

The Effect of Product Quality, Price Promotion and Brand Image on Purchasing Decisions at Somethinc Skincare

The Effect of Product
Quality

Ridha Afni Nurvita
Universitas Muhammadiyah Surakarta, Indonesia
E-Mail: b100200370@student.ums.ac.id

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Edy Purwo Saputro
Universitas Muhammadiyah Surakarta, Indonesia
E-Mail: eps135@ums.ac.id

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ABSTRACT

Purchasing decisions are consumers' understanding of the wants and needs of a product by assessing existing sources by setting purchasing goals and identifying alternatives. The purpose of this research is to analyze the influence of product quality, price promotions and brand image on purchasing decisions at Skincare Somethinc. This research method is quantitative. The data used in this research uses primary data. The data collection method used in this research is by using a questionnaire or questionnaire via online media in the form of a goggle form. The population of this research is all consumers in Surakarta who have purchased and used various skincare products. The sampling technique used in this research is nonprobability sampling with the purposive sampling method. The sample for this research consisted of 100 respondents. The analysis carried out was assisted by using the SPSS version 25 application. The results of this research are that product quality has a positive and significant effect on purchasing decisions. Price promotions have a positive and significant effect on purchasing decisions. Brand image has a positive and significant effect on purchasing decisions.

Keywords: Brand Image, Purchasing Decisions, Product Quality, Price Promotion

ABSTRAK

Keputusan pembelian merupakan pemahaman konsumen terhadap keinginan dan kebutuhan suatu produk dengan menilai sumber-sumber yang ada dengan menetapkan tujuan pembelian dan mengidentifikasi alternatif-alternatifnya. Tujuan dari penelitian ini untuk menganalisis pengaruh kualitas produk, promosi harga dan brand image terhadap keputusan pembelian pada Skincare Somethinc. Metode penelitian ini ialah kuantitatif. Data yang digunakan dalam penelitian ini menggunakan data primer. Metode pengumpulan data yang digunakan dalam penelitian ini adalah dengan menggunakan kuesioner atau angket melalui media online berupa goggle form. Populasi dari penelitian ini adalah semua konsumen di Surakarta yang pernah membeli dan memakai produk skincare somethinc Teknik pengambilan sampel yang digunakan dalam penelitian ini ialah Nonprobability sampling dengan metode Purposive sampling. Sampel penelitian ini berjumlah 100 responden. Analisis yang dilakukan dibantu dengan menggunakan aplikasi SPSS versi 25. Hasil penelitian ini ialah Kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian. Promosi harga berpengaruh positif dan signifikan terhadap keputusan pembelian. Brand image berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata kunci: Brand Image, Keputusan Pembelian, Kualitas Produk, Promosi Harga

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INTRODUCTION

Purchasing decisions are a consumer's understanding of the desires and needs for a product by assessing existing sources by setting purchasing goals and identifying alternatives (Desideria & Wardana, 2020; Zubarjan, 2021; Maulana et al., 2021; Werdiastuti & Agustiono, 2022). According to Arjuna & Ilmi, (2020), product quality variables, brand image variables, and price variables have a significant effect on purchasing decisions for Xiaomi smartphone products for students in Yogyakarta. This study used 100 respondents and used purposive sampling techniques. Multiple linear regression analysis techniques. According to the results of research by Lestari & Noersanti (2020), the promotion variable and brand image variable have no significant effect on purchasing decisions. Meanwhile, the product quality variable has a positive or significant effect on purchasing decisions, this will make customers decide to buy Kingkong brand rice products at PT Lumbung Bumi Perkasa. The results of research from Reinaldo & Chandra (2020) show that the product quality variable has a positive or significant effect on purchasing decisions. The brand image variable has a positive or significant effect on purchasing decisions. The price variable has a positive or significant effect on purchasing decisions. This research uses quantitative methods and uses 150 respondents.

According to Zubarjan (2021), product, price and promotion variables have a very significant and positive influence on brand image and purchasing decisions, while brand image also has a significant influence on purchasing decisions. This study used 360 respondents. According to Desideria & Wardana (2020), promotion has a positive and significant effect on purchasing decisions. Brand image is positive and has a big impact on purchasing decisions. Wahyoedi (2021), the service decision variable has a positive or significant effect on purchasing decisions, the promotion variable has a significant effect on purchasing decisions and the brand image variable has a significant effect on car loan purchase decisions at Maybank Finance, and the promotion variable and service quality variable have a significant effect on image brand. The number of samples of this study were 100 people who came from Maybank Finance consumers. The data analysis technique uses Partial Least Square (PLS). The results of research from Raya & Saputro (2024) state that product quality variables, price variables, and promotional variables have a significant effect on purchasing decisions on Philips products. This study uses multiple linear regression data analysis techniques. The results of Ningsih & Pradanawati (2021) show that brand image variables, price variables, and promotional variables have a positive or significant effect on Batik purchasing decisions at Gea Geo Stores. This research is a quantitative study that uses a population of 186 customers and determines the sampel using the slovin technique.

Kalonta et al. (2021) stated that service quality, promotion and trust have a positive and significant effect on brand image. Service quality, brand image, and trust have a positive and significant effect on customer decisions. Meanwhile, promotion has a negative and insignificant effect on customer decisions. In this study, the research population was all KUR financing customers at Bank SulutGo Tondano, totaling 106 customers. Rivai (2021) states that product quality variables and price perceptions have no significant effect on purchasing decisions. Brand image variables have a significant effect on purchasing decisions. The variables of product quality and price perception have a significant effect on purchase satisfaction, while the brand image variable has no significant effect on the satisfaction of purchasing Janji Jiwa Coffee. This study used 135 respondents. Research from Sipakoly (2022) states that price and product quality have a positive and significant effect on purchasing decisions, while promotion has no significant effect on purchasing decisions. According to Astutik & Sutedjo (2022), product quality variables and brand image have a positive and significant effect on purchasing decisions. The variables of product quality and brand image have a positive and significant effect on buying interest in Ms.Glow skincare products. The variables of purchase intention, product quality, and brand image have a positive and significant

effect on purchasing decisions on Ms. Glow skincare products. This research uses the SmartPLS approach.

Research from Afrizal & Nugroho (2022) states that the promotion variable has a positive and significant effect on purchasing decisions. Brand image variables have a significant and positive effect on purchasing decisions. And the price variable has a positive and significant effect on purchasing decisions. Research from Werdiastuti & Agustiono (2022) shows that product quality and price variables have a significant effect on customer satisfaction. Meanwhile, customer satisfaction has a significant effect on customer repurchase intentions (Fiona & Hidayat, 2020; Toding & Mandagi, 2022; Saputri & Tjahjaningsih, 2022; Wijaya & Tjahjaningsih, 2022). Product quality has a significant effect on customer repurchase intentions with the mediating variable of customer satisfaction. Price affects customer repurchase intentions with the mediating variable of customer satisfaction. The lowest result for measuring product quality lies in taste during the pandemic. This research uses quantitative methods. Product quality variables and promotional variables have a significant effect on brand image (Saputra, 2022). Product quality, promotion, brand image have a significant effect on purchasing decisions. This study used 100 respondents and used quantitative methods. From the findings of several studies above, research on purchasing decisions is an interesting thing to research. Therefore, a study is needed to improve purchasing decisions on Somethinc skincare. There are several product comparisons on purchasing decisions for Somethinc skincare products. According to data taken from compas, it can be seen that Somethinc skincare products are market rulers in the type of skincare. In that month Somethinc skincare products were able to sell as much as 53.2%, then followed by competitors Scarlett skincare products which were able to sell as much as 40.9% at that time. Then MS Glow skincare products sold 29.4%, and Avoskin was able to sell 28%, followed by Whitelab skincare sold 25.3% and Azarine skincare sold 22.8%. The purpose of this study was to analyze the effect of product quality, price promotion, and brand image on purchasing decisions at Somethinc Skincare.

METHOD

This research uses a type of quantitative research with the aim of describing the theory of current phenomena. The data used in this study used primary data. Primary data is data taken from a study using an instrument conducted at a certain time and the results cannot be generalized only to the current conditions such as a questionnaire (Sekaran & Bougie, 2016). The data collection method used in this study is to use a questionnaire or questionnaire through online media in the form of goggle form. The measurement scale used in this study is a Likert scale. The population of this study were all consumers in Surakarta who had bought and used somethinc skincare products. The sampling technique used in this study was Nonprobability sampling with Purposive sampling method which is the selection of samples according to predetermined criteria or characteristics. The sample of this study amounted to 100 respondents. The sample selection criteria in this study were Somethinc skincare consumers in Surakarta, respondents had purchased Somethinc skincare products, and each respondent had the opportunity to fill out the questionnaire once. To test the validity and reliability of the statements in the questionnaire, this study conducted a validity test and reliability test. The analysis carried out was assisted by using the SPSS version 25 application.

RESULT

Validity testing is an important aspect in measuring data through questionnaires. According to Reinaldo & Chandra (2020), validity tests are used to determine the extent to which a questionnaire is able to measure what it should measure. Validity helps ensure that the questions in a questionnaire accurately reflect the concept or variable it is intended to measure. The validity testing process includes testing the correlation between the variables measured and the questions in the questionnaire which can be seen in Table 1.

Table 1. Validity Test

Variables	Statement	Correlation	(N)	Information
Product Quality (X1)	X1.1	0.801	0.196	Valid
	X1.2	0.828	0.196	Valid
	X1.3	0.882	0.196	Valid
	X1.4	0.814	0.196	Valid
	X1.5	0.804	0.196	Valid
Price Promotion (X2)	X2.1	0.804	0.196	Valid
	X2.2	0.800	0.196	Valid
	X2.3	0.726	0.196	Valid
	X2.4	0.780	0.196	Valid
	X2.5	0.803	0.196	Valid
Brand Image (X3)	X3.1	0.844	0.196	Valid
	X3.2	0.803	0.196	Valid
	X3.3	0.815	0.196	Valid
	X3.4	0.775	0.196	Valid
	X3.5	0.833	0.196	Valid
Buying decision (Y)	Y.1	0.864	0.196	Valid
	Y.2	0.835	0.196	Valid
	Y.3	0.847	0.196	Valid
	Y.4	0.843	0.196	Valid
	Y.5	0.869	0.196	Valid

The results of factor analysis in Table 1 show that all measurement indicators on the variables of product quality, price promotion, brand image and purchasing decisions are valid, because all loading factor values are > 0.5 and all items are clustered in one different factor. So it can be concluded that each indicator in each variable is valid and capable of being analyzed. If the answers to a questionnaire are consistent from the respondent, it will produce a reliable questionnaire. In the reliability test, it is called reliable or reliable if it meets the rules, namely if the Cronbach's Alpha value is > 0.60, so that all instruments are suitable for use in research (Reinaldo & Chandra, 2020).

Table 2. Reliability Test

Variables	Cronbach's Alpha	Reliable Standards	Information
Product quality	0.882	0.60	Reliable
	0.882	0.60	Reliable
	0.882	0.60	Reliable
	0.882	0.60	Reliable
	0.882	0.60	Reliable
Price Promotion	0.841	0.60	Reliable
	0.841	0.60	Reliable
	0.841	0.60	Reliable
	0.841	0.60	Reliable
	0.841	0.60	Reliable
Brand Image	0.873	0.60	Reliable
	0.873	0.60	Reliable
	0.873	0.60	Reliable
	0.873	0.60	Reliable
	0.873	0.60	Reliable
Buying decision	0.905	0.60	Reliable
	0.905	0.60	Reliable
	0.905	0.60	Reliable
	0.905	0.60	Reliable
	0.905	0.60	Reliable

Table 2 shows the product quality variable (X1), all indicators have a Cronbach's Alpha value > 0.60 , so it can be concluded that all indicators are declared reliable. The price promotion variable (X2) all indicators have a Cronbach's Alpha value > 0.60 , it can be concluded that all indicators are declared reliable. The brand image variable (X3) all indicators have a Cronbach's Alpha value > 0.60 , it can be concluded that all indicators are declared reliable. The purchasing decision variable (Y) all indicators have a Cronbach's Alpha value > 0.60 , it can be concluded that all indicators are declared reliable.

The classical assumption test is used to determine and describe whether there are deviations from classical assumptions or not from the data of the respondents. In this study, the classical assumption test is only a supporting factor to clarify whether the data generated gets a good model. The Normality Test serves to test whether the residual value under study can produce a normal or abnormal distribution (Reinaldo & Chandra, 2020). The results of the normality test if it produces > 0.05 , it can be declared a normally distributed residual value (Saputra, 2022).

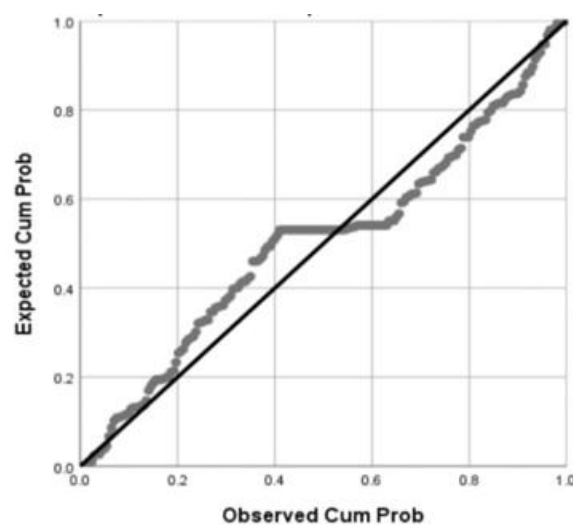


Figure 1. Normality Test with P-Plot

The histogram graph in Figure 1 shows a distribution pattern deviating to the right, which means the data is normally distributed. The P-Plot figure you can see the points following and approaching the diagonal line, so it can be concluded that the regression model meets the normality assumption. Normality tests with histogram graphs and P-P Plot graphs need to be strengthened with statistical tests. Statistical tests use the Kolmogorov Smirnov test. The results of normality tests with graphs are sometimes different from the results of statistical tests. The graph looks normal, but statistically it could be the opposite.

Multicollinearity test is conducted to test whether the regression model found a correlation between independent variables. In this study, if there are no multicollinearity symptoms, the tolerance value > 0.10 and the VIF value < 10 (Saputra, 2022). Heteroscedasticity test is carried out to test whether in the regression model there are different variants of the residuals of one study with another study. The invalid regression model is because the heteroscedasticity assumption is not met. Because there is no heteroscedasticity in the regression model if the significant value is > 0.05 .

Table 3. Multicollinearity and Heteroscedasticity Test

	Variables	Tolerance	VIF	Information
Multicollinearity	Product quality	0.450	2.224	Multicollinearity does not occur
	Price Promotion	0.436	2.295	Multicollinearity does not occur
	Brand Image	0.481	2.079	Multicollinearity does not occur
Heteroscedasticity	Product quality	-1.888	0.061	Heteroscedasticity does not occur
	Price Promotion	-0.637	0.525	Heteroscedasticity does not occur
	Brand Image	-0.650	0.517	Heteroscedasticity does not occur

The data in Table 3 shows that the multicollinearity test for each independent variable has a tolerance > 0.10 and VIF < 10.00, so it can be concluded that neither the brand image trust nor price variables have a relationship between the independent variables. So, there is no multicollinearity. On the other hand, the heteroscedasticity test on product quality, price promotion, and brand image has a sig value. > level of sig 0.05, so it is said that the resulting data does not occur heteroscedasticity.

The coefficient of determination test aims to determine how large the percentage of independent variables is in influencing the dependent variable. Then the F test aims to determine the independent variables (product quality, price promotion, and brand image) simultaneously affect the dependent variable (purchase decision) (Sakinah & Firmansyah, 2021).

Table 4. R² and F Test

Model	R	R Square	F	Sig
1	0.837	0.697	150.226	0.000

The data shown in Table 4 shows that the results of calculating the R Square (R²) value are 0.697 or 69.7%, which means that the variables of product quality, price promotion and brand image (independent variables) can explain variations in purchasing decision variables (dependent variables). amounted to 15% while the remainder (100% - 69.7% = 30.3%) was explained by other factors not included in this regression model. Then the sig value is 0.000 < 0.05 and the F value is 150.226 > F table 2.65, it can be concluded that there are variables of product quality, price promotion, and brand image simultaneously or together on purchasing decisions.

The t test is used to determine how much influence the relationship between the independent variable and the dependent variable has individually (Reinaldo & Chandra, 2020). Meanwhile, multiple linear regression tests are used to determine the effect of independent variables on the dependent variable, where the independent variables are (X₁ = product quality), (X₂ = price promotion), (X₃ = brand image). While the dependent variable is (Y = purchase decision). In addition, regression analysis is also used to test the correctness of the hypothesis proposed in this study.

Table 5. Results of t and multiple linear regression test

Variables	t Test			Multiple Linear Regression Test			
	t _{hitung}	t _{tabel}	Sig.	B	Std. Error	Beta	T
(Constant)				-.342	1.063		-.322
Product quality	5,379	1,972	0,000	.317	.059	.316	5.379
Price Promotion	7,063	1,972	0,000	.459	.065	.422	7.063
Brand Image	3,527	1,972	0,001	.233	.066	.201	3.527

From the data in Table 5, shows that the influence of product quality (X₁) on purchasing decisions (Y), based on the results of the t test analysis, it was obtained that t count was 5.379 > t table 1.972 and the sig value was 0.000 < 0.05, meaning H₀ was accepted, indicating that the product quality variable has a positive and significant effect on purchasing decisions. The effect of price promotion (X₂) on purchasing decisions (Y), based on the results of the t test analysis, obtained the results of t_{count} 7.063 > t_{table}

1.972 and a sig value of $0.000 < 0.05$, means that H_0 is accepted, indicating that the price promotion variable has a positive and significant effect on purchasing decisions. The effect of brand image (X3) on purchasing decisions (Y), based on the results of the t test analysis, obtained the results of $t_{\text{count}} 3.527 < t_{\text{table}} 1.972$ and a sig value of $0.001 < 0.05$, means that H_0 is accepted, indicating that the brand image variable has a positive and significant effect on purchasing decisions. While the results of the regression equation $Y = -0.342 + 0.317 X_1 + 0.459 X_2 - 0.233X_3 + e$. The constant coefficient (b0) of -0.342 indicates that product quality, price promotion, and brand image do not occur purchasing decisions, the value of purchasing decisions is -0.342. The X1 coefficient (b1) of 0.317 indicates that the higher the level of product quality provided, the higher the level of consumer purchasing decisions. The X2 coefficient (b2) of 0.459 indicates that the higher the price promotion provided, the higher the level of consumer purchasing decisions. The X3 coefficient (b3) of 0.233 indicates that the higher the brand image provided, the higher the level of consumer purchasing decisions.

DISCUSSION

The results of the t test show that partially product quality has a positive and significant effect on purchasing decisions. The results of this study are in line with research conducted by Sakinah & Firmansyah (2021) and Sabita & Mardalis (2023), product quality has a positive and significant influence on purchasing decisions. Product quality is the totality of characteristics and features provided through a product or service that depends on its ability to satisfy explicit or implied needs (Wantara & Tambrin, 2019). Perceptions of product (or service) quality depend on several information signals from people related to the product (Kuswati, 2023). Good product quality will attract consumers' attention to buy the product. From several results it can be concluded that the definition of product quality is a criterion regarding whether a product can be enjoyed or not for purchasing interest or purchasing decisions.

The results of the t test show that price promotions partially have a positive and significant effect on purchasing decisions.. The results of this study are in line with research conducted by Desideria & Wardana (2020) and Kalonta et al. (2021), price promotion has a positive and significant influence on purchasing decisions. Price is the main factor that can influence a buyer's choice, price plays a role in determining consumer purchases, for this reason, before setting a price, the company should look at several price references for a product that is considered quite high in sales (Fera & Pramuditha, 2021). Promotion can make it easier to find consumers and can provide interesting information for potential customers. Price promotion itself can also help increase demand on consumers who are sensitive to the price of a product. Promotion is an activity that aims to provide information, persuasion and influence on potential buyers and consumers to buy or use the products and services being promoted (Saputra, 2022).

From the results of the t test it is known that partially Brand Image has a positive and significant effect on Purchasing Decisions. The results of this study are in line with research conducted by Maulana et al. (2021) and Wahyoedi (2021), brand image has a positive and significant influence on purchasing decisions. Consumer purchasing decisions are influenced by how the purchasing decision-making process is carried out (Tenady & Fuad, 2020). Purchasing decisions are a thought where individuals evaluate various options and make choices about a product from many choices (Yusuf, 2021). Meanwhile, brand image is an impression of consumers of a brand. Consumers often buy products with well-known brands because they feel more comfortable with well-known things, assuming that well-known brands are more reliable, available and easy to find, and undoubtedly of high quality, so that more well-known brands are more often chosen by consumers than unknown brands (Lestari & Noersanti, 2020).

CONCLUSION

The results of the study indicate that product quality, price promotion, and brand image have a positive and significant influence on purchasing decisions. This phenomenon reinforces the importance of these factors in driving consumer behavior in the purchasing process. Product quality has a strong impact on purchasing decisions. Product quality is an aspect that is the main consideration for consumers in choosing products. Consumers tend to be more inclined to buy products that are considered to have good quality because they are believed to provide added value and maximum satisfaction. Apart from product quality, price promotion also has a significant role in influencing purchasing decisions. Price promotions, such as discounts, rebates, or other special offers, are able to attract consumers' attention and make them more likely to buy the product. This is especially true for consumers who are price-sensitive and look for the best value in their purchases.

Brand image is an important factor in determining purchasing decisions. Brand image includes consumer perceptions of a brand, including reputation, brand identity, and associations associated with the brand. Consumers tend to choose products from brands that have a strong and positive image because they are considered more reliable and provide consistent satisfaction. From the results of this study, it can be concluded that marketing strategies that pay attention to product quality, price promotion, and brand image can increase product attractiveness and positively influence consumer purchasing decisions. These aspects need to be considered and managed well and efforts to increase sales and strengthen its position in the market. Furthermore, further research can also be carried out to explore other factors that influence purchasing decisions, such as customer service, product innovation, or environmental factors that are increasingly becoming a concern for consumers. With a deeper understanding of consumer behavior and the factors that influence it and developing more effective marketing strategies and optimizing its performance in an increasingly competitive market.

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