

The Influence Of Brand Image, Promotion And Product Quality On Purchase Decisions For Ardepons Indonesia (Case Study Of Ardepons Indonesia Skincare In Pulogadung District)

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ABSTRACT

The aim of this research is to determine the influence of brand image, promotion and product quality on purchasing decisions at Ardepons Indonesia in Pulogadung District, Jakarta. The research used is quantitative with the research strategy used by researchers being an associative strategy. This research uses primary data by distributing questionnaires to 97 Ardepons user respondents. The sampling technique used was non-probability sampling. The data processing method in this research uses validity testing, reliability testing, partial and simultaneous determination. This research tests the hypothesis using the SPSS Version 25 application. The results of this research show that the processing results are Brand image has a positive and significant effect on Ardepons purchasing decisions. Promotions have no effect on purchasing decisions for the Ardepons brand. Product quality has a positive and significant effect on purchasing decisions. Brand image, promotion and product quality simultaneously have a positive and significant effect on purchasing decisions for Ardepons Cosmetics.

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1. Introduction

Skincare is a wide range of skin care products designed to lighten, revive, restore, and protect the skin. A healthy diet is an important part of skin care, which includes measures to avoid skin disorders and protect the skin from sunlight (Perwitasari, NH, 2019) [1]. Every person has a different skin type and has different needs so each skin requires different care. Therefore, facial skincare products are made with formulas that are tailored to the condition of facial skin.

People are more likely to be interested in buying products from well-known brands. The popular company provides high quality goods. The “brand image” of an item is the perceived quality in the eyes of consumers and how the item stands out from similar offerings from other companies (Sutiyono & Brata, 2020) [2]. A person's impression of a brand is formed by their knowledge of the brand and their experience with the brand in the past. Therefore, customer opinions determine which brands are good and which are bad. Brand personality, brand strength, and brand favorability are markers used to assess brand image.

According to Kotler and Keller (2016) [3] Promotion is a marketing campaign where people are more likely to be interested in buying products from well-known brands. The popular company provides high quality goods. The “brand image” of an item is the perceived quality in the eyes of

consumers and how the item stands out from similar offerings from other companies (Sutiyono & Brata, 2020)[2]. That a person's impression of a brand is formed by their knowledge of the brand and their experience with the brand in the past. Therefore, customer opinions determine which brands are good and which are bad.

Brand personality, brand strength, and brand favorability are markers used to assess brand image. (Tjiptono, & Sumarwan, 2019)[4]. When brands or companies want to enter the global market, they must be able to build locally relevant messages (Aaker & Shansby, 2020)[5]. Kotler and Armstrong stated that if a product is of high quality, then the product will be able to fulfill its purpose without failure. These include durable, functional, accurate, easy to use, and easy to repair. The quality of a product or service is defined by Wijaya (2018)[6] as the sum of all its attributes which are adjusted to marketing, engineering, manufacturing and maintenance to ensure that the product meets the expectations of its users.

It is hoped that the products produced by each company will get the attention of consumers which will direct consumers to decide to buy their products, including PT Ardepons Indonesia which produces the products. The first Ardepons product was created in 1846. It was re-launched as Extract, and in 1914, Cold Cream and Vanishing Cream began the brand's transformation into a symbol (icon) of beauty

The efforts that the company continues to make in building its brand image are marketing activities that are expected to attract more consumers to decide to buy their products. Thus, research on the influence of brand image on consumers' decisions to buy a product has strong implications in current marketing practices. Through a deeper understanding of how brand image can influence consumers from diverse backgrounds, marketers can design more aggressive marketing strategies with developments in social conditions in society which are supported by technological developments.

Skin care has been an integral part of human culture throughout history. Various cultures and civilizations have skin care traditions using natural ingredients such as oil, honey and medicinal plants as skin care ingredients. The industrial revolution brought significant changes in the production of beauty products. In the 20th century, the beauty industry began to develop rapidly with the emergence of various skin treatments. People are increasingly aware of the importance of caring for their skin as part of general health. Factors such as exposure to UV (ultraviolet) rays, pollution and lifestyle also affect skin health, making skin care more important.

Technological advances in the beauty industry, including competition in the skincare industry, are very tight and present challenges. L'Oréal is the largest skincare company in the world and focuses on product innovation and new brand acquisitions. Garnier is a skincare brand owned by L'Oréal that focuses on products that are affordable and easily accessible to consumers.

Ardepons is a skincare company and focuses on developing products that suit local needs and strengthening brand awareness that focuses on various aspects to remain a well-known skincare brand in Indonesia. With a focus on brightening skin, preventing aging, maintaining skin balance, product innovation, accessibility, and marketing, Ardepons strives to meet consumer needs and provide the best solutions for their skin problems.

There is currently a lot of competition for Ardepons products, such as Biore, Wardah, L'Oréal and others, so they are continuously improving their brand image, promotions and increasing product quality. So the author feels it is necessary to conduct research on how effective these efforts are in increasing interest in purchasing Ardepons products and how to deal with increasingly aggressive competitors.

Based on the background of the problem, the formulation of this research problem is; Does brand image influence the decision to purchase Ardepons Indonesia products?; Does promotion influence the decision to purchase Adepons Indonesia products?; Does product quality influence the decision to purchase Ardepons Indonesia products?; Do brand image, promotion and product quality influence the purchasing decisions of Ardepons Indonesia consumers?

The research objectives are as follows: To determine the influence of brand image on Ardepons Indonesia consumer purchases; To find out the influence of promotions on purchasing decisions for Ardepons Indonesia. To determine the influence of Ardepons Indonesia product quality on

purchasing decisions; and to determine the influence of brand image, promotion and product quality on purchasing decisions for Ardeponds Indonesia.

2. Theoretical basis

2.1 Understanding Brand Image

Consumer appeal is the result of a complex interaction between the advertising message, individual psychology, and their perception of the message. Consumer psychology plays a crucial role in shaping this aspect of attractiveness, because each individual responds to advertising messages based on unique interpretations that are influenced by life experiences, values, and personal views towards certain brands or products (Rossiter & Percy, 2017)[7]. Moreover, past experiences, attitudes toward the brand, and emotional associations with the product can be determining factors in the extent to which an advertising message influences an individual. In this context, building a strong emotional bond between consumers and brands, creates a deeper positive response, and ultimately, influences purchasing decisions in a significant way (Aaker & Shansby, 2020)[5].

Brand image is the meaning that customers have in relation to a particular brand. When people think of a product, they automatically associate it with a particular brand. A brand's reputation will be felt universally (Tjiptono, 2018)[8]. Various assumptions about a brand shape its image. "How the brand is perceived by consumers" is what Aaker means when talking about brand image. In terms of perception, Davis claims that brands are similar to people: they can be characterized using adjectives, adverbs and phrases. Personal brand and brand association are two parts that form a company's image according to Davis (Simamora, 2015). What people remember about a brand is a reflection of their perceptions and beliefs (Kotler, 2018)[8].

According to Kotler and Keller (2016)[10], there are three indicators of brand image that can be seen from:

1. Brand association excellence, a product is better than its competitors, this helps build a positive impression of the brand.
2. The power of brand association, every great brand has its own unique personality and essence, and it is the basic responsibility of its owner to communicate and spread that essence through advertising and other promotional and marketing efforts. In this way, it will remain a connecting element between the product or brand and its target audience. Brand visibility and longevity will be guaranteed this way, even if the level of competition increases.
3. Unique brand associations are the unique features of the product.

2.2 Definition of Promotion

According to Kotler and Armstrong (2014) [11] Promotion is an action that conveys the superiority of a product and convinces buyers to buy the product. According to Kotel and Keller (2016), promotion indicators are as follows:

- 1) Advertising (Advertising)
- 2) Sales promotion (Sales Promotion)
- 3) Events and experiences (Events and Experience)
- 4) Public relations and publicity (Online And Social Media Marketing)
- 5) Online and social media marketing (Online and Social Media Marketing)
- 6) Marketing database and direct (Direct and database marketing)
- 7) Personal/direct sales

According to Assauri (2018)[12]. "Promotion is a business effort to influence and woo buyers using all elements of the marketing mix. This promotion policy is different from other marketing mix policies, so it is very dependent on all other marketing policies."

According to Kotler and Keller (2016)[10] there are five promotion indicators, including the following:

- 1) The total number of promotions carried out by a company during a certain period of time using existing promotional media is called its promotional reach.
- 2) The quality of promotion is an indicator of its efficacy.
- 3) The quantity of a promotion is the value that consumers give to previous promotions.
- 4) Promotion time, or the length of the company's promotional grace period.

- 5) The accuracy of promotional targets refers to how well the promotional objectives set are aligned with the overall company objectives.

Understanding Product Quality

Products are the final result of a company's efforts and can be sold or consumed to satisfy customer wants and needs. Products, on the other hand, are simply tools to achieve business goals. Products that stand out from the competition in terms of quality, design, size, packaging, service, warranty and taste are more likely to attract buyers.

According to Lesmana and Ayu (2019)[13] that product quality is a condition that is always changing and is related to products, individuals, labor and the environment to meet customer needs. According to Tjiptono (2015)[8] the definition of product quality is a function of the direct representation of a product and so on. The hallmark of an effective strategy is its ability to meet clients' needs in line with their goals. Therefore, the extent to which a product meets the needs of its intended consumers is a reasonable definition of product quality.

According to Harjuno (2018)[14] Product quality has several factors that influence it, these factors are: Technology, which consists of machines, raw materials and companies are components that can influence product quality. Also human resources, consisting of operators, foremen and other personnel in the company.

According to product quality indicators according to Asman Nasir (2021)[15] are as follows:

- 1) *Performance*, It is related to the quality of goods which can indicate the actual situation or quality of service.
- 2) *Range and type of features*, meaning that Quality in strategy includes everything that can satisfy client expectations in line with their goals. In short, the quality of a product is its ability to satisfy its intended consumers.
- 3) *Reliability or durability*, is the reliability required by a product
- 4) *Sensory characteristics* provides an explanation of a product using features such as appearance, style, attractiveness, and variety, as well as some components that can be significant qualities in a particular part.
- 5) *Ethical profile and image*, relating to the fact that buyers' impressions of a company's products and services are of the utmost importance.

2.3 Understanding the Purchasing Decision Process

The purchasing decision is the point at which customers make a purchase (Kotler and Armstrong, 2016) [10]. Environmental factors cannot be separated from consumer purchasing choices. Problem identification, information search, alternative assessment, purchase decision, and post-purchase behavior are the five steps that customers go through when making a purchase. The purchasing process, according to this paradigm, begins long before the purchase and continues into the future. There are five steps that every buyer must take before making a purchase.

a. Problem Recognition (*Problem Recognition*)

As soon as a customer recognizes a need or problem, the buying process begins. There are internal and environmental factors that contribute to this demand. People are driven to buy goods that are known to satisfy those urges, and they have learned to resist those urges from their previous experiences.

b. Information Search (*Information Searching*)

When customers have a need that they think can be satisfied, they start looking for information. Before turning to other sources, it is a good idea to recall previous events, because these sources may contain knowledge that can help current decision making. People will seek knowledge from other sources to help them make decisions if they do not have personal experience.

According to Kotler (2018)[8], consumer information sources are divided into four groups, namely:

- 1) An individual's personal network, including close relatives, friends, neighbors, and fellow students
- 2) Advertising, distributors, packaging, and in-store displays are examples of commercial sources.

- 3) Wide range of sources, including media
- 4) Direct knowledge gained through product evaluation and use Customers will learn about many brands on the market and the benefits of each brand through this information search.
- c. Evaluation of Alternatives (*Evaluating Alternatives*)
the final step in the decision-making process, and it involves processing data about brand preferences. In this step, consumers develop opinions about various brands based on their evaluation of product features, advantages, trustworthiness, and overall quality. There is a possibility of errors in the evaluation and identification of purchases depending very much on the source..
- d. Buying decision (*Purchase Decision*)
At this point, buyers develop preferences for several brands in many categories. Additionally, consumers develop preferences for certain brands and are more likely to purchase those products. A customer will make five further choices before making a final purchasing decision, including:
 - 1) determine the brand (brand selection)
 - 2) Choice of selected store (vendor's decision)
 - 3) Determination of quantity (choice of quantity)
 - 4) Decision when to buy (timing decision)
 choice of payment method. After Sales Behavior (*Post Purchase Behavior*)

There will be a level of happiness or sadness for buyers after they make a purchase. After making a purchase, there are three things that must be done (Kotler, 2018)[10], namely:

- 1) Customer happiness after making a transaction! The extent to which a product meets consumer expectations and meets their expectations determines the level of buyer satisfaction.
- 2) What happens after purchase? What happens next depends largely on how happy or unhappy the buyer is with the item. The likelihood of repeat purchases increases if the customer is satisfied with their purchase. Conversely, customers will switch to another brand if they are not satisfied with their purchase.
- 3) Utilization and final disposal after acquisition. Both the actual and expected conditions of a product have an impact on the level of buyer satisfaction. Customer actions are further influenced by their level of satisfaction; when they are happy, they tend to make a purchase, and when they are dissatisfied, they tend to switch to another brand.

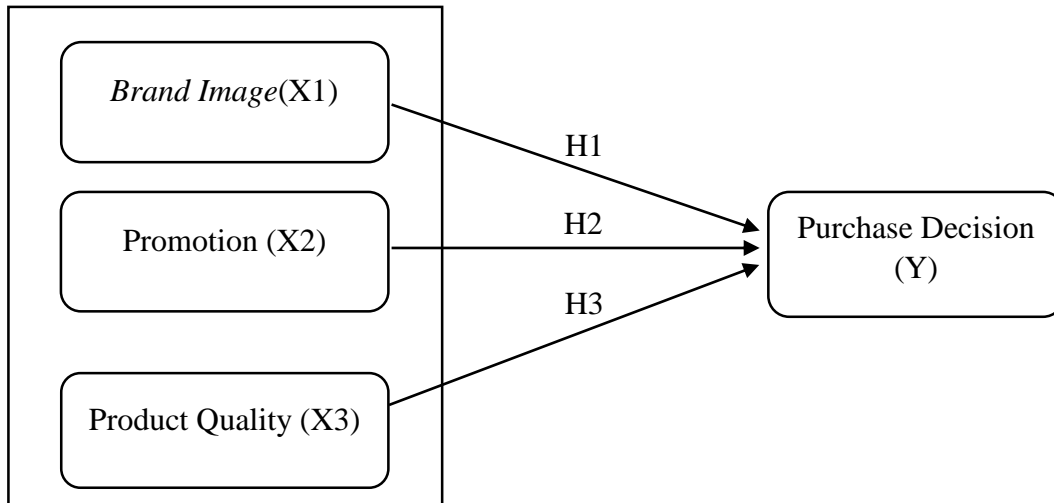
According to Kotler and Keller (2016) [10] there are six things related to purchasing decision indicators, including:

- 1) Product selection, People have the freedom to choose whether to spend their money on one product or something else. Here, businesses should focus on potential customers and the products they want to buy.
- 2) Brand selection, Each product has its own unique characteristics, and consumers must make decisions based on these. It is important for businesses to understand how consumers choose a product in this regard.
- 3) Selection of distribution location, prospective buyers when choosing a vendor considerations such as proximity, affordability, selection, ease of use, space, and so on all play a role in how consumers choose a distributor.
- 4) Purchase time, When making a purchase, consumers can be fickle. Some people like to shop daily, while others prefer to shop weekly, bi-weekly, etc.
- 5) Purchase amount, Customers have the freedom to choose the amount they want to spend on a product at any given time. Multiple purchases may occur. Here, businesses have many things to create to suit various tastes..
- 6) Payment method, When deciding to use a product or service, consumers have opinions regarding payment methods. Today, technological factors in purchasing transactions are considered along with environmental and family factors when determining a consumer's final choice.

Framework

The following may help to understand the flow of the thought process of this research:

Figure 2.1.Framework



Research Hypothesis

According to Sugiyono (2019) a hypothesis is a short-term solution to a research problem that is based on data obtained through various kinds of empirical investigations. Considering that these results come from data collection procedures, the researcher proposes the following hypothesis:

- H1 : It is suspected that there is an influence on brand image on purchasing decisions for Ardepons Indonesia in Pulogadung District.
- H2 : It is suspected that promotion has an influence on purchasing decisionsArdepons Indonesia in Pulogadung District.
- H3 : It is suspected that there is an influence on product qualityDecision to purchase Ardepons Indonesia in Pulogadung District.
- H4 : It is suspected that there is an influence on brand image, promotion and product qualityregarding the decision to purchase Ardepons Indonesia in Pulogadung District.

3. Research Methods

Quantitative research methods were used in this research. The deductive-inductive method is the backbone of quantitative research. Theoretical foundations, expert opinions, and knowledge based on the researcher's experience form the basis of this method, which is then used to formulate problems and suggest solutions to collect empirical data from the field for confirmation or rejection.

Theories, facts, correlations, descriptions, estimates, and predictions can all be sought using quantitative methods. Quantitative research designs must be as planned as possible and adhere to strict organizational standards and formalities. Considering that this is a blueprint for a real study, the design is very thorough and to the point. This research examines the influence of Variable X (Brand Image, Promotion and Product Quality) on Y (Purchasing Decision). Meanwhile, to analyze the influence of each variable using SPSS version 24.0.

Researchers utilize the characteristics and characteristics of a population to investigate and draw conclusions about that group, according to Sugiyono (2019) [16]. The population of this study is all Ardepons Skincare users in Pulogadung District, the exact number of which is unknown.

The size of this population cannot be known with certainty. To determine the number of samples in this research, the following Margin of Error (MOE) formula was used:

$$N = \frac{Z^2}{4(Moe)^2}$$

Information :

n = Number of Samples (Respondents)

Z = Confidence level (95% or 1.96)

Moe = *Margin Of Error*, maximum error rate of 10%

By using the formula above, the sample calculation is as follows:

Calculation:

$$N = \frac{(1.96)^2}{4(0.1)^2} = 96.03 \text{ (rounded to 97)}$$

Primary data, also known as direct data, is used in this research. According to Sugiyono (2017)[16], primary data sources are information collected from direct reports, interviews and surveys sent to samples that represent the target audience (in this case Ardepons users in Pulogadung District). This premier data comes from respondents' answers to questionnaires that are filled in in real time.

This research uses a survey (questionnaire) data collection method. A questionnaire is a method for collecting data by answering a series of written questions to respondents.

Online survey tools, such as Google Docs, was used to collect data for this study. As preparation, Ghazali (2016) [16] stated that a five-point reference Likert Scale with the following options is often used:

4. Results And Discussion

Respondent Description

In Pulogadung District, we distributed questionnaires to those who had purchased Ardepons Indonesia Skincare. The information collected is shown in the table below:

Table 1. Data on Respondent Characteristics Based on Gender

Gender	Amount	Presentation
Man	19	19.59%
Woman	78	80.41%
Grand Total	97	100%

Source: Processed research data, 2024

The study found that 78 female respondents (or 80.42 percent) constituted the largest gender group. Because it is based on a questionnaire distributed on In Pulogadung District, the average gender is female. Indeed, in general, those who often use beauty tools are women.

Age	Amount	Presentation
17 - 23 Years	34	35.05%
24 - 32 Years	22	22.68%
> 35 Years	41	42.27%
Grand Total	97	100%

Table 2: Data on Respondent Characteristics Based on Age

Source: Processed research data, 2024

From the results of this research, the highest number of respondents based on age >35 years was 41 people or 42.27%. This means that age is the age of mothers who, with their ability, can buy beauty equipment. This is based on a questionnaire distributed in the District Pulogadung has an average of >35 years.

Table 3. Data on Respondent Characteristics Based on Occupation

Current Employment	Amount	Presentation
Private sector employee	23	23.71%

Student/Student	32	32.99%
Government employees	2	2.06%
Self-employed	40	41.24%
Grand Total	97	100%

Source: Processed research data, 2024

In this research, the highest number of respondents based on the type of self-employed work was 40 people or 41.24%, such as traders, entrepreneurs, etc. because it was based on a questionnaire distributed in the sub-district. Pulogadung's average job is as an entrepreneur.

Table 4. Validity Test Results for Product Quality Variables

Statement	Rcalculated value	rtable value	Information
KP1	0.689	0.1996	VALID
KP2	0.760	0.1996	VALID
KP3	0.760	0.1996	VALID
KP4	0.639	0.1996	VALID
KP5	0.750	0.1996	VALID

Source: Processed research data, 2024

Based on table 4, it reveals that there are five statement items that form product quality variables. Because it is known that the estimated value of all product quality variable statements is greater than r table, all product quality variable statement items in this research can be considered valid.

Table 5. Validity Test Results for Purchasing Decision Variables

Statement	Rcalculated value	rtable value	Information
KEP1	0.767	0.1996	VALID
KEP2	0.737	0.1996	VALID
KEP3	0.697	0.1996	VALID
KEP4	0.738	0.1996	VALID
KEP5	0.743	0.1996	VALID
KEP6	0.605	0.1996	VALID

Source: Processed research data, 2024

Based on table 5, it shows that the items in the statement are six items that represent purchasing decisions. The fact that each statement item for the purchasing decision variable in this study has a calculated value that is higher than the r table shows that all of them are valid.

Reliability Test Results

The tool used to measure the questionnaire is an indicator of the variable. A research instrument can be said to be reliable or consistent if the Cronbach Alpha value is > 0.60 . (Ghozali, 2016) [16]. The table below shows the reliability results in this research with the help of the SPSS version 25.0 program:

Table 6. Reliability Test Results

Variable	Cronbach's Alpha	Information
Brand Image	0.834	Reliable
Promotion	0.857	Reliable
Product quality	0.882	Reliable
Buying decision	0.892	Reliable

Source: Processed research data, 2024

Brand image has a reliability coefficient of 0.834 which is dependent on item consistency or Cronbach's alpha value as seen in table 4.8 above. The purchasing decision instrument was 0.892, the product quality instrument was 0.882, and the promotion instrument was 0.857. As a result, with Cronbach's alpha better than 0.60, all research instruments can be considered reliable. This shows that the research instrument statement items can collect data consistently, which means that resubmitting the statement will provide similar results to the previous one.

Test Data Analysis

Coefficient of Determination (R²)

By using the coefficient of determination, one can find out the percentage contribution to the relationship between the independent and dependent variables. The coefficient of determination is a

number between zero and one. If the coefficient of determination is high, close to 1, it means that the independent variable can provide almost all the data needed to predict the dependent variable. So you can find out how far the independent variable is by looking at the adjusted R-squared value. These two variables are influenced by the independent variable.

Table 7 Coefficient of Determination Test Results (R2)

Model	Adjusted R Square
1	,613
a. Predictors: (Constant), Product Quality, Brand Image, Promotion	
b. Dependent Variable: Purchase Decision	

Source: Processed research data, 2024

Based on the table above, the Adjusted R-squared value is 0.613 or the equivalent of 61.3%. So, other variables accounted for 38.7% of the variance in purchasing decisions, while brand image, promotion and product quality accounted for 61.3%.

Partial Analysis of the Coefficient of Determination (KD)

Table 8 Partial Analysis Coefficient Test Results for Determination Coefficient

Model		Coefficientsa					Correlations			Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients		t	Sig.				
		B	Std. Error	Beta				Zero-order	Partial	Part	
1	(Constant)	4,980	1,298			3,835	,000				
	Brand Image	,149	,169	,587		5,883	,000	,590	,591	,356	2,419
	Promotion	,089	,128	,077		,700	,486	,636	,072	,044	2,971
	Product quality	,727	,106	,669		6,865	,000	,784	,580	,436	2,355

a. Dependent Variable: Purchase Decision

1. partial KD

(1) Partial KD of Brand Image (X1) on Purchase Decision Y

Based on data processed using SPSS version 24.0 which produces a partial correlation value of 0.591 between X1 (Brand Image) and Y (Purchase Decision). Therefore, the following is the formula for calculating the KD Brand Image value on purchasing decisions::

$$\begin{aligned} \text{KD1.23} &= (r_{Y1.23})^2 \times 100\% \\ &= (0.591)^2 \times 100\% \\ &= 34.92\% \end{aligned}$$

In the purchase option, the partial KD value is 34.92%. Here we can see that brand image only accounts for 34.92% of the total impact on purchasing choices, while the remaining 65.08% comes from factors unrelated to brand image.

(2) Partial KD X2 against Y

Based on running SPSS 24.0, a partial correlation of 0.072 was found between X2 (Promotion) and Y (Purchase Decision). The following is the formula for determining the KD value of promotional variables on purchasing decisions::

$$\begin{aligned} \text{KD2.13} &= (r_{Y2.13})^2 \times 100\% \\ &= (0.072)^2 \times 100\% \\ &= 0.51\% \end{aligned}$$

The KD value is less than half of the visitors decide to leave. This shows that promotions have an impact on purchasing choices of 0.51%, and other factors have an influence of 99.49%.

(3) Partial KD X3 against Y

Based on the data processing results of the SPSS version 24.0 program, a partial correlation coefficient between X3 (Product Quality) and Y (Purchase Decision) was obtained at 0.580. Thus, the KD value of Product Quality on purchasing decisions can be calculated as follows:

$$\begin{aligned} \text{KD}_{3.12} &= (r_{Y3.12})^2 \times 100\% \\ &= (0.580)^2 \times 100\% \\ &= 33.64\% \end{aligned}$$

The partial KD value for purchasing decisions is 33.64%. This shows that product quality influences purchasing decisions by 33.6%, while the remaining 66.4% is influenced by other variables.

Hypothesis test

In testing this hypothesis, the relationship between the independent variable and the dependent variable is partially determined. The following are the steps in testing this research:

1. Partial hypothesis testing:

Table 9 Brand Image T Test

Variable	Q		Sig		Conclusion
	tcount	ttable	Results	$\alpha = 5\%$	
Brand Image (X1)	5,883	> 1,985	0,000	< 0.05	Ho is rejected, Ha is accepted, there is influencesignificant

Source: Processed research data, 2024

Based on a significance level of 0.000 determined by analysis of variance (X1) on customer decisions (Y) in a data set evaluated using the SPSS version 25 tool. The null hypothesis (Ho) is rejected or Ha is accepted, because the significance level is lower than the significance level ($\alpha=5\%$), namely $0.000 < 0.05$, and the calculated t value is greater than the t table value, namely $5.883 > 1.985$. This proves that there is a significant influence of price on purchasing decisions.

2. Effect of Promotion (X2) on Purchasing Decisions (Y).

Table 10 Promotion T test

Variable	Q		Sig		Conclusion
	tcount	ttable	Results	$\alpha = 5\%$	
Promotion (X2)	0.700	<1,985	0.486	< 0.05	Ho is accepted, Ha is rejected, there is no effect

Source: Processed research data, 2024

Based on statistical tests with SPSS version 25, it shows that the promotion variable (X2) has a significance level of 0.486 on consumer choice (Y). Because the significance is greater than the significance level ($\alpha=5\%$), namely $0.700 > 0.05$, and the calculated t is smaller than the t table, namely $0.700 < 1.985$, the conclusion is that Ho is accepted or Ha is rejected. As a result, we can say that advertising does not significantly influence consumers' final purchasing choices.

3. Influence of Product Quality (X3) on purchasing decisions (Y).

Table 11. Product Quality T Test

Variable	Q		Sig		Conclusion
	tcount	ttable	Results	$\alpha = 5\%$	
Purchase Quality (X3)	6,865	> 1,985	,000	< 0.05	Ho is rejected, Ha is accepted, there is influencesignificant

Source: Processed research data, 2024

If you look at the influence of product quality (X3) on purchasing decisions (Y), testing the data using SPSS version 25 produces a significance level of 0.000. If the estimated t value (6.865) is greater than the t table value (1.985) and the significance level (0.000) is lower than the crucial value (0.05), then the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted. To some extent, this shows how important product quality is to the buyer's decision-making process.

4. F or Simultaneous Test*Table 12. The F or Simultaneous test is as follows*

		ANOVAa				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	415,938	3	138,646	51,631	,000b
	Residual	249,733	93	2,685		
	Total	665,670	96			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Product Quality, Brand Image, Promotion						

Tests carried out using SPSS version 25 reveal that, with respect to purchasing decisions, the variables Y, X1, X2, and X3 are statistically significant at the 0.000 level. Based on the significance level ($\alpha=5\%$) which is smaller than the calculated t (51.631) and the t table value (1.985) is greater than the calculated t (0.000), the research findings show that H_0 is rejected or H_a is accepted. A customer's final purchasing decision is greatly influenced by the following three elements: brand perception, advertising, and product quality.

Discussion**Brand image T test on purchasing decisions**

The results of statistical analysis in SPSS version 25 show that the brand image variable (X1) has a significant effect on purchases (Y) at the 0.000 level. The results show that H_0 is rejected or H_a is accepted because the significance level is less than the 5% criterion ($0.000 < 0.05$) and the estimated t value is higher than the t table value ($5.390 > 1.985$). Consumers' perceptions of a brand significantly influence their purchasing choices. Hypothesis testing findings show that the brand image variable has a significant influence on purchasing decisions, in line with previous research (Ana Maulidia, Bulan Prabawani, and Ana Maulidia, 2020). This research can be used as a basis for future assessments.

Effect of Promotion (X2) on Purchasing Decisions (Y).

The promotion variable (X2) is known to have a significance level of 0.700 for the purchasing decision variable (Y) according to SPSS version 25 testing. Because the significance criterion ($\alpha=5\%$) is exceeded, especially because $0.700 > 0.05$ and the calculated t is greater than the t table, especially because $0.700 > 1.985$, the research findings show that H_0 is approved or H_a is rejected. This shows that promotions do not have much influence on customers' final purchasing decisions. Abid.Muhtarom, Muhamad Imam Syairozi, and Reva Desy Rismayati (2022) did not find a statistically significant relationship between promotion quality and customers' final purchasing choices. Based on this, we can re-evaluate these results.

Influence of product quality (X3) on purchasing decisions (Y)

Based on the product quality variable (X3) it has a significance level of 0.000 Y, based on data testing carried out with the SPSS version 25 program, on purchasing preferences. Because the significance criterion ($\alpha=5\%$) is $0.000 < 0.05$ and the calculated t is greater than the t table value ($6.865 > 1.985$), the null hypothesis (H_0) is rejected or the alternative hypothesis (H_a) is accepted. This suggests, at least in part, that product quality is a major factor in customers' purchasing decisions. According to Dara Martania (2020), who used previous research as a basis for further research, consumer purchasing decisions are significantly influenced by the results of hypothesis testing related to product quality elements.

The F or Simultaneous test is as follows

The data were analyzed using SPSS version 25 software. Based on these results, we can reject H_0 and accept H_a because the t value is more than the t table (51.631) and the significance criteria ($\alpha=5\%$) is less than $0.000 < 0.05$. This shows that advertising, product quality, and brand image all have a major impact on consumer purchasing decisions.

5. Conclusion

Based on the data that has been collected, it can be concluded as follows:

1. The brand image variable has a positive and significant effect on consumer purchasing decisions. Consequently, if the brand image has a significant influence, buyers will continue to buy Ardepons products.
2. Promotion variables do not influence purchasing decisions. Therefore, promotions do not make purchasing choices of the Ardepons brand.
3. The product quality variable has a significant positive influence on purchasing decisions. This shows that extraordinary product quality has a significant impact on customers' purchasing choices for Ardepons goods.
4. The variables brand image, promotion and product quality all have a significant positive influence on purchasing decisions. Aspects of brand image, promotion and product quality together influence Ardepons Skincare purchasing choices.

Suggestion

1. Based on the conclusions above, the researchers' suggestions are as follows: Ardepons products have failed in promotion so they need to be improved further, such as participating in beauty exhibitions, using brand ambassadors from famous artists. Using all social media, Instagram and so on. So promotions can increase sales very high.
2. With the smallest questionnaire results on questions, Ardepons has an advantage compared to other brands. So, it is recommended that Ardepons needs to increase its advantages such as price, good efficacy compared to other beauty products.
3. The results of the questionnaire are small in the question: I feel like I want to buy the product again, to encourage consumers to buy again and promotions need to be created, for example buy two get one free. Guarantee that if it doesn't work, you will get your money back and you will be given a shopping coupon that you can buy 10 times and get a prize of 3 beauty tools and so on.

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