



Brand Impact and Product Quality to Buying Intention Product Cosmetic Wardah at Dandan Store Bekasi

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ABSTRACT

This study aims to determine: (1) Brand Influence on Purchase Intention, (2) Product Quality on Purchase Intention, (3) Brand Influence and Product Quality on Purchase Intentions. The population in this study were customers who had purchased Wardah products at Margayu Dandan Stores, Bekasi City. This study took 100% of the population and 50 samples. The data collection method is through a questionnaire prepared based on a Likert Scale. The analytical method used is multiple linear regression. Based on the research results, it was processed using the IBM SPSS Version 26.0 program. Changes in brand and product quality have a partially significant effect on purchase intention as seen from the results of the t test in table 4.18. This research technique uses the Non Probability Sampling method. The data collection method is through a questionnaire prepared based on a Likert Scale. The analytical method used is multiple linear regression.

Keywords: *Brand, Product Quality, Purchase Intention*

RESEARCH BACKGROUND

Wardah brand beauty products are one of the beauty products that are quite famous and stick in the minds of their users. The advantage that makes this product liked by customers is the good quality and halal content contained in Wardah products is the tendency of people to use or even switch from other brands to the Wardah brand. Wardah products are the first pioneer of products that prioritize halal in the manufacture of their products and received the "International Halal Award" from the World Halal Council as a pioneer of halal cosmetics in the world. The award will certainly raise the image of the product quickly.

Wardah is one of the cosmetics that carries "halal" cosmetics. Wardah believes that a positive image can increase the confidence of Indonesia women to work. With the right care and cosmetics, they can get a better appearance, career, and life. The entire range of Wardah cosmetics is made from quality ingredients and is proven to be safe and halal. Wardah is formulated by pharmaceutical and beauty experts who present products with the latest innovations, all dedicated to modern women to become more confident through quality products.

Based on the data of Top Brand Awards 2020 (<http://topbrand-award.com/2020>) Wardah products have a higher percentage compared to other products. In addition, the percentage of each type of Wardah product gets a fairly high score. This is influenced by the

Abdurrahman Sang¹, Sayyida Ayas²

Brand Impact and Product Quality to Buying Intention
Product Cosmetic Wardah at Dandan Store Bekasi



positive image of each brand given by consumers, so they make purchases by paying attention to the halal label and the brand image. Most cosmetic products are bought by women who already understand and realize how important a beauty and body health are. This research was deliberately carried out at a Makeup Shop in Margahayu, Bekasi City. The estimate of Wardah brand cosmetics users at the Makeup Shop regarding the needs of the subject in using Wardah cosmetics.

RESEARCH LITERATURE

Buying Intention

Consumer Buying Interest is a disconnection of attention to something accompanied by a feeling of pleasure in goods or services, then the individual's interest causes a desire so that a convincing feeling arises that the goods or services have benefits so that individuals want to have the goods by paying. (Meriana & Irmawati, 2023) Consumer buying interest plays a very important role in ensuring that the company can compete, because without buying interest from consumers, the products produced by the company will not provide income for the Company's activities. (Lonan et al., 2023) Buying interest is how likely consumers are to buy a brand and service, how likely it is for consumers to move from one brand to another.

Abdurrahman Sang¹, Sayyida Ayas²

Brand Impact and Product Quality to Buying Intention
Product Cosmetic Wardah at Dandan Store Bekasi



Brand

(Nabila, 2019) Brand influence is a name and/or symbol that distinguishes (such as a logo, stamp or packaging) with the intention of identifying goods or services from a seller or a certain group of sellers, thereby making it easier to distinguish goods and services produced by competitors. Brands play a very important role, because a brand will be related to promises and expectations, so one of its roles is to bridge consumer expectations when the company promises something to consumers. One of the important factors that must be considered by consumers in choosing a product is Brand Image. Brand image is defined as an image created from the excellence of products and services offered to consumers, and image will be important because having a strong brand is a vital asset for the company and from that brand will be able to obtain product/service excellence.

RESEARCH METHODOLOGY

The research approach used in this study is a quantitative approach. In determining the sample, this study uses a census technique where all populations are sampled. The data collection technique used in this study is a questionnaire, to analyze the data and information needed, the author uses a data technique where hypothesis testing is used after going through stages such as distributing the questionnaire. To test the quality of the questionnaire using validity and reliability tests.

Research variables are everything that has been determined by the researcher to be studied so that information about it is obtained, then conclusions are drawn (Example et al., 2019). In non-probability sampling, the technique used is purposive sampling, which is a sampling technique from certain criteria of population members. The criteria for the sample are (a) Wardah Customer at the Beauty Shop, (b) Age 19 and above, (c) Using Wardah cosmetic products, (d) Making purchases of Wardah products.

DATA ANALYSIS AND DISCUSSIONS

Respondents Based on Gender

Respondents from the gender group were from the male group as many as 18 people, while the female gender was 32 people. Respondents in terms of age are from the group of respondents who have the age of 19 – 25 years, which is 43 people or 86%, who have the age of 26 – 30 years, which is 7 people or 14%, while respondents who have the age of > 30 years are 0 people or 0%.

Uji Descriptive Statistic

This descriptive statistical test aims to provide an overview or description of a data seen from the mean value, standard deviation, maximum, and minimum. Out of the 50 samples of Total Buying Interest (Y), the minimum value is 3.10, and the maximum value is 4.40. From December 2022 to January 2023, the average value was 37.80, and the standard deviation was 2.312, indicating an even distribution. It is known that Brand(X1) from 50 samples has an average value of 39.00 and a standard deviation of 2.030, which indicates that the distribution of these values is even.

Abdurrahman Sang¹, Sayyida Ayas²

Brand Impact and Product Quality to Buying Intention
Product Cosmetic Wardah at Dandan Store Bekasi

Since the average value is greater than the standard deviation, the minimum value is 3.40, and the maximum value is 4.50. Product Quality (X2) from 50 samples is known to have a minimum value of 2.70, a maximum value of 4.10, a mean value from the December-January 2023 period of 36.08 and a standard deviation value of 3,355 which means that the mean value is greater than the standard deviation.

Validity Test Result

A questionnaire is said to be valid if the statement on the questionnaire is able to reveal the variables that will be measured by the questionnaire. In this study, the validity test using correlation in SPSS, the criterion is a valid instrument if the correlation value / r_{hitung} (corrected item total correlation) is positive and greater than r_{tabel} ($r_{hitung} > r_{tabel}$), in this case $df = 50 - 2 = 48$ and the probability value of the significant correlation level (α) of 0.05 (5%) in the table, then the number $r_{tabel} = 0.2787$ will be obtained. The following is a validity test of each variable, both the Brand variable (X1), the Product Quality variable (X2) and the Buying Interest variable (Y).

Table 1 Validity Test Result Variable Brand (X₁)

Variable	Item	r-Count	r-Table	Remarks
X1 Brand	1	0,848	0,2787	Valid
	2	0,855	0,2787	Valid
	3	0,752	0,2787	Valid
	4	0,806	0,2787	Valid
	5	0,768	0,2787	Valid
	6	0,840	0,2787	Valid
	7	0,714	0,2787	Valid
	8	0,737	0,2787	Valid
	9	0,721	0,2787	Valid

Sources: Data Proceed by SPSS (2023)

Based on the data of table 1, the results of the calculation show that the $r_{hitung} > r_{tabel}$ is 0.2787 with a significant level of 0.05 (5%), so it can be concluded that the Brand variable used in this study is valid and can be used in data collection.

Abdurrahman Sang¹, Sayyida Ayas²

Brand Impact and Product Quality to Buying Intention
Product Cosmetic Wardah at Dandan Store Bekasi

**Table 2 Validity Test Result Variable Product Quality**

Variable	Item	r-Count	r-Table	Remarks
X2 Product Quality	1	0,895	0,2787	Valid
	2	0,800	0,2787	Valid
	3	0,861	0,2787	Valid
	4	0,860	0,2787	Valid
	5	0,871	0,2787	Valid
	6	0,871	0,2787	Valid
	7	0,884	0,2787	Valid
	8	0,813	0,2787	Valid
	9	0,854	0,2787	Valid

Sources: Data Proceed by SPSS (2023)

Table 3 Validity Test Result Buying Intentions

Variable	item	r-Count	r-Table	Remarks
Y Buying Intentions	1	0,748	0,2787	Valid
	2	0,780	0,2787	Valid
	3	0,570	0,2787	Valid
	4	0,537	0,2787	Valid
	5	0,820	0,2787	Valid
	6	0,805	0,2787	Valid
	7	0,517	0,2787	Valid
	8	0,805	0,2787	Valid
	9	0,798	0,2787	Valid

Sources: Data Proceed by SPSS (2023)

Based on the data of table 3, the results of the calculation show that the r-calculation > the r-table is 0.2787 with a significant level of 0.05 (5%), so it can be concluded that the Buying Interest variable used in this study is valid and can be used in data collection.

Discussions

From the results of the above research, it can be seen that there is an influence of brand and product quality on the buying interest of Wardah customers at the Bekasi City Grooming store. Based on the results of data findings in the field, it shows that the data used in this study with a total of 50 respondents is declared valid and realistic. The data can be said to be valid if the results of the validity test of each variable or the value of r_{hitung} are greater than the r_{tabel} provision, which is 0.2638 and the significance level of each statement is less than 0.05. The following are the details of the validity and reliability test results for each variable, namely:

Abdurrahman Sang¹, Sayyida Ayas²

Brand Impact and Product Quality to Buying Intention
Product Cosmetic Wardah at Dandan Store Bekasi



1. Brand (X1)

Based on the results of the t-test, the results of the t-test (calculus) were obtained of $0.233 < 2.002$ so that the Brand variable did not have a significant influence and had a strong relationship with Marketing Performance (Y) according to the interval class.

2. Product Quality Variable (X2)

Based on the results of the t-test, the results of the t-test were obtained of $4.978 > 2.026$ so that the Product Quality variable did not affect the marketing performance variable significantly.

CONCLUSIONS AND SUGGESTIONS

Conclusions

Based on the results of the previous analysis and discussion regarding the Influence of Brand and Product Quality on Buying Interest in Wardah Margahayu Bekasi Customers, conclusions and suggestions have been obtained based on the results of data analysis, including:

1. Brand has a positive and significant effect on Buying Interest. The Brand variable has a calculated t value of 1.212 with a significant value of 0.233 greater than 0.05 ($0.233 > 0.05$). Because the calculated t-value is smaller and the t-value of the table ($1.212 < 2.002$) the decision is H_a accepted and H_o rejected, which means that the Brand variable does not affect the Buying Interest variable.
2. Product Quality has a positive and significant effect on Buying Interest. The product quality variable has a calculated t value of 4.978, a significant value of 0.000 is smaller than 0.05 ($0.000 < 0.05$), because the calculated t value is greater than the table t value ($4.978 > 2.002$), the decision is H_a rejected and H_o accepted, which means that the product quality variable affects the Buying Interest variable.
3. Based on the F test, the F value is calculated at 18.785 while the F table is 3.16 with a significance level (sig.) obtained a value of $0.000 < 0.05$. So the decision is that H_o is rejected and H_a is accepted, which means that there is an influence between the Brand and Product Quality variables on Buying Interest.
4. Based on the Multiple Regression Test, there is a regression equation $Y = 8.001 + 0.189 x_1 + 0.582 x_2$ which explains the regression coefficient of Brand (X1) of 0.189, which means that if the Brand variable (X1) increases by one, the Buying Interest (Y) will increase by 0.189 and the regression coefficient of the Product Quality variable (X2) is 0.582, meaning that if the Product Quality variable (X2) increases by one, the Buying Interest (Y) will increase by 0.582.

Suggestions

Based on the results of research and analysis, which the author has done and after drawing conclusions, the suggestions that the author can give to Wardah Inspiring Beauty Products are as follows:

Abdurrahman Sang¹, Sayyida Ayas²

Brand Impact and Product Quality to Buying Intention
Product Cosmetic Wardah at Dandan Store Bekasi



1. It is hoped that the management of Wardah can further improve its products in order to have a positive influence on the community and to be able to compete with other brands.
2. It is hoped that Wardah will introduce more variants based on product quality.
3. For future researchers, this research should be used as an additional reference for other students who will prepare a thesis and also become additional content for the campus library.

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Abdurrahman Sang¹, Sayyida Ayas²

Brand Impact and Product Quality to Buying Intention
Product Cosmetic Wardah at Dandan Store Bekasi



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Abdurrahman Sang¹, Sayyida Ayas²

Brand Impact and Product Quality to Buying Intention
Product Cosmetic Wardah at Dandan Store Bekasi



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Abdurrahman Sang¹, Sayyida Ayas²

Brand Impact and Product Quality to Buying Intention
Product Cosmetic Wardah at Dandan Store Bekasi



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Abdurrahman Sang¹, Sayyida Ayas²

Brand Impact and Product Quality to Buying Intention
Product Cosmetic Wardah at Dandan Store Bekasi