

ABSTRACT

As the population of young people in Indonesia continues to grow, along with increased public awareness of the importance of maintaining appearance and skin health, the national beauty industry has also experienced significant development, giving rise to many local cosmetic products. This study aims to determine whether brand trust and promotion of the Glad2Glow brand have an influence on purchasing decisions in Bandung City.

This study employs a quantitative method with a descriptive and causal associative research design. Data collection was conducted by distributing questionnaires via Google Forms to 160 respondents who are Glad2Glow users, residing in Bandung City. The sampling technique used was non-probability sampling with a purposive sampling method. The data analysis technique applied in this research is multiple linear regression analysis, processed using SPSS 27 software.

The results of the study indicate that the variables of brand trust and promotion have a positive and significant influence on purchasing decisions for Glad2Glow products, both partially and simultaneously. Based on the coefficient of determination test, a value of 25,3 % was obtained, indicating that the influence of brand trust and promotion on purchasing decisions for Glad2Glow products in Bandung City is 25,3%, while the remaining 74,7% is influenced by other variables not examined in this study.

Keywords: Brand Trust, Promotion, Purchasing Decesion, Glad2Glow.