Research Article

The Purchase Intention Of Wardah Lipstick Products Based On Price Product Quality And Brand Image (Students From Widyatama University Bandung)

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Abstract

The purpose of this article was to know the purchase intention of Wardah lipstick products based on price product quality and brand image. The data used is by giving questionnaires to all costumer of Wardah lipstick products, Methodology is use probability sampling technique or random sampling, Using this technique because in this study it provides an opportunity for all Wardah lipstick unit of analysis to become a sample with 97 respondents.

Background

The growth of the cosmetic industry is currently experiencing quite good growth with visible expansion of various types of existing cosmetics and is also supported by changes in the lifestyle of people who are starting to care about self-care. Cosmetic products emerge from local products and international products so that people get various choices and varied prices.
Cosmetics are part of one's lifestyle and with the aim of fulfilling the need to beautify one self and become a top priority in supporting one's appearance every day and one of the cosmetic products is lipstick that must be owned by women in Indonesia. Woman behavior is to always use and hand carry lipstick with the aim of make offer himself in order to increase self-confidence, this causes an increase in the use of lipstick and makes lipstick manufacturers win the competition.
The pricing strategy carried out by Wardah is to provide a relatively cheap price so that it can be affordable for the lower middle segment with the aim of attracting consumers to buy and use a product and is expected to influence consumers not to choose competing products as well as product quality factors. Good quality is an important factor for every company to create a competitive advantage.

Formulation Of The Problem

The problem formulated as follows:

1. Does the price affect the purchase Intention of Wardah lipstick?

2. Does product quality affect Wardah lipstick purchase intention?

3. Does brand image affect Wardah Lipstick purchase intention?

4. Do price, product quality, and brand image influence the purchase intention of Wardah lipstick?

Theoretical Basis

Buying intention
]According to Yoo, Jung, and Oh (2021) purchase decision is a process where consumer recognize the problem, seek information about a particular product or brand and evaluate well each alternative can solve the problem, which then leads to a purchase decision.

Price

Yoo et al. (2021) argue that price is the amount of money exchanged for a product or service.
Product quality
According to Firmansyah (2021), product quality is the factors contained in an item or result that cause the item or result to be in accordance with the purpose for which the item or result is intended.
Brand Image
According to Lin, Lin, and Wang (2021) brand image is a unique set of associations that marketers want to create or maintain.

Research Methods and Discussion

Linear Regression Analysis

Testing H1, H2, H3 with T-Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.810	1.961		2.453	.016
	Price	.501	.142	.410	3.522	.001
	Product Quality	.239	.096	.351	2.490	.015
	Brand Image	-.267	.118	-.279	-2.258	.026

Coefficients[a]

a. Dependent Variable: Purchase Intention

Based on the table above, the results of multiple linear regression obtained the following equation:

$Y = 4.810 + 0.501X1 + 0.239X2 + -0.267X3$

a. Coefficient of Determination

Model Summary[b]

Model	R	R Square	Adjusted R Square	Standard Error of the estimate	Durbin-Watson
1	.549[a]	.302	.279	1.95361	1.725

a. Predictors: (Constant), Brand Image, Price, Product Quality
b. Dependent Variable: Purchase Intention

Based on the model R, R-Square value is 0,302, understand that 30.2% of the variation in the value of purchase intention and 69.8% influenced by other variables.

b. Multicollinearity test results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.810	1.961		2.453	.016		
	Price	.501	.142	.410	3.522	.001	.554	1.805
	Quality of Product	.239	.096	.351	2.490	.015	.378	2.643
	Brand Image	-.267	.118	-.279	-2.258	.026	.492	2.033

a. Dependent Variable: Purchase Intention

The multicollinearity test result that the VIF value is X1 = 1.805 , X2 = 2.643 , and X3 = 2.033 , so it can be said that this model has met the non-multicollinearity assumption.

g. T Test (Partial)

c. Heteroscedasticity test results

Scatterplot
Dependent Variable: KeputusanPembelian
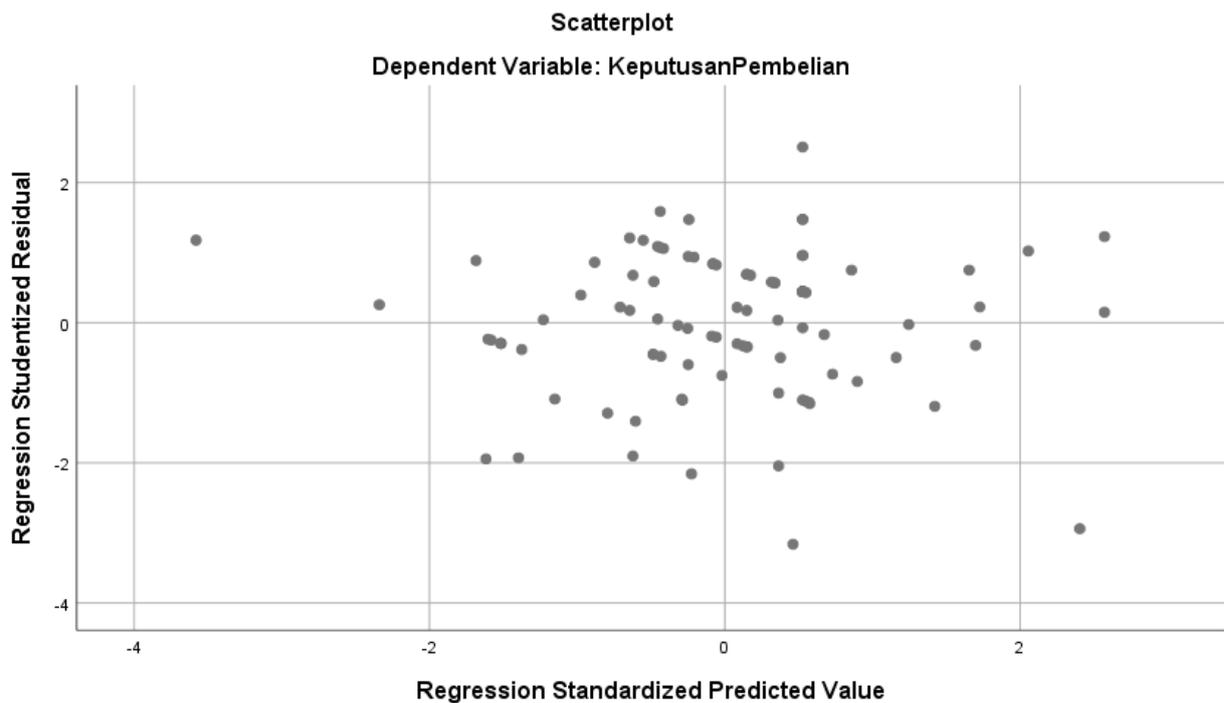
Based on the scatterplot output in the image above, that points is spread and below the number 0 on the Y Axis and do no form a certain clear pattern.

Conclusion

1.   The effect purchase intention to price the result is a positive and significant because this can affect consumers in giving value to a product, which value is related to good and bad product quality.
2.   The effect purchase intention to product quality is a positive and significant. because most consumers will look at product quality, price, brand image, place and promotion before making a purchasing intention.
3.   The effect purchase intention to brand image is a positive.

References

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