

THE INFLUENCE OF BRAND IMAGE, PROMOTION, AND PRODUCT QUALITY ON NAAVAGREEN SKINCARE PURCHASING DECISIONS IN BATAM CITY

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Abstract

The purpose of this study is to determine the effect of brand image, promotion, and product quality on purchasing decisions for Naavagreen skincare in Batam City. This research was conducted using quantitative techniques. The research sample used by 109 respondents, namely all customers of Naavagreen Beauty Clinic using saturated sample techniques. Data collection techniques through questionnaires. Using SPSS 25 version software, data analysis techniques include descriptive statistical tests, data quality tests, classical assumption tests, influence tests, and hypothesis tests. The result of multiple linear regression analysis shows that brand image influences purchasing decisions. Promotion influences purchasing decisions. Product quality influences purchasing decisions. The test findings using the coefficient of determination (R^2) show that brand image, promotion, and product quality together can explain as much as 80,2 % of the variation in purchasing decisions. In addition, the t-test and F-test show that brand image, promotion, and product quality both individually and as a whole, have a positive and significant effect on purchasing decisions for Naavagreen skincare in Batam City.

Keywords: Brand image, Promotion, Product Quality, Purchasing Decision

INTRODUCTION

In line with the progress of the times, primary and secondary needs have increased. Primary needs are needs that absolutely must be met by humans, namely clothing, food, and shelter. Primary needs are primary and must be met by humans in every life. Secondary needs such as vehicles or transportation, electronic and communication devices, and health and beauty needs will be met after the primary needs of each community are met. People are starting to realize in the current generation the importance of the need for care in the field of health and beauty to support and support the appearance of both men and women. The increasing need for health and beauty is in line with the development of the industrial and trade sectors. The beauty and care industry in Indonesia has experienced growth over the last 10 years of around 12%, including skincare and personal care products. Indonesia's cosmetics industry recorded an increase in national economic growth fourfold. This increase in growth is due to the competitive industrial sector and is formed by market demand and runs with public interest.

Brand image has a strong relationship in purchasing decisions. Brand image as a company's identification becomes the main focal point when it comes to making purchasing decisions. It is very clear that the image of a well-known brand puts quality first. Thus, distinguishing outside goods that also meet the same needs of the company can improve purchasing decisions. The tendency of consumers to pay attention to brand image and choose well-known brands rather than the main capacity of the product becomes the consumer's decision to make a purchase (Rambat Lupiyoadi, 2021: 55).

According to Firmansyah (2023: 158) Brand image is a representation of all perceptions of the brand and forms of information and past experience of the brand. Reinforced by Yunida's opinion (2023: 201) states that brand image or Brand image is the effect or impression of products or services in the minds of consumers. Meanwhile, according to Sutiyono & Brata (2020: 158), brand image can be defined as a brand identity or product identifier that distinguishes products from competitors. According to Wijaya (2020: 12). The 3 shapers of brand image are: Corporate image, product image, and user image. Brand image has the following benefits according to Sopiah and Sangadji (2023: 122) Consumers see a positive image of a brand, more likely to make a purchase, the company capitalizes

on a positive brand image from the beginning of the brand formation and increases product excellence.

Promotion according to (Kotler and Keller, 2019: 141) is a means carried out by companies in an effort to inform, persuade, and remind consumers directly or indirectly about the products they sell. Likewise with the Naavagreen clinic, the company carries out a defense strategy by conducting promotions that display various product benefits and benefits obtained so that customers are interested and willing to buy Naavagreen products. Promotion is one strategy so that consumers stay focused on the product and do not turn to competitors' products. According to (Swastha, 2020: 48) said that targeted promotions will give an increase in consumer buying interest. According to (Fandy Tjiptono, 2023: 100) Promotion is a form of marketing communication, namely marketing activities that seek to inform, by influencing and persuading and reminding the target market of the company and its products to be willing to accept and buying on products offered by the company and communication activities between companies and consumers as an effort to pay attention to consumers, to get to know the product and give an impression so that consumers make purchases.

According to J. Stanton (2020: 133) the following factors forming promotion: Advertising, personal selling, sales promotion, and publicity. Soegoto (2021: 85) the purpose of promotion, which is to convey information so that consumers capture what is conveyed by the company about the existence of a product, the features of a product, how to get a product. The company tries to create an attractive impression about itself and thus can change behavior and consumers so that they are encouraged to buy products. According to Kotler & Armstrong (2022: 2), defining product quality is the ability of a product to demonstrate its functions, including overall durability, reliability, accuracy, ease of operation, and product improvement and other product attributes. Meanwhile, according to Harjadi and Arraniri (2023: 212) stated that product quality is an assessment of the product to be purchased. Based on the product shopping experience, if the product quality is good, consumers will buy products. Kotler and Keller (2023: 212) stated that there are nine dimensional factors that can be measured by product quality, namely: Form, Performance quality, Quality impression, Durability, Reliability, Ease of repair, Style and Design. The following is the purpose of product quality based on the consumer's view to meet their daily needs according to their buying experience in Kotler and Keller (2023: 2) Strive to create products that have good standards and achieve adjusted targets. Trying to minimize relatively smaller costs. Efforts to shrink the budget of designing certain items into light costs.

Purchase decisions according to Assael (2023: 43) in Yenni Arfah's book, entitled "Product purchase decisions", revealed that purchasing decisions are a stage in the process of selecting and assessing various alternatives before post-purchase behavior. Before making a purchase, consumers are faced with a variety of choices. Meanwhile, according to Tjiptono (2023: 54) stated that purchasing decisions are stages of consumer views where consumers will recognize the problem, and seek information about products. According to Kotler and Armstrong (2023: 36) the indicators forming purchasing decisions are: product selection, brand choice, and choice of reseller. Benefits of Purchasing Decisions According to Kotler (2022: 45) Through consumer awareness to make product purchases, consumers will more carefully calculate the products to be purchased. The purchase decision process is formed where consumers try to overcome problems experienced through the purchase process. Consumers will do anticipation and research before buying products

RESEARCH METHOD

This research was conducted using quantitative techniques. The research sample was used by 109 respondents, namely all customers of Naavagreen beauty clinic using saturated sample techniques. Data collection techniques through questionnaires. Using SPSS 25 version software, data analysis techniques include descriptive statistical tests, data quality tests, classical assumption tests, influence tests, and hypothesis tests. According to (Sujarweni, 2020: 12) Descriptive quantitative research is a method to detail or summarize a phenomenon through collection and analysis of numerical data. The purpose of this study is to provide a statistical picture of the population or sample using measurements such as frequency, percentage, average, and standard deviation

In this study, the population consisted of consumers who purchased Naavagreen Skincare Products in Batam. Sampling technique is a technique used by researchers to take samples from existing populations. The sampling technique used in this study is a random sampling technique

(Probability sampling). This technique is a sample collection technique by conveys an even chance to each element of the population selected to be sampled. The method used is the saturated sample technique. method which is a sampling technique

RESULTS AND DISCUSSIONS

Validity test

Tabel 1. Hasil uji validitas citra merek

No	R hitung	R tabel	Keterangan
1	0.747	0,188	Valid
2	0.779	0,188	Valid
3	0.673	0,188	Valid
4	0.705	0,188	Valid
5	0.773	0,188	Valid
6	0.673	0,188	Valid

Sumber : Pengolahan data (2023)

Tabel 2. Hasil uji validitas kualitas produk

No	R hitung	R tabel	Keterangan
1	0,834	0,188	Valid
2	0,835	0,188	Valid
3	0,893	0,188	Valid
4	0,794	0,188	Valid
5	0,812	0,188	Valid
6	0,695	0,188	Valid
7	0,822	0,188	Valid
8	0,837	0,188	Valid
9	0,826	0,188	Valid
10	0,821	0,188	Valid

Tabel 3. Hasil uji validitas keputusan pembelian

No	R hitung	R tabel	Keterangan
1	0,823	0,188	Valid
2	0,854	0,188	Valid
3	0,858	0,188	Valid
4	0,840	0,188	Valid
5	0,809	0,188	Valid
6	0,726	0,188	Valid

Based on the 4 tables above, the variable statements of brand image, promotion, product quality, and purchase decision show that all have $r \text{ count} > r \text{ table}$ (0.188). That is, the data instruments used are valid for the interpretation of brand image variables, promotion, product quality and purchasing decisions in proportion to the events or facts of the object of study. Therefore, it can be applied in the next stage of testing.

*Reliability test***Table 5.** Hasil uji Reabilitas

Variable	Cronbach's alpha	Keterangan
Citra Merek (X1)	0,820	Reliable
Promosi (X2)	0,895	Reliable
Kualitas Produk (X3)	0,944	Reliable
Keputusan Pembelian (Y)	0,900	Reliable

Based on the description of table 5, it can be concluded that all variables in this study consist of dependent variables of purchasing decisions and independent variables of brand image, promotion, and product quality have an alpha value greater than the alpha value of 0.60. Therefore, it can be concluded that all variables in this study are reliable.

*Uji Asumsi Klasik**Uji Normalitas***Tabel 6.** Hasil uji normalitas

One sample Kolmogorov-smirnov test

		Unstandardized Residual
N		109
Normal parameters ^b	mean	25.5045872
	Std. deviation	1.91425214
Most extreme Difference	absolute	.255
	positive	.255
	Negative	-.178
Test statistic		.255
Asymp Sig (2-tailed)		.200

Based on the description of table 6, it can be concluded that The Probability Sig 2 Tailed value for the variables Brand Image, Promotion, and Purchase Decision is 0.200 exceeding the significant alpha level of 0.50. These results indicate that the distribution of data in this study is said to be normal.

*Uji Multikolinearitas***Tabel 7.** Hasil uji multikolinearitas

Model	collinearity statistics	
	Tolerance	VIF
(constant)		
Citra merek	.386	2,594
Promosi	.312	3,202
Kualitas produk	.270	3,707

The results of several linear tests are shown in the table 7. where the VIF is less than 10, the toleration values of the three independent variables are brand image, promotion, and product quality greater than 0.1. This result indicates that there is no problem of multi-collinearity

*Uji heteroskedastisitas***Tabel 8.** Hasil uji heterokedastisitas

Model	Unstandardized coefficient B	std. Error Std.Error	standardized coefficient beta	T	sig
(Constant)	1,002	1,235		.811	.419
Citra merek	-.008	.071	-.008	-.110	.912
Promosi	.317	.060	.397	5,246	.000
Kualitas produk	.331	.049	.554	6,802	.000

Dependen variabel : keputusan pembelian

If the probability value or level of significance is 0.05, it can be concluded that the model shows heteroscedasticity. Table 8 Above it can be seen that all independent variables have a signification value of > 0.05 indicating that the variable does not show symptoms of heteroscedasticity.

*Analisis Koefisien Determinasi (R^2)***Tabel 9.** Analisis Koefisien Determinasi (R^2)

Model	R	R square	adjusted R square	Std error of the estimate
1	.901	.802	.807	.93349

Based on the table it can be concluded that the R Square correlation value is 0.802 or amounted to 80.2%. This explains that there is a correlation influence between the independent variables brand image, promotion and product quality on the dependent variable purchasing decisions of 80.2%. The Adjusted R Square value is 0.807. This value will be converted into a percentage, meaning that the percentage contribution of brand image (X1), promotion (X2) and product quality (X3) to the purchasing decision variable (Y) is 80.7%.

*Uji hipotesis secara simultan - Uji F***Tabel 9.** Analisis Koefisien Determinasi (R^2)

Model	sum of square	df	mean square	F	sig
Regression	395.751	3	131.917	151.386	.000 ^b
Residual	91.497	105	.871		
Total	487.248	108			

Based on the results of table it can be concluded that the F test calculation has Fcount 151.386 > Ftable 1.659 and a significance value of 0.000 or smaller than 0.05 (F. Sig 0.000 < α 0.005), meaning that all independent variables have a significant effect on the dependent variable so that the conclusion is that all independent variables or the regression model in this study can be used to predict the dependent variable.

CONCLUSION*The influence of brand image on purchasing decisions*

The results showed a significant and positive correlation between brand image with the purchase decision of Naavagreen . Evidenced by the calculated value (3.387) > table (1.659) and signification value $0.001 < 0.05$. This discovery confirms that the more positive the image the more likely consumers are to choose to buy it. Factors such as reputation associated with a brand can influence consumer preferences in choose Naavagreen. The results of this study support the results of research from Yohana (2020: 34) researching and finding that brand image has a positive and significant effect on purchasing decisions. Sabrina (209:23) researched and found that brand image

has a positive and significant influence on purchasing decisions. Partially, brand image has a positive and significant effect on purchasing decisions. Pribawanti (2019: 55) researched and found that brand image has a positive and significant effect Naavagreen

The Effect of Promotions on Purchase Decisions

The results showed a significant and positive correlation between promotion and purchase decision of Naavagreen in Batam City. Evidenced by the value of $t_{count} (9.602) > t_{table} (1.659)$ and signification values of $0.000 < 0.05$. This confirms that effective promotion can plays a crucial role in motivating consumers to make purchases. When promotion looks attractive to consumers, it drives interest. Some previous studies, namely (Maria Agatha, 2020: 101) said that promotion had a significant effect on the decision to purchase a student boarding place in Tulungagung. Then according to previous researchers (Sharen, Tinneke & Olivia, 2019: 43) said that promotion affects purchasing decisions at PT. Shopee International Indonesia in Manado city.

The Influence of Product Quality on Purchasing Decisions

The findings showed a positively significant association between product quality and Naavagreen in Batam City purchase decision in Batam City. This is reflected in the calculated value $(2,702) > t_{table} (1.659)$ and signification values of $0.008 < 0.05$. The results of the study confirmed that the quality of the product has crucial role in determining purchasing decisions, because consumers tend to choose products with superior quality. The results of this study support Dennisa and Santoso's (2021: 77) research which found that product quality has a positive and significant effect on purchasing decisions. The results of this study support Pratomo's research (2019: 34) which shows that there is a positive and significant influence on product quality on purchasing decisions

The influence of brand image, promotion, and product quality on purchasing decisions.

Brand image, promotion, and product quality together show a positive relationship and significant to the purchase decision of Naavagreen in Batam City. This is evident through the value of $f_{calculate} (151.386) > f_{table} (2.69)$ and the significance value of 0.000 or less than 0.005 ($F. Sig 0,000 < \alpha 0,005$). These findings indicate that by paying attention as well as improving Comprehensively, the company can improve Brand image, promotion, and product quality the effectiveness of their marketing strategy. The impact was an increase in sales of Naavagreen and increase confidence and encouragement for consumers to buy products Naavagreen

Suggestion

Based on the data analysis that has been carried out and the discussion that has been presented, then Conclusions can be made from this study, namely:

1. There is a partially significant influence between brand image variables on the decision to purchase Naavagreen in Batam City.
2. There is a partially significant influence between promotion variables on purchase decisions in Naavagreen in Batam City.
3. There is a partially significant influence between promotion variables on purchase decisions in Naavagreen in Batam City.
4. Simultaneously there is a significant influence between variables of brand image, promotion, and product quality against Naavagreen's purchase decision in Batam City

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