Effect of Brand Image, Price, and Quality Perceived by Consumers on Interest in Buying Wardah Cosmetics Products in Banda Aceh City

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ABSTRACT:

This research was conducted to investigate the effect of brand images, perceived price, and perceived quality of purchase intention consumers of Panin Bank Banda Aceh. Respondents in this research were all employees of Wardah Cosmetics at Banda Aceh which amounted to 100 responds (convenience sampling). The analysis model that used in this research was the multiple linear regression. Based on the regression results found that brand images, perceived price, and perceived quality positively affect to purchase intention of consumers of Wardah Cosmetics at Banda Aceh. Partially only two variables that significantly affected purchase intention, two variables were brand image and perceived quality (a = 0,05), while the perceived price has no significant effect on purchase intention.

Keywords: Purchase Intention; Brand Image; Perceived Price; Perceived Quality.

JEL Classification: L15; O13; L66.

INTRODUCTION

Cosmetics are increasingly becoming a lifestyle that cannot be separated, from female consumers who are more sensitive and selective in choosing cosmetic products so that they are able to look more beautiful and confident [1,2]. They are always willing to sacrifice their money to buy cosmetic products that can give maximum results. This dependence on cosmetic products is always needed by women and men both for formal and informal events on an ongoing basis [3,4,5]. The number of cosmetic products circulating in the Indonesian market, both locally made cosmetics and imported cosmetics, makes consumers have many choices to evaluate products and consume certain brands and are free to choose products and brands that are preferred by consumers [6]. This certainly increases competition even though there are far more companies engaged in the cosmetics sector from Indonesia, but this does not stop women's consumer buying interest in local cosmetic products that are able to provide the best quality products [7,8].

Wardah is a company that produces cosmetic products from Indonesia that provides a variety of cosmetics that consumers need using natural and halal ingredients that were created for the convenience of consumers in using them [9,10,11]. Wardah has now created 200 kinds of products that have received halal certification, issued by the Indonesian Ulema Council (MUI), BPOM, and non-alcoholic in accordance with the regulation of the Minister of Health of the Republic of Indonesia NO. 445/MENKES/PER/V/1998 concerning materials, dyes, substratum,

preservatives, and sunscreen in cosmetics and the decision of the head of BPOM NO. HK.00.05.4.1745 regarding halal, healthy, and safe cosmetics consumed [12,13]. In this case, the brand image plays an important role for the company in gaining market share. Brand image is a set of consumer beliefs about a particular brand. With the brand, consumers will find it easier to identify and evaluate the products offered by the company.

LITERATURE REVIEW

Buying Interest

Buying interest is a consumer's tendency to buy a brand or take action related to a purchase which is measured by the level of possibility of consumers to make a purchase [14,15,16]. Buying interest is the tendency of consumers to buy a brand or take actions related to purchases as measured by the level of possibility of consumers to make purchases [16,17]. Buying interest is something related to consumer plans to buy certain products and how many units of product are needed in a certain period [18]. It can be said that buying interest is a mental statement from consumers that reflects the purchase plan of a number of products with certain brands. This is very much needed by marketers to find out consumers' buying interest in a product, both para. marketers and economists use interest variables to predict consumer behavior in the future. Purchase intention is also part of the component of consumer behavior in consumer attitudes, the respondent's tendency to act before the buying decision is actually implemented [18].

Buying interest is a consumer's self-instruction to make a purchase of a product, plan, take relevant actions such as proposing (initiator) recommending (influencer), choosing, and finally making a decision to make a purchase. Motivation is the driving force from within individuals that compels them to take action. If someone has a high motivation towards a certain object, then he will be encouraged to behave in mastering the product. Conversely, if the motivation is low, then he will try to avoid the object in question. Before making a purchase, consumers will usually collect information from their environment. After the information is collected, consumers will begin to evaluate the product, evaluate and make purchasing decisions after comparing and considering it [19]. Information that is easy to understand and can satisfy consumers will be perceived as quality information and can lead to perceptions in consumers that the product is a good product.

Other factors that can influence buying interest include the following five things:
1) Need, the buying process begins with a need that does not have to be met or needs that arise at that time and motivates to make a purchase.
2) Recognition, the need is not enough to stimulate a purchase because it recognizes the need itself to be able to determine something to fulfill it.
3) Search, is an active part of purchasing, namely looking for ways to fill these needs.
4) Evaluation, a process to learn all that is obtained during the search process and develop several options.
5) Decision, the last step of a buying process to make decisions based on the information received [20].

The dimensions that form buying interest are:
1) Information search intensity, namely consumers are always looking for information about where to buy a product.
2) The desire to immediately buy, namely consumers who want to buy a product.
3) Preferential Interest, seeking information about price and quality [21]..

Brand Image

Brand image is a representation and overall perception of a brand and is formed from past information and experiences of advertisers about that brand [22,23]. The image of the brand is related to attitudes in the form of beliefs and preferences towards a brand [24, 25]. Consumers who have a positive image of a brand will be more likely to make a purchase [26]. Knapp (2001), defines a brand as the internalization of a number of impressions received by customers and consumers that result in a special position in their memory of the perceived emotional and functional benefits [27]. A brand is said to be special if consumers feel sure that the brands are really special. Setiadi (2003) argues that brand image refers to the memory scheme of a brand, which contains consumer interpretations of the attributes, advantages, uses, situations, user preferences, and characteristics of marketers and/or maker characteristics of the product/brand. Brand image is what consumers think and feel when they hear or see the name of a brand. According to Kotler in Simamora (2003) "a strong brand requirement is the brand image

[28]". However, sharpening the brand image as a brand position, namely a brand image that is clearly different and relatively superior compared to competitors. The image will finally be good when consumers have sufficient advertising with the bare reality. The new reality in question is that in fact different organizations are more effective and have good performance. Brand image or brand description, namely a description of consumer associations and beliefs about a particular brand (Tjiptono, 2005). According to Armstrong (2001) "Brand image is a belief about a particular brand" [29]. Images or associations represent perceptions that can reflect objective reality or not. The image formed from this association is the basis for buying decisions and even brand loyalty from consumers.

Price Perception

Price perception is a consumer's consideration of the feasibility of a product's price and its ability to buy the product [30]. So price is the most important decision variable taken by consumers to buy a product. Price is one element of the marketing mix that requires careful consideration. This is due to a number of strategic dimensions in terms of (Tjiptono, 2008):

1) Price is a statement of the value of a product. Value is the ratio or comparison between perceptions of advertising benefits and the costs incurred to obtain the product.
2) Price is an aspect that is visible to buyers
3) Price is the main determinant of demand. The more expensive the price, the less the number of requests for the product concerned.
4) Prices are flexible, meaning they can be adjusted quickly. Price is the element that is most easily changed and adapted to market dynamics.
5) Price affects the image and positioning strategy. Consumers tend to associate price with the level of product quality
6) Price is the main problem faced by the advertising pars manager. General pricing objectives may include survival, maximizing current profits, market share leadership, or retaining customers, and building relationships. At a specific level, companies can set prices to attract new customers or profitably retain existing customers [31].

Quality Perception

Perceived quality can be maximized and recognized through many ways in influencing consumer perceptions of a product [32,33]. From a brand perspective, challenges with service are intangible. The consequence of this non-existence is that consumers have difficulty in evaluating quality and considering other factors that are directly related to service advertisers [34]. According to Rust (1994) perceived quality can also be interpreted as a consumer's perception of the overall quality or superiority of a product or service related to the intended purpose or expectation. If the quality obtained exceeds the original expectation, then the perception of quality is high, and vice versa. According to Arnould (2005), perceived quality is defined as a consumer's evaluative consideration of the best overall quality/superiority that really exists in the availability of the desired benefit advertisements so that the perceived Quality can reduce costs, expand market share, increase profitability and can reduce price elasticity. Previous research has shown that consumers can care more about quality than the economy; therefore, marketers believe that the availability of evidence for improving quality is a key to competitive advantage.

RESEARCH METHODS

Based on the literature review, previous research and research objectives, the framework between the factors that influence consumer satisfaction using services can be seen in Figure 1 as follows:
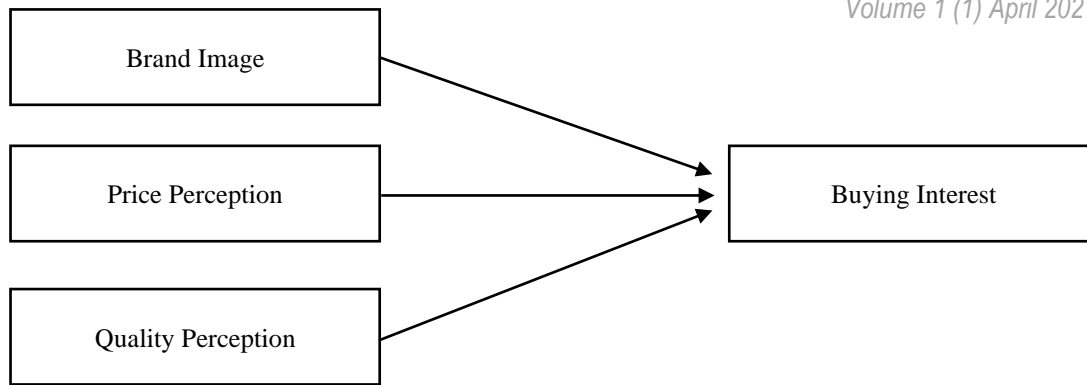
Figure 1. Research Framework

Research Hypothesis

Based on the objectives and research problems as well as a review of the literature, the research hypotheses are formulated as follows:

Ho1 : Allegedly Brand Image does not have a significant and positive influence on Wardah Cosmetics Product Purchase Interest

Ho2 : It is suspected that the perceived price does not have a significant and positive effect on Wardah Cosmetics Product Purchase Interest

Ho3 : It is suspected that the perceived quality does not have a significant and positive effect on Wardah Cosmetics Product Purchase Interest

Ha1 : Allegedly Brand Image has a significant and positive influence on Wardah Cosmetic Product Purchase Interest

Ha2 : It is suspected that the perceived price has a significant and positive influence on Wardah Cosmetics Product Purchase Interest

Ha3 : It is suspected that the perceived quality has a significant and positive influence on Wardah Cosmetics Product Purchase Interest

Data Analysis Tools

In accordance with the research objectives, namely to determine brand image, price perception and perceived quality of buying interest and also the hypothesis that has been stated previously, thus it can be formulated that buying interest is the dependent variable (bound), while the name of the brand image is price perception and perceived quality, is an independent variable (free). The data analysis tool used to explain the functional relationship is to use multiple regression analysis tools. Multiple regression analysis tools are also required to perform classical perception tests. So mathematically for the multiple regression formulation, it can be formulated as follows (Gujarati, 2006).

$$Y = b_1X_1 + b_2X_2 + b_3X_3$$

Where:
Y = Buying Interest
X1 = Brand Image
X2 = Price Perception
X3 = Perceived Quality
B1, b2, b3 = coefficient of each variable

By looking at the value of the regression coefficient in the above equation, it can be seen the close relationship between brand image, price, and perceived quality of brand consumers and the magnitude of the influence between the independent variables on the dependent variable.

Hypothesis

A statistical calculation is said to be significant if the value of the statistical test is in the critical area (the area in ad Ho is rejected). On the other hand, it is called insignificant if the statistical test is in the area advertised that it is accepted. Meanwhile, the hypothesis in this study can be described as follows.

Hol : Brand image variable has no effect on buying interest in Wardah cosmetic products in Banda Aceh City.
Subject: Image variable, brand influence on buying interest in Wardah cosmetic products in Banda Aceh City.
Ho2: The price variable perceived by consumers has no effect on buying interest in Wardah cosmetic products in Banda Aceh City.
Ha2 : The price variable perceived by consumers has an effect on buying interest in Wardah cosmetic products in Banda Aceh City.
Ho3 : Quality variables perceived by consumers have no effect on Wardah cosmetic products in Banda Aceh City.
Ha3 : Quality variables perceived by consumers have an effect on buying interest in Wardah cosmetic products in Banda Aceh City.
Ho4 : Brand image, price, and quality variables perceived by consumers have no simultaneous effect on buying interest in Wardah cosmetic products in Banda Aceh City.
Ha4 : Brand image, price, and quality variables perceived by consumers have a simultaneous effect on Wardah's cosmetic buying interest products in Banda Aceh City.

RESULTS AND DISCUSSION

Partial Test (t Test)
The t-test was used to test the significance of the constants of each independent variable, whether the organizational learning culture variables (X1), work complexity (X2) and proactive personality (X3) really had a partial (separate) effect on the organizational commitment variable (Y). The hypothesis used is as follows:
Ho = The regression coefficient is not significant.
Ha = Significant regression coefficient

Decision making with a significance level of (a) = 0.05 is determined as follows:
a.   If the significance value is > 0.05 then Ha is rejected
b.   If the significance value < 0.05 then Ha is accepted

Simultaneous Testing (F Test)
The F test basically shows whether all the independent variables included in the model have a joint effect on the dependent variable. The null hypothesis (Ho) to be tested is whether all parameters in the model are equal to zero. Performing the F test can be done with a quick look: if the F value is greater than 4 (four) then Ho can be rejected at a 5% confidence degree. In other words, we accept the alternative hypothesis, which states that all independent variables together have a significant effect on the dependent variable (Ghozali, 2005). Thus, the proposed hypothesis is:
Ho: Fcount < Ftable, organizational learning culture variables, work complexity, proactive personality do not affect organizational commitment together.
Ha : Fcount > Ftable variable organizational learning culture, work complexity, proactive personality together affect organizational commitment.

Research Instrument Test
Factor Analysis
According to Ghozali (2006) the main purpose of factor analysis is to define the structure of a data matrix and analyze the structure of the relationship (correlation) between a large number of variables (test scores, test items, questionnaire answers) by defining a set of similarity variables or dimensions and is often called with factors. With factor analysis, researchers identify the dimensions of a structure and then determine to what extent each variable can be explained by each dimension.

Reliability Test
The reliability of the instrument according to Arikunto (2006) shows in one sense that an instrument is sufficient, can be trusted to be used as a data collection tool, and because the instrument is good enough. The reliability test is used to determine whether the data collection tool has shown the level of accuracy, accuracy, or consistency of the tool in revealing certain symptoms from a group of individuals, even though it is carried out at different times. According to Malhotra (2005:268) states, the acceptable alpha coefficient is above 0.06. If the magnitude of

Cronbach's Alpha is greater than 0.60 then the instrument in this study is reliable (reliable). According to Sekaran (2006), the level of reliability is divided into three criteria as follows:
1) If Alpha or R count 0.8-1.0 = good reliability
2) If Alpha or R count 0.6-0.799 = reliability is accepted
3) If Alpha is less than 0.6 = reliability is not good

Classic assumption test

The classical perception test is used to determine whether there is a violation in the regression test that causes the results to be insignificant, in this test it will be tested in three forms, namely: normality test, multicollinearity test, autocorrelation test.

Normality test

Normality test to determine whether the dependent variable, independent or both are normally distributed, close to normal or not. A good regression model should be normally distributed or close to normal. To detect whether the data is normally distributed or not, it can be known by describing the spread of the data through a graph. If the data spread around the diagonal line and follows the arch of the diagonal line, the regression model meets the perception of normality. The normality test of the data can also be done not based on a graph, for example with the Kolmogorov-Smirnov test. Pedo-advertising decision-making about which is close to or is a normal distribution based on the Kolmogorov-Smirnov test can be seen from:
a. If the significant value > 0.05 means that the data distribution is normal
b. If the significant value < 0.05 means that the data distribution is not normal.

Multicollinearity Test

Multicollinearity test to determine whether the regression model found a correlation between independent variables. If there is a correlation, it is called a multicollinearity problem. A good regression model should not have a correlation between independent variables. To detect the presence or absence of multicollinearity in the regression model, it can be seen from the tolerance value of the VIF (Variance Inflation Factor), the cut off value commonly used to indicate the presence of multicollinearity is the tolerance value < 0.10 or equal to the VIF value > 10, If there is a correlation, there is a collinearity problem that must be overcome. To overcome the occurrence of multicollinearity, the following can be pursued (Umar, 2008):
a. Evaluate whether data filling has taken place effectively or there are fraud and other weaknesses.
b. The amount of data is added again.
c. One of the independent variables was discarded because the data from the two independent variables were similar or combined if they were conceptually relatively the same.
d. Use advanced methods such as Bayesian regression or Ridge regression

Table 1. Reliability Test Results

Variable	Number of items	Cronbach Alpha	Information
Buying Interest (Y)	3	0,601	Reliable
Brand Image (X1)	5	0,626	Reliable
Price Perception (X2)	5	0,623	Reliable
Perceived Quality (X3)	4	0,742	Reliable

Source: Research Results, 2021 (processed)

Table 2. UH Multicollinearity

Variable	Collinearity Statistics	
	Tolerance	VIF
Brand Image	,887	1,127
Price Perception	,943	1,060
Quality Perception	,893	1,120

Source: Research Results, 2021 (processed)

Table 3. Effect of Independent Variables on Dependent Variables

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig
	B	Std. Error	Beta		
1 (Constant)	-.299	.503		-595	.553
Brand Image	.179	.073	.133	2.440	.017
Price Perception	.026	.056	.025	.467	.642
Quality Perception	.859	.052	.891	16.380	.000

CONCLUSION

Based on hypothesis testing using multiple linear regression, the results of the study can be concluded as follows:

1. Together (simultaneously) the variables of brand image, perceived price and perceived quality have a significant influence on buying interest in consumers of Wardah cosmetic products in Banda Aceh.
2. Variables of brand image, perceived price and perceived quality have a positive influence on buying interest in consumers of Wardah cosmetic products in Banda Aceh. This shows that the more brand image, perceived price and perceived quality, the higher the consumer orientation to make purchases at the company.
3. Among the variables of brand image, perceived price and perceived quality, perceived quality is the variable that has the greatest influence on consumer buying interest in Wardah cosmetic products in Banda Aceh.

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