

The Effect of Price, Product Quality, and Brand Image on The Originote Skincare Product Purchase Decision

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ABSTRACT

This study examines the effect of price, product quality, and brand image on purchasing decisions for The Originote skincare products in Bekasi City. Using a non-experimental quantitative approach and descriptive design, data were obtained from 105 respondents through an online survey with Google Forms. Data were analyzed using Structural Equation Modeling (SEM) with Partial Least Squares (PLS). The results showed that product quality did not have a significant effect on purchasing decisions for The Originote skincare products, but price and brand image had a significant effect. The price of The Originote products is considered affordable and in accordance with consumer desires, while The Originote's brand image is well-known and easy to remember by consumers. Consumer attitudes can also be influenced by external factors such as changes in needs or economic conditions that cannot be fully controlled in this study. These findings provide important insights for marketers in developing effective marketing strategies for skincare products.

Keywords: Price, Product Quality, Brand Image, and Purchase Decision. The Originote.

INTRODUCTION

In the rapidly developing modern era, *skincare product companies* need to emphasize the importance of the quality of their products. Product quality is a determining factor in success in penetrating an increasingly competitive market. To stay competitive and maintain their position in the competitive beauty industry, companies must have the ability to effectively communicate their products to consumers (Astutik & Sutedjo 2022). The rapid progress of the *skincare* industry in Indonesia has become a lifestyle for women which continues to increase public demand for self-care to appear more attractive. Appearance has become a very important element, not only for women, but also for men (Amin & Yanti, 2021). Work demands often make women want to look beautiful, attractive, and perfect, so *skincare products* are created to increase their self-confidence. *Skincare* is a primary need for many women, because they consider beautifying themselves and taking care of their bodies as basic needs (Merlianti & Lelawati, 2021). Women fulfill their basic beauty needs by using *skincare*. Currently, there are various types of popular skincare. One of the most popular brands in Indonesia is The Originote, a halal *skincare brand* that has only been operating since 2022. The Originote products have become the main choice in Indonesia, used by adult

women, teenagers, and even men who are looking for safe *skincare* that has been approved by BPOM. (Azmi & Sya'ban 2023) .

Variables that can influence consumer decisions in purchasing a product include price, product quality, and brand image . Consumer desires are influenced by the most important factor in purchasing decisions, namely the quality of the product offered by the company, which is part of the marketing mix (Barcelona et al., 2019). According to (Pratama, 2023) The Originote's potential ability to influence consumer purchasing decisions is based on its ability to create positive value for the brand. Moreover, if the product quality is very good and well-known in various circles, it can increase the purchasing decisions of people who have not purchased to buy the product (Nurhidayah & Suranto 2023) .

The main factor that is important in customer consideration is product quality, because quality is closely related to the level of customer satisfaction because it directly affects how effective the product or service is in meeting their needs and expectations. According to (Riswandi & Ginanjar, 2020) Quality products are a fundamental factor in winning market competitors, which can ultimately increase consumer satisfaction. Originote Moisturizer has various advantages, including its ability to maintain and repair the skin's protective layer, moisturize the skin, eliminate acne, and help regulate sebum production on the face. This product is very safe and comfortable to use on various skin types (Sya'ban, 2023) . Good product quality will encourage customers to make purchases. Consumers buy and use The Originote because the quality offered is in accordance with what is desired. The materials used, production, distribution, and packaging of The Originote products illustrate that The Originote management is very concerned about the safety of the use of its products in consumers (Utami & Cahyono, 2023) .

Consumers' views and beliefs about a brand are reflected in the relationship they have in their memory, known as brand image (Ruhamak & Rahmadi, 2019). A company can build a brand image by using various assets it has, such as an easily identifiable logo, attractive design, unique and memorable brand name, distinctive product packaging, and an atmosphere that gives a positive impression and makes customers feel comfortable. The success of a brand in attracting customers' attention. and encouraging them to buy products and depends heavily on the impression the brand leaves on customers (Pratiwi I & Soliha E 2023) . The Originote Moisturizer is known as a product used by women to improve and maintain the health and protection of their skin. According to (Marcinda, 2023). If the brand image of the product is increasingly well-known in the market, this will form a positive perception and consumer confidence in the products offered by the company, so that it can form a positive image in the eyes of consumers (Alfiah, Suhendar, & Yusuf 2023) .

Price is a very crucial point of view for both customers and sellers. For customers, price is the cost that must be incurred to obtain something. Price is one aspect that needs to be considered, because the higher the price, the purchasing decision tends to decrease. Conversely, if the price is lower, the purchasing decision tends to increase (Winasis, Widiyanti, & Hadibrata 2022) . The important factor of *brand skincare* can achieve skyrocketing sales, namely the price factor (Damayanti, Arifin, and Rahmawati 2023) . Price is a very important aspect for both consumers and sellers. For consumers, price is the cost that must be incurred to obtain something.

Variables related to research on price, product quality, brand image, and purchasing decisions, this research has been conducted previously, where price has a significant effect on purchasing decisions (Astutik & Sutedjo 2022) . The results of research conducted by (Sumaryanto, Widajanti, & Susanti 2022) product quality has a significant effect on purchasing decisions. The purchasing decision process is also very important for consumers, because before buying a product, they will look for information related to the product.

Interest in buying a product is often influenced by memories of the brand image of the product. Product quality is an important factor influencing consumer purchasing decisions. The results of research conducted by (Saharani & Ansori 2022) brand image has a significant effect on purchasing decisions.

Previous studies have discussed various variables related to the influence of price, product quality, and brand image on purchasing decisions for *Ms. Glow skincare products*. (Astutik & Sutedjo 2022) . However, the previous research object was specifically for users in the city of Semarang, while the current research object is focused on users of The Originote *skincare* in the Bekasi City area. In this study, the researcher chose The Originote product because the product being studied is still relatively new in the market, but shows significant and rapid market growth.

The aim of this study is to explore the extent to which price, product quality and brand image directly influence purchasing decisions for The Originote *skincare* . in the city of Bekasi which is expected to contribute to expanding theoretical and practical understanding and contribute to the field of marketing management and provide additional information and be useful especially for entrepreneurs in increasing sales of *skincare products* .

LITERATURE REVIEW

Price

Kotler in (Mustika Sari, & Prihartono 2021) Price is the amount of money set for goods or services, or the monetary value paid to obtain the utility of goods or services. Price is the most important decision variable taken by customers to buy a product. In addition, price is one of the determining factors in choosing a brand related to consumer decisions to buy a product (Pratiwi, Junaedi, and Prasetyo 2021) . According to Tjiptono in (Iful & Satrio 2022) Price is a monetary value or other measure (including goods and services) exchanged to obtain ownership or use rights of a good or service. This definition is in accordance with the concept of exchange *in* marketing.

Brand Image

According to Kotler and Armstrong in (Fatmaningrum, Susanto, & Fadhilah 2020) Brand image is the perception and feelings of consumers when they hear or see the name of a brand. Consumers' positive views of a brand increase their likelihood of making a purchase. A good brand is also the basis for building a positive corporate image. Rangkuti said that brand image is a collection of brand units that appear and remain in the minds of customers (Anggraini, 2021). Brand image is a collection of views that are formed in the minds of consumers about a brand. This view can appear as a special thought or characteristic associated with the brand (Chrisjunian, Gultom, & Lubis 2023) . With a brand image, customers can know the quality of a product and reduce the impact of purchases and satisfaction with other products. If the brand image is stronger, consumers will be encouraged to buy the product and consumers may even make repeat purchases (Pratama & Rohmah, 2022).

Product Quality

According to Kotler and Armstrong in (Yunita, 2021) is a set of characteristics of goods and services that have the ability to meet needs, which is a combination of durability, reliability, accuracy, ease of maintenance, and other characteristics of a product. According to (Anggraeni & Soliha, 2020) product quality is an important value that is centered on customers. When the service or product from the seller meets or even exceeds customer expectations, it means that the seller has provided good quality. Product quality reflects the

ability of a product to carry out its functions, including processes and other product improvements that are valuable to meet consumer needs and expectations (Krisna et al., 2021).

Buying decision

According to Sinambow in (Winasis, Widiyanti, & Hadibrata 2022) purchasing decisions are an impulse or motive that drives someone to buy something because of needs and desires. Purchasing decisions involve a series of related processes that include several activities, from searching for information, buying, using, to evaluating goods that have been purchased to satisfy consumer desires and needs (Purboyo et al., 2021). According to (Nurfauzi et al. 2023) A purchasing decision is the act of choosing one of two or more available options. This means that a person facing a problem must be able to choose one of several available options. A person is in a position to make a purchasing decision when faced with two choices, namely buying or not buying, and then decides to buy.

RELATIONSHIP BETWEEN VARIABLES

Price Relationship to Purchasing Decisions

According to (Faisal Akbar, 2019) from a consumer perspective, price is often used as a value proposition, especially when associated with the benefits obtained from a product or service. The value of a product must be understood by the consumer so that the product has meaning and influences the intention to buy and provides satisfaction after purchasing (Riswandi, and Ginanjar 2020). Price can also teach consumers to assess product factors and understand the benefits of the product. The more the price matches the consumer's desires and the more affordable it is, the faster the consumer will decide to use or buy skincare products *skincare* (Puspita Sari, & Ambardi 2023). Thus, it can be concluded that price can form the foundation of purchasing decisions to create a continuous and mutually beneficial relationship between the company and customers, so the hypothesis in this study is as follows:

H1 = Price has a positive effect on purchasing decisions

Relationship between Product Quality and Purchasing Decisions

Basically, purchasing decisions begin with curiosity about a product or service. Purchasing decisions occur when consumers know the product description and decide to make a purchase (Ramdhan and Djuniardi 2024). The results of the study (Utami & Cahyono, 2023) showed that the assessment of purchasing decisions was positively and significantly influenced by product quality, where consumers with skin conditions such as acne, acne scars, uneven skin tone, and dull skin, those aged 15 to 25 years usually use skincare products. In carrying out marketing activities, one of the factors that can influence purchasing decisions is product quality produk (Pratiwi I & Soliha E 2023). Thus, the relationship between product quality and purchasing decision becomes fundamental in the context of marketing and management with customer relationships. Based on the description that has been mentioned above, the hypothesis in this study is as follows:

H2 = Product quality has a positive effect on purchasing decision.

Relationship of Brand Image to Purchasing Decision

Melnulrult (Azmi & Sya'ban 2023) The potential of a skincare product to influence the consumer's purchasing decision lies in its ability to reflect positive perceptions towards consumers. Product characteristics that can reflect customer satisfaction and create positive relationships with consumers are very important. Consumers choose products based on

various attributes that they pay attention to, so companies will try to present various attributes in their products in the hope that consumers will reflect their desire to buy the product (Nulrlia 2022). Consumer image is related to attitudes, beliefs, and preferences towards consumers. Consumers who succeed in reflecting a positive image in the eyes of consumers will be more likely to encourage consumers to make purchases (Ernawati, Bernadin, & Argo 2021). Therefore, the relationship between brand image and purchase decision can create customer confidence that they will get consistent quality every time they choose the brand. This becomes an important aspect in marketing and customer relationship management. Based on the above, the hypothesis in this study is as follows:
H3 = Brand image has a positive effect on purchase decision.

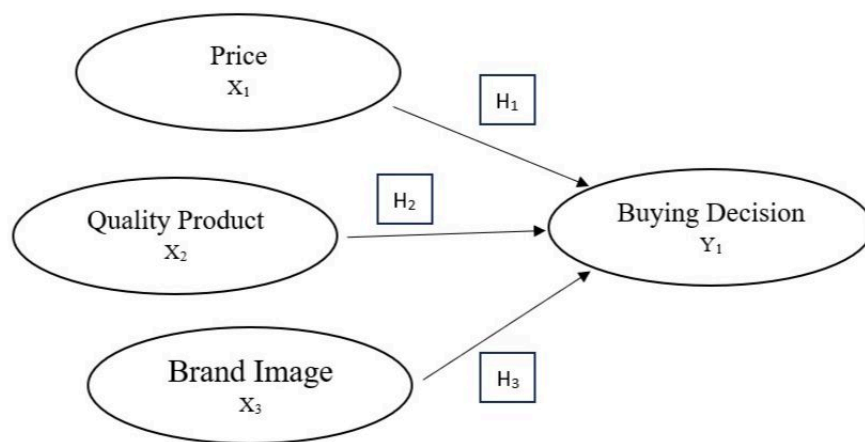


Figure 1. Research Model

RESEARCH METHODOLOGY

Research Design

Associative causal research with a qualitative approach is the right choice for this research. The purpose of associative causal research is to understand the relationship or relationship between independent variables (X) and dependent variables (Y) (Sulgiyono, 2017). The variables in this study include Price, Product Quality, Brand Image, and Buyer's Writing.

The survey in this study was conducted using a Google Form questionnaire distributed online, with a 4-point Likert scale. Alternative answers for each variable are given a score of always/very often, often/often, sometimes/hesitantly, almost never/never, never/very rarely. (Ridulwan 2010).

Population and Sample

Data collection for this study was conducted using a survey method using an online survey. Sampling used a non-probability method with a pollutant sampling technique. The sample criteria used in this study were ages 15 years and over with a purchase period of the last 1 month. The population of this study was focused on the users of the skincare product from The Origin Hotel in the city of Belkasi. The number of samples was 85 respondents (17 indicators multiplied by 4 (J. F. Hair, Page, and Brunsveld 2019)

Data Analysis Techniques

In this study, data were analyzed using Structural Error Modeling (SEM) with Partial Least Square (PLS) attachment, assisted by statistical software. This analysis focuses on two main components: outer model and inner model. SEM-PLS was chosen because it is able to identify the influence of various variables on the object pattern simultaneously, both in direct and indirect relationships. (Hair et al., 2021). Further analysis is carried out using the Structural Error Modeling (SEM) method with the Partial Least Square (PLS) technique so that there will be 2 error models, namely the outer model and the inner model. At the model output stage, there are several parameters, namely convergent validity (based on loading factor value >0.70 and Average Variance Variance (AVEI) >0.50), discriminant validity (based on the Fornell-Larckel Criterion, namely where the construct has a larger variance with its indicators compared to other constructs, and Cross-Loading where the variance of each indicator in the construct is higher compared to the cross-variance in other constructs), internal consistency reliability (based on Composite Reliability and Cronbach Alpha >0.70), and the adjusted R Square value (R^2) to determine how much the variable influences the construct. on the variable elndogeln with values 0.75, 0.50, 0.25 with various fungi, moderate, and weak. In addition, at the inner model stage, it is used to show the relationship between variables or to test the hypothesis with p-value criteria based on the rule <0.05 and t-value (one-tailed) with a value > 1.65 to be accepted (Hair et al., 2021).

RESEARCH RESULTS

Analysis of Respondent Characteristics

Respondents in this study were users of The Origin skincare products and had made at least one purchase in the last month. The questionnaire distributed through Google Form has collected 101 respondents located in the City of Bekasi. As many as 76% (79 people) of the respondents were female, while 24% (25 people) of the respondents were male. Furthermore, in the context of age, respondents are dominated by those aged 15-25 years, which is 75% (78 people), while respondents aged over 25 years are 25% (26 people). In terms of employment, 52.8% (56 people) of respondents are students, 17.9% (19 people) of respondents are self-employed and 20.8% (22 people) of respondents are teachers/employees, 8.5% (9 people). In addition, an average of 12 people in a month spend less than Rp. 50,000 people spent Rp. 100,000.00 – Rp. 200,000.00 on skincare products from Thel Originotel in a month, 53.8% (57 people) spent Rp. 200,000.00 – Rp. 500,000.00 on skincare products, and 4.7% (5 people) of respondents made purchases of Thel Originotel products with sales of more than Rp. 500,000.00. Relpondeln data can be seen in attachment 5 A.

Inner Model Analysis Evaluation Results

The Adjusted R Square (R^2) value in the model shows the ability of the consumer variable to influence the consumer variable, with a value of 0.75 considered strong, 0.50 considered moderate, and 0.25 considered weak. The complete results of the Adjusted R Square (R^2) can be seen in Appendix 5, part C, which shows the Adjusted R^2 value of the bullying denial variable of 0.568. This indicates that 56.8% of the influence is obtained from the price, product quality, and brand image variables. Where the telrselbult value has a residual value of 43.2% which is influenced by other variables not included in this analysis. The Inner Model test was carried out using the hypothesis test. This is done with the path coefficient value, and the t-value must be greater than 1.96. The hypothesis test is seen from the results of the bootstrapping analysis of the path coefficient showing that if the t-value is >1.96 , then the proposed hypothesis can be accepted. The results of the bootstrapping analysis on the path coefficient can be seen in Figure 3 below.

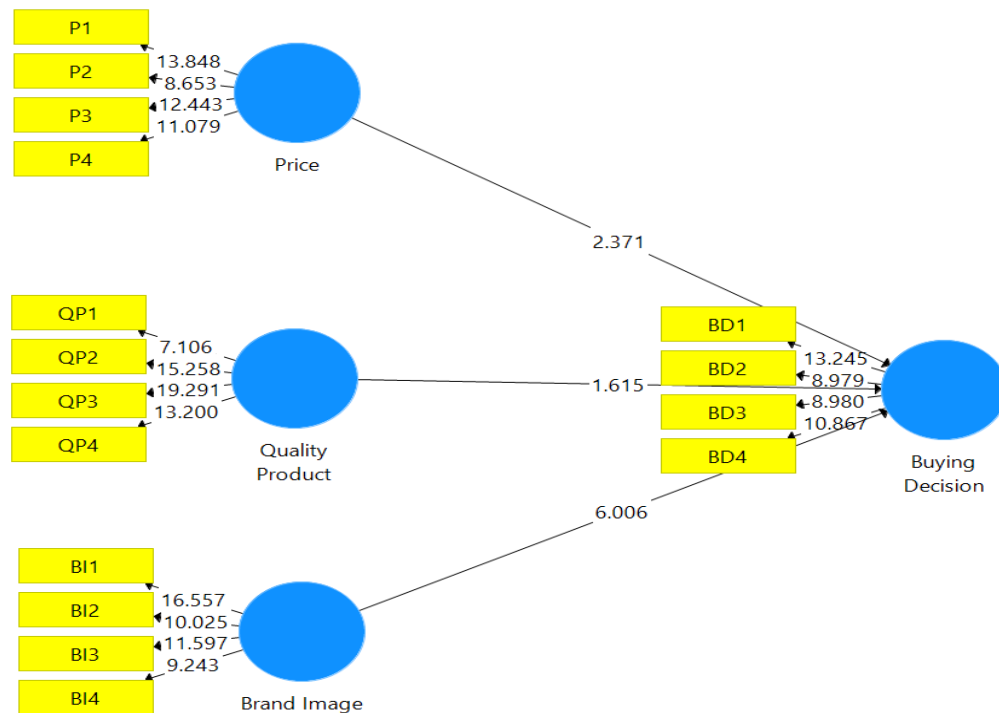


Figure 3. Inner Model Analysis Output Results

Figure 3 shows the t-value of each path in the structural model that has been tested and shows a t-value >1.96 . Then, to determine whether the hypothesis test is accepted or rejected, it can be seen from the significance value of the t-value and p-value. At a significance level of 5%, if the t-value result is >1.96 , then the variable is considered significant to the variable with a one-sided test significance of 5%. Significance in the variable can be seen from the p-value <0.05 . Based on the results of the analysis in this study, the initial hypothesis cell proposed is declared accepted.

Measurement of Direct Influence Coefficient

The results of the direct influence coefficient measurement can be seen in table 1 below:

Table 1. Results of Direct Influence Path Coefficient Measurement

Hypothesis	Original Sample	t-values $>1,96$	p-values $<0,05$	Description
H1: Price has a positive effect on purchase decision	0,298	2,371	0,018	Accepted
H2: Product quality has a positive effect on purchase decision	-0,291	1,615	0,107	Not Accepted

H3: Brand image has a positive effect on purchase decision.	0,779	6,006	0,000	Accepted
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The results of this study show that the price variable has an impact on the purchase decision of 0.298 (29.8%) with a t-value of 2.371 and a p-value of 0.018. Thus, it can be concluded that price has a positive and significant effect on purchase decision, so H1 is accepted. However, the second hypothesis stating that product quality affects purchase decision cannot be accepted because the results are not consistent. -0.291 (29.1%) with a t-value of 1.615 and a p-value of 0.107, so it does not have a significant effect on the purchase result, therefore H2 is not accepted. The third hypothesis that examines the effect of the variable Citra Melrelk on the purchase result is as large as 0.779 (77.9%) with a t-value of 6.006 and a p-value of 0.000, shows that Citra Melrelk has a positive and significant effect on the purchase result, thus H3 is accepted.

DISCUSSION

The results of the hypothesis test in this study stated that the product quality variable did not affect the purchase decision. This finding is consistent with the research of the sample which also showed that product quality did not affect the purchase decision (Chrisjunian, Gultom, & Lubis 2023).. Meanwhile, the results of this study are not in line with the research of the sample (Astutik & Suttedjo 2022). Based on the results of the study on the influence of product quality on purchasing decisions, it has succeeded in attracting customer attention and interest, this is due to the lack of performance, features, durability, & aesthetics of the Thel Originotel product itself. The results of the hypothesis test in this study, brand image has a significant effect on purchasing decisions. The results of this study are in line with the previous study which showed that brand image has a significant positive effect on Purchase Decisions (Nurhidayah & Suranto 2023), (Fatmaningrum, Susanto, & Fadhillah 2020). Based on the results of the study of the influence of the brand image on the purchase decision, the consultants are of the opinion that The Originote products have attractive characteristics. In this case, The Originote products do not disappoint their customers. In addition, the products of brands that are well-known in the market are superior to brands that are less popular in the market, this is because the brands that are on the market are popular brands.

The results of the hypothesis test in this study showed that price has an influence on the purchase decision of Thel Originotel skincare products. The results of this study are in line with the previous research which showed that price has a significant positive effect on purchase decision (Sumaryanto, Widajanti, & Susanti 2022), (Mustika Sari, & Prihartono 2021). Based on the results of the study on the influence of price on purchase decision, it is known that the price of Thel Originote skincare products is affordable, not only cheap, The Originote products also offer value that is commensurate with customers.

CONCLUSION

Based on the results found in this study, two of the three hypotheses that have been proposed have been proven, except for one hypothesis that turned out to be not proven significantly from the initial hypothesis that has been proposed. First, price has a positive and significant effect on purchasing decisions, because the price of Thel Originotel skincare products is competitive and in accordance with customer satisfaction. Second, product quality does not have a significant effect on purchasing decisions, although this hypothesis is still important even though it does not directly affect purchasing decisions. Third, brand image

has a significant positive effect on purchasing decisions, because consumers believe that products from well-known brands are better than those from less popular brands.

This study reveals that product quality does not affect the purchasing decisions of Thel Originotel skincare products. However, the price and brand image affect the purchasing decisions of Thel Originotel skincare products, the price of Thel Originotel products is considered cheap and in accordance with the desires of consumers. In addition, the image of Thel Originotel is very well-known in the market and is easily remembered by consumers.

Limitations

Although this study provides a wealth of new knowledge, there are several limitations. First, the sample size of this study was quite small ($n = 85$) and limited to respondents living in the city of Bekasi. Therefore, the results of this study are not fully representative of the national or international population. Second, this study used an online survey method, which may affect the validity and representativeness of the respondents. Third, the perceptions and attitudes of consumers may be influenced by external factors such as changes in availability or economic conditions. These factors were not fully controlled in this study.

Outer Model Analysis Evaluation Results

The results of the Outer Model Analysis test include testing convergent validity, discriminant validity, and reliability using Cronbach's Alpha and composite reliability. If the initial indicator in the SEM-PLS model meets the requirements for testing convergent validity, discriminant validity, and reliability, then the results of the SEM-PLS analysis can be used to test the hypothesis in the study. The loading factor value of each indicator on the variable is used to test convergent validity. Indicators with loading factor values of more than >0.70 are considered sufficient to validate and describe the underlying variables.

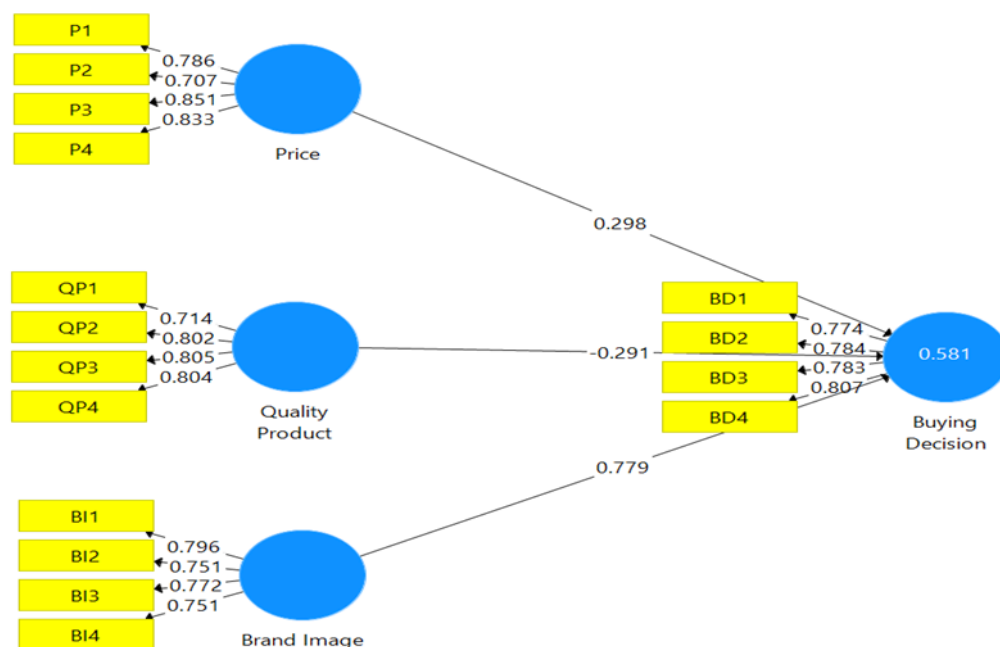


Figure 2. Outer Model Analysis Output Results

In this study, each variable has an AVEI value of >0.50 and the minimum acceptable loading factor is >0.70 . From the results of SmartPLS processing shown in Figure 2, the

loading factor value for all indicators has reached >0.70 . So it can be said that the results of this study have met the requirements for convergent validity. The loading factor value, Cronbach's Alpha, composite reliability, and AVEI for each variable can be seen in full in Appendix 5 B. Meanwhile, to test discriminant validity, cross loading is used. The complete cross loading value can be seen in Appendix 5 B.

Suggestion

For further research that will review this research, it is suggested to add variables that have not been discussed by the previous research or outside the variables that have been used. In addition, the reflection of indicators for each variable should be adjusted to the situation and conditions of the research object. Thus, the subsequent research can identify the influence on the variables related to the results of the purchase more thoroughly and deeply, thus increasing the accuracy and completeness of the results of the subsequent research.

Managerial Implications

The managerial implications of this research finding are the need to focus on competitive pricing strategy by conducting market survey to ensure that The Originotel product prices are in line with their value and benefits, and to highlight product excellence to increase competitiveness in the market. In addition, management must optimize aspects of product quality such as performance, features, suitability, reliability, durability, aesthetics, and customer perceptions of quality, to overcome customer expectations and maintain a good brand image.

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