


The Influence of Brand Image, Product Quality, and Promotion on the Purchase Decision of Enis Glow Skincare in Tumenggungan Lamongan Village

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Article Info	ABSTRACT
Keywords: Brand Image, Product Quality, Promotion, Purchase Decision.	The existence of this study aims to determine the influence of brand image, product quality, and promotion on the purchase decision of enis glow skincare in Tumenggungan Village, Lamongan. The sampling technique used was simple random sampling with a sample of 92 respondents. This study uses a quantitative method with a survey approach. The results of this study show that brand image does not have a significant effect on purchase decisions with a t-value of $1.789 < t_{table} 1.986$. Product quality has a significant influence with a t-value of $4.202 > t_{table} 1.986$ and promotion has a significant influence with a t-value of $4.417 > t_{table} 1.986$.
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INTRODUCTION

Purchase decisions are the process of making decisions for consumers to buy certain products, made or with certain trademarks that start when they feel that there is a certain need in them that has not been met (Sutojo, 2009). Skincare is a mainstay for people for facial care, when there are so many facial treatments using lasers and so on. Skincare along with the development of the business world has given rise to various brands with different qualities. Enis Glow is a new local skincare brand that has not been established for a long time precisely in Lamongan, East Java. This product is not yet known by the Indonesian people, but it has an interesting skincare brand among the people of Lamongan and its surroundings.

Sales of Enis Glow Skincare in January – November can be seen that purchases made by consumers are quite good. Although there was a decline in August by 1350, September by 1300, and November by 1200. This is one of the problems that arises in the company.

Brand image is one of the determining factors for consumers to buy a skincare product. There are even consumers who care about the brand over price or anything else. Such consumers tend not to care about the cost or cheapness of the product. Product quality is the ability of a product to perform its functions that ability includes durability, reliability, and other valuable attributes in the product as a whole. Quality is the main highlight for companies to provide satisfaction for their consumers.

Sales promotion in marketing products aims to attract new consumers, influence consumers to try new products, increase purchases without planning or establish closer cooperation with retailers (Tjiptono 2010). Companies use promotions to trigger transactions, so that consumers want to buy a certain brand and sellers are more innovative in marketing it.

RESEARCH METHODS

The research method used in this study is qualitative with a survey approach in the form of data and answers from respondents. The sampling technique used, namely probability sampling with a simple random sampling type and using the slovin formula, was obtained by 92 respondents. Data analysis techniques used validity tests, reliability tests, classical assumption tests, multiple linear regressions and hypothesis tests using t-tests and f tests.

RESULTS AND DISCUSSION

Validity Test

The validity test is used to measure the validity or validity of a questionnaire. The significance test is considered valid if the results of the rtalbell calculation test >.

Table 1. Validity Test Results

Variabel	Item	R (count)	R (table)	Status
Brand Image	1	0,851	0,205	Valid
	2	0,840	0,205	Valid
	3	0,865	0,205	Valid
Product Quality	1	0,715	0,205	Valid
	2	0,822	0,205	Valid
	3	0,813	0,205	Valid
Promotions	1	0,517	0,205	Valid
	2	0,729	0,205	Valid
	3	0,726	0,205	Valid
	4	0,666	0,205	Valid
Purchase Decision	1	0,675	0,205	Valid
	2	0,719	0,205	Valid
	3	0,774	0,205	Valid
	4	0,684	0,205	Valid
	5	0,730	0,205	Valid

Source : Primary Data Processed SPSS 25 (2024)

Based on the table above, it shows that the calculation > rtable. Thus the variables of Brand Image, Product Quality, Promotion, and Purchase Decision are valid.

Reliability Test

The reliability test used in this study was the analysis technique of Crobanch Alpha > 0.60.

Table 2. Reliability Test Results

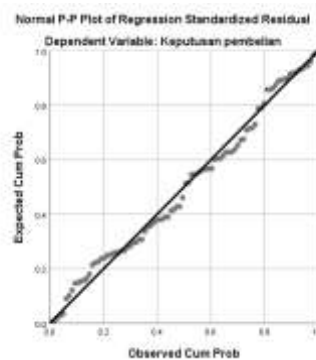
Variabel	Alpha	Status
Brand Image	0,805	Reliabel
Product Quality	0,679	Reliabel
Promotions	0,669	Reliabel
Purchase Decision	0,752	Reliabel

Source : Primary Data Processed SPSS 25 (2024)

It shows that all questionnaire statements have a consistency standard (reliable) that meets the criterion of > 0.60 so that it can be declared good to continue the research.

Normality Test

The normality test is to see whether the residual value is distributed normally or not.



Source : Normality Test Results Processed SPSS 25 (2024)

Figure 1. Normality Test

In the normal graph of the probability plot of the dots spread around the diagonal line, as well as the spread around the direction of the diagonal line indicating a normal distribution pattern, the assumption of normality is met.

Multicollinearity Test

The following are the results of data testing on multicollinearity.

Table 3. Multicollinearity Test Results

Modell	Collinearity Statistics	
	Tolerance	LIVE
Brand Image (X1)	.495	2.020
Product Quality (X2)	.460	2.175
Promotions (X3)	.848	1.180

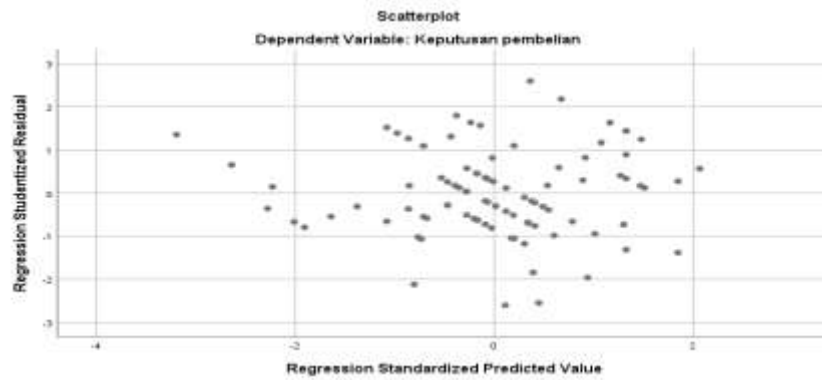
Dependent Variable: Purchase decision

Source : SPSS 25 Data Processing Results (2024)

It can be seen that all variables have a VIF value of < 10 and a tolerance value of > 0.1. Therefore, from these results, it can be interpreted that the research data is free from the problem of multicollinearity.

Heteroscedasticity Test

A good regression model is one that does not contain symptoms of heteroscedasticity. One of the ways used to detect heteroscedasticity is to use the plot graph method. Here are the results of the scatterplot test:



Source : SPSS 25 Data Processing Results

Gambar 2. Scatterplot Dependent Variable

It can be seen that there is nothing clear, and the dots spread above and below the number 0 on the axis, so it can be concluded that the regression model in this study does not have heteroscedasticity.

Multiple Linear Regression Test

The following are the results of the multiple linear regression test test data:

Table 4. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Say.
	B	Std. Error	Beta		
1 (Constant)	3.441	1.507		2.284	.025
Brand Image	.225	.126	.176	1.789	.077
Product	.640	.152	.429	4.202	.000
Quality	.397	.090	.332	4.417	.000
Promotions					

Source : Data Processed from SPSS 25

Based on the multiple linear regression equation, it can be seen that the most dominant independent variable is the product quality variable with a coefficient of 0.640 and the lowest influential variable is the brand image variable with a coefficient of 0.225.

Coefficient of Determination (R²)

Table 5. Result Coefficient of Determination (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760a	.578	.564	1.869

Source : Data Processed SPSS 25

It can be concluded that the variables Brand Image, Product Quality, and Promotion of the purchase decision variables contributed 0.578 or 57.8%, while the remaining 42.2%

were influenced by independent variables other than brand image, product quality and promotion.

Uji Hypothesis

T Test Results (Partial)

Based on the data processing of the T Test, the following results were obtained:

Table 6. T Test Results

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.441	1.507		2.284	.025
	Brand image	.225	.126	.176	1.789	.077
	Product Quality	.640	.152	.429	4.202	.000
	Promotions	.397	.090	.332	4.417	.000

Source : Data Processed SPSS 25

Based on the T test table above, it can be concluded that:

1. The t_{cal} value is $1.789 < t_{table}$ is 1.986 , then H_0 is accepted and H_a is rejected, which means that there is no partial significant influence between the Brand Image (X1) variable on the Purchase Decision (Y) in Enis Glow Skincare.
2. The t_{cal} value is $4.202 > t_{table}$ is 1.986 , then H_0 is rejected and H_a is accepted, which means that there is a partially significant influence between the Product Quality (X2) variable on the Purchase Decision (Y) in Enis Glow Skincare.
3. $t_{4.417} > t_{table}$ 1.986 , then H_0 is rejected and H_a is accepted, which means that there is a partially significant influence between the Promotion variable (X3) on the Purchase Decision (Y).

F Test (Simultaneous)

It can be seen from the results of the F test obtained a F_{count} of 40.205 while F_{table} 2.71 because $F_{cal} > F_{table}$ then H_0 was rejected, meaning that together the variables of Brand Image, Product Quality, and Promotion have a significant influence on the Purchase Decision.

CONCLUSION

Based on the above discussion, it can be concluded that:

1. From the results of the T test, the Brand Image variable (X1) did not have a significant influence partially on the Purchase Decision (Y) on Skincare Enis Glow. Which means that if a company's brand image experiences a decline in quality, the lower the consumer will be able to make a purchase decision.
2. From the results of the T test of the Product Quality variable (X2), there is a significant influence partially on the Purchase Decision (Y) of Enis Glow Skincare. This means that the higher the quality of a company's products, the higher the consumer will be able to make a purchase decision.

3. From the results of the Promotion variable T test (X3), there was a significant partial influence on the Purchase Decision (Y) on Skincare Enis Glow. This means that the higher the promotional activities of a company are fulfilled, the higher the consumer will make a purchase decision.
4. From the calculation using multiple linear regression tests, it is known that the product quality variable has the most dominant effect on the purchase decision of Skincare Enis Glow.

IMPLICATIONS

After knowing the results of the research above, on this occasion the author will put forward suggestions that may be useful or as a consideration and continuity in Skincare Enis Glow to achieve the planned goals.

1. Theoretically

Based on the results of the analysis conducted by the researcher, Brand Image does not have a significant effect on Purchase Decisions while Product Quality and Promotion have a significant influence on Purchase Decisions. Therefore, it is hoped that Enis Glow Skincare can pay attention to what is lacking in the Enis Glow Lamongan Skincare product.

2. Practically

a. For the Author

The results of this study can provide a presentation of theories and information in real terms to know the real conditions that occur in consumers about Brand Image, Product Quality, and Promotion of Purchase Decisions.

b. For Readers

It is hoped that the results of the researcher can provide knowledge and understanding about the influence of Brand Image, Product Quality, and Promotion on Enis Glow Skincare Purchase Decisions. For further research, you can use or add other variables such as Location, Service Quality, Price Perception, and others.

c. Bagi Universitals

The results of this research are generally for students of the Islamic University of Lamongan and especially the Faculty of Economics, where this research adds references in the library and can provide benefits for students who want to add variables or use other variables.

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