The Influence of Virtual Try On, Product Quality, and Country of Origin on Consumer Purchasing Decisions on Maybelline Products

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Sections Info	ABSTRACT
	Objective: The purpose of this study is to examine how consumers' decisions to buy Maybelline goods are influenced by Virtual Try On (VTO), product quality, and location of origin. With the advancement of digital technology, Virtual Try On has emerged as an innovation that facilitates customers' ability to virtually test things before making a purchase. Furthermore, the place of origin and product quality are regarded as significant variables that impact consumer choices. Method: The research method used is quantitative by distributing questionnaires to 100 respondents who have purchased Maybelline products with SPSS version 26 data processing media. This study utilizes non-probability sampling through a purposive sampling approach. Results: The results show that Virtual Try On has a positive and significant effect on purchasing decisions with a T-value of 5.323 and a significance value of 0.001, while product quality does not show a significant effect with a T-value of 1.577 and a significance value of 0.118, and the Country of Origin variable has a positive and significant effect with a T-value of 10.879 and a significance value of 0.001. Novelty: With the advancement of digital technology, Virtual Try On has emerged as an innovation that facilitates customers' ability to virtually test things before making a purchase.

INTRODUCTION

In the ever-evolving industry 4.0 landscape, advances in digital technology have disrupted various sectors, including the beauty industry which is increasingly influenced by innovation and changing consumer behavior. The human lifestyle that demands a flawless appearance makes cosmetics an essential item and contributes to the continued expansion of the industry. As demand increases, especially from middle-class customers, the number of consumers also increases due to rising income levels. In addition, there are many advantages and conveniences for consumers to meet the need for beauty products made possible by the emergence of social media and *e-commerce* as direct buying and selling channels between brands and consumers. This has driven the growth of the cosmetics sector significantly [1].

In recent years, *e-commerce* in Indonesia has experienced rapid development, along with the increasing number of internet users and the use of online shopping applications [2]. The rapid growth *of e-commerce* has given rise to many popular *marketplaces*, such as Shopee, Tokopedia, and Bukalapak. Shopee as the favorite *e-commerce* in Indonesia in 2024, connects buyers and sellers effectively [3]. Technological advancements have made buying and selling easier, faster, and more adaptive.

Technological advances also have an impact on people's lifestyles, especially in terms of engaging in consumer activities [4].

Maybelline is one of the world's leading cosmetic brands known for its innovative and affordable products. Founded in 1915 by Thomas Lyle Williams, Maybelline originally created the vaseline-based mascara that was the forerunner of its success. Today, Maybelline offers the best quality products in the world, always offering modern innovations at affordable prices [5].

Figure 1. Largest market share in E-commerce

Data on the 10 Foundation Brands with the Largest Market Share in *Indonesian E-commerce* (January-June 2024). Maybelline is in eighth place on this list, with a lower market share compared to local brands such as Wardah, Skintific, and Somethinc dominating the top rankings. Although Maybelline is a well-known global brand, competition in the Indonesian foundation industry is fierce, especially with local brands offering products at more affordable prices and formulas that are claimed to be more suitable for Indonesian women's skin. The fact that Maybelline is in this position shows that, despite having a loyal customer base, the company still needs to innovate and adapt to the preferences of the Indonesian market. Some examples include providing more color variations to suit local skin types or using a more aggressive marketing approach on *e-commerce* platforms.

In the beauty industry, the use of *augmented reality* is a tangible form of digital transformation. The use of AR in digital marketing offers a variety of advantages. Maybelline is a [6] leading cosmetics brand that has adopted this technology through the *Beauty Cam* feature, which allows consumers to try products virtually. AR has layered digital information into the real world, creating immersive and interactive experiences that bridge the gap between the physical and digital worlds. The introduction of AR has allowed shoppers to experience products virtually without having to look at physical products, thus managing their expectations and instilling confidence in purchases [7], [8], [9].

Nowadays, everything can be done more easily and practically thanks to the increasing advances in technology that are being developed. *Virtual Try On* is one example of how technology has developed rapidly in this era. With the existence of *Virtual Try On* at this time, it can help a person in doing activities easily such as when a person wants to decide to buy goods on the Online Shop such as cosmetics is one of the products that is a special need for women. One way to improve store presence is through digital by providing and disseminating information about the "[5] *Virtual Try On*" feature of *Augmented Reality adoption* on the store's website [10].

Product quality is an important thing that must be considered by a company so that the products produced are able to compete in the market. Product quality will greatly determine the rapid development of a company. If marketing is more competitive, the role of product quality will be greater in the development of the company. According to Kotler, marketing is a social process that allows individuals and groups to freely produce, sell, and exchange valuable products to get what they need and want [11]. Customers typically look for high-quality, durable, and non-fading cosmetics when judging what to buy.

Stereotypes about attitudes towards products produced elsewhere are a common occurrence in marketing around the world. This view is often referred to as the country of origin. *The Country of Origin* (COO) of a product is one of the external aspects that customers consider when making judgments about which products to buy. A product from a country will be viewed in accordance with the image of the country, the more positive the consumer views the country, the more positive the perception of the product. The term "country of origin" refers to the country in which a brand or product is manufactured. The term is defined as the effect that appears in consumer perception that is influenced by the location where a product is produced [12], [13].

Purchasing decisions are factors that influence consumers' choices in purchasing products. These decisions are based on the needs, wants and expectations of consumers and may lead to satisfaction or dissatisfaction with the product. Consumers will decide to make a purchase decision (action to buy) for the goods or services provided if their desires and interests are strong enough as a result of internal impulses or persuasive stimuli from outside. Everyone has something to think about when buying something. The way consumers make decisions about their purchases will be determined by their behavior [14], [15].

Previous research shows that *Virtual Try On* has a positive and significant effect on Purchase Decisions, while other studies show that [5] *Virtual Try On* does not have a significant effect on Purchase Decisions. Previous research has shown that product quality has a significant influence on purchase decisions, while other studies have shown that product quality does not have a significant effect on purchase decisions. Previous research has shown that [10], [16], [17]. *Country of Origin* has an effect on purchase decisions, while other studies have shown that it has no effect on purchase decisions. The purpose of this study is to find out and analyze the Influence of [13], [1]. *Virtual Try On*, Product Quality, and *Country of Origin* on Maybelline product purchase decisions.

The researcher chose this topic because *Virtual Try On*, Product Quality, and *Country of Origin* are the right variables to be researched with the research object. Maybelline provides beauty products with various advantages that are interesting to research, especially in the context of the influence of technology and product factors on consumer purchasing decisions. To determine the scope and formulate a title for the developing problem, the researcher is interested in conducting a study **"The Influence of *Virtual Try On*, Product Quality, and *Country of Origin* on Consumer Purchase Decisions on Maybelline Products."**

This research is expected to help business people in designing efficient and effective marketing strategies to attract consumer interest, especially by utilizing *Virtual Try On*, as well as paying attention to the quality of the product and the influence of the origin of the product (*Country of Origin*) as an important factor in consumer decision-making.

1. **Problem Formulation** : Does *Virtual Try On*, Product Quality, and *Country of Origin* affect Consumer Purchase Decisions on Maybelline Products?
2. **Research Question**: How can *Virtual Try On*, Product Quality, and *Country of Origin* affect Consumer Purchase Decisions on Maybelline Products?
3. **SDGs category** : This research category is based on the relevant SDGs (Sustainable Development Goals) and is included in the category of indicator point 12 (Responsible Comsumption and Production), which is about sustainable production and consumption patterns.

Literature Review

Purchase Decision (Y)

Purchasing decisions involve the direct action of acquiring and selecting goods and services to be purchased, and are a component of consumer behavior that begins before the decision is made and ends when the decision is implemented. Problems that can be caused by internal and external factors are recognized and lead to a purchase decision. The stronger a person feels a need, the more motivated they are to fulfill those needs. As a result, they will start researching the things they need, including details about the company that supplies them. This is supported by indicators from previous research. Purchase decision indicators: [18], [1].

1. Stability in a product
   It shows that consumers are satisfied and confident in the stable quality of the product, which leads to a purchase decision.
2. Habits in buying products
   It is the result of repeated satisfaction and the decision to continue choosing the same brand or product.
3. Provide recommendations to others
   A strong indicator of customer satisfaction and loyalty, where they recommend the product to others.
4. Make a repurchase

The actual act of buying the same product again, which is driven by satisfaction and previous purchase decisions.

Virtual Try On **(X1)**

Virtual Try On *technology* is a website feature that allows the creation and manipulation of product images to simulate a real experience with the product. The *Virtual Try On feature* is starting to develop in Indonesia and is starting to be widely used for the cosmetics industry as well. Seeing technological developments and developments in the cosmetics industry, *the Virtual Try On (VTO)* feature has the potential to minimize customers receiving items that do not meet expectations when shopping. VTO was created to help customers compare the appearance of the product to the actual experience while using it. According to the study on VTO by, there are the following indicators in [19], [20] *the Virtual Try-On*:

1. *Perceived Usefullness*

   According to SOR theory, perceived usability explains how the use of technology can help people become more productive. Customers may not be too worried about product non-conformities if VTO is used to make it easier for them to inspect products because they can't do it in person.

2. *Perceived Ease of Use*

   Perceived ease of use refers to how easily a technology can be used by users. Their opinion of VTO technology is largely predictable based on how easy it is to use.

3. *Perceived Enjoyment*

   Motivation of users to communicate their feelings regarding a specific topic. It measures how enjoyable the technology is for VTO users.

Product Quality (X2)

The main strategy to increase the competitiveness of a product is to ensure that the quality of the product meets or exceeds the quality of competitors' products in order to satisfy customers. Since the quality of the product is what the customer values the most, it needs to undergo extensive quality testing. Customers will prefer and choose high-quality products over similar products that can meet their demands and goals. Previous research has found consistent indicators in line with this to measure product quality variables used the following: [21], [22], [11].

1. Product Variations

   The existence of a product line that distinguishes products from size, price, intended segment, is a variation of the product.

2. Reliability

   Reliability is the likelihood that something will succeed in fulfilling its purpose when used for a certain period of time is known as reliability.

3. Durability

   Durability indicates the period of time or cycle a product can be used by consumers, either technically or in terms of time.

4. Packaging

   Packaging is related to the packaging of a product, either used to cover the product directly or to add to the appearance of the product more attractive (outer packaging).

Country Of Origin **(X3)**

   Consumer beliefs about the origin of a product or brand are based on how citizens perceive it; these beliefs will further support consumers as they make judgments about making a purchase. Customers are often careful when choosing products and judging where they come from. Many customers think that the price and quality of a product are directly related to the country of origin. The overall evaluation of consumers of the country of origin of a product brand, based on data collected from various sources, is known as "country of origin perception". Previous research has found consistent indicators in line with this. There are indicators in [23], [24], [25] *the Country of Origin* as follows:

1. The level of technological advancement in the brand's home country
   Technological advances in the production of products from the country of origin. In the *global competition* between managers, countries, and businesses, the ability to create the latest information technologies and leverage their applications is essential.
2. Production quality
3. A consumer's assessment of the advantages or privileges of a product.
4. The prestige value possessed by the brand's country of origin
5. This is a relative matter of prestige. It is expressed in such a way because it must be associated with the prestige or power that a person acquires as a result of access to various material or financial possessions.
6. Brand perception of its home country as a developed country
7. Consumer opinions on every commodity produced by a country. Product innovation, product prestige, and product reliability are some examples of this view.

Research Framework
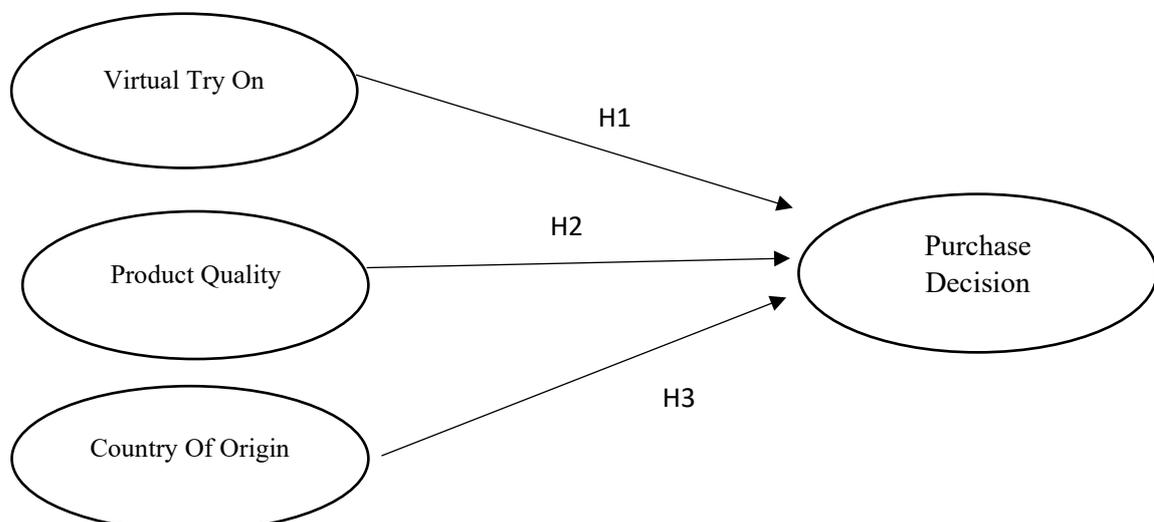
Based on the above frame of thought, the following hypothesis can be formulated:

H1 : *Virtual Try On* has a significant influence on Purchase Decisions on Maybelline Products.

H2 : Product Quality has a significant influence on the Purchase Decision on Maybelline Products.

H3 : *Country of Origin* has a significant influence on the Purchase Decision on Maybelline Products.

RESEARCH METHOD

This study uses a type of quantitative data, namely research data in the form of numbers that have been statistically analyzed using primary and secondary data. Quantitative research can be interpreted as a research method based on the philosophy of positivism, used to research a specific population or sample, sampling techniques are generally random, data collection using research instruments, quantitative or statistical data analysis to test a hypothesis that has been determined [26].

The population of this study is the Sidoarjo community. The sampling technique uses *a non-probability sampling technique* through *a purposive sampling approach. Non probability sampling* is a sampling technique that does not provide the same opportunity for each element or member of the population to be selected as a sample [27]. *Purposive sampling* is selective and subjective sampling that reflects a group of sampling techniques that prioritize the assessment of the researcher at the time of arrival where there are certain considerations in the sample collection process. Samples are part of the population, samples are determined by researchers by considering several things, namely by considering the problems faced in a study, the goals to be achieved in a research, the research hypotheses made, the research methods and the instruments of a research. The sample criteria included women domiciled in Sidoarjo who had used Maybelline products and were 20-60 years old. Since the population in this study is unknown, the sample was determined using [28], [29] *the Lemeshow* [30] formula.

$$n = \frac{z^2 \cdot p \cdot (1-p)}{d^2}$$

Description:

n = Number of samples

z = z score at 95% confidence = 1.96

p = Maximum estimate

d = Error rate

According to the formula mentioned above, *the Lemeshow Formula* which has an overall rate of 10% and a maximum estimate of 50%, is used to calculate the sample size.

$$n = \frac{1,96^2 \cdot 0,5 \cdot (1-0,5)}{0,1^2}$$

$$n = \frac{3,8416^2 \cdot 0,5 \cdot (1-0,5)}{0,1^2}$$

$$n = \frac{0,9604}{0,1^2}$$
$$n = 96.04 = 96$$

Thus, 96 people were the sample used in this study. The sample size was increased to 100 respondents to make the calculation easier. A study should have a sample size of at least 30 to 500 participants. Data is collected through questionnaires and surveys submitted using Google Forms that have been created. Indicators at levels 1–5 were measured in this study using weighting stages, such as STS = 1, TS = 2, N = 3, S = 4, and SS = 5. Data analysis was conducted using [31]. *Statistic Program for Social Science (SPSS) version 25*. Descriptive tests, validity tests, reliability tests, t tests, determination coefficient (R2) tests, and classical assumption tests are some of the tests used to evaluate the data of this study.

Descriptive Test

Descriptive statistical analysis using SPSS is carried out to provide an overview or description of a data seen from the mean, median, mode, sum, std. deviation, variance, range, minimum, maximum, mean, skewness and kurtosis. Descriptive analysis is used to analyze data obtained through questionnaires to describe and describe the extent of consumer responses to independent variables [32].

Validity Test

Validity test is a tool used to show the degree of consistency and conformity between objects and data that has been collected. Validity testing is a technique to measure the accuracy between the data collected and the data that actually occurs in the object being studied. The validity of the value can be understood by comparing the r-calculated value with the r-table for each question item in the questionnaire being tested, where an item is considered valid if the r-calculated value exceeds the corresponding r-table value [31], [27].

Reliability Test

The reliability test is used to show the extent of measurement consistency from one respondent to another or the extent to which the statement is understandable and does not cause a difference in interpretation in the understanding of the statement. The reliability test of the questionnaire in this research is by conducting statistical testing [31] *Cronbanch's Alpha*. If the value *Cronbach's alpha* exceeds 0.60, then the item is considered to have an adequate level of reliability. Conversely, if the correlation value is below 0.60, then the item is considered less *Reliable [26]*.

Classic Assumption Test

The Classical Assumption Test is a statistical criterion that needs to be met in multiple linear regression analysis using the *Ordinary Least Square* (OLS) [31].

The normality test of data distribution was carried out using the P-Plot test using SPSS. The Normality Test is a test that aims to evaluate the distribution of data on a data group or variable, whether the distribution of data is normally distributed or not [31].

The Multicollinearity test is used to assess the correlation between independent variables in the regression model. In the regression model, the multicollinearity test is measured from the VIF (variance inflanction factor) quantity, if the VIF value is < 10, and

the tolerance value is > 0.1, then it is stated that multicollinearity does not exist or does not occur [31].

The Autocorrelation test is used to test whether or not there is a serial correlation in the model or to find out whether there is an autocorrelation between the observed variables in the model used. Or it can be said to be a form of violation of classical assumptions that occur more often when linear regression as an analysis technique using time series data [31].

The heteroscedasticity test is used to find out whether in the regression model there is variance disparity from one residual observation to another. There is no heteroscedasity, if there is no clear pattern (wavy, widening and then narrowing) and the dots spread above and below the number 0 on the Y axis [31].

Partial test (t test)

Partial tests or t-tests are used to test the influence of partially independent variables on dependent variables. The t-test is used to determine the significance of the influence of independent variables partially or individually on dependent variables. The hypothesis used in this test is [31].

H0 : t calculates ≤ t table, then there is no influence between dependent variables and independent variables.

H1: t calculates > t table, then there is an influence between dependent variables and independent variables.

Coefficient of Determination Test (R2)

The Coefficient of Determination (R2) test is used to measure how much influence independent variables have on bound variables. A value of R2 that is getting smaller or closer to zero indicates that the influence of all independent variables on the bound variable is getting weaker. Conversely, if the value of R2 is close to 100%, it indicates that the influence of all the independent variables on the bound variable is getting stronger [31].

RESULTS AND DISCUSSION

Descriptive Test

Table 1. Descriptive Test

Descriptive Statistics					
	N	Minimum	Maximum	Red	Std. Deviation
Virtual Try On	100	4.00	14.00	11.7400	3.19602
Product Quality	100	5.00	20.00	15.4300	4.46141
Country Of Origin	100	5.00	19.00	15.5000	4.16697
Purchase Decision	100	5.00	20.00	15.6800	4.14358
Valid N (listwise)	100				

From the results of the descriptive test above, it can be described that the distribution of the data obtained is:

1. The *Virtual Try On* variable (X1), from the data, can be described as a minimum value of 4 while the maximum value is 14, the average value of *Virtual Try On* is 11.7400, and the Standard Deviation of *Virtual Try On* data is 3.19602.
2. Product Quality Variable (X2), from this data it can be described that the minimum value is 5 while the maximum value is 20, the average value of Product Quality is 15.4300, and the Standard Deviation of Product Quality data is 4.46141.
3. The *Country of Origin* variable (X3), from the data, can be described as a minimum value of 5 while the maximum value is 19, the average value of *Country of Origin* is 15.5000, and the Standard Deviation of *Country of Origin* data is 4.16697.
4. The Purchase Decision variable (Y), from the data, it can be described that the minimum value is 5 while the maximum value is 20, the average value of the Purchase Decision is 15.6800, and the Standard Deviation of Product Quality data is 4.14358.

Validity Test

Table 2. Validity Test

Variable	Item	Calculation	Table	Interpretation
Virtual Try On	X1. 1	0,779	0,1966	Valid
	X1.2	0,773	0,1966	Valid
	X1.3	0,789	0,1966	Valid
Product Quality	X2.1	0,910	0,1966	Valid
	X2.2	0,915	0,1966	Valid
	X2.3	0,914	0,1966	Valid
	X2.4	0,911	0,1966	Valid
Country Of Origin	X3.1	0,777	0,1966	Valid
	X3.2	0,775	0,1966	Valid
	X3.3	0,773	0,1966	Valid
	X3.4	0,795	0,1966	Valid
Purchase Decision	Y.1	0,780	0,1966	Valid
	Y.2	0,758	0,1966	Valid
	Y.3	0,786	0,1966	Valid
	Y.4	0,827	0,1966	Valid

Based on the following table, the research findings show that each question in the questionnaire for variables (X) and (Y) had a correlation score higher than the calculated R-value, i.e. greater in the R table by 0.1966 and the significance level (sig) lower at 0.05. It can be concluded that every question relating to variables (X) and (Y) is valid.

Reliability Test

This reliability test was carried out by looking at the alpha value in identifying the questionnaire with a reliability of 0.60. This means that the alpha coefficient value of 0.60 is a sign that this questionnaire is declared reliable. The following table shows the results regarding the variables per item that are declared reliable:

Table 3. Reliability Test

Variable	Cronbach's Alpha	Interpretation
Virtual Try On	0.910	Reliable
Product Quality	0.932	Reliable
Country Of Origin	0.933	Reliable
Purchase Decision	0.938	Reliable

Classic Assumption Test

Normality Test

From the Kolmogorov-Smirnov *normality*, the determination is obtained by comparing the number of *Asymp, sig. (2-tailed)*, with outstanding application. The assumption of normality is fulfilled if the value of *Asymp. Sig (2-tailed)* > 0.05. The assumption of normality is not fulfilled if the value is skewed. *Sig (2-tailed)* < 0.05 means that the assumption of normality is not met [33].

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters[a,b]	Red	.0000000
	Std. Deviation	1.18466402
Most Extreme	Absolute	.086
Differences	Positive	.086
	Negative	-.070
Test Statistic		.086
Asymp. Sig. (2-tailed)[c]		.065

From the results of the table above, it can be seen that the significant value of Kolmogorov-Smirnov with *the Asymp sig (2-tailed)* approach is above 0.05 at a confidence level of 0.065 which indicates that the data is normally distributed.

Multicollinearity Test

Multicollinearity testing can be seen that the VIF value of the *Virtual Try On* variable (X1) is 4.093 < 10, the product quality variable (X2) is 2.519 < 10, and the *Country of Origin* (X3) variable is 3.806 < 10.

Table 5. Multiolinearity Test

		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	Models	B	Std. Error	Beta	t	Sig.	Tolerance	VIVID
1	(Constant)	.305	.489		.623	.535		
	Virtual Try On	.407	.077	.314	5.323	,001	.244	4.093
	Product Quality	.068	.043	.073	1.577	.118	.397	2.519
	Country Of Origin	.616	.057	.619	10.879	,001	.263	3.806

Based on the results of the table above, all independent variables have a tolerance value of > 0.10 and a VIF value of < 10, so it can be concluded that all independent variables do not meet multicollinearity.

Heteroscedasticity Test

This hetoroscedasticity test is of high quality data and is distributed in a normal graph, which shows that the heteroscedasticity hypothesis does not apply or does not occur, so it can be concluded that there are no symptoms of heteroscedasticity.
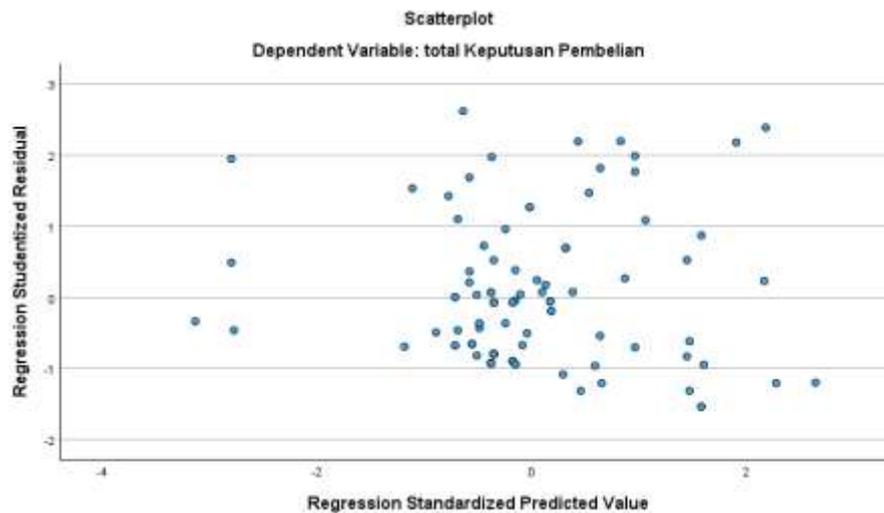

Figure 2. Heteroscedasticity Test

Based on the graph in the image above, there is no pattern above or below the number 0 on the Y axis, and the dots are random. These findings suggest that there is no heteroscedasticity in the study data.

Coefficient of Determination Test (R2)

Table 6. Coefficient of Determination Test (R²)

Model Summary^b

Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.958a	.918	.916	1.20303

a. Predictors: (Constant), Country Of Origin, Product Quality, Virtual Try On

b. Dependent Variable: Purchase Decision

Based on the results of the above data value of the determination coefficient which looks at how much the virtual try on, product quality, and *Country of Origin* influence on the purchase decision, this test is assessed as the determination coefficient in the purchase decision is Rsquare 0.918. A value close to 1 means a variable – an indent variable provides almost all the information needed to predict the variation of a dependent variable. The r square adjuster number is 0.916 which means that 91.6% of the variables are bound by the purchase decision explained by the independent variable consisting of virtual try on, product quality, *Country of Origin* and the remaining 8.4% of the other variables.

T Test

The T-test is used to find out about the influence of *Virtual Try On* (X1), product quality (X2), and *Country of Origin* (X3) on purchasing decisions (Y). The T test in this study was carried out to test the influence individually or each variable partially.

Table 7. T Test

Coefficient

	Models	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.305	.489		.623	.535
	Virtual Try On	.407	.077	.314	5.323	,001
	Product Quality	.068	.043	.073	1.577	.118
	Country Of Origin	.616	.057	.619	10.879	,001

a. Dependent Variable: Purchase Decision

The results of the table above can be processed into regression equations for these variables as follows:

$Y = \alpha + \beta 1 X1 + \beta 2 X2 + \beta X3$

$Y = 0.305 + 0.407\ X1 + 0.068\ X2 + 0.616\ X3$

The Influence *Of Virtual Try On* Purchase Decisions

Based on the results of the t-test, *the Virtual Try On* variable was proven to have a positive and significant influence on the purchase decision of Maybelline products. This is indicated by a significance value of 0.001 which is smaller than the significance level of 0.05, as well as a calculated t-value of 5.323 which exceeds the table t-value of 1.966. These findings indicate that the better the consumer's perception of the Virtual Try On feature, the higher their tendency to make a purchase decision.

The Effect Of Product Quality On Purchasing Decisions

Based on the results of the t-test, it can be concluded that product quality does not have a significant effect on the purchase decision of Maybelline products. This is shown by the significance value (Sig.) of 0.118 which is greater than the significance level of 0.05, as well as the calculated t-value of 1.577 which is smaller than the t table of 1.966. Thus, the hypothesis that the quality of the product has a significant effect on the purchase decision is rejected. These findings indicate that although Maybelline is known as a trusted quality brand, consumers are less likely to make product quality a major determining factor in purchasing decisions.

Influence *Of Country Of Origin* On Purchase Decisions

Based on the results of the t-test, *the Country of Origin* (COO) variable was proven to have a positive and significant influence on the purchase decision of Maybelline products. This is indicated by the calculated t-value of 10.879, which is higher than the table t-value of 1.966, and the significance value of 0.001, which is less than the significance level of 0.05. Therefore, it is believed that the purchase decision is heavily influenced by the country of origin. These results show that consumer trust and perception are strongly influenced by positive perceptions of the product's country of origin, namely the United States.

Discussion

The Influence *Of Virtual Try On* Purchase Decisions

Based on the results of the analysis, *Virtual Try On (VTO)* has been proven to have a positive and significant effect on the purchase decision of Maybelline products. These findings show that consumers are using the VTO feature as a tool to try products virtually before making a purchase, thereby reducing uncertainty and increasing confidence in choosing the right product. *Virtual Try On* is built by indicators according to [20], namely *perceived usefulness, perceived ease of use, and perceived enjoyment*. The largest contribution was in the *perceived usefulness* indicator, which was evidenced by the majority of respondents agreeing with the statement that VTOs help them virtually inspect products before purchasing, thereby reducing uncertainty and increasing confidence in decision-making. In addition, VTO is also considered to provide an interactive and fun experience, which ultimately encourages consumers to make purchasing decisions. These results are

in line with previous research that stated that VTO plays an important role in increasing consumer engagement and reducing the risk of perceived product non-conformity. Other studies have shown that VTO has no significant effect, so while this feature is capable of increasing buying intent, its power is not yet enough to influence decisions in real terms [5], [34], [10], [35].

The Effect Of Product Quality On Purchasing Decisions

Based on the results of the analysis, product quality is not proven to have a significant effect on the purchase decision of Maybelline products. This indicates that although Maybelline is known as a trusted quality brand, consumers are less likely to make product quality a major factor in purchasing decision-making. This is likely due to consumer perception that Maybelline quality is a given or standard, so that other variables such as *Virtual Try On* or brand image are more dominant in influencing decisions. Product quality in this study is measured through indicators of product variation, reliability, durability, and packaging. Although these indicators are theoretically important in consumer assessments, the results of the study show that in the context of Maybelline products, product quality is not a significant determinant. These findings contradict some previous studies that stated that product quality has a significant effect, high quality often increases consumer confidence and makes them more likely to make a purchase because they will choose products that they consider to be of high quality. However, in line with other studies that have also found that product quality is not always the main determinant in purchasing decisions for cosmetic products in the digital era [16], [30], [17], [36].

Influence *Of Country Of Origin* On Purchase Decisions

Based on the results of the analysis, *the Country of Origin* (COO) has proven to have a positive and significant influence on the purchase decision of Maybelline products. *The Country of Origin* is built on indicators according to [25], namely the level of technological advancement in the brand's country of origin, the quality of production, the prestige value possessed, and the brand's perception of its country of origin as a developed country. These results show that people view Maybelline as a global brand that comes from a country with a strong technological reputation. This suggests that positive perceptions of the country of origin can increase consumer confidence. In addition, consumers' perception of a product's prestige and reliability is influenced by the positive image of the country of origin. Customers' opinions about the reliability and prestige of a brand are heavily influenced by its country of origin. Maybelline, as *a global brand* originating from the United States, benefits from the reputation of the country of origin that is known to have technological advancements. The *influence of the Country of Origin* lies not only in the geographical origin, but also in the symbolic value inherent in the country's image, which ultimately encourages consumers to choose Maybelline products over other brands. These results are consistent with previous research that stated that COO influences purchasing decisions. Although there are also studies that state the opposite, the country of origin or the country's image of the good and bad of a product on consumer perception will not influence the purchase decision [13], [37], [1], [38].

CONCLUSION

Fundamental Finding: Based on the results of the study, it shows that although product quality does not significantly affect consumers' decision to purchase Maybelline goods, Virtual Try On and Country of Origin products do have an impact. Through the ability to try products digitally, the Virtual Try On function contributes significantly to increasing consumer confidence. In addition, positive opinions about the country of origin of the United States also increase perception and purchase intention. The conclusion that product quality is irrelevant raises the possibility that consumers may have considered Maybelline's quality to be commonplace or that digital factors and brand image are more significant in decision-making. **Implication:** The conclusion of the study is that Maybelline should integrate the image of the Country of Origin in its digital marketing strategy and use more Virtual Try On technology. Product quality should be maintained as a basis for competitiveness even if it does not have a direct and significant impact in this study. These results offer valuable information for creating more successful marketing, especially in the face of ever-changing consumer behavior on e-commerce platforms. **Limitation:** The limitation of this study is reflected in the finding that product quality does not significantly influence purchasing decisions, which may indicate that consumers already perceive Maybelline's product quality as standard or expected, thus reducing its explanatory power in the model. **Future Research:** Future research is expected to further explore the role of digital factors, brand image, and other marketing variables that may influence consumer purchasing decisions, especially within the rapidly evolving environment of e-commerce platforms.

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