4.3.   Data on the Characteristics of Research Respondents Based on Division of Work

BerBased on Figure 4.3 above, it shows that the highest number of respondents is respondents who have jobs in divisionsGeneral and Human Capital 23.13% or 31 people, Marketing 17.16% or 23 people, Procurement 14.93% or 20 people, Supply Chain 18.66% or 25 people, Corporate Secretary 11.19 % or 15 people and finance 14.93% or 20 people. It can be concluded that the majority of respondents are from the General and Human Capital divisions. This is because the organizational structure is broader and the number of female employees in this section is higher than in other sections. The lowest respondent is in the Corporate Secretary section, this is because the number of employees in this section is less than other sections.
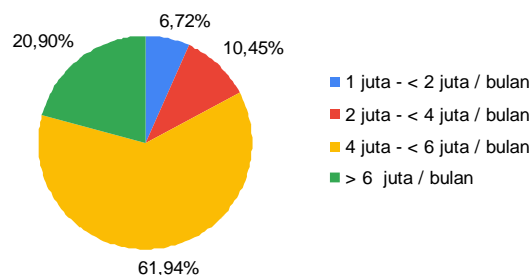
Source: Data Processed Results (2020)

Figure 4.4.   Data on the Characteristics of Research Respondents Based on Income

Based on Figure 4.4 above, it shows that for the income of respondents in this study, the highest number of respondents with an income of 4 million - <6 million / month was 61.94% or 83 people. The lowest respondents were 1 million - <2 million as many as

6.72% or 9 people. This shows that most of the buyers in this case are female employees of PT. Kimia Farma Veteran has an income of between 4 million - <6 million / month. This is due to the respondent's employment status, education and years of service. Meanwhile, the lowest respondents fall in income between 1 million - <2 million, this is due to the employment status of respondents who are still apprenticed and their educational background

4.2.2. Instrument test results

This study uses primary data. The data were collected using a questionnaire distribution technique, namely by providing written statements to the respondents. Furthermore, the respondent gave a response to the statement given. This questionnaire is closed in nature where the answers are readily available. To measure the validity and reliability of these measuring instruments.

4.2.2.1. Validity test

The validity test in this study was processed using a computer with the SPSS version 24.0 program. Where, the research instrument is said to be valid (accurate) for this research if it has a validity value greater than or equal to rtabel of 0.168 and if the validity value is less than 0.168 then it is said to be invalid (inaccurate) Sugiyono (2017: 121) The variables used are as follows:

1. *Brand trust*
    In the variable brand trust, there were 12 statements given to 134 respondents. Based on the data management contained in Appendix 7, the results of the twelve statements have a rcount value greater than 0.168 so that these statements can be used in data collection for this study.

    Table 4.1. Validity of Brand Trust Variables

No. Statement	r count	r table	Decision
1	0.805	0.168	Valid
2	0.756	0.168	Valid
3	0.770	0.168	Valid
4	0.740	0.168	Valid
5	0.737	0.168	Valid
6	0.799	0.168	Valid
7	0.719	0.168	Valid
8	0.844	0.168	Valid
9	0.436	0.168	Valid
10	0.860	0.168	Valid
11	0.897	0.168	Valid
12	0.710	0.168	Valid

    Source: SPSS data processing (2020)

    Therefore, as shown in Table 4.1. It can be concluded that all brand trust statements are valid.

2. Product prices
    Product price variables contained 4 statements given to 134 respondents. Based on the data management contained in Appendix 7, the results of the four statements have a value of rcount greater than 0.168 so that these statements can be used in data collection for this study.

    Table 4.2. Validity of Variable Product prices

No. Statement	r count	r table	Decision
13	0.847	0.168	Valid
14	0.902	0.168	Valid
15	0.900	0.168	Valid

| 16 | 0.575 | 0.168 | Valid |

Source: SPSS data processing (2020)

Therefore, as shown in Table 4.2. It can be concluded that all product price statements are valid.

3. The decision to buy Marcks powder

The variable purchasing decision for Marcks powder contained 6 statements given to 134 respondents. Based on the data management contained in Appendix 7, the results of the six statements' have a value of rcount greater than 0.168 so that these statements can be used in data collection in this study.

Table 4.3. Validity of Variable Decision to purchase Marcks powder

No. Statement	r count	r table	Decision
17	0.870	0.168	Valid
18	0.901	0.168	Valid
19	0.889	0.168	Valid
20	0.901	0.168	Valid
21	0.834	0.168	Valid
22	0.657	0.168	Valid

Source: SPSS data processing (2020)

Therefore, as shown in Table 4.3. It can be concluded that all of the Marcks powder purchase decisions are valid.

4. Customer satisfaction

There are 4 customer satisfaction variables given to 134 respondents. Based on the data management contained in Appendix 7, the results of the four statements have a value of r count greater than r table 0.168 so that these statements can be used in data collection in this study.

Table 4.4. Validity of Customer Satisfaction Variable

No. Statement	r count	r table	Decision
23	0.841	0.168	Valid
24	0.904	0.168	Valid
25	0.743	0.168	Valid
26	0.890	0.168	Valid

Source: SPSS data processing (2020)

Therefore, as shown in Table 4.4. It can be concluded that all customer satisfaction statements are valid.

4.2.2.2. Reliability test

After conducting the vadility test, for a valid statement, the exogenous and endogenous variables are tested for reliability. The reliability test was carried out using the spilf half method with the name Spearman Brown or Cronbach alpha> 0.60 (Juliansyah Noor,: 2014). Based on data processing regarding reliability statistics, it can be seen that the value of Cronbach'salpha is equal to or greater than 0.60, so it can be said that for all variable statements are reliable (reliable). The variables used are as follows:

Table 4.5. Variable Reliability *Brand trust*, Product Prices, Purchase Decisions and Customer Satisfaction

No.	Variable	Item	Cronbach's Alpha	Decision
1.	*Brand trust*	12	0.932	*Reliable*
2.	Product prices	4	0.693	*Reliable*
3.	Buying decision	6	0.916	*Reliable*
4.	Customer satisfaction	4	0.868	*Reliable*

Source: SPSS data processing (2020)

1. *Brand trust*

In the variable brand trust, there were 12 statements given to 134 respondents. Based on the data management in Appendix 8, the cronbach's alpha model is 0.932. Because 0.932> 0.60, the statements on the brand trust variable are reliable.

2. Product prices

There were 4 product price statements given to 134 respondents. Based on the data management contained in Appendix 8, the Cronbach's alpha model is 0.693. Because 0.693> 0.60, the statements on the product price variables are reliable.

3. Buying decision

The purchasing decision variable contained 6 statements given to 134 respondents. Based on the data management contained in Appendix 8, the cronbach's alpha model is 0.916. Because 0.916> 0.60, the statements on the purchasing decision variable are reliable.

4. Customer satisfaction

There are 4 customer satisfaction variables given to 134 respondents. Based on the data management contained in Appendix 8, the Cronbach's alpha model is 0.868. Because 0.868> 0.60, the customer satisfaction variable statements are reliable.

4.3. Statistical Analysis of Data

To answer the main problem in this research, it can be done through the following stages:

Table 4.6. *Model Summary* Variable Brand trust and product prices on purchasing decisions for Marcks powder

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	, 866a	, 750	, 747	2,19292

a. Predictors: (Constant), Product Price, Brand trust

Source: SPSS data processing (2020)

The magnitude of the R square (R2) number is 0.750. This figure can be used to determine the effect*Brand trust*And the product price on the purchase decision of Marcks powder and the rest is the influence of other variables that are not in this study. The formula 1-R2 or 1- 0.750 = 0.250.

Table 4.7. Coefficient of Variable Brand Trust and Product Prices on Purchase Decisions of Marcks Powder

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-, 072	, 959		-, 075	, 941
1 Brand trust	, 396	, 036	, 722	11,055	, 000
Product Prices	, 309	, 111	, 182	2,792	, 006

a. Dependent Variable: Purchase Decision

Source: SPSS data processing (2020)

Calculation result (output) of structural equation 1:

Structural equation 1: $Z = 0.722X1 + 0.182X2 + 0.250_1 \epsilon_1$
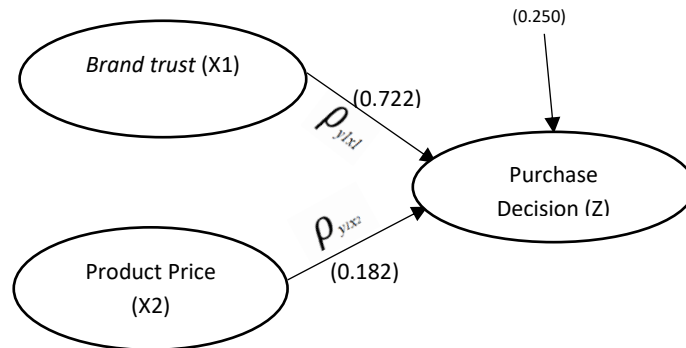
Figure 4.9. Structural diagram 1

Structural Equation 2:

$$Z = \rho_{ZX_1}X1 + \rho_{ZX_2}X2 + \rho_{ZY}Z + \epsilon_2$$

Where: ρ = Regression coefficient
X_1 = Brand trust
X2 = Product price
Z = Marcks powder purchase decision
Y = Customer satisfaction
ϵ_2 = Error

Table 4.8. *SummaryBrand trust model*, Product prices, and purchasing decisions for Marcks powder on customer satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	, 914a	, 835	, 831	1,13611

a. Predictors: (Constant), Purchase Decision, Product Price, Brand trust

Source: SPSS data processing (2020)

The magnitude of the R square (R2) number is 0.835. This figure is used to determine the effectThe decision to buy Marcks powder on customer satisfaction and the rest is the influence of other variables that are not in this study. The formula 1-R2 or 1- 0.835 = 0.165.

Table 4.9. Variable Coefficient of Brand Trust, Product Price, and Purchase Decision of Marcks Powder on Customer Satisfaction

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	, 128	, 497		, 258	, 797
Brand trust	, 118	, 026	, 340	4,582	, 000
Product Prices	, 342	, 059	, 318	5,793	, 000
Buying decision	, 211	, 045	, 333	4,665	, 000

a. Dependent Variable: Customer Satisfaction
Source: SPSS data processing (2020)

The calculation result (output) of structural equation 2:

Structural equation 2: Y = 0.340X1 + 0.318X2 + 0.333Z +0.165ϵ_2
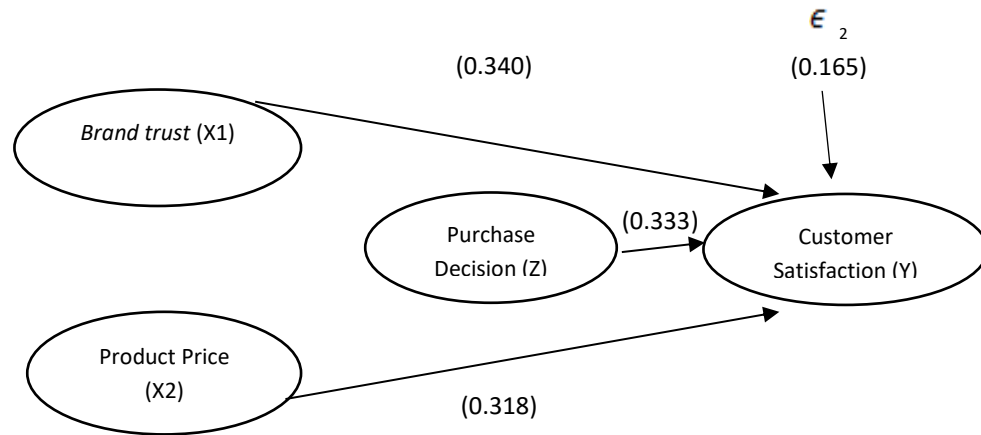
Figure 4.10. Structural diagram 2

In this study, researchers used SPSS version 24.0 to obtain the calculation results from regression analysis and research hypothesis testing.

4.2.3. Path Analysis

In this section, to see the magnitude of the direct and indirect effect of variables using a coefficient number or standardized coefficient.

Table 4.10. Variable Coefficient of Brand Trust and Product Prices on Purchase Decisions of Marcks Powder

<div align="center">Coefficientsa</div>

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	-, 072	, 959		-, 075	, 941
1 Brand trust	, 396	, 036	, 722	11,055	, 000
Product Prices	, 309	, 111	, 182	2,792	, 006

a. Dependent Variable: Purchase Decision

Source: SPSS data processing (2020)

1. **The direct effect of brand trust on the decision to purchase Marcks powder**
   The magnitude of the direct influence of brand trust on the decision to purchase Marcks powder is 0.722 or 72.2%.
2. **Direct effect of product prices on purchasing decisions for Marcks powder**
   The magnitude of the direct effect of the product price on the purchase decision for Marcks powder is 0.182 or 18.2%.

Table 4.11. Variable Coefficient of Brand Trust, Product Price, and Purchase Decision of Marcks Powder on Customer Satisfaction

<div align="center">Coefficientsa</div>

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.

1	(Constant)	, 128	, 497		, 258	, 797
	Brand trust	, 118	, 026	, 340	4,582	, 000
	Product Prices	, 342	, 059	, 318	5,793	, 000
	Buying decision	, 211	, 045	, 333	4,665	, 000

a. Dependent Variable: Customer Satisfaction

Source: SPSS data processing (2020)

3. **Direct influence of brand trust on customer satisfaction**

   The amount of direct influence of brand trust on customer satisfaction is 0.340 or 34%.

4. **Direct effect of product prices on customer satisfaction**

   The amount of direct effect of product prices on customer satisfaction is 0.318 or 31.8%.

5. **The direct effect of purchasing decisions on Marcks powder on customer satisfaction**

   The amount of direct influence of the decision to purchase Marcks powder on customer satisfaction is 0.333 or 33.3%.

6. **The indirect effect of brand trust on customer satisfaction through the purchase decision of Marcks powder**

   The amount of indirect influence of brand trust on customer satisfaction through the purchase decision of Marcks powder is 0.722 x 0.333 = 0.240 or 24%.

7. **The indirect effect of product prices on customer satisfaction through the purchase decision of Marcks powder**

   The magnitude of the indirect effect of product prices on customer satisfaction through the purchase decision of Marcks powder is 0.182 x 0.333 = 0.061 or 6.1%.

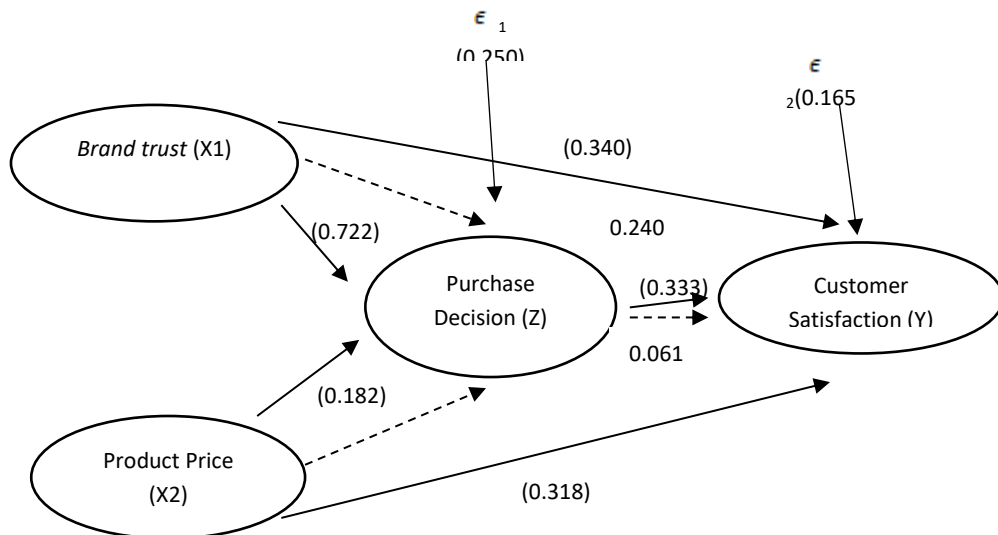**Figure 4.11.** Structural diagrams 1 and 2

4.2.4. Research Hypothesis Testing

Hypothesis testing is used to determine the significance of the effect of direct and indirect variables. The steps of testing the hypothesis in the study are:

a. **Hypothesis Testing Direct Influence X1 to Z**

Ho: $\beta_{X1Z} = 0$ (There is no significant direct effect *brand trust* the decision to purchase Marcks powder).

Ha: $\beta_{X1Z} \neq 0$ (There is a significant direct effect *brand trust* the decision to purchase Marcks powder).

Criteria:
a) Ho rejected or Ha accepted if *significance* <0.05
b) Ho accepted or Ha rejected if *significance* ≥ 0.05

After testing the research hypothesis is obtained *significance* variable X1 to Z is 0.000 <0.05. Therefore, it can be concluded that Horejected or Ha accepted. Where there is a significant direct effect of brand trust on purchasing decisions for Marcks powder.

b. **Hypothesis Testing Direct Effect X2 on Z**

Ho: $\beta_{X2Z} = 0$ (There is no significant direct effect of product price on purchasing decisions for Marcks powder).

Ha: $\beta_{X2Z} \neq 0$ (There is a significant direct effect of product prices on purchasing decisions for Marck powder).

Criteria:
a) Ho rejected or Ha accepted if *significance* <0.05
b) Ho accepted or Ha rejected if *significance* ≥ 0.05

After testing the research hypothesis is obtained *significance* variable X2 to Z is 0.006 <0.05. Therefore, it can be concluded that Horejected or Ha accepted. Where there is a significant direct effect of product prices on purchasing decisions for Marcks powder.

c. **Hypothesis Testing Direct Effect X1 on Y**

Ho: $\beta_{X1Y} = 0$ (There is no significant direct effect *brand trust* to customer satisfaction).

Ha: $\beta_{X1Y} \neq 0$ (There is a significant direct effect *brand trust* to customer satisfaction).

Criteria:
a) Ho rejected or Ha accepted if *significance* <0.05
b) Hoaccepted or Ha rejected if *significance* ≥ 0.05

After testing the research hypothesis is obtained *significance* variable X1 to Y is 0.000 <0.05. Therefore, it can be concluded that Horejected or Ha accepted.Where there is a significant direct effect of brand trust on customer satisfaction.

d. **Hypothesis Testing Direct Effect X2 on Y**

Ho: $\beta_{X2Y} = 0$ (There is no direct significant effect of product prices on customer satisfaction).

Ha: $\beta_{X2Y} \neq 0$ (There is a significant direct effect of product prices on customer satisfaction).

Criteria:
a) Ho rejected or Ha accepted if *significance* <0.05
b) Ho accepted or Ha rejected if *significance* ≥ 0.05

After testing the research hypothesis is obtained *significance* variable X2 to Y is 0.000 <0.05. Therefore, it can be concluded that Ho is rejectedor Ha accepted. WhereThere is a significant direct effect of product prices on customer satisfaction.

e. **Hypothesis Testing Direct Effect Z on Y**

Ho: $\beta_{ZY} = 0$ (There is no direct significant effect of purchasing decision Marcks powder on customer satisfaction).

Ha: $\beta_{ZY} \neq 0$ (There is a significant direct effect of product prices on customer satisfaction).

Criteria:
a) Ho rejected or Ha accepted if *significance* <0.05
b) Ho accepted or Ha rejected if *significance* ≥ 0.05

After testing the research hypothesis is obtained *significance* variable Z to Y is 0.000 <0.05. Therefore, it can be concluded that Horejected or Ha accepted. Where there is a significant direct effect of purchasing decision Marcks powder on customer satisfaction.

f. Hypothesis Testing Indirect Effect X1 on Y through Z

Ho: $\rho_{ZY} = 0$ (There is no significant indirect effect *brand trust* to customer satisfaction through the purchase decision of Marcks powder).

Ha: $\rho_{ZY} \neq 0$ (There is a significant indirect effect *brand trust* to customer satisfaction through the purchase decision of Marcks powder).

Criteria:
a) Ho rejected or Ha accepted if *significance* <0.05
b) Ho accepted or Ha rejected if *significance* ≥ 0.05

After testing the research hypothesis, the significance of the variable X1 to Y through Z is 0.000 <0.05. Therefore, it can be concluded that Horejected or Ha accepted. Where there is a significant direct effect of purchasing decision Marcks powder on customer satisfaction.

g. Hypothesis Testing Indirect Effect X2 on Y through Z

Ho: $\rho_{ZY} = 0$ (There is no significant indirect effect of product prices on customer satisfaction through the purchase decision of Marcks powder).

Ha: $\rho_{ZY} \neq 0$ (There is a significant indirect effect of product prices on customer satisfaction through the purchase decision of Marcks powder).

Criteria:
a) Ho rejected or Ha accepted if *significance* <0.05
b) Ho accepted or Ha rejected if *significance* ≥ 0.05

After testing the research hypothesis, the significance of the variable X2 to Y through Z is 0.000 <0.05. Therefore, it can be concluded that Horejected or Ha accepted. Where there is a significant direct effect of purchasing decision Marcks powder on customer satisfaction.

4.3. Research Findings

Based on the results of the analysis and discussion, the research findings are described as follows:

Table 4.12. Result of Hypothesis Path Analysis Direct Effect

Model	Variable	α	Sig	Conclusion
1	*Brand trust*	0.05	0,000	Significant
	Product prices	0.05	0.006	Significant
2	*Brand trust*	0.05	0,000	Significant
	Product prices	0.05	0,000	Significant
	Buying decision	0.05	0,000	Significant

Table 4.13. Result of Hypothesis Analysis of Indirect Effect

Model	Variable	α	Sig	Conclusion
1	*Brand trust*	0.05	0,000	Significant
2	Product prices	0.05	0,000	Significant

Based on hypothesis testing on sub structure 1 shows *significance* variable X1 to Z is 0.000 <0.05. Therefore, it can be concluded that Horejected or Ha accepted. Where there is a significant direct effect of brand trust on purchasing decisions for Marcks powder. The results showed that the increase in brand trust is thought to increase the decision to buy Marcks powder. Trust exists when one of the parties has confidence in the reliability and integrity of its exchange partner. With the trust of consumers, it can be a stimulant to determine purchasing decisions. The results of this study are in accordance with the results of previous studies conducted bySavitri and Wardana (2018), Hafiz and Ali (2018) and Chinomona and Maziriri (2017) who say there is an effect of brand trust on purchasing decisions.

Based on hypothesis testing on sub structure 1 shows *significance* variable X2 to Z is 0.006 <0.05. Therefore, it can be concluded that Horejected or Ha accepted. Where there is a significant direct effect of product prices on purchasing decisions for Marcks powder. This is in accordance with the research of Lien and Bich (2016) which states that there is an effect of product prices on purchasing decisions. HIf the product price is suitable, it is assumed that it can increase the purchasing decision for Marcks powder, the product price is the amount of value that consumers exchange for the benefit of owning or using a product or service whose value is determined by the buyer and seller through bargaining, or set by the seller for the same price. against all buyers. What is often the case is that a high price reflects good quality. The prices of the products being sold are cheap and affordable for consumers. This must be maintained so that the level of purchasing decisions can be higher. This is because the price can help buyers decide how to allocate their buying power to a cosmetic product.

Based on hypothesis testing on sub structure 2 shows *significance* variable X1 to Y is 0.000 <0.05. Therefore, it can be concluded that Horejected or Ha accepted. Where there is a significant direct effect of brand trust on customer satisfaction. Sthe better the brand trust, the better customer satisfaction will be. With brand trust, customers' trust can be maintained. Trust is built because of expectations and can act according to the needs and desires of the customer, if these expectations are in accordance with what the customer wants then immediately the customer will be satisfied.HThis is in accordance with the results of previous research conducted by Sulibhavi and Shivashankar (2017), Kumar (2016), Yeo, Rozita, Mohamed and Muda (2016), Mohammad and Hashim (2016), Chinomona and Maziriri (2017) and Nischay Upamannyu and Bhakar (2014) which stated that brand trust affects customer satisfaction.

Based on hypothesis testing on the sub structure 2 *significance* variable X2 to Y is 0.000 <0.05. Therefore, it can be concluded that Ho is rejectedor Ha accepted. WhereThere is a significant direct effect of product prices on customer satisfaction. The positive influence shows that the better the price of Marcks powder, the higher the customer

satisfaction. From the research results, the average respondent stated that the price of the Marcks powder product is proportional to the quality of the product so that those who buy will certainly not regret choosing Marcks powder. In addition, the price of the Marcks powder product is considered to be able to compete with the price of similar powder from other brands, namely by providing purchase discounts and price discounts for payments, so that it is at least far from cheap. A good product price as stated above can further make customers feel satisfied with Marcks powder products.This is in accordance with the results of previous research conducted by Savitri and Wardana (2018), Yeo, Rozita, Mohamed & Muda (2016) and Mohammad and Hashim (2016) who say that there is an effect of product prices on customer satisfaction.

Based on hypothesis testing on the sub structure 2 *significance* variable Z to Y is 0.000 <0.05. Therefore, it can be concluded that Horejected or Ha accepted. Where there is a significant direct effect of purchasing decision Marcks powder on customer satisfaction. Purchasing decisions are actions of consumers to make decisions to buy or not to a product. Consumers usually always consider in terms of product quality, price, and promotion. Consumers will experience a level of satisfaction if the goods are obtained according to their needs and desires. Conversely, consumers will have dissatisfaction after making a purchase if the goods are not original, needs do not match expectations, are not in accordance with promotions, and so on. This shows the same thing as the results of research conducted byHafiz and Ali (2018) as well as Yaxin Ma and Shaohua Yang (2018) who reveal that there is a significant influence on purchasing decisions on customer satisfaction.

Hypothesis testing shows the significance of the variable X1 to Y through Z of 0.000 <0.05. Therefore, it can be concluded that Horejected or Ha accepted.Where there is a significant direct and indirect effect between brand trust on customer satisfaction through the purchase decision of Marcks powder. This is supported by the results of research where Sulibhavi and Shivashankar. (2017) state that purchasing decisions can mediate the effect of brand trust on customer satisfaction.

Hypothesis testing shows the significance of the variable X2 to Y through Z of 0.000 <0.05. Therefore, it can be concluded that Horejected or Ha accepted.Where there is a significant direct and indirect effect between product prices on customer satisfaction through the purchase decision of Marcks powder. The results of the study are supported by Savitri and Wardana (2018) with the result that there is an effect of product prices on customer satisfaction through purchasing decisions.

V. CONCLUSIONS AND SUGGESTIONS
5.1. Conclusion

After the researchers analyzed the effect of brand trust, product prices on purchasing decisions and customer satisfaction for Marcks powder at PT. Kimia Farma can draw the following conclusions:

1. The brand trust variable is significant towards the purchase decision for Marcks powder. This means that the better the customer perception of the brand trust powder Marcks from PT. Kimia Farma, the decision to buy Marcks powder will increase.
2. The product price variable is significant towards the purchase decision for Marcks powder. This means that the better the price of the product given, the buying decision for Marcks powder will increase.
3. Brand trust variable is significant on customer satisfaction. This means that the better the customer perception of the powder brand trust Marck PT. Kimia Farma, customer satisfaction is increasing.

4. The product price variable is significant to customer satisfaction. This means that the better customer perception of the price of Marcks powder PT. Kimia Farma, then customer satisfaction is increasing.
5. The purchasing decision variable for Marcks powder has a significant effect on customer satisfaction. This means that the better the customer perception of the decision to buy Marcks powder PT. Kimia Farma Veteran, then replacement satisfaction is increasing.
6. The brand trust variable has a significant impact on customer satisfaction through the purchase decision for Marcks powder. This means that the decision to purchase Marcks powder PT. Kimia Farma is proven to be able to mediate brand trust with customer satisfaction.
7. The product price variable is significant to customer satisfaction through the purchase decision of Marcks powder. This means that the decision to purchase Marcks powder PT. Kimia Farma has proven to be able to mediate product prices and customer satisfaction.

5.2. Suggestion

Based on the research conclusions regarding the influence of brand trust and product prices on purchasing decisions for Marcks powder and customer satisfaction. Therefore, researchers tried to provide suggestions based on the results of the study.

1. Based on the brand trust variable with the highest score number 1 "I believe that Marcks powder from PT. Kimia Farma has a good reputation. "In this case the researcher suggests that PT. Kimia Farma to continue to maintain its reputation because customers really believe in Kimia Farma's reputation and the lowest score is number 9 "I will not change to another powder brand" so the researchers suggest that the company should focus more on the Marcks powder brand trust by increasing the number of variants so that customers have more choices according to the needs and trends of cosmetics.
2. Based on the product price variable with the highest score number 14 "The price of Marcks powder from PT. Kimia Farma is in accordance with the price of powder in the market. "Regarding product prices, it is better if PT. Kimia Farma can still maintain its price so that it can continue to compete in the market and for the lowest score number 16 "payment for Marck powder can be made by credit payment system". In connection with this payment system, the researchers suggest that outlets, pharmacies and wholesalers should provide and increase payments using credit cards.
3. Based on the purchasing decision variable with the highest score number 20 "I bought Marcks powder from PT. Kimia Farma based on my personal wishes. In this regard, PT. Kimia Farma must continue to maintain after-sales relationships with customers and the lowest score is number 17 "Marcks Powder from PT. Kimia Farma is in line with my expectations ". In connection with customer decisions, the researcher suggests that the Marcks Powder company should conduct a survey and evaluation to find out what exactly the customer's expectations are for Marcks powder so that what the customer hopes can be fulfilled.
4. Based on the customer satisfaction variable with the highest score number 26 "I am proud to use Marcks powder from PT. Kimia Farma because it is made in the country. "For this satisfactory criterion, the researchers suggested that the company PT. Kimia Farma maintains its quality and continues to expand its variants because customers are proud of this Marck powder as a domestic powder. And the lowest score is number 23 "Apart from cash payment for Marcks powder from PT. Kimia Farma can be non-cash ". In connection with purchasing decisions, the researchers suggest that more services for providing non-cash payments, such as online and non-cash payment applications, should be expanded.

THE EFFECT OF BRAND TRUST AND PRODUCT PRICE ON CUSTOMER SATISFACTION MEDIATED BY DECISION PURCHASE OF MARCKS POWDER (Case Study at PT. Kimia Farma Veteran)

5.1. Limitations and Further Research Development

The limitations of this study are:

1. This study only took samples of Marcks powder customers at PT. Kimia Farma in the Veteran area, it would be better if the samples taken cover all units and subsidiaries, so that the research results can be generalized in a broader scope.
2. This study only examines the effect of brand trust and product prices on customer satisfaction and purchase decisions as a mediating variable. There are still other factors that can affect customer satisfaction, for example promotion, brand image, product quality and others.
3. The limitations of this study should be further refined for future researchers, for example by expanding the sample more, so that the results of subsequent studies can be generalized. In addition, further research is expected to consider other variables that can affect customer satisfaction and purchasing decisions.

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