

THE EFFECT OF BRAND IMAGE AND PRODUCT QUALITY ON CONSUMER PURCHASE DECISIONS ON 'SKINCARE INE' COSMETIC PRODUCTS AT THE CIKARANG SKIN CENTER MEDIATED BY WORD OF MOUTH

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ABSTRACT

In the current era of globalization, competition in the cosmetics business is getting tougher and requires the right marketing strategy to attract consumers. One of the factors that can influence consumer decisions in buying cosmetic products is brand image and product quality. The purpose of this study was to find out whether the brand image and product quality variables affect the decision to buy INE skincare products, the method used in this study uses a scientific approach by collecting and analyzing quantitative data, namely data that can be measured using numbers and statistics, with conducting research on a portion of the population in Cikarang and its surroundings, it is hoped that the results of this study are able to describe the population concerned. The sample of this research is 72 respondents and the data analysis method used is Structural Equation Modeling (SEM) with Partial Least Square (PLS) approach. The results of this respondent's data processing show that brand image (X1) has no significant effect with a result of $0.829 > 0.05$, then the influence of product quality (X2) has a significant effect with a result of $0.000 < 0.05$, then the influence of word of mouth promotion (Z) has a significant effect with a result of $0.000 < 0.05$, on the decision to buy (Y) for INE skincare products.

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1. INTRODUCTION

In the current era of globalization, competition in the cosmetics business is getting tougher and requires the right marketing strategy to attract consumers. One of the factors that can influence consumer decisions in buying cosmetic products is brand image and product quality. (Ayuniah, 2018) A good brand image can strengthen consumers' positive impressions of products, while good product quality can provide consumer satisfaction and trust in these products. On the other hand, consumers also often consider recommendations from people closest to them or word of mouth when buying cosmetic products. Word of mouth is an important factor in influencing consumer buying interest, because consumers tend to trust recommendations from people closest to them rather than direct advertising or promotions from companies. One of the beauty clinics that offers cosmetic products with the brand "Skincare INE" at the Cikarang Skin Center, needs to pay attention to the factors that influence consumers' buying decisions for their cosmetic products, therefore, this study aims to examine the effect of brand image and product quality on consumer buying decisions on the cosmetic product "Skincare INE" at the Cikarang Skin Center, which is mediated by word of mouth. This research is based on previous research which revealed that brand image, product quality, and word of mouth are factors that influence consumer purchasing decisions on cosmetic products, with the hope that the results of this study will be able to form the basis and make references in an effort to increase the marketing of cosmetic products. INE skincare in the future. In the following, I attach data on cosmetic sales from several brands in Indonesia in 2022.

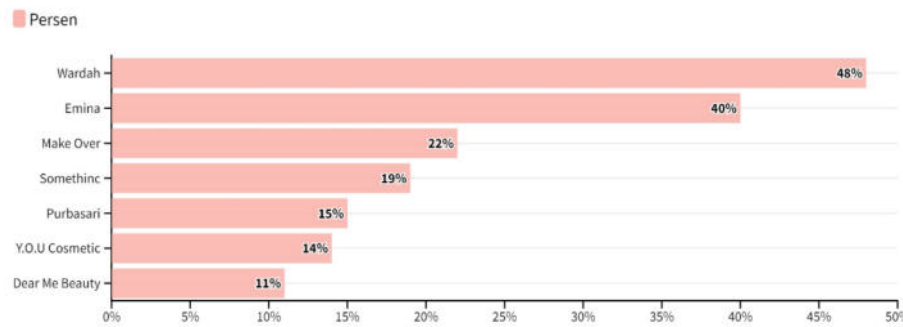


Figure 1. Indonesian Cosmetics User Data in 2022

Based on the table data above, the most widely used cosmetic products, which means that cosmetic users are most interested in them in 2022, shows that in the first position, Wardah cosmetic products are in use, reaching 48%, then in second place, Emina cosmetic products show users reaching 40%. , then in third place the use of make over cosmetic products reached 22%, then in fourth position the Somethinc cosmetic product reached 19%, then in fifth position Purbasari cosmetic products showed users reaching 15%, then in sixth position Y cosmetic products, O,U Cosmetic showed that its users reached 14%, then in the last position, the cosmetic product Dear Me Beauty showed its users reached 11%. Several previous studies that are relevant to this topic include research by (Silvia, 2021) who found a positive effect of brand image on purchasing decisions for Make Over cosmetic products, and (Ariesi & Suprapti, 2022) who found that brand image mediates the influence of electronic word of mouth on purchase intention for cosmetic lipstick Emina Magic Potion.

In addition, (Papatungan et al., 2018) found the effect of promotion and word of mouth on purchasing decisions for Oriflame cosmetic products, while (Himmah & Prihatini, 2021) examined the effect of brand image and electronic word of mouth on purchasing decisions for Pixy cosmetics in Semarang city. (Sudjiono et al., 2019) found the effect of product quality and price on purchasing decisions for Wardah cosmetic products, while (Robustin & Fauziah, 2018) examined the effect of product quality and word of mouth on purchasing decisions for Wardah cosmetics in Jember City.

Research that is relevant to this topic is research by (Romadhoningrum & Santoso, 2022) which found that word of mouth mediates the effect of product quality on consumer purchasing decisions on cosmetic products. Therefore, this study will explore the effect of brand image and product quality on consumer buying decisions on cosmetic products 'Skincare INE' at the Cikarang Skin Center mediated by word of mouth.

This research wants to identify the factors that can cause the company to achieve business sustainability. Business sustainability is a company's ability to maintain a balance between their environmental, social, and economic or financial performance, which is also known as the Triple Bottom Line (TBL) (Latifah, 2020). In this case, the INE skincare cosmetic company wants to achieve business sustainability by adopting a strategy of building a brand image, improving product quality and word of mouth promotion aimed at increasing people's buying decisions on INE skincare. The following will discuss the relationship between each variable.

2. METHOD

This research is a quantitative research. Quantitative research involves taking a random sample of the population and collecting data through standardized methods such as questionnaires or surveys, experiments, or secondary data analysis. Then, the data is coded and analyzed using statistical methods to draw conclusions about the population as a whole.

Advantages of quantitative research include the ability to test hypotheses in a systematic and objective manner, produce data that can be measured and statistically analyzed, and the ability to generalize results to entire populations. However, this study also has limitations, such as the difficulty of collecting data on subjective experiences or perceptions, and limitations in explaining complex processes or complex social contexts. The research data was obtained through questionnaires distributed to potential consumers and consumers. The population in this study are consumers in Cikarang and its surroundings. Mulyanto & Wulandari, (2019) explained that the sample is part of the target population, and that part must be chosen carefully to be able to represent the population. (Setiawan et al., 2023) In a study it is not necessary to examine all individuals in the population, because it will take a lot of time and money. By

conducting research on a portion of the population, it is hoped that the results obtained will be able to describe the population in question. The sample of this research is 72 respondents. The data analysis method used is Structural Equation Modeling (SEM) with the Partial Least Square (PLS) approach. According to Ghozali (2014), PLS is an alternative approach that shifts from a covariance-based SEM approach to a variant-based one. SEM which is based on covariance generally tests causality/theory while PLS is more of a predictive model. PLS is a powerful analytical method (Ghozali, 2015), because it is not based on many normally distributed assumptions, the sample does not have to be large.

3. RESULT AND DISCUSSION

The purpose of this research is to identify the factors that can cause the company to achieve business sustainability.

Table 1. AVE Result (Average Variant Extracted)

Variable/Construct	AVE	Result
Brand Image (X1)	0,842	Reliable
Product Quality (X2)	0,893	Reliable
Purchase Decision (Y)	0,900	Reliable
Word Of Mouth (Z)	0,736	Reliable

Based on the table above it is known that the AVE value of each variable is greater than 0.5 so it can be concluded that the variable or construct used is reliable. Next is the hypothesis testing shown in table 2:

Table 2. Path Coefficient

	Original Sample (O)	Sample mean (M)	Standar deviation (STDEV)	T Statistics (O/STDEV)	P values
Brand Image → Word Of Mouth	0,035	0,047	0,161	0,216	0,829
Product Quality → Word Of Mouth	0,724	0,719	0,145	4,980	0,000
Word Of Mouth → Purchase Decision	0,842	0,852	0,032	26,367	0,000

Based on table 2, the influence of brand image on word of mouth has a path coefficient value of 0.035. This effect has a probability value (p values) of 0.829 > 0.05, which means that brand image has no significant effect on word of mouth on the decision to buy INE skincare products. The effect of product quality on word of mouth has a path coefficient value of 0.728. This effect has a probability value (p values) of 0.000 < 0.05, which means that product quality has a significant effect on word of mouth on the decision to buy INE skincare products. The influence of word of mouth on buying decisions has a path coefficient value of 0.842. This influence has a probability value (p values) of 0.000 < 0.05, which means that word of mouth has a significant effect on the decision to buy INE skincare products.

Table 3. Specific Indirect Effects

	Original Sample (O)	Sample mean (M)	Standar deviation (STDEV)	T Statistics (O/STDEV)	P values
Brand Image → Word Of Mouth → Purchase Decision	0,029	0,041	0,138	0,213	0,831
Product Quality → Word Of Mouth → Purchase Decision	0,610	0,612	0,124	4,926	0,000

Based on table 3 data, it can be stated that the results of testing the first hypothesis, namely the influence of brand image on purchase decisions mediated by word of mouth, has a path coefficient of 0.029. This effect has a probability value (p-value) of 0.831 > 0.05, which means that it can be concluded that brand image has no significant effect on buying decisions mediated by word of mouth in purchasing INE skincare products.

The results of testing the second hypothesis, namely the effect of product quality on purchase decisions mediated by word of mouth, has a path coefficient of 0.610. This effect has a probability value (p-

value) of $0.000 < 0.05$, which means that it can be concluded that product quality has a significant effect on buying decisions mediated by word of mouth on purchasing INE skincare products.

DISCUSSION

Based on the results of testing the hypothesis above, it can be stated that brand image does not have a significant effect on the decision to buy INE skincare products. kfskin babat Lamongan, but the results of this study contradict those conducted by (Rahmatika & Indayani, 2022) which states that brand image has a significant effect on buying decisions on skincare beauty glow products in Sidoarjo. Brand image has no effect on purchasing decisions because it is considered not to play a role that can influence consumers in buying. This is due to the existence of other variables that have a more important role in influencing consumer purchasing decisions, including product quality.

Product quality has a significant effect on the decision to buy INE skincare products. The results of this study indicate that product quality has an influence on consumer purchasing decisions. Product quality is a condition of an item based on an assessment of its conformity with predetermined measuring standards. This is in accordance with the research of Andriani (2018) and Supangkat & Supriyanti, (2017) found that product quality has a positive and significant effect on purchasing decisions. Purchase decisions made by consumers describe how far marketers are in an effort to market a product to consumers, as stated by Tjiptono (2011: 235), that the factors that influence customer purchasing decisions are the emotional bonds that exist between customers and producers after customers use the product. and services from the company and find that the product or service provides added value.

Word of mouth promotion has a significant effect on the decision to buy INE skincare products, the results of this study are in line with research that has a significant effect on the decision to buy INE skincare products, the results of this study are in line with research conducted by Wiwik Putri Wahyu Ningsi (2021) that the word of mouth variable has an effect positive and significant to the purchase decision. This means that the more often someone talks about skincare products from Ms Glow, the better the impact will be on the marketing of the product itself. According to Elvina Wahdiana (2018) this study shows that word of mouth can influence consumer purchasing decisions. Therefore, Kartika Skin Care Beauty Clinique Jember should always maintain good things about the company.

While brand image has no significant effect on word of mouth promotion on the decision to buy INE skincare products, the results of this study are in line with Ismail & Spinelli's (2012) study, which showed an insignificant relationship between brand image and word of mouth. This means that an incomprehensible brand image will not encourage word of mouth communication. However, Amron's research (2018) proves that brand image has a significant effect on word of mouth. This implies that INE skincare should improve their brand image and trust to encourage consumers to voluntarily pass word of mouth about their products.

Finally, product quality has a significant effect on word of mouth promotion on the decision to buy INE skincare products. The results of this study indicate that product quality has an influence on word of mouth. In other words, the higher the quality of INE skincare products, the higher the word of mouth level. INE skincare products. So that the hypothesis can be accepted. Product quality is a condition of an item based on an assessment of conformity with predetermined measuring standards. Word of mouth is person-to-person communication between the source of the message and the recipient of the message where the recipient of the message receives messages in a non-commercial way about a product, service or brand. Word of mouth becomes a reference that forms customer expectations. This is in line with the research of Rambe et al., (2017), Mertasya & Giantari (2020) and Samuel & Audrey (2020) that product quality has a positive and significant effect on word of mouth.

4. CONCLUSION

Based on the results of the analysis, the results of this study indicate that brand image has no significant effect on the decision to buy INE skincare products. Brand image has no effect on purchasing decisions because it is considered not to play a role that can influence consumers in buying. This is due to the presence of other variables that have a more important role in influencing consumer purchasing decisions, including product quality. Then product quality has a significant effect on the decision to buy INE skincare products, the results of this study indicate that product quality has an influence on consumer purchasing decisions, in other words, the higher the quality of INE skincare products, the higher the consumer's purchase intention for INE skincare products. Furthermore, word of mouth promotions have a significant effect on the decision to buy INE skincare products. The more often someone talks about a product or brand, the better the impact on the marketing of that product or brand. Meanwhile, brand image

has no significant effect on word of mouth promotion on the decision to buy INE skincare products. This implies that INE skincare should improve their brand image and trust to encourage consumers to voluntarily pass word of mouth about their products. And finally, product quality has a significant effect on word of mouth promotion on the decision to buy INE skincare products. The better the quality of INE's skincare products, the higher the level of consumer word of mouth on INE's skincare products.

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