

THE INFLUENCE OF BRAND IMAGE, PRICE PERCEPTIONS AND PROMOTIONS ON CONSUMERS' PURCHASE INTEREST IN BEAUTY PRODUCTS IN THE SOCIOLLA APPLICATION

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ABSTRACT

The research aims to analyze the influence of brand image, price perception, and promotion on consumer buying interest in beauty products on the Sociolla application. The research source uses primary data, namely questionnaires, this research data was given to 87 respondents. This research uses a purposive sampling method. The data analysis technique used is multiple linear regression and hypothesis testing using t-statistics processed in SPSS 23. The results show that brand image has an effect but not significant on buying interest, price perception has an effect but not significant on buying interest, and promotion has a positive effect and significant to buying interest.

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1. INTRODUCTION

Technology in this increasingly fast era has an impact to the extent that it can make life easier and more practical in carrying out activities. Many economic actors are competing to make the internet a business activity, one of which is the e-commerce business. There is already a lot of e-commerce present in Indonesia, where now shopping is not only done conventionally by going to shops to shop because there are already companies that offer to do shopping online with applications or websites. Companies carrying out this business are certainly carried out by paying attention to consumer behavior in order to know and capture the characteristics of customers efficiently so that the goods they offer will be able to be sold. Apart from that, shopping online can be considered more efficient and practical in its use because it saves time and costs.

Buying and selling activities can be done easily by doing it at any time and easily finding information about products quickly. Sellers and buyers do not need to meet face to face to carry out buying and selling activities, goods ordered by consumers will later be delivered via the delivery service provided. Apart from that, when choosing the products offered, you can also look at the photos and descriptions provided as well as product reasons from other consumers to add information when buying the product, thus creating a desire to buy the goods you see.

Image for a company is a strategy in competing because the impact of the image that is built itself is important on consumer perceptions of a brand which they will remember easily and can influence these consumers. One product that is in great demand, especially among young people, is products for self-care as a form of health and hygiene that are used every day. Therefore, one of the brands operating in the beauty industry is Sociolla. Sociolla itself is an e-commerce company that focuses on cosmetic and skincare products. This is one of the e-commerce companies that markets well-known beauty goods in Indonesia.

Sociolla itself was only founded in March 2015, in Figure 1 it can be seen that Sociolla was able to compete in a very short time with other large e-commerce sites, where it entered the top 10 with the largest number of visitors, reaching 3.1 million in the fourth quarter of 2020. Sociolla itself sells goods of various qualities which are said to be increasingly economical and offers many discounts on various care products which are not only created for women, but also care needs for men which of course have collaborated with official distributors and have been certified. Food and Drug Supervisory Agency (BPOM), thus attracting the interest of young people in looking for trusted beauty products.

The Influence of Brand Image, Price Perception, and Promotion on Consumer Purchase Interest in Beauty Products on the Sociolla Application. Deva Safrina, et.al

2248

Several reasons encourage consumers to have an interest in buying beauty products on e-commerce because of discount offers, availability and completeness of goods, and guaranteed product quality, which can influence consumers' buying interest in shopping on online applications or websites. Young people are very influenced by communication on social media where the younger generation makes it an important source of information in searching for products and purchasing products, so it is a normal fact when users have a lot of opinions in wanting to buy products in online stores.

The number of visitors to the Sociolla site certainly changes every day, where consumers' purchasing intentions in using the goods and services they use can have an impact on a number of aspects such as brand image, price perception and promotions. The first factor of brand image is the impression of the name that has been formed through explanation or knowledge of the name. Furthermore, brand image can be described as a perception that is formed in the user's mind when they recognize a particular name. The second factor is price perception, namely the presence of consumer assessments or information regarding the prices offered for products or services. The third factor, promotion, describes the activities carried out to inform users about goods so they can buy and use the product.

This type of research also refers to research conducted by Devita Agustin Santoso, Rezi. Erdiansyah, Muhammad Adi Pribadi with the title The Influence of Brand Awareness and Brand Image on Interest in Buying Innisfree Beauty Products. The results prove that there is a significant influence on Brand Awareness and Brand Image on interest in purchasing Innisfree beauty products.

Zubaidah Warni entitled The Influence of Product Quality and Price on Consumer Buying Interest in Wardah Cosmetics at the Careefour Palembang Square Cosmetic Outlet in Palembang City. The results of this research are that the influence of product quality and price simultaneously has a significant positive effect on consumer buying interest in Wardah cosmetics. The research intends to examine the influence of brand image, price perception, and promotion on purchasing interest.

2. METHOD

This research uses quantitative methods, by distributing questions to various indicators of variables using a Likert scale. For analysis and hypothesis testing, data processing is carried out using the SPSS statistics 23 application, this tool is used to be able to carry out statistical analysis. The research object used is Purchase Interest as a variable that is influenced by the Brand Image, Price Perception and Promotion variables in the Sociolla Application. The type of data used is quantitative data obtained using questionnaires distributed and primary data collected and carried out independently for individuals and groups directly from the object. In this research, the population includes all respondents from the 2018 class of National University management students, totaling 644 students. The total sample was 87 students, determining the sample size using the Slovin formula.

3. RESULTS AND DISCUSSION

Research result

Description of Research Data

The object of this research is consumer buying interest in beauty products on the Sociolla application which is influenced by brand image, price perceptions and promotions. The target object of this research is management students at the National University of Jakarta.

History of Sociolla

Sociolla is a beauty product e-commerce company that was founded in March 2015 by Chrisanti Indiana, Christopher Madiam, and John Rasjid which is owned by PT Social Bella Indonesia. Initially, Sociolla was a business that started from a blog which later developed into a marketing agency that helps local and international brands educate customers and provide correct information.

Sociolla was founded because the world of beauty trends are increasing in Indonesia, but not all beauty products can be found easily. Therefore, Sociolla focuses on beauty services, especially cosmetics and body care, which offers the most complete and trusted products. Sociolla has also claimed that its beauty products are genuine and have been certified by BPOM. Sociolla has an official website called SOCO, and in 2019 Sociolla officially has offline outlets. Apart from that, Sociolla itself has collaborated with various international brands to market them in Indonesia.

Characteristics of Respondent Data

Respondents in the study were 87 respondents who were assisted by the SPSS version 23 program.

The characteristics of the respondents in this study were classified as age, gender, frequent online shopping, and influences on online shopping. It is hoped that we will gain an understanding of the background of the respondents in this study which can be seen in the following tables:

Characteristics Based on Gender

Table 1 Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Woman	75	86.2	86.2	86.2
Man	12	13.8	13.8	100.0
Total	87	100.0	100.0	

Source: data processed by SPSS 23

87 respondents, the dominant gender was female. Gender: Men were 12 respondents (13.8%) while women were 75 respondents (86.2%) of the total respondents.

Characteristics Based on Age

Table 2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 20	7	8.0	8.0	8.0
21	62	71.3	71.3	79.3
22	14	16.1	16.1	95.4
23	4	4.6	4.6	100.0
Total	87	100.0	100.0	

Source: data processed by SPSS 23

87 respondents, The dominating age groups were 62 respondents (71.3%) aged 21 years, 7 respondents (8.0%) at the age of 20, 14 respondents at the age of 22 (16.1%), and 4 at the age of 23. respondents (4.6) out of all total respondents.

Characteristics based on Online Shopping Transactions in 1 Month

Table 3 Online Shopping Transactions in 1 Month

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1-2 times	45	51.7	51.7	51.7
3-5 times	28	32.2	32.2	83.9
More than 5 time	14	16.1	16.1	100.0
Total	87	100.0	100.0	

Source: data processed by SPSS 23

87 respondents, what respondents do when making online shopping transactions in 1 month is dominated by 1-2 times a month as many as 45 respondents (51.7%), at 3-5 times a month as many as 28 respondents (32.2%), at more than 5 times shopping online in 1 month as many as 14 respondents (16.1%) of the total respondents.

Characteristics by Role in Online Shopping

Table 4. Role in Online Shopping

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Self	81	93.1	93.1	93.1
Parent	1	1.1	1.1	94.3
Friend	3	3.4	3.4	97.7
Other	2	2.3	2.3	100.0
Total	87	100.0	100.0	

Source: data processed by SPSS 23

87 respondents, whose role in doing online shopping was dominated by themselves were 81 respondents (93.1), parents were 1 respondent (1.1%), friends were three respondents (3.4%), and a number of others 2 respondents (2.3%) of the total respondents.

The Influence of Brand Image, Price Perception, and Promotion on Consumer Purchase Interest in Beauty Products on the Sociolla Application. **Deva Safrina, et.al**

Complete Research Results Descriptive Analysis

Table 5 Average Total Mean and Total Mean Brand Image (X1)

NO	Question	Mean
	Strength in Brands	
1.	The Sociolla application has a brand image that matches product quality	4.02
	Benefits of using the brand	
2	The Sociolla application has a positive brand image in the eyes of consumers	4.14
	Brand Uniqueness	
3	The Sociolla application has a classy impression for consumers	4.17
	Total Average Mean	4.11

Source: data processed by SPSS 23

In table 5, the average result for the mean number of Brand Images (X1) is 4.11, which means that the Brand Image in the Sociolla application gets a good score with the average respondent agreeing. The highest average score on the indicator is the uniqueness of the brand which obtained 4.17.

Table 6 Average Total Mean and Total Mean Price Perception (X2)

NO	Question	Mean
	Price according to quality	
1.	The prices offered on the Sociolla application are in accordance with quality of products provided	4.07
	Price according to benefits	
2.	The prices offered on the Sociolla application are in accordance with the benefits provided by the product	4.02
	Competitive Prices	
3.	The prices offered on the Sociolla application have competitiveness with the prices offered by competitors	3.98
	Price Affordability	
4	The prices offered on the Sociolla application vary according to consumer affordability	4.08
	Total Average Mean	4.04

Source: data processed by SPSS 23

In table 6, the average number of Price Perception results (X2) is 4.04, which means that Price Perception in the Sociolla application gets a good score with the average respondent agreeing. The top quality mean in the indicator is price affordability which gets a total of 4.08.

Table 7 Average Total Mean and Total Mean Promotion (X3)

NO	Question	Mean
	Advertising	
1.	Frequent product promotions attract my interest buy	4.09
	Direct Marketing	
2	The Sociolla application carries out promotions via Instagram, directly, etc	4.01
	Sales promotion	
3	The free shipping offer on the Sociolla application makes you Interested in finding out about beauty products on the Sociolla application	4.03
	Total Average Mean	4.04

Source: data processed by SPSS 23

In table 7, the average number of promotion mean values (X3) is 4.04, which means that the promotion on the Sociolla application received a good score with the average respondent agreeing. The highest average value for the indicator is found in promotional messages with a value of 4.09.

Table 8 Average Total Mean and Total Mean Buying Interest (Y)

NO	Question	Mean
Transactional Interest		
1.	I am interested in buying on the Sociolla application because There are many beauty products available	3.97
Referential Interest		
2.	I am willing to recommend the Sociolla application to others	3.84
Preferential Interest		
3.	I chose the Sociolla application to meet my needs beauty product	3.74
Explorative Interest		
4.	I'm interested in buying beauty products on the app sociolla after receiving information from friends or relatives	3.77
Total Average Mean		3.83

Source: data processed by SPSS 23

In table 8, the average number of results for the mean Buying Interest (Y) is 3.83, which means that Buying Interest in the Sociolla application gets a good score with the average respondent agreeing. The highest average score on the indicator is transactional interest which received a score of 3.97.

Inferential Analysis

Validity test

The results of this test are to calculate the validity or invalidity of the measuring instruments that occur on the objects collected in the questionnaire, where when the calculated r value $>$ r table so that the questions in the questionnaire have a significant relationship to the total value of the questionnaire it is declared valid.

Table 9 Brand Image Validity Test Results (X1)

Variable	R count	R table	Information
X1.1	,884	.2084	VALID
X1.2	,867	.2084	VALID
X1.3	,901	.2084	VALID

Source: SPSS 23 data processing results

In table 9 the Brand Image variable (X1) states that the question is declared valid. Because it can be seen that $r_{count} > r_{table}$ which can be used as an instrument in research.

Table 10 Price Perception Validity Test Results (X2)

Variable	R count	R table	Information
X2.1	,831	.2084	VALID
X2.2	,877	.2084	VALID
X2.3	,807	.2084	VALID
X2.4	,874	.2084	VALID

Source: SPSS 23 data processing results

In table 10 it is concluded that the Price Perception variable (X2) states that the question is declared valid. Because it can be seen that $r_{count} > r_{table}$ which can be used as an instrument in research.

Table 10 Promotion Validity Test Results (X3)

Variable	R count	R table	Information
X3.1	,868	.2084	VALID
X3.2	,849	.2084	VALID
X3.3	,840	.2084	VALID

Source: SPSS 23 data processing results

The 10 results seen by the Promotion variable (X3) state that the question is declared valid. Because it can be seen that $r_{count} > r_{table}$ which can be used as an instrument in research.

Table 11 Purchase Interest Validity Test Results (Y)

Variable	R count	R table	Information
Y.1	,832	.2084	VALID

Variable	R count	R table	Information
Y.2	,854	.2084	VALID
Y.3	,880	.2084	VALID
Y.4	,838	.2084	VALID

Source: SPSS 23 data processing results

Based on table 11, the Purchase Interest (Y) variable states that the question is declared valid. Because it can be seen that $r_{count} > r_{table}$ which can be used as an instrument in research.

Reliability Test

This test is carried out to find out how far when measuring similar objects, similar data will be obtained.

Table 12 Reliability Test Results

	Cronbach's Alpha	Limitation	Information
Brand Image(X1)	,858	0.6	Reliable
Price Perception (X2)	,866	0.6	Reliable
Promotion (X3)	,809	0.6	Reliable
Purchase Interest (Y)	,872	0.6	Reliable

Source: SPSS 23 data processing results

The reliability test obtained for the independent and dependent variables in the table above shows Cronbach's alpha > 0.6 . so that all questionnaires in the research are reliable and can be used in research.

Multiple linear regression

This test is carried out to see whether there is an influence on the dependent variable with the independent variable which is analyzed using multiple regression to find out how big the influence is on the variable.

Table 13 Multiple Linear Regression Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1	(Constant)	1,252	1,568		,799	,427
	BrandImage_X1	,208	,178	.135	1,166	,247
	Price Perception_X2	,267	,147	,221	1,820	,072
	Promotion_X3	,592	,144	,450	4,114	,000

a. Dependent Variable: InterestBuy_Y

The regression equation in the table above is $Y = 0.135X_1 + 0.221X_2 + 0.450X_3$

Explanation :

Y = Interest in buying

b1 b2 b3 = Regression coefficient

X1 = Brand image

X2 = Price perception

X3 = Promotion

Based on the formula above, it can be expressed as:

1. b1 = Brand Image regression coefficient value (X1) is 0.135, which means that the brand image variable has a positive effect on buying interest, every time there is an increase of 1 in the brand image variable, buying interest will increase by 0.135.
2. b2 = Price Perception regression coefficient value (X2) is 0.221, which means that the price perception variable has a positive effect on buying interest, every time there is an addition of 1 to the price perception variable, buying interest will increase by 0.221.
3. b3 = Promotion regression coefficient value (X3) is 0.450, which means that the promotion variable has a positive effect on buying interest, every time you experience an addition of 1 to the promotion variable, buying interest will increase by 0.450.

Classic assumption test

Normality test

This is done in order to know whether the data is normally distributed or not. In this test, Kolmogorov-Smirnov is used. Where Kolmogorov-Smirnov probability value sig > 0.05 so the data is normal, while the probability value sig < 0.05 so the data is not normal.

Table 14 Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		87
Normal	Mean	.0000000
Parameters sa,b	Std.	
	Deviation	1.88947351
Most Extreme Difference	Absolute	,091
s	Positive	,080
	Negative	-.091
Statistical Tests		,091
Asymp. Sig. (2-tailed)		.073c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: SPSS 23 data processing results

In 14, a sig quality of 0.073 was obtained, which means a significance value of <0.05 or 0.073 > 0.05. Which means that the regression distribution value is normal.

Multicollinearity Test

This is done in testing the regression model to determine whether the correlation between variables is determined. Looking at the tolerance and Variance Inflation Factor (VIF), if the VIF value is smaller than 10 then there is no multicollinearity, while VIF > 10 means there is multicollinearity.

Table 15 Multicollinearity Test Results
Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
BrandImage_X1	,420	2,380
Price Perception_X2	,380	2,629
Promotion_X3	,470	2,127

a. Dependent Variable: InterestBuy_Y

Source: SPSS 23 data processing results

based on table 15, it states that the VIF value is < 10 and the tolerance in the table is > 0.1. Which means there are no symptoms of multicollinearity.

Heteroscedasticity Test

Heteroscedasticity aims to test the presence or absence of heteroscedasticity, it can be seen that if the probability value (sig) is > 0.05 then heteroscedasticity does not occur

Table 16 Heteroscedasticity Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	1,048	1,041			1,007	,317
BrandImage_X1	.111	.118	,158		,941	,349
Price Perception_X2	-.042	,097	-.076		-.428	,670
Promotion_X3	-.029	,095	-.048		-.300	,765

a. Dependent Variable: Abs_Res

Source: SPSS 23 data processing results

The Influence of Brand Image, Price Perception, and Promotion on Consumer Purchase Interest in Beauty Products on the Sociolla Application. Deva Safrina, et.al

At 16 shows the significance of the independent variable which shows that Brand image (X1) Price Perception (X2) Promotion (X3) has a significance of 0.349, 0.670, and 0.765, which is a standard significance value of 0.05. It was concluded that there was no heteroscedasticity problem.

Autocorrelation Test

This test is carried out to determine whether there is or is not autocorrelation by carrying out the Durbin Watson test

Table 17 Autocorrelation Test Results

Model Summary b	
Model	Durbin-Watson
1	1,811

Predictors: (Constant), Promotion_X3, BrandImage_X1, Price Perception_X2 Dependent Variable: Buying Interest_Y

Source: SPSS 23 data processing results

The table above shows that the DW in the table is 1.811. And DU at N = 87 and K3 in the Durbin Watson table is 1.7232. So for the value $4-DU = 2.2768$, which means $DU < DW < 4-DU$, it is $1.7232 < 1.811 < 2.2768$, which means there is no autocorrelation.

Model Feasibility Test

F test

The test is carried out to find out whether the independent variable can examine the dependent variable, whether the model being analyzed has a level of feasibility using the F Anova test.

Table 18 F Test Results

ANOVAa					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	349,591	3	116,530	31,502	,000b
Residual	307,029	83	3,699		
Total	656,621	86			

a. Dependent Variable: InterestBuy_Y

b. Predictors: (Constant), Promotion_X3, BrandImage_X1, Price Perception_X2

Source: SPSS 23 data processing results

From the table results it can be concluded that the research is declared significant based on a sig value of $0.000 < 0.05$. This value is used to determine the impact of Brand Image, Price Perception and Promotion on Purchase Interest. So it can be said that all independent variables, namely Brand Image, Price Perception and Promotion, simultaneously have a significant influence on the dependent variable, namely Purchase Interest.

Coefficient of Determination

This test was carried out to measure the ability of the regression model to explain the dependent variable, the quality of the determinant coefficient between zero and one. Zero means that the power of the independent variable explains little or small variations in the dependent variable, while the quality is close to one, namely that the independent variable shows a large influence on the dependent variable.

Table 19 Coefficient of Determination Test Results (R2)

Model Summary b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.730a	,532	,516	1,923

a. Predictors: (Constant), Promotion_X3, BrandImage_X1, Price Perception_X2

b. Dependent Variable: InterestBuy_Y

Source: SPSS 23 data processing results

In this test, it was concluded that the Adjusted R square value was 0.516 or 51.6%. Which shows that there is a relationship between the independent variables, namely Brand Image (X1), Price Perception (X2), and Promotion (X3), which have an effect of 51.6% on the dependent variable, namely Purchase Interest (Y). Where the remainder, namely $(100\% - 51.6\% = 48.4\%)$ is influenced by other variables not included in the research.

t test

This t test is carried out to find out one by one whether the dependent variable has a positive and significant effect on the independent variable.

**Table 20 t Test Results
Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,252	1,568		,799	,427
BrandImage_X1	,208	,178	.135	1,166	,247
Price	,267	,147	,221	1,820	,072
Perception_X2					
Promotion_X3	,592	.144	,450	4,114	,000

a. Dependent Variable: InterestBuy_Y

Source: SPSS 23 data processing results

From the results of the t test it can be concluded that:

1. H1: Brand Image influence but not significant on Purchase Interest
The Brand Image variable on Buying Interest can be seen from the t value of 1.166 and has a sig value of 0.247 > 0.05 so that H_a is rejected and H_o is accepted which shows that Brand Image has an influence but is not significant on Buying Interest.
2. H2: Price perception has an effect but is not significant on purchase intention
The variable Price Perception on Buying Interest is seen to have a t value of 1.820 and has a sig value of 0.072 > 0.05 so that H_a is rejected and H_o is accepted which shows that Price Perception has an influence but is not significant on Buying Interest.
3. H3: Promotion has a positive and significant effect on purchasing interest
The Promotion variable on Buying Interest has a t value of 4.114 and has a sig value of 0.000 < 0.05 so that H_a is accepted and H_o is rejected, which shows that Promotion has a partially significant effect on Buying Interest.

Discussion

The Influence of Brand Image on Purchase Intention

Based on the results of the t test on the Brand Image variable, it proves that the sig value is 0.247 > 0.05, there is an influence but not significant on the consumer purchase interest variable for beauty products in the Sociolla application. Shows that if the image of a brand on the Sociolla application is getting better, it will generate consumer interest in purchasing a beauty product on the Sociolla application. Brand image or Brand Image itself is an assumption about a brand in consumers' memories of a brand in their minds (Oktaviani & Lestari, 2017). The results of this research are supported by previous research by Cece, (2015) entitled The Influence of Brand Origin, Brand Ambassador, and Brand Image on Interest in Buying Macbeth shoes at Sogo Galaxy Mall Surabaya states that the Brand Image variable does not have a partial and significant effect on consumer Buying Interest.

The Influence of Price Perception on Purchase Intention

Based on the results of the t test on the Price Perception variable, it shows a sig value of 0.072 > 0.05, which means that there is an influence but not significant on the variable consumer buying interest in beauty products in the Sociolla application. Shows that the perception of price on the Sociolla application is better, the better the perception of the product price, it will generate interest in purchasing a beauty product on the Sociolla application. Price perception itself is a consumer assessment for selecting, seeing the suitability and affordability of prices for goods and services (MR Sari & Lestari, 2019). The results of this research are supported by previous research by Aji Kusnandri, Muhammad Mansur (2018) with the title The Influence of Direct Marketing, Sales Promotion, and Price Perception on Consumer Buying Interest which proves that the variable Price Perception Influence does not have a partial and significant effect on consumer buying interest.

The Effect of Promotion on Purchase Intention

Based on the results of the t test on the Promotion variable, it shows a sig value of 0.000 < 0.05, which means that there is an influence and significance on the variable Consumer Purchase Interest in

beauty products in the Sociolla application. Shows that the better and more varied the promotions carried out will increase consumer buying interest when buying beauty products on the Sociolla application. Promotion is a communication tool to convey messages with the aim of providing understanding about prices, products and places (Irawan, 2020). The results of this research are supported by previous research by. Irawan, (2020) with the title The Influence of Product Quality, Price and Promotion on Consumer Buying Interest at PT Satria Nusantara Jaya states that the Promotion variable has a partial and significant effect on Buying Interest.

4. CONCLUSION

In this research and the study of Brand Image, Price Perception, and Promotion on Consumer Purchase Interest in beauty products on the Sociolla application, it can be concluded that: Based on the results of the hypothesis test, Brand Image has an influence but is not significant on the Purchase Interest of each user of beauty products on the Sociolla application. This shows that Brand Image does not affect buying interest due to consumers' lack of awareness or memory of a product, from the packaging or logo of a company which causes the Brand Image variable not to influence buying interest. Based on the results of the hypothesis tests that have been researched, price perception has an influence but is not significant on consumers' buying interest in beauty products on the Sociolla application. . This shows that Price Perception does not influence buying interest due to a lack of information regarding prices that consumers understand for a product, which causes the Price Perception variable not to influence buying intention. Based on the hypothesis tests that have been researched, promotion has a positive and significant effect on consumers' buying interest in beauty products on the Sociolla application. This shows that promotions have a significant influence on buying interest because promotions are well managed in disseminating information about products which causes an influence on buying interest. Based on the results of the research stated previously, the author attempts to provide a number of suggestions that can be of value in increasing interest in buying beauty products on the Sociolla application. Here are some suggestions: At the variable level Brand Image still needs to be improved again with several brand image indicators because from the research results there are still many consumers who are not very familiar with the Sociolla application as an application that sells various beauty products. Therefore, starting from the brand image, it must continue to be built and have brand strength so that it sticks in the minds of consumers, there are advantages in using the brand so that awareness of a brand image arises, as well as the uniqueness provided to differentiate it from competitors so that consumers can remember and build an impression. good brand image towards consumers. At the variable level, price perception still needs to be improved again with several indicators of price perception, namely starting from meeting consumer satisfaction. Companies need to have prices that make them competitive with prices offered by competitors, increasing the similarity of product prices with function and similarity in the quality provided, price affordability. provided to consumers, as well as providing the same price based on each user's purchasing capacity for the product.

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