The Influence of Brand Image and Product Quality on the Purchase Decision of Pixy Powder Products

Viniyati Maftuchach
STIE Muhammadiyah Jakarta
yativym@gmail.com

Nur Anisa Putri
STIE Muhammadiyah Jakarta

Abstract
Marketing is an important factor in the cycle that begins and ends with consumer decisions. Brand image, product quality and purchasing decisions are very important in the scope of marketing. Especially for Pixy products that require good competitiveness for their customers with the aim of increasing positive feedback from customers regarding Pixy products, especially for powder products and creating customer satisfaction with the quality of Pixy powder products. This research is a causal associative research with a quantitative approach. The subjects of this study were 100 users of Pixy powder in Manggarai, South Jakarta. The data was collected using a questionnaire, while the data analysis was carried out using multiple linear regression analysis. The data collection technique in this study is a questionnaire, the method used is multiple linear regression with the help of Smart PLS. The results showed that brand image has a positive effect on purchasing decisions, product quality has a positive effect on purchasing decisions.

Keywords: brand image, product quality, purchasing decisions

INTRODUCTION

Marketing is an important factor in a cycle that begins and ends with consumer decisions. The company's marketing activities must be able to provide satisfaction to consumers if they want the business to run smoothly. By providing products and services that can provide satisfaction to consumers, it will directly build consumer trust and will create a close relationship between consumers and companies (Maftuchach, 2020).

Currently, the development of cosmetic products for women is very rapid, almost for women, cosmetics are women's daily needs. This is in accordance with the nature of women who want to always look beautiful in front of the public has made the production of various kinds of cosmetics compete to produce various kinds of women's cosmetics to attract the hearts of their consumers to buy their products. Manufacturers responded to this opportunity by creating a wide variety of cosmetic and skincare products. Currently, there are many circulating local cosmetic products to imported products. So that consumers can easily choose cosmetic products that are suitable for themselves. These cosmetic products can be obtained in shopping centers and beauty clinics (Riansyah, 2016).

Cosmetics are a unique product because in addition to this product has the ability to meet women's basic needs for beauty while often being a means for consumers to clarify their social identity in the eyes of society (Fabricant & Gould, 1993). In Indonesia, cosmetic products are secondary needs (complementary), even the tertiary needs of AZ (the most luxurious). The increasing number of people who have purchasing power and increasing purchasing power per individual can encourage the shift in the level of use of cosmetics from a complementary level to a more prioritized level, so as to encourage the growth of the use of cosmetics in volume.

One of the cosmetics that is usually used is powder, setting powder is usually used on oily skin which functions to absorb oil on the surface of the skin so that facial skin looks smoother, this happens because of its soft texture and fine powder particles so that it can close pores well. Not only that, setting powder also serves to keep makeup lasting for a long time.
The cosmetic industry in Indonesia continues to increase every year. Because for most women dressing up and caring for the skin becomes one basic need. Data from the Ministry of Industry shows that in 2016 domestic cosmetics sales reached Rp.36 trillion, more than doubled compared to 2015 which was Rp.14 trillion. This increase makes competition among the cosmetics industry an opportunity that can increase revenue from the company or cosmetic industry. Therefore, each company strives to become the leader of the cosmetics market. Companies whose products are well received will bring good profits to the company (Fitrianis, 2018). The national cosmetics industry recorded an increase in growth of 20% or four times the growth of the national economy in 2017 (Investor Daily, 20/03/2018) among others, Indonesian women have in fact begun to recognize makeup when they are less than 18 years old (13-15 years old) which is 41.9% of the survey results. From here, it can be seen that if the beauty industry begins to be targeted and known to young people, especially generations Y and Z (Kompas.com, 20/08/2018), cosmetics can be used by young or old, women or men.

According to Kertajaya (2010:63), brands are referred to as value indicators because brands are able to create and add value to products, companies, people or even countries, therefore brands are an indicator of value offered to internal, external and investor customers. In addition, the brand indicates the value of the product, so that it will make the company able to avoid the commodity trap. Brand image refers to the memory scheme of a brand, which contains consumer interpretations of the attributes, advantages, uses, situations, users, and characteristics of marketers and or characteristics of the makers of the product/brand. Brand image is what consumers think and feel when they hear or see the name of a brand. Or in other words, brand image is a certain form or image of a trace of meaning that is left in the minds of consumer audiences (Wijaya, 2011). The brand image does not have to be created, but it is automatically formed. Brand image includes attractiveness, ease of use, functionality, popularity, and overall value and product. Brand image is actually brand content. When consumers buy a product, they also buy an image of the product (Rasyid, 2013).

Product quality is the ability of an item to provide an appropriate result or performance even beyond what the customer wants (Kotler and Keller, 2016:164). One of the advantages in this competition is primarily the quality of products that can meet the wishes of consumers. If it does not comply with the specifications, the product will be rejected. Even if the product is still within the predetermined tolerance limit, the product should be a record to avoid the occurrence of larger errors in the future. Likewise, consumers in buying a consumer product always hope that the goods they buy can satisfy all their wants and needs. For this reason, the company must be able to understand the wishes of consumers, so that the company can create products that are in accordance with consumer expectations. Good product quality is a consumer expectation that must be met by the company, because good product quality is the key to the development of company productivity. Product quality is an important thing that every company must strive for if they want the products produced to be able to compete in the market. Nowadays, because people's economic capabilities and education levels tend to increase, some people are increasingly critical in consuming a product. Consumers always want to get a quality product according to the price paid, although there are some people who argue that, an expensive product is a quality product. (Fetrizen, 2019)

Consumers also see not only the products of the brand, but also the quality and price. Quality plays a big role for a product because it creates a sense of security and comfort when applied to the skin of the face, there are some products that contain harmful ingredients such as mercuri where if consumed long-term it will cause damage to the skin. With safe and reliable quality, consumers are willing to pay a certain amount of money to buy quality products at affordable prices.

Purchasing decisions are a concept in purchasing behavior where consumers decide to act or do something and in this case make a purchase or take advantage of certain products or services (Balawera, 2013). Consumer decision-making is essentially a problem-solving process. Researchers use this purchase decision variable because the
study of purchasing decisions is still worth researching considering the increasing number of products in circulation resulting in the need for various considerations for the public in making purchase decisions. Most consumers, both individual consumers and buyers of organizations go through almost the same mental process as deciding what products and brands to buy (Yulindo, 2013).

Mandom Corporation is a Japanese company that produces and distributes cosmetic products for skin care, hair care, perfumes, and deodorants, the company was founded in 1927 under the name Kintsuru Perfume Corporation and changed its name to Mandom Corporation in 1971 (id.m.wikipwdia.org). Mandom not only issues for the upper class but also for the middle class and the lower class. Mandom Corporation also has superior products such as Gatsby, Lucido, Bifesta, Pixy, and Pucelle.

Pixy is a cosmetic brand produced by PT Mandom Indonesia Tbk which is part of Mandom Japan. All Pixy products are made with the latest quality and technology standards from Japan and have been certified halal by LPPOM MUI (pixyco.id). Then this product can be consumed by both Muslim and non-Muslim women. In 2018 Pixy undertook a brand rejuvenation, with a new color and tagline “My Beauty, My Energy.”

The phenomenon in this study is that these cosmetic companies come from both within and outside the country providing attractive and diverse offers to attract consumers, causing fierce competition. Given the foregoing, the company is required to be able to create something different in the face of existing competition. Currently, consumers are faced with various choices in consuming daily necessities. This choice is supported by the development of technology and information, as well as the rapid development of the industry. The development of the industry that has experienced a fairly rapid development is the cosmetic industry, namely face powder. Therefore, many companies that produce cosmetics are trying to meet the needs of consumers with a wide range of product innovations.

According to research conducted by Heriyati and Septi (2012) stated that the relationship between the brand image variable (X1) and the purchase decision (Y) is 0.685 so it is said to be strong because 0.685 is in the range of 0.600 – 0.799 and unidirectional because it is positive, then research according to Sulistyawati (2011). The results of the analysis state that the brand image has a positive influence on purchasing decisions. The results of research conducted by Isnawati (2018) show that brand image has a positive effect on purchasing decisions. The results of research show that partially the brand image has no effect on purchasing decisions. In research Ali d.k.k. (2019) states that brand image, brand equity and brand trust do not have a significant partial influence on purchasing decisions. Meanwhile, according to research from Parengkuan d.k.k (2014) states that brand image does not have a significant effect on consumers’ purchasing decisions. The results of research conducted by Wardhani and Samboro (2016) showed that brand image variables have no effect on purchasing decisions. According to research from Kurniawan d.k.k. (2016) states that the brand image variable does not have a signified influence on purchasing decisions.

According to research conducted by Gusniar (2014) states that product quality has a positive and significant effect on purchasing decisions. The results of research conducted by Isnawati (2018) show that product quality has a positive effect on purchasing decisions. Sukatmadja and Dharma (2015) showed an independent variable, namely product quality has a positive and significant influence on product purchase decisions. Research researched by Pratama d.k.k. (2017) states that product quality has a positive and significant effect on purchasing decisions. The results of the analysis of Fatmawati and Soliha (2017) can be concluded that product quality has a positive effect on the purchase decision process. The results of research by Anastasia and Nurendah (2014)
concluded that product quality has a negative effect and has no significant effect on consumers' purchasing decisions. According to Buyung's research (2016) states that product quality does not affect purchasing decisions. Then Puspita (2015) stated that product quality does not affect the purchase decision significantly. Khakim (2015) states that product quality has no effect on purchasing decisions. The framework of thought in this study is as follows.

![Figure 1. Research Framework of Thought](image)

The hypotheses in this study are:

H1 = Brand Image positively affects consumers' purchasing decisions

H2 = Product quality positively affects consumers' purchasing decisions

**METHOD**

The authors carried out this study in South Jakarta for Pixy setting powder users. This research was conducted for approximately 4 months, starting from February-August 2020. The purpose of this study is to determine the influence of brand image and product quality on the purchase decision of Pixy setting powder in Manggarai, South Jakarta. Design This research is a causal study because it intends to reveal the influence between free variables on bound variables. Used to research in a specific population or sample, sampling techniques are generally carried out randomly. This research uses a quantitative approach, meaning that all the data is realized in numbers and the analysis is based on statistical analysis (Sugiyono, 2012).

The population carried out in this study were users of Pixy setting powder in South Jakarta. The author uses the Nonprobability Sampling method, which is a sampling technique not randomly selected, and uses the Purposive Sampling technique, which is a technique to determine research samples with certain considerations that aim to make the data obtained later more representative (Sugiyono, 2010) and provide the information needed by determining respondents who use Pixy cosmetics. How to take samples using the formula According to Wibisono in Ridwan and Akdon (2013), the formula in calculating samples in unknown populations is as follows:

\[ N = \left( \frac{(Za/2).\sigma}{e} \right)^2 \]

\[ N = \left( \frac{1.96 \cdot 0.25}{0.05} \right)^2 \]

\[ N = 96.04 \text{ rounded to 100} \]

The sample taken in this study was 100 people. This regression analysis is used to determine the influence between two free variables (x) and non-free variables (y) (Lela, 2014). The equation is as follows:

\[ Kp = \alpha + \beta_1 Bim + \beta_2 Kpro + e \]
Information:
\[
\alpha = \text{Number of Constants} \\
\beta = \text{Regression Coefficient} \\
\text{Bim} = \text{Brand Image} \\
\text{Kpro} = \text{Product Quality} \\
\text{Kp} = \text{Purchasing Decision} \\
E = \text{Error}
\]

RESULTS AND DISCUSSION

Result

Respondent Description

The following is presented respondent data based on the results of data recapitulation.

Based on the graphic picture above, it can be explained that respondents numbered 100 people, in the age range of 19-25 years as many as 85 people with a percentage value of 85%, at the age of 26-35 years as many as 7 people with a percentage value of 7%, aged 36-50 years as many as 6 people with a percentage value of 6%, aged more than 50 years as many as 2 people with a percentage value of 2%.

Based on the chart above, it shows that the most respondents are women who number 90 people with a percentage of 90% and the rest are men who are 10 people with a percentage value of 10%.
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Figure 3. Data by Education

In the graphic picture above, it can be explained that none of the respondents were educated last elementary (elementary school) and postgraduate. Meanwhile, respondents who were educated in junior high school (Junior High School) were 2 people with a percentage of 2%, respondents who had high school / K education (High School / Vocational) as many as 88 people with a percentage of 88%, respondents who had Diploma education as many as 3 people with a percentage of 3%, respondents with Bachelor's education as many as 7 people with a percentage of 7%.

Validity Test

Validity shows the extent to which a variable is measured, the criterion used for validity testing is to look at the significance value between the total variable and each item variable. Validity according to Sugiyono (2017: 125). Data analysis in this study uses first order conformational. Based on research variables and indicators, the author uses SPLS 3.2 software (Smart Partial Least Square) because this software can process data accurately even though the sample used is relatively small. In equation models, building diagram and causal paths that have been formed is a must. The path diagram in this study is as follows:

Figure 4. Variable Path Diagram

In this study, the exogenous constructs are Brand Image (X1) and Product Quality (X2). Brand Image is explained by 6 indicators, namely: Good reputation, suitable for use in all circles, the brand is easy to remember, produced from quality materials, keeping up with the times, comfortable when used. Then the quality of the product is explained by 7 indicators: Performance, features, durability, reliability, serviceability, aesthetics, perceived quality. Endogenous constructs are factors predicted by one or several constructs. An endogenous construct can predict one or another endogenous construct, but an exogenous construct can only be causally related to an endogenous construct. In this study, the endogenous construct is the purchase decision (Y). After the research model picture above, the next step is to analyze the data using Smart PLS, by first testing the
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validity and reliability of the research variables. It is said to be valid if it has a loading value with a latent variable that you want to measure >0.5, if one of the indicators has a loading value of <0.5 then it must be dropped because it indicates that the indicator is not good enough to measure the latent variable precisely. The following are the results of the factor loading of brand image constructs, product quality, and purchasing decisions on smart PLS:

Figure 5. Loading Factor Research Variables

Based on the value of the loading factor above, there is no value below 0.5, so there is no need to drop it.

Reliability Test

A variable is said to be quite volatile if the variable has a contruct realibility value greater than 0.6. The following is a table of reliability testing results on each research variable:

<table>
<thead>
<tr>
<th>Keterangan</th>
<th>Cronbach’s Alpha</th>
<th>Composite Reliability</th>
<th>Average Variance Extracted (AVE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand image (X1)</td>
<td>0.913</td>
<td>0.933</td>
<td>0.698</td>
</tr>
<tr>
<td>Kualitas produk (X2)</td>
<td>0.893</td>
<td>0.921</td>
<td>0.702</td>
</tr>
<tr>
<td>Keputusan pembelian (Y)</td>
<td>0.942</td>
<td>0.953</td>
<td>0.743</td>
</tr>
</tbody>
</table>

Based on the results of the reliability output above, it can be concluded that from the three variables in this study, namely brand image (X1), Product Quality (X2), and Purchasing Decision (Y) have composite realibility and average variance extracted above 0.6 and Cronbach’s alpha above 0.6, so it can be concluded that the indicators used in each variable have good reliability or are able to measure their construct.

Evaluation of the Goodness of Fit Structural Model (Inner Model)

Evaluation of the Goodness of Fit Structural Model (Inner Model) in the above study was measured using the value of R-square (R2). In assessing the model with PLS begins by looking at the R-Square for each latent dependent variable. His interpretation is the same as the interpretation in regression. Changes in R-square values can be used to assess the influence of certain independent latent variables on dependent latent variables whether they have a substantive influence (Ghozali in Wazly, 2016).
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**Hypothesis Testing**

In hypothesis testing, all indicators on each variable must have a T-statistic greater than 1.64 (T-table) so that the indicators are able to measure each construct. Meanwhile, to test the relationship between variables (hypothesis test), the T-statistical value of the Smart PLS output is used which is compared with the T-table value (Wati, 2018: 247). To test the hypothesis, the authors used T-statistical values on each of the direct influence paths partially. The following is an image that describes the path diagram for testing.

![Path Diagram for Testing](image)

**Figure 6. Bootstrapping**

Based on the hypothesis testing path chart above, all indicators in each variable have a T-statistical value greater than 1.64 so that the indicator is able to measure each construct. As for testing the relationship between variables (hypothesis test) the T-statistical value of the Smart PLS output is compared with the T-table value. The following is a table that gives the results of relationships between constructs (variables).

<table>
<thead>
<tr>
<th>Variabel</th>
<th>R-Square</th>
<th>Adjusted R Square</th>
</tr>
</thead>
<tbody>
<tr>
<td>keputusan pembelian (Y)</td>
<td>0.686</td>
<td>0.680</td>
</tr>
</tbody>
</table>

Sumber: Data diolah menggunakan Smart PLS, 2020

The R-square (R2) value at the Smart-PLS output is 0.686 (strong) and the Adjusted R Square (Adj-R2) value is 0.680. This means that the purchase decision model is explained by the brand image and the product quality of about 68% of the rest is explained by other variables outside the research model.
The influence of the relationship between variables in the table above can be explained as follows:
1. Based on the path chart above, it shows that the relationship between the variable brand image and the purchase decision is significant with the T-statistic worth 4.187. The original value of the sample is worth 0.452 and the P-value < the T-statistic which shows the direction of the relationship between the brand image and the purchase decision is positive.

2. Furthermore, the relationship between product quality variables and purchasing decisions is significant. With a T-statistic worth 3.729. The original value of the sample is 0.413 and the P-value < T-statistics which shows the direction of the relationship between product quality and purchasing decisions.

Discussion

1. The influence of brand image on purchasing decisions
   Based on the results of statistical calculations, it can be concluded that the brand image variable (X1) has a positive effect on purchasing decisions (Y). This can be seen from the T-statistical value greater than 1,660, which is 4,187. Thus the H1 hypothesis in this study is acceptable. This shows that the better the brand image will affect consumers' purchasing decisions. This result is in line with Heriyati and Septi (2012), Sulistyawati (2011), Ratnasari d.k.k.(2014), Isnawati (2018), Sukaatmadja and Dharma (2015) stated that brand image has a positive effect on purchasing decisions.

2. The effect of product quality on purchasing decisions
   Based on the results of statistical calculations, it can be concluded that the product quality variable (X2) has a positive effect on the purchase decision (Y). This can be seen from the T-statistical value which is greater than 1,660, which is 3,729. Thus the H2 hypothesis in this study is acceptable. This shows that the better the quality of the product will affect consumers' purchasing decisions to increase. This result is in line with Gusniar (2014), Isnawati (2018), Sukaatmadja and Dharma (2015), Pratama d.k.k. (2017), Fatmawati and soliha (2017) stating that product quality has a positive effect on purchasing decisions.

CONCLUSION

The conclusions of this study are:
1. The results of the first Hypothesis Test showed that the positive influence between the Brand Image variables (X1) had a positive effect on the Purchase Decision variable (Y). The better the brand image provided by Pixy, the more positive image from customers to Pixy brand, and the more consumers' decisions to buy Pixy setting powder products.
2. The results of the second Hypothesis Test showed an influence that Product Quality (X2) had a positive effect on Purchasing Decisions (Y). The better and better the quality of the products contained in Pixy setting powder, the more consumers buy Pixy setting powder.

Suggestions from researchers as follows:

1. Meningkatkan kualitas produk menjadi tahan lama dan mempermudah konsumen untuk menemukan bedak tabur Pixy di store manapun, juga mempercantik design atau packaging agar konsumen tertarik terutama konsumen perempuan. Untuk perusahaan juga perlu mempertahankan image positif terhadap bedak tabur Pixy.

2. Pada penelitian ini, peneliti menggunakan tiga variabel. Untuk itu, bagi peneliti selanjutnya dapat menambah lebih banyak variabel lainnya yang dapat mempengaruhi keputusan pembelian sehingga semakin memperkaya penelitian.

Keterbatasan penelitian adalah:

1. Penelitian tidak sepenuhnya melakukan teknik wawancara sehingga hanya mengumpulkan data berdasarkan hasil yang telah terkumpul berdasarkan kuesioner yang telah di sebar kepada pemakai bedak tabur Pixy di Jakarta Selatan.

2. Enam puluh responden dalam memilih jawaban yang tepat, sehingga masih terdapat kemungkinan jawaban yang diberikan tidak sesuai dengan kenyataan yang sebenarnya, selain itu tidak semua responden mengisi kuesioner dengan petunjuk dalam pengisian kuesioner. Pada saat melakukan penelitian tidak memungkinkan untuk menyebarkan kuesioner menggunakan selembar kertas karena dampak Covid-19, sebagai gantinya penulis menggunakan google form untuk membuat kuesioner.

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