

The Influence of Product Quality, Product Design, and Brand Image on Purchase Decisions for Viva Cosmetic Products in Batam

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ABSTRACT.

In today's advanced era, many from various circles, especially among young people who are currently very concerned about their appearance to look neat, and attractive, especially for women whose lives are related to beauty and beauty in themselves. The business world in the beauty sector is experiencing a fairly rapid increase, as a result of the high number of purchases in the world of beauty, all companies in the beauty sector are competing to create attractive products and have the attractiveness to be able to encourage consumers to purchase these products.

Keywords: Product Quality, Product Design, and Brand Image on Purchase Decisions

INTRODUCTION

The Ministry of Industry stated that the cosmetics industry in Indonesia experienced a high increase of 20% in 2017 and continuously every year the demand for cosmetics in the domestic and foreign markets was able to export its products to various countries to reach US \$ 16.99 million, an increase of 9.9% in 2016 until now the cosmetics industry has reached US \$ 470.3 million and continues to experience a considerable increase and increase in Indonesian cosmetics. While the central statistics agency (BPS) said that the cosmetics industry experienced an increase in the number of companies by 20.6%, this proves that local products involved in the cosmetics industry have a fairly wide market share. It can be concluded that the increasing number of companies in the cosmetics industry indicates that the cosmetics industry has considerable potential that can have an impact on the country's economy.

When companies experience intense competition, all companies in the beauty sector are competing to create products that are attractive and have an appeal to be able to encourage consumers to make purchasing decisions for these products. The desire of every woman to look beautiful is used as an opportunity for companies engaged in the cosmetics industry. Current conditions are a great opportunity for companies engaged in the cosmetics industry to create attractive products according to the needs of women today.

Consumers today are very selective in having products for their needs, only products that are of good quality and have a good brand image are one of the important factors that influence consumer decisions in the product purchasing process. This certainly determines the satisfaction of consumers with the goods they choose in terms of quality and comfort in the product, consumers will have high expectations for the product they choose if the product has criteria according to their expectations, so consumers will feel happy. Vice versa, if the product he chooses does not meet consumer expectations, it will make consumers feel disappointed with the product. This proves that there are more and more product offerings, indirectly making demands to be able to create products that have good quality, value and quality so that consumers have an interest in buying these products

Literature review

Product quality

Companies that are able to maintain the quality of their products will be able to grow rapidly and seize market share. Companies are required to be able to offer products that have good quality, this is certainly an added value for the company to face its product competitors, this shows that the

importance of product quality in a brand to increase consumer satisfaction and make it easier for companies to achieve production results above company standards and minimize losses on product damage during the production process (Saragih, MM., 2018).

A marketer in developing a product must set a certain quality for his product, because product quality shows the ability of a product to carry out its function, product quality can be viewed from two internal and external points of view. Because from a marketing point of view, quality is measured by buyer perception. Customers judge the good and bad quality of a product based on their perceptions, a product is said to be of quality if it meets the needs and desires of the buyer (Wibisono, 2019).

Product quality is one of the reasons consumers are interested in an item, this can also cause a good relationship to occur between consumers and the company will provide an opportunity to be able to find out what is currently the needs and expectations of consumers. Production companies will provide the best performance to be able to produce good products and in accordance with consumer expectations by making a pleasant experience for consumers who are suitable for using this product, and minimizing consumers who cannot accept this product, by doing so the expectations of consumer expectations of the product will be achieved (Eni, 2020). (Patricia, 2021) argues that quality is an achievement of the results of a company, so if the company reduces the quality of its products, it will increase losses to the company because consumers will move to other producers.

Product design

Product design is the process of planning and making a product for a service to meet consumer needs, product design is able to provide an attraction that is of value to consumers who influence their purchasing decisions for a product. (Quintania & Sasmita, 2020) pay attention to a design is a totality of features that can influence even look, function and can be felt by consumers. that each element in the design has a perceptual influence on a product brand that can influence the purchasing decision process. One aspect that opens up the characteristics in a product that blends with shape, color, and model is product design, a feature in an appearance that can provide functions in a product from a customer need (Resty, 2023).

Product design is the addition of functions in the use of products to improve or simplify the product which aims to make it easier to use the product (Ariella, 2018). Meanwhile, according to (Reven et al., 2019) product design, it has another function, namely as a marker in a brand that makes a difference between one product and another so as to create a characteristic for each product. It can be concluded that in this case the company is greatly benefited and facilitated in creating a design that has its characteristics so that the product is not easily imitated by other competitors, and here each company can be seen in its ability to adapt to the national market cycle. Considerations that arise and design products in making a product based on opinion, product selling price. Product quality, Sales volume. Technical capability, Competitiveness, Corporate strategy (Anggraeni, 2021).

Brand image

Brand image is a clue for consumers to be able to evaluate products so that consumers can find out more about these products. Consumers tend to choose products that are already owned, often use these products or these products are well known through some information obtained from consumers themselves. Brand image itself is directly related to the beliefs and preferences of each consumer towards a product. Fianto in (Reven et al., 2019) said that brand image is when a company is directly related to consumers providing the best service, has a well-known brand and a good reputation. Brand image is a consumer's assessment of the brand based on personal experience or hearing from others (Adonis & Silintowe, 2021).

Brand image has a perception of products that have a brand with a good position towards the company in playing its role. So it can be concluded that brand image is a perception that is deliberately built by a consumer himself in himself to find out his experience and characteristics in using a particular product, this is considered important for a company, so it is difficult for companies to build a good brand image and maintain it. Brand image has a perception of a product that has a brand with a good position towards the company in playing its role.

Purchase decisions

The company will carry out several strategies so that the company can make sales to get sales targets by influencing consumers to make purchasing decisions on its products. Consumers go through a number of steps before making a purchase, including problem recognition, researching available products and brands, and finally, deciding which product or brand is best suited to solve the problem (Anggoro, 2018). Before making a consumer purchase decision, consumers have two choices or what is meant by behavior and also actions that must be considered by these consumers. In making consumer purchasing decisions, consumers have an important role and what factors influence the buying process, namely: Awareness of needs, seeking information, evaluating products, making purchasing decisions, behavior that occurs to consumers after purchase. According to Kotler and Armstrong in , the purchase decision is the stage in the buying decision process where consumers will actually buy.

From this definition, we may deduce that brand image is the total of three things: the extent to which customers know and trust a brand, their opinion of that brand, and their overall impression of the brand (Supriyatna, 2020). Customers go through a series of steps before making a purchase, including: 1. Identifying the problem 2. Gathering relevant information 3. Evaluating available alternatives 4. Find out what to buy 5. How to act after buying (Sumarsono & Santoso, 2019).

METHOD

This study will make use of quantitative research methods. Research pertaining to specific populations or samples is conducted using the approach in quantitative research in order to test hypotheses that have been previously established. Meanwhile, according to Ginting in (Masyithoh & Novitaningtyas, 2021) what is meant by Quantitative research is research that is generally objective in nature by providing data collection and quantitative data analysis results in the form of tables, graphs or diagrams. This quantitative research aims to help find the relationship between variables in the population. This quantitative research prefers to focus on specific problems that will be used as research material. In this quantitative research has characteristics that can answer all the problems that will be raised by researchers. The quantitative method used during the study aims to determine how influential product quality, product design and brand image are on purchasing decisions for Viva Lipstick products in batam as well as all events contained in each research variable variable. This research does not only focus on results, but on the process.

RESULTS

Validity test

Statement	R_{value}	R_{table}	Description
X1.1	0,750	0,1374	Valid
X1.2	0,683	0,1374	Valid
X1.3	0,666	0,1374	Valid
X1.4	0,704	0,1374	Valid
X1.5	0,587	0,1374	Valid
X2.1	0,656	0,1374	Valid
X2.2	0,722	0,1374	Valid
X2.3	0,672	0,1374	Valid
X2.4	0,707	0,1374	Valid
X2.5	0,642	0,1374	Valid
X3.1	0,745	0,1374	Valid
X3.2	0,741	0,1374	Valid
X3.3	0,712	0,1374	Valid
X3.4	0,715	0,1374	Valid
X3.5	0,731	0,1374	Valid
Y1	0,669	0,1374	Valid
Y2	0,743	0,1374	Valid
Y3	0,733	0,1374	Valid
Y4	0,692	0,1374	Valid
Y5	0,707	0,1374	Valid

This result is obtained by checking the rcount value of each item against the rtable value. And the result obtained is that none of the values are less than 0.1374, namely the value contained in the

table is the result of all product quality variables. So it is stated that all statement items on the purchase decision variable are declared valid because $r_{count} > r_{table}$.

Reliability test

Variable	Cronbach Alpha	Limits	Description
Product quality	0,706	0,70	Reliabel
Product design	0,709	0,70	
Brand image	0,779	0,70	
Purchase decisions	0,753	0,70	

Source: Output SPSS 25, 2023

Values of 0.706 for variable X1, 0.709 for variable X2, 0.779 for variable X3, and 0.753 for variable Y are the Cronbach Alpha values. Each assertion on the variable is deemed reliable due to its value being bigger than 0.70, as shown by the results of the aforementioned values. Accordingly, you can have faith in and depend on all of the information presented in this questionnaire statement.

Normality test

		Unstandardized Residual
N		204
Normal Parameter*-	Mean	.0000000
	Std. Deviation	1.67326305
Most Extreme Differences	Absolut	.056
	Positive	.056
	Negative	-.038
Test Statistic		.056
Asymp. Sig. (2-Tailed)		.200 ^{c,d}

Source: Output SPSS 25, 2023

Within the Kolmogorov-Smirnov column labelled "Asymp," the Sig value, which is two-tailed, is greater than 0.05, which is equal to 0.200. According to the findings, the data displays characteristics of a normal distribution. One can deduce from the findings that the data follows a normal distribution.

Multicollinearity test

Coefficients ^a			
Model		Collinearity Statistics	
1	(Constant)	Tolerance	VIF
	Product quality	0,554	1,804
	Product design	0,518	1,932
	Brand image	0,610	1,640
a. Dependent variable : Purchase decisions			

Source: Output SPSS 25, 2023

Product quality has a tolerance value of $0.554 > 0.10$, product design has a tolerance value of $0.518 > 0.10$, and brand image has a tolerance value of $0.610 > 0.10$. Regarding the findings derived from VIF, the product quality result is $1.804 < 10.00$, the product design result is $1.923 < 10.00$, and the brand image result is $1.640 < 10.00$. Therefore, multicollinearity is not present.

Heteroskedasticity Test

1		Sig.	Limits	No Heteroscedasticity
	Product quality	0,978	0,05	
	Product design	0,087	0,05	
	Brand image	0,169	0,05	

Source: Output SPSS 25, 2023

According to the Glesjer test, the product quality variable has a significant value of $0.978 > 0.05$, the product design variable has a value of $0.087 > 0.05$, and the brand image variable has a value of $0.169 > 0.05$. It is concluded that heteroscedasticity does not occur because the findings of each variable are more than 0,05.

Multiple linear regression test

		Unstandarized Coefficient	
Model		B	Std. error
1	(constant)	5.354	1.229
	Product quality	0,285	0,071
	Product design	0,261	0,072
	Brand image	0,214	0,60
b. Dependent variable : Purchase decision			

Source : Output SPSS 25, 2023

The regression equation based on is $Y = 5,354 + 0,285X_1 + 0,261 X_2 + 0,214X_3 + e$

1. Since an is a constant, it modifies other variables before the purchase decision variable. The value of the purchasing choice remains unchanged in the absence of the independent variable.
2. With a beta coefficient of 0.285, the product quality variable is positively correlated. So, keeping all other independent factors equal, a one-unit increase in product quality will lead to a 0.285-unit rise in the decision to buy Viva Lipstick in Batam City.
3. The beta coefficient for the product design variable is 0.261, which is positive. This indicates that, everything else being equal, the demand for Viva Lipstick in Batam City will rise by 0.261 units for every one unit increase to the product design variable.
4. Assuming all other free variables remain same, the brand image variable's beta coefficient is 0.214, giving it a positive value.

The result of T test

Model		Unstandarized Coefficients		Standarized Coefficients	T	Sig.
		B	Std.Error			
1	(Constant)	5.354	1.229		4,357	0,000
	Product quality	0,285	0,071	0,284	4,026	0,000
	Product design	0,261	0,072	0,264	3,622	0,000
	Brand image	0,214	0,60	0,239	3,563	0,000
a. Dependent Variable : Keputusan pembelian						

Source : Output SPSS 25, 2023

From the calculation results, it is known that the t table value sig 0.05 in column 200 is 1.971. The explanation of the t test is as follows:

1. The product quality variable has a tcount greater than the ttable, namely $4.026 > 1.971$, meaning that Ha1 is accepted so that product quality has a partial effect on purchasing decisions for Viva cosmetic lipsticks in Batam City.
2. The product quality variable has a tcount greater than the ttable, namely $3.622 > 1.971$. This means that Ha2 is accepted so that product design has a partial effect on purchasing decisions for Viva cosmetic lipsticks in Batam City.
3. The product quality variable has a tcount greater than the ttable, namely $3.563 > 1.971$. This means that Ha3 is accepted so that brand image has a partial effect on purchasing decisions for Viva cosmetic lipsticks in Batam City.

The result of F test

Model		Sum of Square	df	Mean Square	F	Sig.
1	Regression	464,399	3	154,800	54,472	0,000
	Residual	568,361	200	2,842		
	Total	1032,760	203			
a. Dependent Variable : Purchase decision						
b. Predictors : (Constant). Product quality, product design, brand image						

Source : Output SPSS 25, 2023

The significance threshold is $0.000 < 0.005$, and the computed F value is $54.472 > f$ table, specifically 2.65. It follows that there is a synergistic effect of product quality, product design, and brand image on consumer spending

Coefficient of determination test

Model	R	R Square	Adjusted R Square	Std. Error of Estimate
1	.682 ^a	.465	.457	0.3575
a. Predictors : (Constant). Product quality, product design, brand image				

Source: Output SPSS 25, 2023

With an R-squared value of 0.465, we may deduce that product quality, product design, and brand image have a 0.465 (46.5%) impact on purchase decisions, with the remaining 53.5% attributable to influences in other variables that were not considered in this study.

CONCLUSION

The purchasing decision variable has a positive value according to the regression analysis. Furthermore, the hypotcsis test results (H1) indicate that the purchasing decision variable partially influences purchasing decisions in a substantial way. Given that the T-count is 4.026, which is greater than the T-table value of 1.971, and the significance level is 0.000, which is less than 0.005, we can reject H0 and accept Ha.

The product design variable has a positive value according to the regression analysis. As an added bonus, the product design variable partially and significantly influences purchase decisions,

according to the hypothesis test (H2). Since the T-value of 3.622 is greater than the T-table value of 1.971 and the significance level is $0.000 < 0.005$, we can reject H₀ and accept H₁.

The brand image variable has a positive value according to the regression analysis. Another finding from the hypothesis test (H1) is that consumers' perceptions of a brand do, in fact, play a role in their final purchase choice. Since the T-value of 3.563 is greater than the T-table value of 1.971 and the significance level is $0.000 > 0.005$, we can conclude that H₀ is rejected and H_a is accepted.

Testing the fourth hypothesis revealed that in Batam City, consumers' decision to buy Viva cosmetic lipsticks are influenced by product quality, product design, and brand image. The F test yielded a result of 2.65 based on an Fcount of 54.472. H₀ is rejected while H_a is approved since the significance value is $0.000 < 0.05$. It follows that in Batam City, consumers' positive and significant reactions to Viva cosmetic lipsticks are due to the goods' high quality, attractive design, and positive brand image. This means that Lipstick Viva's sales will go up in direct proportion to the quality, design, and reputation of their cosmetics.

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