



The influence of brand image, price and product quality on the purchase decision of skincare something product

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ABSTRACT

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Industrial companies are currently experiencing developments in Indonesia, especially in the beauty or cosmetic industry. Because purchases of beauty products, including skincare this year, have increased by 16% compared to 2021 until now. Good skincare is skincare that is safe, comfortable and of good quality. In Indonesia, many local skincare brands are starting to develop. Many skincare products are made with different variants according to the skin needs of consumers who use them. This can be caused by several factors from Brand Image, Price, Product Quality and Purchase Decision. In this study using quantitative methods with a sample of 120 respondents. To be able to test the hypothesis in this study, the analytical method that will be used is Structural Equation Modeling (SEM), using LISREL 8.80. The hypothesis test used was a partial statistical test (t). Measurement model testing is carried out to see the validity and reliability of the dependencies of each development that builds the analysis model. The results of this study: (1) Brand Image Variables have a positive and significant influence on Purchasing Decision variables. The hypothesis in this study was accepted because of the results of the t test using Lisrel 8.80. (2) The price variable does not have a positive and significant effect on the decision to purchase something skincare products. The hypothesis in this study was rejected because it was based on the results of the t test using Lisrel 8.80. (3) The Product Quality Variable has a positive and significant influence on the Purchase Decision variable. The hypothesis in this study was accepted because of the results of the t test using Lisrel 8.80.

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1. INTRODUCTION

Companies in the era of globalization are also very tight with competition, especially in the beauty and cosmetics industry which continues to experience development. Indonesian people are now increasingly aware of the importance of doing facial care using

skincare products. This awareness can be seen from the increasing interest in buying skincare products. Good skincare is skincare that is safe, comfortable and of good quality. In Indonesia, many local skincare brands are starting to develop by making skincare products with different variants according to the skin needs of consumers who use them.

Something is a local skincare brand that is successful in the skincare industry and uses high-quality ingredients that are confirmed to have halal certificates. Brand Something creates the best skincare products by maintaining a brand image to attract consumers to buy.

Kotler and Armstrong (2015) in Bambang Somantri (2020) state that marketing is a process by which companies create value for customers and build strong customer relationships to capture value from customers in return. So every producer of both services and products must always be able to create value in their services or products so as to generate customer interest.

According to Davidson (1998) in Winda Larika (2020) Image is a consumer perception that focuses on the brand and building a brand image of a product into the minds of consumers is very important because brand image is the basis for consumers to choose products. According to Ginting (2014: 274) in Nadhirl Adabi (2020) Brand image is a name, sign, term, symbol, combination or design to mark a product or service from one seller or group of sellers to differentiate from other competitors. In addition to brand image, the product that the company will sell to the market must also pay attention to the selling price of the product. According to (Sutisna, 2003: 83) in Rahmawati (2017) Brand image is the overall perception of a product or brand that is formed from information and past experience of that product or brand. Because price is very important for companies and becomes a trigger for consumers which has a direct impact on the volume of sales and profits earned by the company.

According to Kotler (2009) in Sri Ekowati (2020) price is one of the elements of the marketing mix that generates income, price is the easiest element in a marketing program to adjust, product features, channels, and even communication takes more time. According to (Dananjaya, 2014: 3) in Afrida Pratiwi (2019) Price is the most important decision variable taken by customers to buy a product. Price is one of the determining factors in brand selection related to consumer buying decisions. According to Djasmin Aladin (2001) in Nur Amalia (2019) price is a medium of exchange used to obtain a product or service for a certain amount of money. Prices can also be seen from the quality of the products according to the benefits that consumers get from the skincare products purchased.

According to Kotler and Armstrong (2008) in Achmad Marzuki (2022) said product quality is the product's ability to carry out its functions, capabilities which include durability, reliability, and other valuable attributes of the product as a whole. According to Kotler (2009: 43) in Kadek Ayu (2019) Product quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs. According to (Amalia & Nasution, 2017) in Rini Astuti mentioned product quality is the ability of the product to carry out its functions, that ability includes durability, reliability, accuracy produced, ease of operation and repair and other valuable attributes in the product as a whole.

Skincare products are very popular with women, for example among students. College students are one type of consumer who often uses skincare products. Skincare that is used can be obtained from many E-commerce and other cosmetic stores. So it is important for consumers to choose which products are priced according to the good quality of each brand image that can attract consumers to make purchasing decisions.

Purchasing decisions according to (Kotler & Keller, 2009) in Khotim Fadhil (2021) are integration processes used to combine knowledge to evaluate two or more alternative behaviors and choose one of them. According to (Philip & Armstrong, 2016) in Sarah

Camelia Utari (2022) Purchasing decisions are about how individuals, groups and organizations choose, buy and use and are part of consumer behavior. Menurut Tjiptono (2008) in Dewi Rosa Indah et al. (2020) Purchasing decisions are actions per individual who directly or indirectly in an effort to obtain or use a product and service needed.

2. RESEARCH METHOD

This study uses a quantitative method, namely the method used in this study with the collection of research data is quantitative, using research instruments taken from certain populations and samples. And the data analysis carried out aims to test the hypotheses that have been set (Sugiyono, 2016). The type of sampling used is purposive sampling to draw the amount by calculation. Purposive sampling or the Lemeshow formula is used to determine the sample size for a large and infinite population. The goal of most sample surveys involves determining the values of certain characteristics in the population from which the sample is selected. The population in this study were Pelita Bangsa University students. According to (Sugiyono, 2008: 80) in Ayu Pratiwi (2021) Population is a generalized area consisting of: objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions.

2.1 Analysis Models

The model that will be used in this study is the model of influence and causality. In order to be able to test the hypothesis in this study, technical data analysis in this study was used using the Structural Equation Model (SEM) method using a two step approach, as proposed by Anderson and Gerbing (1998), namely : (a) Analysis of the Measurement Model, which is intended to see the validity and reliability of each construct (relationship between latent variables (LV) and dimensions/manifest. (b) Structural Model Analysis, which is intended to examine the relationship between constructs (the relationship between LV). Measurement model testing is carried out to see the validity and reliability of the dependencies of each development that builds the analysis model.

3. RESULTS AND DISCUSSIONS

3.1 Data Description

In this study, data was obtained by distributing questionnaires to respondents who are consumers of Somethink Skincare Products users at Pelita Bangsa University students. The number of respondents used was 120 respondents with criteria, namely consumers who had bought Skincare Something.

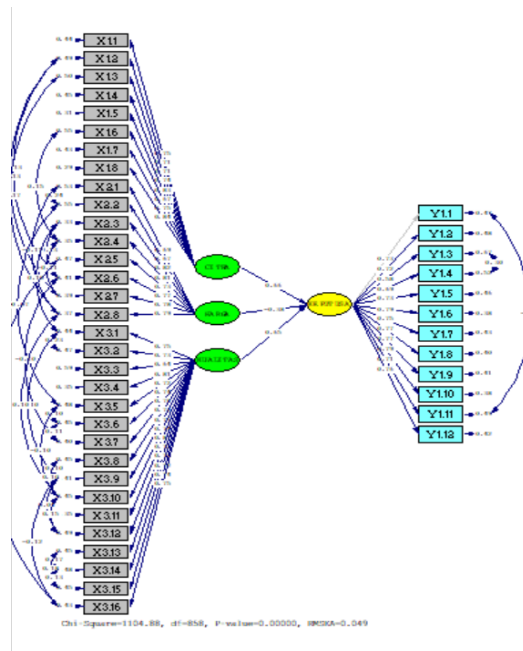


Figure 1. Model Hybrid (Full SEM)

The Hybrid model (Full SEM) using Lisrel 8.80 in Figure 1 can be explained in the following table :

Table 1. SEM Overall Model Conformance Size (Full Model)			
GOF Indicator	Expected Size	Estimation Result	Conclusion
<i>Absolute Fit Size</i>			
GFI	GFI > 0,90	0,70	<i>Marginal Fit</i>
RMSEA	RMSEA < 0,08	0,049	<i>Good Fit</i>
GFI	GFI > 0,90	0,70	<i>Marginal Fit</i>
<i>Incremental Fit Size</i>			
NNFI	NNFI > 0,90	0,98	<i>Good Fit</i>
NFI	NFI > 0,90	0,95	<i>Good Fit</i>
AGFI	AGFI > 0,90	0,66	<i>Marginal Fit</i>
RFI	RFI > 0,90	0,95	<i>Good Fit</i>
IFI	IFI > 0,90	0,98	<i>Good Fit</i>
CFI	CFI > 0,90	0,98	<i>Good Fit</i>

Source: Results of Processing with LISREL 8.80

Good fit measurements, namely RMSEA, NNFI, NFI, RFI, IFI and CFI. While marginal fit measurements are GFI and AGFI. Next is to analyze the hybrid measurement model (full model) of each variable, as shown in table 2 below.

Table 2. Hybrid Measurement Model Analysis (SEM)			
Variable	CR	EV	Test result
Brand Image (X1)	0,74	0,62	Valid and Reliable
Price (X2)	0,75	0,64	Valid and Reliable
Product Quality (X3)	0,73	0,61	Valid and Reliable
Buying Decision (Y)	0,71	0,57	Valid and Reliable

Source: Results of data processing, 2023 (Lisrel 8.80)

Based on Table 2 above, it is known that all indicators in the formation of exogenous variables Brand Image, Price, Product Quality and endogenous latent variables Purchase Decision have good validity, this is indicated by all indicators having a Standardized Loading Factor (SLF) ≥ 0.5 or a tcount value ≥ 1.96 (at $\alpha = 0.05$) (Hair,

at.all., 2010). Likewise, both exogenous and endogenous latent variables have good model reliability, this is indicated by all variables having a construct reliability value greater than 0.70 (CR > 0.70) and an extract variance value greater than 0.50 (VE > 0.50).

Table 3. Signification Between Variables

Structural Track	Koef. Path	tvalue	t _{kriteria}	Test result
Brand Image on Purchasing Decisions	0,66	2,77	1,96	Significant
Price on Purchasing Decisions	-0,38	-	1,96	Not Significant
Product Quality on Purchasing Decisions	0,65	3,76	1,96	Significant

Source: Results of data processing, 2023 (Lisrel 8.80)

The results of the significant test of the relationship between latent variables, or the path between the two latent variables, can be seen in Table 3 above. Table 3 shows the resulting coefficient values along with the t-value. If the structural path has a tvalue ≥ 1.96 , then the coefficient of the path is declared significant, and if the tvalue is < 1.96 , then it is concluded that the coefficient of the path is not significant. From the results of data processing that has been carried out using the LISREL 8.80 data processing application, there are 3 structural paths. Brand Image on Purchase Decision is significant. While the price of the purchase decision is not significant. Product Quality on Purchase Decision is significant.

4. CONCLUSION

Based on the data analysis and discussion in the previous chapter, the following suggestions can be made: Brand Image has a positive influence on Purchasing Decisions, which the Something Skincare Product should give a better image to the public as consumers who use skincare, this aims to convince consumers that Something Skincare is the best and quality Skincare. Price does not have a positive influence on Purchase Decisions on Somethinc Skincare Consumers. Somethinc Skincare Products should provide a price value in accordance with its competitors in order to dismiss that Somethinc Skincare prices are expensive, and it is hoped that it will often provide discounts to regular consumers in order to attract customers to buy again.

Product quality has a positive and significant influence on purchasing decisions, which should be suggested by Somethinc Skincare Products to continue to improve product quality properly in order to increase consumer satisfaction. Management must always prioritize things that can grow and maintain purchasing decisions so that Skincare Something has the best benefits and is trusted by skincare users.

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