





The influence of promotion, product quality and brand image towards customer purchase decisions of Wardah cosmetic products

 Wiwin Inriani Lamasi ^(a)  Singgih Santoso ^{(b)*}



^(a,b) Duta Wacana Christian University, Yogyakarta, Indonesia

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ABSTRACT

Along with the increasing demand for qualified skincare products these days, there are many companies in Indonesia that produce facial beauty products that emphasize a good image in the minds of the consumers and intensive promotion. This study was conducted to determine whether the promotion, product quality, and brand image affect the purchase decisions. The research was conducted using a survey method using a questionnaire to a sample of 200 respondents who used Wardah Cosmetics beauty products. The sample was obtained by doing a purposive random sampling technique. The data analysis technique used in this research was using Structural Equation Modeling (SEM) using the AMOS program. The results of this study indicated that the promotion and the product quality had a significant effect on the brand image and brand image has a significant effect on purchasing decisions.

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Introduction

Nowadays, the competition in our world is getting tougher and dynamic. Many companies are competing to market their products or services. Consumers who try to meet their daily needs are in fact adjusting to their economic capabilities so that the business actors must also adjust to the needs of these consumers. One product that has many consumers and has quite high demand is facial care products. Indonesia, which is a tropical area, requires its residents to do regular facial treatments. There are so many skin care products or facial and body care services that vary greatly in Indonesia so that each consumer can choose a skin care product or facial and body services according to their needs and also their economic level. One of the skin care beauty products which are originally come from Indonesia itself is Wardah cosmetics products. Many people use these products because the material is light, suitable for Indonesian skin types and the price is also affordable for the low to middle class economy.

In cosmetics and skin care industry, *Wardah Cosmetic* is a leading brand and has a fairly dominant market share. Wardah does not only have beauty care products for facial makeup but also body care products so that these products are not only used by women but also by men. Wardah also sells a halal logo for their slogan, so wardah fans themselves don't have to worry about the ingredients used by Wardah products. There are many things that can make a product and a brand accepted and liked by the consumers. The product quality has an important role for a product or a service. Good quality will make the customers feel interested in buying then they become loyal to that specific item because it has a very good product quality. Promotion is also an important thing and this promotion can be done through billboards, television, radio, social media and many more. Through the attractive promotions, people will be interested in trying the product. Another factor is the image of a product that will be remembered by the consumers through continuous promotions. The consumers will easily remember certain products through their slogans, logos, good impressions and also there are many more people who are looking for the characteristics or the brand image of the product. People will decide to buy the product because they will see the quality of the product, then promotions that make the image of the brand stick in people's minds.

* Corresponding author. ORCID ID: 0000-0002-1629-6198

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From the description above, this study aimed to analyze whether the promotion, the product quality and the brand image affect the purchase decision of *Wardah Cosmetic* beauty products.

Literature Review

Conceptual and Theoretical Background

Brand Image

Brand image is people's perception towards a brand as it is reflected by the existing brand associations or embedded in the consumers' memories. The brand image itself is people's perception of the brand even though they have not seen the products of the brand but already know whether the brand has good or bad quality. Brand image as a set of beliefs, ideas, impressions that a person has towards a brand. Brand image is a person's beliefs, ideas or impressions of a brand. That is why the brand greatly influences the consumer's choice of which product they will buy or use. Brand image can be defined as perceptions of a brand that are as reflected by the brand associations held in a consumer memory (Mao et al., 2020). Brand image could contribute to a company's success when customers are willing to purchase products or services at a higher price (Thoo et al., 2018). Brand image is the subjective and perceptive phenomena of the customers which they believe or make impressions in their minds about a brand (Guha et al., 2021). Brand image can be defined as a perception that arises in the minds of consumers when considering a brand of a particular product. (Rosmayani & Mardhatillah, 2020); brand image also can be defined as the perceptions generated by brand associations and attributes (Raji et al., 2019). Brand image is the perception towards a brand as reflected by brand associations that exist in the consumers' memories (Kotler & Keller, 2016), such as a brand that has been in the market for a long time or it was the earliest in the market, so people will continue to know the brand even though there are many similar products on the market. Another conclusion was the brand image had a significant positive effect on the consumers' purchase intention (Hermanda et al., 2019).

Product Quality

Perceived quality can be defined as the consumer's judgment about a product's overall excellence or superiority. This perception-based approach views quality as a form of overall evaluation of a product, suggesting that quality is a relatively global value (Gök et al., 2019); Whenever there is an uncertainty about quality, customers may benefit from getting information about the performance of the product. In general, Product quality influences consumers' purchase intention, willingness to pay and firms' market share (Yu et al., 2021). Product quality is very important because product quality can determine the brand image of a product itself. Product quality is also a measure of consumer satisfaction in buying a product. Product quality according to (Kotler & Keller, 2016) is "a characteristic of a product or service that depends on its ability to satisfy stated or implied customer needs". Quality consists of a number of product features, which meet the customer desires, thereby providing satisfaction with the use of the product. Products are made or produced to meet customer desires so that a product can be said to be of high quality if it is in accordance with the wishes of the customer. Perceived product quality impacted consumer satisfaction in the retail business. The same study also stated the mobile phone industry's findings in South Korea, Singapore and Canada, which found out that customer satisfaction impacted the perceived product quality and performance (Chong et al., 2021).

Promotion

Promotion is the process of delivering or providing information to people to affect or persuade people to buy the goods or services. Generally, promotion is to increase the volume of sales of a product or service. Promotion is a mixture of marketing that tries to communicate to people about an item or certain service so that people have a desire to buy the product or the service. The activity is to influence people continuously so that people are increasingly aware of the quality or superiority of the goods or services. This can also improve the brand image of the company's goods or services so as to create buyer interest to be able to produce loyal customers. Several studies had shown that various types of promotions, such as sales promotions and promotions via the internet and online sites, can increase the desire to buy from consumers (Bhatti Scholar, 2018; Chen et al., 2020; Pidada & Suyasa, 2021). Promotion includes personal selling, advertising, sales promotion, direct marketing, publicity, and may also include event, exhibition and trade show marketing. Promotion also uses a lot of media, namely television, newspapers, magazines, radio and now social media. Promotion is part and process of marketing strategy as a way to communicate with the market by using the mixture of promotion composition "promotional mixture". Research showed that in selling electronic home appliances, promotion through personal selling activities was the most effective (Qian et al., 2019). In small and medium-sized companies, research showed that company owners were satisfied with the designed promotional programs, both conventionally and digitally, to be able to reach more consumers and market share (Poljić et al., 2018).

Purchase Decision

Purchase decision is the consumer's action to form a reference among brands in the group which has many choices and buy the most preferred product. Purchase intentions reflect consumers' predicted or planned future behaviors, or the possibility that belief and behavior will translate into buying behavior (Kim et al., 2017). Consumer's purchase intention is vital in forecasting consumer behavior that it obviously depends on the influencing factors that make the measurement difficult under different circumstances. Purchase intention is frequently used as a measure to predict the customers' actual buying activities (Kamalul Ariffin et al., 2018).

From the discussion of the literature review, the research model is presented as follow:

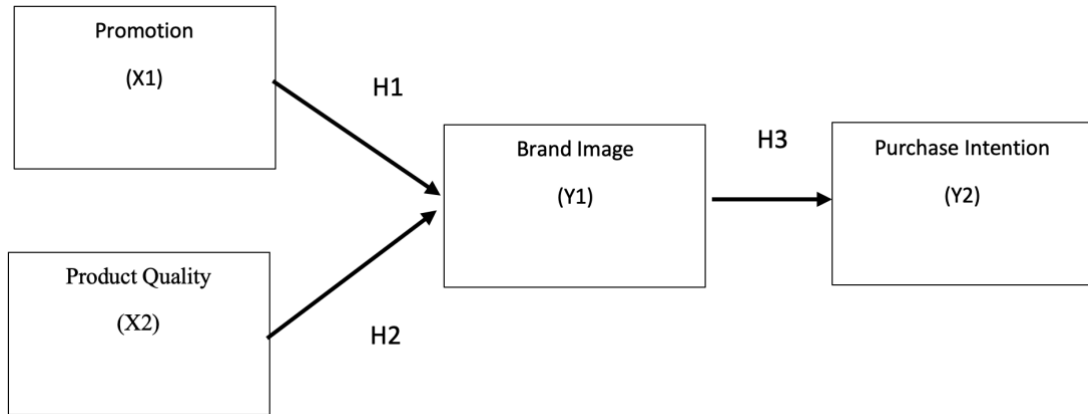


Figure 1: Research Model

Hypothesis from research model above are:

H1: there is a positive and significant relationship between Promotion and Brand Image

H2: there is a positive and significant relationship between Quality Product and Brand Image

H1: there is a positive and significant relationship between Brand Image and Purchase Intention

There is a agreement that product quality plays an important role in determining brand image. In other words, superior product quality is a key strategic marketing that can drive customers to have their positive purchase experience and better purchase intention (Hanaysha, 2016). In toher side, some researchers have stated that consumers learn the promotional patterns of brands and it influence their purchase intentions; frequent monetary promotions reduce brand image assessments of the promoted product (Montaner & Pina, 2008).

Research and Methodology

Design and Variables in the Research

This research was conducted using a quantitative approach, using a survey method by distributing a number of questionnaires to respondents. This study also used two kinds of data, namely the primary data and the secondary data. The reason for using the survey technique was due to the limited cost and time in collecting data. Secondary data is data that can be obtained from previous research or previous research that already exists. To apply the data that can be obtained from the field, a research design must be carried out as happened in the field, so that the data becomes more accurate so that it can be investigated further. The questionnaire contained data on consumer profiles and the second part consisted of a number of questions that included the respondents' understanding of the promotion, the product quality, the brand image and the respondent's desire to buy brands. The sampling technique used in this research is purposive random sampling, with the selected respondents are those who have used Wardah cosmetics for a certain time. The number of respondents obtained by distributing questionnaires in the Special Region of Yogyakarta, Indonesia, is 200 people.

Data Analysis Method

In analyzing the data, the researcher used the Structure Equation Modeling (SEM) technique which applied the AMOS program. The test tools to fit of the model with empirical data on SEM are:

Table 1: Goodness of Fit Criteria

Criteria	Critical Value
CMIN/DF	≤ 5.00
TLI	≥ 0.90
CFI	≥ 0.95
RMSEA	≤ 0.10

Source: (Hair et al., 2014)

Analysis and Findings

Analysis of the Respondent's Profile

The research model in the graphical form using the AMOS program will be presented as follows:

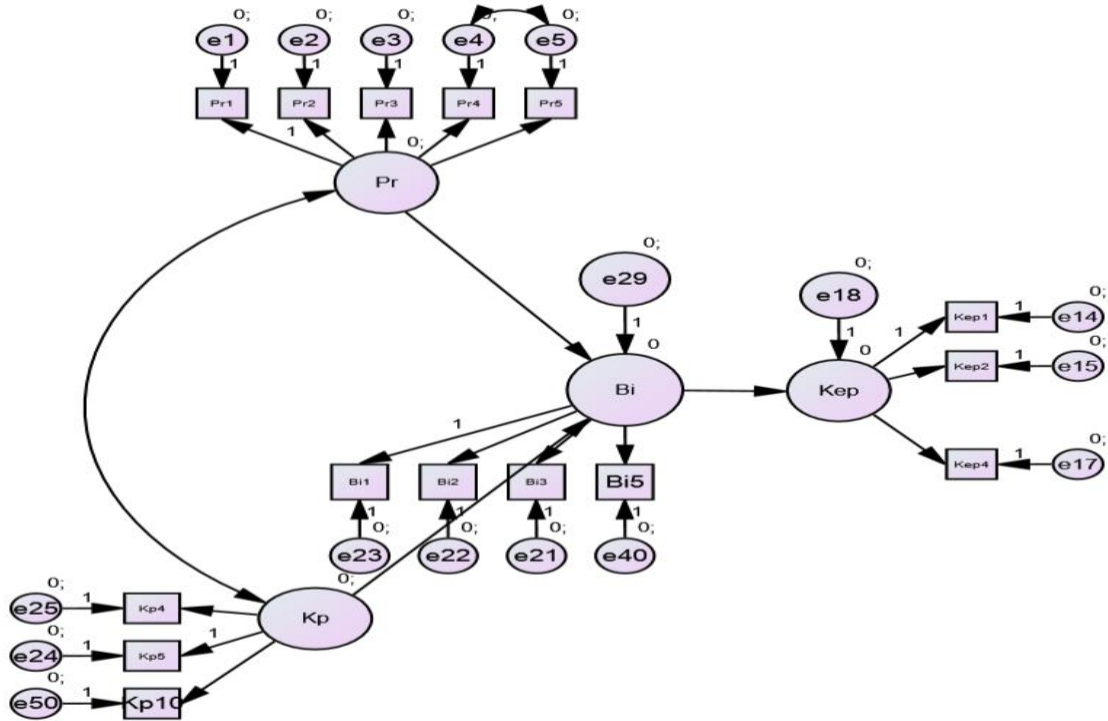


Figure 2: Research Model in AMOS

The following are the results of data processing using the SEM analysis method using the AMOS application which was carried out on 200 respondents of Wardah brand beauty products.

The Result of The Goodness of Fit Criteria

The obtained results through calculations of the *goodness of fit* which used the SEM method from several indices used as the indicators that have been processed using the modifications that produce the following results;

Table 2: The Results of Goodness of Fit Model

Criteria	Critical Value	Index	Note
CMIN/DF	≤ 5.00	5.534	marginal
TLI	≥ 0.90	0.849	marginal
CFI	≥ 0.95	0.877	marginal
RMSEA	≤ 0.10	0.151	fit

Sources: (Hair et al., 2014)

The obtained results from the table above were the results of goodness of fit using the AMOS application, namely CMIN/DF 5.534, TLI 0.849, CFI 0.877, and RMSEA 0.151. As it can be seen in the table above, the test results from this study were acceptable because the results were quite feasible or the goodness of fit results were ideal for further research.

The Respondent Profile

Table 3: The Respondent Profile

Profile	Frequency	%
Gender		
Male	48	24.0
Female	152	76.0
Age		
> 18 – 22 years old	37	18.5
> 22 – 26 years old	52	26.0
> 26 – 30 years old	39	19.5
> 30 years old	72	36.0
Education		
Senior High School	48	24.0
Diploma	3	1.5
Bachelor	121	60.5
Post Graduate	17	8.5
Others	11	5.5
Occupation		
Students	64	32.0
Professional	93	46.5
Entrepreneur	19	9.5
House Wife	21	10.5
Others	3	1.5
Spend per Month		
≤ US\$ 70	43	21.5
> US\$ 70 - US\$ 140	88	44.0
> US\$ 140 - US\$ 210	19	9.5
> US\$ 210 - US\$ 280	30	15.0
> US\$ 280	20	10.0

From the profile table above, it can be seen that most of the respondents were women, aged over 30 years, most of them had bachelor's education, worked as professionals, with the highest monthly expenses between > US\$ 70 - US\$ 140. Thus, the facial care users were women who had higher education and had already worked and came from the middle class, because the price of Wardah's products was also relatively cheap.

Hypothesis Test Results

The method used to determine the results of the hypothesis testing with three hypotheses, namely hypothesis one (H1), hypothesis two (H2), and hypothesis three (H3) used a method by comparing the probability value (P) with 0.05. If the obtained probability value was less than 0.05 then in this study the hypothesis used was supported by the truth, if on the contrary the probability value was greater than 0.05 then in this study the hypothesis used was not supported by the truth.

Table 4: The Probability Value Among the Variables

Hypothesis	Probability	Note
Promotion (X1) — Brand Image (Y1)	0.001	Significant
The Product Quality (X2) — Brand Image (Y1)	0.001	Significant
Brand Image (Y1) — Purchase Decision (Y2)	0.001	Significant

From the table above, it can be concluded that all the probability values had a value less than 0.05 so that the hypothesis used was supported by the truth.

Hypothesis 1 (H1) was accepted, because the relationship between the promotion variable and the brand image variable had a probability value of 0.001 which was a value less than 0.05 so that promotion affected the brand image with significant results.

Hypothesis 2 (H2) was accepted, because the relationship between the product quality variable and the brand image variable had a probability value of 0.001 which was a value less than 0.05 so that product quality also affected brand image, the results were also significant.

Hypothesis 3 (H3) was accepted, because the relationship between the brand image variable and the purchase decision variable also had a probability value of 0.001 which was smaller than 0.05 so that brand image also influenced the purchase decisions with significant results.

The above results were in accordance with several studies on the effect of these variables, such as the results of the research from (Widyastutir & Said, 2017) regarding the purchase of SPECS brand sports shoes, the research (Maulana et al., 2021) related to the purchase of Oppo brand smartphone products, and research from (Jasmani & Sunarsi, 2020) regarding the purchase of Sari Roti brand from the bread products. The research results are also in accordance with research from (Montaner, T., & Pina, 2008) and (Hanaysha, 2016) which state that there is a relationship between promotion and product quality on the formation of a positive brand image.

A number of other studies had shown a strong influence of the promotion and the brand image on the purchase of the products. If the product had good quality and was consistent in maintaining that quality, then promotional activities would tend to strengthen the brand image in the minds of the consumers, a brand image that continued to be embedded accompanied by the promotions in adequate intensity would make the desire to buy from the consumers tend to increase. Research (Suhaily & Darmoyo, 2017) stated the need for a mediating variable of brand trust on the relationship between promotion and brand image on purchase intention; on the other hand, research from (Fianto, 2020) added the brand conscientiousness and the competitive price variables to independent variables that affected purchase intention. A number of further future studies are needed to clarify the factors that cause consumers to have an increased purchase intention, apart from the factors that have been understood so far.

Conclusion

Most respondent are female, relatively mature (above 30 years), most have undergraduate education, most work as a professional, and spending per month at most ranges > US\$ 70 - US\$ 140. This shows that the respondents of Wardah Cosmetics are those who are already established and have enough income to pay for their facial treatments.

The analysis with SEM showed that the promotion and the product quality have a positive and significant effect on the brand image; then the brand image has a positive and significant effect on the purchase decisions. So it can be concluded that the four variables are interrelated, in the sense that consumers will buy *Wardah* brand beauty products by looking at the promotions that had been carried out by *Wardah*, the quality of *Wardah* products as a producer of the facial and skin care and also the brand image of these products.

For *Wardah* company, this paper suggest: (i) The promotions must be carried out more attractively so that many people will be more interested and they can also increase *Wardah's* reputation; (ii) Maintain the quality of *Wardah* products so that people who have been using *Wardah* products for a long time will keep their trust with the quality of the products that goes down, (iii) Various designs can also be made so that people can be more interested, various packaging is made with simple colors so that it is easy for the consumers to remember and maintain the characteristics that *Wardah* already has, the qualified products at very affordable prices.

The suggestions for further research: (I) The next research can develop more variables that make research more interesting; (ii) The next research can increase the number of respondents to get even more accurate results; (iii) The next research will not only give a closed statement, but also giving an open statement submitted to the respondent so that the answer given by the respondent is in accordance with the actual condition of the respondent.

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Data Availability Statement: The data presented in this study are available on request from the corresponding author. The data are not publicly available due to privacy.

Conflicts of Interest: The authors declare no conflict of interest.

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