



The Influence of Product Quality and Price on Brand Image and Its Implications for the Purchase Decision Process of Skincare Products: A Survey of SR12 Herbal Skincare Consumers in Bandung City

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Abstract. This study aims to determine the effect of product quality and price on brand image and its implications for the purchasing decision process of SR12 herbal skincare products in the city of Bandung. The results of this study are expected to be input in the cosmetic industry regarding how consumers respond to skincare products that are currently being marketed, so that they can be used as material for evaluating marketing strategies. The research method used is descriptive analysis and verification. The data collection used is an interview using a questionnaire accompanied by observation and literature techniques, the sampling technique is using consecutive sampling. Data collection in the field will be carried out in 2022. The data analysis technique uses Path Analysis. The results showed that in general the product quality, price, brand image and purchasing decision process were relatively good. Product quality and price affect the brand image either partially or simultaneously and brand image affects the purchasing decision process for SR12 herbal skincare products.

Keywords: Brand Image; Price; Product Quality; Purchase Decision Process; SR12.

1. INTRODUCTION

Purchasing decision is the process of evaluating and selecting from various alternatives and determining the most profitable choice for a consumer. In buying a product, consumers will compare the advantages and benefits of the product to be purchased with other products. Purchasing decision is a process carried out by consumers to fulfill their needs in order to obtain satisfaction with the highest value. Consumers involve a lot of brands in making purchases. The existence of a brand is of course supported by the existence of information about brands in the market. One of the steps a company can take is through advertising. According to Shimp (2014) advertising is a paid and mediated form of communication from a clear source. This definition also emphasizes the purpose of advertising, namely influencing action,

Brand image is formed from the perceptions that arise in the minds of consumers when remembering a brand or product, as a result of what consumers feel about the product or service they use. With current market developments, consumers consider brand image more than other product aspects. The better the brand image of a product, the more interested consumers will be in obtaining and consuming the product. Based on research. Naufal Savero (2017) states that brand image has a positive and significant effect on purchasing decisions.

Based on the explanation described on the research background and the phenomenon, the authors are interested in conducting research and making the problems that occur as a research topic by taking the title "The Influence of Product Quality and Price on Brand Image

and Their Implications for the Decision Process of Purchasing Skincare Products (Survey on consumers) Herbal Skincare Products SR12 in the city of Bandung).

2. LITERATURE REVIEW

In buying an item, the consumer initially identifies what kind of item he wants to buy. Then the consumer is looking for the information needed and matching it with their needs. After that, he made the decision to buy based on the needs and formations he got. Information obtained through advertising either comes from the surrounding media, people or groups. Purchase decisions are made by consumers and can occur due to several factors including price and advertising which will create a brand image of the company so that it has an impact on purchasing decisions. This was reinforced by previous research conducted by Ruslim and Tumewu (2016) which stated that price, promotion and brand image had a significant influence on purchasing decisions.

The concept of image in the business world has developed and become a concern of the company. A good image of a company will have a beneficial impact, while a bad image will be detrimental to the company, this is reflected in research conducted by Hendra Noky Andrianto (2013) which states that brand image has a positive effect on purchasing decisions that will be made by consumers. Image is an image or concept of something that is abstract, thus that image exists, but is not real or cannot be described physically, because image only exists in the mind. Brand image has a very important role because it can differentiate one company or product from another. This was confirmed by Wulan (2012),

Consumer purchase intention is the consumer's stage in forming their choice among several brands that are incorporated in the choice set, then in the end make a purchase at an alternative that they like the most or the process that consumers go through to buy an item or service based on various considerations (Sukmawati and Suyono in Annafik and Rahardjo, 2012). Then a positive brand image in the minds of consumers will affect the purchasing decisions that will be made by consumers.

Based on previous research, brand image influences consumer purchasing decisions. As is the case with research conducted by Lin (2016) which says that brand image has a significant positive influence on consumer purchasing decisions. Other researchers who state that brand image influences consumer purchasing decisions are shown by Rajagopal (2016), Horvath (2015), Momani (2015), and Kurtkoti (2016).

Based on the frame of mindquality influenceproduct on brand image and its implications for purchasing decisions, it can be described as follows:

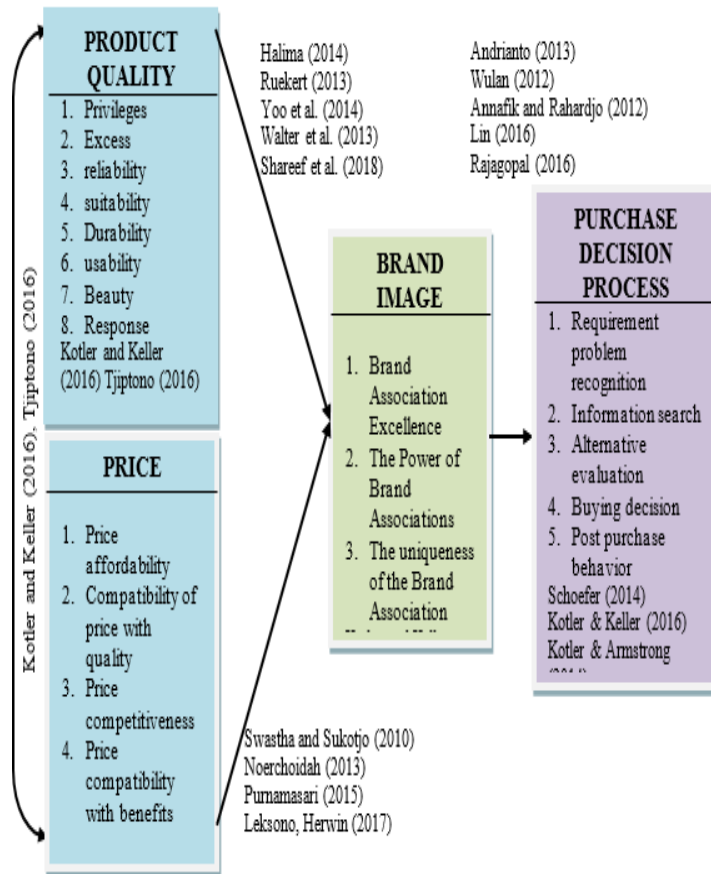


Figure 1. Research Pradigm.

Research Hypothesis

1. There is an influence of product quality on brand image.
2. There is a price effect on brand image.
3. There is an influence of product quality and price on brand image.
4. There is an influence of brand image on the purchasing decision process.

3. METHODS

This study used a quantitative approach with descriptive and verification statistical analysis techniques. Descriptive analysis techniques are statistics that are used to analyze data by describing or describing the data that has been collected as it is without intending to make general conclusions or generalizations (Sugiyono 2016: 147). The research method according to Malhorta (2007: 78) that descriptive research can be carried out to describe the characteristics of groups that are relevant to research, estimate the presentation of specific units

in the population, show a certain behavior, determine perceptions of the characteristics of a product, determine the level of interrelationship of variables, and make a special prediction.

4. RESULTS AND DISCUSSION

Effect of Product Quality And Price on Brand Image and Its Implications in the Purchasing Decision Process

Based on the calculation of the path analysis, the overall results of the analysis can be described as follows:

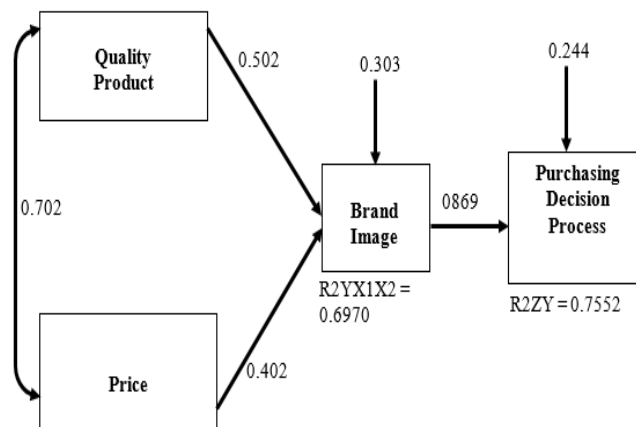


Figure 2. Overall Path Analysis Model.

Based on Figure 2 above, it can be said that each variable is product quality and price influences brand image either partially or simultaneously and brand image influences purchasing decision process.

Discussion

The Effect of Product Quality and Price on Brand Image and Its Implications for the Purchasing Decision Process

The results of the path analysis indicate that product quality and price have an influence on brand image, both partially and simultaneously. Furthermore, brand image has an influence on the purchasing decision process of SR12 Herbal Skincare consumers in Bandung City. These findings suggest that consumers' perceptions of a skincare brand are not only shaped by the products offered but also by the price associated with the products.

Product quality is an important factor in establishing a positive brand image. In the skincare industry, consumers tend to pay close attention to product performance, ingredients, safety, effectiveness, product suitability, packaging, and consistency of product quality. When consumers perceive that a skincare product provides benefits that meet or exceed their expectations, their evaluation of the brand tends to become more positive. Therefore,

maintaining consistent product quality can strengthen consumer confidence and contribute to the formation of a favorable brand image.

The findings also indicate that price plays an important role in shaping brand image. Consumers generally evaluate whether the price of a skincare product is consistent with the benefits and quality they receive. A reasonable and competitive price can create the perception that the brand provides good value for money. Conversely, a price that is perceived as too high relative to the benefits offered may reduce consumers' perceptions of the brand. Therefore, pricing strategies need to be aligned with the quality and benefits of the products so that consumers perceive the brand as offering appropriate value.

The simultaneous influence of product quality and price on brand image demonstrates that consumers do not evaluate these factors independently. Product quality provides an assessment of the functional and experiential benefits of the product, while price represents the sacrifice consumers must make to obtain those benefits. When high product quality is supported by an appropriate price, consumers are more likely to develop positive perceptions of the brand. This indicates that brand image can be strengthened through an integrated strategy involving both product quality improvement and appropriate pricing.

Furthermore, the results show that brand image influences the purchasing decision process. A strong and positive brand image can reduce consumers' uncertainty when choosing skincare products, particularly because skincare products are directly associated with personal care and consumers' expectations regarding safety and effectiveness. Consumers who have a favorable perception of SR12 Herbal Skincare are more likely to recognize the brand, consider it among their alternatives, evaluate its products positively, and ultimately make a purchasing decision.

The relationship between brand image and the purchasing decision process also indicates that brand image can function as an important psychological consideration in consumer behavior. Consumers do not merely purchase skincare products based on their functional attributes; they may also consider the reputation, trustworthiness, perceived quality, and overall image of the brand. Therefore, maintaining a positive brand image is essential for encouraging consumers to choose SR12 Herbal Skincare over competing brands.

Overall, the findings imply that SR12 Herbal Skincare should continuously improve product quality while maintaining a price level that consumers perceive as reasonable and proportional to the benefits provided. These efforts can contribute to strengthening the brand image, which in turn can support the consumer purchasing decision process. Thus, product quality and price should be managed as interconnected marketing factors, while brand image

should be maintained as a strategic asset for increasing consumer preference and purchase decisions.

5. CONCLUSION

Product quality and price of SR12 Herbal Skincare products are as follows:

1. The quality of SR12 Herbal Skincare products as measured by the dimensions of specialty, advantage, reliability, suitability, durability, usability, beauty and responsiveness is interpreted quite well. There are several indicators that are the focus of improvement, namely the product is not able to make the face look clean, the product is not in accordance with the needs and desires and the product feels sticky to the skin.
2. The price of SR12 Herbal Skincare products as measured by the dimensions of affordability, price compatibility with product quality, price competitiveness and price compatibility with benefits are interpreted as quite reasonable. There are several indicators that are the focus of improvement, namely the price offered does not match the quality of the product and products do not match the prices on the market.

The brand image of SR12 Herbal Skincare products as measured by the dimensions of favorability of brand association, strength of brand association and uniqueness of brand association are interpreted quite well. There are several indicators that are the focus of improvement, namely less well-known products with high-quality products, and products not a skin care product that is produced from a company that has credibility.

The decision process for purchasing SR12 Herbal Skincare products as measured by dimensions Recognition of needs, information search, evaluation of alternatives, purchase decisions and post-purchase behavior quite well interpreted. There are several indicators that are the focus of improvement, namely rarely trying the product herbal skincare SR12 with different variants and are not satisfied with the price of the product herbal skincare SR12 which are not in accordance with the benefits received.

The magnitude of the effect of product quality on brand image is 39.37% with a positive relationship direction, where the better product quality perceived by customers will result in an increase in the brand image of SR12 Herbal Skincare products.

The magnitude of the effect of price on brand image is 30.33% with a positive relationship direction, where the more reasonable the price offered will result in an increase in the brand image of the SR12 Herbal Skincare product.

The magnitude of the influence of product quality and price on the brand image of SR12 Herbal Skincare products is 69.70% while the remaining 30.30% is influenced by other factors not examined by the authors such as promotion variables.

The magnitude of the influence of brand image on the purchasing decision process for SR12 Herbal Skincare products is 75.52% in a positive direction, where the better the brand image perceived by customers will result in an increase in the purchasing decision process for SR12 Herbal Skincare products.

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