



THE EFFECT OF INTEGRATED MARKETING COMMUNICATION ON PURCHASE DECISIONS WITH BRAND IMAGE AS A MEDIATION VARIABLE (CASE STUDY ON BEAUTY KENDARI OUTLET)

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ABSTRACT

This study aims to find out, test, and analyze (1) The effect of integrated marketing communication on the brand image at Beauty Kendari. (2) The effect of integrated marketing communication on purchasing decisions at Beauty Kendari. (3) The effect of brand image on purchasing decisions at Beauty Kendari. (4) The role of brand image in mediating integrated marketing communication on purchasing decisions.

The research design is explanatory research. The population of this study was all Beauty Kendari customers who shop at the store in 2021. The research sample used an accidental sampling technique, totaling 100 people. Data collection used a questionnaire. Data analysis used Structural Equation Modeling (SEM) with the SmartPLS (Partial Least Square) program.

The results of this study indicate that: (1) Integrated marketing communication has a positive and significant effect on the brand image at Beauty Kendari. The better the integrated marketing communication, the brand image will increase. (2) Integrated marketing communication has a positive and significant effect on purchasing decisions at Beauty Kendari. The better the integrated marketing communication, the more purchasing decisions will be made. (3) Brand image has a positive and significant effect on purchasing decisions at Beauty Kendari. The better the brand image, the higher the purchasing decision. (4) Brand image plays a mediating role between integrated marketing communication on purchasing decisions.

Keywords: *Integrated Marketing Communication, Brand Image, Purchasing Decision*

INTRODUCTION

A Cosmetics are one of the most important elements in the world of beauty. Beauty is growing from time to time, no longer just a desire, but a necessity which ultimately has an impact on the increasing cosmetic industry in the world, including in Indonesia.

According to data from the Ministry of Industry, it shows an increase in sales of cosmetics during the period 2015 – 2019. In 2015, sales of cosmetics in Indonesia amounted to Rp. 14 trillion in 2016 it was Rp. 36 trillion. In 2017 sales reached IDR 46 trillion, in 2018 IDR 50 trillion, and in 2019 reached IDR 53 trillion. Judging from the magnitude of the increase, cosmetic products have become one of the biggest potential contributors to state revenue.

Communication is an element that is needed in marketing activities. No matter how good the marketing strategy is, it will affect the results received, if it is not communicated properly. For this reason, an appropriate communication strategy is needed, which is well-planned and integrated. The strategy in question is Integrated Marketing Communication (IMC) or integrated marketing communications.

According to Hermawan (2012), Integrated Marketing Communication is bringing together planning, action, and coordination in all areas of marketing communications and can also help companies identify the most appropriate and effective methods of communicating and building relationships with consumers. According to Kotler & Armstrong (2001), Integrated Marketing Communication is a concept in which a company carefully integrates and coordinates its many communication channels to convey clear, consistent, and convincing messages about the company and its products.

In the current era, the use of technology in marketing communications is becoming a trend, one of which is digital media. The internet has become one of the important things in business, especially in marketing or marketing which is often called digital marketing. Digital marketing is a communication strategy for marketing a product that is carried out by companies through digital media. Digital marketing will generate interactions between producers, market intermediaries, and consumers. Digital marketing also has many advantages that conventional marketing strategies (offline marketing) don't have.

The latest development of the internet in Indonesia in recent years is the emergence of the trend of social media or social networking. Various social networks that are popular in Indonesia include Facebook, Twitter, Instagram, Line, and Whatsapp. This is what marketers take advantage of to get business opportunities because social networks are very appropriate to be used as media in running a business, namely costs incurred are cheaper, market reach is unlimited by distance and time, can establish good relationships with customers, active customers provide feedback, and all information can spread quickly. This internet penetration has also changed the shopping patterns of Indonesian people to shop online more often. This makes Indonesia an excellent market for startup companies in the form of a marketplace.

In addition to Integrated Communication Marketing, every company will realize that it is important to build a good brand image in the eyes of its consumers, which will be profitable for the company. Companies must know how to improve the brand and make consumers not only buy or use the product only once but make purchases repeatedly. This marketing communication activity will help communicate the quality of the company's products and services so that it can influence consumer decisions in making purchases. Communication regarding the quality of these products and services will also form a brand image or brand image in the minds of consumers. This brand image then forms its own uniqueness or unique value which is different from the companies in the market.

According to Kotler (2007), brand image is the perception and belief carried out by visitors, as reflected in the associations that occur in the visitor's memory. Brand image is a unique set of associations that marketers wish to create or maintain. The associations state what the brand is and what it promises to consumers. Surachman (2008) defines brand image as part of a brand that can be recognized but cannot be pronounced, such as symbols, letter designs or special colors, or customer perceptions of a product or service represented by the brand. With good integrated marketing communication and a strong brand image, it will influence consumers in making purchasing decisions.

According to Private and Handoko (2008), purchasing decisions are decisions to buy that are taken by the buyer which is a collection of several decisions. According to Kotler (2009), purchasing decisions are behaviors that arise because of stimulation and influence from other parties. Consumer purchasing decisions are a collection of several purchasing decisions. Each purchase decision has a different component structure (Oentoro, 2012). Meanwhile, Sangadji and Sopiah (2013) purchase decisions are all intentional behaviors based on the desires that result when consumers consciously choose one of the alternative actions. In purchasing activities, a consumer will view a product from a different angle.

Beauty Kendari is an outlet that sells cosmetic products and beauty tools that are competitive in Kendari and Southeast Sulawesi. Established in 2006, Beauty Kendari always provides the best service for customers. The spirit of continuous improvement has made Beauty Kendari able to compete today in all aspects such as price, availability of goods, variety of goods, online sales, and of course excellent service. In the business competition, Beauty Kendari also implements a marketing strategy that boils down to sales and transactions. The problem faced is the fluctuation of sales and transactions every month and its growth.

LITERATURE REVIEW

Marketing Management

Management is a process to realize the desired goals. Management as a science, management is also universal and uses a systematic scientific framework. Management science can be applied in all human organizations, corporate, government, educational, social, religious, and others.

Hasibuan (2016) argues that "management is the science and art of managing the process of utilizing human resources and other sources effectively and efficiently to achieve a certain goal". Abdullah (2014) management is all activities related to carrying out organizational work through the functions of planning, organizing, directing, and controlling to achieve organizational goals that have been set with the help of organizational resources (man, money, materials, machines, and methods) efficiently and effectively.

Marketing is an important activity carried out by a company engaged in any field, whether producing goods or services. Kotler and Keller (2012) marketing is a process in which individuals and groups obtain what they need and want by creating, offering, and freely exchanging products of value with other parties. Daryanto (2011) marketing is a social and managerial process in which individuals and groups obtain what they need and want by creating, offering, and exchanging things of value.

According to Tjiptono (2012), marketing is a social system of business effectiveness designed to plan, set prices, promote, and distribute products, services, and ideas that can satisfy market desires to achieve organizational goals.

Marketing management is always concerned with identifying and meeting customer needs. Marketing management seeks to understand consumer activities, create, communicate, and provide value and satisfaction to consumers. To get to know more about the meaning of marketing management, here are the definitions explained by several marketing experts.

Marketing management according to Kotler and Keller (2012) suggests that marketing management is the art and science of choosing target markets and getting, keeping, and increasing the number of customers by creating, delivering, and communicating superior customer value. Djaslim Saladin (2011) marketing management as an effort to plan, implement, and monitor or control efficiently and effectively.

Integrated Marketing Communications

Integrated Marketing Communications (IMC) is a concept whereby a company carefully integrates and coordinates its many communication channels to convey clear, consistent, and convincing messages about the company and its products (Kotler & Armstrong, 2001).

According to Hermawan (2012) integrated marketing communication (IMC) is bringing together planning, action, and coordination in all areas of marketing communications and can also help companies identify the most appropriate and effective methods of communicating and building relationships with consumers.

Integrated Marketing Communications (IMC) is emerging as a tool that guides marketing practitioners in developing and executing more consistent and effective marketing communications. IMC can create a brand image, as well as drive sales, and expand the target market of the company (Jatniko, 2014).

IMC (Integrated Marketing Communication) is a concept of marketing communications planning that introduces the added value of a comprehensive plan that evaluates the strategic roles of various communication disciplines. There are six integrated marketing communication indicators, namely:

1. Advertising is any form of presentation that is not carried out by people and in the form of promotion of ideas, goods, or services by a specified sponsor.
2. Sales promotions are various types of short-term incentives to encourage people to try or buy a product or service
3. Events i.e. companies sponsor activities and programs designed to create everyday or brand-related interactions.
4. Personal selling is face-to-face interaction with one or several potential buyers to make presentations, answer questions, and obtain orders.
5. Public relations are programs designed to promote or protect the image of a company or its respective products.
6. Direct marketing is the use of mail, telephone, facsimile, e-mail, or the internet to communicate directly or solicit feedback or dialogue with specific customers and potential customers.

Brand Image

According to Kotler (2007), brand image is the perception and belief held by visitors, as reflected in the associations that occur in the visitor's memory. Brand image is the perceptions and beliefs held by consumers, as reflected by the associations embedded in consumer memory (Kotler and Keller, 2009).

Surachman (2008) defines brand image as part of a brand that can be recognized but cannot be pronounced, such as symbols, letter designs or special colors, or customer perceptions of a product or service represented by the brand. It can also be said that brand image is a concept created by consumers for subjective reasons and personal emotions (Ferrinadewei, 2008).

In conclusion, brand image is an image or impression created by a brand in the minds of customers. Placing a brand image in the minds of consumers must be carried out continuously so that the brand image created remains strong and can be positively received. When a brand has a strong and positive image in the minds of consumers, the brand will always be remembered and the possibility for consumers to buy the brand in question is very large.

Buying Decision

According to Kotler (2009), purchasing decisions are behaviors that arise because of stimulation and influence from other parties. In the opinion of Kotler and Armstrong (2006) the visitor's purchasing decision is to buy the most preferred brand, but two factors can be in the purchase and purchase decision.

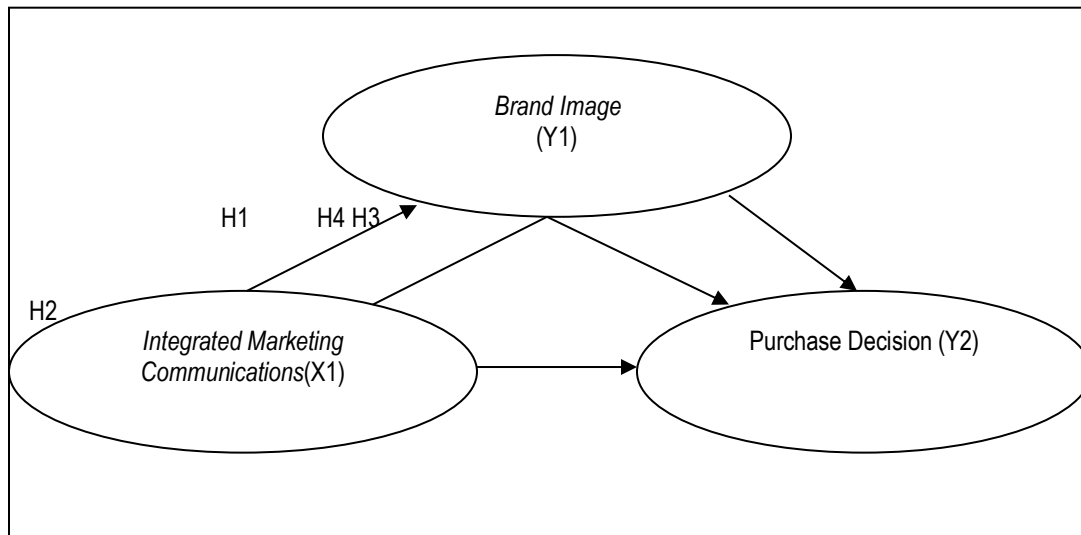
According to Private and Handoko (2008), purchasing decisions are decisions to buy that are taken by the buyer which is a collection of several decisions. According to Kotler and Keller (2009), there are 5 steps in the decision-making process, namely problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior.

Purchasing decisions according to Sangadji and Sopiah (2013) that behavior is deliberately based on the desires that result when consumers consciously choose one of the alternative actions that exist. Decision making according to Sunyoto (2015) is a cognitive process that unites memory, thinking, information processing, and evaluative judgments. The situation in which decisions are taken determines the exact nature of the process in question. In purchasing activities, a consumer will view a product from a different angle. The view of a product from a consumer depends on the state of the consumer.

Conceptual Framework

The conceptual framework that underlies this research is that Beauty Kendari is a retail company, which has the same goal as other commercial companies, namely to make a profit. To make that happen, of course, Beauty Kendari must increase its sales. Sales arise because there are customers who make purchases (purchasing decisions). For this reason, Beauty Kendari needs to use Integrated Marketing Communication and improve its brand image to make purchasing decisions for customers. For this reason, the conceptual framework in this study is as follows:

Figure 1. Research Conceptual Framework



Hypothesis

Based on the conceptual framework in the picture above, the hypothesis formulation is

1. H1: Integrated Marketing Communication has a significant positive effect on Brand Image.
2. H2: Integrated Marketing Communication has a significant positive effect on Purchasing Decisions.
3. H3: Brand Image has a significant positive effect on Purchasing Decisions.
4. H4: Brand Image can mediate Integrated Marketing Communication on Purchasing Decisions.

RESEARCH METHODS

Object of research

The research location is Beauty Kendari which is a leading cosmetic retail company in Southeast Sulawesi.

Population and Sample

The population of this study were all Beauty Kendari customers who shopped at the store during 2021. In this study, the sampling technique used in this study was accidental sampling. According to Sutrisno Hadi (1992), accidental sampling is a sampling technique that is carried out on respondents who are coincidentally encountered in the research object when the observation is in progress. Considering that the population varies, has different characters, and is heterogeneous, the sample used in this study was 100 respondents with the consideration that the number of samples was sufficiently representative to represent the population. The criteria for the sample taken are customers who make transactions (purchases) at least 4 times.

Data Types and Sources

The types of data collected in this study are qualitative and quantitative data. Qualitative data is data that is not measurable such as statements or perceptions. Meanwhile, quantitative data is data presented in the form of numbers, such as scores or intervals.

Sources of data used are primary data and secondary data. Primary data is a source of research data obtained directly from the field. In this study, primary data was obtained from filling out questionnaires from respondents. Secondary data according to Sugiyono (2012) are data sources that do not directly provide data to data collectors, for example through other people or documents. In this study, secondary data was obtained from sales data and transaction data related to Beauty Kendari customers who made purchases.

Method of Collecting Data

The method used in collecting data in this study are:

1. Questionnaires are a way of collecting data by giving or distributing a list of questions to respondents, in this case, Beauty Kendari customers who are making transactions.
2. Observation is one way to make direct observations of sales, transactions, and service activities at Beauty Kendari.
3. Documentation Study carried out by collecting and studying supporting documents related to research.

Data Analysis Method

The analysis technique used in this study uses the Structural Equation Modeling (SEM) concept with the SmartPLS (Partial Least Square) Version M2 program. According to Jogiyanto (2011) Partial Least Square (PLS) analysis is a multivariate statistical technique that performs comparisons between multiple dependent variables and multiple independent variables. PLS is a variance-based SEM statistical method designed to solve multiple regression when specific problems occur in the data, such as small study sample sizes, missing data, and multicollinearity.

The purpose of the PLS model is to help researchers find latent variables for prediction purposes, which in the model are linear aggregates of the indicators (Ghozali and Latan, 2012). The weight estimate for creating a latent variable score is obtained based on how the inner model (a structural model that links between latent variables) and the outer model (a measurement model, namely the relationship between indicators and their constructs) is specified. The result is that the residual variance of the dependent variable (both latent and indicator variables) is minimized.

RESULT AND DISCUSSION

Data Analysis

After describing the identity of the respondents and the indicators of each research variable, the authors conducted data analysis to test the hypotheses and conducted a comprehensive discussion of each proposed hypothesis. The data in this study were analyzed using SmartPLS 2.0.

Figure 2. Full Model Study

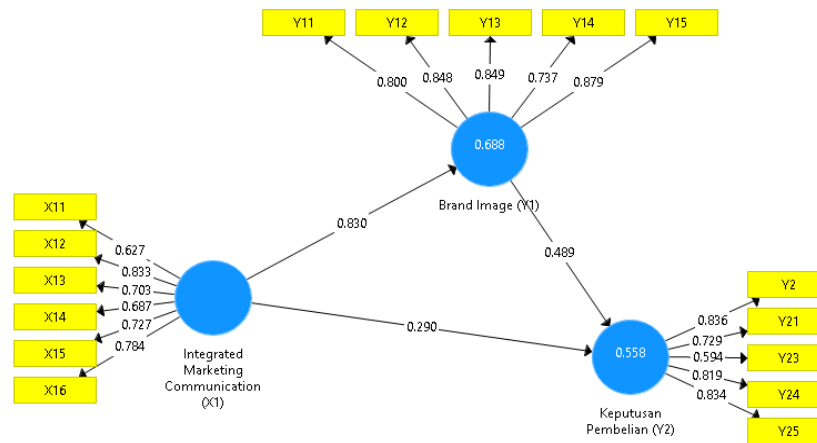


Figure 2 The full research model shows that almost all indicators for each construct have a value above 0.6 except for the indicator in the purchasing decision construct, namely evaluating various alternatives which have a value of 0.594. Referring to Ghozali (2015) states that in evaluating outer model measurements or convergent validity for each indicator, the loading factor value of each indicator must be between 0.6 – 0.7 for exploratory research with an Average Variance Extracted (AVE) value must be above 0.5. However, according to Chin (1998) for research in the early stages of developing a measurement scale, a loading factor value of 0.5 to 0.6 is still considered sufficient.

Evaluation of the Measurement Model (Outer Model)

Validity Test

A validity test is used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the questions on the questionnaire/indicator can reveal something that is measured by the questionnaire (Ghozali, 2008). The validity test with the SmartPLS 2.0 M3 program was carried out using convergent validity and discriminate validity (Ghozali, 2012).

To find out whether each indicator used to measure each latent variable (construct) meets the convergent validity criteria, a test is carried out by looking at the results of the outer loading of each indicator with the outer loading value of each indicator having to be more than 0.6 and the Average Variance Extracted value (AVE) above 0.5 (Ghozali, 2012). The results of the outer loading of each indicator and the AVE value are as follows:

Table 1. Result For Outer Loading

Indicator	Integrated Marketing Communications	Brand Image	Buying decision
X1.1	0.627		
X1.2	0.833		
X1.3	0.703		
X1.4	0.687		
X1.5	0.727		
X1.6	0.784		
Y1.1		0.800	

Y1.2		0.848	
Y1.3		0.849	
Y1.4		0.737	
Y1.5		0.879	
Y2.1			0.836
Y2.2			0.729
Y2.3			0.594
Y2.4			0.819
Y2.5			0.834

Source: Processed primary data, 2021

Table 2. Average Variance Extracted (AVE)

Variable	AVE
Integrated Marketing Communications	0.533
Brand Image	0.679
Buying decision	0.589

Source: Processed primary data, 2021

Table 1 shows the results of the outer loading of each indicator in each construct having a value above 0.6 (for research at the early stages of developing a measurement scale, a loading factor value of 0.5 - 0.6 is still considered sufficient) so that it can be declared valid and can be used to measure all variables in this study. In Table 2, the Average Variance Contracted (AVE) value is above 0.5, so the requirements for convergent validity testing have been met.

Reliability Test

Instrument reliability in this study was measured by two criteria, namely Cronbach's alpha and composite reliability. The use of Cronbach's alpha tends to estimate lower variable reliability than composite reliability, so it is recommended to use composite reliability (Haryono, 2017). A construct can be said to be reliable if the value of Cronbach's alpha is greater than 0.70. And according to Ghazali (2005), a variable is said to be reliable if the composite reliability value is above 0.70.

Cronbach's alpha results between constructs and their indicators can be seen in Table 3 as follows:

Table 3. Cronbach's Alpha Value

Variable	Composite Reliability
Integrated Marketing Communications	0.823
Brand Image	0.881
Buying decision	0.823

Source: Processed primary data, 2021

The results of composite reliability between constructs and their indicators can be seen in Table 4 as follows:

Table 4. Composite Reliability Value

Variable	Composite Reliability
Integrated Marketing Communications	0.872
Brand Image	0.913
Buying decision	0.876

Source: Processed primary data, 2021

The composite reliability value as shown in Table 4 above shows that each construct has good reliability, which is above 0.70. According to Chin (1998) in Ghazali (2012) a construct is said to have good reliability if the value is above 0.70. Referring to Chin's opinion, the results of the composite reliability of each construct are considered good and can be used in the analysis process because they meet the reliability requirements.

Structural Model Testing (Inner Model)

Evaluation of the structural model with PLS can be started by looking at the R-Square for each endogenous latent variable as the predictive power of the structural model (Ghozali, 2012). After looking at the R-Square value then looking at the T-Statistics in the Path Coefficients table of each variable to be compared with the T-table which can then be used as a reference in hypothesis testing.

R-Square

Changes in the R-Square value can be used to explain the effect of certain exogenous latent variables (X) on endogenous latent variables (Y) whether they have a substantive effect or not. Ghazali (2021) divides the R-square value criterion level into strong, moderate, and weak levels. The R-Square value of 0.70 indicates the model is at a strong level, 0.50 indicates the model is at a moderate level, and 0.25 indicates the model is at a weak level. Meanwhile, according to Chin (1998) the R-Square value of 0.67 indicates the model is at a strong level, 0.33 indicates the model is at a moderate level, and 0.19 indicates the model is at a weak level. The following is the R-Square value in the construct:

**Table. 5
R-Square**

Variable	R Square
Integrated Marketing Communications	
Brand Image	0.688
Buying decision	0.558

Source: Processed primary data, 2021

Based on Table 5, it is obtained that the integrated marketing communication variable on brand image is 0.688. This value is at a strong level, which means that the influence of the integrated marketing communications construct on brand image is 68.8%. This shows that the brand image variable can be explained by the integrated marketing communication variable of 68.8%, while the rest is influenced by other variables not included in this study and needs to be explored further.

Hypothesis Testing

A hypothesis is said to be accepted if the T-count value is greater (>) than the T-table. By using the aggregate formula $(nk-1)$, a T-table value of 1.661 is obtained. The T-table value will then be compared with the T-statistic value in the Path Coefficient table after the bootstrapping process. To further clarify the

hypothesis testing process, it can be seen in Table 6 below:

Table 6. Path Coefficients (Mean, STDEV, T-Values)

	Original Sample (O)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics	P Values
Integrated Marketing Communication ---> Brand Image	0.830	0.836	0.032	26,111	0.000
Integrated Marketing Communication ---> Purchase Decision	0.290	0.287	0.129	2,247	0.025
Brand Image ---> Purchase Decision	0.489	0.493	0.137	3,566	0.000
Integrated Marketing Communication ---> Brand Image ---> Purchase Decision	0.405	0.412	0.119	3,413	0.001

Source: Processed primary data, 2021

Hypothesis 1

The first hypothesis put forward in this study is that Integrated Marketing Communication has a significant positive effect on Brand Image. Table 1 shows that the original sample estimate value of the integrated marketing communication variable on the brand image variable is 0.830 and has a positive value. The T-count or T-statistic value of 26.111 is greater than the T-table of 1.661. This value indicates that integrated marketing communication has a significant positive effect on brand image. Thus the first hypothesis proposed in this study is accepted.

Hypothesis 2

The second hypothesis put forward in this study is that Integrated Marketing Communication has a significant positive effect on Purchasing Decisions. Table 1 shows that the original sample estimate value of the integrated marketing communication variable on the purchasing decision variable is 0.290 and has a positive value. The T-count or T-statistic value of 2.247 is greater than the T-table of 1.661. This value indicates that integrated marketing communication has a significant positive effect on purchasing decisions. Thus the second hypothesis proposed in this study is accepted.

Hypothesis 3

The third hypothesis proposed in this study is that brand image has a significant positive effect on purchasing decisions. Table 1 shows that the original sample estimate value of the brand image variable on the purchasing decision variable is 0.489 and has a positive value. The T-count or T-statistic value of 3.566 is greater than the T-table of 1.661. This value indicates that brand image has a significant positive effect on purchasing decisions. Thus the third hypothesis proposed in this study is accepted.

Hypothesis 4

The fourth hypothesis proposed in this study is that Brand Image can mediate Integrated Marketing Communication on Purchasing Decisions. Table 1 shows that the P values are 0.001. If the p-value obtained shows a number <0.05, then there is an indirect effect. The original sample estimate value of the brand image variable in the indirect effect of the integrated marketing communication variable on the purchasing decision

variable is 0.405 and has a positive value. This shows that brand image mediates integrated marketing communication on purchasing decisions. Thus the fourth hypothesis proposed in this study is accepted.

DISCUSSION

The Effect of Integrated Marketing Communication on Brand Image

The results of the study show that Integrated Marketing Communication (X1) has a significant positive effect on Brand Image (Y1). Using a T-table of 1.661, based on the data above, the result is that the T-count is greater than the T-table, namely $26.111 > 1.661$, which means H1 is accepted.

Integrated marketing communications significant effect on brand image. Integrated marketing communication is a collection of marketing communication activities that are often used by companies. This activity includes planning, action, and coordination in all areas of marketing communications and also assists companies in identifying the most appropriate and effective methods of communicating and building relationships with customers. Integrated marketing communications, will create a company brand image. Various marketing communication activities carried out by Beauty Kendari also affect the brand image of Beauty Kendari itself.

Marketing communication activities carried out by Kendari Beauty include sales promotions, holding events, personal selling, and public relations. From the respondent survey data, marketing communication activities related to public relations, better known as public relations, have a high score. The campaign carried out by Beauty Kendari with the slogan that the products being sold are genuine, legal, and have BPOM permits, creates a brand image for customers not to hesitate to shop. Meanwhile, according to a survey of respondents, marketing communication activities that have low scores among indicators in integrated marketing communication are events. Respondents view this marketing communication activity, not much has been done yet. Several internal activities as well as cooperation with external parties have been carried out. Internal events such as slaughtering sacrificial animals during the Eid al-Adha celebration, Halal bi halal between employees during the Eid al-Fitr celebration, raising, and distributing humanitarian funds for victims of natural disasters. While events with external parties include make-up demonstrations, beauty talk shows, and beauty tutorials both offline and online.

The positive and significant relationship between Integrated Marketing Communication (X1) and Brand Image (Y1) means that when integrated marketing communication is done well (high), the brand image will also increase. This research is in line with Windy Talita's research (2020) which shows that there is a positive and significant effect of integrated marketing communication on brand image at PT Tokopedia.

The Effect of Integrated Marketing Communication on Purchasing Decisions

The results of the study show that Integrated Marketing Communication (X1) has a significant positive effect on Purchase Decisions (Y2). By using a T-table of 1.661, based on the data above, the result is that the T-count is greater than the T-table, namely $2.247 > 1.661$, which means H2 is accepted.

Integrated marketing communications significant effect on purchasing decisions. Integrated marketing communication can assist companies in creating messages that are coordinated consistently across various communication channels so it is very important to be used as a company's "weapon" in facing various competitions in the business world. Integrated marketing communications, will increase customer decisions in making purchases so that it will encourage sales. Various marketing communication activities carried out by Beauty Kendari also influence the purchasing decisions of Beauty Kendari's customers.

Marketing communication activities carried out by Kendari Beauty include advertising, sales promotion, holding events, personal selling, public relations, and direct marketing. From the respondent survey data, marketing communication activities that influence purchasing decisions include sales promotion and personal selling. Beauty Kendari routinely holds periodic sales promotions. Sales promotions are carried out every week, bi-weekly, and tentatively. This of course will increase customer purchasing decisions to shop because of attractive promo offers. Besides that, personal selling factors, namely the ability of employees / BA

in offering, and explain products to customers also increase purchasing decisions in shopping. By explaining the employees and BA, customers get solutions to their needs.

A positive and significant relationship between Integrated Marketing Communication (X1) and Purchase Decision (Y2) means that when integrated marketing communication is carried out well (high), purchasing decisions will also increase. This research is in line with the research of Agustina Hanafi & Zakaria Wahab (2016) which shows that there is a significant effect of integrated marketing communication on purchasing decisions at Palembang Square Mall.

The Effect of Brand Image on Purchasing Decisions

The results showed that Brand Image (Y1) had a significant positive effect on Purchase Decisions (Y2). By using a T-table of 1.661, based on the data above, the result is that the T-count is greater than the T-table, namely $3.566 > 1.661$, which means H3 is accepted.

Brand image significant effect on purchasing decisions. One part of the brand image is a corporate image (perception of the company), which is a set of associations perceived by visitors (customers) to the company. Brand image is an image or impression created by a brand in the minds of customers. When a company has a strong and positive image in the minds of consumers, it will always be remembered and the possibility for consumers to shop is very large. A good brand image will determine customer purchasing decisions in shopping.

Beauty Kendari as one of the leading cosmetic and beauty outlets in Kendari is well known to the public, even out of town. From the respondent survey data, an indicator of a brand image that has a high value is the company's reputation. Customers think that Beauty Kendari is the biggest, most complete, and best cosmetic store in Kendari. Beauty Kendari also maintains the quality of the products sold and services to customers. Image Beauty Kendari mentioned above gives trust and assurance to customers when shopping. This certainly increases customer purchasing decisions to shop because they feel confident that their needs will be met. Customers also feel confident that the products sold at Beauty Kendari are good, safe, and legal. Meanwhile, a brand image indicator that has a low value is company policy. Beauty Kendari has implemented a cash and non-cash payment system. A system for canceling and exchanging goods has also been implemented, it just needs to be further improved so that the mechanism makes it easier for customers.

A positive and significant relationship between Brand Image (Y1) and Purchase Decision (Y2) means that when a company's brand image is good (high), then purchasing decisions will also increase. This research is in line with the research of Ermawan Galih Prasetya, Edy Yulianto & Sunarti (2018) which shows that there is a significant influence of brand image on purchasing decisions among consumers of Aqua mineral water.

The Effect of Integrated Marketing Communication on Purchasing Decisions Mediated By Brand Image

The results of the study show that Integrated Marketing Communication (X1) has an indirect influence on Purchase Decisions (Y2) through the Brand Image variable (Y1). This explains that the better-integrated marketing communications carried out by Beauty Kendari will increase Beauty Kendari's brand image so that it has an impact on customer purchasing decisions. Table 5.13 data shows that the value original sample estimate from the brand image variable, the indirect effect between the integrated marketing communication variable and the purchasing decision variable is 0.405. This value is greater than the direct effect of the integrated marketing communication variable on the purchasing decision variable, which is equal to 0.290. This shows that the effect of brand image mediating between integrated marketing communication on purchasing decisions is greater than the direct effect of integrated marketing communication on purchasing decisions.

Kotler & Armstrong (2001) state that integrated marketing communication is a concept in which a company carefully integrates and coordinates its multiple communication channels to deliver clear, consistent, and convincing messages about the company and its products. Tjiptono (2008) argues that integrated marketing communication is a strategy of choosing the right media for marketing communication campaigns to make customers know, understand, determine attitudes, and buy products at the company. Meanwhile,

Jatmiko (2014) stated that integrated marketing communication emerged as a tool that guides marketing practitioners in developing and implementing more consistent and effective marketing communications. Integrated marketing communication can create an image (image), as well as encourage sales and expand the target market of the company. Research conducted by Cintia Veronica Eka Prabela, Srikandi Kumadji, and M. Kholid Mawarda (2016) on visitors to HARRIS Hotels & Conventions in Malang stated that integrated marketing communication had a positive and significant effect on brand image. This means that when a company can use planned and integrated communication channels it will increase the company's brand image.

With a strong company brand image, it will convince customers of the company itself. According to Kotler (2007), brand image is the perceptions and beliefs of visitors, as reflected in the associations that occur in the visitor's memory. When customers have high confidence in a company, it will influence them in making purchasing decisions. Purchasing decisions are the process of identifying problems, searching for information, evaluating various alternatives, making purchasing decisions, and post-purchase behavior. The more customers believe that their problems (needs) can be resolved, obtain clear information about the company, and compare with other companies, the greater the likelihood that the customer will make a purchasing decision.

Research Limitations

In conducting this research, the writer has some limitations among others :

1. Limited time allocation, where the researcher must allocate time to research the respondents who were sampled.
2. Variable limitations, where this study only uses 3 variables, namely integrated marketing communication, brand image, and purchasing decisions.
3. The research conducted at Beauty Kendari was only for offline work units, not for online work units.

CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the description of the analysis and discussion carried out in the previous chapter, the researcher draws the following conclusions.

1. Integrated marketing communications positive and significant effect on brand image. This means that the better the integrated marketing communication carried out by Beauty Kendari, the brand image will increase. From the respondent survey data, marketing communication activities related to public relations, better known as public relations, have a high score. The campaign carried out by Beauty Kendari with the slogan that the products being sold are genuine, legal, and have BPOM permits, creates a brand image for customers not to hesitate to shop.
2. Integrated marketing communications positive and significant effect on purchasing decisions. This means that the better the integrated marketing communication is done with Beauty Kendari the more buying decision will increase. From the respondent survey data, marketing communication activities that influence purchasing decisions include sales promotion and personal selling. Beauty Kendari routinely holds periodic sales promotions. Sales promotions are carried out every week, bi-weekly, and tentatively. This of course will increase customer purchasing decisions to shop because of attractive promo offers. Besides that, personal selling factors, namely the ability of employees / BA in offering, and explain products to customers also increase purchasing decisions in shopping. By explaining the employees and BA, customers get solutions to their needs.
3. Brand image positive and significant effect on purchasing decisions. This means that the higher the brand image of Kendari Beauty, the purchasing decision will increase. From the respondent survey data, an indicator of a brand image that has a high value is the company's reputation. Customers think that Beauty Kendari is the biggest, most complete, and best cosmetic store in Kendari. Beauty Kendari also maintains the quality of the products sold and services to customers. Image Beauty Kendari mentioned above gives trust and assurance to customers when shopping. This certainly increases customer purchasing decisions to shop because they feel confident that their needs will be met. Customers also feel confident that the products sold at Beauty Kendari are good, safe, and legal.

4. The results of testing the fourth hypothesis show that brand image can mediate integrated marketing communication on purchasing decisions. This explains that the better-integrated marketing communications carried out by Beauty Kendari will increase the brand image of Beauty Kendari. With a good brand image, it will increase customer purchasing decisions. Brand image has a greater mediating effect than direct influence. The role of brand image as a mediator between integrated marketing communication on purchasing decisions is greater than the direct effect of integrated marketing communication on purchasing decisions.

Suggestion

In addition to the above conclusions, in this study several suggestions can also be drawn which are expected to be taken into consideration by the Kendari Beauty management and for further research, including:

1. It is better if the Kendari Beauty management still has to improve integrated marketing communication, especially related to events so that it further strengthens the company's brand image and increases sales.
2. Need improvement in online sales and services to strengthen the company's brand image.
3. For further research, variables such as customer loyalty can be added. Because a high purchase decision will bring up customer loyalty.
4. For further research, it can use different research objects and scopes like other retail companies so that it can expand the research object.

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