

THE INFLUENCE OF PRODUCT QUALITY AND BRAND IMAGE ON THE PURCHASING DECISION OF DIOR COSMETICS IN MALANG CITY THROUGH BRAND TRUST AS AN INTERVENING VARIABLE

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ABSTRACT

Companies are required to continue to follow the trend that is currently busy in the cosmetic market with the quality standards of the products it produces. Several important factors that can influence purchasing decisions include product quality, brand image and brand trust. The purpose of this study was to determine whether product quality, brand image and brand trust on purchasing decisions for Dior cosmetics in the city of Malang. This research uses quantitative research. The population of this research is the consumer of Dior cosmetics as many as 196 respondents using purposive sampling technique. The results of this study indicate that product quality, brand image and brand trust have a positive and significant effect on purchasing decisions for Dior cosmetics in the city of Malang.

KEYWORDS: Product Quality, Brand Image, Brand Trust And Buying Decision.



Introduction

At the beginning of the emergence of the brand Christian Dior is a fashion brand that produces clothes by carrying designs with a new style concept that is quite successful in making the name Dior a fashion brand. Along with the development of the era of globalization, Dior spread its wings by making beauty products or cosmetics. Cosmetics Dior believes that a positive image, can increase women's confidence to work, with the right care and cosmetics, they can get a better appearance, career and life. The entire range of cosmetics is made from quality ingredients and proven to be safe. Cosmetics are formulated by pharmaceutical and beauty experts who present products with the latest innovations.

Companies are required to continue to follow trends that are currently busy in the cosmetics market with the quality standards of the products they produce, this happens because the quality of a product determines whether or not the product can penetrate the market, judging from the phenomenon of problems that then arise if the product produced is the same as other companies, thus causing competition from several existing companies. Meanwhile, how to face fierce competition, companies need to compete to market the products produced by continuing to try to develop creativity and create new innovations between companies competing with each other to glorify the quality of their products so that the products produced have good quality and are superior to other companies.

Beauty products or cosmetics are included in self-care products that can increase the confidence of the wearer, especially women. With the development of the times, cosmetics have become a very important necessity for a woman. Many women are made not to feel comfortable with the body and feel less satisfied with the beauty they have, they begin to try to find a solution by doing treatments to look more beautiful and attractive.

The demand for cosmetics abroad in Indonesia is driven by the increasing trend of women's needs in caring for themselves. Modern women in this day and age make cosmetics a primary need. Not only to beautify yourself, the use of cosmetics is also able to create a new self-image and life force. Supported by the sophistication of technology in today's era, it is easier for women to search for cosmetics according to their needs. Dior also carries out production using the latest technology. Dior cosmetic products are produced in accordance with the tropical climate in Asia, especially Southeast Asia, namely Indonesia. From the beauty trend itself adheres to the latest trends that exist in Japan and Korea.

Maslichah,(2013). Purchasing decision is a person's attitude to buy or use a product in the form of goods or services that have been believed to satisfy himself and the willingness to bear the risks that may be caused, according to Kotler & Amstrong (2014) purchasing decisions are thoughts where individuals evaluate various choices and decide on choices on a product from so many choices. with a purchase decision, consumers can choose the preferred product and can make their choice according to their needs.

THE INFLUENCE OF PRODUCT QUALITY AND BRAND IMAGE ON THE PURCHASING DECISION OF DIOR COSMETICS IN MALANG CITY THROUGH BRAND TRUST AS AN INTERVENING VARIABLE

Several factors can influence consumers in purchasing a product, usually consumers always consider quality, and brand image that is already known by the whole society. Purchasing decisions have a very important role because they can provide benefits for a company in improving the products being marketed. Consumers before making a purchase decision need to take into account and consider alternatives to a product, in this cosmetics business can determine the success or not of a business on the purchase decision in buying a product. The more consumers who buy Dior cosmetics, the greater the success of Dior cosmetics in the eyes of consumers

Purchasing decisions are a concept in purchasing behavior where consumers decide to act or do something and in this case make a purchase or take advantage of certain products or services (Balawera, 2013). Consumer decision-making is essentially a problem-solving process. Researchers use this purchase decision variable because the study of purchasing decisions is still worth researching considering the increasing number of products in circulation resulting in the need for various considerations for the public in making purchase decisions. Most consumers, both individual consumers and buyers of organizations go through almost the same mental processes in deciding what products and brands to buy (Yulindo 2013). Consumer purchase decisions can be made if the product is in accordance with what consumers want and need.

Method

Research methods are something that is carried out planned and systematically to get answers or problem solving to certain phenomena. This research uses a quantitative approach with survey research methods. The quantitative approach is an approach that is widely required to use numbers, starting from data collection, interpretation of the data, and the appearance of the results (Arikunto: 2002).

This study is designed to determine the influence of product quality and brand image on the decisions of dior cosmetics buyers in malang city through brand trust using a survey method, where researchers will distribute questionnaires to respondents as a basic data collection tool to obtain specific information. The results of the responses from respondents will be anticipated with a 5-point likert scale, from strongly disagreeing to strongly agreeing.

Result

In the discussion section, we will discuss the results of the analysis that has been carried out. It can be known that some independent variables affect dependent variables both directly and indirectly through intervening variables with test results using SPSS path analysis.

THE INFLUENCE OF PRODUCT QUALITY AND BRAND IMAGE ON THE PURCHASING DECISION OF DIOR COSMETICS IN MALANG CITY THROUGH BRAND TRUST AS AN INTERVENING VARIABLE

The explanation of each of the influences of this study is as follows:

1. Effect of Product Quality Variables (X1) on Brand trust (Z)

In this study, it was known that in the product quality variable (X1) the value of the product quality calculation was $4,035 > 1,972$. or a p-value of t is less than α ($0.05 < 0.000$). So it can be concluded that the product quality variable (X1) has a positive and significant effect on brand trust (Z).

When viewed from the coefficient of the product quality path to brand confidence is 0.298. This means that every increase in the product quality variable by one unit, the brand trust of the company will increase by 0.298 times if other variables are assumed to be fixed.

This research supports research from Tamara Citra (2016) with the title "Analysis of the Effect of Product Quality and Brand Image on The Decision to Purchase Continuous Form Prints through Brand Trust (Study on So Jaya Group Printing, Semarang)". The results showed that the dimensions of product quality have a positive and significant effect on brand trust.

2. Influence of Brand Image Variables (X2) on Brand trust (Z)

In this study, it was found that in the brand image variable (X2) the value of the brand image calculation was ($2.947 > t_{table} 1.972$) or the p-value t value was smaller than α ($0.05 < 0.004$). So it can be concluded that the brand image variable (X2) has a positive and significant effect on brand trust (Z).

When viewed from the coefficient of brand image path to brand trust is 0.217. This means that every increase in the brand image variable by one unit, the brand trust of the company will increase by 0.217 times if other variables are assumed to be fixed.

This research supports research from Tamara Citra (2016) with the title "Analysis of the Effect of Product Quality and Brand Image on The Decision to Purchase Continuous Form Prints through Brand Trust (Study on So Jaya Group Printing, Semarang)". The results showed that the dimensions of the brand image have a positive and significant effect on brand trust.

3. Effect of Brand Trust Variable (Z) On Purchasing Decision (Y)

In this study, it was found that in the brand trust variable (Z) the value of the brand trust calculation is ($6.180 > t_{table} 1.972$) or the p-value t value is less than α ($0.05 < 0.000$). So it can be concluded that the brand trust variable (Z) has a positive and significant effect on purchasing decisions (Y).

When viewed from the coefficient of the brand's confidence in purchasing decisions, it is 0.402. This means that every increase in the brand trust variable by one unit, the purchase decision of dior cosmetics in the city will increase by 0.402 times if other variables are assumed to be fixed.

This research supports research from Tamara Citra (2016) with the title "Analysis of the Effect of Product Quality and Brand Image on The Decision to Purchase Continuous Form Prints through Brand Trust (Study on So Jaya Group Printing, Semarang)". The results

THE INFLUENCE OF PRODUCT QUALITY AND BRAND IMAGE ON THE PURCHASING DECISION OF DIOR COSMETICS IN MALANG CITY THROUGH BRAND TRUST AS AN INTERVENING VARIABLE

showed that the dimension of brand trust has a positive and significant effect on purchasing decisions.

4. Effect of Product Quality Variables (X1) on Purchasing Decisions (Y)

In this study, it is known that in the product quality variable (X1) the value of the product quality calculation is ($3.778 > t_{table} 1.972$) or the p-value t value is less than the α ($0.05 < 0.000$). So it can be concluded that the product quality variable (X1) has a positive and significant effect on purchasing decisions (Y).

When viewed from the coefficient of the product quality path to the purchase decision is 0.262. This means that every increase in the promotion variable by one unit, the decision to purchase cosmetics in malang city will increase by 0.262 times if other variables are assumed to be fixed.

This research supports research from Tamara Citra (2016) with the title "Analysis of the Effect of Product Quality and Brand Image on The Decision to Purchase Continuous Form Prints through Brand Trust (Study on So Jaya Group Printing, Semarang)". The results showed that the dimensions of product quality have a positive and significant effect on purchasing decisions.

5. Influence of Brand Image Variables (X2) on Purchasing Decisions (Y)

In this study, it was found that in the brand image variable (X2) the value of the brand image calculation was ($0.779 < t_{table} 1.972$) or the p-value value t was smaller than α ($0.05 < 0.437$). So it can be concluded that the brand image variable (X2) does not have a positive and significant effect on the purchase decision variable (Y).

The coefficient of brand image path to purchasing decisions is 0.053. This means that every increase in the brand image variable by one unit, the purchase decision of dior cosmetics in the city will increase by 0.053 times if other variables are assumed to be fixed.

This research supports research from Tamara Citra (2016) with the title "Analysis of the Effect of Product Quality and Brand Image on The Decision to Purchase Continuous Form Prints through Brand Trust (Study on So Jaya Group Printing, Semarang)". The results showed that the dimensions of the brand image have a positive and significant effect on purchasing decisions.

6. The Effect of Product Quality (X1) On Purchasing Decisions (Y) Through Brand Trust (Z)

From the results of the sobel test where $Z = 3.39 > 1.96$ with a significance level of 5%, and from the results of calculating the coefficient of direct influence of product quality on purchasing decisions is smaller than the coefficient of indirect influence of product quality on purchasing decisions through brand trust ($0.262 < 0.382$) it can be concluded that the brand trust variable (Z) becomes a mediating variable for the influence of product quality variables (X1) on purchasing decisions (Y).

From the results of this study, it is known that good product quality has been built by dior cosmetics in malang city is able to enlarge the influence of product quality on consumers' purchasing decisions.

THE INFLUENCE OF PRODUCT QUALITY AND BRAND IMAGE ON THE PURCHASING DECISION OF DIOR COSMETICS IN MALANG CITY THROUGH BRAND TRUST AS AN INTERVENING VARIABLE

This research supports research from Tamara Citra (2016) with the title "Analysis of the Effect of Product Quality and Brand Image on The Decision to Purchase Continuous Form Prints through Brand Trust (Study on So Jaya Group Printing, Semarang)". The results showed that the dimensions of product quality have a significant effect on purchasing decisions through brand trust.

7. The Influence of Brand Image (X2) On Purchasing Decisions (Y) Through Brand Trust (Z)

From the results of the calculation of the sobel test above, a z value of 2.6600 was obtained, because the Z value obtained was $2.66 > 1.96$ with a significance level of 5%, and from the results of the coefficient of the path of direct influence of the brand image on purchasing decisions was smaller than the coefficient of indirect influence of brand image on purchasing decisions through brand trust ($0.053 < 0.140$) it can be concluded that the brand trust variable (Z) is a mediation variable for the influence of the influence of the brand image on purchasing decisions through brand trust ($0.053 < 0.140$) it can be concluded that the brand trust variable (Z) is a mediation variable for the influence of brand image brand image variable (X2) to purchasing decision (Y).

Discussion

From the results of this study, it is known that a good brand image has been built by dior cosmetics in the city of Malang is able to enlarge the influence of brand image on consumers' purchasing decisions. In addition to seeing an attractive brand image, it turns out that respondents pay attention to the brand trust that is built, the better the brand image that is built or formed, the more the purchase decision will increase.

This research supports research from Tamara Citra (2016) with the title "Analysis of the Effect of Product Quality and Brand Image on The Decision to Purchase Continuous Form Prints through Brand Trust (Study on So Jaya Group Printing, Semarang)". The results showed that the dimension of brand image has a significant effect on purchasing decisions through brand trust.

Conclusion

Based on the results of research and analysis that has been carried out regarding the influence of product quality and brand image on purchasing decisions through the trust of dior cosmetics brands in malang city, the following conclusions can be drawn:

1. Product Quality Has a Positive and Significant Effect on the Trust of the Dior Cosmetics Brand in Malang City.
2. Brand Image Has A Positive And Significant Effect On The Trust Of Dior Cosmetics Brand In Malang City.
3. Brand Trust Has a Positive and Significant Effect On The Decision To Buy Dior Cosmetics In Malang City.
4. Product Quality Has a Positive and Significant Effect on the Decision to Buy Dior Cosmetics in Malang City.

THE INFLUENCE OF PRODUCT QUALITY AND BRAND IMAGE ON THE PURCHASING DECISION OF DIOR COSMETICS IN MALANG CITY THROUGH BRAND TRUST AS AN INTERVENING VARIABLE

5. Brand Image Does Not Have A Positive And Significant Effect On The Decision To Buy Dior Cosmetics In Malang City.
6. Brand Trust Is Able to Mediate the Influence of Product Quality on the Purchasing Decision of Dior Cosmetics in Malang City.
7. Brand Trust Is Able To Mediate The Influence Of Brand Image On Dior Cosmetics Purchasing Decision In Malang City.

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