

The Influence of Motivation, Trust, and Attitude on the Purchase Decision of Emina Cosmetic Products in Lhokseumawe City

Widia Sari¹, M. Subhan², Mohd.Heikal³ and Halida Bahri⁴

^{1,2,3,4}*Universitas Malikussaleh Lhokseumawe, Aceh Indonesia*

widia.180410046@mhs.unimal.ac.id

Received 14 May 2026

Revised 18 May 2026

5 June 2026

Accepted 10 June 2026

ABSTRACT

Purpose – This study aims to analyze the influence of motivation, trust, and attitude on purchasing decisions of Emina cosmetic products among adolescents in Lhokseumawe.

Design/methodology/approach – This research uses a quantitative method with multiple linear regression analysis. Data were collected from 100 respondents consisting of adolescents aged 10–24 years in the city of Lhokseumawe. Data processing was conducted using SPSS version 25.

Findings – The results show that: (1) motivation has a positive and significant effect on purchasing decisions, driven by the appeal of promotions and the need for cosmetics that reflect self-identity; (2) trust significantly affects purchasing decisions, particularly concerning product quality and guarantees of halal certification; (3) attitude also has a positive and significant effect, formed by positive experiences and attractive product design. Overall, motivation, trust, and attitude simultaneously strengthen the purchasing decisions of Emina cosmetic products.

Research limitations/implications – This study is limited to adolescent respondents in the city of Lhokseumawe and uses a quantitative approach. Future research is recommended to include a wider geographic area and add other variables to obtain more comprehensive insights into consumer behavior.

Practical implications – The findings indicate that cosmetic companies should improve their promotional strategies, maintain product quality and safety, and build positive consumer experiences to enhance purchasing decisions among adolescents.

Originality/value – This study provides empirical evidence regarding the role of psychological factors—motivation, trust, and attitude—in influencing purchasing decisions, particularly in the context of local cosmetic products among adolescents in Lhokseumawe.

Keywords: Motivation, Trust, Attitude, Purchasing Decision

Paper type: Research paper

I. INTRODUCTION

The development of the beauty products industry in Indonesia is currently growing rapidly. This demonstrates that beauty products have now become popular among Indonesian consumers. Behind the surge in the trend of beauty product usage, there is a strong drive to appear attractive in the public eye, which has become one of the key factors in the remarkable growth of the beauty industry. With the market continuously showing soaring demand, beauty product manufacturers are vying to create and offer products that meet the expectations of prospective consumers (Akram 2023), thus making the cosmetics industry a profitable business.

However, the highly competitive industry environment requires the cosmetics industry to pay close attention to customer expectations; therefore, it is essential to increase customer loyalty. According to a report from Statista, in 2022, revenue in the personal care and beauty market sector reached US\$7.23 billion or the equivalent of Rp111.83 trillion (with an exchange rate of 1 dollar at Rp15,467.5). This market is projected to grow annually by 5.81% (CAGR) from 2022 to 2027 (Respati & Haryanto, 2024).



Meuseuraya: Islamic

Economics Journal

Vol.1 No.1, 2026

pp.1-15

UIN Sultanah

Nahrasiyah Publishing

DOI: xxx.

One type of beauty product is cosmetics, which are offered as a means of fulfilling secondary needs. For women, cosmetic products are always an integral part of daily life, both to maintain and to acquire cosmetics over time. Cosmetics are not merely tools for facial makeup. Based on this, many cosmetic industries continue to strive to meet consumer needs for cosmetics through various product innovations tailored to demand and necessity. One such example is the arrival of Emina cosmetic products, the latest brand launched by PT. Paragon Technology & Innovation. There are many types of Emina skincare products, whose formulas are claimed to care for various skin types as well as address skin problems. Currently, there are many skincare products on the market that can certainly be used by teenagers, such as Emina cosmetic products. Emina cosmetics can be found at nearby stores or shopping centers.

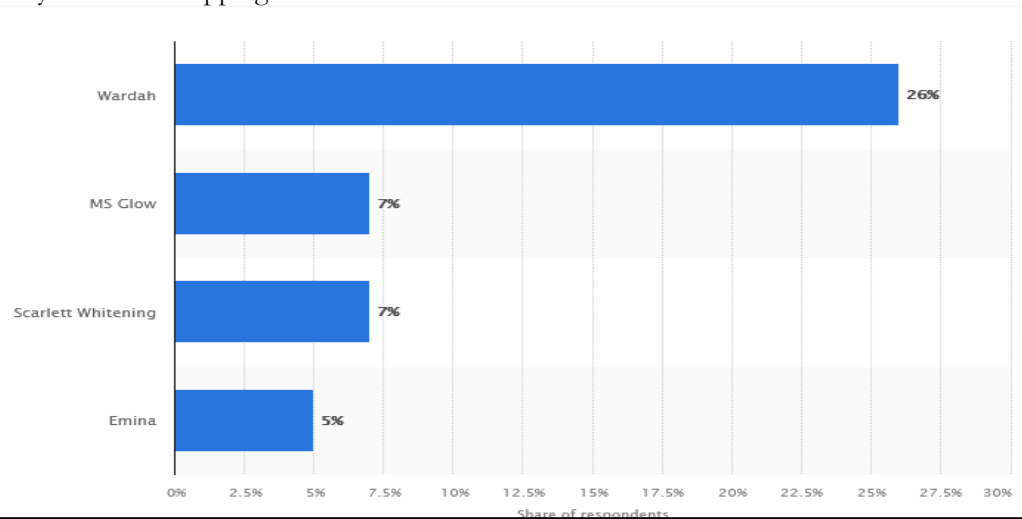


Figure 1.1
Most popular
local skincare
brands in
Indonesia

<https://www.statista.com/statistics/1396724/indonesia-leading-local-skincare>

Based on the data from the graph above, which was obtained from statistical sources presented, Wardah dominates as the most popular local skincare brand in Indonesia with a respondent share of 26%. Emina, with its own unique appeal despite having 5%, stands out because it is a product much sought after among teenagers and skincare beginners. Emina products are known for their cheerful packaging and younger market segment, offering affordable products with lightweight formulations suitable for teenage skin. Emina has great potential for growth along with the increasing awareness of skincare among Indonesia's younger generation. More focused marketing strategies on education and product innovation can help Emina expand its reach in the future. Emina's product sales can be seen in the figure below:



Figure 1.2
www.compas.co.id

According to Kompas, the facial care category had the highest overall sales, accounting for 47.5% of sales on Tokopedia and Shopee. At the beginning of February 5, 2021, this category recorded sales of Rp. 2.1 billion. Considering that these sales statistics were obtained within two weeks, this is an extraordinary figure. With 30.9% of sales, the lip cosmetics category ranked second, followed by the face cosmetics category with 13.9%. (www.compas.co.id). Data from the Indonesian Digital Marketing Association in 2020 showed that Emina managed to rank fourth as the cosmetic brand with the highest total sales in Indonesia across three E-Commerce platforms, namely Shopee, Tokopedia, and Bukalapak, with sales totaling 3.27 million.

The purchase decision is influenced by four main factors: cultural (culture, subculture, and social class), social (reference groups, family, and role status), personal (age and family life cycle, occupation and economic environment, lifestyle and personality), and psychological (motivation, perception, learning, as well as beliefs and attitudes (Edyansyah & Zulkarnaen, 2023). Several factors that can influence consumer purchasing decisions in this study, the first being motivation. Previous research stating the relationship between motivation and purchase decisions includes (Shukla et al., 2022), (Reicks et al. 2019) and (Aras 2021) which conclude that motivation affects purchasing decisions. The second factor influencing purchase decisions is trust. Trust in the product plays an important role in consumer purchasing decisions.

These results are as stated by (Dhurup M., Van Schalkwyk P., 2018), (Wang, 2023), (Cuong, 2020), (Pacheco, 2021), (Lien et al., 2023) which conclude that product trust has an effect on purchase decisions. The third factor influencing purchasing decisions is attitude. Consumer attitudes towards a product or brand significantly influence purchasing decisions. When consumers have a positive attitude towards a product, they are more likely to see the product as a better and more worthy choice to purchase (Lendo, 2023). Previous studies stating the relationship between attitude and purchasing decisions include (Mceachern & Mcclean, 2022), (Within 2019), (Melovic et al., 2019), (Smith and Zilberman 2019), which conclude that attitude positively influences consumer purchase decisions. In this study, the author focuses solely on one purchase decision factor, namely the psychological factor (motivation, trust, and attitude). And of course, confidence in product quality is highly influential in determining the products that are needed. Expressions of self and emotion reflect whether consumers feel pleased or displeased with the chosen product, because attitude also influences decision-making factors regarding a product. Below is the number of female (adolescent) residents of Lhokseumawe City by age group, 2024 as follows:

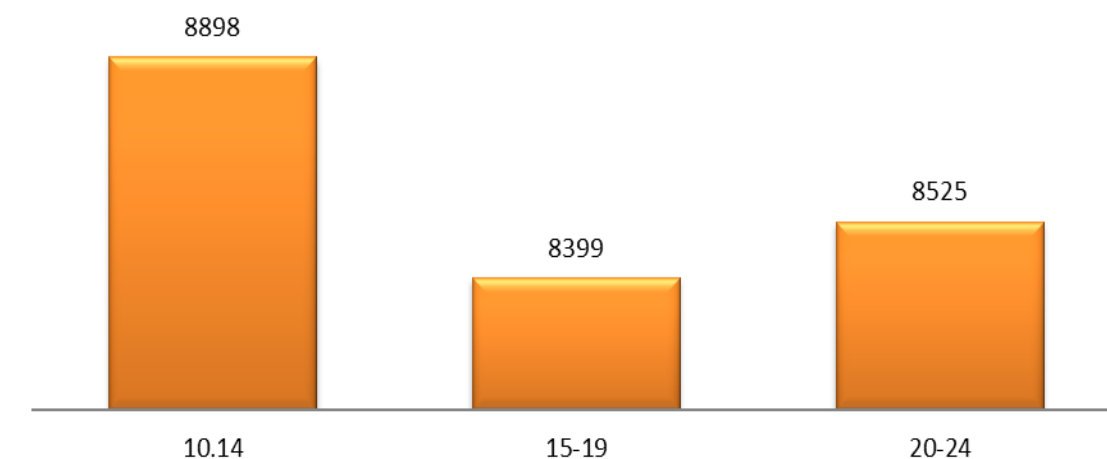


Figure 1.3 Number of Female (Adolescent) Population in Lhokseumawe City by Age Group

Source: Central Statistics Agency of Lhokseumawe City, 2024

From the data above, the results show the number of female adolescents in Lhokseumawe City by age range: ages 10–14 total 8,898, ages 15–19 total 8,399, and ages 20–24 total 8,525. Here, we can see that there is quite a large number of female adolescents in Lhokseumawe City in the past 5 years. Many adolescents use Emina cosmetics due to the numerous perceived benefits in terms of both price and quality. Emina cosmetics can be found at local stores or shopping centers. The lightweight formula and attractive packaging make adolescents even more interested in purchasing these products because they match their sense of fashion. Based on interviews with 30 adolescents regarding the use of Emina cosmetic products, it was found that most adolescents consider Emina products to be affordable, making them a popular choice for those with limited budgets. In addition to price, product safety and suitability are also important considerations; adolescents feel safe using Emina because they believe the products are suitable for their skin, which is still in the developmental stage. Product quality is also a concern, with the expectation that Emina is not only inexpensive but also delivers satisfactory results.

Adolescents appreciate the variety of products offered, allowing them to try different types according to their individual needs and preferences. Attractive marketing campaigns, including social media advertisements and the use of influencers, also contribute to the growing interest and trust in these products. In addition, recommendations from friends and positive online reviews play an important role in their purchasing decisions. The availability of the products in local stores is also an important factor, with adolescents tending to choose products that are easily accessible. The combination of these factors indicates that affordable price, safety, variety, and effective marketing greatly influence adolescents' decisions to use Emina cosmetic products.

II. LITERATURE REVIEW

2.1 Marketing Mix (Marketing Mix)

The marketing mix is a set of marketing tools used by a company to achieve its marketing objectives in the target market. According to Kotler and Armstrong, the marketing mix is a combination of variables that can be controlled by the company to influence consumer responses to the products offered. This concept is known as the 4P, namely product, price, place, and promotion. In its development, particularly in the services sector, this concept was expanded to 7P by adding people, physical evidence, and process. These seven elements play an important role in creating value, satisfaction, and consumer experience. Therefore, the marketing mix not only functions as a sales strategy, but also as an instrument to build long-term relationships with consumers and to increase the company's competitiveness.

2.2 Purchase Decision

A purchase decision is the process carried out by consumers in selecting and buying a product or service based on their needs and desires. This process involves several stages, starting from problem recognition, information search, evaluation of alternatives, purchase decision, to post-purchase behavior. Purchase decisions are strongly influenced by various factors, such as cultural, social, personal, and psychological factors. In addition, purchase decisions also reflect how consumers assess the benefits, quality, and value of a product. With thus, purchasing decisions are an important indicator of the success of a company's marketing strategy, because they show the extent to which the product is able to meet consumer expectations.

2.3 Motivation

Motivation is an internal or external drive that drives individuals to act to achieve specific goals. In the context of consumer behavior, motivation arises from unmet needs or desires, thus prompting consumers to make purchases. Motivation can stem from physiological, social, esteem, and self-actualization needs, as explained in Maslow's hierarchy of needs theory.

Furthermore, motivation can also be influenced by social trends, the desire to improve appearance, and personal preferences for a product. Therefore, motivation plays a crucial role in shaping consumer behavior and determining the direction of purchasing decisions.

2.4 Trust

Trust constitutes a consumer's belief in a brand or company's capability, honesty, and integrity to fulfill their expectations. It serves as a critical element in establishing enduring relationships between consumers and companies by mitigating uncertainty and risk during the purchasing process. Trust develops through consumer experiences, brand reputation, and perceptions of product quality and consistency. Additionally, it is shaped by brand characteristics, company attributes, and the consumer-brand relationship. When trust is high, consumers are likely to exhibit strong loyalty and a preference for one brand over others.

2.5 Consumer Attitudes

Consumer attitudes represent evaluative judgments, either positive or negative, regarding a product, brand, or service. These attitudes are shaped by experience, knowledge, and social influences and comprise three primary components: cognitive (knowledge), affective (emotions), and conative (behavioral intentions). Attitudes significantly influence purchasing decisions, indicating a consumer's propensity to accept or reject a product. Additionally, attitudes function as a means of expressing self-worth, preserving ego, and aiding in information processing. Consequently, comprehending consumer attitudes is essential for developing effective marketing strategies.

2.6 Teenager

Adolescence represents a developmental stage characterized by the transition from childhood to adulthood, encompassing significant physical, psychological, and social transformations. The age range for adolescents typically spans from 10 to 24 years, as defined by organizations such as the World Health Organization (WHO) and the National Population and Family Planning Board (BKKBN).

During this developmental phase, individuals undergo emotional maturation and identity formation, accompanied by an increased desire for social recognition. Adolescents are particularly susceptible to environmental influences, including peers and social trends, which results in distinct consumer behavior patterns. Consequently, comprehending the characteristics of adolescents is essential in consumer behavior research, especially for devising marketing strategies tailored to this demographic segment.

2.7 Conceptual Framework

A concept is an abstraction of an event that is the object of research. The purpose of a concept is to simplify thinking by connecting a number of events under a common heading (Supranto, 2019). A conceptual framework is the result of critical, rational thinking in estimating the possible research outcomes to be achieved. (Suryabrata, 2018) These concepts are then operationalized into variables so they can be measured and have value. Research variables are essentially anything in any form that researchers determine to be studied to obtain information about it, and then draw conclusions. (Sugiyono, 2018).

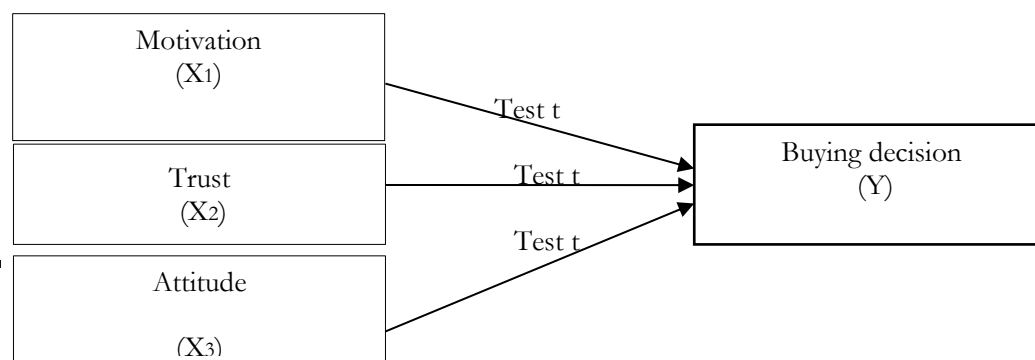


Figure 2.1
Conseptual
Framework

2.8 Hypothesis

A hypothesis is a tentative answer to a research problem, the truth of which must be proven before it can be accepted or rejected. A hypothesis is formulated to find the truth regarding the influence of motivation, trust, and attitudes on purchasing decisions for Emina cosmetic products among adolescents in Lhokseumawe City. Previous studies that have established a relationship between motivation and purchasing decisions include (Armiza and Bahri, 2023), (Shukla et al., 2022), (Reicks et al., 2019), (Bachri & Febriansyah, 2022), (Matriadi & Iis, 2021), and (Aras, 2021), which concluded that motivation influences purchasing decisions.

H₁: Motivation is suspected to influence purchasing decisions for Emina cosmetic products among adolescents in Lhokseumawe City.

Trust can also be influenced by a company's transparency in communication and quality of customer service, which can strengthen positive relationships with consumers. Thus, companies that successfully build and maintain consumer trust in their products will be better able to encourage positive purchasing decisions and increase customer loyalty. These results are consistent with those of (Dhurup M., Van Schalkwyk P., 2018), (Abubakar et al., 2023), (Wang, 2023), (Cuong, 2020), (Pacheco, 2021), and (Lien et al., 2023), who concluded that product trust influences purchasing decisions.

H₂: Trust is suspected to influence the purchasing decisions of Emina cosmetic products among adolescents in Lhokseumawe City.

Furthermore, attitudes can be influenced by various factors, such as personal values, previous experiences, and social influences. Previous studies that demonstrate the relationship between attitudes and purchasing decisions include (McEachern & McClean, 2022), (Within, 2019), (Melovic et al., 2019), and (Smith and Zilberman, 2019), which conclude that attitudes positively influence consumer purchasing decisions.

H₃: It is suspected that attitude influences the purchasing decision of Emina cosmetic products among teenagers in Lhokseumawe city.

III. METHOD

3.1 Research Design

The location of this research is Lhokseumawe City. The subjects of this research are all Emina cosmetic product customers, specifically teenagers who use Emina cosmetic products in the Lhokseumawe City area.

Table.3.1 Research
population

3.2 Scope of Research

This study only discusses the influence of motivation, trust, and attitude on purchasing decisions for Emina cosmetic products among teenagers in Lhokseumawe City. In this case, the variables studied include Motivation (X1), Trust (X2), Attitude (X3), and Purchasing Decisions (Y). The object of this research is the community, especially teenagers in Lhokseumawe City.

No	Age Group Classification	Woman
1	10-14	8898
2	15-19	8399
3	20-24	8525
	Total	25.822

Source: Central Statistics Agency of Lhokseumawe City, 2024

Based on the table above, it can be seen that the number of adolescent population in this study was 25,822 adolescents.

3.3 Sample

According to Sekaran (2019), a sample is a subset of a population. It consists of several members selected from the population. In other words, some, but not all, elements of the population are sampled. Determining the sample size can be done statistically or based on research estimates. Furthermore, it is important to note that the selected sample must be representative, meaning that all characteristics of the population should be reflected in the selected sample. The sample should meet the desired criteria, and the most appropriate number of sample members used in the study depends on the desired level of error. This study uses the Solvin formula because in sampling, the number must be representative so that the research results can be generalized. Based on data on women from Lhokseumawe City, the population in this study is all women based on the age range of 10-14 as many as 8,898, the age range of 15-19 as many as 8,399, and the age of 20-24 as many as 8,525 people in Lhokseumawe City in 2024, therefore the minimum number of samples for this study with e (error) of 100%.

3.4 Data collection technique

The data collection technique used in this study was a questionnaire, which is a data collection technique that involves providing or distributing a list of questions to respondents with the hope of providing responses based on these questions (Noor, 2020).

The data collection technique used is by collecting, recording, and reviewing Primary data consists of responses from respondents from the Lhokseumawe City community with several characteristics. The data were obtained from answers to several questions distributed via questionnaire to respondents with the following sample criteria:

1. Lhokseumawe City community
2. Teenagers who have used Emina
3. Maximum age ranges: 10-14, 15-19, and 20-24.

After the data is obtained, the data is then processed first to produce variables that are relevant to the framework of thought. The number of respondents in this study was 100 respondents. The data in this study is quantitative data, namely a research method based on the philosophy of positivism and quantitative/statistical data analysis with the aim of testing

established hypothesis. Positivism philosophy views the reality of phenomena as classifiable, relatively fixed, concrete, observable, measurable and the relationship between symptoms is causal.

The data quality test in this study includes validity and reliability tests, where the instrument is declared valid if the calculated r value is greater than r table, and reliable if the Cronbach Alpha coefficient > 0.60 with the help of SPSS. Next, a classical assumption test is carried out which includes a normality test (data is normally distributed if it follows the diagonal line or the significance value $> \alpha$), a multicollinearity test (does not occur if the tolerance value > 0.10 and VIF < 10), Data analysis uses multiple linear regression Ordinary Least Square (OLS) method with the model $Y = \alpha + bX_1 + bX_2 + bX_3 + e$, where the independent variables include motivation, trust, and attitude towards purchasing decisions. Hypothesis testing is carried out through a t test (partial) with a significance level of 0.05, where the variable has an effect if $\text{sig} < 0.05$, as well as a coefficient of determination (R^2) test to measure the model's ability to explain variations in the dependent variable, with a value approaching 1 indicating an increasingly good model.

IV. RESULT AND DISCUSSIONS

4.1 Respondent Identity

Characteristics	Category	Frequency	Percentage (%)
Product Users	Using Emina	100	100%
Age	10–14 Years	9	9%
	15–19 Years	45	45%
	20–24 Years	46	46%
Education	Junior High School	4	4%
	Senior High School	33	33%
	College	63	63%
Work	Students	37	37%
	Student	63	63%
Total Respondents		100	100%

Table 4.1
Respondent
Characteristics

Based on the data, all 100 respondents were users of Emina cosmetic products. The majority of respondents were in the 20–24 year age range (46%), followed by 15–19 year age groups (45%), indicating a dominant group from late adolescence to young adulthood. In terms of education, the majority of respondents had a college background (63%), while based on occupation, the majority were students (63%). This indicates that users of Emina products in this study tend to come from students with relatively high levels of education and are in their young productive age.

4.2 Validity and Reliability Test Results

Validity testing is used to measure the validity of a questionnaire. A questionnaire is considered valid if its questions accurately reveal what it is intended to measure.

4.2.1 Validity Test Results

To calculate the validity test, compare the correlated item-total correlations (r count) with the results of the r table calculation. If the r count is greater than the r table and the value is positive, then the question or indicator is valid (Ghozali, 2018). This validity test was conducted on 100 respondents who were influenced by Motivation (X_1), Trust (X_2), Attitude (X_3). on Purchasing Decisions taken from research samples.

Degree of Freedom (df) N-2 or can be calculated as 100-2 = 98 and alpha 5% using a two-way test obtained rtable = 0.1966. Meanwhile, rhitung can be seen in the Cronbach alpha output display in the Pearson correlation column. The results of the validity test can be shown in Table 4.2 below:

Variables	Item Code	rhitung	rtablel	Sig 2 Tailed	Note
Motivation	P1	0,813	0.1966	0.000	Valid
	P2	0,883	0.1966	0.000	Valid
	P3	0,788	0.1966	0.000	Valid
	P4	0,571	0.1966	0.000	Valid
	P5	0,699	0.1966	0.000	Valid
Trust	P1	0,643	0.1966	0.000	Valid
	P2	0,844	0.1966	0.000	Valid
	P3	0,877	0.1966	0.000	Valid
	P4	0,836	0.1966	0.000	Valid
Attitude	P1	0,770	0.1966	0.000	Valid
	P2	0,779	0.1966	0.000	Valid
	P3	0,800	0.1966	0.000	Valid
	P4	0,768	0.1966	0.000	Valid
Buying decision	P1	0,678	0.1966	0.000	Valid
	P2	0,591	0.1966	0.000	Valid
	P3	0,700	0.1966	0.000	Valid
	P4	0,542	0.1966	0.000	Valid
	P5	0,650	0.1966	0.000	Valid
	P6	0,656	0.1966	0.000	Valid

Table 4.2 Validity Test

Source: (Data Processed 2024)

4.2.2 Reliability Test Results

Variabel	Reliability Coefficients	Cronbach's Alpha	Syarat	Ket
Motivation	5 items	0.793	>0,50	Reliable
Trust	4 items	0.774	>0,50	Reliable
Attitude	4 items	0.808	>0,50	Reliable
Buying decision	6 items	0.754	>0,50	Reliable

Table 4.3 Reliability Test

Source: (Data Processed 2024)

A questionnaire is considered reliable if a person's answers to the statements are consistent over time. The method used to test the reliability of the questionnaire in this study is the Cronbach's Alpha formula, which is considered reliable if the Cronbach's Alpha is > 0.50 (Sugiyono, 2019). The SPSS output for the reliability test will be generated together with the validity test. Based on Table 4.10, it can be seen that the Cronbach's Alpha value for each variable shows a number ≥ 0.50 , or it can be seen that the Cronbach's Alpha value shows a value above 0.50. As seen in the table, all five variables meet the requirements, so it can be concluded that the variables in this study have met the reliability requirements.

4.3 Classical Assumption Test

The classical assumption test used in this study can be seen as follows:

4.3.1 Normality Test

The normality test in this study was conducted to determine whether all research variables were normally distributed. The normality test was performed on each research variable. According to Ghozali (2018), the normality test is conducted to determine whether the regression method for the independent and dependent variables, or both, has a normal distribution. If the variables are not normally distributed, the statistical test results will decrease. The data normality test was conducted to determine whether the collected data was normally distributed or drawn from a normal population.

Normality testing uses the Kolmogorov-Smirnov analysis technique. Data are considered normally distributed if the significance value is greater than the significance level ($\alpha = 0.05$). The results of the normality test for each variable and the research variables are presented as follows:

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.52530434
Most Extreme Differences	Absolute	.058
	Positive	.058
	Negative	.040
Test Statistic		.058
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: (Data Processed 2024)

Based on the results of the normality test above, the significance value is $0.200 > 0.05$, so it can be concluded that the residual value is normally distributed.

Table 4.4 Kolmogorov-Smirnov

4.3.2 Multicollinearity Test

The results of the multicollinearity test for the model developed in this study can be seen in the output coefficients table in the collinearity statistics section in Table 4.5 below:

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	3.859	1.107		3.486	.001		
Motivation	.160	.058	.206	2.764	.007	.670	1.492
Trust	.265	.074	.287	3.609	.000	.587	1.703
Attitude	.390	.062	.470	6.314	.000	.669	1.494

Table 4.5
Multicollinearity Test

a. Dependent Variable: Buying decision

Source: (Data Processed 2024)

Based on the output coefficients in Table 4.5 above, it can be seen that the tolerance value for each independent variable is >0.1 . Meanwhile, the VIF value for each independent variable is <10 . The results of the multicollinearity test in the regression model with the dependent variable Y indicate that there is no multicollinearity among the independent variables in the regression model.

4.4 Hypothesis Testing

4.4.1 Partial Significance Test (Uji t)

Next, to conduct a partial significance test (t-test) in the regression analysis, we can examine the results in the output coefficients table. The results of the t-test calculations for each variable in the substructure model developed in this study can be seen in Table 4.6 below:

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta	t	Sig.	
1 (Constant)	3.859	1.107		3.486	.001	
Motivation	.160	.058	.206	2.764	.007	
Trust	.265	.074	.287	3.609	.000	
Attitude	.390	.062	.470	6.314	.000	

Table 4.6 Partial
Significance Test Results
(t-Test)

a. Dependent Variable: Buying decision

Source: (Data Processed 2024)

Based on the t-test results in Table 4.6 above, the t-table value is 1.98472, obtained from the n-k test, where $n = 100$ and $k = 3$, with $\alpha = 0.050$. The t-test results for each variable can be explained as follows:

1. The Effect of the Motivation Variable on Purchasing Decisions. Based on the SPSS output, the coefficient values obtained in Table 4.6. The t-test results show that the sig. value for the Motivation variable is 0.007, and the calculated t-value is 2.764. Since the sig. value of 0.007 is <0.05 and the calculated t-value of 2.764 is $>$ t-table 1.98472, according to the basis for decision-making in the t-test, it can be concluded that H_{01} is rejected and H_{a1} is accepted. In other words, the Motivation variable has a partial positive and significant effect on Purchasing Decisions.

- 2. The Influence of Trust on Purchasing Decisions Based on the results of the SPSS output that the coefficients value is obtained in Table 4.6, in the t-test results it is known that the sig. value of the Trust variable is 0.000. Because the Sig. value of 0.000 <0.05 and t count 3.609> t table 1.98472 then according to the basis of decision making in the t-test it can be concluded that H02 is rejected and Ha2 is accepted, or in other words the Trust variable partially has a positive and significant effect on Purchasing Decisions.
- 3. The Influence of Attitude on Purchasing Decisions Based on the results of the SPSS output that the coefficients value is obtained in Table 4.6, in the t-test results it is known that the sig. value of the Trust variable is 0.000. Because the Sig. value of 0.000 <0.05 and t count 6.314> t table 1.98472 then according to the basis for decision making in the t-test it can be concluded that H03 is rejected and Ha3 is accepted, or in other words the Attitude variable partially has a positive and significant effect on Purchasing Decisions.

4.4.2 Coefficient of Determination (R²)

The coefficient of determination (R²) test is used to determine how much of the dependent (endogenous) variable can be explained by the variation in the independent (exogenous) variables. In other words, the R² value is useful for predicting or assessing the extent of the influence of exogenous variables simultaneously (together) on the endogenous variable. Because there are more than two independent variables in this study, the coefficient of determination used is the Adjusted R Square. The results of the coefficient of determination calculation for the model developed in this study can be seen in Table 4.7 below:

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.802 ^a	.644	.633	2.564
a. Predictors: (Constant), Attitude, Motivation, Trust				

Source: (Data Processed 2024)

Based on the "Model Summary" output in Table 4.7 above, the results of the coefficient of determination (R Square) test show a value of 0.644, or 64.4%. This figure indicates that the variables Motivation (X1), Trust (X2), and Attitude (X3) are capable of providing the information needed to predict the dependent variable, namely the Purchase Decision variable. This is in accordance with the criteria for the relationship strength interval in the correlation test. According to Sugiyono, it can be concluded that the strength of the relationship in this study is strong.

V. DISCUSSION

The t-test results show that the Motivation variable has a positive and significant influence on Purchasing Decisions. Thus, the higher the motivation felt by consumers towards a product, the more likely they are to make a purchase decision for that product. The influence is caused by factors such as the need for beauty, the desire to appear attractive, and other factors that motivate teenagers to use Emina cosmetic products, really playing a role in their decision to purchase the product. In other words, teenagers who feel motivated by product attributes that suit their needs, such as suitable formulas and affordable prices, are more likely to choose and purchase Emina products. This finding is in line with consumer behavior theory which states that motivation is the main driver in purchasing

Table 4.7 Results of the Coefficient of Determination

decisions. Previous studies that have established a relationship between motivation and purchasing decisions include (Armiza & Ulfa, 2023), (Shuklas et al., 2022), (Reicks et al., 2019), (Bachri & Febriansyah, 2022), (Matriadi & Iis, 2021), and (Aras, 2021), which concluded that motivation influences purchasing decisions.

Trust is a consumer's belief in a product, brand, or company, often shaped by previous experiences, reviews, and recommendations from others. When consumers have a high level of trust in a brand, they are more likely to make a purchase, confident that the product will meet their expectations. Conversely, if trust in a brand or product is low, consumers may hesitate to purchase, even if the product has attractive features or a price. The trust variable has a significant positive influence on purchasing decisions for Emina products. In theory, trust in consumer behavior serves as a crucial factor influencing the decision to purchase a product. Consumers tend to prefer products they trust, both in terms of quality, safety, and the information provided by the company. Adolescents in Lhokseumawe City who have a high level of trust in Emina products, such as believing in product quality and safety, are more likely to make purchasing decisions. Therefore, based on the statistical test results, it can be concluded that H02 is rejected and Ha2 is accepted, meaning that trust significantly influences Emina product purchasing decisions among adolescents in Lhokseumawe City. These results, as stated by (Dhurup M., Van Schalkwyk P., 2018), (Abubakar et al., 2023), (Wang, 2023), (Cuong, 2020), (Pacheco, 2021), (Lien et al., 2023), indicate that product trust influences purchasing decisions.

Adolescents' positive attitudes toward Emina products, such as feeling that the product meets their needs or has a pleasant impression, encourage them to make purchasing decisions. Therefore, with the results of this statistical test, it can be concluded that H03 is rejected and Ha3 is accepted, which means that attitude significantly influences the purchasing decision of Emina products among teenagers. In addition, attitudes can be influenced by various factors, such as personal values, previous experiences, and social influences. Previous research that states the relationship between attitudes towards purchasing decisions include (Mceachern & Mcclean, 2022), (Within 2019), (Melovic et al., 2019), (Melovic et al., 2019), (Smith and Zilberman 2019), which conclude that attitudes have a positive influence on consumer purchasing decisions.

VI. CONCLUSION

Based on the research results, it can be concluded that motivation, trust, and attitude partially have a positive and significant influence on purchasing decisions. This indicates that the higher a consumer's motivation in using a product, the greater their urge to make a purchase. Furthermore, trust plays a crucial role in shaping consumer confidence in product quality and safety, thus driving purchasing decisions. Conversely, a positive consumer attitude toward a product also strengthens the propensity to purchase. Thus, these three variables support each other and are the primary factors influencing consumer behavior in determining purchasing decisions.

ACKNOWLEDGEMENT

The author expresses praise and gratitude to the presence of Allah SWT for all His grace and blessings so that this research can be completed well. The author also expresses his deepest gratitude to Malikussaleh University, especially the supervising lecturer and the entire academic community who have provided direction, support, and useful knowledge during the process of this research. The author also expresses his gratitude to all respondents, namely adolescent users of Emina cosmetic products in Lhokseumawe City, who were willing to take the time to fill out the questionnaire so that the research data can be obtained properly. In addition, the author also appreciates the support of family and friends who have provided encouragement, prayers, and assistance during the process of compiling this research. The author realizes that this research still has limitations, so constructive criticism and suggestions are expected for future improvements.

REFERENCE

- Abubakar, R., Zulkarnaen, T., & Fhirasyan, F. (2023). *Analysis of Factors Affecting Consumer Satisfaction (Case Study at Sherif Barbershop Lbokseumawe City)*. 6(5), 241–249.
- Aktan, M., Khwaja, M. G., & Akram, U. (2023). Missing link in ‘ new-normal ’ for higher education : nexus between online experiential marketing , perceived-harm , social distancing concern and university brand evangelism in China. *Journal of Marketing for Higher Education*, September, 1–26. <https://doi.org/10.1080/08841241.2023.2253743>.
- Armiza, H. B., & Ulfa, I. (2023). *Analisis Pengaruh Positioning Terhadap Keputusan Pemilihan Objek Pariwisata Halal di Kota Lbokseumawe*. 12(September), 77–81.
- Bachri, N., & Febriansyah, S. (2022). *Digital Marketing : Determinasi Keputusan Berbelanja Online*. 23(2).
- Cuong, D. T. (2020). *The effect of Brand Identification and Brand Trust on Brand Commitment and Brand Loyalty at Shopping Malls*. 29(7), 695–706.
- Dhurup M., Van Schalkwyk P., T. V. (2018). The Relationship Between Brand Identification Brand Trust And Brand Loyalty: Evidence From Supermarket Store Food Brands. *International Journal Of Business And Management Studies*. 10(2): 166–182. Available At: DOI:1309- 8047.
- Edyansyah, T., & Zulkarnaen, T. (2023). *Pengaruh promosi, kepuasan pelanggan*. 2(2), 814–823.
- Ghozali, G. (2018). *Pengaruh citra merek, harga, dan kepercayaan terhadap niat pembelian produk batik danar badi di surabaya*. Stie Perbanas Surabaya.
- Lendo, R. R. (2023). *The Influence Of Motivation And Consumer Attitude On Online Shop Purchase Decision*. 1(4), 2245–2252.
- Lien, C., Wen, M., Huang, L., & Wu, K. (2023). Asia Paci fi c Management Review Online hotel booking : The effects of brand image , price , trust and value on purchase intentions. *Asia Pacific Management Review*, 20(4), 210–218. <https://doi.org/10.1016/j.apmr.2015.03.005>.
- Matriadi, F., & Iis, E. Y. (2021). *Marketing Performance Development : Application Of The Concept Of Digital Marketing And Market Orientation*. March, 181–190. <https://doi.org/10.54443/ijerlas.v1i2.85>.
- Mceachern, M. G., & Mcclean, P. (2022). *Organic purchasing motivations and attitudes : are they ethical ?* June 2022, 85–92.
- Melovic, B., Rogic, S., Smolovic, J. C., & Dudic, B. (2019). *The Impact of Sport Sponsorship Perceptions and Attitudes on Purchasing Decision of Fans as Consumers Relevance for Promotion of Corporate Social Responsibility and Sustainable Practices*. 1–16.
- Noor, Z. Z. (2020). The Effect Of Price Discount And In-Store Display On Impulse Buying. *Sosiohumaniora*, 22(2), 133–139.
- Pacheco, M. (2021). *How Green Trust, Consumer Brand Engagement and Green Word-of-Mouth Mediate Purchasing Intentions*. 1–13.

- Rayi, G., & Aras, M. (2021). *How Product Innovation and Motivation Drive Purchase Decision as Consumer Buying Behavior*. 1, 49–60.
- Reicks, A. L., Brooks, J. C., Garmyn, A. J., Thompson, L. D., Lyford, C. L., & Miller, M. F. (2011). *Demographics and beef preferences affect consumer motivation for purchasing fresh beef steaks and roasts*. 87, 403–411. <https://doi.org/10.1016/j.meatsci.2010.11.018>.
- Respati, H., & Haryanto, S. (2024). *International Journal of Social Science and Human Research The Role of Brand Satisfaction and Brand Trust as Intervening between Brand Experience and Brand Loyalty in Belle Crown Beauty Clinic, Malang City*. 07(03), 1976–1981. <https://doi.org/10.47191/ijsshr/v7-i03-60>.
- Sekaran, D. A. (2016). *Profil Penderita Kandidiasis Vulvovaginal di Puskesmas Pancurbatu*.
- Shukla, P., Singh, J., & Wang, W. (2022). The influence of creative packaging design on customer motivation to process and purchase decisions. *Journal of Business Research*, 147(March 2021), 338–347. <https://doi.org/10.1016/j.jbusres.2022.04.026>.
- Smith, R. H., & Zilberman, D. (2011). *Attitude and purchasing decisions regarding genetically modified foods based on gender and education Amir Heiman, Ori Agmon and Racheli Fleisher*. 12, 50–65.
- Within, P. (2016). *Attitudes towards Instagram micro-celebrities and their influence on consumers ' purchasing decisions*.
- Wang, J. (2023). *A Study on the Influence of Brand Trust and Customer Satisfaction on Brand Loyalty Against the Background of Hainan Free Trade Port Taking Hainan Star-rated Hotels as Examples*. 6, 93–99.