



THE INFLUENCE OF BRAND IMAGE AND PRODUCT QUALITY ON THE PURCHASE INTENTION OF SPEEDGLOW SKINCARE PRODUCTS WITH PRICE AS AN INTERVENING VARIABLE: A CONCEPTUAL MODEL

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ABSTRACT

Despite starting the process in July 2022, sales data and targets for Speedglow Skincare from August to November 2023 show that none of the Speedglow Skincare products reached their set targets. Various factors influence consumer decisions to use skincare or makeup brands, namely price, quality, and brand image. Understanding the inability to achieve sales targets faced by Speedglow Skincare is crucial for determining product marketing strategies. This quantitative study aims to understand the influence of brand image and product quality on purchase intention, with price as an intervening variable.

Keywords

Brand Image, Product Quality, Purchase Intention, Price, Conceptual Model.

INTRODUCTION

The burgeoning beauty product business has led to the emergence of many new brands. The proliferation of products in recent times has also altered consumer preferences. The rise of new and developing local products has resulted in 54% of skincare and makeup product consumers opting for local brands (Populix, 2022). With the high interest and demand for skincare, Speedglow Skincare was born as a local brand offering a range of five daily products: facial wash, toner, night cream, sunscreen, and serum. Despite starting the process in July 2022, sales data and targets for Speedglow Skincare from August to November 2023 show that none of the Speedglow Skincare products reached their set targets. This data analysis indicates that the sales performance during this period did not meet the previously established expectations or hopes.

Various factors influence consumer decisions to use skincare or makeup brands. According to a report by Populix (2022), price and quality remain the main factors in purchasing skincare and makeup products. According to Kotler (2000), customers' purchase interest in retailers is determined by factors such as retailers, brands, time, and products. According to Abdullah's research (2020), brand image and price perception are factors influencing skincare product purchasing decisions.

Understanding the inability to achieve sales targets faced by Speedglow Skincare is crucial for determining product marketing strategies. Therefore, this study aims to understand the influence of brand image and product quality on purchase intention, with price as an intervening variable.

LITERATURE REVIEW

A. Purchase Intention

According to Maharani et al. (2018), purchase intention refers to the inclination to buy a brand, generally based on the alignment between purchasing motives and the attributes or characteristics of the brand. It is a behavior that emerges as a response to objects indicating a person's desire to purchase a product (Latief, 2018). Purchase intention creates a motivation that persists in consumers' minds and becomes a strong desire that ultimately leads to the decision to purchase the desired product (Irvanto & Sujana, 2020). Purchase intention arises after receiving stimuli from a product, leading to a desire to purchase it (Rizkiawan, 2020). Based on the opinions above, it can be concluded that purchase intention is a heartfelt belief that leads to commitment, which arises when customers are satisfied with the benefits of the goods and services provided by the company.

Siregar (2018) outlines indicators of customer purchase intention as follows: transactional interest, which is the inclination of individuals to purchase a product; referential interest, which is the inclination of individuals to recommend goods and services to others; preferential interest, which describes the behavior of individuals who have a primary preference for the product and may only change it if something happens with their preferred product; and exploratory interest, which involves individuals' actions in seeking information about desired goods or services to support their favorable aspects. These indicators provide insights into various aspects of customers' purchase intentions, guiding companies in understanding and responding to consumer behaviors effectively.

B. Brand Image

Brand image, as elucidated by Kotler and Keller (2016), is the distinct impression of a brand strategically cultivated in customers' minds by marketers to differentiate it from competitors. It encompasses associations and perceptions that customers develop when they think about a brand, influencing their purchasing decisions and loyalty. Maintaining a positive brand image is crucial for ingrain the brand in customers' minds and ensuring its enduring appeal in the market.

Aaker's framework, as interpreted by Aris (2010), offers indicators to measure brand image, including recognition, reputation, affinity, and domain. Recognition gauges the brand's level of familiarity among customers, while reputation reflects its proven track record and reliability. Affinity measures the psychological bond between the brand and its customers, influencing their preferences and choices. Domain considers the breadth of products associated with the brand, with wider coverage enhancing its perceived value and appeal. These indicators, as outlined by Azhari and Fachry (2020), provide insights into the brand's strength and effectiveness in the competitive landscape, guiding marketers in shaping its image for optimal market positioning.

Previous studies conducted by Peronika et al. (2020) have demonstrated that brand image has a positive and significant impact on purchase intention. Similarly, research by Maimun et al. (2020) showed that brand image significantly influences consumers' interest in purchasing products. Ningsih and Anah's earlier study (2021) indicated a positive and significant relationship between brand image and purchase intention. Additionally, Sahabuddin et al. (2023) found that brand image positively and significantly affects purchase intention. Furthermore, Sasmita & Madiawati's research (2021) revealed that brand image has a positive and significant influence on purchase intention, with pricing as a mediating variable. Another study by Ulitama & Prastyani (2020) demonstrated that brand image significantly impacts purchase intention, with pricing as a mediating variable.

C. Product Quality

Product quality is an achievement that companies must strive for because poor product quality leads consumers to switch to other producers (Malau, 2016). In 2016, Kotler and Keller found that product quality is one of the key competitive factors offered to consumers. This is further clarified that the goal of product quality is to meet established standards, minimize testing costs, minimize production costs, and thus enable production at the lowest possible cost. According to Proxis (2022), every business aims to create quality products to meet consumer expectations, where product quality is determined by several characteristics such as durability, aesthetics, and perfection, in addition to the simplicity of product usage.

According to Kotler and Keller (2012), there are nine indicators of product quality: form, features, performance, quality impression, durability, reliability, ease of repair, style, and design. These indicators encompass various aspects ranging from physical structure to user experience, ensuring that the product meets consumer needs and expectations effectively. Product quality is not only about meeting specifications but also about delivering value and satisfaction to customers, thus enhancing brand reputation and competitiveness in the market.

Previous research conducted by Puspita & Budiarmo (2020) has shown that product quality has a positive and significant influence on purchase intention. Similarly, Arianto & Difa (2023) found that product quality significantly affects consumers' interest in purchasing products. Kurriwati's earlier study (2019) indicated that product quality has a positive and significant impact on pricing. Likewise, Sasmita & Madiawati's research (2021) revealed that product quality positively and significantly influences purchase intention. Furthermore, Sahabuddin et al. (2023) demonstrated that product quality significantly affects purchase intention, with pricing as a mediating variable.

D. Price

According to Aprisal (2017), price is the only factor in the marketing mix that drives revenue or income for a company, while other factors incur costs. Nasution et al. (2020) state that the price estimated by customers or buyers is the cost incurred to purchase

something. In business, price is one of the many elements in the marketing mix that can generate revenue for a business (Sudrartono & Saepudin, 2020). Sudaryono (2016) defines price as the exchange value equated with money or other goods used to acquire goods or services of an individual or group at a certain time and place.

Habibah & Sumiati (2016) emphasize that price is an essential part of the product because it can influence the producer's profit. From a marketing perspective, price is the unit of money or other means exchanged to obtain ownership or use rights of goods or services. Based on various definitions, it can be concluded that price is an amount dependent on the usefulness or ease of use required to obtain various combinations of goods and services exchanged for ownership rights. According to Tecolalu et al. (2021), price is one of the elements of the marketing mix that generates revenue and also serves as a means of communication regarding the positioning of a product or brand to the entire market.

Kotler & Armstrong (2018) explain four dimensions characterizing price: affordability, price-quality ratio, price-benefit ratio, and price competitiveness. Affordability refers to consumers being able to reach the price set by the company. The second dimension, price-quality ratio, suggests that consumers often see price as an indicator of quality and are willing to pay more for perceived higher quality. The third dimension, price-benefit ratio, implies that consumers decide to purchase a product based on its perceived benefits. Finally, market demand should be aligned with price, allowing companies to adjust prices according to demand fluctuations to maintain market share (Habibah & Sumiati, 2016).

Previous research conducted by Sahabbudin et al., (2023) indicates that price has a positive and significant influence on purchase intention. Another study by Irawan (2020) shows that price significantly affects purchase intention decisions.

CONCEPTUAL MODEL

Based on the literature review above, the conceptual model is formulated as follows:

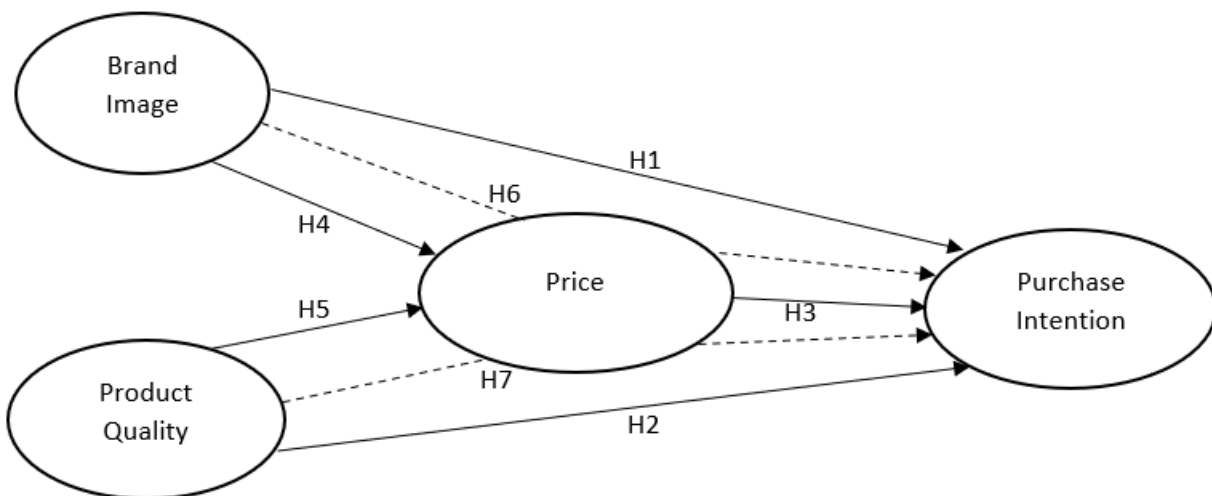


Figure 1. Conceptual Model

HYPOTHESES

Based on the conceptual model and literature review, the hypotheses can be formulated as follows:

- H₁: Brand image influences purchase intention.
- H₂: Product quality influences purchase intention.
- H₃: Price influences purchase intention.
- H₄: Brand image influences purchase intention.
- H₅: Product quality influences price.
- H₆: Brand image influences purchase intention through price as a mediating variable.
- H₇: Product quality influences purchase intention through price as a mediating variable.

METHODOLOGY

This is a quantitative study with the independent variables being brand image and product quality, the dependent variable being purchase intention, and the mediating variable being product price. The population of this study consists of consumers who use Speedglow Skincare products in Indonesia. The total sample size for this study is 96 respondents, selected using nonprobability sampling or purposive sampling method. Data sources for this research include primary data in the form of questionnaires and secondary

data from Speedglow Skincare company, documentation, and literature. The data analysis technique employed in this study is Partial Least Square (PLS) and structural equation modeling (SEM) with two stages of measurement, namely the outer model and inner model. Additionally, hypothesis testing is conducted using t-statistic values and probability values.

CONCLUSION

The objective of this study is to create a conceptual framework regarding how brand image and product quality affect the purchasing intentions of Speedglow Skincare product consumers, with the involvement of price as a mediator. This research includes exploring the background, reviewing relevant literature, forming hypotheses, and outlining the research methodology. By employing the conceptual model developed in this study, we can ascertain the impact of brand image and product quality on purchase intentions, with price acting as an intervener.

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