

# Effect of Product Quality, Brand Image, Price, and E-Service Quality on Decisions on Purchase of Aesthetic Cosmetic Products Online in Yogyakarta and South Sumatera City

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**Keywords:** Product Quality, Brand Image, Price, E-Service Quality, and Purchase Decisions

**Abstract:** Cosmetics are unique products because in addition to these products can meet the fundamental needs of women for that clarify his identity socially in the eyes of the community. This study aims to determine the effect of product quality, brand image, price, and e-service quality on purchasing decisions of the Cosmetic online in Yogyakarta and South Sumatera City. This study uses quantitative research designs that use primary and secondary data. The population in this study are consumers who have bought Cosmetic products with 150 respondents as a result of sample size. The sampling technique in this study uses Non-Probability Sampling, and the sampling method used is Purposive Sampling. Data analysis techniques using SPSS with the results of multiple linear regression analysis. The results of this study indicate that product quality, brand image, price, and e-service quality have a significant effect together on purchasing decisions

## 1 INTRODUCTION

In this era of increasingly fierce competition, one way to get consumers is to meet consumer needs consistently from time to time. Many ways companies can use to fulfill purchasing decisions. Often companies are competing to provide products at low prices with the assumption that consumers only consider product quality, price, the brand image in purchasing decisions.

Cosmetics are unique products because, in addition to these products can meet the basic needs of women for beauty as well as often a means for consumers to clarify their identity socially in the eyes of society. Cosmetics have a risk of use that needs to be considered given the content of chemicals does not always give the same effect to all consumers.

Cosmetic is a pratama aesthetic beauty clinic that carries the concept of "Natural Ingredient with High Technology," which is a facial care system, hair care to body care using natural ingredients which are synergized with the use of modern technology at an affordable price.

Alwi et al., Purchasing decisions are influenced by the brand trust. Beneke et al., Purchasing decisions

are influenced by product quality and price (In Amron Journal, 2018).

Nilsson et al., Product quality is the ability of the product to meet the needs or desires of consumers. Sebastianelli and Tamimi, product quality is the totality of features and characteristics of products or services that depend on their ability to meet a need (In Amron Journal, 2018). According to Kotler and Keller (2009) argues that product quality is the ability of a product to carry out its functions including durability, reliability, ease of operation and improvement as well as other valuable attributes. The quality of products offered by Cosmetic is more defined as reliability, high aesthetics, where the products offered are based on natural ingredients that are safe to use in the long run and do not have harmful adverse effects.

Diallo et al., Put forward the brand image as the basis for consumer understanding of certain types of brands. According to Lau & Phau, a right brand image must be introduced to consumers continuously to form a memory that is inherent to consumers (In Amron Journal, 2018). According to Kotler and Armstrong (2013), the definition of brand image is a set of beliefs about a brand called brand image. So we need a good marketing strategy to show the quality of

products and services offered by Cosmetic as a benchmark to improve brand image.

Chase et al., Said that e-service quality is a service provided to internet network consumers as an extension of the ability of a site to facilitate shopping, purchasing, and distribution activities effectively and efficiently. Parasuraman et al., States the definition of online service quality (e-service quality) as a level of a website to effectively and efficiently facilitate shopping, making purchases, and the delivery of products and services (In the Journal of Ataburo et al., 2017). Therefore, Cosmetic provides quality online services (e-service quality) to be able to meet the needs of consumers more effectively and more efficiently.

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This study aims to examine, analyze, and explain the influence of product quality, brand image, price, and e-service quality on purchasing decisions. From the description above, the research "The Effect of Product Quality, Brand Image, Price, and E-Service Quality on the Purchasing Decision of Cosmetic Center Online" in Yogyakarta and South Sumatera is taken.

## 2 LITERATURE REVIEW

### 2.1 Purchasing Decisions

According to Kotler and Armstrong (2012) purchasing decisions are the stages in the decision-making process where consumers buy.

### 2.2 Product Quality

Understanding of product quality, according to Kotler and Armstrong (2008) is everything that can be offered to the market to get attention, bought, used, or consumed that can satisfy desires or needs. Product quality is closely related to consumer purchasing decisions because good product quality must be able

to reflect the ability of the product to provide the expected benefits and consistency of product quality where the product is not easily damaged and following consumer expectations.

### 2.3 Brand Image Brand

An image is a form of identification of a product offered to customers that can distinguish company products from competing for products that form a name, word, sign, symbol or design, a combination of all of these according to Kotler and Keller which is translated by Bob Sabran (2011). A consumer who has a positive image of a brand will be more likely to make a purchase.

### 2.4 Price

Price is the amount of value (money) that must be paid by consumers to obtain the desired product (Kotler and Armstrong, 2008). Therefore, companies must be able to set the right price in the market so that consumers can determine which products to buy in the purchasing decision process.

### 2.5 E-Service Quality

According to Chase (2006) said that e-service quality is a service provided to consumers of the internet network as an extension of the ability of a site to facilitate shopping, purchasing, and distribution activities effectively and efficiently. The better the e-service quality provided by the seller in his service online, the higher the consumer's purchasing decisions.

### 2.6 Thinking Framework

Based on the theoretical basis mentioned earlier, the framework used by the authors in this study serves to determine the effect of Product Quality, Brand Image, Price, and e-Service Quality on Purchasing Decisions. Based on the description above, the authors make the research framework as follows:

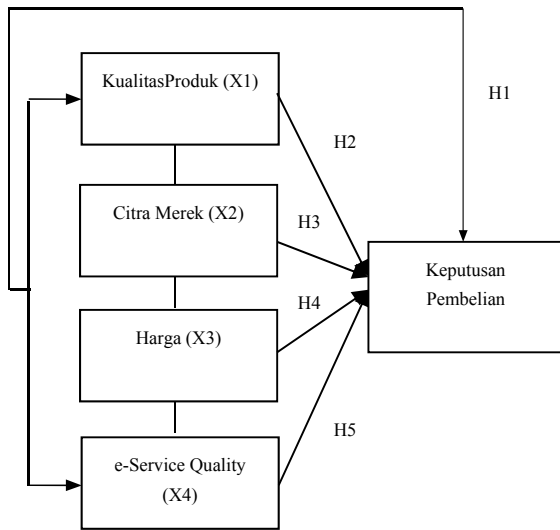


Figure 2.2 Research Framework

From the picture above states that the H1 line shows product quality, brand image, price, and e-service quality simultaneously or jointly influence purchasing decisions. Whereas the H2, H3, H4, and H5 lines show that product quality, brand image, price, and e-service quality partially or individually influence purchasing decisions.

## 2.7 Hypothesis

According to Dantes (2012), hypothesis is a presumption or assumption (temporary) that must be tested through data or facts obtained by research. It is said temporarily because the answers given are only based on relevant theories, not yet based on empirical facts obtained through data collection. So the hypothesis is also stated as a logical answer to the formulation of a research problem, not yet an empirical answer. The hypotheses in this study are as follows:

- H1: Product quality, Brand Image, Price, and E-Service Quality jointly influence the Purchase Decision on Cosmetic products.
- H2: Product Quality has a positive effect on Purchasing Decisions on Cosmetic products.

- H3: Brand Image has a positive effect on Purchasing Decisions on Cosmetic products.
- H4: Price has a positive effect on Purchasing Decisions on Cosmetic products.
- H5: E-Service Quality has a positive effect on Purchasing Decisions on Cosmetic products.

## 3 RESEARCH METHOD

### 3.1 Variable Measurement Scale

According to Sugiyono (2015), variable measurement scale is an agreement that is used as a reference to determine the length of the interval that is in the measuring instrument. The measurement scale of the variable used in this study is the scale Likert. Scale Likert is a scale used to measure attitudes, opinions, and perceptions of a person or a group of social phenomenon. With a scale Likert, the variables to be measured are translated into indicator variables. Then the indicator is used as a starting point for arranging instrument items, which can be statements or questions. These responses are weighted as follows:

- Strongly Agree (SS): Score 5
- Agree (S): Score 4
- Neutral (N): Score 3
- Disagree (TS): Score 2
- Strongly Disagree (STS): Score 1

Research instruments using a scale Likert can be made in the form of a checklist or multiple choice. Respondents' answers to the question items on each of the research variables are categorized into 5 categories along with the interval of the average score of the answer. The categorization score intervals can be calculated as follows:

$$Interval = \frac{Maximum\ Rating - Rating}{minimum\ number\ of\ Classes}$$

$$Interval = \frac{5 - 1}{5} = 0.8$$

Based on the above calculation, it can be determined the scale of distribution of respondents' opinion criteria as follows:

Table 1 Interval Category Answer on variable research

Interval	Products Quality	Brand	Price	e-Service Quality	Decisions Purchasing
1.00 to 1.79	Very No Good	Very Low	Very Not Affordable	Very Not Good	Very Low

1.80 to 2.59	No Good	Low	Not Reachable	No Good	Low
2,60 - 3.39	Neutral	Fair	Neutral	Fair	Neutral
3.40 - 4.19	Good	High	Affordable	Good	High
4.20 - 5.00	Very Good	Very High	Very Affordable	Very Good	Very High

### 3.2 Test Instrument

#### 3.2.1 Validity Test

According to Ghozali (2018), test validity is used to measure the validity or validity of a questionnaire. In this study the validity test can be said to be valid if it has a probability value seen more significance said to be valid if it has a probability value smaller or equal to 5% ( $\leq 0.05$ ). The validity test method uses the product-moment correlation method with the following formula:

Table 2 Test Results Data Validity 30 Respondents

Variable	Item	Sig r count	Sig requirements	Information
Product Quality (X1)	X1.1	0,000	0.05	Valid
	X1.2	0,000	0.05	Valid
	X1.3	0,000	0.05	Valid
	X1.4	0,000	0.05	Valid
	X1.5	0,000	0.05	Valid
	X1.6	0,000	0.05	Valid
	X1.7	0,000	0.05	Valid
	X1.8	0,000	0.05	Valid
Brand Image (X2)	X2.1	0,000	0.05	Valid
	X2.2	0,000	0.05	Valid
	X2.3	0,000	0.05	Valid
Price (X3)	X3.1	0,000	0.05	Valid
	X3.2	0,000	0.05	Valid
	X3.3	0,000	0.05	Valid

E-service quality (X4)	X4.1	0,000	0.05	Valid
	X4.2	0,000	0.05	Valid
	X4.3	0,000	0.05	Valid
	X4.4	0,000	0.05	Valid
Purchase Decision (Y)	Y1.1	0,000	0.05	Valid
	Y1.2	0,000	0.05	Valid
	Y1.3	0,000	0.05	Valid
	Y1.4	0,000	0.05	Valid
	Y1.5	0,000	0.05	Valid
	Y1.6	0,000	0.05	Valid

Source: Primary data processed, 2019

Based on the output of the validity test results, all indicators have a significant level under 5% ( $> 0.05$ ), based on the value above; then all indicators are declared valid. This indicates that the questionnaire instrument used in this study is valid and able to measure the variables that want to be measured.

#### 3.2.2 Reliability Test

According to Ghozali (2018), a reliability test is a test to measure a questionnaire, which is an indicator of a variable or constructs. A questionnaire is said to be reliable and reliable if a person's answers to questions are consistent or stable from time to time. A constructor variable is said to be reliable if it characterizes Cronbach Alpha  $> 0.70$  Nunnaly.

According to Ghozali (2018), in this study, the reliability test was carried out using the Cronbach Alpha formula, where an instrument can be said to be reliable or reliable if it has a reliability or alpha coefficient of 0.7 or more.

Formula Cronbach Alpha:

Table 3 Results of Test Reliability Data 30 Respondents

Variable	Cronbach Alpha	Criteria	Description
Product Quality	0.903	0.70	Reliable
Brand	0.861	0.70	Reliable
Price	0.902	0.70	Reliable
E-service quality	0.925	0.70	Reliable
Purchase Decision	0.908	0.70	Reliable

Sources: Primary data is processed (2019)

From the table above, it can be seen from the reliability test that all variables are concluded that all items of the statement have value Cronbach's Alpha greater than 0.70. Thus it can be said that all statements in this study have a right level of reliability and can be used in the analysis of this study.

## 4 RESULTS

### 4.1 Characteristics of Respondents

#### 4.1.1 Work

Based on questionnaires collected from 150 respondents obtained data based on the work of respondents is shown in Table 4.1:

Table 4 Characteristics of Respondents by

Occupation	Total	Percentage (%)
Others	7	4.7
Students	68	45.3
Private Employees	21	14.0
PNS / TNI / POLRI	45	30.0
Entrepreneurs	9	6.0
Total	150	100.0

Source: Primary Data processed, 2019

Based on Table 4.1, it can be seen that most respondents of Cosmetic products in Yogyakarta and South Sumatera are 68 students or 45.3%.

#### 4.1.2 Income

Based on questionnaires collected from 150 respondents obtained data based on respondent income is shown in Table 4.2:

Table 5 Characteristics of Respondents based on Income

Revenue	Total	Percentage (%)
<Rp 1,500,000	26	17.3
Rp 1,500,000 up to 3,000,000	60	40.0
Rp 3,500,000 to 4,500,000	54	36.0
> Rp 4,500,000	10	6.7
Total	150	100.0

Source: Primary data processed, 2019

Based on Table 4.2 it can be seen that most respondents of Cosmetic products in Yogyakarta and South Sumatera are those who have an income of Rp 1,500 .000 to 3,000,000 totalling 60 people or 40.0%.

#### 4.1.3 Age

Based on questionnaires collected from 150 respondents obtained data about the age of the respondents shown in Table 4.3

Table 6 Characteristics of Respondents by Age

Age	Number	Percentage (%)
<19 years	13	8.7
19 to 25 years	88	58.7
26 to 30 years	48	32.0
> 30 years	1	0.7
Total	150	100.0

Source: Primary data processed, 2019

Based on Table 4.3, it can be seen that the age of respondents of the Cosmetic product in Yogyakarta and South Sumatera is mostly 19-25 years at 58.7% when the survey was conducted.

### 4.2 Descriptive Analysis of Variables

Based on the descriptive analysis of 150 respondents, the following results were obtained:

#### 4.2.1 Product Quality

For more clearly, it can be seen in Table 4.4 respondents' perceptions of product quality variables as follows:

Table 7 Respondents Statistics Variable Product Quality

Interval	Categories	Amount	Percentage
1.00 to 1,79	It is Not Good	0	0%
1.80 s / d 2,59	Not Good	0	0%

2.60 s / d 3.39	Neutral	5	3%
3.40s / d 4.19	Good	52	35%
4.20 to 5.00	Very Good	93	62%
Total		150	100%

Source: Primary Data processed, 2019

Based on Table 4.4 it can be seen that of the 150 respondents who responded to the most variable product quality statement items, namely at intervals 4, 20 to 5.00 with the category of strongly agree, there are 93 respondents or (62%). This means that respondents feel strongly agree with the quality of Cosmetic products in Yogyakarta and South Sumatera that are good.

## 5 DISCUSSION

### 5.1 Effect of Product Quality, Brand Image, Price, and E-Service Quality Together on Purchasing Decisions

This research resulted in the purchase decision of Cosmetic Yogyakarta, and South Sumatera should focus its attention on consumers to choose which products to buy according to alternatives considered by consumers. Cosmetic Yogyakarta and South Sumatera have a trusted trademark because it is patented.

Cosmetic Yogyakarta and South Sumatera consumers choose to buy online because of the complete inventory. Cosmetic Yogyakarta and South Sumatera consumers in making purchases are online free to determine the number of products to be purchased. When purchasing Cosmetic Yogyakarta and South Sumatera products online can be done anytime and anywhere while still connected to the internet. The payment method for purchasing products is online Cosmetic Yogyakarta and South Sumatera done via transfer.

### 5.2 Effect of Product Quality on Purchasing Decisions

The Results of this study, Larissa Aesthetic Products Center Yogyakarta and South Sumatera has several choices of product size. In terms of product packaging, the Cosmetic Yogyakarta and South Sumatera is very interesting. The characteristics of Cosmetic Yogyakarta and South Sumatera products are convenient to use in daily activities. Cosmetic

Yogyakarta and South Sumatera always provides quality products that are easily tailored to the needs of consumers. Cosmetic Yogyakarta and South Sumatera products can be used for a long time. Cosmetic Yogyakarta and South Sumatera products do not have adverse effects on the skin because they use natural ingredients. Larissa Aesthetic Center Yogyakarta and South Sumatera products have a characteristic fragrant scent in each of their products. Cosmetic products have a product function that suits the needs of consumers, which in turn will make consumers decide to purchase Cosmetic products in Yogyakarta and South Sumatera.

### 5.3 The Effect of Brand Image on Purchasing Decisions

The Results of this study are: Cosmetic Yogyakarta and South Sumatera products have credibility as evidenced by the compatibility of the products used by consumers. Cosmetic Yogyakarta and South Sumatera products have the right size product packaging that is tailored to the needs of consumers. Yogyakarta and South Sumatera's Cosmetic product has been patented and has a trademark

### 5.4 Effect of Price on Purchasing Decisions

This research resulted, the price offered by Cosmetic Yogyakarta and South Sumatera is affordable. The price offered by Cosmetic Yogyakarta and South Sumatera is following the quality of its products. The price offered by Cosmetic Yogyakarta and South Sumatera is in accordance with the benefits obtained by consumers. The price offered by Cosmetic Yogyakarta and South Sumatera is following the purchasing power of consumers.

### 5.5 Effect of E-Service Quality on Purchasing Decisions

The results of this study are, information about stock and delivery of goods following what was promised on the Cosmetic Yogyakarta and South Sumatera website. Website Cosmetic Yogyakarta and South Sumatera quickly and efficiently when accessed. Cosmetic Yogyakarta and South Sumatera always guarantee the safety and protection of consumers' data. The menu is website Cosmetic Yogyakarta, and South Sumatera not accessible to error.

## 6 CONCLUSIONS

- a. Product quality, brand image, price, and e-service quality have a significant effect together on purchasing decisions on Cosmetic products.
- b. Product quality has a significant positive effect on Purchase Decisions on Cosmetic products.
- c. Brand Image has a significant positive effect on Purchasing Decisions on Cosmetic products.
- d. Price has a positive but not significant effect on Purchasing Decisions on Cosmetic products.
- e. E-Service Quality has a significant positive effect on Purchasing Decisions on Cosmetic products.

## 7 SUGGESTIONS

- a. Price variable (X3) has the smallest influence on the purchase decision. This explains that the Cosmetic must frequently evaluate the price offered by Cosmetic Yogyakarta and South Sumatera to be more affordable, following the quality of its products, following the benefits obtained by consumers and more following the purchasing power of consumers.
- b. On the variable, E-Service Quality (X4) has the most significant value of influence on purchasing decisions. This explains that the Cosmetic must increasingly updated information on the Cosmetic Yogyakarta and South Sumatera website and always upgrade the Website Yogyakarta and South Sumatera Larissa Aesthetic Center so that it is faster and easier when accessed, and not accessible to error, it also always guarantees security and data protection personal consumer

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