



The Influence Of Brand Image And Price On Decisions To Purchase Make Over Cosmetics In Medan City

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| Article Info | ABSTRACT |
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| Corresponding Author: Mayglenn Gracesisilia Sitorus,et.al E-mail: mayglenn.sitorus@gmail.com | <p>This research aims to determine the influence of brand image and price on purchasing decisions for Make Over cosmetics partially and simultaneously. This research uses quantitative methods with a literature review design. The population in this study were consumers of Make Over cosmetics in Medan City. In this study, the sample used was 100 Make Over cosmetics users. The data used is primary data by distributing questionnaires via Google Form and secondary data obtained through journals and articles related to my research. The results of this research show that the brand image and price variables significantly influence purchasing decisions.</p> <p>Keywords: Brand Image, Price, Purchase Decision</p> |

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INTRODUCTION

The women's cosmetics industry is an industry that can be said to be quite dynamic, so that many companies have new cosmetic brands that are interested in getting involved and developing their market in Indonesia. Apart from these reasons, because many women really want to look beautiful and attractive, and they think that looking beautiful and attractive is important and has become an obligation, this is also one of the reasons for the increasing number of cosmetic manufacturers that have finally emerged so many variants of beauty treatments for pave the way for a woman to look beautiful and give consumers many choices in using cosmetics.

According to cekindo.com regarding the growth of cosmetics in Indonesia, it has continuously increased. The growth of cosmetics in Indonesia is very rapid due to the current needs of women in Indonesia. Based on the data above, it shows that there is an increase in the cosmetics industry from year to year and it is also certain that cosmetic users are increasing. Things like this are natural to do because women want to have a beautiful appearance at all times. To meet their needs, women will choose products that have maximum benefits and satisfaction in their use, so that manufacturers will continue to innovate in order to win competition in the cosmetics industry.

Competition between the cosmetic and personal care industry markets is increasingly competitive. This is proven by the many types of cosmetics in circulation, both domestic and international production foreign production. The large number of cosmetic products on

the market influences a person's attitude towards purchasing and using goods. Purchasing a product is no longer to fulfill a need, but rather because of a desire. In addition, it is discovered that consumers decide to use certain products (cosmetics) in order to clarify their identity so that they are seen well in certain communities (Sulistiyari, 2012). Nowadays, there are more and more cosmetic products spread across Indonesia that can complement the needs and desires of consumers and also have various variants, one of which is the Make Over product.

In Indonesia, the cosmetics market is characterized by various types of players, namely local and imported. Competitive local player competition in the 3 cosmetic industry markets in Indonesia is currently filled by Make Over, Purbasari, Wardah, Sensatia Botanicals, Mustika Ratu, and others. Make Over is a cosmetic brand released by PT. Paragon Technology & Innovation in 2010.

Several factors that influence consumer purchasing decisions are brand image and price. Brand Image is the identity of goods or services. The most unique skill of a professional marketer is the ability to create, maintain, and protect and enhance brands. Products with a well-known brand image will invite consumers to try or make repeat purchase decisions. In 2020, Make Over products had the lowest sales compared to other beauty brands, where in 2020 Make Over products ranked last in sales of products offered by Make Over. However, in 2021 make over managed to compete with other beauty products and ranked first and beat well-known brands, one of which was Wardah, which was founded in 1995.

Apart from that, price also has a direct influence on purchasing decisions. Price is a determining element in a company's profit. Price is one of the elements that influences activities within a company which functions to create advantages for the company. However, this often collides with pricing policies. Pricing by companies must be adjusted to the environmental situation and changes that occur, especially when competition is increasingly tight and demand development is limited. The longer a customer stays with a company, the more valuable that customer is. Consumers want to get the best quality products according to the price paid. Not a few consumers also think that expensive products are quality products. The price set is expected to be in accordance with the quality of Make Over products and can increase consumer purchases which will then continue to consumer purchasing decisions.

Purchasing decisions are a process where consumers recognize and look for a problem in the product. It can be concluded that the purchasing decision is the decision-making process by consumers to buy or not the product after knowing the ingredients of the product so that they are not disappointed when making the decision to buy the product.

This research was conducted in the city of Medan, the city of Medan is the capital of North Sumatra Province and is the most important city in the eastern part of Sumatra Island. In 2020, the city of Medan had a population of 2,435,252 people spread across 21 sub-districts. The city of Medan is also the largest city outside the island of Java, where the trend is growing so rapidly that it increases the opportunity to use Make Over cosmetics more in the city of Medan compared to other cities in North Sumatra.

Based on this background, researchers are interested in conducting research on consumers of Make Over cosmetics with the title "The Influence of Brand Image and Price on Purchasing Decisions of Make Over Cosmetics (Study of Consumers of Make Over Cosmetics in Medan City).

Literature Review

According to the American Marketing Association or AMA (Darmanto, 2016), Marketing is the process of managing organizational activities to create, communicate, and offer products or services that have value for customers, partners, and society in general. According to Philip Kotler (Darmanto 2016), Marketing is the art and science of exploring, creating and providing value to meet profitable market needs. Marketing identifies unmet needs and wants. Defining, measuring and quantifying market size and identifying profit potential.

Brand Image can be defined as a perception that appears in the minds of consumers when remembering a particular product brand. According to Tjiptono (in John Budiman Bancin, 2021), the definition of brand image is consumers' perception and belief in a brand. According to Ferrinadewi (John Budiman Bancin, 2021) the definition of brand image is a perception about a brand which is a consumer's reflection of its associations or everything related to the brand. According to Sangadji and Sopiah (John Budiman Bancin, 2021) the definition of brand image is the positive and negative perceptions that consumers have of a brand.

According to Kotler (Syafrida Hafni Sahir, 2016) price is the amount of money charged for a product or service, in a broader sense price is the amount of money charged for a product or service, the amount of value exchanged by customers for the benefits of owning or using a product or service. According to Hasan (Fitriana, 2019) price is all forms of monetary costs sacrificed by consumers to obtain, own, utilize a combination of goods and services from a product. Purchasing decisions according to Kotler (Desy Irana Dewi Lubis, 2017) are the stage in the decision-making process where consumers actually buy. Purchasing decisions according to Sciffman and Kanuk (Ade Candra Gunawan, 2019) are a selection of two or more alternative purchasing decision options. Setiadi (Sangadji and Sopiah, 2013) defines that consumer decisions are an integration process that combines knowledge to evaluate two or more alternative behaviors, and choose one of them. According to Peter and Olson (Dewi Arsy Novitasari, 2021), purchasing decisions are an integration process used to combine knowledge to evaluate two or more alternative behaviors and choose one of them.

METHODS

The research method used is associative research using a quantitative approach. Associative research is research that connects two or more variables according to Sugiyono (2013). Using data in the form of numbers as a tool to analyze the relationship between variables you want to know. The relationship between variables that we want to know in this research is "The Influence of Brand Image and Price on Purchase Decisions for Make Over Cosmetics".

RESULTS AND DISCUSSION

Table 1. Identification of the Influence of Brand Image on Purchasing Decisions

| Title | Author/Published Year | Method | Research result |
|---|-----------------------|----------------------------|---|
| INFLUENCE BRAND IMAGE, PRODUCT QUALITY AND PROMOTION ON | Erina Agustin (2018) | Use quantitative research. | The results of the research show that the Brand Image variable has a positive and significant effect on |

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| <p>THE DECISION TO PURCHASE WARDAH PRODUCTS (LIPSTICK) IN STUDENTS OF THE FACULTY OF ISLAMIC ECONOMICS AND BUSINESS UIN RADEN FATAH PALEMBANG</p> | <p>purchasing decisions for female students at the Faculty of Islamic Economics and Business, UIN Raden Fatah Palembang, the Product Quality variable has no effect on purchasing decisions, the Promotion variable has a positive and significant impact on purchasing decisions for female students at the Faculty of Economics and Business Islam UIN Raden Fatah Palembang.</p> |
| <p>INFLUENCE <i>BRAND</i> <i>IMAGE</i> AND CELEBRITY ENDORSERS ON PURCHASING DECISIONS WARDAH (Study for Undergraduate Students at Yogyakarta State University)</p> | <p>Brian Gumelar (2016)</p> <p>Use quantitative research.</p> <p>The research results show that Brand Image has a positive influence on purchasing decisions, and Celebrity Endorser has a positive influence on purchasing decisions.</p> |

Research by Erina Agustin (2018), entitled "THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY AND PROMOTION ON WARDAH PRODUCT PURCHASE DECISIONS (LIPSTICK) IN STUDENTS OF THE FACULTY OF ISLAMIC ECONOMICS AND BUSINESS UIN RADEN FATAH PALEMBANG". This type of research uses quantitative research. With

Thus, in this study it is explained that the Brand Image variable has a positive and significant influence on purchasing decisions for female students at the Faculty of Economics and Islamic Business, UIN Raden Fatah Palembang, the Product Quality variable has no influence on purchasing decisions, the Promotion variable has a positive and significant impact on purchasing decisions for female students. Faculty Islamic Economics and Business at UIN Raden Fatah Palembang.

Then research from Brian Gumelar (2016), entitled "THE INFLUENCE OF BRAND IMAGE AND CELEBRITY ENDORSERS ON WARDAH PURCHASE DECISIONS (Study among undergraduate students at Yogyakarta State University)". This type of research uses quantitative research. Thus, in this research it is explained that Brand Image has a positive influence on purchasing decisions, and Celebrity Endorser has a positive influence on purchasing decisions.

Table 2. Identification of the Influence of Price on Purchasing Decisions

| Title | Author/Published Year | Method | Research result |
|--|--|--|--|
| INFLUENCE OF PRODUCT QUALITY AND PRICES IN THE DECISION TO PURCHASE WARDAH COSMETIC PRODUCTS (STUDIES CASE ON CAREFOUR CONSUMERS PANAKKUKANG MAKASSAR) | YAUMIL(2019) | Study This using a quantitative approach. | The research results show that the variables product quality (X1) and price (X2) have a positive and significant effect on consumer purchasing decisions (case study of Carefour Panakkukang Makassar consumers). |
| INFLUENCE OF PRODUCT QUALITY AND PRICE INTO PURCHASING DECISIONS (Studies On PT. Fertilizer Indonesia) | PRINCESS MAWAR PRATIWI (2020) | Study This using a quantitative approach. | The results of this research show that product quality and price influence purchasing decisions at PT. Indonesian Oriental Puduk. |

Research by Yaumil (2019), entitled "THE INFLUENCE OF PRODUCT QUALITY AND PRICE ON DECISIONS TO PURCHASE WARDAH COSMETIC PRODUCTS (CASE STUDY OF PANAKKUKANG CAREFOUR CONSUMERS MAKASSAR)". This research uses quantitative approach. Thus, in this research it is explained that the variables product quality (X1) and price (X2) have a positive and significant effect on consumer purchasing decisions (case study of Carefour Panakkukang Makassar consumers).

Then research from Putri Mawar Jingga (2020), entitled "THE INFLUENCE OF PRODUCT QUALITY AND PRICE ON PURCHASING DECISIONS (Study at PT. Pupuk Oriental Indonesia)". This study uses a quantitative approach. Thus, in this research it is explained that product quality and price influence purchasing decisions at PT. Indonesian Oriental Puduk.

CONCLUSION

There are several variables used in this research. Namely brand image variables, price variables and purchasing decisions. These variables have a positive and significant influence on purchasing decisions. Based on the results of the T test, it shows that the brand image and price variables significantly have an influence on purchasing decisions. Meanwhile, the results of the F test explain that the brand image and price variables simultaneously have an influence on purchasing decisions.

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