

## THE INFLUENCE OF PERCEIVED PRODUCT QUALITY, PROMOTIONAL ATTRACTIVENESS, AND BRAND AMBASSADOR ON EMINA COSMETIC PURCHASING DECISIONS WITH BRAND IMAGE AS INTERVENING VARIABLE

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**Abstract**

The purpose of this study was to analyze the effect of perceived product quality, promotional attractiveness, and brand ambassadors on purchasing decisions with brand image as an intervening variable. This research was conducted on consumers who made purchases at Emina cosmetics, where the respondents in this study were students of the Faculty of Economics and Business, Putra Indonesia University in the 2021-2022 academic year. The number of samples in this study were 131 respondents. With the method of collecting data through questionnaires and the sampling method in this study was non-probability sampling with purposive sampling technique. This study uses Partial Least Square analysis techniques estimated with the SmartPLS 2.0 program. The results of this study are the perception of product quality, promotional attractiveness, brand ambassadors and brand image as intervening variables that have a direct and indirect effect on purchasing decisions. Brand image is the factor that most influences consumers in making purchasing decisions. So that the higher the brand image of a product, the higher the consumer purchasing decision for that product. The perceived benefits greatly influence consumer purchasing decisions in making Emina cosmetic products.

**Keywords:** Perceived Product Quality, Promotion Attractiveness, Brand Ambassador, Purchase Decision, Brand Image.

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## INTRODUCTION

In an increasingly competitive world of marketing, companies must develop strategies that are reliable and able to capture all of their market share, thus requiring an analysis of all environmental forces that influence change on an ongoing basis. Along with the times, the development of the world in the field of beauty is growing. Beauty products are seen as one of the basic needs that must be met by every woman. Starting from facial care products to cosmetics that function as a tool to support appearance. In the 2018 CNN Indonesia.com article, to get a beautiful face, a woman must take care of her face. The many women's cosmetic industries that have developed in Indonesia provide various choices for women. The high level of demand for women's cosmetics in Indonesia has made Indonesia a fertile land for the cosmetics industry. This condition is exploited by cosmetic manufacturers. With the increasing need for cosmetics in Indonesia, competition between cosmetic products is getting tougher. For industry players themselves, competition between producers is getting tougher to win the market. This, he said, is a challenge for manufacturers to be more innovative and active in providing the best products for consumers. *The top brand index for the foundation and blush product categories in 2021-2022* is explained in the table below :

Brand	Foundation		Blush	
	2021	2022	2021	2022
Maybelines	13.8%	12.9%	15.1%	12.1%
Emina	27.9%	24.1%	22.0%	21.3%
Sariayu	12.4%	6.1%	14.6%	7.1%

Table 1. Top Brand Index for Foundation and Blush On Product Categories in 2021-2022

From the table above it is known that for foundation in 2021 the *Top Brand* will be Emina products with a percentage of 27.9%, followed by Sariayu products with 12.4% and Maybeline products with 13.8%. In 2022 for Maybeline products it will be 12.9%, Emina will be 24.1% and Sariayu will be 6.1%. For the *Blush On category* in 2021 Maybeline products are 15.1%, Emina are 22.0%, Sariayu are 14.6%. Whereas in 2022 Maybeline products are 12.1%, Emina are 21.3%, and Sariayu are 7.1%. Of the three products that always experience a decline from year to year, it is Emina's product, which may be indicated by the perception of product quality, promotional attractiveness and *brand ambassadors* that influence consumer purchasing decisions. Purchasing decisions are a concept in purchasing behavior where consumers decide to act or do something and in this case make purchases or utilize certain products or services (Balawera, 2013). Purchasing decisions are thoughts where individuals evaluate various options and decide on a choice of a product from many choices. According to Kotler & Armstrong (2014), purchasing decisions are the stages in the buyer's decision-making process where consumers actually buy. According to (Budiyanto, 2016) that besides being influenced by consumer characteristics, purchasing decisions can also be influenced by company stimuli which include product, price, place and promotion. So that purchasing decisions must be considered universally by every company because consumers need the role of the company to produce a consumer purchasing decision. The level of influence caused by a company's role on purchasing decisions has a significant impact. With

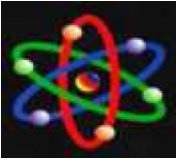




these existing roles, a consumer will be helped to determine what will be his choice . A decision (decision) involves a choice between two or more alternative actions or behaviors (Jufidar, Abbas et al. 2019). Purchase decisions can be made by measuring cognitive, affective and conative goods (Djarmiko & Pradana, 2016). The success of a marketer in influencing buying behavior depends on how much and how well the marketer understands consumer behavior (Wang & Sampettua Hariandja, 2016). One of the external factors that can affect the level of consumer purchasing decisions is seen from the perceived quality or consumer views regarding the products offered by the company. According to (Widiyanti, Wiwik. 2017) of the many similar products, consumers will prefer those that have the best quality according to the buyer's perception. According to (Darmadi Duriyanto, Sugiarto, 2014) suggests that perceived quality is the consumer's perception of the overall quality or superiority of the product. According to (Rizki & Agus 2015) is a consumer decision that is influenced by the financial economy, technology, politics, culture, product, price, location, promotion, physical evidence, people and process. Perceptions of product quality must be maintained so that an industry does not lose consumers and the company's reputation is maintained properly. Perceived product quality can be measured by performance , features , reliability , conformance , durability , serviceability , aesthetics , and *perceived quality* (Garvin in Ling & Mansori, 2018) . In Rahman and Sitio's research (2019) found results that perceived product quality has a positive effect on purchasing decisions. However,

in research conducted by (Dinata & Khasanah, 2018) found results that perceived product quality did not have a significant effect on purchasing decisions. One of the external factors that can affect the level of consumer purchasing decisions is seen from the perceived quality or consumer views regarding the products offered by the company. According to (Widiyanti, Wiwik. 2017) of the many similar products, consumers will prefer those that have the best quality according to the buyer's perception. According to (Darmadi Duriyanto, Sugiarto, 2014) suggests that perceived quality is the consumer's perception of the overall quality or superiority of the product. According to (Rizki & Agus 2015) is a consumer decision that is influenced by the financial economy, technology, politics, culture, product, price, location, promotion, physical evidence, people and process. Perceptions of product quality must be maintained so that an industry does not lose consumers and the company's reputation is maintained properly. Perceived product quality can be measured by performance , features , reliability , conformance , durability , serviceability , aesthetics , and perceived quality (Garvin in Ling & Mansori, 2018) . In Rahman and Sitio's research (2019) found results that perceived product quality has a positive effect on purchasing decisions. However, in research conducted by (Dinata & Khasanah, 2018) found results that perceived product quality did not have a significant effect on purchasing decisions. In addition to perceived quality and promotional attractiveness, brand ambassadors can also influence consumer purchasing decisions. *Brand Ambassadors* are a form of psychological process in the





form of unconscious emotions that are expected to make consumers feel proud to wear certain products, so choosing the right *Brand Ambassador* can create the right stimulus to influence consumer behavior. The higher the consumer's positive perception of *the brand ambassador*, the higher the consumer's decision to make a purchase.

### RESEARCH METHODS

In addition to perceived quality and promotional attractiveness, brand ambassadors can also influence consumer purchasing decisions. Brand Ambassadors are a form of psychological process in the form of unconscious emotions that are expected to make consumers feel proud to wear certain products, so choosing the right Brand Ambassador can create the right stimulus to influence consumer behavior. The higher the consumer's positive perception of the brand ambassador, the higher the consumer's decision to make a purchase. The validity test shows the level of accuracy between the actual data on the subject and the data collected by the researcher. The validity test is used to determine the validity level of the data collection instrument used to determine whether the questions presented in the survey are valid or not. Measuring the reliability of a construct with reflective indicators can be done in two ways, namely by Cronbach's Alpha and Composite Reliability. Cronbach's Alpha is used to measure the lower limit of the reliability value of a construct. Meanwhile, Composite Reliability is used to measure the actual reliability value of a construct. If the reliability coefficient is less than 0.60 it is considered bad, conditions in the

range of 0.70 are usually acceptable, and more than 0.80 is good.

### RESULTS AND DISCUSSION

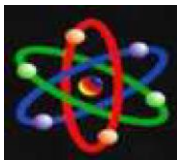
	Earl y mod els	Earl y Mod els	Earl y Mod els	Earl y Mod els	Earl y Mod els
	PDP	DTP	BA	BI	KP
X 1	0.81 045 6	X 0.82 665 5	X 0.82 012 8	X 0.84 399 2	X 0.80 645 5
X 2	0.80 290 2	X 0.83 194 6	X 0.83 525 9	X 0.81 065 3	X 0.89 311 6
X 3	0.73 910 7	X 0.77 280 7	X 0.86 578 0	X 0.85 282 1	X 0.88 210 7
X 4	0.81 993 9		X 0.76 759 1		X 0.81 396 8

Table 1. Loading Factor Value of Outer Loadings

The discriminant validity of the measurement model with reflexive indicators is assessed based on the cross loading of construct measurements. The model has good discriminant validity, if each loading value of each indicator of a latent variable has the largest loading value with other loading values for other latent variables.

Indicat or	PKP	DTP	BA	BI	PK
X1	0.8104 56	0.4484 65	0.4112 02	0.4641 74	0.5387 39
X2	0.8029 02	0.4990 05	0.5414 55	0.4252 43	0.5483 30
X3	0.7391 07	0.4444 68	0.4131 06	0.2815 41	0.4052 79
X4	0.8199 39	0.6092 32	0.4960 92	0.5478 14	0.5296 96
X5	0.5350 76	0.8266 59	0.6765 06	0.5159 23	0.5559 03
X6	0.5566 40	0.8319 40	0.5681 39	0.5075 38	0.4849 38
X7	0.4535 59	0.7728 00	0.5455 41	0.5208 94	0.5435 19
X8	0.4787 30	0.6686 47	0.8201 27	0.5466 24	0.5845 79
X9	0.5353 83	0.6941 50	0.8352 55	0.5470 26	0.5991 48
X10	0.4945	0.5744	0.8657	0.6705	0.5850





	22	51	80	14	89
X11	0.4294 30	0.4928 31	0.7675 93	0.6425 37	0.5125 89
X12	0.3855 80	0.5400 88	0.6298 85	0.8439 92	0.5801 03
X13	0.4598 08	0.4826 36	0.5565 88	0.8106 56	0.5055 08
X14	0.5380 78	0.5629 50	0.6446 27	0.8528 29	0.7836 90
X15	0.5173 24	0.5974 00	0.6183 75	0.6991 78	0.8064 50
X16	0.5861 27	0.5788 62	0.5857 07	0.6686 72	0.8931 18
X17	0.5721 54	0.5670 15	0.6180 91	0.6642 55	0.8821 06
X18	0.5090 28	0.4596 10	0.5249 02	0.5391 23	0.8139 66

Table 2. Discriminant Validity Value of Cross Loading

Variable	AVE
Perceived Product Quality	0.630017
Promotional Attraction	0.657569
Brand Ambassadors	0.677258
Brand Image	0.698934
Buying decision	0.722168

Table 3. AVE Value Test Results

Variable	Composite Reliability
Perceived Product Quality	0.871802
Promotional Attraction	0.851954
Brand Ambassadors	0.893369
Brand Image	0.874393
Buying decision	0.912090

Table 4. Composite Reliability Test Results

Based on the test results on the composite reliability values in the table above, it can be concluded that all constructs meet the criteria of being reliable. This is indicated by all composite reliability constructs having values above 0.60. In the table above the R-Square above gives a construct value of "Brand Image" of 0.569841, which means that Perceived Product Quality, Promotional Attractiveness, and Brand Ambassadors in influencing Brand Image is 56.9841%. As for the value of the construct "Purchase Decision" of 0.664064 which means that the Perception of Product Quality, Brand Ambassador and Brand Image in

influencing the "Purchase Decision" is 66.44064%.

Variab le	Original Sample	Sample Means	Standard Deviation	Standard Error	T Statistics
BA -> BI	0.5412 10	0.5409 51	0.05523 7	0.0552 37	9.79797 2
BA -> KP	0.1862 22	0.1870 41	0.04022 6	0.0402 26	4.62942 0
BI -> KP	0.4738 46	0.4834 45	0.04464 1	0.0446 41	10.6146 61
DTP -> KP	0.1436 67	0.1472 87	0.05379 8	0.0537 98	2.67049 6
PKP -> BI	0.1466 77	0.1502 10	0.05871 8	0.0587 18	2.49801 8
PKP -> CP	0.2707 01	0.2568 47	0.05530 8	0.0553 08	4.89444 9

Table 5. Table of Hypothesis Testing of Path Coefficient (Mean, STDEV, T-Values)

#### Bootstrap Testing Method

In the Partial Least Square-PLS statistical test, each relationship that is hypothesized is done using estimation. In this case, the bootstrap method was carried out on the sample. In the following, the results of testing with bootstrapping from PLS analysis:

- The relationship between Brand Ambassador and Brand Image is significant with a T-statistic of  $9.797972 > 1.96$ . The original sample value is positive, which is equal to 0.541210 which indicates that the direction of the relationship between the Brand Ambassador and the Brand Image is positive.
- The relationship between the Brand Ambassador and the purchase decision is significant with a T-statistic of  $4.629420 > 1.96$ . The original sample value is positive, which is equal to 0.186222 which indicates that the direction of the relationship between the Brand





Ambassador and the Purchase Decision is positive.

- c. The relationship between Brand Image and Purchase Decision is significant with a statistic of  $10.614661 > 1.96$ . The original sample value is positive, namely 0.473846 which indicates that the direction of the relationship between Brand Image and Purchase Decision is positive.
- d. The relationship between promotional attractiveness and brand image is significant with a statistical value of  $2.670496 > 1.96$ . Meanwhile, the original sample value is positive by 0.143667 which indicates that the direction of the relationship between Promotional Attractiveness and Brand Image is positive.
- e. The relationship between Perceived Product Quality and Brand Image is significant with a T-statistic value of  $2.498018 > 1.96$ . While the value of the original sample is positive with a value of 0.146677 which indicates the direction of the relationship between Product Quality and Brand Image is positive.
- f. The relationship between perceived product quality and purchasing decisions is significant with a T-statistic of  $4.894449 > 1.96$ . The original sample value is positive, which is equal to 0.270701 which indicates that the direction of the relationship between Product

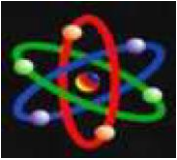
Quality and Purchase Decision is positive.

Indirect Influence	Sobel Test Statistics	probability
Product Quality Perception → Brand Image → Purchasing Decision	2.43193	0.01501
Promotional Attractiveness → Brand Image → Purchasing Decision	2.58992	0.00960
Brand Ambassador → Brand Image → Purchase Decision	7.19951	0.0

Table 6. Sobel Test Results

- a. Testing the hypothesis of the indirect effect of product quality perception variables on purchasing decisions through brand image.  
 The Sobel test statistical value is 2.43193 with a probability value of 0.01501. The Sobel test statistical value is greater than 1.96 and the probability value is less than 0.05, which means that the mediation parameter is significant. So it can be concluded that Perceived Product Quality indirectly has a positive effect on Purchasing Decisions.
- b. Testing the hypothesis of the indirect effect of promotional attractiveness on purchasing decisions through brand image.  
 The Sobel test statistical value is 2.58992 with a probability value of 0.00960. The Sobel test statistic value is greater than 1.96 and the probability value is less than 0.05, which means that the mediation parameter is significant. So it can be concluded that Promotional Attractiveness indirectly has a positive effect on Purchasing Decisions.
- c. Testing the hypothesis of the indirect effect of the brand ambassador





variable on purchasing decisions through brand image.

The Sobel test statistical value is 7.19951 with a probability value of 0.0. The Sobel test statistic value is greater than 1.96 and the probability value is less than 0.05, which means that the mediation parameter is significant. So it can be concluded that Brand Ambassadors indirectly have a positive effect on Purchasing Decisions.

## CONCLUSION

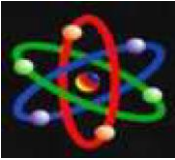
The perceived product quality variable influences *brand image* and purchasing decisions. In order to improve the quality perception of the product, the company should continue to improve the quality of Emina's cosmetic products, especially on functional attributes such as quick-drying cosmetics and increasing the durability of daily cosmetic use. promotional attractiveness variables affect brand image. Companies are advised to maintain and improve the promotional concepts that have been used, and also continue to increase the attractiveness of promotions through advertisements on television, internet, radio, or various existing social media. *Brand ambassador* variables affect brand image and purchasing decisions. Companies must continue to use *ambassadors* who have good physical appearance and have many talents who can always motivate consumers. As well as ambassadors who have a good reputation in society and increase the creditability of *ambassadors*, so that the experience and knowledge they have can provide useful information for their consumers. brand

image variables affect purchasing decisions. To be able to increase the value of a product's brand image which will be able to increase consumer purchasing decisions on a product, companies must always provide products that have great benefits for consumers, both benefits that are felt for the short term or benefits that can be felt in the long term. And companies must be able to enter all ages, so that products can be recognized by various groups.

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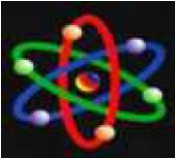




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