



The influence of brand image product quality and price on purchase decisions of garnier facial cleanser products in South Cikarang

Melissa Eka Murti Hartono¹, Primaraga Sumantri Indra Wicaksana²

^{1,2}Faculty of Economics and Business, Pelita Bangsa University, Bekasi, Indonesia

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ABSTRACT

This study intends to investigate how brand image, product quality, and price affect consumers' decisions to buy Garnier facial washing soap. Quantitative research is the method employed. Nonprobability sampling using accidental sampling methodology is the sampling technique, and the sample size is 100 persons. The general populace in South Cikarang who use Garnier facial cleanser makes up the study's sample. Version 25 of SPSS software was utilized in this investigation. The analytical approach utilized included the tests for normality, multiple regression, the t test, and the coefficient of determination. The study's findings are as follows: Based on all of the aforementioned tests regarding the influence of brand image on purchasing decisions, the sig results are greater than 0.05, specifically 0.157, and the t-count value is 1.426 with a t-table less than 1.660, indicating that this has a negative impact on brand image but is not significant to purchasing decisions. Based on all the tests that have been conducted above regarding the impact of product quality on purchasing decisions, it is clear from the study's findings that there is a significant positive influence on product quality and that the sig value of 0.001 is less than 0.05 and that the calculated t value is 3.557 with the t table 1.660. Based on all of the tests that have been run to determine the impact of price on purchasing decisions, it is clear from the findings of this study that there is a positive and significant impact of price on those decisions. The calculated t value is 5.720 with t table 1.660, and the sig value of 0.000 is smaller than 0.05.

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Corresponding Author:

Melissa Eka Murti Hartono,
Management,

Pelita Bangsa University,

Jl. Inspeksi Kalimalang No.9, Cibatu, Kec. Cikarang Selatan, Kab. Bekasi, Jawa Barat, 17530

Email: ekamelissa87@gmail.com

INTRODUCTION

Today's business environment is more competitive than ever before. Producers, in particular, must constantly innovate and exercise critical thought when creating products like goods and services. All of that is a result of the more fiercer rivalry and quickening pace of change in every area. The cosmetics sector is just one among them. Various sorts of beauty products are growing in popularity as society develops. They originate from both inside and outside the nation. Both the consumption

of beauty goods and public awareness are rising. The use of cosmetics increased by 7% between 2021 and 2020, from a reported 5.9 percent usage in 2020. According to projections, it will continue to rise in 2022, which the Central (Goodstats.id, 2022).

Although many young guys also participate in facial treatments, young women typically perform them. Our features can appear lifeless and unconfident due to daily activities that are frequently performed both indoors and outdoors. Teenagers might therefore employ a variety of remedies in their daily life. It takes very little time and is simple to clean your face. Teenagers wipe their faces with facial cleaning soap as one technique to care for their skin. Over time, the industry has grown to include a wide variety of useful and simple-to-use product options. Therefore, it is not difficult for customers to purchase these goods.

It's crucial to pay attention to the buying decision because it will undoubtedly influence the decision of what product is best for your facial skin type. As a result, the producers decide on a marketing plan for the goods they sell. The company's ability to influence consumer purchasing decisions is significantly aided by its high-quality products, which consumers value, its attempts to build relationships with customers, the way it incorporates customer branding into its marketing plans, and its innovation in developing new product varieties. Many decisions are frequently involved in complex decision-making processes. Making decisions includes selecting one from two or more options. Although many young guys also participate in facial treatments, young women typically perform them. Daily routines that frequently take place both inside and outside.

At different stages of the decision-making process, the most appropriate purchase behavior is chosen among two or more alternative behaviors, and purchasing decisions are problem-solving activities in which this is true (Rezeki et al., 2022).

The steps involved in making a buying decision are recognizing difficulties, gathering information about a certain brand or product, determining the degree to which each alternative product may address the issue, and finally making a selection (Gunawan & Kunto, 2022).

Another meaning of a buying decision is an activity directly related to the choice of whether or not to acquire the items offered by the vendor (Hastoko & Wati, 2022).

According to (Rezeki et al., 2022), social, cultural, individual, and psychological aspects all play a role in influencing purchase decisions. While (Rezeki et al., 2022) list the following indications as factors in purchasing decisions: problem detection, information search, alternative evaluation, purchase decisions, and post-purchase behavior.

A phrase, logo, symbol, design, or combination of these is used to characterize a seller's goods or services and to set them apart from those of rival companies (Saputra & Putri, 2022). The concept that consumers have when thinking of a particular product name is known as a brand image (Kustina & Mardika, 2021).

Another definition of brand image is a strategy for raising customer awareness of a product so that it can impact consumer behavior when they are choosing between many competing well-known brands. When customers recall the product's brand (Albar & Iriani, 2022). (Zamhuri et al., 2021) list brand awareness, brand associations, perceived quality, and brand loyalty as factors that affect brand image. While (Kustina & Mardika, 2021) state that the manufacturer's, user's, and product images are the key brand image indicators.

One of the factors influencing purchasing decisions is brand image. A product's brand is a crucial factor in the success of a marketing campaign. A product becomes more deeply ingrained in consumers' thoughts if its brand image is strong. When a brand is deeply ingrained in the brains of consumers, they can recall it with ease. Customers are drawn to the facial washing soap from Garnier because of its brand image. One explanation is that Garnier's facial cleanser's catchphrase, "We Invite Teenagers to Love Yourself," has become ingrained in consumers' brains. based on research (Safika & Raflah, 2021) that demonstrates how much brand image affects consumers' decisions to buy.

Product quality is another factor that influences a consumer's decision to buy. Product longevity, dependability, usability, simplicity of maintenance, and other elements all affect a product's capacity to serve its intended function (Pasaribu, 2022).

The consumer's impression of the advantages of a product's or service's quality, and if it matches their expectations, can be used to define product quality. To locate the money to satisfy consumers' unmet demands and desires, managerial insight and skill are required (Hakim & Juwita, 2021).

According to (Istiqamah et al., 2021), a product's ability to deliver adequate results or performance above and beyond what the consumer desires is another definition of product quality.

Markets, finances, human resources, management, employee motivation, raw materials, mechanization, machinery, and current information technologies are among the factors that influence product quality, according to (Tua & Andariyani, 2022). Performance, added features, conformity with specifications, reliability, durability, and aesthetics are among the factors used by (Pasaribu, 2022) to gauge a product's quality.

Every manufacturer is required to offer a specific standard of product quality since it helps with marketing. From a quality perspective, Garnier's products are good-looking since they are manufactured with components that are secure for consumers, can make the face appear evenly bright by removing dead skin cells from the face, and can treat facial acne. based on research (Pasaribu, 2022) that demonstrates how much product quality influences consumers' choices to buy. One factor that consumers take into account when purchasing a product is price. The cost of a good or service is known as the price. Price is typically the value displayed to clients to emphasize the advantages of purchasing goods or services (Dema & Rokhman, 2020). Price can be viewed as the worth of a good or service as assessed by the sum paid by a customer for a group of connected goods or services (Hakim & Juwita, 2021). The amount of money obtained through charging or evaluating the exchange of purchases for the use of products or services is another meaning of pricing (Nurahman & Indrianto, 2021).

According to (Pratiwi et al., 2019), economic conditions, supply and demand, demand elasticity, and competitive conditions are all factors that influence prices. Indicators used to determine prices, according to (Dema & Rokhman, 2020), include affordability, product compatibility, competitiveness, and benefit compatibility.

The secret to success for producers to increase the amount of products to be sold is proper pricing. So far, all categories can still afford the average price of Garnier goods. based on research showing that pricing has a substantial impact on purchasing decisions (Dema & Rokhman, 2020).

There are numerous face care products available on the market right now, particularly facial washing soap, all of which have different product brands and characteristics. a face cleanser made by Garnier. One of L'Oreal's beauty products is Garnier, which was established in France. The first L'Oreal company arrived in Indonesia in 1909. Garnier established a reputation as a healthy esthetician by providing natural remedies to combat pollution, UV rays, and acne after introducing plant-based hair treatments and later diversifying into skin care. Customers are encouraged to select and test out Garnier facial cleansing products if they believe they will fulfill their needs as a result. The public now has a very favorable perception of Garnier as a product. The Top Brand Index results for 2021-2022 are as follows: Five brands of facial washing soap are popular in Indonesia, with Pond's coming in first with a market share of 24.80% in 2021 and 24.50% in 2022, followed by two Biores in second place with a market share of 16.40% and 14.30% in 2022. Garnier, with a proportion of 14.50% and 14.40% in 2022, is in third place. Wardah follows in 2021 in fourth place with a percentage of 9.90%. and it will be 10.10% in 2022. Gatsby came in fifth place with percentages of 5.70% and 5.60%. Garnier managed to advance to second place in 2022 despite a percentage decline of 0.1% and is still the leading facial cleaning soap brand in the category (Award, n.d.).

According to the 7P analysis, which considers factors including price, product quality, product variant, promotion, and location, Garnier achieved the lowest price for a face cleansing product at Rp. 16,000 to Rp. 30,000, followed by Wardah at Rp. 35,000, Gatsby at IDR 23,000, and

Biore at Rp. 25,000 to Rp. 31,000. Garnier facial cleaning soap is created with safe ingredients and is BPOM and HALAL certified, judging by the standard of its goods. Then, BPOM and HALAL certified materials that are safe are used to make Wardah facial washing soap. The BPOM and Halal certifications, MUI registration, and use of only safe ingredients are all features of Pond's facial washing soap. Gatsby facial cleansing soap is BPOM and HALAL certified, and it is created from secure components. Effects of Brand Image, Product Quality, Perceived Price on Customer Satisfaction and Repurchase Intentions (Savitri & Wardana, 2018) is a previous study that is entirely replicated in this one. This study differs from the previous study in the following ways: subject, object, number of hypotheses, indicators, and samples used. In the previous study, the research subjects were consumers who used Oriflame brand cosmetic products in Denpasar City; the research object was Oriflame cosmetics; there were 7 hypotheses, 16 indicators, and 120 samples used in the study. In the meantime, the study I'm conducting at the moment employs Garnier product objects as the subjects. It contains 100 participants, 15 hypotheses, and 18 indicators. The researcher is interested in researching "The Influence of Brand Image, Product Quality, and Price on Purchasing Decisions on Garnier Facial Cleansing Soap Products in South Cikarang" based on the description that has been stated above.

RESEARCH METHOD

Types of research

According to (Sugiyono, 2017), this type of research is quantitative. To test specific populations or samples, collect data using analytical and quantitative or statistical research tools, and test predetermined hypotheses, this study uses quantitative methods, which can be interpreted as research methods based on the positivist philosophy.

Data analysis technique

Data management, tabulating data, and doing calculations to address problem formulation and hypotheses that have been put forth with variables and responders are all activities in data analysis. The IBM SPSS Statistics version 25 For Windows software program is utilized to process the statistical analysis method that was used in this study to test hypotheses.

Classic assumption test

To determine whether the confounding or residual variables in the regression model have a normal distribution, perform a normality test. The Kolmogorov-Smirnov and heteroscedasticity tests were employed in this work to determine whether there is an unequal variance between the residuals of one observation and another in a regression model. By examining whether there is a certain pattern on the scatterplot graph between SRESID and ZPRED, it is possible to ascertain whether there is heteroscedasticity. There is no heteroscedasticity if there is no obvious pattern and the points are evenly spaced above and below the value 0 on the Y axis. Heteroscedasticity is a bad sign for a regression model (Fera & Pramuditha, 2021).

Quantitative Test

Multiple Regression Analysis, Correlation Coefficient Analysis.

Hypothesis testing

Hypothesis testing is carried out by Partial Hypothesis Testing (t Test).

RESULTS AND DISCUSSIONS

Data Description

In this study, 100 respondents who had purchased Garnier facial washing soap were given questionnaires in order to collect data 36 statements total, separated into 4 variables and 5 categories, make up the questionnaire. According to the characteristics of the respondents and the questionnaire responses, virgins were described in this study.

Characteristics of Respondents

Five categories were used to categorize the characteristics of the respondents in this study, including gender, age, occupation, income, and possession of Garnier facial cleansing soap.

Instrument Data Test

Data instrument testing is needed to find out that the variables studied have a function as a means of proof including validity tests and reliability tests.

Validity test

A questionnaire's validity or invalidity is evaluated using a validity test. A questionnaire may specify the variables it is measuring. Therefore, validity seeks to assess if the survey's questions are capable of yielding the desired results. By adjusting the score of the statement items with the overall construct, the validity criterion can be ascertained (Fera & Pramuditha, 2021).

Here's how to tell if a variable meets the criteria or not:

- a. If all survey items are legitimate or $r \text{ count} > r \text{ instrument table}$.
- b. If all of the survey's items are invalid, or $r \text{ count} < r \text{ instrument table}$.

Reliability Test

A tool for evaluating a questionnaire with structural factors or indications is a reliability test. When respondents provide consistent or stable responses, a survey is deemed credible. One shot or one time measurement is the reliability test that is applied. Here, a single measurement is made, and the outcomes are compared to those of other questions or to the correlation between the responses to those questions. With the use of SPSS, dependability can be evaluated using the Cronbach Alpha statistical test. If a component or variable has a Cronbach Alpha value of 0.06 or higher, it is considered dependable (Ardista, 2021).

Multicollinearity Test

To determine whether the regression model identified a correlation between the independent variables, the multicollinearity test is used. Independent variables or correlations between independent variables should not be present in a good regression model. You can check variables like the variance inflation factor (VIF) and tolerance to see if there is multicollinearity (Fera and Pramuditha, 2021).

Criteria for using a tolerance value for evaluating multicollinearity

- a. Multicollinearity develops if the tolerance value is greater than or equal to 0.1.
- b. Multicollinearity does not exist when the tolerance value is greater than 0.1.

Indicators of multicollinearity with VIF values include:

- a. Multicollinearity arises when the VIF value exceeds 10.
- b. Multicollinearity does not exist if the VIF value is less than 10.

Table 1. Multicollinearity test results

		Coefficients ^a						Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients					
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF	
1	(Constant)	1.312	3.233		.406	.686			
	Brand Image	.189	.133	.108	1.426	.157	.622	1.609	
	Product Quality	.291	.082	.313	3.557	.001	.462	2.165	

Price	.628	.110	.488	5.720	.000	.493	2.029
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a. Dependent Variable: Purchase Decision

Source: Research data processed by SPSS 25 (2023)

Based on table 1, it can be seen that all variables have higher tolerance values, which are greater than 0.1 and VIF (Variance Inflation Factors) from the data above are less than 10 (10). For example, the brand image variable (X1) has a tolerance value of 0.622 and a VIF value of 1.609; the product quality variable (X2) has a tolerance value of 0.462 and a VIF value of 2.165; and the price variable (X3) has.

Regresi Analysis Test

Regression analysis is used to find out how the pattern of the dependent variable can be predicted through the independent variables (predictors). In this study, 1 types of regression tests were used, multiple linear regression tests.

Multiple Linear Regression Test

Measurement of the impact of Brand Image (X1), Product Quality (X2), and Price (X3) on a Purchase Decision (Y) is the goal of multiple linear regression analysis. The following data results are acquired based on the calculation of the linear regression equation analysis carried out with SPSS 25 :

Table 2 Results of multiple linear regression analysis

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.312	3.233		.406	.686
	Brand Image	.189	.133	.108	1.426	.157
	Product Quality	.291	.082	.313	3.557	.001
	Price	.628	.110	.488	5.720	.000

a. Dependent Variable: Purchase Decision

Source: Research data processed by SPSS 25 (2023)

Determination Coefficient Test (R²)

The deep model's capacity to explain the variance of the dependent variable assessed is primarily measured by the determination (R²). Determining the value of a coefficient between 0 and 1. Small R² values indicate that the independent variable's capacity to explain changes in the dependent variable is severely constrained. Values close to one indicate that the independent variable almost entirely fulfills the requirements for predicting the dependent variable (Manyu et al., 2022).

Table 3 Test of the coefficient of determination (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.810 ^a	.656	.645	3.317

a. Predictors: (Constant), Price, Brand Image, Product Quality

Source: Research data processed by SPSS 25 (2023)

Based on the output above, it is known that it is 0.656; this indicates that variables X1, X2, and X3 have a simultaneous influence of 64.5% on variable Y. Therefore, the influence of price, product quality, and brand image on decisions to buy Garnier facial cleaning soap in South Cikarang is 64.5%.

Hypothesis testing

Before drawing conclusions about the effect of each independent variable on the dependent variable, it is necessary to test the hypothesis to prove statistically whether there is a significant effect of the independent variables on the dependent variables. Hypothesis testing is carried out in two stages, namely partial testing and simultaneous testing.

Partial Hypothesis Test

Each independent variable's impact on the dependent variable is evaluated using the t test. It can be argued that each of the independent factors has a substantial impact on the dependent variable if the $t_{count} > t_{table}$ or the significant value of the t test 0.05 (Nanicova, 2019). The t test is performed as follows :

1. Select the testable hypothesis. The following claim is being tested :
 HO: $\beta_i = 0$, indicating that there is no partially significant influence of the independent factors on these variables.
 H1: If $\beta_i \neq 0$, it indicates that the independent variable only little affects the confounded variables.
2. Determine the 0.05 significance threshold.
3. Identify the area of decision :
 - a. If t sig is more than 0.05, Ho
 - b. Ho is accepted and H1 is denied if t sig > 0.05.

Tabel 4 t Test results (Partial)

		Coefficients ^a			
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	1.312	3.233		.406
	Brand Image	.189	.133	.108	1.426
	Product Quality	.291	.082	.313	3.557
	Price	.628	.110	.448	5.720

a. Dependent Variable: Purchase Decision

Source: Research data processed by SPSS 25 (2023)

CONCLUSION

According on the study's findings, the following conclusion can be drawn: Brand image is a negligible and insignificant factor in consumers' decisions to buy Garnier facial washing soap. This can be taken to mean that consumers do not use the Garnier brand's reputation to support their decision to buy facial cleansing soap, and that the brand's reputation is not what motivates them to buy the product. Product quality influences purchases of Garnier facial cleansing soap in a favorable and significant way. Therefore, Garnier product quality has a significant impact on consumers' purchasing decisions. The higher the perceived quality of Garnier products, in the eyes of consumers, the more repeat purchases will be made by consumers, keeping them motivated to buy Garnier facial cleansing soap products. The price of Garnier facial cleaning soap has a positive and significant impact on consumers' purchasing decisions. This indicates that the price set by Garnier has a significant impact on purchasing choices. As can be observed, this study still has a lot of flaws. As a result, it needs to be improved upon and made more complete in order to be more useful for

future studies. To make it easier for future researches, the proposals in this study are classified into two categories: academic suggestions and practical suggestions. The two categories are as follows: Advice for Real Life that is Brand reputation does not significantly or favorably influence consumer decisions to purchase Garnier facial washing soap. By consistently offering the greatest customer care to every Garnier facial cleaning soap user, the company hopes to develop consumer confidence in its goods. Product quality has positive and significant implications for the reasons why people purchased the Sabun Pembersih Wajah Granier, so it is essential for businesses to continue to focus on providing consumers with high-quality products so that they can increase sales at any available markets. The cooling system. It is important to keep in mind that price has a positive and significant impact on consumers' decisions to buy Garnier facial cleansing soap products in order to maintain their interest in doing so. It is advised that future study attempt to use a larger population while still associating brand image, product quality, and price to purchasing choice. Future researchers should be able to employ additional variables to further their research and become increasingly aware of the factors that have the greatest impact on consumer behavior.

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