
THE INFLUENCE OF BRAND TRUST AND ADVERTISING ON PURCHASING DECISIONS AND REPURCHASE INTENTIONS

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ABSTRACT

Keywords: Brand Trust, Advertising, Purchase Decision, Repurchase Intention, Consumer Behaviour.

The rapid development of social media, such as Instagram, makes it easier for business people to market their products online. It is not uncommon for marketing to be done via the internet, and this marketing is better known through social media and has even become a trending product. Marketing communication is done to gain the public's trust through advertising or other programs. One of the marketing communication strategies carried out by companies using the internet is advertising. This advertising is carried out to obtain a specific goal, such as purchasing decisions and repurchase intentions. Objective: To determine the influence of brand trust and advertising on purchasing decisions and repurchase intentions. Research design, data, and methodology: Distributing online questionnaires via the Google online platform to 100 audiences who follow Dove's Instagram account. After all the data is collected, it is processed using Structural Equation Modeling Partial Least Squares. Results and Discussion: The research found that brand trust and advertising influence purchasing decisions and repurchase intentions.



Introduction

Nowadays, women and men are becoming more aware of the need to maintain good skin and facial health because they are the most visible aspects of the body and necessitate regular care. Skincare and body care are two things that men and women frequently look for because beauty plays a significant role in a person's self-confidence in body care and skin care, depending on the type of beauty items or cosmetics (SITUMORANG, 2022). Cosmetics are materials used for the exterior care of the human body, such as the epidermis, hair, nails, lips, teeth, and oral mucous membranes, in order to clean, perfume, modify the appearance, or enhance body odor, or protect and maintain the body in good shape.

According to the Central Statistics Agency (BPS), the cosmetics industry, which comprises the pharmaceutical, chemical, and traditional medicine industries, will grow by 9.61% by 2021. Furthermore, according to BPOM RI, the cosmetics business has seen a 20.6% increase in companies. Between July 2021 and July 2022, the number of cosmetics industries climbed from 819 to 913 from 2021 to July 2022. According to research from Kompas.co.id, the value of beauty care transactions in the online market at the beginning of 2021 exceeded IDR 20,000,000,000. The Dove brand manufactures

personal care products Indonesians use, such as shampoo, conditioner, soap, deodorant, hair vitamins, and others. Dove has been present in Indonesia since 1993, offering solid bath soap products. Dove bath soap is touted as a bath soap that is popular among many young ladies because it makes skin smoother, whiter, and more luminous.

A. Brand Trust

According to (Juniawan, 2020), brand trust is the average consumer's willingness to rely on a brand's capacity to carry out all its uses and functions. Trust is defined as a guarantee of a brand's integrity and exchange reliability. Trust describes a consumer's dedication and satisfaction with a brand's advertising. Often, marketers use brand trust as a perceived risk reduction strategy. Trust gives consumers confidence to take risks and can also be measured as the brand's goodwill in mind.

Experience with a brand influences brand trust more broadly. Trust is a belief, so there is a possibility that it will bring positive results, but at the same time, negative results cannot be denied. Trust is an emotional situation that includes the goal of discerning vulnerability based on a positive view of another person's intentions or behavior (Arikhman, 2021). According to (Sandur, 2023), brand trust leads to brand loyalty because trust creates highly valued exchange relationships. To gain customer loyalty, one must first gain their trust, according to. Positive connections between parties involved in transactional relationships will lead to the development of brand trust. To maintain positive interactions over the long term, brand trust is essential. As a result, businesses must increase customer trust by matching the benefits of their products with the information consumers provide about those products. According to (Sinaga, Putri, Banjarnahor, Halim, and Sudirman, 2020), there are two dimensions of brand trust: Trusting Belief and Trusting Intentio.

B. Advertising

Advertising is any paid form of non-personal communication by an identified sponsor of ideas, goods, or services. This includes traditional mass media outlets such as television, magazines, newspapers, outside the home (billboards), and others. The advertiser is an identified sponsor and not a person because this form of sponsorship communicates simultaneously with several recipients (perhaps millions) rather than with a specific person or small group. Meanwhile, according to (Hasanah and Kurniasih, 2016), advertising is a message persuading people to buy. Advertising is a form of promotion using print and electronic media. Advertising has long been seen as the most effective form of promotion. Advertisements are the most persuasive sales messages directed at the most potential buyers of certain goods or services at the lowest possible cost. As discussed in the previous chapter, advertising has developed into a marketing strategy to promote products and services.

According to (Pardamean, 2016) in their book *The Language of Advertising*, advertising is not just direct text. On the other hand, the advertising concept is more complicated because it requires the audience to try harder to decode the message and understand the many relationships conveyed. Advertising is an essential instrument for marketing and a force in communication. Mass communication, such as advertising,

educates, persuades, or encourages consumers to purchase goods or services. The function of advertising in the marketing industry is to convey persuasive messages to current and potential clients. To understand the marketing strategies used to sell goods, it is essential to understand the target market of an advertisement. According to (Poetra and Christantyawati, 2017), effective advertising must fulfill five goals: it must attract people's attention, arouse their interest, arouse desire, foster confidence, and prompt action. The interrelationship of these five functions supports the selling power of the marketed products.

Several previous studies were used as guidelines for writing to complement this research. Each of these journals has advantages and disadvantages. The shortcomings in this case are complemented and become advantages of this research. The first previous research used as a guide was conducted (Gunardja, 2020) and was titled "The Influence of Trust on the Decision to Buy Tiff Body Products." This research uses quantitative methods with non-probability sampling techniques. The results of this research state that Trust has a positive and significant effect on purchasing decisions because trust is an essential factor that can influence consumers to buy a product, primarily online, where the product cannot be found directly, so trust is vital for consumers to decide whether to buy a product. Or not. The second research was conducted by (Kliangsa-Art and Meathawiroon, 2023), titled "Influence of Brand Communication on Brand Image, Brand Reputation, Brand Trust and Repurchase Intention in Food Delivery Platform." The results of this research say that brand reputation and trust directly influence consumers' repurchase intentions positively because, with trust, consumers will use food delivery platform services repeatedly and have the intention to repurchase.

This means that the better the consumer's attitude towards Samsung smartphone advertisements advertised using applications such as Instagram, the stronger their desire to repurchase Samsung smartphone products. The fourth research is "The Impact of Exposure to Online Advertisement on Purchase Decision Empirical Study of Saudi Customers in Western Region" conducted by (Ahmed, 2017). This research states that consumers in Saudi Arabia are actively influenced by online advertising as a tool for validating purchasing decisions. The last research that is used as a guide is research conducted by (Pasaribu, Suyono, & Elisabeth, 2019) entitled The Impact of Lifestyle, Brand Awareness, Product Quality, on Purchasing Decisions And Repurchase Intention Products for East Java & Co. This research concludes that there is a positive and significant influence between the Purchase Decision variable on Repurchase Intentions. Based on the data processing results, it can be concluded that the purchase decision is a consideration that can encourage consumers to repurchase the product.

Companies use marketing communication strategies to achieve goals, such as brand trust through advertising. The final result of these efforts is to get consumer feedback in the form of product purchasing decisions, up to repurchase intentions, making the author interested in researching the influence of each variable. This uses one of Unilever's brands, namely Dove. This research will be based on several previous studies with advantages and disadvantages, where the shortcomings in previous research will be

refined using definite theories and based on data obtained in the field. Based on the explanation above, this research wants to show the influence of brand trust and advertising of personal body care products on purchasing decisions and repurchase intentions.

C. Purchase Decision

Their book *Marketing Management* (Kotler & Keller, 2016) says that purchasing decisions are based on how consumers view prices and what they consider to be the current actual price, not on the price stated by the marketer. Customers may have a lower price threshold, below which price signals low or unacceptable quality, and a higher price threshold, above which price becomes prohibitive, and the product appears not worth the money. Different people interpret prices in different ways. Two general factors can intervene between purchase intention and purchase decision. As explained, the purchasing decision is the stage in the buyer's decision-making process where someone decides whether to buy the product under consideration. It further states that choosing a brand to buy is part of purchasing.

A consumer's choice of a product or service is an action or choice carried out according to the consumer's preferences. According to (Armstrong, Adam, Denize, & Kotler, 2014), purchasing decisions involve several processes that consumers go through before deciding whether to buy a product. Choosing the products and services they want to purchase requires consumers to make daily decisions. The brands they choose to purchase should always reflect their preferences. Two general factors can intervene between purchase intentions and purchase decisions. The first factor is the attitude of other people. Our influence on other people's attitudes depends on the intensity of other people's negative attitudes toward our choices and our motivation to comply with other people's wishes. The more intense the other person's negativism and the closer he is to us, the more we adjust our purchasing intentions, and the opposite is also true.

D. Repurchase Intention

Repurchase is the customer's action in purchasing or reusing the product. Once a customer buys a specific item, they have the potential to repeat the purchase. Customers repeatedly consume similar services or products from the same seller. While repurchase is an actual action, repurchase intention indicates a customer's decision to engage in future activities with the seller (Pham et al., 2018). Meanwhile, according to (Ahmed, 2017), repurchase intention is the consumer's desire to make purchases in the future based on the experience they have gained. Consumers' desire to repurchase is usually based on satisfaction with the product because the product can meet consumer expectations. Repurchase intention is an individual's assessment of repurchasing a product from the same company in a situation that has occurred (Hellier et al., 2003).

Repurchase describes the natural action of customers in repurchasing or reusing the same product (Ibzan et al., 2016). This is very likely to happen because of the potential for consumers to repurchase the same product (Peyrot & Doren, 1994). Conceptually, repurchase is an actual action, while repurchase intention indicates a customer's decision to make future purchases with the same retailer or supplier according to research (Hume

et al., 2007) and research from (Zhang et al., 2011). In their research, Repurchase Intention Indicators (Ahmed, 2017) explain that repurchase intention is measured using the following indicators: repurchasing the product in the future, reluctance to switch to another brand, and Reducing information search before repurchasing.

Research Methods

The method used in this research is a survey. According to (Creswell, 2015), a survey is a data collection procedure in quantitative research to obtain and describe a population's attitudes, behavior, and characteristics. In this research, the sampling technique was based on the population, using non-probability sampling with a purposive sampling method. The purposive sampling technique includes people selected based on specific criteria created by the researcher based on the research objectives. The type of research approach used in this research is a quantitative research method. This research will use a positivist paradigm to determine the influence of brand trust and advertising purchasing decisions and intentions. The data collection technique in this research will be respondents to surveys online.
$$Eq1 = \frac{N}{n + Ne} = \text{pondents} :$$

n = Number of Samples

N = Number of Population

e = Precision value (the accuracy desired by the researcher); in this study, a precision value of 0.5 was used

This research used The data analysis of Structural Equation Modeling - Partial Least Square (SEM PLS). Structural Equation Modeling (SEM) is a statistical technique that analyses relationship patterns between latent constructs and their indicators, one latent construct with another, and direct measurement error. SEM allows the analysis of several dependent variables and independent variables directly (Santoso & Sispradana, 2021). SEM data analysis techniques are used to thoroughly explain the relationships between variables in the research. SEM data analysis techniques are used to explain the relationships between variables in the research thoroughly. The underlying reasons for using SEM are:

1. SEM can estimate relationships between variables that are multiple relationships. This relationship is formed in a structural model (the relationship between dependent and independent constructs).
2. SEM can describe the relationship pattern between latent constructs and manifest variables or indicator variables.

Results and Discussion

The details of the analysis were as follows: First, for the analysis of the characteristics of the samples; second, to confirm the reliability of the questions; and third, to examine the effect of brand trust and advertising on purchase decision and repurchase intention. To achieve this goal, we adopt the theory shown in Figure 1 with the five hypotheses that will be obtained using a questionnaire.

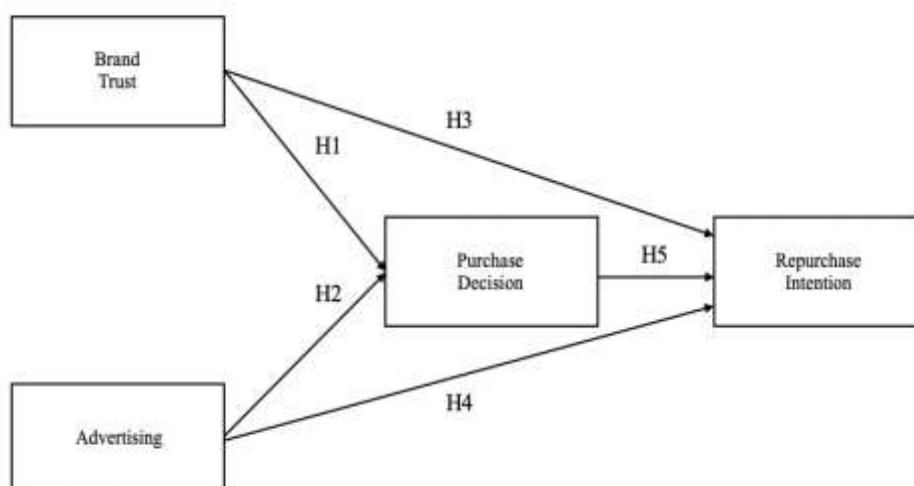


Figure 1 Research Model

Hypothesis Development

Brand Trust and Purchase Decision

Research conducted by (Yohana Nadya, 2020) in the *Lugas Journal of Communication* states that trust has a positive and significant effect on purchasing decisions because trust is an essential factor that can influence consumers to buy a product, primarily online, where the product cannot be found directly, so Trust is vital for consumers to decide whether to buy a product or not. The hypothesis of this research is:

H1: Brand Trust has a significant influence on Purchasing Decisions.

Advertising and Purchase Decision

Further research conducted by (Abdullah et al., 2017) states that consumers in Saudi Arabia are actively influenced by online advertising as a tool to validate purchasing decisions. So, the hypothesis of this research is:

H2: Advertising has a significant effect on purchasing decisions.

Brand Trust and Repurchase Intention

Research conducted by (Sinurat & Dirgantara, 2021) states that brand reputation and trust directly influence consumers' repurchase intentions positively because, with trust, consumers will use food delivery platforms services repeatedly and intend to purchase return. So, the hypothesis of this research is:

H3: Brand Trust has a significant effect on Repurchase Intention.

Advertising and Repurchase Intention

Advertising has a positive and significant impact on repurchase intention. This means that the better the consumer's attitude towards Samsung smartphone advertisements advertised with applications such as Instagram, the stronger their desire to repurchase Samsung smartphone products (I Gusti Agung Putu, Ni Wayan Sri, 2020). So, the hypothesis of this research is:

H4: Advertising has a significant effect on Repurchase Intention.

Purchase Decision and Repurchase Intention

There is a positive and significant influence between the Purchase Decision variable and Repurchase Intentions. Based on the results of data processing, it can be concluded that the Purchase Decision is a consideration that can encourage consumers to buy the product again (Pasaribu et al., 2019). So, the hypothesis of this research is:

H5: Purchase decisions have a significant effect on Repurchase Intention.

Measurement Reliability

Convergent Validity Test

In this study, convergent validity test comparing the t-count value with the t-table value, degree of freedom (df) = n-2, if the r-count is greater than the t-table, then the question is declared valid if the t-count is smaller than the r-table. The question is said to be invalid (Ghozali, 2016). If the calculated r is greater than the table r and the t value is positive, then the item or question is said to be valid (Sugiyono, 2013). The basis for decision-making in the validity test to determine whether a question item is valid (Ghozali, 2016) is as follows: If r count > r table, then the question item is declared valid. If r count < r table, the question item is declared invalid. As a result, the loading factor limit of 0.6 is used in this investigation. Items with a loading factor value less than 0.6 will be eliminated from the analysis. If the AVE value is 0.5, convergence validity has been met. The model was examined in SmartPLS software, as shown in Figure 2.

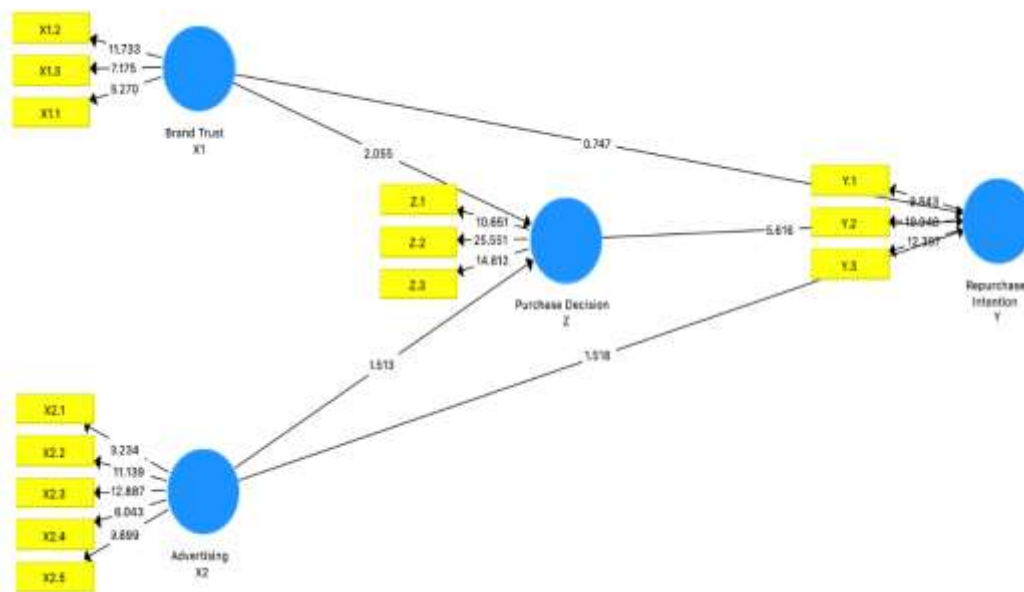


Figure 2 : SmartPLS Model

Table 1
Convergent Validity Test Results X1 & X2

Construct	Score	Result
Brand Trust X1.1	0,838	Valid
Brand Trust X1.2	0,836	Valid
Brand Trust X1.3	0,838	Valid
Advertising X2.1	0,743	Valid
Advertising X2.2	0,807	Valid
Advertising X2.3	0,781	Valid
Advertising X2.4	0,687	Valid
Advertising X2.5	0,744	Valid

Based on the table above, it can be seen that each statement item on variables X1 and X2 in the questionnaire is declared valid because it shows an r count result that is greater than the r value in the table so that it can be used as a research measuring tool. With the validity of all statement items, the brand trust and advertising variables can be measured accurately.

Table 2
Convergent Validity Test Results Y & Z

Construct	Score	Result
Purchase Decision Y.1	0,718	Valid
Purchase Decision Y.2	0,832	Valid
Purchase Decision Y.3	0,795	Valid
Repurchase Intention Z.1	0,780	Valid
Repurchase Intention Z.2	0,849	Valid
Repurchase Intention Z.3	0,795	Valid

Based on the table above, it can be seen that each statement item on variable Y and variable Z in the questionnaire is declared valid because it shows a calculated r result that is greater than the r table value so that it can be used as a research measuring tool. With the validity of all statement items, the purchase decision and repurchase intention variables can be measured accurately.

Discriminant Validity Test

The extent to which a notion is distinct from other constructs according to empirical standards is called discriminant validity. Thus, proving discriminant validity requires that a concept is distinct from others in the model and captures phenomena not represented by other constructs (Hair et al., 2016). Smart PLS can provide analysis by examining the Fornell-Larcker Criterion and cross-loading.

Table 3
Fornell-Larcker Criterion

Construct	ADV (X2)	BT (X1)	PD (Y)	RP (Z)
Brand Trust (X1)	0,754			
Advertising (X2)	0,358	0,820		
Purchase Decision (Y)	0,270	0,306	0,811	
Repurchase Intention (Z)	0,294	0,268	0,544	0,783

According to Table 3, the Fornell-Larcker value between the same variables is bigger than between the variables and others. It indicates that the veracity was obvious.

Construct Reliability Test

Reliability testing in this study used the Cronbach Alpha coefficient with the help of the PLS program. A variable will be said to be reliable if it provides a Cronbach Alpha value > 0.6 (Ghozali, 2011). If the reliability value is less than 0.6, the value is good, which means that the measuring instrument used is unreliable.

Table 4
Reliability Test Result

Construct	Cronbach's Alpha	Composite Reliability	AVE	Result
Brand Trust (X1)	0,757	0,860	0,673	Reliable
Advertising (X2)	0,811	0,868	0,568	Reliable
Purchase Decision (Y)	0,744	0,852	0,657	Reliable
Repurchase Intention (Z)	0,684	0,826	0,613	Reliable

Evaluation of Structural Model

Based on the path coefficient value, correlations between variables close to +1 reflect statistically significant strong positive relationships. With a significance threshold of 90%, the resulting t-statistic value is also greater than the t-table value of 1.29.

Table 5
The Hypothesis of The Structural Model

Construct	T-Statistic	Significant Level	Original Sample	Hypothesis
Brand Trust (X1) - Purchase Decision (Z)	2,055	1,29	0,240	Positive, Significant Impact
Advertising (X2) - Purchase Decision (Z)	1,513	1,29	0,185	Positive, Significant Impact
Brand Trust (X1) - Repurchase Intention (Y)	0,747	1,29	0,069	Positive, Not Significant Impact
Advertising (X1) - Repurchase Intention (Y)	1,518	1,29	0,140	Positive, Significant Impact
Purchase Decision (Z) - Repurchase Intention (Y)	5,616	1,29	0,485	Positive, Significant Impact

Based on the t-count value, the test findings reveal that all hypotheses are accepted or have a substantial influence. H1 is agreed. Namely, brand trust considerably influences purchase decisions, with a score of 2.055. Advertising's influence on purchasing decisions is significant, with a t-count of 1.513, more than 1.29 (t-table). These results indicate that H2 is acceptable. The test findings also suggest that brand trust has a considerable effect on repurchase intention (t-count (0.747) is lower than t-table (1.92). These findings suggest that H3 has an insignificant impact. The results of hypothesis testing are based on a calculated t-value of 1.518, greater than 1.92 (t-table). These findings imply that H4 is recognized, specifically that advertising considerably affects repurchase intention. The next results show that the purchase decision influences repurchase intention with a t-count of 5.616, greater than the t-table of 1.29. Therefore, H5 is accepted.

Conclusion

This research tried to predict the impact of brand trust advertising and Purchase Decision (as the mediating variable) on Repurchase Intention to see the influencing factors of engagement on millennial subscribers in Indonesia. Based on the hypothesis testing results, it can be concluded that 4 of the five proposed hypotheses were accepted with the information in Table 5. The research results indicate four constructs with a positive influence on Repurchase Intention and one construct with a negative influence. The most significant construct influencing Repurchase Intention is Purchase Decision (Z), with a 5,616 t-score. This result is higher than the t-table score, which is 1.29, with a significance level of 90%. The indicator Purchase Decision has the most significant influence on Repurchase Intention, with a score of 0.811 in the outer loading. Brand Trust significantly impacts Purchase Decisions with a t-score of 2,055, which means that brand trust and purchase decisions are significantly related. Besides Brand Trust, it was also found that perceived price negatively contributes to customer engagement, as evidenced by the t-score of 0.746, which is lower than the significance level of 1.29. Brand Trust has a positive but not significant effect on repurchase intentions. This means that brand trust will influence consumers to show repurchase intentions for a product, but the effect is not significant. If brand trust increases, customers' repurchase intentions will also increase, but not optimally. Intention to repurchase does not occur because the customer's brand trust in the product has decreased. After all, they have previously purchased where the product did not match the customer's desire. This causes their trust in the brand to decrease, so their intention to repurchase is not realized.

On the other hand, advertising also positively affects purchase decisions and repurchase intention. This result was proven by the t-score of 1.513 on purchase decision and 1.518 on repurchase intention. As a powerful digital tool, advertising positively affects repurchase intention because the main aim of advertising is to create a feeling of liking in consumers towards the product so that it indirectly makes consumers feel that they need the product. So, they will directly make purchasing decisions or even intend to repurchase the product with the highest loading value, 0.820. The way an advertisement is presented to consumers will attract their attention so that it can change consumer behavior. By appealing emotionally and rationally, an advertisement can encourage

people's desire to make purchases or re-purchases, where one of the purposes of an advertisement is to remind and stimulate repeat purchases. The way advertising is presented to consumers also influences its appeal to consumers and grabs their attention, thereby changing consumer behavior.

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