Effect Of Brand Image And Product Quality On Purchase Decision Of Scarlett Whitening In Medan City

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Article Info	ABSTRACT
Corresponding Author: Mega Astria Sinaga,et.al E-mail: megasinaga54@gmail.com	Scarlett Whitening is a new brand but is quickly becoming famous and selling well among the public amidst the intense competition in the Indonesian cosmetics industry which has given rise to many new cosmetic brands in recent years. This research aims to find out how brand image and product quality influence Scarlett Whitening product decisions in the city of Medan, both partially and simultaneously. The type of research used in this research is quantitative research with an associative approach. The sampling technique was purposive sampling, totaling 100 respondents. The data analysis techniques used are validity test, reliability test, classical assumption test, multiple linear regression test, T test, F test and coefficient of determination test. The research results show that brand image and product quality have a positive and significant effect on purchasing decisions for Scarlett Whitening products partially and simultaneously. The correlation coefficient value is 0.870, which indicates that there is a fairly strong correlation between the brand image variables and product quality on purchasing decisions. The R Square value of the purchasing decision variable of 75.7% can be explained by the brand image and product quality variables, while the remaining 24.3% is influenced by other variables not included in the research. **Keywords:** Brand Image, Product Quality, Purchasing Decisions

INTRODUCTION

Nowadays, cosmetics have entered the category of primary needs for women and even men. Cosmetics themselves, apart from being used as a tool to support one's appearance, have now become a part of people's lifestyle. This lifestyle itself causes the development of the beauty product business in Indonesia to accelerate very quickly. The following is a table of cosmetic sales in Indonesia from 2012-2022:

Table 1. Cosmetics Sales in Indonesia

Year	Value (US$ million)
2012	1,029
2013	1,084
2014	1,145
2015	1,214
2016	1,298

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2017	1,372
2018	1,461
2019	1,557
2020	1,660
2022	1,885

Source: Tirto.id (2019)

Based on data from Figure 1.1, it is explained that cosmetic sales in Indonesia always increase from year to year. In 2012 cosmetic sales in Indonesia reached US$ 1,029 million. In 2014, cosmetics sales in Indonesia increased by US$ 1,145 million. In 2016 it also experienced an increase, reaching a figure of US$ 1,289 million. In 2020 it was at US$ 1,660 million, while in 2022 it has now reached US$ 1,885 million. According to the Ministry of Industry of the Republic of Indonesia, this increasing industry has resulted in the number of cosmetic companies in Indonesia also increasing. As a result of the increase in industry of these cosmetics, many new cosmetic brands have emerged to date and are competing by showing their respective qualities and advantages. One of the beauty brands that emerged as a result of this is Scarlett Whitening. This local brand that sells various beauty/cosmetic products is owned by an artist named Felicya Angelista who was founded in 2017 and is still able to compete in the beauty industry today.

In 2021, Scarlett Whitening will collaborate with foreign artists (South Korea), namely Song Joong Ki and members of the girl band Twice as brand ambassadors. This was done to improve Scarlett Whitening's brand image in Indonesia. This collaboration between Scarlett Whitening and Song Joong Ki can explain that Scarlett Whitening has expanded its target market, which was originally only women, but now has the novelty of being able to be used by men. With the aim of meeting the expected level of product quality, companies are required to pay attention to standardizing the quality of a product which will later be useful for controlling the product so that it is able to meet the predetermined standards, so that consumers will not lose purchasing decisions. Scarlett Whitening itself meets product quality standards by making skin care products that contain good ingredients needed by human skin and has succeeded in obtaining a halal certificate and BPOM permission. Apart from that, some of its products also have a distinctive fragrance and fragrant. The result of using Scarlett Whitening products that sticks out the most in consumers' minds is that it can care for, brighten and whiten their skin.

Brand imagethat owned by Scarlett Whitening is starting to decline at this time, this is because the endorsements made by Scarlett Whitening are too excessive in the eyes of consumers. Most of the people endorsed by Scarlett Whitening do not have enough credibility to convince consumers of Scarlett Whitening products they review. This raises consumer doubts as to whether the Scarlett Whitening product matches the results of the review or is just an endorsement obligation. Apart from that, there are several problems related to the quality of the products owned by Scarlett Whitening, namely that there are several products that are less resistant (susceptible to weather), where if exposed to sunlight the texture of the product will melt, but if it is not hot it will thicken again. Regarding packaging, the pump straws of some products also do not reach the bottom of the packaging and make it difficult for consumers to collect the remaining contents of the product if it starts to run out, as is the case with serum products. Based on this, researchers

are interested in conducting research entitled "The Influence of Brand Image and Product Quality on Purchase Decisions for Scarlett Whitening Products (Study of Scarlett Whitening Consumers in Medan City)".

Literature Review

Marketing

According to Kotler and Armstrong in (Farida, 2019: 1), marketing is a social and managerial process that is able to give an individual or group of people the opportunity to fulfill their needs and desires by carrying out activities of creating and reciprocally exchanging products or value with others. other. Meanwhile, according to Indrasari (2019: 2), marketing is a comprehensive, planned and integrated activity that is usually carried out by an organization to meet market demand with efforts such as creating products that have value, determining prices, conveying information and mutual communication. exchange goods or services of value with consumers, partners or the general public.

Kotler in (Rahmat, 2012:18) stated that the aim of marketing is to build long-term, mutually beneficial relationships with the main stakeholders, customers, suppliers and distributors in order to maintain the long-term survival of a company. company. Meanwhile, according to Buchari Alma (Rahmat, 2012:18) the main goal of marketing is to provide satisfaction for consumers. With these goals, marketing activities will run well. If consumers are satisfied with their desires being fulfilled, then profits will definitely be obtained.

Brand Image

Kotler and Keller (Frimansyah, 2019:60) argue that a brand is a name, symbol, sign, term, design or combination of all of them which is shown to identify the identity of a product or service from a person or group of sellers in order to distinguish it from other sellers. competitor. Meanwhile, according to Coaker (2022: 105), brand image is a re-understanding of all perceptions of a brand which are formed from information and past customer experiences with that brand.

According to Firmansyah (2019:60), the definition of brand image is a consumer's perception when remembering a brand of a particular product. According to Keller (Firmansyah, 2019:61), brand image is a perception or point of view about a brand by a consumer which is described by the brand associations that exist in the consumer's memory. Meanwhile, Aaker (Firmansyah, 2019:61) said "Brand association is anything linked in memory to a brand". This understanding explains that brand associations are all things related to the brand that exist in consumers' memories.

According to Keller (Wandasari, 2020:76) there are 3 indicators that can influence brand image, namely as follows:
1. Easy to recognize
2. Have a good reputation
3. Always remembered

Quality Product

According to Kotler and Armstrong (Rosnaini, 2017:32), a product is anything that will be offered on the market to gain attention, be purchased, used or consumed with the aim of meeting consumer needs and desires. Fulfilling consumer needs and satisfaction which is the goal of an activity marketing carried out by the company, product quality is one

of the most important things for the company to pay attention to. Quality shows the level of ability of a particular brand or product to carry out certain functions. Oentoro (Rosnaini, 2017:32-33) states that product quality is something that can show the durability of a product, the trustworthiness of the product, product precision, the product's ability to be easily operated and maintained and other attributes that have value. . Meanwhile, according to Kotler (Rosnaini, 2017:32-33), product quality is the overall characteristics of a product as well as the service's ability to satisfy stated or implied needs.

There are eight indicators of product quality according to Kotler (Wandasari, 2020:76), namely:

1. *Reliability*(Reliability), is an effort to minimize the occurrence of damage or failure to use.
2. *Performance*(Performance), is a basic performance characteristic of the core product purchased (core product).
3. *Conference to Specification*(Conformance to Specifications), is Acharacteristics of design and basic performance that must meet existing and previously determined standards.
4. *Features*(Features), are complementary (secondary) characteristics.
5. *Aesthetics*(Aesthetics), namely the attractiveness of a product that can be seen directly by the eye.
6. *Durability*(Durability), namely how long a product can be used properly.
7. *Perceived Quality*(Perceived Quality), relates to the image and reputation of a company's products and its responsibilities regarding these products.
8. *Serviceability*(Service Ability), namely an effort that includes safety, competence, ease of repair and responsiveness in handling when complaints arise.

Consumer behavior

According to Kotler and Keller (Indrasari, 2019:16), consumer behavior is defined as the study of how an individual, group or organization carries out selection activities, purchasing use and how a good, service, idea or experience can be used to satisfy their needs and desires.

Engel, Blackwell and Miniard (Firmansyah, 2018:2) argue that consumer behavior is all actions that are directly involved in obtaining, carrying out consumption activities and consuming products or services, including the decision processes that precede and follow these actions. Schiffman and Kanuk's opinion (Indrasari, 2019:16) regarding consumer behavior is a process that consumers will go through regarding purchasing, using, evaluating and providing consumption actions for goods or services or ideas that are expected to fulfill the consumer's needs and desires.

Buying decision

According to Schiffman and Kanuk (Firmansyah, 2019: 203), a purchasing decision is a selection or selection of two or more alternative options, in other words the availability of more than one option is a necessity in decision making. Kotler and Keller (2016) argue that purchasing decisions are a process of customer evaluation stages for preferences among several existing alternatives, where this will also be able to form consumers' purchasing intentions towards the most preferred brand. Meanwhile, according to Berkowitz (Firmansyah, 2018:25), decision making is the stages that consumers will go through in

determining their decisions about the products or services they want to buy. For goods with a low selling price (low-involvement), the decision-making process tends to be carried out easily, whereas for goods with a high selling price (high-involvement), the decision-making process will go through careful consideration.nAccording to Kotler in (Kumbara, 2021), there are three indicators that can determine purchasing decisions, namely as follows:

1. The stability of a product
2. Habits in purchasing products
3. Speed in purchasing products

METHODS

The research method used in this research is a quantitative research method using an associative approach. The location of this research was carried out in the Medan city area from March to June 2022. The object of this research itself was Scarlett Whitening consumers who were in the Medan city area.

Population and Research Sample

Population is not only the number of objects and subjects, but also all matters relating to the characteristics possessed by these objects and subjects. The population of this research is people in the Medan city area who are consumers of Scarlett Whitening products. Darmanah (2019) said that the sample is part of the number and characteristics of the population. If the population used by researchers is large and the possibility of studying everything in the population is quite difficult due to limited funds, energy and time, then researchers can use samples taken from a representative population. The sample in this research can be determined with the following conditions:

1. They are residents of the Medan city area.
2. Have purchased Scarlett Whitening products at least twice.

Operational Definition

According to Keller (Firmansyah, 2019:61) brand image is a perception or point of view about a brand by a consumer which is described by brand associations that exist in the consumer's memory. the. Brand image indicators are being easily recognized, having a good reputation and always being remembered. Kotler (Rosnaini 2017:32-33), product quality is the overall characteristics of a product and the service's ability to satisfy stated or implied needs. Product quality indicators are Reliability, Performance, Confermanence to Specification, Features, Aesthetics, Durability, Perceived Quality, Serviceability.).

According to Schiffman and Kanuk (Firmansyah, 2019: 203), a purchasing decision is a selection or selection of two or more alternative options, in other words the availability of more than one option is a necessity in making purchasing decisions. Indicators of purchasing decisions are the stability of a product, habits in purchasing products, speed in purchasing products.

Measurement Scale

The variable measurement scale in this study was measured using a Likert scale. Raihan (2017: 117) believes that the Likert scale can be used to measure an attitude, opinion, perception of an individual or group regarding a social phenomenon in a study that has previously determined the variables and indicators.

Data collection technique

Techniques that can be used by researchers to collect primary data include the results of laboratory examinations carried out directly by the researcher, observation, interviews, focused discussions (FGD) as well as through distributing questionnaires carried out directly by the researcher himself. or with the help of an enumerator. In this research, primary data was obtained by distributing questionnaires. This secondary data can be obtained from various sources such as the Central Bureau of Statistics (BPS), books, reports, journals, medical records and others. In this research secondary data was obtained from various sources such as books, journals, articles, previous research and others.

RESULTS AND DISCUSSION

Research result

T Test (Partial Test)

The following are the results of the partial tests carried out in the research:

Table 2 Partial Test Results (T Test) Coefficientsa

Model		Unstandardized Coefficients		Standardi zed Coefficients	t	The g.
		B	Std. Error	Beta		
1	(Consta nt)	1.235	1,177		1.049	.297
	X1	,352	,064	,441	5.507	.000
	X2	,167	.028	,481	6.011	.000

a. Dependent Variable: Y

Source: Data Processing Results (2022)

Based on test results using a statistical software program, it was found that brand image testing results had a significant influence on purchasing decisions. This can be seen from the significant value of the brand image variable, namely sig of 0.000 < 0.05 and the t value of 5.507 > 1.984, so Ha1 is accepted. So it can be concluded that the brand image variable has a significant influence on the purchasing decision variable.

Based on test results using statistical software programs, it was found that product quality testing results had a significant effect on purchasing decisions. This can be seen from the significant value of the product quality variable, namely sig of 0.000 < 0.05 and the tcount value of 6.011 > 1.984, so Ha2 is accepted. So it can be concluded that product quality variables have a significant effect on purchasing decision variables.

F Test (Simultaneous Test)

The following are the results of the simultaneous tests carried out in the research:

Table 3 Simultaneous Test Results (F Test) ANOVAa

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	425,056	2	212,528	151.301	,000b
	Residual	136,254	97	1,405		
	Total	561,310	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source: Data Processing Results (2022)

Based on table 4.43, it can be seen that the fcount value is 151.301 > ftable 3.09 or the sig value. equal to 0.000 < 0.05. So it can be concluded that the independent variables, namely the brand image variable (X1) and product quality (X2), together have a positive and significant effect on the dependent variable, namely the purchasing decision variable (Y).

R Test (Coefficient of Determination Test)

The following are the results of the coefficient of determination test carried out in the research:

Table 4.44 Determination Test Results (R2 Test) Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.870a	,757	,752	1.18519

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Source: Data Processing Results (2022)

Based on table 4.44, it can be seen that the R value is 0.870, which means that the variables brand image (X1) and product quality (X2) are related to purchasing decisions (Y) by 87.0%. This means that there is a strong relationship between the variables. The R square value is 0.757, which means that 75.7% of Scarlett Whitening consumers' purchasing decisions in the city of Medan can be influenced by brand image (X1) and product quality (X2). Meanwhile, the remaining 24.3% is influenced by other variables not included in this study.

Discussion

Influence of Brand Image (X1) on Purchasing Decisions (Y).

Scarlett Whitening, which was only founded in 2017, already has a strong brand image in the minds of its consumers because it was founded by a famous artist named Felicya Angelista. As this brand developed, it invited cooperation from well-known local artists and even foreign artists such as Korea to serve as brand ambassadors, which made this brand increasingly have a good reputation in the eyes of the public. Apart from this good reputation, Scarlett Whitening also has a distinctive fragrance from several of its products so that when consumers inhale the fragrance they can immediately recognize that the fragrance is the fragrance that Scarlett Whitening products have. This can be seen in tables 4.7, 4.10 and 4.12 where the majority of respondents agree that Scarlett Whitening's brand image is easy to recognize, has a good reputation and is always remembered.

Influence of Product Quality (X2) on Purchasing Decisions (Y).

Scarlett Whitening products are in great demand by teenage women aged 21-24 years who are able to make good decisions and can carry out buying and selling activities without needing permission from their parents. Women who are entering their teens also pay more attention to their appearance. The presence of Scarlett Whitening which has good product quality can support the appearance of female consumers. Apart from having good quality, Scarlett Whitening products are also easy to find everywhere because they are well distributed, making consumers increasingly choose Scarlett Whitening to use. This product from Scarlett Whitening is also safe to use because it is registered with BPOM and

is comfortable for all consumers to use because it has the MUI halal label. This can help consumers who have just entered their teens keep their skin free from harmful substances. This can be seen in tables 4.19 and 4.24 where the majority of respondents agree that Scarlett Whitening's products are easy to find anywhere because they are well distributed and have good quality and are resistant to weather and room temperature.

The Influence of Brand Image (X1) and Product Quality on Purchasing Decisions (Y).

Based on the results of the explanation of the research above, we can see that Brand Image and Product Quality have a significant influence on purchasing decisions. It can be seen that each of the independent variables Brand Image (X1) and Product Quality (X2) have a relationship and both have an influence on purchasing decisions (Y), namely if a product has a good brand image which makes the product attached to consumer memory, coupled with good product quality so that consumers continue to make purchases.

The results of the determination test and the results of the simultaneous test (F test) show that the brand image (X1) and product quality (X2) variables simultaneously influence the purchasing decision variable (Y). Based on table 4.43, it can be seen that the fcount value is 151.301 > ftable 3.09 or the sig value. equal to 0.000 < 0.05. So it can be concluded that the independent variables, namely the brand image variable (X1) and product quality (X2), together have a positive and significant effect on the dependent variable, namely the purchasing decision variable (Y).

This is because Scarlett Whitening has a good brand image which makes the brand and products from Scarlett Whitening stick in consumers' memories because the owner is a famous artist, has brand ambassadors from well-known artists and has even been able to invite collaborations with foreign artists such as Korea and has a distinctive fragrance. which makes consumers always remember Scarlett Whitening. Apart from that, Scarlett Whitening also has products of good quality that are safe to use because they are registered with BPOM and are comfortable for use by all consumers because it has the MUI halal label and is resistant to weather and room temperature. The many variants of Scarlett Whitening products available on the market and can be found anywhere because they are well distributed also give consumers the freedom to choose products that suit their needs and desires.

Meanwhile, the coefficient of determination test results for the R value are 0.870, which means that the variables brand image (X1) and product quality (X2) are interconnected with purchasing decisions (Y) by 87.0%. This means that there is a strong relationship between the variables. The R square value is 0.757, which means that 75.7% of Scarlett Whitening consumers' purchasing decisions in the city of Medan can be influenced by brand image (X1) and product quality (X2). Meanwhile, the remaining 24.3% is influenced by other variables not included in this study.

CONCLUSION

Based on the results of the research and discussions carried out, the following conclusions can be drawn: *Brand Image*(X1) has a positive and significant effect on purchasing decisions (Y). This proves that the brand image variable has a significant influence on the purchasing decisions of Scarlett Whitening consumers in the city of Medan. The most influential indicators in this research are indicators that are easily

recognized and have a good reputation. Product quality (X2) has a positive and significant effect on purchasing decisions (Y). This proves that the product quality variable has a significant influence on the purchasing decisions of Scarlett Whitening consumers in the city of Medan. The most influential indicators in this research are the indicators of durability and features. *Brand image*(X1) and product quality (X2) together have a positive influence on purchasing decisions (Y) for Scarlett Whitening consumers in the city of Medan. The results of the correlation coefficient value show the relationship between brand image and quality product to purchasing decisions quite closely. The coefficient of determination value above shows that the brand image and product quality variables can explain the purchasing decision variable.

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