

INFLUENCE OF PRICE AND BRAND IMAGE ON DECISION TO PURCHASE MS GLOW SKINCARE

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Abstract: *This research was conducted with the aim of knowing that there was an effect of price and brand image on purchasing decisions for MS Glow skincare for female students of the Islamic Economics Study Program, Faculty of Islamic Economics and Business, UIN Syekh Ali Hasan Ahmad Addary Padangsidempuan. This research is a quantitative research. The sample used in this study were 54 people. Data collection techniques using questionnaires, interviews and documentation. Analysis using statistics, namely SPSS version 23. Data analysis techniques with partial test (t), simultaneous test (F), coefficient of determination test (R²). The results of the study stated that there was an effect of price on purchasing decisions for MS Glow skincare for female students of the Islamic Economics Study Program, Faculty of Islamic Economics and Business, UIN Syekh Ali Hasan Ahmad Addary Padangsidempuan. Then there is the influence of brand image on purchasing decisions for MS Glow skincare for Islamic Economics Study Program students, Faculty of Islamic Economics and Business UIN Syekh Ali Hasan Ahmad Addary Padangsidempuan. Meanwhile, simultaneously there is the influence of price and brand image on purchasing decisions for MS Glow skincare in Islamic Economics Study Program students, Faculty of Islamic Economics and Business, UIN Syekh Ali Hasan Ahmad Addary Padangsidempuan.*

Keywords: *Brand Image, Price, Purchase Decision.*

Abstrak: Penelitian ini dilakukan dengan tujuan untuk mengetahui terdapat pengaruh harga dan citra merek terhadap keputusan pembelian skincare MS Glow pada mahasiswa Prodi Ekonomi Syariah Fakultas Ekonomi dan Bisnis Islam UIN Syekh Ali Hasan Ahmad Addary Padangsidempuan. Penelitian ini merupakan penelitian kuantitatif. Sampel yang digunakan dalam penelitian ini sebanyak 54 orang. Teknik pengumpulan data menggunakan angket, wawancara dan dokumentasi. Analisis dengan menggunakan statistik yaitu SPSS versi 23. Teknik analisis data dengan uji parsial (uji t), uji simultan (Uji F), uji koefisien determinasi (R²). Hasil penelitian menyatakan terdapat pengaruh harga terhadap keputusan pembelian skincare MS Glow pada mahasiswa Prodi Ekonomi Syariah Fakultas Ekonomi dan Bisnis Islam UIN Syekh Ali Hasan Ahmad Addary Padangsidempuan. Kemudian terdapat pengaruh citra merek terhadap keputusan pembelian skincare MS Glow pada mahasiswa Prodi Ekonomi Syariah Fakultas Ekonomi dan Bisnis Islam UIN Syekh Ali Hasan Ahmad Addary Padangsidempuan. Sedangkan secara simultan terdapat pengaruh harga dan citra merek terhadap keputusan pembelian skincare MS Glow pada mahasiswa Prodi Ekonomi Syariah Fakultas Ekonomi dan Bisnis Islam UIN Syekh Ali Hasan Ahmad Addary Padangsidempuan.

Kata Kunci: Citra Merek, Harga, Keputusan Pembelian.

Introduction

In their daily lives, people always shop for whatever they need, from commodities that are really needed to things that are actually not needed but are also purchased. In meeting the needs of his life, a consumer must choose the products and services that will be consumed. Nowadays there are so many entrepreneurs who are trying to open up business opportunities in the field of beauty or cosmetics, because cosmetics are a very important need for women to support their appearance.

Competition between the cosmetic industry market is increasingly competitive. The variety of cosmetic or skincare choices can influence a person's purchasing decision. The

decision-making process begins with the existence of a need that is trying to be fulfilled. The fulfillment of this need is related to several alternatives so it is necessary to carry out an evaluation which aims to obtain the best alternative from consumer perceptions. Purchasing decision is an attitude towards consumers to manage all information and draw conclusions in the form of responses that appear what products will be purchased (Sudaryono, 2016). Decision-making by consumers to purchase products or services begins with awareness of fulfilling needs or desires and realizing there are further problems, so consumers will carry out several stages which ultimately arrive at the post-purchase evaluation stage. Purchase decisions are influenced by cultural, social, personal and psychological factors from consumers (Budi Rahayu Tanama Putri, 2017).

One of the factors that influence the purchase decision is the price. Price is an important factor for consumers in making a decision to make a transaction or not (Rudi Irwansyah, et al, 2021). Prices are often used by consumers to determine their choices. Lower prices can change the purchasing decision of a product for certain consumers. Consumers tend to choose products with quality that are comparable to the price or affordable prices but get products with good quality. The more price variations add choices to consumers, because the lower the price, the more interested consumers will be to buy it. Prices are too expensive to make consumers think about buying.

Aside from the price issue, many female students buy skincare because the brand's image is currently good. A brand image must be able to influence customers according to the target of a product. The brand contains the company's promise to consumers to provide certain benefits, specials and services. Brands are very valuable because they are able to influence consumer choices which will later become a consideration in making purchasing decisions where each product has different qualities. In purchasing decisions consumers actually choose products that are considered in accordance with their needs and desires. Brand image purchasing lies in psychological factors, namely in terms of perceptions and attitudes, where perceptions and attitudes are part of the indicators of brand image to measure consumer statements about a product.

The background to this research problem is the large number of female students in the Islamic Economics Study Program who use MS Glow Skincare even though there are other types of skincare that are good with well-known brands at the right prices. There are even similar products that have lower prices, but they still choose Skincare MS Glow. Based on the description above, researchers are interested in conducting research in order to obtain clear information from purchasing decisions for a product. Therefore researchers want to conduct research with the title "The Influence of Price and Brand Image on MS Glow Skincare Purchasing Decisions".

Metode

This research is a quantitative research. The sample used was 54 respondents, namely female students who used MS Glow skincare on Islamic Economics Study Program students, Faculty of Islamic Economics and Business UIN Syekh Ali Hasan Ahmad Addary Padangsidempuan. The data collection technique used was a questionnaire. Sampling in this study used the slovin formula. While the sampling technique used accidental sampling. Data sources are primary and secondary data. Data analysis techniques in this study will explain the effect of price and brand image on purchasing decisions for MS Glow skincare, researchers use multiple linear regression analysis with the following equation:

$$\hat{Y} = a + b_1X_1 + b_2X_2 + e$$

Information:

\hat{Y} : Dependent Variable (Purchasing Decision)

a : Constant Coefficient

b1, b2 : Regression Coefficient

X1 : Price

X2 : Brand Image

e : Error (Error level)

Hypothesis testing is carried out with a partial test (t test) which is a test that measures how far the influence of one variable individually applies variations to the dependent variable (Dwi Priyatno, 2014). While the simultaneous test (Test F) was carried out with the aim of knowing how far all the independent variables together can affect the dependent variable significantly (Dwi Priyatno, 2014).

Results and Discussion

Before conducting data analysis, first determine the normality test of the research data, while the results of the normality test in this study are:

Tabel 1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		54
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	3,05955134
Most Extreme Differences	Absolute	,086
	Positive	,086
	Negative	-,065
Test Statistic		,086
Asymp. Sig. (2-tailed)		,200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Data processed from the results of SPSS Version 23

Based on the results of the normality test in table 1, it can be seen that the residual value is normal, indicated by looking at the Asymp sig (2-tailed) which results is 0.200, so it is greater than the significant value of 0.10 ($0.200 > 0.10$). So it can be concluded that the data in this study meet the normal distribution assumptions.

Tabel 2. Multicollinearity Test Results

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	14,390	3,451		4,169	,000		
HARGA	,247	,115	,262	2,144	,037	,662	1,510
CITRA MEREK	,775	,183	,518	4,231	,000	,662	1,510

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Source: Data processed from the results of SPSS Version 23

Based on table 2 it is known that the VIF value of the price variable is $1.510 < 10$, and the brand image variable is $1.510 < 10$. It can be concluded that there is no multicollinearity between the independent variables. The tolerance value of price is $0.662 > 0.10$, the brand image variable is $0.662 > 0.10$. So it can be concluded that the tolerance value of the two independent variables is greater than 0.10. From this assessment it can be concluded that there is no multicollinearity between the independent variables.

Tabel 3. Heteroscedasticity Test Results

			Correlations		
			HARGA	CITRA MEREK	RES2
Spearmans rho	HARGA	Correlation Coefficient	1,000	,434**	-,078
		Sig. (2-tailed)	.	,001	,577
		N	54	54	54
	CITRA MEREK	Correlation Coefficient	,434**	1,000	-,098
		Sig. (2-tailed)	,001	.	,481
		N	54	54	54
Unstandardized Residual		Correlation Coefficient	-,078	-,098	1,000
		Sig. (2-tailed)	,577	,481	.
		N	54	54	54

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Data processed from the results of SPSS Version 23

Based on table 3, the heteroscedasticity above shows that the significant value of the price variable is $0.577 > 0.10$ and the brand image variable is $0.481 > 0.10$. So it can be concluded that these two variables do not have heteroscedasticity problems in the regression model.

Tabel 4. Multiple Linear Regression Analysis Test Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,590	3,351		4,056	,000
	HARGA	,318	,124	,322	2,572	,013
	CITRA MEREK	,581	,181	,403	3,213	,002

a. Dependent Variable: Decision To Purchase

Source: Data processed from the results of SPSS Version 23

Based on the multiple linear regression test in the table above, the regression equation used is:

$$\text{Purchase Decision} = 13.590 + 0.318H + 0.581CM$$

To find out how much influence the independent variable has on the dependent variable, it can be seen in the following table:

Table 5. Determination Coefficient Test Results (R²)
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,703 ^a	,495	,475	3,11897

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

b. Dependent Variable: Decision To Purchase

Source: Data processed from the results of SPSS Version 23

As for the results of the coefficient of determination it can be seen that the magnitude of the Adjusted R Square is 0.475 or equal to 47.5%. Variable price factor, brand image factor can explain purchasing decisions for female students of the Islamic Economics Study Program Faculty of Islamic Economics and Business by 47.5% while the remaining 52.5% is explained by other variables.

Effect of Price on MS Glow Skincare Purchasing Decisions

Price is the only element of the marketing mix that generates revenue. Prices that match product quality will make consumers interested in buying these products because consumers are not always fixated on low prices. The results of this study indicate that there is an effect of price on purchasing decisions for MS Glow skincare for Islamic Economics Study Program students. The results of this study are in accordance with the theory which states that a price that is in

accordance with the quality of the product will make consumers interested in buying the product. The results of this study are also reinforced by the results of previous studies which state that price partially has a significant effect on the decision to purchase Xiaomi mobile phones in Tangerang City. In addition, this research is also in line with previous research which states that there is a positive effect of price on consumer buying interest in Indomaret private label products in Yogyakarta.

So it can be concluded that there is an effect of price on purchasing decisions for MS Glow skincare in Islamic Economics students at UIN Syekh Ali Hasan Ahmad Addary Padangsidempuan. So to maintain and increase purchases, companies need to adjust the price of the product itself so that consumers continue to make purchases.

The Effect of Brand Image on MS Glow Skincare Purchasing Decisions

Brand image is how everyone interprets all the signs communicated by the brand through goods or services. The results of this study indicate that there is an influence of brand image on purchasing decisions for MS Glow skincare for Islamic Economics Study Program students. The results of this study are in accordance with the theory which states, the better the brand image of a product, the stronger consumer confidence in the product and encourages the desire to make a purchase decision.

This research is in line with previous research which states that brand image variables have a significant effect on purchasing decisions for Oppo Smartphones. In addition, this research is also in line with previous research which states that brand image has a significant effect on purchasing decisions of endless noodles. So it can be concluded that there is an influence of brand image on purchasing decisions for MS Glow skincare in Islamic Economics students at UIN Syekh Ali Hasan Ahmad Addary Padangsidempuan. So the company must maintain the brand image of the product so that consumers feel satisfied when using the product.

The Effect of Price and Brand Image on MS Glow Skincare Purchasing Decisions

Price and brand image are factors that can support purchasing decisions. The price and brand image of MS Glow skincare products will be of particular concern to every buyer. The results of this study indicate that there is a simultaneous effect of price and brand image on purchasing decisions for MS Glow skincare for Islamic Economics Study Program students.

The results of this study are in line with the theory of factors that influence consumer behavior where consumer behavior is the basis for purchasing decisions, these factors include: personal factors in which there are aspects of economic conditions and personality as well as self-concept and psychological factors in which there are perceptions and attitude. The results of this study are in line with previous research which states that the variables of brand image, price and promotion simultaneously influence the purchasing decision of purchasing Gojek Online

Services in Tangerang City. So it can be concluded that the price and brand image variables together are things that female students consider when buying MS Glow skincare. Where prices and brand images are good and in accordance with consumer expectations can be a reference for consumers in making a purchasing decision.

Conclusion

Based on the results of research that has been done by researchers, it can be concluded as follows:

1. There is an influence on price on purchasing decisions for MS Glow skincare in Islamic Economics students at UIN Syekh Ali Hasan Ahmad Addary Padangsidempuan, so to maintain and increase purchases companies need to adjust the price of the product itself.
2. There is an influence of brand image on purchasing decisions for MS Glow skincare in Islamic Economics students at UIN Syekh Ali Hasan Ahmad Addary Padangsidempuan.
3. There is a simultaneous effect of price and brand image on purchasing decisions for MS Glow skincare in Islamic Economics students at UIN Syekh Ali Hasan Ahmad Addary Padangsidempuan, so it can be concluded that the price and brand image variables together are things that students consider in buying Skincare MSGlow. (Tahoma, 10,5 pt, spasi multiple 1,3). Kesimpulan menggambarkan jawaban dari tujuan penelitian. Kesimpulan bukan berisi perulangan dari hasil dan pembahasan, tetapi lebih kepada ringkasan hasil temuan seperti yang diharapkan di tujuan. Saran menyajikan hal-hal yang akan dilakukan terkait dengan gagasan selanjutnya dari penelitian tersebut

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