

The Effects of Brand Image, Review Beauty Vlogger, and Product Quality on Purchase Decisions for Wardah Cosmetics

(Study on Students of UPN "Veteran" Yogyakarta)

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Abstract

This study is aimed at analyzing the effect of Brand Image, Review Vlogger, and Product Quality on Purchase Decisions for Wardah Cosmetics at Female Management Study Program Students of UPN "Veteran" Yogyakarta. The research method used in this research is the quantitative method. The population in this study were management students at UPN "Veteran" Yogyakarta. Method of collecting data by using online questioner. The sampling method used was purposive sampling. The analytical tools used are descriptive and quantitative methods using multiple linear regression analysis with the help of the SPSS program version 26. This research finds that (1) there is an influence of brand image, beauty vlogger reviews and product quality on purchase decisions (2) there is no effect of brand image on purchase decisions (3) there is an effect of beauty vlogger reviews on purchase decision (4) there is an effect of product quality on purchase decision.

INTRODUCTION

The development of the current economic sector is increasingly leading to intense competition, thus requiring every company to always focus and innovate in the business competition. One of the industries that is currently growing is the cosmetic industry. Cosmetics have become a primary need for women today to support their appearance. In making cosmetic buying decisions, women need to consider several things such as the brand image of the product, product reviews from beauty vloggers and product quality in order to get maximum satisfaction.

There was an increase in consumption of halal cosmetics in Indonesia from 2019-2020 by 0.71%. In 2020, Indonesian consumers have been named the largest consumer of halal cosmetic products in the world after India. The use of halal cosmetics in Indonesia is recorded at USD 4.19 billion out of a total global usage of USD 66 billion (State of the Global Islamic Report 2020/2021). Currently, young people who are very concerned about their appearance are female students. Female students try to look beautiful to be confident.

One of the cosmetic brands in Indonesia is Wardah. Wardah is a local brand that produces cosmetics with a halal brand image. Wardah highly upholds the value of halal in its products. This is done so that consumers feel safe when using Wardah products. Consumers who perceive products with a good brand image will feel safer (Iswara and Jatra, 2017). Wardah is a local brand that produces cosmetics with a halal brand image. This brand is able to attract the attention of Indonesian female consumers. Wardah highly upholds the value of halal in its products. This is done so that consumers feel safe when using Wardah products

This is supported by research by Dheras Rizky Purnama & Khuzaini (2020) and Dania Fitri Nilamsari (2021) who argue that brand image has a positive effect on purchasing decisions.

However, there are differences in the results of research conducted by Valentine Teja Wijaya & Bruno Hami Pahar (2022) that brand image has no effect on purchasing decisions.

According to Hootsuite and We Are Social, the total population of Indonesia has reached 274.9 million in January 2021. If 202.6 million Indonesians already use the internet, it means that 73.7% of Indonesians have surfed the internet. This progress digital can be used as an opportunity and used by beauty vloggers to share reviews, knowledge and information about cosmetic and beauty care products through social media.

According to Duyen (2016), beauty vloggers are individuals who make an impact on beauty by sharing reviews in a video with provide information regarding make-up products, cosmetics. Such information includes tips and tricks for using make-up, cosmetic reviews, video tutorials, and provide product recommendations accordingly consumer skin type. Supported by the research results of Lidya Novita Sari (2020) and Rizka Agustiar, Mari Okatini & Aam Amaningsih Jumhur (2019) which state that there is an influence of beauty vlogger reviews on purchasing decisions. In contrast to the research results of Ria Wigati (2021) and Suci Ananda Violeta (2021), which states that beauty vloggers have no effect on purchasing decisions.

Wardah sells various types of cosmetics. Wardah creates products for all people, starting from young age to old age. If the product has good quality, it can convince consumers to make a purchase decision. Product quality can be used power by the company to obtain attention from consumers. This is in accordance with the results of research found by Miftach Rizqillah & Putu Hari Kurniawan (2020), Dheraz Rizky Purnama & Khuzaini (2020) and Dania Fitri Nilamsari (2021) which state that product quality has an influence on purchasing decisions. But there are differences in the results of research conducted by Lisa Amelisa, Seprs Yonaldi & Hesti Mayasari (2016) which states that product quality has no effect on purchasing decisions.

This research is motivated by the growth of the cosmetic industry in Indonesia which has led to more and more competition between cosmetic companies. This study aims to reconfirm the effect of brand image, review beauty vlogger and product quality on purchase decisions based on previous research with a different research object, namely Wardah cosmetics on UPN "Veteran" Yogyakarta female students.

LITERATURE REVIEW

Purchase Decision

Purchase decision is a consumer action to form a choice among many products, and buy the most preferred product. According to Wibowo & Karimah (2012) purchasing decisions are processes where consumers make decisions to buy various products and brands starting from needs analysis, information search, evaluating information, making purchases and then evaluating decisions after purchase. Consumer purchasing decisions are very important for companies in predicting consumer behavior. According to Kotler and Armstrong (2014), there are several indicators that influence purchasing decisions, namely the stability of a product and service, habits in buying products and services, providing recommendations to others, and making repeat purchases.

Brand Image

Brand image can be interpreted as a consumer's perception or opinion of a brand that is reflected from brand associations that are in consumers' memories (Mao et al., 2020). Vanessa and Arifin (2017) state that brand image is a belief that appears in the minds of consumers or customers as a comparison with other brands. Brands greatly influence consumer choices in

choosing products to buy or use. According to Aaker and Biel (2009), there are 3 indicators about brand image, namely company image, product image and user image.

Brand image is one of the factors that underlies consumer decisions in buying a product. Therefore we suggest the following hypothesis:

H1: Brand image, review beauty vlogger and product quality have a positive and significant effect on purchase decisions for Wardah Cosmetics at Female Management Study Program Students of UPN "Veteran" Yogyakarta.

H2: Brand image has a positive and significant effect on purchase decisions for Wardah Cosmetics at Female Management Study Program Students of UPN "Veteran" Yogyakarta.

Review Beauty Vlogger

Beauty vloggers places itself specifically to provide information and knowledge about the world of cosmetics and beauty and uploading this information on their social media platforms (Hutapea, 2016). According to Ananda and Wandebori (2016), beauty vloggers influence interest purchase to product, because beauty vloggers is persuade and educate in a manner real regarding beauty products. Beauty vlogger has a lot of knowledge about cosmetic products and the world of beauty. Beauty vlogger provides product review content, shares experiences, tips and tricks with the public via social media in the form of videos. Beauty vlogger's ability to review products will increase consumer confidence in the product.

According to Masruroh (2020), there are 3 indicators that measure the ability of beauty vloggers, namely: video credibility, product information, perceived characteristics, and the beauty vlogger's physical attractiveness.

H3: Review beauty vlogger has a positive and significant effect on purchase decisions for Wardah Cosmetics at Female Management Study Program Students of UPN "Veteran" Yogyakarta.

Product Quality

According to Gök et al. (2019), product quality can be perceived as a consumer's assessment of the overall superiority of the product. Kotler and Keller (2016) argue that product quality is a feature possessed by a product to produce output that is suitable and better as expected by consumers. Product quality is considered important because product quality can determine the brand image of the product itself. There are 3 product quality indicators according to Tjiptono in Baruna et al (2017), namely: performance, reliability and compliance with specifications.

H4: Product quality has a positive and significant effect on purchase decisions for Wardah Cosmetics at Female Management Study Program Students of UPN "Veteran" Yogyakarta.

METHOD

This study which done use method quantitative. According to Sugiyono (2019) method quantitative could interpreted as method study which based on philosophy positivism, used for researching on population or sample certain, collection data use instruments study, analysis data characteristic quantitative/statistical with purpose for test that hypothesis has set.

Method taking data from study this is questionnaire on line using Google Form which is distributed to female students management University Development National "Veteran" Yogyakarta. Questionnaire or questionnaire is technique collection data which done with method give set questions or written statements to respondents to answer (Sugiyono, 2019). Characteristic questionnaire is closed, so that make it easy respondent in answer and make it easy researcher for analyze the answers of respondents who have collected. The measuring scale used in this study using a Likert Scale . According to Sugiyono (2019) the Likert Scale is

used to measure attitudes, opinions, and perceptions somebody or bunch people about social phenomenon.

Table 1 Definition Operational Variable

Variable	Definition Variable	Indicator
Purchase Decision (Y)	Purchase decision is a process in which consumers make decisions to buy various products and brands starting from needs analysis, information search, information evaluation (Wibowo & Karimah 2012)	1. The Stability of a Product and Service 2. Habits in Buying Products and Services 3. Giving Recommendations to Others 4. Make a Repurchase (Kotler Dan Armstrong, 2014)
Brand Image (X 1)	Brand image can be defined as the perception of a brand which is reflected in the brand associations that exist in consumers' memories (Mao et al., 2020).	1. Corporate Image. The product has good credibility with its customers. 2. Product Image. Products provide benefits and guarantees to their customers. 3. User Image. Customer perception of product use in social status. (Aaker and Biel, 2009).
Review Beauty Vlogger (X2)	Beauty vloggers is individual who places itself specifically to provide information and knowledge about the world of cosmetics and beauty as well upload the information on their social media platforms (Hutapea, 2016).	1. Video Source Credibility. 2. Product Information in Video 3. Perceived Video Characteristics 4. The Physical Appeal of a Beauty Vlogger (Masruroh, 2020)
Product Quality (X)	Product quality according to Kotler & Keller (2016) is a characteristic of a product or service that depends on its ability to satisfy customer needs.	1. Performance 2. Reliability 3. Compliance with Specifications (Tjiptono in Baruna et al., 2017).

RESULTS AND DISCUSSION

Characteristics Respondents

Table 2. Characteristics of Respondents by Year Force

Year Force	Amount	Percentage (%)
2019	51 People	46.4%
2020	8 people	7.3 %
2021	2 persons	1.8%
2022	49 People	44.5
Amount	110 People	100%

Based on Table 2 can be known that respondent on study this Very many originate from force 2019 which amounted to 51 people or 46.4% of the total respondents, then then from the class of 2022 there are as many as 49 people or 44.5% of the total respondents, 8 people or 7.3% of the total respondents came from from class of 2020, and then 2 people or 1.8% of the total respondents from the class of 2021. From the table above, it can be seen that most of the respondents came from the class of 2019 with 51 people. This is because Wardah products are in great demand by female students to support their appearance and facial beauty.

Analysis Regression Linear

Table 3. Results Test Regression Double

Model	Unstandardized Coefficients		Standardized Coefficients	t	sig
	B	std. Error	Betas		
(Constant)	.310	1,725		.180	.858
Brand Images (X1)	.021	.174	.011	.119	.905
Review Beauty Vlogger (X2)	.398	.157	.293	2,534	.013
Product Quality (X3)	.726	.161	.478	4,515	.000

a. Dependent Variable: Purchase Decision (Y)

Based on Table 3 in on so equality regression double which generated is as following:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

$$Y = 0.310 + 0.021 X_1 + 0.398 X_2 + 0.726 X_3 + e$$

Testing Hypothesis

Table 4. Test F Results

Model	Sum of Squares	df	Means Square	F	Sig.
Regression	485,041	3	161,680	41,940	.000 b
residual	408,632	106	3,855		
Total	893,673	109			

Dependent Variables: Purchase Decision

Predictors: (Constant), Product Quality, Beauty Vlogger Reviews, Brand Image

Based on Table 4 in on, could be known that mark significance which got is as big 0.000. Matter this show that mark significance is less than 0.05 or 0.000 < 0.05. So it can be concluded that the first hypothesis accepted, which means variable free which consists from brand image (X 1), beauty vlogger reviews (X 2) and product quality (X 3) together affect the variable bound purchase decision (Y).

The Coefficient of Determination (Test R Square)

Table 5. Test Coefficient of Determination Results

Model	R	R Square	Adjusted R Square	std. Error of the Estimates
1	.737 a	.543	.530	1.96342

Predictors: (Constant), Product Quality (X3), Brand Image (X1), Review Beauty Vlogger (X2)

Based on Table 5 above, it can be seen that the Adjusted R Square value in this study is 0.530 or 53%. This shows that the independent variables brand image (X1), beauty vlogger reviews (X2) and product quality (X3), affect the purchase decision variable (Y) by 53%, while the remaining 47% is influenced by other variables outside the research that were not examined in this study. this. The Adjusted R Square value of 0.53 or 53% of the Y variable can be explained by independent variables consisting of X1, X2 and X3 variables, while the remaining 47% is influenced by other variables not observed in this study.

Test Regression Coefficient (t test)

Table 6. T Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	sig
	B	std. Error	Betas		
(Constant)	.310	1,725		.180	.858
Brand Images (X1)	.021	.174	.011	.119	.905
Review Beauty Vlogger (X2)	.398	.157	.293	2,534	.013
Product Quality (X3)	.726	.161	.478	4,515	.000

Test t done for knowing is there is influence from each variable free (independent) to variable bound (dependent) partially. The calculated t value in Table 7 is generated by variable brand image is 0.021 with mark sig as big 0.905. _ Because mark Sig 0.905 > 0.05 show that variable brand image no influential to purchase decision. On the beauty vlogger review variable t value is 0.398 with value sig of 0.013. Because the Sig value is 0.013 ≤ 0.05 indicates that variable beauty vlogger review effect on purchase decision. In the product quality variable is 0.726 with a value of sig as big 0.000. Because mark Sig 0.000 _ ≤ 0.05 show that variable product quality influential to purchase decision.

CONCLUSION

This research finds that:

1. There is an effects of brand image, review beauty vlogger, and product quality on purchase decisions for Wardah cosmetics at female management study program students of UPN "Veteran" Yogyakarta.
2. There is no effect of brand image on purchase decisions for Wardah cosmetics at female management study program students of UPN "Veteran" Yogyakarta
3. There is an effect of review beauty vlogger on purchase decisions for Wardah cosmetics at female management study program students of UPN "Veteran" Yogyakarta .
4. There is an effect of product quality on purchase decisions for Wardah cosmetics at female management study program students of UPN "Veteran" Yogyakarta.

Based on results study which got, writer realize that still there is many deficiency in study this, however with exists this research , the researcher hopes that this research can be useful for all parties and can contribute. If the next researcher is interested developing research with the same theme can consider by providing other variables or on purchase decisions such as perceived price, promotion, service, location, culture, and income . so it can be perfected this study.

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