

Does Brand Image Resonance as The Determinant Factor in Cosmetic Purchasing Decision? A Case Study at Sari Ayu Cosmetic

Rai Namira ^{a,1,*}, Parlagutan Silitonga^{b,2}

^{a,b} STIE Pariwisata Internasional, Indonesia

¹ stie.pariwisata.internasional@gmail.com , ²parlagutan@stein.ac.id

*Corresponding Author

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ABSTRACT

The research aims to propose a model that can increase customer purchase decisions and propose a series of efforts to achieve that goal. The solution proposed in this study is rooted in the R-A theory by accelerating news sharing capability. Consumers are aware of the latest developments about the product, the quality, which leads to the resonance of a company's image. The population in this study was the buyer of cosmetic Sariayu Martha Tilaar. The sample used in this study was 100 respondents by purposive technique. Data collection technique by accidental using questionnaire. The questionnaire has been tested for its validity and reliability before distribution. The regression analysis started with the classic assumption test (normality, multicollinearity, heteroskedasticity, and linearity test) afterward by multiple linear regression analysis. The model determined by the hypotheses testing applied F test, t-test, correlation test, and the coefficient of determination R². The results showed that none of the single variables stand alone. All independent variables in weak significant effect individually. Therefore, it is suggested that the Sari Ayu Cosmetic management should make efforts to pay attention to brand image resonance and price perception in line with the needs and wants of their target market.

1. INTRODUCTION

Resource advantage theory of competition has been widely used in increasing the use of resources owned by a company (Eloranta & Turunen, 2015; Fahy et al., 2004; Ghapanchi et al., 2014; Shafeey & Trott, 2014) to achieve objectives, primarily with the increasingly tighter business competition. Competition is part of the life of a business. Before a business is started, competition is identified. In accordance with data presented by the Authority, there are 749 medium and large companies throughout Indonesia (Badan Pengawasan Obat dan Makanan Republik Indonesia, 2021). All industries follow the pattern of competition, including well-known brands. The cosmetic industry is experiencing increasingly fierce competition day by day (Gupta et al., 2016). Competition for quality, price, and the echo image of a brand with product variants is an exciting competition arena. Companies that win these three variables can penetrate a broader market regionally and internationally. Competition for product quality has been carried out by many previous researchers (Hunt, 1997; Vargo, 2007).

Businesses need a vast network in regulating the availability of raw materials upstream (Ghapanchi et al., 2014; Hughes & Morgan, 2007). Meanwhile, efficiency and effectiveness in the midstream are being implemented as a competitive advantage (Fahy et al., 2004). All efforts are made, such as partnering with other parties aims to find synergy. One of the problems faced by a company is the stagnation of information from the company to its customers (Brashear-Alejandro et al., 2016) or consumers. Expensive and stagnant information from a company is stated in the Resource-Advantage theory (R-A theory) to maximize internal strength to gain competitive advantage. However, none of the large industries rely on their strengths; therefore, this study is based on an observation of the inconsistency in the finding that, on the one hand, the quality of products and

services is not significant. Research shows that adequate training guarantees the quality of a product or service (Bilanakos et al., 2018). Based on previous research (Sugita, 2017) said that the quality of products has a strong influence on purchasing decisions at Aiola Eatery Surabaya. While subsequent research (Shoffa Malini et al., 2018) outlined that in his research, the influence of product quality was weak on purchasing decisions. More drastic results were found (Septian & Nurbaya, 2020) that there was no effect on product quality on purchasing decisions. Furthermore, the researchers further found that there are problems that require a solution if it only depends on the quality of the product to the purchase decision, as found in the previous three studies, there is a inconsistency of the results of the study with the antecedent variable, namely product quality and purchasing decision as dependent variable. The following research found that product quality is inferior in providing purchase decision. the researcher asked the following research questions:

Research Questions and Objective

In order to provide a solution, the research question in the form of "whether there are factors that are the result of this inconsistency that can provide solutions to the problem of inconsistency of previous research results. Thus this study aims to provide solutions to gaps in previous research Based on the research questions above, the researcher aims to propose a model that can increase purchase decision and propose a series of efforts to achieve that goal. The solution proposed in this study is rooted in the R-A theory by accelerating news sharing capability. Consumers are aware of the latest developments about the product, the quality, which leads to the resonance of a company's brand image. The urgency of this research, researchers chose a well-known cosmetics company in Indonesia that focuses its products on the middle class as its target market. The trademark Sari Ayu knows the company. At the same time, the name of the legal entity is P.T. Sariayu Martha Tilaar.

Review of Theory and Hypothesis Development

Product quality

Quality is one of the primary positioning means for marketers. Quality has a direct impact on the performance of the product; therefore, quality is closely related to customer value and satisfaction (Farzad et al., 2020; Yu et al., 2020), especially on sophisticated technology. Quality is one of the main factors to export destinations (Curzi et al., 2020) to influence purchasing decisions and become consumer considerations. Companies need to make innovations or variations to develop the quality of their products to be even better and more able to provide customer satisfaction to widen the market reach and increase sales of these products.

In modern marketing, cosmetics are a daily necessity that society needs, especially for women who want to look beautiful and attractive. Also, cosmetics have a vital role in increasing one's self-confidence. That is why cosmetic products are currently a need that is increasing from year to year. There are now more types of product variants in cosmetic products, and if the echo of the brand image is getting higher, the acceptance in the market will be higher. Productive information disclosure and regular monitoring from the authorities on each benefit attribute and usage rules need to be present (Y. Liu et al., 2020; H. Zhang et al., 2021) so that consumers avoid the dangers of use. This includes the control of gloss additives in cosmetics or flavor enhancers in the food industry.

Moreover, excessive benefits will lull potential consumers to buy cosmetic products or other products that are often excessive and ineffective. Declaration of benefits is essential but should not be excessive to keep consumer confidence. Consumers will use cosmetic products, which in their opinion, are best because they are effective and safe. The development of the cosmetics industry in Indonesia shows that this industry has good prospects and has intense competition due to an increase in cosmetics, especially the decorative category. Technology have brought rapid and significant changes to this industry (Z. Zhang et al., 2020), including honesty and producer responsibility. Using modern technology, the industry can now produce a wide range of products on an extensive economic level on a huge scale. Public consumption of cosmetic products tends to continue to increase, along with changes in people's lifestyles, including usage patterns (Piveteau & Smagghue, 2019). This means that product quality is a priority for producers and users, even though the quality is correlated with the selling price. However, product quality that can provide satisfaction to consumers will ensure the sustainability of a business or brand and make it easier for consumers to make purchasing decisions (Rybackowska et al., 2020). The following hypothesis is conveyed:

H1 Product quality has a positive effect on purchase decisions

Brand image resonance

The brand is the identity of a company. Products are introduced through brands. Products that are sold to consumers repeatedly foster an image. Brand image resonance which in turn becomes the strength of brand image which leads to corporate equity (Burmam et al., 2009). However, the management of brand image resonance in all business processes must be vigilant to avoid bad impacts (Huber et al., 2010). The company will create several product variants with a different brand. This strategy examines the preferences and choices of target markets according to buyers' or consumers' demographics, geography, and socioeconomic status. The more frequent purchases are made, the more there is a sign that the buyer has a preference and conforms to their needs and wants. The frequency of repeated purchases will lead to customer loyalty (Allender & Richards, 2012; Buil et al., 2013). This loyalty can establish a relationship between companies with brand image resonance with consumers, which is defined as customer (Hasan et al., 2014). However, marketers must be wary of consumer resistance to a brand image because of the resonance that has been desperately defended (Cheng et al., 2012). It is natural for buyers to be loyal to a particular image and not to the image of another brand because they are used to and then love that brand.

On the other hand, price elasticity also affects disruption of loyalty, mainly supported by new echoes (Byun et al., 2018). This is triggered by the influence of price, design, and function of a product or price. Thus, the brand's resonance as the bearer of the name, image, and liking that leads to purchase decision cannot be denied. This is separated from the presence of new players who introduce product differentiation.

A study has proved that brand image resonance positively affecting decision to buy a product (Buil et al., 2013). The echo of a brand must be followed by marketing content in all advertisements, electronic publications (Ahmad et al., 2016) to answer whatever is requested or needed by consumers. The creativity of content creators is required to make it easier and easier to increase consumer engagement. If the brand's promotional content is unpleasant for consumers, it can have fatal consequences for the brand itself. It is therefore, the brand resonance, and the content quality shall be in place. Considering the description above, the following hypothesis is presented:

H2 Brand image resonance has a positive effect on purchasing decisions

Perceived price

It is the art of marketing to predict the positive reaction of consumers to product quality, the resonance of brand image, and price perception. Consumers have great confidence in certain brands that are known as quality (Baumert & de Obesso, 2021) and therefore are willing to pay more than similar products that are not yet cool. The oddity continues because previous research states that when a product such as food that does not include a price on the food list is perceived as an expensive product and lacks quality. The pricing strategies related to packaging, content, and usability are closely linked (Kim et al., 2021). Price management games can increase company revenue. However, it can also disappoint customers if price management is too dynamic. Dynamic prices are practiced with drastic changes over time (C.-H. S. Liu & Lee, 2016). Suppose someone tells you that yesterday he bought a television in a particular shop and his neighbor bought it at a different time in a matter of hours on the same day, with a much different price. In that case, one feels benefited, and the other feels disadvantaged.

This may not be very pleasant if the price differences are significantly due to the dynamic pricing policy earlier. Indeed, there are several levels of brands, such as brands that cannot build a brand, inevitably reducing the cost of brand nutrition (Huang & Huddleston, 2009) at the expense of profit margins. Low prices can be perceived as lower quality. In this case, the costs incurred in building brand nutrition are rewarded favorably compared to companies that sell low prices but never provide nutrition to the brand. There is also the experience of buyers who are satisfied and tell their friends that certain brands are cheap and of good quality and get a discount. As such, recommendation by word of mouth has a positive effect on purchasing decisions because testimony obtained from trusted friends has the power to have a positive effect. Purchases that involve customers in two-way communication provide space and options for the buyer to determine the price he wants (Ferguson et

al., 2017). Some buyers find it easier to make purchasing decisions if the price offered is fixed (Benigno & Karantounias, 2019). Pursuant to the theoretical review above, the authors convey the following hypothesis:

H3 Perceived price has a positive effect on purchasing decisions

Purchase decision

Each decision determines the course of action and its consequences. Anyone can make up his mind on what he thinks and chooses. There is a risk to bear and an expected benefit. No matter the small thing or the big thing, all actions are based on decision-making. For example, decision-making is carried out at the management level through a complicated and careful process, so the first question on the stated benefits.

Additionally, what are the roles of the goods or services purchased (Steinhauser et al., 2019), not to mention quality, of course? The process and decision-making for purchasing sophisticated goods such as artificial intelligence are even more complicated (Filice et al., 2020) because it involves experts and considers the cost, effective and safety of its use. Of course, this vigilance aspect is strived to avoid adverse risk, or the minor sacrifice aims to achieve a more significant profit, if not the greatest profit. Some make comparisons of a new thing that will be decided with an old thing that has already been decided. Some follow the routine of good decisions that have been made repeatedly. What value can be obtained by an action that has been decided? This comparison makes it easy to calculate risk and return.

In purchasing goods or services, of course, the first thing to compare is the benefits, then the price, and then the delivery of the goods or services to be agreed upon. Some ask friends or remember previous experiences (Rybaczewska et al., 2020). However, some immediately question the brand image of an item or the reputation of a service provider. The matter of price and delivery is not a significant issue when considering purchasing decisions. Buyers feel safe and prestigious when possessing goods or services from owners that echo a well-known brand image. Formal sources of information from print and electronic media are used as a reference. Lately, medical equipment and kitchen furniture products are often sold by live chat on television (Lv et al., 2018) because buyers immediately see the real goods they will buy, and purchase decisions are faster and feel safe because the endorser is known or well-known. But lately, in the digital era as it is underway, information from a suitable media has become a determining source in making comparisons. Information and persuasion from social media is a basis for consumers decision-making process. Dynamic change is easier and faster by using social media as long as the offering content is informative, exciting and the results are encouraging. It is faster than any above-the-line advertisement. News dies in one day through a newspaper or any electronic media (Guo et al., 2020). Based on the theoretical review, the author proposes the following hypothesis:

H4 Product quality, brand image resonance, and perceived price influence the purchase Decision

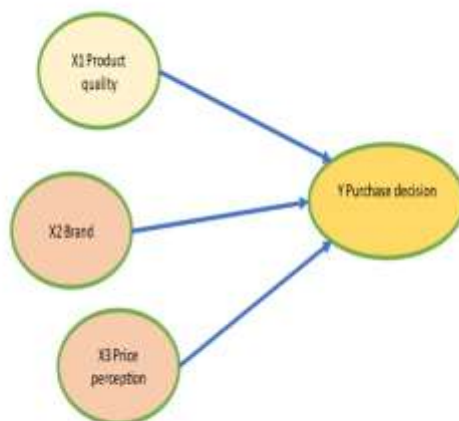


Figure 1. Conceptual Framework Attach the research model figure here

2. METHOD

Unit analysis, population and sampling technique

Respondents consisted of Sari Ayu products; afterward, the research was conducted from January to March 2020. The population consisted of buyers at Sari Ayu outlets during that period. The sampling technique uses a purposive method for efficiency and limited purchases due to the Covid-19 pandemic. The questionnaire was given to 150 buyers. The questionnaire was given accidentally to guests as respondents who were willing to fill out 150 questionnaires, but only 100 were filled in completely (Sugiyono, 2017).

Method of analysis

Quantitative analysis with multiple regression was preceded by a classic test using SPSS version 20. After that, the F test, t-test, correlation, and determination test were deployed to ensure the model's suitability and the model significance of each variable.

3. RESULTS

Using the Kolmogorov Smirnov test, with a fundamental level, the significance value of the Smimov Columnogrov in the table above shows that the significance value is $1,000 > 0.05$. Thus the data is normally distributed because it finds a significance value > 0.05 . Based on the analysis results above, the conclusion is that the data normality assumption has been fulfilled.

Heteroscedasticity Test

Heteroscedasticity is used to test whether there is an inequality of variance from the residuals from one observation to another in the regression model. The dots spread out in an unclear pattern and are below the number 0 on the Y axis, then there is no heteroscedasticity problem.

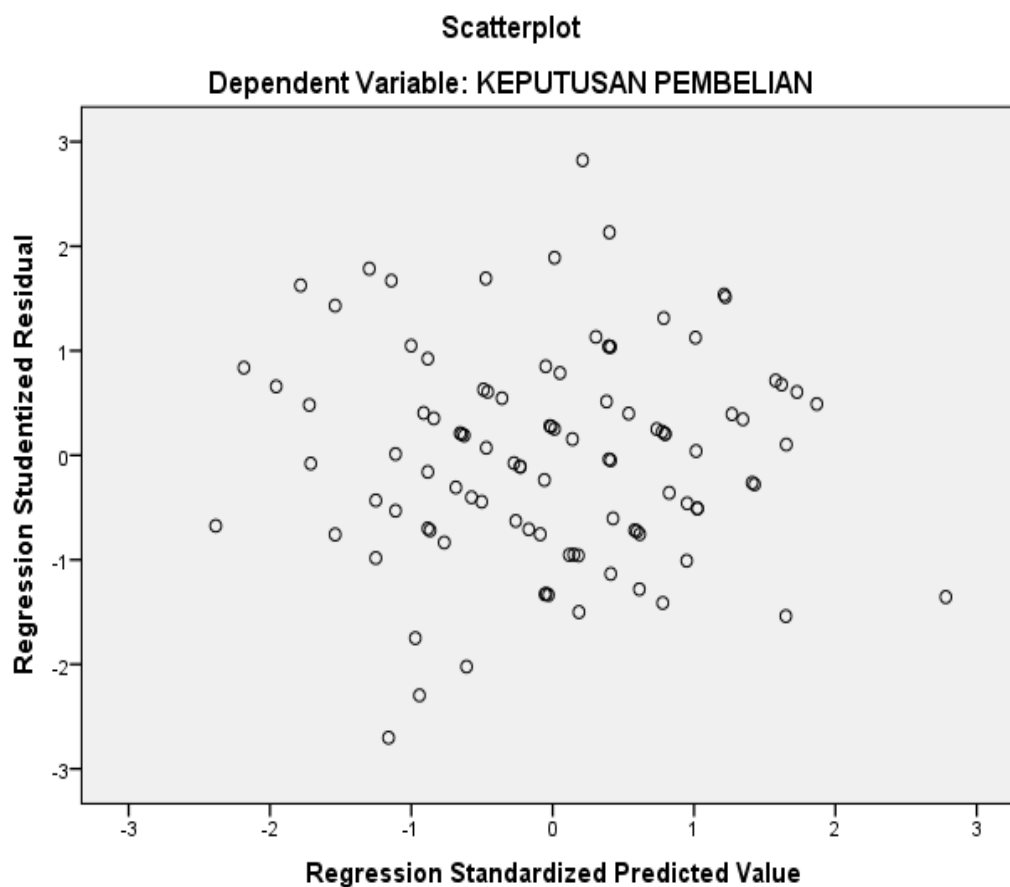


Figure 2. Heteroscedasticity Result

From figure 1, the dots spread with an unclear pattern above and below the number 0 on the Y-axis. It is then, be concluded that there is no heteroskedasticity problem in the regression model.

Multicollinearity Test

Variable showing symptoms of multicollinearity from the VIF (Variance Inflation Factor) value. If the VIF value is less than 10 and the Tolerance value is more than 0.1, it can be concluded that the regression model does not have multicollinearity problems. The result of the Multicollinearity test is presented in Table 1:

Table 1. Multikolinearity Test

Coefficients ^a			
Model	Collinearity Statistics		Conclusion
	Tolerance	VIF	
Product quality	.872	1.146	No Multicollinearity
Brand	.873	1.146	No Multicollinearity
Price perception	.987	1.013	No Multicollinearity

Source: Primary data based on survey

Table 2. Here

Linearity Test

The linearity test aims to determine whether the data we have is by a straight line or not. If Sig. or significance at Linearity <0.05, it means, there is a linear relationship between variables.

Tabel 2. Linearity Test

ANOVA Table							
			Sum of Squares	Df	Mean Square	F	Sig.
Purchase decision*	Linearity	Product quality	108.148	1	108.148	25.377	.000
Purchase decision *	Linearity	Brand	116.445	1	116.445	26.871	.000
Purchase decision *	Linearity	Price perception	40.437	1	40.437	8.342	.005

Source: Primary data based on survey

The linearity test shows that the significance value of product quality has a significance value of 0.000. The brand image resonance significance value of 0.000, and the significance value of price perception of 0.005. The three variables have a linear relationship due to the significance value of each variable is less than 0.05. Then it can be concluded that the linearity results are met.

Regression Analysis

Using SPSS software version 20, a regression model that shows the relationship between product quality, brand image resonance, and price perception variables on the purchasing decision for Sariayu Martha Tilaar cosmetics is presented in table 3 as follows:

Tabel 3. Regression Analysis

Coefficients^a			
Model	Unstandardized	Coefficients	Standardized
	B	Std. Error	Coefficients Beta
1. (Constant)	-1.906	3.000	
Product quality	.317	.088	-.314
Brand	.276	.071	.341
Price perception	.299	.113	.217

Table 4. Here

Based on the data analysis above, the resulting regression model is: Purchase Decision = - 1.906 + 0.317 Product Quality + 0.276 Brand image resonance + 0.299 Price Perception. The value of the constant-coefficient = -1.906 means that if the product quality, brand image resonance, and price perception are 0, the level of purchasing decisions is negative, namely -1.906. This company faced tough competition against a local and imported product, focusing on the independent variable. The regression coefficient of the product quality is 0.317; this means that every increase in product quality of every unit will increase the purchasing decision by 0.317 times, assuming other independent variables have a fixed value. The regression coefficient of the brand resonance variable is 0.276; this means that the increasing in brand image resonance of every unit will increase the purchase decision by 0.276 times, while other independent variables have a fixed value. The regression coefficient of the price perception variable of 0.299 means that every increase in product quality, by every unit, will increase the purchase decision as much as 0.299 times, while other independent variables have a fixed value.

F-test

The F test is the coefficient of regression. It is carried out to test the significance of the influence of several independent variables, simultaneously, on the dependent variable. The test uses a significance level of 0.05

Tabel 4. F-Test ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	190.502	3	63.501	18.227	.000 ^b
Residual	334.458	96	3.484		
Total	524.960	99			

a. Dependent Variable: Purchase decision

b. Predictors: (Constant), Product quality, Brand and Price perception

Table 5. Here t-test

The t-test is used to partially understand the influence of the independent variable (Product Quality, Brand Resonance, and Price Perception) on the dependent variable (Purchase Decision). SPSS processed results, testing each variable partially with the t-test.

Tabel 5. t-Test

Coefficients ^a		
Model	T	Sig.
(Constant)	-.635	,527
1 Product quality	3.596	,001
Brand	3.906	,000
Price Perception	2.642	,010

Table 6. Here

The t-test results for the Product Quality variable were obtained with significance level of 0.001 <0.05. So that H0 is rejected, and H1 is accepted. Thus, the product quality has a significant effect on the purchasing decision for Sariayu Martha Tilaar cosmetics. This can conclude, the better quality of the product, the higher the purchase decision will be. This is by research conducted by (Y. Liu et al., 2020; Piveteau & Smagghue, 2019; H. Zhang et al., 2021), the product quality has a significant effect on purchasing decisions. Sariayu Martha Tilaar cosmetic products provide cosmetic products with various product variants, such as product diversity performance, reliability, suitability, durability or product durability, perceived quality. This makes Sariayu Martha Tilaar products a product that is in demand by women (Piveteau & Smagghue, 2019; H. Zhang et al., 2021).

The t-test results for the brand image resonance variable (X2) were obtained with significance level of 0.000 <0.05. So that H0 is rejected, and H1 is accepted. Thus, brand image resonance has a significant effect on purchasing decisions. Thus it can be concluded, the better brand image resonance, the higher the purchase decision will be (Burmam et al., 2009). However, the management of brand image resonance in all business processes must be vigilant (Huber et al., 2010) in order to avoid bad impacts (Byun et al., 2018) that the brand image resonance variable has a significant effect on purchasing decisions. Brand image resonance is all information that represents a good or service that distinguishes it from other goods and services (Burmam et al., 2009). However, the management of brand image resonance in all business processes must be vigilant (Huber et al., 2010) in order to avoid bad impacts (Byun et al., 2018). Sariayu's brand image resonance has a well-known brand image resonance that encourages consumers to buy these cosmetic products.

The t-test results for the price variable (X3) are obtained with significance level of 0.010 <0.05. It means H0 is rejected, and H1 is accepted. Thus, the price perception has a significant effect on purchasing decisions. This is in accordance with research (Arifiansyah et al., 2020) the price perception has a significant effect on purchasing decisions. According to Kotler and Armstrong (Kotler & Armstrong, 2015), price is the amount of money a customer should pay to obtain a product. It can be concluded that choosing the right price is very influential on purchasing decisions.

Coorelation coefficient (r)

Table 6. Coorelation coefficient and and determinant coefficient (R²)

Variable	Partial	Category	Determinant (%)	coefficient r table	Conclusion
Product quality	0.345	Weak	11,90%	0.196	Significant/real
Brand	0.370	Weak	13,69%	0.196	Significant/real
Price perception	0.260	Weak	6,76%	0.196	Significant/real
Simultaneous	0.602 ^a	Strong	36,3%	0.196	Significant/real

In line with the results, the partial coefficient value of the product quality variable with purchasing decisions is 0.345, which means the relationship between product quality and purchasing decisions is in the weak correlation category. The coefficient of determination of the product quality on purchasing decisions is 11.90. According to Kotler and Armstrong's (2008), product quality is one of the main positioning means for marketers. Quality has a direct impact on product or service performance. Therefore quality is closely related to customer value and satisfaction. Sariayu cosmetic products Martha Tilaar have a weak correlation category because the product quality of Sariayu cosmetics has not fulfilled consumer needs. Kotler and Armstrong's (Kotler & Armstrong, 2015) statement that product quality is one of the primary positioning means for marketers. Quality directly impacts product or service performance; therefore, quality is closely related to customer value and satisfaction.

4. DISCUSSION

Sariayu cosmetic products Martha Tilaar have a weak correlation category because the product quality of Sariayu cosmetics has not fulfilled consumer needs. The partial coefficient value of the brand image resonance variable with the purchase decision is 0.370, which means a significant relationship between the resonance of the brand image and the purchase decision, and there is a weak correlation. According to previous research, a positive value indicates a unidirectional relationship (Baumert & de Obesso, 2021). The coefficient of determination of the brand image resonance variable to the purchase decision is 13.90%, partially.

(Baumert & de Obesso, 2021; Kim et al., 2021) states that brand image resonance is a seller's goods or services which distinguishes them from other goods or services. Thus, the echo of the brand image is stronger than the other independent variable to distinguish it from the goods and services produced by competitors. The resonance of the brand image in turn signals the consumer about the source of the product from a well-known production company. This area is recommended to pay keen attention to support purchase decision-making by potential customers as stated in one of the premises of R-A Theory that information and relational in the competition are the way to disseminate company strengths (Hunt, 1997) that lead to persuade potential customers.

The partial coefficient of the price variable with the purchase decision is 0.260, which means that there is a real relationship between price perception and purchase decision with the weak correlation category. A positive value indicates a unidirectional relationship, according to previous research (Baumert & de Obesso, 2021). The coefficient of determination of the price perception on purchasing decisions is 6.76% which means that purchasing decisions are 6.76%. According to the opinion (Baumert & de Obesso, 2021), the price is the amount of money (possibly plus some goods) needed to obtain some combination of products and services. It is concluded that the better the price that can be reached or according to the desires of consumers for a product, the purchase decision will be better or will increase. Simultaneously or collectively, the correlation coefficient value of the quality, brand image resonance and price perception towards purchasing decisions is 0.602, it means there is a significant relationship in the strong category between the variable quality, brand, and price perception on purchasing decisions, this is in line with the previous research (Baumert & de Obesso, 2021; Kim et al., 2021). The three variables have explained the level of purchasing decisions by 36.3%. This means that the percentage of the effect of the independent variable on product quality, brand image resonance, and price perception on the dependent variable on purchasing decisions is 36.30%.

5. CONCLUSION AND SUGGESTIONS

The In answering the above research questions, the three variables cannot stand alone. Product quality does not always guarantee that it is easy for consumers to make a purchase. The echo factor, brand image, and price play a role in supporting purchasing decisions for consumers. Independently, none of the variables with a strong influence on purchasing decisions for consumers. This is how the management of Sari Ayu Corporation should do, continuously aims to maintain consumers satisfaction. Therefore, the managerial implication is suggested that the price perception factor and brand echo get attention so that it is continuously resonated.

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