



The influence of product quality brand image and price on purchasing decisions pixy lipstick products in Cikarang

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ABSTRACT

Purchasing decisions are several steps taken by consumers before deciding to buy a product. Purchase decisions are influenced by factors of income, price and product benefits. Therefore, business actors need to have an advantage compared to their competitors so that consumers can be interested in trying it and then make a decision to buy. The purpose of this research is to find out how product quality, brand image and price influence consumer decisions to buy Pixy lipsticks. The research method used is quantitative with a sample of 100 Pixy lipstick consumers. For data collection includes observation, distribution of questionnaires and literature study. The analytical method used is validity test, reliability test, classical assumption test, multiple linear regression test and hypothesis testing using SPSS version 25. Based on the tests that have been carried out it is known that the three independent variables namely product quality, brand image and price are partially influential. positive and significant to the dependent variable, namely purchasing decisions. Suggestions from researchers are for companies to analyze good strategies related to selling prices, product quality, and maintaining the image of the brand they have.

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INTRODUCTION

The development of the cosmetic industry in Indonesia is currently classified as very good. People, especially women, are increasingly aware of the importance of cosmetics ranging from use for important events to daily necessities. The growing trend of using cosmetics, as well as the demand for someone to look attractive in front of the general public is one of the reasons the cosmetic industry is developing well in Indonesia, with market demand for cosmetics that continues to increase every year, causing cosmetic manufacturers to compete fiercely to create and offer products that are able to meet the expectations of potential buyers. The rapid pace of cosmetic products on the market affects a person's attitude towards the purchase and use of goods. The purchase of a cosmetic product is no longer to fulfill a desire, but because cosmetics are a necessity (Irtanti, 2019).

The desire to look beautiful is a dream for every woman. Women always want to look perfect and attractive at all times. Therefore, one way to support the appearance remains beautiful and

attractive is to use beauty products. The desire to use beauty products raises competition in the world of personal care and cosmetics industry is also increasingly competitive. This can be seen from the many types of cosmetics on the market, both domestically and abroad (Yulianty et al., 2021).

Cosmetic products that have many enthusiasts are lipstick cosmetic products. Of course, lipstick has a variety of choices according to its type and function. The most popular lipstick today is liquid or cream lipstick commonly called lip cream with a matte texture. Competition is getting tighter, because many lipstick products offer the same texture but the difference is in terms of price and quality (Hayati et al., 2022).

Purchasing decisions are several steps taken by consumers before deciding to buy a product. Consumers can decide which product to buy based on perceptions about the product related to the product's ability to meet its needs. Purchasing decision is also interpreted as the selection of an action from two or more alternative options, before buying consumers can make a choice, whether to buy or not, if the consumer has determined, then the consumer has made a decision (Ismayana & Hayati, 2018). Purchasing decisions are influenced by income, price and product benefits. Therefore, business actors need to have an advantage compared to their competitors so that consumers can be interested in trying and then making a decision to buy (Aghitsni & Busyra, 2022).

Product choice, in this case the company must focus its attention on people who intend to buy a product and the alternatives they are considering. Consumers can make decisions to choose a product by considering the advantages of the product, namely the level of quality expected by consumers on the products needed from a variety of existing choices, product benefits, namely the level of usefulness that consumers can get in each product choice to meet their needs and product selection, namely consumer choices on the products they will buy in accordance with the desired quality and the benefits they will get (Agustina et al., 2018).

Product quality is an understanding that the products offered by sellers have more selling value that is not owned by competing products, therefore companies try to focus on product quality and compare it with products offered by competing companies. A product with the best appearance or even with a better appearance is not the highest quality product if its appearance is not what consumers need and want (Wifky Muharam & Euis Soliha, 2017).

Product quality is the physical state, function and nature of the product concerned that can meet consumer tastes and needs satisfactorily according to the value of money spent (Sigit & Soliha, 2017). Good product quality will certainly attract consumers to buy, because consumers want to buy quality products (Xian, 2017).

A brand can be said to have good quality if the brand has something reliable and different from other brands (Kesuma & Siemin, 2022).

Product quality is the ability of an item to provide appropriate results or evidence even beyond what the customer wants. Among the many types of makeup tools that exist one that is most often used by women is lipstick, because lipstick is a type of makeup that is easy to use compared to other makeup, and lipstick can also be the best makeup choice when in a hurry. Lipstick can also help the face look brighter and fresher even when not wearing eye makeup (Octaviani et al., 2021).

Brand Image is the main goal, and at the same time is the reputation and achievements to be achieved for the company and public relations or public relations. A brand is a name, term, mark, symbol, design or combination to mark a product or of a single seller or group of sellers to distinguish it from the products of its competitors (Ruliansyah & Sampurna, 2020).

Today's increasingly fierce industrial competition requires a company to be more creative and make a competitive advantage, both in terms of packaging, products, marketing channels and its image, if consumer responses about competing product offerings remain as the same or ordinary, then consumers will see the brand of a product with different responses (Oktavia, 2020).

Brand image is the trust that consumers have in a brand in certain products and this trust is created thanks to the marketing strategy that the company applies to the products it produces (Christian et al., 2022).

Brand image is a distinguishing name or symbol, such as a logo, that identifies a product or service offered to distinguish the product or service from competitors (Fadhilah & Sugiyono, 2021). Brand is very important because it can distinguish its products from other products, companies not only look at decisions in purchasing, but also brand image. Consumers assume that Pixy's brand image is no worse than the brand image of foreign-made cosmetic products. Such consumers are more interested in domestically made cosmetic products despite Pixy's nationally renowned brand image. The influence of brand image and price can influence consumers to buy Pixy beauty products. In their opinion, the price of Pixy cosmetics is indeed more expensive than other beauty products, but the price of Pixy cosmetics is comparable to the excellent quality of the products. But there are those who argue the price of Pixy products is more expensive than other products. Brand image is an important factor of product quality and price itself. So product quality can influence consumers to buy Pixy beauty products.

Price is a sum of money as a medium of exchange to obtain goods or services or it can also be said to determine the value of a product in the minds of consumers. High prices reflect high product quality. Price is also a way for manufacturers to differentiate their goods offerings from competitors. Price differences between competitors can attract consumers and not switch to other competitors (Wolff et al., 2021). Price is one of the determinants of how much profit a company will get from selling its products in the form of goods and services (Pranoto et al., 2022).

Pricing is the marketing mix that generates revenue and generates costs. Pricing is a marketing program to customize, product features, channels, and even communication take a lot of time. Another opinion according to Tjiptono is that price is the only element of the marketing mix that provides income or income for the company (Fauzi, 2017).

The price of products set in each company is different, but for factors in pricing in general in each company is the same (Suhardi et al., 2022).

Price is how buyers perceive the price of the product, high, low or fair, which ultimately affects the consumer's desire to buy the product (Sani et al., 2022). Price as a currency must be sacrificed by consumers to benefit from the product or service purchased. The price offered is positively related to product perception quality and sacrificed by consumers. Price is easier to observe than quality (Ningsih & Pradanawati, 2021).

Buyers often equate the price of expensive goods with quality, if the price of item is too cheap, buyers will question the quality of the product itself, when a person is shopping, it is usually the first thing he sees is the price, followed by other developments (Mahardika & Purwanto, 2022). The selection of stores was chosen because the buyer's impression of the price, not the original price of the store. Companies should set a price proportional to the quality and value of the product. But many companies don't think much about the price that suits the product quality, due to expensive production costs and the desire to return of initial capital but not much consumer interest against these brands, usually prices that cannot compete with brands others will also result in losses and the expiration of the life of the company. Price a very high or vice versa can be a deciding factor for buyers (Saputri & Novitaningtyas, 2022).

Price is a unit or other measure (including other goods and services) exchanged in order to obtain ownership rights or use of a good or service. So it can be said that the price depends on the negotiating ability of the seller or buyer to obtain a strike price that suits the wishes of each party, so that initially the seller will set a high price and the buyer will set an offer at the lowest price. The price of a product or service is a determining factor in market demand. Price is a very important thing that is considered by consumers in buying products or services. If consumers feel it matches the price offered, then they will tend to make repeat purchases for the same product. In economic theory, it is stated that the price of a good or service whose market is competitive, then the high and low price is determined by market demand and supply (Kiswanto et al., 2019).

Pixy is one of the big brands in the Indonesian cosmetics sector. From initial observations made, the Pixy brand is included in the ranks of brands that have good product quality and relatively

more affordable prices compared to other brands, but Pixy is still in third place based on the top brand index for the lipstick category in Indonesia. This is the basis for conducting this research. Previously, in 2021, research was carried out under the title *The Influence of Price, Product Quality and Brand Image on Purchase Decisions for Honda Beat Motorcycles* by Thoriq Shofwan, Lina Aryani and Heni Nastiti. The difference between this research and previous research is in terms of data analysis tools, subjects, objects, number of respondents and indicators used. In the previous study, data analysis was carried out using SmartPLS 3.0, the research subjects were Honda Beat motorbike users in the Depok area with a total sample of 75 respondents and the research object was Honda Beat motorcycles with 23 indicators. Furthermore, the object of this study was Pixy lipstick products with the subjects in this study being 100 Pixy lipstick consumers in Cikarang. Data analysis in this study used SPSS version 25. Based on the description above, the researcher was interested in conducting research on the effect of product quality, brand image and price on purchasing decisions for Pixy lipstick products.

RESEARCH METHOD

Types of research

This study used a quantitative approach. Quantitative research is research based on a positivist philosophy, used to examine certain populations or samples, data collection using research instruments, and quantitative or statistical data analysis with the aim of testing predetermined hypotheses. Quantitative methods are used to describe the data obtained through questionnaire data distributed to Pixy consumers in Cikarang, then classify and interpret to determine consumer decisions in a product purchase.

Data analysis technique

Quantitative data analysis using the SPSS 25 program is the data analysis method used in this study. Data analysis is carried out after the data is collected and includes organizing data according to the variables studied, performing calculations to answer problem formulations, performing calculations to answer problem formulations, and completing calculations to test hypotheses.

Classic assumption test

Test classical assumptions to determine whether confounding or residual variables in a regression model have a normal distribution by performing normality, multicollinearity, and heteroscedasticity tests.

Hypothesis testing

The science of hypothesis testing determines whether a claim is statistically true and helps us decide whether to accept or reject it. A hypothesis is a short-term claim or assumption that is tested to see if it is true. The purpose of hypothesis testing is to create a foundation on which data can be collected to make conclusions regarding whether to accept or reject the truth of the statements or assumptions made. In addition, hypothesis testing might give one confidence in making impartial decisions.

RESULTS AND DISCUSSIONS

Validity Test

From the results of the validity test that has been carried out, it can be seen that six items of Product Quality (X1), Brand Image (X2), Price (X3) and Purchase Decision (Y) instruments can be declared valid, because r calculate $>$ r table so that the statement can be used in this study.

Reliability Test

A construct or variable can be said to be reliable if it gives Cronbach's alpha value $>$ 0.60. It is known that all reliability test results and all variables are declared reliable, because the test results are able to produce a value of $>$ 0.60.

Multiple Linear Analysis Test

The linear regression test in this test aims to determine how much influence the variables of product quality (X1), brand image (X2) and price (X2) have on purchasing decisions (Y). Below will be

discussed the results of multiple linear regression analysis conducted with the SPSS 25 program, with the following results:

Table 1. Multiple linear regression analysis test results

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	1.550	2.050		0.756	0.451
Product_Quality_X1	0.216	0.071	0.226	3.037	0.003
Brand_Image_X2	0.396	0.102	0.305	3.878	0.000
Price_3	0.350	0.066	0.426	5.273	0.000

a. Dependent Variable: Purchase_Decision_Y

Based on the table above, an equation model can be produced, namely $Y = 1.550 + 0.216 (X1) + 0.396 (X2) + 0.350 (X3)$.

This result shows that without the factors of Product Quality (X1), Brand Image (X2) and Price (X3) then all considered 0 (zero), then the Purchase Decision (Y) shows a constant value of 1.550. Product quality can improve purchasing decisions or every one-time increase in product quality will increase by 0.216. And conversely if there is a one-time decrease in price it will decrease the quality of the product by 0.216, assuming else is fixed. Brand image can improve purchasing decisions or every time there is a one-time increase in brand image it will increase by 0.396. And conversely if there is a one-time decrease in brand image it will decrease the brand image by 0.396, with another assumption is fixed. The price can increase the purchase decision or every one increase in the price will increase by 0.350. And conversely if there is a one-time decrease in price it will decrease the price by 0.350, assuming otherwise it is fixed.

Determination Coefficient Test (R²)

The R² coefficient of determination aims to measure the magnitude of the influence of the independent variables Product Quality (X1), Brand Image (X2) and Price (X3) on the dependent variable Purchase Decision (Y) indicated by the magnitude of the coefficient of determination (R²). The results of the coefficient of determination test are as follows:

Table 2. Test results of coefficient of determination (R²)

Model	Model Summary ^b			
	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.832 ^a	0.692	0.682	2.435

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

b. Dependent Variable: Purchase Decision

Based on the table above, it is known that the R-Square value of 0,692 or 69,2% of the variation in the value of purchasing decisions is determined by the role of product quality, brand image and price variables and the remaining 30,8% is influenced by other variables outside this study.

Hypothesis Test

The purpose of hypothesis testing is to establish a basis for collecting evidence in the form of data in determining the decision whether to reject or accept the truth of statements or assumptions that have been made.

T Test Result (Partial)

The t-test is used to test the significance of each independent variable Product Quality (X1), Brand Image (X2) and Price (X3) whether it has a partial (individual) influence on the dependent variable Purchase Decision (Y). The test was carried out in 2 directions with a confidence level of 95% and a significant level of influence of the relationship of independent variables individually on the dependent variable was carried out. Where the level of significance is determined at 5%, to find out the value of t table, the formula degree of freedom (df) = n-k-1 is used. (df) = 100-3-1= 96.

Table 3. T Test results

Model	Coefficients ^a		Beta	t	Sig.
	Unstandardized	Standardized			
	Coefficients	Coefficients			
	B	Std. Error			
1 (Constant)	1.550	2.050		0.756	0.451
Product_Quality_X1	0.216	0.071	0.226	3.037	0.003
Brand_Image_X2	0.396	0.102	0.305	3.878	0.000
Price_3	0.350	0.066	0.426	5.273	0.000

a. Dependent Variable: Purchase_Decision_Y

Product quality (X1) obtained t count of 3.037 > t table of 1.664 then it can be concluded that product quality variables have a positive effect on the purchase decision of Pixy Lipstick. 2. The results of data processing for the brand image variable (X2) obtained t count of 3,878 > t table of 1,664, it can be concluded that the brand image variable has a positive effect on the purchase decision of Pixy Lipstick. And the results of data processing for the price variable (X3) obtained t count of 5.273 > t table of 1.664 then it can be concluded that the price variable has a positive effect on the purchase decision of Pixy Lipstick.

The results of testing the first hypothesis that product quality affects purchasing decisions and are evidenced by the results of SPSS 25 data management which states the variable X1 obtained t count of 3.037 and t table of 1.664 with a significance level of 0.003 with a signification limit of 0.05 which means smaller than 0.05 so Ho is rejected and Ha is accepted. So the results of this study can be concluded that product quality has a positive and significant effect on the purchase decision of Pixy Lipstick in Cikarang.

The results of testing the second hypothesis that brand image affects purchasing decisions and are evidenced by the results of SPSS 25 data management which states that the variable X2 is obtained t count of 3.878 and t table of 1.664 with a significance level of 0.003 with a signification limit of 0.05 which means smaller than 0.05 so that Ho is rejected and Ha is accepted. So the results of this study can be concluded that brand image has a positive and significant effect on the purchase decision of Pixy Lipstick in Cikarang.

The results of testing the third hypothesis that price affects purchasing decisions and are evidenced by the results of SPSS 25 data management which states that the variable X3 is obtained t calculated at 5.273 and t table at 1.664 with a significance level of 0.003 with a signification limit of 0.05 which means less than 0.05 so that Ho is rejected and Ha is accepted. So the results of this study can be concluded that the price has a positive and significant effect on the purchase decision of Pixy Lipstick in Cikarang.

CONCLUSION

Based on the results of research that has been done with SPSS version 25, researchers can draw conclusions that partially product quality has a positive and significant effect on purchasing

decisions for Pixy lipstick products. This means that the higher the perceived quality of Pixy products in the eyes of consumers, the more repeat purchases will be made by consumers so that they are motivated to buy Pixy lipstick products. The next result is that partially brand image has a positive and significant effect on the decision to purchase Pixy lipstick products. Brand image is a factor that cannot be separated from consumer purchasing decisions to buy Pixy lipstick products. The reputation of the Pixy brand in the Indonesian cosmetic industry is one of the factors that influence sales of Pixy lipstick products. Furthermore, the results of the latest research show that partially, price has a positive and significant effect on purchasing decisions for Pixy lipstick products. This shows that the price set by Pixy has a significant impact on consumer purchasing choices. Suggestions in this study for business people, namely companies must be able to show the best quality of their products consistently so as to be able to create a positive brand image in the eyes of consumers. It is very important for companies to continue to focus on providing high quality products to consumers so that later companies can sell their products at the best and competitive prices. The next suggestion is that future research is expected to be able to conduct research on the interrelationship of consumer behavior factors in purchasing decisions properly so that they can refine the results in this study or add other variables that are appropriate and relevant to the world of marketing.

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