

The Influence of Product Quality, Brand Image, and Price on Purchasing Decisions on Wardah Cosmetic Products

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Abstract

This study aims to examine the effect of product quality, brand image, and price on purchasing decisions on Wardah cosmetic products. The research data was obtained from distributing questionnaires to the research object with a sampling technique using purposive sampling. This type of research is quantitative. Respondents in this study were female students in Jember with a total of 40 respondents. Data analysis in this study used Validity Test, Reliability Test, Normality Test, Multicollinearity Test, Heteroscedasticity Test, Multiple Linear Regression Analysis Test, Determination Test (R²), t Test, F Test. The results of this study indicate that product quality, brand image, and the price have a significant effect partially or simultaneously, this is evidenced by the value of t count > t table and the test value of F count > F table. The coefficient of determination (R²) is 0.786, which means that purchasing decisions can be explained by variables of product quality, brand image, and price of 78.6%, while 21.4% is explained by other variables not included in this study.

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

Introduction

Along with the increasing needs of Indonesian people's lifestyle to create a beautiful and attractive appearance, more and more people need cosmetics. This causes cosmetic manufacturers in Indonesia to compete tightly in fighting for the existing market share. With the competition that very competitive from cosmetic manufacturers, giving consumers many alternative choices to buy cosmetics that suit their wishes.

Cosmetics have now become a human need that can no longer be underestimated. If we realize that both women and men every day cannot be separated from cosmetics, such as body lotion for the skin, deodorant, lipstick, mascara, and many more. Now it is increasingly felt that cosmetics are a primary need as a way to beautify oneself. In fulfilling their needs, a person will choose a product that can provide the highest satisfaction and quality, specifically the factors that create the highest satisfaction are different, but in general the factors are such as product quality, brand image, and price.

Competition in the business world is getting stronger and tighter. Therefore, entrepreneurs compete to capture the attention of consumers so that their companies continue to develop and grow so as to increase company profits as the company's main goal. This is easier to achieve if the company continues to implement good and correct marketing strategies, even being able to dominate the market.

This condition reflects a phenomenon that occurs that people are becoming more critical in choosing cosmetic products. This critical nature has characteristics such as people wanting the most complete service possible, quality products, product image, affordable prices and satisfactory facilities that are all contained in one product.

In implementing the marketing mix, the quality of a product must be in accordance with what has been promised. Budiyo, Bernard NM (2004) in Ardiansyah & Aryanto (2012) said that quality is the perception and expectation of consumers towards the performance of a product. Companies must be able to read carefully the opportunities for the needs and desires of their consumers.

In addition to the quality of the product that is considered by consumers in purchasing, namely brand image. According to Ratri (2007), brand image is an association of all available information about the products, services and companies of the brand in question.

In addition to product quality and brand image, the consumer's problem in choosing a product is price. Price is also one of the consumer factors in determining purchasing decisions. In addition, price can also be said to be an exchange value that can be equated with money or other goods for the benefits obtained from a good or service, for a person or group, at a certain time and place.

Therefore, in relation to purchasing decisions, according to Philip Kotler & Kevin Lane Keller (2009) purchasing decisions are an integration process used to combine knowledge to evaluate two or more alternative behaviors and choose one of them. Purchasing decisions are individual activities that are directly involved in making decisions to make purchases of products offered by sellers.

From these problems, it is necessary to research purchasing decisions with several supporting variables, namely product quality, brand image, and price.

Method

Research Object

PT Paragon Technology and Innovation (PTI) is a company engaged in the field of cosmetic production. Wardah is one of the cosmetics produced by PTI. This company was founded by Dra. Hj. Nurhayati Subakat, Apt. on February 28, 1985. Wardah cosmetics are a well-known cosmetic brand, one of the original Indonesian cosmetics specifically for Muslim women who want to use safe cosmetics that do not contain harmful ingredients and are halal certified. And there are many products and types that have been issued by Wardah cosmetics, such as Wardah Skin Care, Wardah Hair Care, and Wardah Body Care.

Population

The population taken in this study were female students in Jember aged 17-25 years.

Sample

The number of samples that can be taken is 10x4 variables, namely 40 respondents who are female students in Jember.

Sampling

The sampling technique used in this study uses a non-probability sampling technique, namely purposive sampling.

Variable Identification

a. Independent Variable

In this study, the independent variables are Product Quality (X1), Brand Image (X2), Price (X3).

b. Dependent Variable

The dependent variable in this study is the Purchase Decision (Y).

Operational Definition Of Variables

a. Purchase Decision (Y)

According to Philip Kotler & Kevin Lane Keller (2009, p. 184), purchasing decisions are an integration process used to combine knowledge to evaluate two or more alternative behaviors and choose one of them.

b. Product Quality (X1)

According to Kotler and Armstrong (2008), product quality is a potential strategic weapon to defeat competitors. The ability of product quality to demonstrate various functions including durability, reliability, accuracy, and ease of use.

c. Brand Image (X2)

Tjiptono (2011, p2), is of the opinion that the definition of a brand is " a brand is a sign in the form of a picture, name, word, letters, numbers, color arrangement, or a combination of these elements which has distinguishing power and is used in the trading of goods or services".

Method Of Collecting Data

Data collection in this study used questionnaires and literature studies.

Data Analysis Method

In analyzing data using Data Instrument Test (Validity Test, Reliability Test), Classical Assumption Test (Normality Test, Multicollinearity Test, Heteroscedasticity Test), Multiple Linear Regression Analysis, Determination Coefficient (R^2), Hypothesis Test (t Test, F Test).

Results and Discussion

1. Product Quality (X1) on Purchasing Decision (Y)
The results of the multiple regression analysis of the t-test, show that the t count on the product quality variable (X_1) is 3.932 and the t table is 2.02809. This shows that the $t_{count} > t_{table}$, so H_0 is rejected and H_1 is accepted. So the hypothesis that states "It is suspected that product quality has a partial effect on purchasing decisions on Wardah cosmetic products" is proven.
2. Brand Image (X2) on Purchasing Decision (Y)
The results of the multiple regression analysis of the t-test, showed a calculated t value on the brand image variable of 3.114 and a t table of 2.02809. This shows that the $t_{calculated} > t_{table}$, so H_0 is rejected and H_1 is accepted. So the hypothesis stating "It is suspected that brand image has a partial effect on purchasing decisions on Wardah cosmetic products" is proven true.
3. Price (X3) to Purchase Decision (Y)
The results of the multiple regression analysis of the t-test, showed a calculated t value on the price variable of 2.662 and a t table of 2.02809. This shows that the $t_{calculated} > t_{table}$, H_0 is rejected and H_1 is accepted. So the hypothesis that states "Price is Suspected to Have a Partial Influence on Purchasing Decisions on Wardah Cosmetic Products" is proven.
4. Product Quality (X1), Brand Image (X2), Price (X3) on Purchasing Decisions (Y)
It can be proven that the $F_{count\ value} > F_{table}$ then H_0 is rejected and H_1 is accepted, meaning that all independent variables have a simultaneous influence on the dependent variable. So the hypothesis that states "Product Quality, Brand Image, and Price Simultaneously Influence Purchasing Decisions on Wardah Cosmetic Products" is proven true.

Conclusion

Based on the results of research that researchers have done regarding The Influence of Product Quality, Brand Image, and Price on Purchasing Decisions on Wardah Cosmetic Products, it can be concluded as follows:

- a. The results of the study found the influence of product quality on purchasing decisions on Wardah cosmetic products. In this case, Wardah cosmetic companies must maintain and further improve the quality of their products, because by maintaining and further improving the quality of their products, consumers will not hesitate in determining purchasing decisions on Wardah cosmetic products.
- b. The results of the study show the influence of brand image on purchasing decisions. In this case, the company must have a positive brand image in the minds of consumers, then consumers will be loyal to various product lines, and willing to buy without hesitation.
- c. The results of the study show that price has an effect on purchasing decisions. In this case, the company must be able to maintain and improve the quality of existing products, because by maintaining and improving the quality of its products, the price offered will not be a problem for consumers.
- d. The results of the study on the influence of product quality, brand image, and price show that there is a simultaneous influence on purchasing decisions. This company must continue to maintain and improve good product quality, positive brand image, and prices that are in accordance with what consumers get.

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