

The Influence of Brand Image and Price Perceptions on Purchasing Decisions for Wardah Sunscreen Products (Study on Students in Bandung City)

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Abstrak. Penelitian ini bertujuan untuk mengetahui citra merek, persepsi harga, dan keputusan pembelian, serta untuk mengetahui sejauh mana pengaruh citra merek dan persepsi harga, baik secara parsial maupun simultan terhadap keputusan pembelian produk sunscreen Wardah pada mahasiswa di Kota Bandung. Metode penelitian yang akan digunakan dalam penelitian ini adalah metode deskriptif dan metode asosiatif. Pada penelitian ini yang menjadi unit analisisnya adalah individu yaitu mahasiswa di Kota Bandung yang menggunakan dan melakukan pembelian pada produk sunscreen Wardah, sampel dalam penelitian ini sebanyak 100 orang. Dalam penelitian ini teknik sampling yang digunakan adalah teknik non-probability dengan pendekatan purposive sampling. Penelitian ini menggunakan metode analisis berganda. Dari hasil penelitian ini, dilihat secara parsial dengan signifikansi bahwa tidak terdapat pengaruh citra merek terhadap keputusan pembelian produk sunscreen Wardah pada mahasiswa di Kota Bandung dengan nilai signifikansi sebesar 0,420 dan besarnya pengaruh yaitu 2,69%. Sedangkan variabel persepsi harga terdapat pengaruh terhadap keputusan pembelian produk sunscreen Wardah pada mahasiswa di Kota Bandung dengan nilai signifikansi sebesar 0,000 dan besarnya pengaruh 21,2%. Selanjutnya dilihat secara simultan dengan hasil signifikansi bahwa terdapat pengaruh variabel citra merek dan persepsi harga terhadap variabel keputusan pembelian produk sunscreen Wardah pada mahasiswa di Kota Bandung dengan nilai signifikansi sebesar 0,000 dan besarnya pengaruh yaitu sebesar 23,9%.

Kata kunci: Citra Merek; Persepsi Harga; Keputusan Pembelian.

Abstract. This study aims to determine the brand image, price perceptions, and purchasing decisions, and to determine the extent to which brand image and price perceptions influence, both partially and simultaneously purchasing decisions for Wardah sunscreen products for college students in the city of Bandung. The research methods that will be used in this research are a descriptive method and an associative method. In this study, the unit of analysis was individuals, namely students in the city of Bandung who used and purchased Wardah sunscreen products. The sample in this study was 100 people. In this study, the sampling technique used was a non-probability technique with a purposive sampling approach. This study uses multiple analysis methods. From the results of this study, it was seen partially with the significance that there was no effect of brand image on purchasing decisions for Wardah sunscreen products for students in the city of Bandung with a significance value of 0.420 and a magnitude of influence of 2.69%. The price perception variable influences the decision to purchase Wardah sunscreen products for students in the city of Bandung with a significance value of 0.000 and a magnitude of influence of 21.2%. Furthermore, it is seen simultaneously with the significant results that there is an influence of brand image variables and price perceptions on the variable purchase decision of Wardah sunscreen products for students in the city of Bandung with a significance value of 0.000 and a magnitude of influence that is equal to 23.9%.

Keywords: Brand Image; Price Perceptions; Purchase Decision.

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Introduction

Beauty nowadays is something that is always coveted by every woman. Beauty can radiate if there is an intention and willingness to take care of yourself from within the woman herself. Nowadays many women rely on facial treatments or skincare to beautify themselves so that the desire to have a coveted face can be achieved. In a series of self-care / skincare there are several products that are important and should not be missed, namely sunscreen / sunscreen.

Wardah is one of the local brands that produces cosmetics to facial treatments produced by PT Paragon Technology and Innovation (PTI). Wardah was established in 1995 which was founded by Nurhayati Subakat who currently serves as the commissioner of PTI, Wardah is always prioritizes quality and supports women to look beautiful according to their character. In the period 1-18 February 2021, Wardah skincare products were in 5th place with total sales of 5.3 billion, this shows that Wardah can survive and compete in the Indonesian market amidst the many local brands that have emerged. Then Wardah's sunscreen sales in the period 17-31 May 2022 were quite high at 10.26%, Wardah's sunscreen was in the fourth best-selling position of the many sunscreen products from other local brands, Wardah's ability to maintain product quality which will affect the brand's brand image is able to survive amidst the many competitions from new local brands that have sprung up in the Indonesian market.

Wardah is one of Indonesia's original beauty product brands produced by one of the largest cosmetic manufacturing companies in Indonesia under the name PT Paragon Technology and Innovation which was introduced in 1995. PTI provides a variety of consumer needs in the field of beauty such as cosmetics, body and hair care and skincare and one of them is sunscreen products in the skincare category. However, there are still many consumers, especially students, who do not fully trust the brand image in making purchases on Wardah sunscreen products.

Purchasing decisions play an important role in

the sustainability of the producer's business. In general, when determining a product purchase decision, not only from brand image, but price perceptions also influence consumer purchasing decisions. consumers will consider price in buying a product. Given that the product to be purchased cannot be tried, so there is no guarantee that the price perception is in accordance with what consumers expect. Therefore, the right pricing strategy is needed by the company because prices that can be reached by consumers and in accordance with their quality will make consumers make purchasing decisions for a product.

Based on the description above, according to the author, it is important for a company to further explore what factors influence purchasing decisions by consumers to continue to survive and be able to compete in today's increasingly tight business world. Apart from the brand image and price factors, there are many other factors that influence the purchasing decision process including product quality, trust, consumer reviews and so on. In this case, the authors focus on the brand image factor and consumer price perceptions as independent variables due to consideration of the appropriate brand image and price perception of the company. A good brand image will generate trust in consumers, both trust in the quality and price, product packaging, and the suitability of the benefits and price of the product which will help consumer purchasing decisions. In the dependent variable, the author takes the purchase decision because it is a determining factor in the success of a company so that the business can be more advanced and better seen from the many purchasing decisions by consumers which have an impact on the high sales transactions obtained by the company.

Research Methodology

The research method used in this study is a quantitative research method. According to (Djaali, 2021) quantitative research methods are inferential research in the sense of drawing conclusions based on the results of statistical hypothesis testing, using empirical data from data collection through measurement

perception and brand image have a simultaneous and significant effect on purchasing decisions.

The methods used in this research are descriptive methods and associative methods. According to (Rukajat, 2018) descriptive research is research that tries to describe phenomena that occur in a real, actual, realistic, and real way at this time, because this research is to make descriptions, pictures, or paintings systematically, factually, and accurately about the facts, properties and relationships between the phenomena being investigated. While Associative is research that asks about the relationship between two or more variables.

According to (S. Soedibjo, 2013) the unit of analysis is a unit that will be used to describe the characteristics of a larger set of objects. The unit of analysis is something related to all components under study such as individuals, groups, organizations. The unit of analysis in this study is an individual, namely students who are in the city of Bandung.

According to Sugiyono in (Darwin, *et al.*, 2021) population is a generalized area consisting of objects or subjects that have certain quantities and characteristics set by researchers and studied and then drawn conclusions. Population in This research is students in the city of Bandung. In an article written by (Sarah, 2022) the number of students and students in the city of Bandung in 2020 reached 544,300 people.

The sample taken in this study were students who used Wardah sunscreen products in Bandung City. Given that the number of students in the city of Bandung who use Wardah sunscreen products is not known with certainty, for determining the number of samples, researchers use the Lemeshow formula. The number of samples based on the results of the formula above was 96.04 people and rounded up to 100 people. The number of respondents who will be used in this study are 100 students in Bandung. The research data collection technique used in this research is a questionnaire or questionnaire with an online system through google form.

Associative is research that asks about the relationship between two or more variables. This analysis is used to determine the extent of the relationship between brand image and price perception on purchasing decisions. In this study, we will use multiple regression analysis and coefficient of determination analysis.

According to (Misbahuddin, 2013) the data normality test is a prerequisite test of the feasibility of data to be analyzed using parametric statistics or nonparametric statistics. The basis for taking the normality test, namely:

- 1) For the Kolmogorov Smirnov test, if the significant value > 0.05 then the data distribution is normal.
- 2) For the Kolmogorov Smirnov test, if the significant value < 0.05 then the data distribution is not normal.

According to (Purnomo, 2016) multicollinearity means that the independent variables contained in the regression model have a perfect or near perfect linear relationship (the correlation coefficient is high or even 1). A good regression model should not have a perfect correlation between the independent variables.

According to (Nugraha, 2022) the heteroscedasticity test is to state in regression where the variance of the residuals is not the same for one observation to another. In regression, one of the assumptions that must be met is that the variance of the residuals from one observation to another does not have a certain pattern. This unequal pattern is indicated by unequal values between one variant of the residuals.

According to (Wisudaningsi, Arofah, & Belang, 2019) multiple regression analysis is the development of simple regression analysis where there is more than one independent variable X. This analysis is used to see several independent variables X_1, X_2, \dots, X_k on the dependent variable Y based on the values of the independent variables X_1, X_2, \dots, X_k . Multiple regression model is used to analyze the causal relationship of several independent variables (X) to one dependent variable (\hat{Y}).

According to (Roflin, 2022) explains that

correlation analysis comes from the word correlation analysis, used to determine the direction of the relationship, the strength of the relationship, and the significance of the strength of the relationship between two or more variables. According to (Sudaryana & Agusiady, 2022) multiple correlation analysis serves to find the magnitude of the influence or relationship between two or more independent variables simultaneously (together) with the dependent variable.

The coefficient of determination is a measure to determine the fixity or suitability of the relationship between the independent variable and the dependent variable. According to Priyatno in (Sudaryana & Agusiady, 2022) the coefficient of determination analysis is used to determine how much percentage of the influence of the independent variables simultaneously on the dependent variable. determination coefficient analysis is used to determine how much the percentage of the contribution of the influence of the independent variables simultaneously on the dependent variable. In other words, the coefficient of determination shows the ability of the independent variable to explain or explain the dependent variable. The greater the coefficient of determination, the better the ability of the independent variable to explain the dependent variable.

According to (Darwin, *et al.*, 2021) hypothesis testing is a branch of inferential statistics that is used to statistically test the truth of a statement and draw conclusions whether to accept or reject the statement. There are three stages of hypothesis testing in this study, namely, partial test (t-test), simultaneous test (f-test), and determination test (R^2).

Results and Discussion

The description of the characteristics of respondents based on the gender of the respondents in this study was mostly female. As many as 90% or 90 respondents who filled out the questionnaire were women. Conversely, as many as 10% or 10 people who filled out this questionnaire were men. This is because

the awareness of the importance of using sunscreen is realized by women more than men and because sunscreen is one of a series of facial treatments where facial care / skincare is more synonymous with women. Differences can occur due to the sampling technique, namely purposive sampling.

The description of the characteristics of respondents based on the age of respondents from this study who are many Wardah sunscreen users aged 22-25 years. As many as 62% or 62 respondents who filled out the questionnaire were aged 22-25 years, ages 19-21 had a percentage of 28% or as many as 28 respondents, ages <18 years were 7% or 7 respondents, and ages 26-30 years had a percentage of 4% or 4 respondents. This is because teenagers aged 18-25 years in generation Z at this time tend to recognize the problems that occur on their skin and also have an awareness of the importance of using sunscreen on the skin for health and beauty.

The description of the characteristics of respondents based on the semester of college of respondents from this study who used Wardah sunscreen products, the majority were in the 7-8 semester of college, namely with a percentage of 48% or 48 respondents, as many as 28% or 28 respondents were in the 5-6 semester of college, as many as 13% or 13 respondents were in the 1-2 semester of college, and as many as 11% or 11 respondents were in the 3-4 semester of college. It can be concluded that more respondents who are in semesters 7-8 use Wardah sunscreen products because in those semesters 5-8 the respondents do a lot of outside activities such as kkn activities, organizations and so on.

The description of the characteristics of respondents based on the income of respondents from this study who use Wardah sunscreen products have an income of 1-2 million per month more with a percentage of 55% or 56 respondents, then as many as 27% or 27 respondents have an income of <1 million, then as many as 15% or 15 respondents have an income of 2.5-3 million, and finally as many as 3% or 3 respondents have 4-5 million income per month. It can be concluded that

many respondents who use Wardah sunscreen products have an income of 1-2 million per month, this can also mean that the price of Wardah sunscreen products is in accordance with the respondent's purchasing ability.

An overview of the characteristics of respondents based on how often respondents make purchases of Wardah sunscreen products from this study who made purchases of Wardah sunscreen products, the majority of respondents made purchases once a month with a percentage of 55% or 55 respondents, as many as 30% or 30 respondents made purchases once every 2 months, then as many as 4% or 4 respondents made purchases once every 3 months, and as many as 11% or 11 respondents chose others where they did not know how many months to make purchases of Wardah sunscreen products. It can be concluded that respondents who purchase Wardah sunscreen products once a month feel suitable for the product.

Respondents who used Wardah sunscreen products for 2 years were more with a percentage of 30% or 30 respondents, then as many as 28% or 28 respondents used Wardah sunscreen products <1 year, and as many as 15% or 15 respondents used Wardah sunscreen products for 1 and 3 years, and the remaining 12% or 12 respondents chose others where it was not known how long they had used Wardah sunscreen products. It can be concluded that respondents who use Wardah sunscreen for <1-3 years feel that they have a match for Wardah sunscreen products. This can also be caused by several factors that support the loyalty to the use of a product such as brand image factors, price, quality, perceived benefits, and others.

Based on the research that has been conducted, there are 10 indicators measured on the brand image variable. Researchers found a statement with the lowest weight value, namely with an actual score of 339 for the statement "product benefits" which means that respondents feel that the benefits of Wardah sunscreen products provided by the company are quite good with the company's brand image. While the statement with the highest weight value is with

an actual score of 382 for the statement "brand personality dimension with halal label indicators" which means that many respondents feel that the halal label on Wardah sunscreen products is a characteristic of the company's brand image. The actual weight average factor on the brand image variable is obtained at 362.5, which means that the respondents' answers are in the interval 340 - 419.9 (table 3), which means it shows good results. Brand image can provide positive or negative things depending on how a person's perspective and how management is in an organization or company.

Based on the research that has been done, there are 10 indicators measured on the price perception variable. Researchers found a statement with the lowest weight value, namely with an actual score of 355 for a statement regarding "price compatibility with benefits" which means that respondents feel that the benefits obtained by respondents are in accordance with the price given by the company. While the statement with the highest weight value is the actual score of 379 for the statement "price in accordance with income", meaning that the price of Wardah sunscreen products is in accordance with the income of students in Bandung City. The actual weighted average score on the price perception variable is obtained at 364.9, which means that the respondents' answers are in the interval 340 - 419.9 (table 3), which means it shows good results. price perception on a product will be used as a benchmark for consumers to make purchases on a product. Therefore, the pricing of products provided by the company must be considered both in terms of price and quality and benefits where this will be a consideration for consumers in deciding on a purchase and this will certainly spur and increase company profits.

Based on the test results using spss, the t test (partial test) with an $\alpha = 5\%$ level, known $n = 100$, with $df = n-2$, namely $df = 98$ is 1.984. The effect of brand image on purchasing decisions obtained a tcount value of $0.810 < t$ table 1.984 with a significance probability of brand image (X1) at the level of 0.420. In accordance with the criteria if the significance

value > 0.05 , it can be concluded that the brand image variable partially has no influence on the purchasing decision variable. Therefore, in this study H_0 is accepted and H_1 is rejected.

Based on the research seen that the R value of the brand image variable on purchasing decisions is 0.317. Based on table 3.4 regarding the interpretation of the correlation coefficient, the relationship between brand image and purchasing decisions is included in the "low" category. So, it can be concluded that there is no strong relationship between brand image and purchasing decisions, and brand image does not have a positive and significant effect on purchasing decisions with an influence of 2.69%. Based on the research, it is known that the t test (partial test) with an $\alpha = 5\%$ level, it is known that $n = 100$, with $df = n-2$, namely $df = 98$ is 1.984. The effect of price perception on purchasing decisions obtained a tcount value of $4.206 > t$ table 1.984 with the probability of significance of price perception (X_2) at the level of 0.000.

In accordance with the criteria if the significance value < 0.05 , it can be concluded that the price perception variable partially has an influence on the purchasing decision variable. Therefore, in this study H_2 is accepted and H_0 is rejected.

Based on the research, the R value of the Price Perception variable on purchasing decisions is 0.484. Based on table 3.4 regarding the interpretation of the correlation coefficient, the relationship between price perceptions and purchasing decisions is included in the "medium" category. So, it can be concluded that there is a strong relationship between price perceptions and purchasing decisions, and price perceptions have a positive and significant effect on purchasing decisions with an influence of 21.2%.

Based on table 4.22, the effect of brand image and price perception on purchasing decisions can be seen in the Sig. table, where the results obtained are 0.000 where the value in the Sig. table can be compared with the α value of 0.05. If the Sig. value is smaller than 0.05, it can be concluded that there is an influence of

the brand image variable (X_1) and the price perception variable (X_2) on purchasing decisions (Y). Therefore, in this study H_3 is accepted and H_0 is rejected, this answers the research hypothesis. In addition, the result of the multiple correlation coefficient analysis and the coefficient of determination of brand image and price perception on the purchasing decision variable is an R value of 0.489. Based on table 3.4 regarding the interpretation of the correlation coefficient, the relationship between brand image and price perception on purchasing decisions is in the "medium" category. In addition, the R Square value is 0.239, which means that the influence of brand image and price perception on purchasing decisions is 23.9%. So, it can be concluded that there is a strong relationship between brand image and price perception on purchasing decisions, and brand image and price perception have a positive and significant effect on purchasing decisions, with a magnitude of influence of 23.9%.

Conclusion

Based on the results of the study, it shows that it is known that the t test (partial test) with an $\alpha = 5\%$ level, known $n = 100$, with $df = n-2$, namely $df = 98$ is 1.984. The effect of brand image on purchasing decisions obtained a tcount value of $0.810 < t$ table 1.984 with a significance probability of brand image (X_1) at the level of 0.420. In accordance with the criteria if the significance value > 0.05 , it can be concluded that the brand image variable partially has no influence on the purchasing decision variable. Therefore, in this study H_0 is accepted and H_1 is rejected. In addition, the R value of the brand image variable on purchasing decisions is 0.317. Regarding table 4 regarding the interpretation of the correlation coefficient, the relationship between brand image and purchasing decisions is in the "low" category. purchasing decisions are included in the "low" category. So, it can be concluded that there is no strong relationship between brand image and purchasing decisions, and brand image does not have a positive and significant effect on purchasing decisions with an influence of 2.69%. Based on the results of the study, it

shows that it is known that the t test (partial test) with an $\alpha = 5\%$ level, known $n = 100$, with $df = n-2$, namely $df = 98$ is 1.984. The effect of price perception on purchasing decisions is obtained t count $4.206 > t$ table 1.984 with a significance probability of price perception (X_2) at the level of 0.000. In accordance with the criteria if the significance value < 0.05 , it can be concluded that the price perception variable partially has an influence on the purchasing decision variable. Therefore, in this study H_2 is accepted and H_0 is rejected. In addition, the R value of the Price Perception variable on purchasing decisions is 0.484. Based on table 3.4 regarding the interpretation of the correlation coefficient, the relationship between price perceptions and purchasing decisions is included in the "medium" category. So, it can be concluded that there is a strong relationship between price perceptions and purchasing decisions, and price perceptions have a positive and significant effect on purchasing decisions with an influence of 21.2%. Based on the results of the study, it shows that the effect of brand image and price perception on purchasing decisions can be seen in the Sig. table, where the results obtained are 0.000 where the value in the Sig. table can be compared with the α value of 0.05. If the Sig. value is smaller than 0.05, it can be concluded that there is an influence of the brand image variable (X_1) and the price perception variable (X_2) on purchasing decisions (Y). In addition, the R value is 0.489. Based on table 3.4 regarding the interpretation of the correlation coefficient, the relationship between brand image and price perception on purchasing decisions is in the "medium" category. In addition, the R Square value is 0.239, which means that the influence of brand image and price perception on purchasing decisions is 23.9%. So, it can be concluded that there is a strong relationship between brand image and price perception on purchasing decisions, and brand image and price perception have a positive and significant effect on purchasing decisions, with a magnitude of influence of 23.9%.

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