

The Influence of Product Quality, Brand Image, and Perceived Exaggeration on Consumer Trust in Originote Skin Care Products

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Abstract

This study aims to investigate how consumer perceptions of exaggerated claims, brand image, and product quality influence consumer trust in skin care products. Purposive sampling was used to select 100 respondents for this quantitative descriptive study. This study aims to investigate how consumer perceptions of exaggerated claims, brand image, and product quality influence consumer trust in skin care products ($\beta = 0.435$; $t = 5.512$; Sig. = 0.000). In addition, brand image has a significant and favorable impact ($\beta = 0.548$; $t = 5.232$; Sig. = 0.000). However, the perception of exaggerated claims has no significant impact ($\beta = 0.024$; $t = 1.032$; Sig. = 0.305). Consumer confidence is significantly influenced by these three factors together ($F = 125.658$; Sig. = 0.000). Based on the R^2 value of 0.797, product quality, brand image, and perceived exaggeration accounted for 79.7% of the variation in customer trust. Variables not included in the research model impacted the remaining 20.3%. The results showed that perceived exaggeration did not necessarily reduce customer trust. Product quality and brand image significantly impacted consumer trust. By showing that exaggerated product claims do not damage brand credibility and that quality and brand image remain strong, our findings reinforce the ethical marketing paradigm.

Keywords: Product Quality, Brand Image, Overclaim Perception, Consumer Trust

1. Introduction

The beauty sector is expanding rapidly, particularly in skin care products. The wide variety of skincare products available and the increasing knowledge among the Indonesian public about skincare are driving demand for skincare products. However, competition among skincare brands is intensifying, prompting them to disseminate misinformation or make false promises in their advertisements. Skincare companies actually have a moral obligation to provide consumers with accurate information. Every statement must be supported by verifiable evidence. They violate applied ethics rules by making exaggerated claims, as this denies customers the right to accurate and transparent information. Consumers are often persuaded by the promises made by skincare advertisements. Claims such as “brightens skin in a short time” or “removes acne in just one use” often create unrealistic expectations. Many products do not perform as advertised, leaving customers disappointed and incurring financial, emotional, and

psychological losses. The branch of ethics known as applied ethics studies how moral principles are applied in everyday life. When making claims about their products, businesses must emphasize values such as fairness, integrity, openness, and social responsibility.

Originote, one of Indonesia's leading local skincare companies, emphasizes the use of premium active ingredients at affordable prices to promote “simple, safe, and effective skincare.” Teenagers and young adults love Originote products because of their light ingredients, simple packaging, and aggressive social media marketing strategy. Originote is also gaining recognition for its positive brand image, including its reputation as a halal-certified, safe, and suitable product for sensitive skin, which builds consumer confidence in using its products. However, as the number of users of this product increases, there has been talk about its effectiveness and exaggerated claims of benefits. Reviewing this issue is very important because, even though Originote has a Maintaining client trust still depends heavily on the company's positive reputation, customer perception of the veracity of its claims, and the quality of its goods.

Consumer trust is essential to strong customer-brand interactions. One of the main elements influencing loyalty and purchase decisions is trust. When selecting skincare products, consumers consider factors such as safety, information accuracy, and the consistency of promised benefits, in addition to price and brand attractiveness. Building trust is therefore greatly impacted by both product quality and brand image. The requirements that must be met for a product to function as intended are known as product quality ([Tamaya & Mulyono, 2023](#); [Annisa, 2025](#)). The performance and capacity of high-quality items likely influence consumers' decisions to purchase them. This assertion demonstrates how consumers assess a product's quality when determining their level of trust, particularly in the skincare industry, which places a premium on safety and tangible results. Product outcomes that align with claims, the use of safe substances, and official approvals, such as those issued by the Food and Drug Supervisory Agency (BPOM), are high-quality indicators that can enhance consumer trust.

Because brand image reflects the idealism, reputation, and positive perception associated with a product, it is just as important as product quality in building consumer trust. A positive brand perception can foster emotional bonds with consumers, increase their tolerance, and reduce the likelihood that they will form negative attitudes toward a product, even when faced with claims that may be irrational. Even before consumers experience a product, a strong brand reputation can make it appear more attractive. Influencers, social media engagement, and user reviews collectively shape The Originote's brand image, presenting the product as a high-quality, safe, and affordable choice. However, if these positive impressions do not align with the product's actual performance, the brand image can be threatened. As a result, customer associations, opinions, and perceptions of a brand shape its image. Exaggerated claims, or claims that overstate a product's superiority, are another significant issue in the beauty industry. These often take the form of overly convincing promises about skin protection, moisturizing quality, or anti-aging effects, which can cause customer uncertainty and confusion. Approximately 40% of cosmetic product claims in Southeast Asia lack clinical evidence, according to Wang et al. (2023), published in the Journal of Customer Affairs. This can ultimately erode customer trust. According to the Food and Drug Supervisory Agency (BPOM), excessive claims and other cosmetic labelling violations are on the rise in Indonesia, accounting for 15% of all inspection results in 2022. Consumer trust can be damaged by unfavorable opinions about exaggerated claims, especially as consumers become more skeptical and can more easily find additional facts.

Previous studies on local skin care brands in Indonesia have mostly explored how consumer loyalty and purchasing decisions are influenced by brand perception and product quality. However, few studies have examined how consumers' perceptions of exaggerated claims affect their trust. In the digital age, exaggerated promises in skin care product marketing are increasingly common, underscoring the need for further research on this topic. Therefore, the purpose of this study is to evaluate, in part and in total, how consumer trust in Originote products is influenced by exaggerated claims, brand image, and product quality. Since the variable of exaggerated promises remains rarely discussed in the Indonesian academic literature, this study adds value by incorporating it into the model of customer trust in local skincare products. It is intended that this study's findings would serve as a theoretical foundation for future investigations into local cosmetics sector consumer behavior. In addition, these results are expected to assist industry practitioners in developing more ethical, transparent, and trustworthy brand communication strategies.

2. Literature Review

2.1 *Quality of the Product*

A product's ability to meet or even exceed consumer expectations through performance, safety, and directly felt benefits is what [Tamaya dan Mulyono \(2023\)](#) define as product quality. This demonstrates the importance of product quality in forming a positive opinion and fostering customer trust. Furthermore, [Jumiati et al. \(2023\)](#) clarify that high-quality goods can foster brand loyalty and trust in addition to meeting consumer requirements and aspirations. In other words, the long-term relationship between consumers and brands is significantly influenced by product quality. Furthermore, Kotler & Keller (as cited in [Taduso, 2024](#)) state that there are eight indicators for measuring product quality, including: 1) Performance, which refers to the product's ability to perform its primary function; 2) Aesthetics, which refers to the physical appearance or visual appeal of the product; 3) Special Features, which are additional attributes that differentiate the product from its competitors; 4) Conformity, which indicates how effectively the product meets predetermined requirements or standards; 5) Reliability, or the capacity of a product to function reliably and consistently; 6) Durability, which refers to how long an item can be used before its quality deteriorates; 7) The consumer's subjective evaluation of a product's quality based on brand reputation and experience is known as perceived quality; 8) Serviceability, which is the ease with which a product can be used over a period of time without compromising its quality.

2.2 *Brand Image*

[Coaker \(2021\)](#) argues that a brand's image is a compilation of consumer opinions, assessments, and perceptions shaped by past information and experiences. Customers will trust the brand more when they learn more about it and have more experience with it. According to Tjiptono (as cited in [Lestri, 2024](#)), a positive brand image can increase consumer confidence in the products they purchase, thereby leading to higher sales. Dwi Sanjiwani (2020) asserts that, in addition to visual identity and symbols, brand image influences consumer purchasing decisions by creating an emotional connection and lasting trust between consumers and companies. According to previous research by Siaputra, H (2020), there are three indicators that can influence brand image: 1) Company Image, which refers to consumers' perceptions of the credibility and reputation of the company that produces the product; 2) User Image, which refers to consumers' perceptions of the lifestyle and social status of product users; and 3) Product Image, which refers to how consumers perceive the use, function, or consistency of the product.

2.3 Perception of Overclaiming

[Pennycook & Rand \(2020\)](#) define overclaim as the tendency to give the impression that one has more knowledge or abilities than one actually does, even in the absence of evidence to support this. This activity usually manifests itself as an attempt to improve one's self-image or as a form of self-aggrandizement. "Overclaim" is a combination of the terms "over," meaning "extreme," and "claim," meaning "statement." As a result, it can be considered an exaggerated claim of a product's superiority. According to Putri et al. (2024), overclaiming in the marketing industry, especially in the skincare sector, often takes the form of exaggerated claims about product outcomes, such as promises of brighter skin within a short period, without scientific evidence to support them. This strategy clearly violates marketing ethics because it involves making irrational and careless statements. As a result, cosmetic manufacturers need to ensure that their products are of high quality and receive genuine orders. According to [Goecke et al. \(2020\)](#), the phenomenon of overclaiming has several indicators that can be used to understand this behavioral tendency: 1) Self-enhancement, which is the individual's drive to highlight their self-image; 2) Cognitive processing bias, which is the tendency for bias to arise from the way a person processes information; 3) Creative engagement, which is the effort to fill in gaps in information with assumptions or personal ideas without factual basis; 4) Rating familiarsiaputraity, which is a person's ability to evaluate how familiar they are with information that is false or true; 5) Content persuasive influence, which is the extent to which content can influence how a person views and acts on the information they receive.

2.4 Consumer Confidence

Jacob & Sarah (2024) claim that trust is the belief that a company or business partner can be trusted. Compared to other brands in the same category, this brand is more valuable. Consumer trust is important because consumers are more comfortable and secure when interacting with producers when they believe those producers can fulfill their desires and act in their best interests. In addition, [Ridwan, Ilitina, and Achmad \(2020\)](#) state that there are four approaches to measuring trust: 1) Honesty; 2) Perceived benevolence; 3) Competence; and 4) Predictability. The extent to which a business treats its clients honestly and consistently is measured by perceived benevolence. Cognitive competence refers to a company's capacity to deliver high-quality goods or services, whereas predictability refers to a company's capacity to operate consistently and reliably, thereby giving customers confidence.

2.5 Hypothesis

1. Product quality has a favorable and considerable impact on consumer trust.
2. Consumer trust is positively and influenced considerably by brand image.
3. Consumer trust is negatively influenced by perceptions of exaggerated claims.
4. Consumer trust is significantly influenced by perceptions of exaggerated claims, brand image, and product quality simultaneously.

The study model explaining how independent variables affect dependent variables is as follows:

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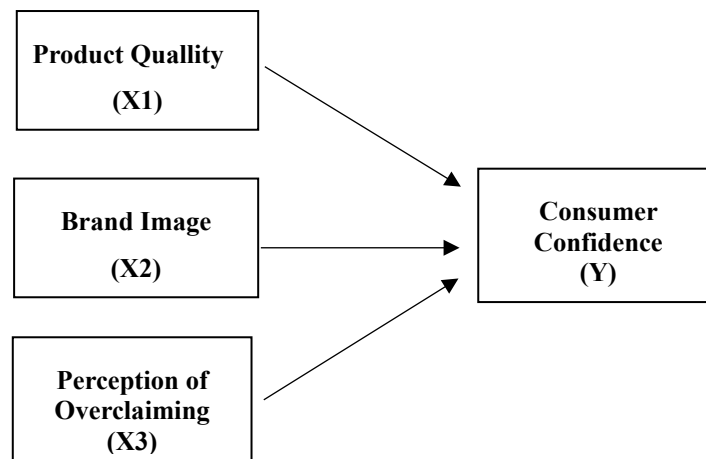


Figure 1: Model of Research
Source: Researchers' compilation in 2025

2.6 Previous Research

Researchers also used previous studies that discussed research issues as references in conducting this study. Research references are very useful for understanding everything, from problem formulation to solutions.

Tabel 1: Findings from Earlier Research

No	Title	Author	Research Results	Difference	Equations
1	The Impact of Product Quality on Local Consumer Trust in Cosmetics	Yuliana& Maskur (2022)	The study's findings demonstrate the positive effects of product quality and its importance for customer trust. The higher the product quality, the higher the level of brand trust.	The study includes brand image and perceived overpromising as factors, whereas previous studies only examined obne independent variable (product quality) in relation to consumer trust.	Both used product quality and consumer trust variables and employed quantitative methods with Likert scale questionnaires.
2	The Impact of Brand Image on Decisions to Buy Scarlett Skin Care Products	Sitorus (2022)	Purchase decisions are positively and significantly influenced by brand image, according to research	While current studies examine how brand image affects consumer trust, this study examines how	Both used quantitative methods employing multiple linear regression analysis and

			findings. Customer loyalty and trust are fostered by a solid brand image.	brand image affects purchasing decisions.	brand image variables.
3	Overclaiming Behavior in Consumer Judgment	Goecke et al. (2020)	The results show that overclaiming behavior arises from the desire to enhance one's self-image and can influence consumers' perceptions of product information.	This study uses consumer psychology experimental methods, while the current study uses quantitative survey methods on beauty product consumers.	Both discuss the phenomenon of overclaiming as a variable that affects consumer confidence.
4	The Impact of Service and Product Quality on Customer Satisfaction.	Ramadhan & Sarah (2024)	The study's findings show that consumer perception, brand image, and product quality all significantly impact consumer trust.	This study uses three independent variables without including the aspect of overclaim, whereas the current study adds the variable of overclaim perception as an additional influence.	Both used quantitative methods, purposive sampling techniques, and multiple linear regression analysis with validity and reliability tests.

3. Method of Research

3.1 Type of Research

Descriptive research, according to [Purba et al. \(2021\)](#), is collecting information to test theories or discuss the status of a research issue. The present circumstances of a group of individuals, an object, a circumstance, a way of thinking, or an event are accurately interpreted in this study using a factual research approach. This study employs a quantitative descriptive methodology to investigate the effects of perceptions of overclaim, brand image, and product quality on consumer trust in original products.

3.2 Sample and Population

All Indonesian consumers who have utilized Originate products are included in the study's population. Data shows that Originote's official TikTok account has over two million followers in 2025. This number reflects prospective active users and initial consumers who have seen ads

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and product details on social media. Non-probability sampling was combined with purposeful sampling, a technique for selecting samples according to predefined criteria. [Sugiyono \(2023\)](#) defines purposeful sampling as a sample technique based on certain elements deemed relevant to the study's goals. The requirements for the research sample are as follows:

1. Have used the Originote products
2. Are at least 15 years old
3. Reside in Indonesia
4. Have seen or heard about The Originote digital advertisements or social media promotions
5. Have used The Originote skincare products

The researcher used the Slovin formula ([Sugiyono, 2017](#)) with a 10% margin of error to determine the sample size based on projected population data of 2.000.000 users:

$$n = \frac{N}{1 + Ne^2}$$

Justification:

n = Total number of samples

N = Population

e = Percentage margin of uncertainty

The following formula can be used to determine the sample size:

$$n = \frac{2.000.000}{1 + 2.000.000 (0.10)^2} = 99.9 \sim 100$$

The sample size is 99,9 based on the above formula, but researchers rounded it up to 100 respondents to simplify calculations.

3.3 Data Collection Method

The data were collected via a Google Form questionnaire, with indicators for each research variable. This tool measures respondents' agreement with the statements using a five-point Likert scale. The scoring range is: 1 = strongly disagree, 2 = disagree, 3 = somewhat disagree, 4 = agree, and 5 = definitely agree.

3.4 Operational Variable

Variable operationalization clarifies the study's participants and indicators. There is one dependent variable (Y) and three independent variables (X1, X2, and X3). The operationalization of these variables is shown in the following table:

Table 2. Variables' operationalization

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Research Variables	Dimension	Indicator	Scale	No Statement
Consumer Trust (Y) Consumer trust is consumers' belief that a brand or manufacturer has the integrity, ability, and consistency to consistently meet consumer expectations. (Ridwan, Ilitina & Achmad 2020).	Integrity	Brands are honest with consumers.	Interval	1
		Brands keep their promises to consumers.	Interval	2
	Perception of Benevolence	Brands show concern for consumer needs.	Interval	3
		Brands strive to provide the best for consumers.	Interval	4
	Cognitive Competence	The brand's ability to produce quality products	Interval	5
		The brand's ability to meet consumer needs well.	Interval	6
	Predictability	Consumers feel secure about product consistency.	Interval	7
		Consumers feel confident about product consistency.	Interval	8
Product Quality (X1) Product quality refers to a product's capacity to meet or even exceed consumer expectations through performance, reliability, durability, and perceived suitability. (Tamaya & Mulyono, 2023	Performance	The product is capable of performing its main functions.	Interval	1
		Meets expectations when used.	Interval	2
	Reability	The product works well without any damage.	Interval	3
		Always gives the same result.	Interval	4
	Durability	The product has long term durability.	Interval	5
		Not easily damaged even with regular use .	Interval	6
	Conformance	The product complies with the established standards.	Interval	7
		The conformity of the product received and the desription promised	Interval	8
Brand Image (X2) A brand's image is the culmination of	Corporate Image	Have a good reputation in the eyes of consumers.	Interval	1
		Recognized as a reliable brand.	Interval	2

consumers' experiences, opinions, and impressions of it. (Siaputra, H (2020))	Product Image	Have good product quality.	Interval	3
		Has advantages over other brands.	Interval	4
	User Image	Able to meet consumer needs and desires.	Interval	5
		This product is considered to have good taste.	Interval	6
	Self-Enhancement	Tends to present themselves as more knowledgeable than others.	Interval	1
		Want to be considered highly capable in understanding a topic.	Interval	2
Perception of Overclaiming (X3) The phenomenon of overclaiming has five main indicators, namely self-enhancement, cognitive processing bias, creative engagement, rating familiarity, and content persuasive influence. (Goecke et al. (2020))	Cognitive Processing Bias	Feeling familiar with information that has not been explored in depth.	Interval	3
		Not realizing the error of one's beliefs about information.	Interval	4
	Creative Engagement	Often connecting information excessively to appear knowledgeable.	Interval	5
		Demonstrating excessive confidence.	Interval	6
	Rating Familiarty	Claiming to understand the actual concept.	Interval	7
		Giving high value to things that are not truly known.	Interval	8
	Content Persuasive Influence	It is easier to believe information that is conveyed in a convicibg manner.	Interval	9
		Influenced by the appearance or style of content presentation rather that the truth of its content.	Interval	10

Source: 2025 processed primary data

3.5 Technical Evaluation

3.5.1. Examining Linear Regression

Multiple linear regression analysis was used in this study to determine the association between independent and dependent variables. The following is the general multiple linear regression equation:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

Description;

Y = Dependent Variable (Consumer Confidence)

a = Constant (value of Y when $X_1 X_2 X_3 = 0$)

$b_1 b_2 b_3$ = Each independent variable's regression coefficient

X_1 = Quality of the Product

X_2 = Brand Image

X_3 = Perception of Overclaim

e = Error

3.5.2. Testing Hypotheses

1. The t-test, or partial hypothesis test

When one independent variable is kept constant or under control, researchers can utilize the t-test for analysis to confirm the effect or understand the relationship between the independent and dependent variables. As a result, partial correlation is a figure that illustrates the direction and intensity of the relationship between two variables.

According to [Sugiyono \(2019\)](#), the t-test formula is as follows:

$$t = \frac{b_1}{S_{b^1}}$$

Explanation:

t = t-test result

b_1 = Regression coefficient for independent variables

S_{b^1} = The regression coefficient's standard error

1. Simultaneous Hypothesis Test (F-test)

According to [Ghozali \(2020\)](#), the F test is a statistical test to ascertain if independent factors jointly or simultaneously affect the dependent variable. The formula is:

$$F = \frac{R^2 / k}{(1 - R^2) / (n - k - 1)}$$

Explanation:

F = Calculated F test value

R^2 = Coefficient of determination (result of multiple regression)

K = Number of independent variables

N = The quantity of samples

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4. Result and Discussion

4.1 Validity Test

Determining how well the measuring tool (questionnaire) serves its intended purpose is the goal of validity testing. The validity score is determined using each item on the questionnaire. The validity score, or the correlation between the total and corrected items, is shown in the computation table. The research r value for a sample of 100 respondents is 0.195.

Table 3 Validity Test Results

Variable	Item	r- Calculate	r- Table	Sig.2- tailed	Sig.(2 tailed) <0,05	Information
Consumer Confidence (Y)	I believe that The Originote is always honest in providing information about its products.	0,791	0,195	<,001	<0,05	Valid
	I am confident that this brand keeps every promise it has made to its consumers.	0,722	0,195	<,001	<0,05	Valid
	I feel that The Originote cares about the needs of its consumers.	0,647	0,195	<,001	<0,05	Valid
	I believe that The Originote consistently strives to provide high-quality products and services for its customers.	0,603	0,195	<,001	<0,05	Valid
	I believe that The Originote is capable of producing high- quality products.	0,636	0,195	<,001	<0,05	Valid
	I believe The Originote is able to meet the needs of its consumers well.	0,571	0,195	<,001	<0,05	Valid
	I believe that the Originote I purchased always has	0,746	0,195	<,001	<0,05	Valid

	consistent quality. I believe that this product has consistent quality over time.	0,692	0,195	<,001	<0,05	Valid
Product Quality (X1)	I feel that the Originote product works well for its intended purposes.	0,733	0,195	<,001	<0,05	Valid
	I think this Originote product meets my expectations when used.	0,629	0,195	<,001	<0,05	Valid
	I feel that the Originote product is reliable because it rarely malfunctions.	0,685	0,195	<,001	<0,05	Valid
	I find that The originote product always delivers consistent results every time it is used.	0,715	0,195	<,001	<0,05	Valid
	I feel that The Originote product has good durability even when used for a long time.	0,595	0,195	<,001	<0,05	Valid
	I think The Originote product is durable even with frequent use.	0,619	0,195	<,001	<0,05	Valid
	I feel that the Originote product meets the promised standards of quality.	0,664	0,195	<,001	<0,05	Valid
	I consider The Originote product I received to be consistent with	0,755	0,195	<,001	<0,05	Valid

	the description or promotion provided.					
Brand Image (X2)	I believe that the Originote brand has a good reputation among consumers.	0,537	0,195	<,001	<0,05	Valid
	I believe that The Originote is a trustworthy brand.	0,753	0,195	<,001	<0,05	Valid
	I feel that products from The Originote brand are of good quality.	0,763	0,195	<,001	<0,05	Valid
	In my opinion, products from The Originote brand have advantages over other brands.	0,731	0,195	<,001	<0,05	Valid
	I am confident that Originote brand products can meet my needs and demands.	0,701	0,195	<,001	<0,05	Valid
	In my opinion, Originote brand customers have good taste.	0,689	0,195	<,001	<0,05	Valid
Perception of Overclaiming (X3)	I feel the need to show that I understand better than others.	0,724	0,195	<,001	<0,05	Valid
	I want to be seen as highly capable of understanding a topic.	0,795	0,195	<,001	<0,05	Valid
	Despite not having done much research, I feel like I know something.	0,763	0,195	<,001	<0,05	Valid
	I rarely realized that my belief in a piece of	0,718	0,195	<,001	<0,05	Valid

information could be wrong.					
I often link various pieces of information excessively to make it seem like I understand a topic.	0,851	0,195	<,001	<0,05	Valid
I feel confident about things that I don't fully understand yet.	0,843	0,195	<,001	<0,05	Valid
I sometimes feel like I know a term or concept that doesn't actually exist.	0,766	0,195	<,001	<0,05	Valid
I give high marks to things that I don't really understand well yet.	0,838	0,195	<,001	<0,05	Valid
I find it easier to trust information that is conveyed in a convincing manner.	0,392	0,195	<,001	<0,05	Valid
I am more often influenced by the appearance or style of content presentation than by the truth of its content.	0,561	0,195	<,001	<0,05	Valid

Source: output results, 2025

4.2 Test of Reliability

To demonstrate that the scores are consistent and dependable, a reliability test is utilized. In other words, the research questionnaire was evaluated on the same group even if the results changed over time. The term "stability" refers to the questionnaire's capacity to remain unchanged in response to changes in the situation. Researchers used Cronbach's Alpha in this investigation; reliability is sufficient if Cronbach's Alpha is greater than or equal to 0.60. The statement items can therefore be regarded as trustworthy. The reliability test results for each variable are listed below.

Table 4 Results of the Reliability Test

Variable	Reliability of Values	r-table	Information
Consumer Confidence (Y)	0,832	0,60	Reliabel
Product Quality (X1)	0,827	0,60	Reliable
Brand Image (X2)	0,784	0,60	Reliable

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Perception of Overclaiming (X3)	0,906	0,60	Reliable
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Source: 2025 Output Results

4.3 Test of Classical Assumptions

For an equation to be considered a valid regression equation, it must pass the classical assumption test, which is a statistical requirement for multiple linear analysis.

4.3.1 Test of Normalcy

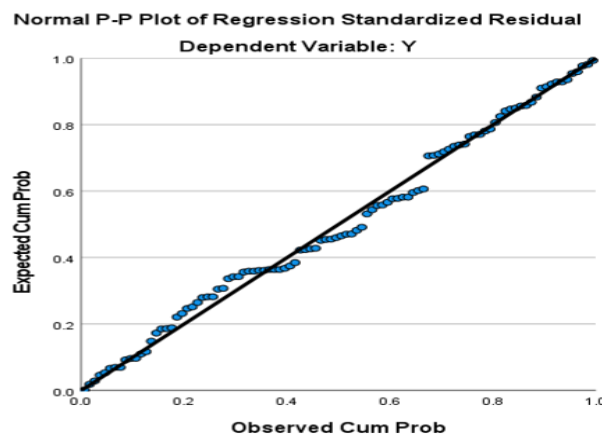


Figure 1: Results of the Normalcy Test

Based on the normality test in Figure 1 using the PP Plot, the data are distributed along the diagonal line and follow the. Therefore, it can be concluded that the distribution of this research model is regular.

4.3.2 Heteroscedasticity Test

Identifying variations in variance and in the residuals across observations is the objective of the heteroscedasticity test. Heteroscedasticity is tested in this study using a scatterplot test. The following are the test results:

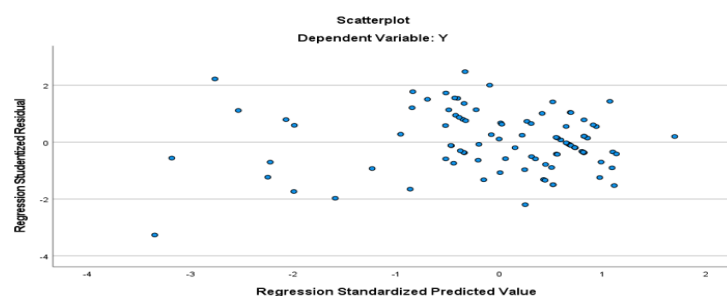


Figure 2: Results of the Heteroscedasticity Test

Source: Primary food data, 2025

The dots are dispersed and do not clearly create a pattern, as seen in Figure 2. Thus, it can be said that heteroscedasticity does not exist.

4.3.3 Test for Multicollinearity

The multicollinearity test assesses relationships among independent variables in a regression model by examining the VIF for each variable. If the VIF score is less than 10, there is no multicollinearity in the data.

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Table 5. Multicollinearity Test

Independent Variable	Unstandardized Coefficients B	Std. Error	Collinearity Tolerance	Statistic VIF
(Constant)	5.070	1.500		
Product Quallity	.435	.079	.308	3.248
Brand Image	.548	.105	.283	3.532
Perception of Overclaiming	.024	.024	.807	1.239

a. Dependent Variable: Consumer Confidence

It is evident from Table 5's results that:

1. For the Product Quality variable (X1), the VIF value is $3.248 < 10$ with a Tolerance value of $0.308 > 10$.
2. For the Brand Image variable (X2), the VIF value is $3.532 < 10$ with a Tolerance value of $0.283 > 10$.
3. For the Overclaim Perception variable (X3), the VIF value is $1.239 < 10$ with a Tolerance value of $0.807 > 10$. For the Brand Image variable (X2), the VIF value is $3.532 < 10$, and the Tolerance value is $0.283 > 10$.
4. For the Overclaim Perception variable (X3), the VIF value is $1.239 < 10$ with a Tolerance value of $0.807 > 10$.

For this reason, it may be concluded that the study's independent variables do not exhibit multicollinearity.

4.4 Test of Multiple Linear Regression

$$Y = 5,070 + 0,435 \text{ PQ} + 0,548 \text{ BI} + 0,024 \text{ PO}$$

1. Constant (y) = 5.070. A constant value of 5.070 indicates that if all independent variables, namely X1, X2, and X3, are equal to 0 or do not change, then the value of the dependent variable Y remains at 5.070.
2. The Product Quality variable X1 has a regression coefficient value of 0.435 and a significance level of $0.000 < 0.05$. Accordingly, Y will rise by 0.435 for each unit increase in X1.
3. The Brand Image variable X2 has a significant value of 0.000 and a regression coefficient value of 0.548. This indicates a strong positive effect: for each unit increase in X2, Y increases by 0.548.
4. The Overclaim Perception variable X3 does not significantly affect Y, as indicated by its regression coefficient value of 0.024 and significant value of 0.305.

t-test (partial)

Assuming that other independent variables remain constant, the t-test is designed to determine the significance level of each independent variable's effect on the dependent variable.

1. At $\alpha = 5\%$, the t-table value is 1.985. According to the coefficient table, variable X1 has a calculated t-statistic of 5.512, which exceeds the critical value ($5.512 > 1.985$). A significant value and H_a are accepted, indicating that variable X1 has a partial effect on variable Y.
2. The t-table value is 1,985. Variable X2 has a t-count of 5,232, which is greater than the t-table ($5,232 > 1,985$), and a significance value of $0,000 < 0,05$. Therefore, H_0 is rejected, and H_a is accepted, indicating a partial effect of variable X2 on variable Y.

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3. The t-table value is 1.985. Variable X3 has a t-count of 1.032, which is smaller than the t-table ($1.032 < 1.985$), and a significance value of $0.305 > 0.05$. Thus, it can be concluded that H_0 is accepted and H_a is rejected, so there is no partial effect of variable X3 on Y.

F-test (Simultaneous)

An F-test is performed to ascertain whether the independent factors taken together significantly affect the dependent variable.

Table 6 F Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1167.455	3	389.152	125.658	<.001b
Residual	297.305	96	3.097		
Total	1464.760	99			

a. Dependent Variable: Consumer Confidence

b. Predictors: (Constant), Perception of Overclaiming, Product Quality, Brand Image

Source: Processed primary data, 2025

Table 6 indicates that H_0 is rejected and H_a is accepted, as the calculated F value of 125.658 exceeds the F table value of 3.09 and the Sig. value of $0.000 < 0.05$. This indicates that the factors of Consumer Trust (Y) are significantly impacted concurrently by the variables of Product Quality (X1), Brand Image (X2), and Perception of Overclaim (X3). Thus, all three factors work together to explain shifts in consumer confidence in original products.

4.5 Test of the Coefficient of Determination

Table 7 Results of the Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.893a	.797	.791	1.75981

a. Predictors: (Constant). Perception of Overclaiming, Product Quality, Brand Image

b. Dependent Variable: Consumer Confidence

The R Square value in Table 7 is 0.797, indicating that Product Quality, Brand Image, and Perception of Exaggerated Claims account for 79.7% of Consumer Trust, while additional factors not included in this study account for the remaining 20.3%.

4.6 Discussion

4.6.1 The Influence of Product Quality on Consumer Trust

The regression coefficient for the product quality variable is positive at 0.435, based on the data analysis results. Furthermore, the partial test findings are below the 0.05 significance level, with a t-value of 5.512 and a significance level of 0.000. Consequently, hypothesis H_0 is rejected, and H_1 is accepted, indicating a substantial and positive relationship between customer trust and product quality. This finding is consistent with previous research by [Tamaya & Mulyono \(2023\)](#), which found that a brand's product quality plays a significant role in increasing consumer trust. Product quality must meet consumer-perceived standards for performance, safety, durability, and product suitability to achieve the highest possible level of trust. Customers tend to trust a product more when they perceive it to be of high quality because they feel safe and confident in using it. Stable product quality and adherence to claims can

foster trust in The Originate products, encouraging customers to continue using them and make repeat purchases without hesitation.

4.6.2 The Influence of Brand Image on Consumer Trust

The research findings indicate that consumer trust is positively and significantly influenced by brand image; the calculated t-value of 5.232 exceeds the t-table value (1.985), and the significance value of 0.000 is less than 0.05. Consequently, H0 is rejected while H1 is accepted, indicating that consumer trust is influenced by brand image. This is consistent with Tjiptono's research (cited in [Lestri, 2024](#)), which found that consumer trust and confidence in the products they use are directly influenced by a positive brand image. When choosing and using products with a strong brand, consumers feel safe because the brand is perceived as having a positive reputation, reliable quality, and distinctive quality. Customers highly regard Originate for its reputation as a halal, safe, and suitable product for sensitive skin. Positive social media reviews and user photos can increase customer trust in the product. Consequently, consumers are more likely to trust a product if the Originate brand has a strong reputation.

4.6.3 The Influence of Overclaim Perceptions on Consumer Trust

According to the study results, the perceived overclaim variable has a regression coefficient of 0.024 and a t-value of 1.032, which is less than the critical t-value of 1.985. The p-value of $0.305 > 0.05$ indicates that H0 is not rejected and H1 is rejected. This shows that customer trust is not greatly affected by perceived overclaim. This finding indicates that exaggerated claims about the origin of goods are insufficient to undermine consumer trust. These results differ from those of [Pennycook & Rand \(2020\)](#), who found that overclaiming can reduce a product's credibility because customers are more skeptical of information unsupported by data. However, this study found that product quality and brand image have a greater influence on consumer trust than perceived overclaim. Customers tend to stick with a product as long as they feel safe using it and achieve the desired results. Additionally, Originate's good reputation in a number of places can counteract misconceptions. As a result, even though some consumers are aware of signs of exaggerated claims, their trust in the product is not significantly affected.

5. Conclusion

Based on the findings and discussion regarding the impact of perceived exaggerated claims, brand image, and product quality on consumer trust in The Originate products, the following conclusions can be drawn from this study:

1. Good descriptive results for the product quality variable indicate that respondents consider The Originate to be of adequate quality and to meet their expectations.
2. Brand image variables provide good descriptive results, indicating that most consumers have consistent and positive opinions about the Originate brand.
3. The descriptive variable of overclaim perception has moderate to low results, meaning that some consumers perceive excessive claims on products, which can affect the level of trust.
4. It has been proven that consumer confidence is positively and significantly influenced by product quality. In other words, customers tend to trust a product more if they believe it is of high quality.
5. Customer trust is positively and significantly influenced by a good brand image. In other words, a positive brand image can increase consumer trust in Originate products.
6. Exaggerated claims do not directly reduce customer trust in products because the perception of overclaiming does not partially affect customer trust.

7. Consumer confidence is influenced simultaneously by perceptions of exaggerated claims, brand image, and product quality. In other words, the level of consumer confidence in Originote products is influenced by these three criteria.

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