

A STUDY OF THE ROLE OF PRICE, PRODUCT QUALITY, AND BRAND IMAGE ON PURCHASING DECISIONS FOR COSMETICS PRODUCTS

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Abstract - Before making a decision to buy a product, consumers need to rationally consider various factors. By considering these factors rationally, consumers can make informed purchasing decisions that suit their needs. The objective of this study is to assess the influence of price, product quality, and brand image on the purchasing decisions of MS Glow products. Accidental sampling was employed, with 120 respondents participating. Multiple linear regression analysis was utilized to explore the association between the independent variables and the dependent variable. The research outcomes substantiate that price, product quality, and brand image significantly affect purchasing decisions. These findings have noteworthy implications for devising successful marketing strategies for companies. The implications of this study emphasize the significance of considering these factors to enhance consumer purchasing decisions.

Keywords: price, product quality, brand image, purchase decision, cosmetics.

INTRODUCTION

Over time, the lifestyle of society has been transformed due to the impact of the prevailing trends. One concrete example is the rapid growth of the cosmetics market today. The increasing public awareness of the importance of the appearance, beauty, and health of facial skin as a basic need in supporting various daily activities This shows how much people care about their appearance and health.

Skin changes are a natural process that occurs as a person ages. Every individual wish to have glowing yet healthy skin, hence the increasing awareness of the importance of skin and facial care. This has resulted in an increase in the need for people to take care of their skin and faces to keep them healthy.

Sun exposure may have a negative impact on human skin health. However, each individual has unique skin characteristics, such as skin type, sensitivity, and specific skin conditions. Therefore, they face different challenges in making choices regarding beauty products that are right for their skin's needs. In choosing beauty products, consumers need to pay attention to the composition, quality, and compatibility of the product with their skin condition. Many factors need to be considered, such as the active ingredients used, non-irritating formulations, and testimonials and reviews of previous users. Awareness and knowledge of skin needs, as well as an understanding of the products available on the market, are essential in order to make the right choice and optimize their skincare. This is evident in the presence of several local skincare brands, one of which is MS Glow.

MS Glow has become one of the local skincare brands that is highly favored by the majority of Indonesians and is also the best-selling local skincare brand on e-commerce platforms. This phenomenon reflects the high popularity and great interest in skincare products from MS Glow. In choosing from a wide range of skincare products, consumers need to carefully consider and select products from companies that are safe, fit their needs, and have reliable quality among the many skincare brands available on the market. It is important for consumers to find the right product for their skin type.

For this reason, manufacturers must develop effective strategies to attract consumers' purchasing interest in their products (Hidayat et al., 2015; Padma et al., 2018). Manufacturers need to understand consumer needs and preferences, offer competitive prices, guarantee product quality, and build a positive image and reputation to increase product attractiveness for consumers (Ahmad et al., 2014; Kiley et al., 2015). Thus, manufacturers can form a strong bond between their products and consumers, which in turn will encourage purchase interest (Chen et al., 2015). This includes a continuous process which is defined as a complex activity involving a series of steps, from product selection, information acquisition, evaluation of alternatives, to final decision making. Understanding this process is very important for marketers to be able to influence consumers in choosing the products or services they offer (Kurniawan et al., 2023).

Rossiter (2003) suggests there are three main stages of the decision-related process. The first stage is selection, where consumers identify needs or desires that need to be met through purchases. This stage involves problem recognition, information gathering, and setting criteria for product selection. The second stage is acquisition, where consumers search for and obtain relevant information regarding the product they wish to purchase. This process can involve visits to physical stores, online browsing, reading reviews and consulting with others. Consumers seek information about the product's features, benefits, price, brand and quality to help them make an informed decision. The final stage is evaluation, where consumers evaluate existing product alternatives based on predetermined criteria. Evaluation is carried out by comparing

product attributes, considering price, quality, brand, and other relevant factors (Issalillah et al. 2021). The results of this evaluation will influence the final decision to make choices according to their needs and preferences. In addition, Kotler et al. (1999) emphasize that the purchasing decision-making process is also influenced by marketing and environmental factors. Marketing stimuli, such as promotions, advertisements, and brands, can influence consumer awareness and interest in a product (Anjanarko & Ernawati, 2020). Meanwhile, environmental factors, such as culture, social groups, and economic situations, can also influence consumer perceptions and preferences in the purchasing decision-making process.

This study will examine three variables that play a role in determining product purchasing decisions: price, product quality, and the brand image of MS Glow products. The price variable will study how the price of MS Glow products affects consumer purchasing behavior and whether the price offered is considered affordable and in accordance with the value provided by the product. Price is one of the important factors used by marketers in dealing with the market, both to attract purchasing interest, make purchasing decisions, retain customers, and compete with competitors (Boonlertvanich, 2009). According to Ahmad and Vays (2011), consumers' views on price refer to how they assess the price of a product, whether it is considered expensive, cheap, or appropriate, which in turn can affect consumer interest in making purchases.

Furthermore, the product quality variable will explore consumer perceptions of MS Glow product quality, whether the product meets consumer expectations in terms of performance, reliability, and user satisfaction. The quality of each product is important regarding consumer decision making (Khayru & Issalillah, 2021). Consumers tend to consider the results provided by the product before they decide to buy it. Good product quality can provide satisfaction to consumers, increase trust, and strengthen the bond between consumers and the product brand. Consumers tend to choose products that have a high-quality reputation and provide the expected benefits. Therefore, marketers need to focus on developing and maintaining quality to fulfill buyer expectations, and win competition in the market. By offering quality products, companies can build a positive image and increase consumer loyalty, which in turn will have a positive impact on sales and the long-term success of the company. In the view of Lee and Tai (2009), marketing managers have an important role in implementing marketing strategies and activities aimed at improving consumer perceptions of superior product quality. A study conducted by Toivonen (2012) revealed that the perceived quality of a product is related to its technical characteristics and performance aspects.

Finally, the brand image variable will examine how MS Glow's brand image affects consumer perceptions, whether this brand is considered credible, trustworthy, and meets consumer expectations. The findings put forward by Rindell et al. (2011) show that brand image has a positive and significant impact on consumer purchasing patterns. Ryu et.al. (2008) argue that brand image has a crucial role in influencing customers' subjective perceptions and resulting behavior. Brand image reflects how brands are seen, interpreted, and connected by consumers. Customers' subjective perceptions of brand image will affect their attitudes towards the product, trust in the brand, and subsequent purchase intentions and consumption behavior. A strong and positive brand image can create greater appeal, differentiate the brand from competitors, and build an emotional bond between the brand and consumers. In addition, a positive brand image can also provide trust and confidence to consumers about the quality, reliability and value of the products offered. Therefore, it is important for companies to plan the right strategy in building and maintaining a positive brand image, by consistently communicating brand values, providing satisfying experiences to consumers, and meeting their expectations and needs. According to Aghekyan-Simonian et al. (2012), the more positive the brand image that is formed, the higher the attitude that consumers have towards products, brands and attributes.

This research was conducted with the aim of presenting an in-depth understanding of the various factors that influence purchasing decisions for MS GLOW products and can provide valuable insights for companies in developing marketing strategies and strengthening their brand position in the market.

RESEARCH METHODS

This correlational marketing research will seek to determine the role of price, product quality, and brand image on purchasing decisions for MS Glow in Mojokerto City. The sample is made up of housewives who are visitors to Sunrise Mall in Mojokerto City. Sampling was done using the accidental sampling technique. Furthermore, data collection was carried out by distributing questionnaires to visitors. Data collection was carried out for three days, so the total sample was 120 people because not all visitors were willing to fill out the questionnaire.

According to Chih (2012), the dimensions of price are: (a) the benefits of the product offered are comparable to the price set; (b) the opportunity to receive discounts; (c) price comparison with competitor prices; (d) overall consumer satisfaction with product prices; (e) consumer consideration of information. According to Teas and Argawal (2000), there are three important aspects in the perception of product quality, including: (a) the product's ability to meet functional needs; (b) product durability, or the length of time the product can be used; and (c) safety factors in product use. According to Martinez et al. (2008), brand image consists of dimensions such as (a) liking, (b) attributes, (c) product value, (d) reasons for buying a product brand compared to other product brands, and (e) whether the brand is different from other competing brands. According to Boonlertvanich (2009), the dimensions of purchasing decisions are (a) the purpose of buying a product; (b) the brand information selection process; and (c) brand selection stability.

The data provided by the respondents will be further investigated through statistical analysis. To perform the analysis, the multiple linear regression method will be used. In the analysis process, data normality tests, multicollinearity tests, heteroscedasticity tests, F tests, and t tests will be conducted as hypothesis testing. To carry out this analysis, SPSS statistical software will be used as a tool.

RESULTS AND DISCUSSIONS

The attempt to find out the validity of this study was carried out by analyzing factors and comparing the total score with the individual scores on each factor. If there is a positive correlation between the factor score and the total score with a significance value greater than 0.05, it can be concluded that the factor has a strong construction. The results of the analysis using SPSS show that all factors have met the validity criteria, which means that all statements in the research instrument are valid.

Furthermore, the reliability test results also show that the variables of price (0.872), product quality (0.799), brand image (0.869), and purchasing decisions (0.748) are declared reliable. The Cronbach's alpha value for all variables exceeds 0.60, which indicates that the measurement of all variables can be considered reliable.

Table 1
Reliability test results

No	Variables	Cronbach's Alpha	Status
1	Price (X.1)	0.872	Reliable
2	Product quality (X.2)	0.799	Reliable
3	Brand image (X.3)	0.869	Reliable
	Purchasing Decisions (Y)	0.748	Reliable

Source: SPSS Output

In addition, the normality test is used to check whether the residual regression model in the population is normally distributed. The results of the normality test from the SPSS analysis can be seen in Figure 1. The distribution of the points means that the data is completely normal.

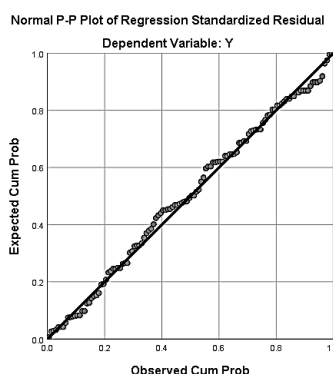


Figure 1. Normality Test
Source: SPSS Output

The heteroscedasticity test is used to evaluate whether there are differences in variance in the regression model. In the scatterplot analysis, it is expected that there is no clear pattern and the points are spread evenly. Figure 2 shows the results of the heteroscedasticity test in this study. It can be observed that the dots on the scatterplot are spread evenly without showing a regular pattern. Thus, it can be concluded that there are no signs of heteroscedasticity in the data.

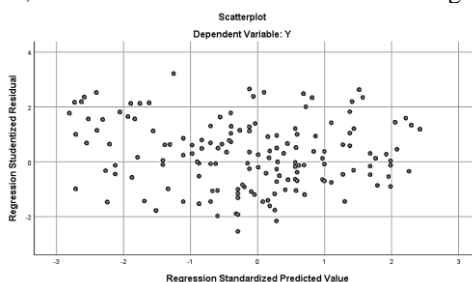


Figure 2. Heteroskedasticity Test
Source: SPSS Output

The Durbin-Watson value of 1.997 indicates that there is no indication of autocorrelation in the data. The multicollinearity test is used to evaluate the regression model against the research variables, and the regression model is considered good if there is no multicollinearity. The multicollinearity test data in this study are listed in Table 2. Based on this table and from the analysis, it is evident that all independent variables exhibit VIF values below 10 and tolerance values exceeding 0.10. As a result, it can be inferred that there is no presence of multicollinearity among the variables.

Table 2
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	16.240	3.561		4.561	.000		
X.1	3.768	.560	.349	6.729	.000	.688	1.453
X.2	5.052	.559	.470	9.039	.000	.685	1.459
X.3	3.422	.697	.265	4.906	.000	.634	1.577

Source: SPSS Output

Based on the results in Table 2, it can be seen that the constant value (16.240) and the price coefficient (X.1) are 3.768, the product quality coefficient (X.2) is 5.052, and the brand image coefficient (X.3) is 3.422. Therefore, the regression equation can be formulated as follows: $Y = 16,240 + 3,768X.1 + 5,052X.2 + 3,422X.3$. Furthermore, in the t-test for each independent variable, a significance value of 0.000 was found, which is smaller than 0.05. This indicates that all independent variables exert a substantial impact on purchasing decisions.

Table 3
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18298.879	3	6099.626	141.310	.000 ^b
	Residual	5007.113	116	43.165		
	Total	23305.992	119			

Source: SPSS Output

In the F test, the calculated F value is 141.310. This shows that there is a significant difference between the variance of the independent variables on the purchasing decision variable. In addition, the significance value (sig), which is smaller than 0.05, indicates a simultaneous influence between the independent variables on the purchasing decision variable.

Table 4
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.886 ^a	.785	.780	6.570	1.997

Source: SPSS Output

Based on the data results, the adjusted R square value is 0.780. This shows that about 78% of the variation in the purchasing decision variable can be explained by the price, product quality, and brand image variables examined in this study. Meanwhile, the remaining 22% can be influenced by other factors not examined in this study.

Price is proven to have a role in MS Glow purchasing decisions. This is in accordance with the findings of Agustina et al. (2018), Khayru et al. (2021), Jahroni and Putra (2022), and Rangian et al. (2022). Thus, when consumers choose a product, price is one of the important factors to consider (Retnowati et al., 2021). Prices that are considered reasonable and comparable to the value of the product tend to influence purchase interest, while prices that are too high can be an obstacle for consumers in making purchasing decisions (Khasanah et al., 2010).

Product quality is proven to be a determinant of MS Glow purchasing decisions. This is in accordance with the findings of Oktavia et al. (2022) and Rangian et al. (2022). Consumers tend to consider product quality as a determining factor in choosing whether to buy MS Glow products or not. If MS Glow products are considered to have good quality, consumers are more inclined to buy them. Good quality can include product performance, reliability, durability, quality raw materials, and conformity to consumer expectations and needs (Khayru, 2021; Lestari, 2022).

Brand image also has a role in shaping purchasing decisions for MS Glow products. This is in accordance with the findings of Agustina et al. (2018); Oktavia et al. (2022); and Putra (2022). Brand image refers to the perceptions, associations, and reputation associated with the MS Glow brand in the eyes of consumers. If consumers have a positive perception of the MS Glow brand image, such as a good reputation, reliable quality, or compatibility with desired values, they tend to be more inclined to choose and buy MS Glow products.

CONCLUSIONS

From this study, it is concluded that all independent variables have a real role in shaping MS Glow purchasing decisions. This will be a contribution for companies in formulating marketing strategies. In choosing a product, consumers consider price as an important factor. If the price of the product is reasonable and proportional to the value provided, this can trigger purchase interest. On the other hand, if the price is too high, it can hinder purchasing decisions. Therefore, companies need to carefully plan pricing strategies to influence consumer purchasing decisions and increase sales of MS Glow products. Product quality assurance must be in place before making an offer to the market. Therefore, companies need to maintain and improve the quality of MS Glow products in order to influence consumer purchasing decisions and create sustainable customer satisfaction. Brands that have a strong image will bring credibility to the brand for consumers and provide encouragement to choose MS Glow products over competing brands, so this requires producers to form and maintain branding efforts for the best possible brand through marketing strategies, consistent product quality, and good interactions with customers in order to influence consumer purchasing decisions and build loyalty to the MS Glow brand. By gaining an in-depth understanding of purchase decision-making and the various factors that determine it, marketers can design effective strategies to attract consumers' attention, influence their perceptions, and encourage product purchases.

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