

# **The Influence of Brand Image, Product Quality and Price Perception on Purchase Decisions on Camille Beauty Masks (Case Study on FEB Students of the Management Study Program Class of 2021, Universitas Bhayangkara Jakarta Raya)**

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## **ABSTRACT**

This study aims to analyze the influence of Brand Image, Product Quality and Price Perception on the purchase decision of Camille Beauty Mask products. The research method used is the purposive sampling method by distributing questionnaires to respondents. The data analysis technique in this study uses SPSS version 26 analysis. The results show that Brand Image does not have a significant effect on purchase decisions, although it is statistically significant. On the other hand, the variables of Product Quality and Price Perception are the more dominant factors in influencing the purchase decision on Camille Beauty masks. This research provides important implications for companies to pay more attention to Product Quality and Price Perception factors to improve purchasing decisions among consumers.

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## **INTRODUCTION**

Many local beauty products are available in today's era. Because of the many beauty products, businessmen are trying their best to make their products known by consumers and have regular customers. Therefore, businessmen are committed to creating products with better quality because they are increasingly known by consumers (Jurkami, 2023). As customer needs will also always change, the demands on quality will also always change. Therefore, in order to make a product that is of high quality and can provide customer satisfaction, all processes related to the product must be of high quality, from the entry of goods to the hands of the customer (Wahyuni et al., 2015).

Camille Beauty is a local skincare brand that was established in 2018 with an owner named Nadya Shavira. Camille Beauty currently has several types of products, namely Organic Masks (Strawberry, Coffee, Greentea, Lemon, Milk, Chocolate), Skincare (Beauty Charge Facial Wash, Me With You Toner, Say Glowry Moisturizer, Happy Joy Serum, Moon Night Cream, Sunny Day Cream, and Little Pop Facemist) and Body Care (Bodyscrub). Since its inception, Camille Beauty has always been active and consistent in promoting by providing testimonials of wearing masks on her Instagram account. Consumers can also buy their products through Shopee and Tokopedia. In 2021, Camille Beauty masks went viral as many people showed that they could overcome skin problems. This makes Camille Beauty masks the best-selling face mask brands on Shopee and Tokopedia (Jurkami, 2023).

Consumer behavior after seeing an attractive product determines their desire to buy (Shahzad et al., 2024). With so many beauty brands on the market, the Camille Beauty brand can attract customers' buying interest by considering a price perception to be set, the quality of the products used, and a good brand reputation. Customers will be looking for products with affordable prices but high quality and good brand reputation. Because the price of this Camille Beauty product is usually below Rp 100,000, the price tends to be middle to lower. When it comes to product quality,

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many people in Indonesia want high-quality products at affordable prices. However, everyone's perception of whether the product is cheap or not is different. Camille Beauty definitely has SOPs to get quality ingredients for its beauty products, so potential consumers don't have to worry about the quality of their products. In other words, competition in business is always there. With competition between sellers trying to gain profits, market share, and a high number of sales (Cahyaningtyas & Budiarti, 2022).

Camille Beauty is in first place of the top ten best-selling face mask brands. According to organic mask sales data with an 11.9% market share in the period 1-15 August 2021 on Shopee and Tokopedia (Jurkani, 2023). Product quality according to (Widya & Riptiono, 2023) is a measure of the extent to which a product can meet the needs, wants, and expectations of customers. With the growth of business, a company realizes that a good and strong product is not ideal if it cannot meet the needs, wants, and expectations of customers. Thus, entrepreneurs must also pay attention to the quality of high-quality products, the more people who use the product, the greater the consumer interest in buying it. Consumers take decisions about a product as the process of choosing between several options and solving their problems. Then, there is an evaluation of these various options that can determine the attitude to be taken next, this was stated by (Ernawati, 2020). The capacity to provide high-quality goods to customers and consumers is influenced by the quality of the product. Customers will be more likely to buy goods if the quality is better, and we must continue to provide new products to attract consumers. Price perception often influences consumers' purchasing decisions, which has a significant impact on how valuable a product is to consumers. Additionally, pricing helps customers get goods or services in a way that maximizes their purchasing power. When consumers choose a brand, they make a purchase decision.

Based on the results of the pre-survey that has been conducted involving 30 female respondents of the Faculty of Economics and Business, Bhayangkara University, Greater Jakarta who have known and used Camille Beauty products, it can be concluded that the indicator of purchase decisions regarding the sale of Camille Beauty products that female students decide to buy Camille Beauty products tends to be high due to need. In addition, with an affordable price, it also makes consumers decide to buy. The presence of positive impressions from other people's experiences also makes the decision to buy. The brand image of Camille Beauty products that is increasingly remembered in the minds of consumers makes female students also decide to buy.

Overall, the phenomenon that occurred in this study reflects the dynamics of the rapidly growing beauty market, where consumers are increasingly selective in choosing products based on brand image factors, quality, and price perception. Camille Beauty masks that want to attract the attention of consumers must pay attention to these three factors and adjust them to market trends and consumer needs who are increasingly critical and informed with the information obtained. It is shown that customers are more likely to make better purchasing decisions if they have a positive impression of the brand.

## METHOD

### Literature Review

#### Marketing

Marketing according to the American Marketing Association (AMA) is the work and set of actions of an organization that creates, communicates, and delivers value to customers in a way that benefits both the company and its stakeholders (Kotler & Armstrong, 2020).

Marketing according to (Stanton, 2020) is a system of business activities intended to promote, price, and distribute goods and services that can meet the desires of current and potential customers. Based on this definition, the conclusion that marketing should be aimed at defining products,

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markets, prices, and promotions. Marketing is more than just an action that takes place before a product launch, it is a system of interrelated actions, starting from planning, determining prices, promoting, distributing goods and services to customers.

### **Brand Image**

According to (Tjiptono, 2008), brand image is a picture of a customer's relationship and belief in a particular brand. Brand image is the process of selecting, organizing, and interpreting information to create a significant picture of the brand. Meanwhile, according to (Hermawan, 2022) said that, the sparkle of any association related to a brand is considered a brand image.

According to (Ratri, 2023), the brand image consists of all the available information about the goods, services and operations of the brand. Customer experience directly provides this data source which first includes functional satisfaction and emotional satisfaction of the customer. In this case, the brand must be able to meet customer expectations and deliver on its promises. Brands must also be able to understand and meet the values that customers want and meet the unique needs of each customer.

### **Product Quality**

Product quality is the way marketing determines the position of their products in the market. Every company must decide on the quality of the products they make to help or support the company in improving or maintaining the position of their products in the target market. The ability of a product to perform its functions, such as durability, reliability, precision produced, then operated and repaired, and other attributes that are important to the product as a whole are known as product quality (Kotler & Armstrong, 2020).

### **Price Perception**

As a consumer's willingness to rely on a brand regardless of the risks it faces because of the expectation that the brand will provide positive results, a brand is said to be positive Brand trust refers to the consumer's belief in a product, where they still choose it despite the risks, because it has the expectation that the brand will provide positive benefits. This trust can then drive loyalty and long-term relationships between consumers and brands (Sari, 2023). Trust is the result of the prominence of various factors such as integrity, perseverance, competence, and stability of a trustworthy individual or organization. Consumers expect the brand to give something good to consumers, so it will generate interest in buying the product (Wardani & Maskur, 2022). Brand trust is the willingness of consumers to trust a brand however (Yudha & Hayuningtias, 2022).

Price perception is concerned with how price information is understood entirely by consumers and gives them a deep meaning. Perception is the process carried out by individuals to select, organize, and interpret information inputs to create a meaningful picture of the world. Perception is the process by which individuals choose, organize, and interpret stimuli into meaningful and sensible images of the world (Kanuk, 2019). According to Alma (2021), companies must consider many factors in setting a policy on price perception.

### **Purchase Decision**

According to (Tjiptono & Chandra, 2019) A purchase decision is the result of a number of actions that begin with the customer understanding their problem, gathering information about a particular product or brand, and assessing how well alternative options can solve their problem.

A purchase decision is considered the next step after the intention or desire to buy something (Am, 2023). However, the purchase decision is not the same as the actual purchase. When

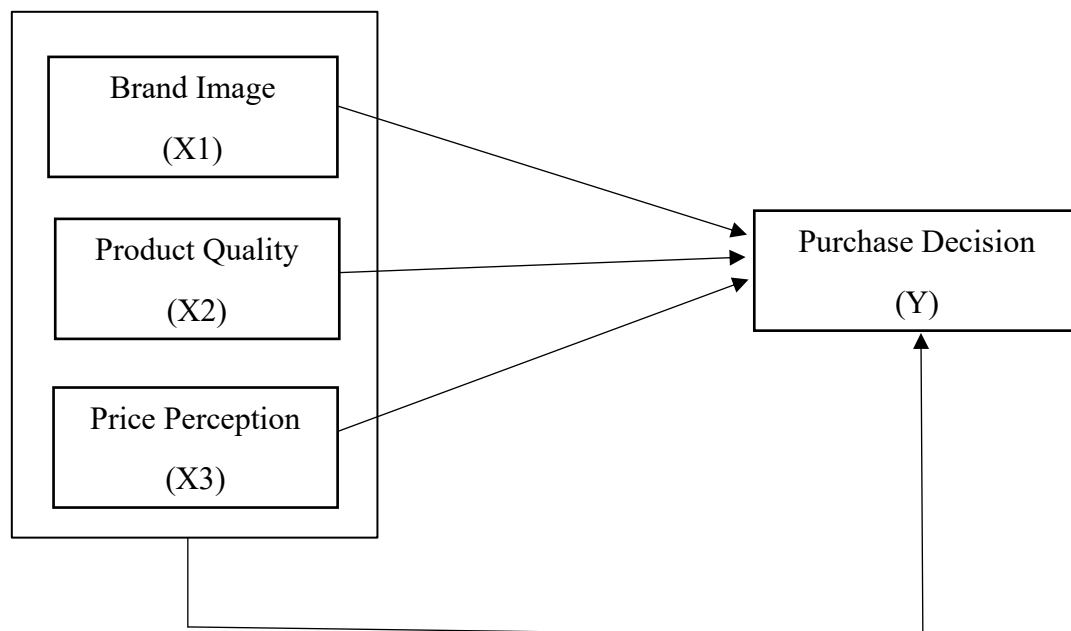
customers choose to buy a brand, they still have to make a decision and make a purchase. Consumers make the decision to buy something for rational, emotional, or both reasons. Meanwhile, according to (Dinawan, 2021) If consumers believe that there is a positive relationship between the price and quality of a product, they will compare other products and then make a decision.

### Research Methods

The method used is quantitative-based descriptive research. This study determined the population, namely respondents who have purchased and are interested in using Camille Beauty Mask products in female students at the Faculty of Economics and Business, Management Study Program, Class of 2021, Bhayangkara University, Greater Jakarta. The total population in this study is 197 people. In this study, the sampling technique is to use purposive sampling to collect non-probability samples. The number of samples uses the Slovin technique, so that the minimum sample in this study is 132 sample respondents from consumers who know and use Camille Beauty mask products at Bhayangkara University Jakarta Raya. This study uses primary data collected directly through a questionnaire that is shared. The data was processed using quantitative data analysis software in the form of SPSS For Windows Version 26. The data analysis methods in this study include descriptive statistical analysis, data quality test, classical assumption test, multiple linear regression analysis, and hypothesis test.

### Conceptual Framework

The framework of this study shows the relationship between the variables, which can be explained and described as follows:



**Figure 1.** Conceptual Framework

## RESULTS AND DISCUSSION

Based on the results of tests that have been carried out on Brand Image, Product Quality, and Price Perception in Bhayangkara University Jakarta Raya students, Faculty of Economics & Business class of 2021, it can be explained through the following discussion:

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### **The Influence of Brand Image on Purchase Decisions**

Based on the results of partial tests and data analysis that has been carried out, it shows that partially Brand Image has a positive and significant effect on Purchase Decisions. These results are in accordance with and in line with the research conducted by (Qolbi, 2023) Brand Image has a significant effect on Purchase Decisions because it can be caused by several factors that can affect consumer perception, even if the brand is already known or has a positive image. This shows that to improve purchasing decisions, companies need to pay more attention to product quality and the right pricing strategy, in addition to relying only on brand image.

A brand image is a collection of memories that customers have about a brand, both positive and negative. Manufacturers can become better known to consumers with a positive brand image, in other words, customers will consider buying goods with a good brand image. Finding that brand image has a positive and significant effect on consumers' decisions about what they buy. The results show that the better the brand image, the more consumers decide to buy something. Consumer perception and familiarity with the brand can be influenced by previous buying experiences (Gifani & Syahputra, 2021).

These results support the theory (Apriani & Bahrin, 2021) that there is a strong link between brand image and purchase decisions. Consumers are more likely to choose a better brand along with the quality of their brand perception. A strong brand image can provide superior advantages for a company, one of which will create a competitive advantage. Another benefit of a positive product image is to develop products and take advantage of the positive image that has been formed in old products. The results of this study are in line with previous research which shows that brand image has a positive and significant effect on purchase decisions.

### **The Effect of Product Quality on Purchase Decisions**

Based on the results of partial tests and data analysis that have been carried out, it shows that partially product quality has a significant effect on the purchase decision of Camille Beauty masks, so this shows that consumers are more concerned about the benefits they get from the product. Therefore, companies must maintain and improve the quality of their products as a key strategy to attract consumers and drive purchase decisions. Focusing on product quality can strengthen a brand's competitiveness in the market and increase customer satisfaction and loyalty.

### **The Influence of Price Perception on Purchase Decisions**

Based on the results of partial tests and data analysis that has been carried out, it shows that partially price has a positive and significant effect on purchase decisions. These results are in accordance with and in line with the research conducted by (Pratiwi & Soliha, 2023) explained that there is a positive and significant influence between price and purchase decisions. Which means that the price is already known and has become a reference by consumers even though the brand is quite well-known in the community and consumers will decide to make a purchase if the price offered by the producer is as desired by the consumer. The price variable has one indicator, namely price affordability, marketing a product at an affordable price but with quality, then someone will determine to buy the product. To make better purchasing decisions by paying attention to the suitability of the product price with the quality of the product, where the price of the product is in accordance with the quality given. The results of this study support previous research that shows that the influence of price on consumer purchasing decisions.

### **The Influence of Brand Image, Product Quality, and Price Perception on Purchase Decisions**

From the results of simultaneous calculations in Table 4.17, the Brand Image (X1) simultaneously has a significant effect on the purchase decision. Product Quality (X2) and Price Perception (X3) have a significant effect on Purchase Decisions (Y). The results of the test support research conducted by (Wicaksono et al., 2023) which provides results that simultaneously Brand Image, Product Quality and Price Perception have a significant effect on purchase decisions.

Before deciding to buy a product, Brand Image, Product Quality and Price Perception are very important. If the price of a product is not proportional to its profits and quality, and creates a brand image by always having a good reputation by using highly influential people, popularity in Indonesia so that it attracts attention, gives rise to confidence and trust, then it can increase the desire of consumers to buy the product.

### **CONCLUSION**

Based on the results of the research that has been carried out, the following conclusions can be drawn: Brand Image partially has a positive and significant effect on Camille Beauty's product purchase decisions. This shows that the Brand Image owned by Camille Beauty products will continue to improve its brand to make purchasing decisions for consumers. Product Quality partially has a positive and significant effect on Camille Beauty's product purchase decisions. That the quality of the products provided by Camille Beauty includes satisfactory product quality time, good product durability and attractive product appearance that can influence the purchase decision. Price Perception partially has a positive and significant effect on Camille Beauty's product purchase decisions. That the price offered to consumers is proportional to the benefits and quality of Camille Beauty products, so that consumers are increasingly confident in making purchase decisions. Price Perception, Brand Image, and Product Quality simultaneously have a positive and significant impact on Camille Beauty's purchase decision. These results provide empirical evidence that the purchasing decisions made by Camille Beauty consumers including the desire to buy and recommend the products offered can be influenced by Brand Image, Price Perception and Product Quality. The better the brand image and product quality, the higher the purchase decision of Camille Beauty.

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