

The Influence of Product Quality, Brand Image and E-Wom on Makeup Product Purchase Decisions By Lizzie Parra (BLP)

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ABSTRACT

This study aims to determine the influence of product quality, brand image, and e-WOM on purchase decisions of makeup By Lizzie Parra (BLP) products (case study of BLP customers at Summarecon Mall Bekasi). This research is a quantitative study using primary data collected through questionnaires distributed directly to customers who have purchased and experienced BLP products at Summarecon Mall Bekasi. A total of 100 questionnaires were distributed. Based on statistical tests, the results show that Product Quality has a significant value (sig.) of 0.000, which is less than 0.05, and a t-count value of 4.231, which is greater than the t-table value of 1.98498, with a positive sign. Thus, hypothesis H1 is accepted, indicating that Product Quality has a positive influence on Purchase Decisions. Brand image has a significance value (sig.) of 0.010, which is less than 0.05, and a t-count value of 2.615, which is greater than the t-table value of 1.98498, with a positive sign. Thus, hypothesis H2 is accepted, indicating that Brand image has a positive influence on Purchase Decisions. e-WOM has a significant value (sig.) of 0.039, which is less than 0.05, and a t-count value of 2.097, which is greater than the t-table value of 1.98498, with a positive sign. Thus, hypothesis H3 is accepted, indicating that e-WOM has a positive influence on Purchase Decisions. For the simultaneous test, Product Quality, Brand image, and e-WOM have a significant value (sig.) of 0.000, which is less than 0.05. Therefore, hypothesis H4 is accepted, indicating that these three variables simultaneously have a significant influence on Purchase Decisions.

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1. Introduction

From year to year, the cosmetics industry has become one of the sectors that is growing rapidly. Starting with the lifestyle and use of cosmetics, advances in the economic, socio-cultural, and technological fields have changed the lifestyle of people in society. Every year, the cosmetics industry in Indonesia experiences changes in the price of revenue (Abdul Salam & Abdiyanti, 2022). Nowadays, there are many types of local cosmetics made by individuals and companies. Make Over Cosmetics, which was made by PT. Paragon Technology and Innovation (PTI), which was established in 1985, is one of the most popular local cosmetic brands in Indonesia. PT. Paragon has a large capacity to make cosmetic products with high-quality formulations, and was certified GMP (Good Manufacturing Practice) in 2006.

One of the cosmetic products that is widely used in the country is BLP Beauty. BLP Beauty is a locally produced cosmetics company founded in 2016 by Elizabeth Christina Parameswari, also known as Lizzie Parra. Lizzie Parra is a Beauty influencer who founded an independent cosmetics company in 2016. From her love for the world of beauty, Lizzie was able to give birth to the beauty

brand By Lizzie Parra (BLP). For five years, BLP Beauty has been able to attract a lot of attention from various events. For example, it was the top local cosmetics brand in 2017 according to Sociolla.com), won Best Lip Color at the Popbela Beauty Awards in 2018 and 2019, and won Best Lip Product of the Year at Female Daily in 2018. However, based on research conducted by online media Magdalene.com and Lizzie Parra, founder of BLP Beauty, it is estimated that the company's market share will be around 15% in 2020.

Product quality in the beauty industry today reflects a significant transformation in the way consumers perceive and choose products. The ease of access to information through the internet and social networks makes consumers more critical when evaluating product quality, reading reviews and comparing products before making a purchase decision. For example, BLP Beauty focuses on the quality of its products, creating lightweight and easy-to-use formulas, suitable for everyday beauty routines. One of the decisive elements in making a purchase is product quality, a crucial element that must be fought for by all companies if they want their products to be able to compete in the market. Consumers have considerations before buying a product, and there are several factors that influence their decision to buy a product (Prakosa & Tjahjaningsih, 2021).

Brand image in the beauty industry today is increasingly a determining factor in the success of a product. Today, consumers prioritize brand images that reflect certain values, such as sustainability, innovation, and authenticity. BLP Beauty has managed to build a strong brand image by highlighting its image as an innovative local brand and connecting with the audience through influencer marketing and its presence on social media. Unlike international brands such as Maybelline or L'Oréal, which tend to rely on a global image and established credibility, BLP Beauty prioritizes its proximity to local Indonesian consumers. Brand image is the identity of a product or service. A well-known and trustworthy brand is an asset that is not necessarily valuable. Brands are an important asset and a crucial component in business marketing activities (Citra et al., 2020).

e-WOM (Electronic Word of Mouth) in the beauty industry has become one of the important factors influencing consumers' purchasing decisions. With the rise of social media and e-commerce platforms, consumers now have easy access to share their experiences about beauty products online. e-WOM refers to reviews, recommendations, and testimonials shared online through platforms such as Instagram, YouTube, TikTok, or marketplaces such as Tokopedia and Shopee. In the context of BLP Beauty, the e-WOM phenomenon plays a big role in strengthening the brand image and increasing product awareness. Many consumers share their experiences about BLP products through social media platforms, whether it's about product quality, ease of use, or satisfactory results. e-WOM is a negative or positive statement about a product or company from real consumers, potential consumers or past consumers, where the information is available to people or institutions through online media (Yunitasari, 2018).

Based on the references and pros and cons of previous research, the researcher aims to develop research by looking at how much product quality, brand image and e-WOM influence consumer brand purchase decisions, especially in digital communication. In addition, looking at the situation of the Indonesian cosmetics industry, an appropriate marketing communication strategy is needed in order to compete with imported products. Therefore, the purpose of this study is to find out whether product quality, brand image and e-WOM can influence the purchase decision of the BLP Beauty brand. This research is about users/consumers who use BLP Beauty products as research subjects.

2. Literature Review

Personal Branding

According to Perry, (2000) Personal Branding is a personal identity that is able to create an emotional response to others regarding the qualities and values that the person has. Further Fathussyaadah et al., (2021) Stating that personal branding is a personal identity that is able to create an emotional response to others regarding the qualities and values that the person has. Consistency

is a key prerequisite for strong Personal Branding. According to Harnum Pratiwi (2021) From the definition of Personal Branding above, it can be concluded that Personal Branding is a brand or brand that is attached to a person that can be built and reflects who a person is who can be built and reflects who a person is that affects the audience's perception of the values and qualities possessed by a person.

According to Yunitasari & Japariato (2013) Personal Branding is based on your life values and has a high relevance to who you really are. Personal Branding is your personal brand in the minds of everyone you know. Personal Branding will make everyone look at you differently and uniquely. People may forget about your face, but your personal brand will always be remembered by others.

Purchase Decision

Purchase Decision is a consumer decision that is influenced by the economic, financial, technological, political, societal situation, product, price, location, promotion, physical evidence, individual and, procedure (Ghadani et al., 2022). Purchase decision refers to the acquisition of a well-known product brand name or the most famous brand name in a particular product category, the definition of a decision is consumer behavior that is influenced by economic, technological, political, location, promotional, physical, human, and procedural factors (Nurliyanti et al., 2022). Purchase decisions are also defined as individual problem-solving activities that involve choosing between two or more behavioral choices and are determined as the most appropriate method of behavior through the application of a decision system (Ariansyah et al., 2024).

Product Quality

The ability of a product to carry out its functions, including its handling, durability, precision, ease of operation and improvement, as well as other useful features are called quality, business people must constantly improve the quality of their products or services because it can make customers appreciate the goods or services they buy more and encourage them to make purchases (Fauziah et al., 2023). Product quality is improved through optimal production processes, selection of high-quality natural resources, and strict joint quality control. Thanks to superior quality, the company can improve customer satisfaction and its competitiveness in the market (Rini, 2019). Meanwhile, the opinion (Putri et al., 2021) Explain that a product is something that is offered to customers that can be used as a product or service to satisfy their needs and desires, which can then be used or consumed by customers.

Brand Image

According to Kotler and Keller 2012 Brand is a name, sign, symbol, pattern or combination used to identify a seller's product or service to differentiate it from competitors (Sonani & Sudrajat, 2023). Brand image is a tool that consumers will use to evaluate a product if they lack enough knowledge about the product (Pandiangan et al., 2021). Brand image This refers to the perception that consumers generate when they see or remember their specific product brand (Abdul Salam & Abdiyanti, 2022).

e-WOM (Electronic-Word of Mouth)

e-WOM is a marketing strategy implemented through a platform that provides information about customer opinions on a product so that it is easily accepted by the public and influences purchase decisions (Akbar & Sunarti, 2018). e-WOM is a word-of-mouth promotion, generally informal. conceptualized as the exchange, flow of information, communication, or dialogue between two people (Goyette I. et al., 2010). Currently, e-WOM is very influential in determining consumer purchase decisions, e-WOM is the opinion of consumers, former consumers or companies about a product or service through social media networks such as Instagram, Facebook, x. Currently, e-word of mouth is the main concern of companies and has a great influence in shaping brand image, because nowadays consumers will generally research the details of product information before making sure they will buy a product (Lestari & Widjanarko, 2023).

3. Research Methods

This study uses a quantitative approach based on statistical data. The population used in this study consists of consumers who use or have used By Lizzie Parra (BLP) makeup products in Bekasi. The sampling technique of this study is purposive sampling. Convenience Sampling is used in a sampling technique where questionnaires are randomly distributed to customers to fill out. After counting, a minimum sample size of 96 people was obtained, but it was rounded up to 100 people as respondents to facilitate the research. This study uses primary data obtained directly from the source with a questionnaire/questionnaire as an instrument. 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

A framework of thought is a flow of thought or study that is used as a guideline or basis for researchers when conducting their research on the object being studied (Agenginardi et al., 2023). In this study, there are three independent variables, namely, Product Quality (X1), Brand Image (X2) and Electronic Word of Mouth (e-WOM) (X3), which will affect the Dependent Variable, namely Purchase Decision (Y). Based on the explanation above, the conceptual framework used in this study can be described as follows:

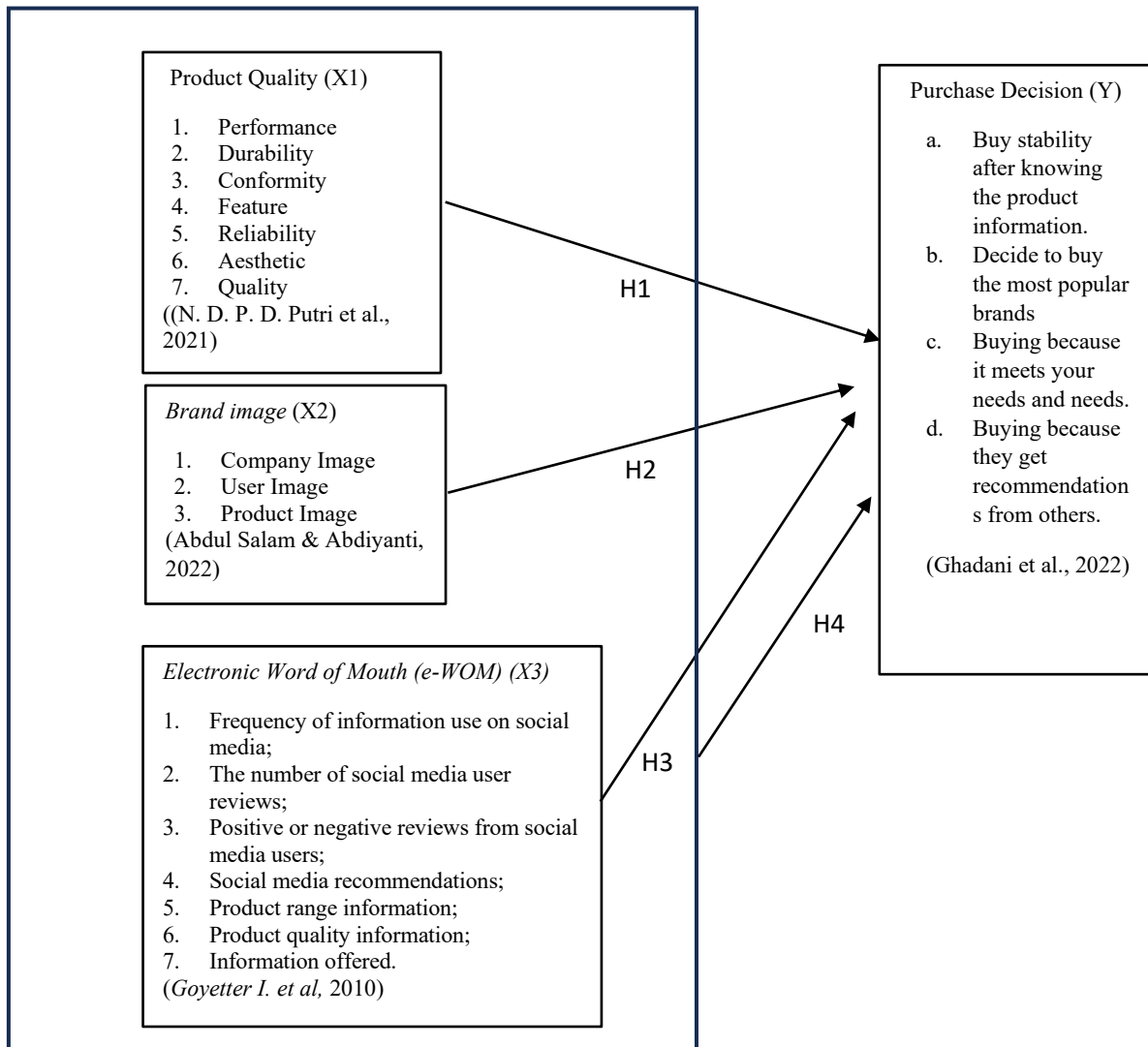


Fig.1. Conceptual Framework

4. Result and Discussions

The Influence of Product Quality on Purchase Decisions

Based on the results of the analysis, the significance value (Sig) of the product variation variable of 0.014 was lower than the set significance level of 0.05. Therefore, it can be concluded that H1 is accepted because it shows the influence of product variations on purchase decisions. This shows that the diversity of products offered turns out to influence purchasing decisions.

Based on the results of the hypothesis test analysis on the product quality variable on the purchase decision with a partial t-test, the test results were obtained which showed a value of $4.231 > 1.98498$, a significance value of $0.000 < 0.05$, and a value = 0.186 with a positive sign. So, it can be concluded that the product quality variable has a positive and significant effect on the decision to purchase makeup products By Lizzie Parra (BLP). This shows that improving the quality of makeup products By Lizzie Parra (BLP) can improve consumer purchasing decisions. Based on relevant previous research, that product quality has a significant effect on purchasing decisions *thitungttabel* (Ariella, 2018).

The Influence of Brand Image on Purchase Decisions

Based on the results of the hypothesis test analysis on the brand image variable on the purchase decision with a partial t-test, the test results were obtained which showed a value of $2.615 > 1.98498$, a significance value of $0.010 < 0.05$, and a value = 0.378 with a positive sign. So, it can be concluded that the brand image variable has a positive and significant effect on the purchase decision of By Lizzie Parra (BLP) makeup products. This shows that with a good brand image in By Lizzie Parra (BLP) makeup products, the purchase decision will increase. Based on the results of relevant research, brand image simultaneously has a significant effect on purchasing decisions *thitungttabel* (Arianty & Andira, 2021).

The Influence of e-WOM on Purchase Decisions

Based on the results of the hypothesis test analysis on the e-WOM variable on the purchase decision with a partial t-test, the test results were obtained which showed a value of $2.097 > 1.98498$, a significance value of $0.039 < 0.05$, and a value = 0.134 with a positive sign. So, it can be concluded that the e-WOM variable has a positive and significant effect on the purchase decision of By Lizzie Parra (BLP) makeup products. This shows that a good e-WOM on By Lizzie Parra (BLP) makeup products can improve consumer purchasing decisions. Based on previous research, e-WOM has a significant positive effect on purchasing decisions *thitungttabel* (Elsa Rizki Yulindasari, 2022).

The Influence of Product Quality, Brand Image, and e-WOM on Purchase Decisions

Based on the results of the simultaneous F test, the result was obtained that the value was $55.569 >$ and a significant value of $0.000 < 0.05$ was obtained. This shows that simultaneously or together product quality, brand image, and e-WOM have a positive effect on the purchase decision of makeup products By Lizzie Parra (BLP). Furthermore, the results of the analysis of the determination coefficient value obtained an Adjusted R Square value of 0.623 which shows that simultaneously or together product quality, brand image, and e-WOM have a positive effect on the purchase decision of By Lizzie Parra (BLP) makeup products by 62.3% and the system by 37.7% is influenced by other factors that are not studied. This shows that if By Lizzie Parra (BLP) makeup products have good product quality, good brand image, and good e-WOM, it will simultaneously increase consumer purchase decisions for By Lizzie Parra (BLP) makeup products. $F_{hitung} F_{tabel} 2,70$

5. Conclusion

Based on the results of research and discussion on the Influence of Marketing Strategy on Product Quality, Brand Image, and e-WOM on Brand Makeup Purchase Decisions By Lizzie Parra (BLP): A Case Study of BLP Customers at Summarecon Mall Bekasi, the author obtained the following conclusions: 1) There is a significant and positive influence of Product Quality on Brand Makeup Purchase Decision By Lizzie Parra (BLP): A Case Study of BLP Customers at Summarecon Mall

Bekasi. 2) There is a significant and positive influence of Brand Image on the Purchase Decision of Brand makeup By Lizzie Parra (BLP): A Case Study of BLP Customers at Summarecon Mall Bekasi. 3) There is a significant and positive influence of e-WOM (Electronic Word of Mouth) on the Purchase Decision of Brand Makeup By Lizzie Parra (BLP): A Case Study of BLP Customers at Summarecon Mall Bekasi. 4) There was a simultaneous influence between Product Quality, Brand Image, and e-WOM significantly and positively on the Purchase Decision of Brand Makeup By Lizzie Parra (BLP) BLP Customer Case Study at Summarecon Mall Bekasi.

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