

THE EFFECT OF BRAND IMAGE, PRODUCT DESIGN AND PRICE ON THE PURCHASE DECISION OF SKINTIFIC CUSHION ON STUDENTS OF MANAGEMENT STUDY PROGRAM, NOMMENSEN MEDAN

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ABSTRACT

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The purpose of this study was to determine how much influence brand image, product design, and price have on the purchasing decision of skintific cushion on management study program students of Nommensen Medan. This study uses a quantitative method because the data processed will be in the form of ratio data. The focus of this study is to determine how much influence each variable has on the purchasing decision of skintific cushion, with a population of 100 people and a sample of 30 people. This study uses a purposive sampling technique with the result that Product quality has a major impact, increasing purchasing decisions by 0.262 per unit. Offer ($B = 0.288$): With an increase of 0.288, price has a significant influence then Product Quality which has a beta of 0.294, shows the relative influence of each independent variable: very influential, Price with ($B = 0.178$) has a slight influence. Based on the analysis that has been done that Product quality is the variable that has the most significant influence on purchasing decisions. Price has a fairly large influence, although its significance is not too strong. Brand image has a small and insignificant impact, simultaneously brand image, product design and price influence purchasing decisions on skintific cushions, and there is no indication of multicollinearity in this model, so the results of the analysis are considered valid.

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1. INTRODUCTION

Skintific Cushion is one of the leading products from the Skintific brand that has entered the Indonesian market since the end of 2021. This brand comes from Canada and is known for its focus on innovation in skincare and makeup. Skintific was founded by Kristen Tveit and Ann-Kristin Stoke since 1957, initially this brand only focused on skincare but then expanded to include cosmetic

products such as this cushion. The rapid development of the beauty industry in Indonesia has made Skintific a popular brand, especially through social media platforms such as TikTok, where their products have gone viral and received many positive reviews. Skintific Cushion products not only offer a flawless makeup look but also contain various skincare ingredients such as ceramide, centella asiatica, and hyaluronic acid. This superior formulation is able to provide a healthy and radiant facial appearance, and is equipped with Smart Oil Control technology that can control oil for 12 hours without making the skin shiny.

Skintific's success in the Indonesian market is demonstrated by its award as TOP 1 Beauty Category in 2022 through e-commerce. This shows that despite being a new brand, Skintific is able to compete with more established local brands. With this background, it is clear that Skintific Cushion is not only the main choice for consumers because of its quality but also because of its effective marketing strategy and positive brand image. Research on factors such as brand image, product design, and price will provide further insight into why this cushion is so popular among modern consumers.

Based on the formulation of the problem, the purpose of this study is to determine the effect of brand image on the purchase decision of the Skintific brand cushion. To determine the effect of product design on the purchase decision of the Skintific brand cushion product. To determine the effect of price on the purchase decision of the Skintific brand cushion product.

2. RESEARCH METHOD

According to Subagyo as quoted in Syamsul Bahry and Fakhry Zamzam (2015:3). Research Method is a way or path to get back solutions to all problems raised. Type of research used: According to V. Wiratna Sujarweni (2014:39), quantitative research is a type of research that produces findings that can be achieved (obtained) through the use of statistical techniques or other means of quantification (measurement). In this study, quantitative methods are used because the data collected for the study is ratio data and what will be processed is metric data. According to Netra, the population is all individuals who are general in nature and have the same characteristics, so when meeting individuals who are the same in nature can be used as the research population. The population used in this study were Nommensen students with a management study program with a population of 100. The sample is part of the population that has been taken, According to Sudjana, the sample is part of the population that can be reached and has the same characteristics as the population from which the sample was taken. The sample taken was 30 people.

The sampling technique in this study used purposive sampling. According to Winarno, 2013, Purposive Sampling is a technique carried out with certain considerations, not based on strata, regions, but based on the objectives of the study. This study uses two types of data sources. Primary data, namely data directly given to data collectors and collected by researchers themselves from the first source or place where the research object is carried out Sugiyono (2018). Primary data is data obtained by distributing questionnaires to informants' Secondary data According to Arikunto, secondary data is data obtained from various documents, such as photos, recordings, or graphic documents. In addition, data obtained from books, articles, or scientific writings that support this research are also considered secondary data, with data collection techniques using questionnaires. Questionnaires are a data collection method that is carried out by giving a set of questions or written statements to respondents to answer (Sugiyono 2017). The data collection technique in this study was by using a questionnaire. The scale used was 5 = (strongly agree). 4 = S (agree) 3 = (less agree) 2 = (disagree) = (strongly disagree).

3. RESULTS AND DISCUSSIONS

This study aims to determine the influence of (1) brand image on the decision to purchase a skintific cushion among students of the Nommensen Medan Management Study Program (2) the influence of product design on the decision to purchase a skintific cushion among students of the Nommensen Medan Management Study Program and (3) the influence of price on the decision to

purchase a skintific cushion among students of the Nommensen Medan Management Study Program. The sampling technique is based on certain characteristics, namely using the purposive sampling technique.

Table 1. Correlations

		BRAND IMAGE	PRODUCT QUALITY	PRICE	PURCHASE SATISFACTION
BRAND IMAGE	Pearson Correlation	1	.556**	.237*	.394**
	Sig. (1-tailed)		.000	.028	.001
	N	66	66	66	66
PRODUCT QUALITY	Pearson Correlation	.556**	1	.391**	.481**
	Sig. (1-tailed)	.000		.001	.000
	N	66	66	66	66
PRICE	Pearson Correlation	.237*	.391**	1	.382**
	Sig. (1-tailed)	.028	.001		.001
	N	66	66	66	66
PURCHASE SATISFACTION	Pearson Correlation	.394**	.481**	.382**	1
	Sig. (1-tailed)	.001	.000	.001	
	N	66	66	66	66

VALIDITY TEST RESULTS

Table 2. Results of Validity and Reliability Test X1, X2, X3, Y

Cases	Valid	66	100.0
	Excluded ^a	0	.0
	Total	66	100.0

Reliability Test

Reliability is the extent to which the level of consistency of the instrument measurement in examining what is being assessed is an indicator of the variable. Instrument reliability is a requirement for testing the validity of the instrument. A reliable instrument is an instrument that produces the same data every time it measures the same object (Sugiyono, 2016:172). The reliability test tests the validity and reliability of each statement stated in the validity test. This will be able to show the consistency of the respondents' answers in the questionnaire. The Cronbach Alpha formula is used to evaluate the reliability of this study. If the Cronbach Alpha value is more than 0.60, the construct or variable is considered reliable. If the Cronbach Alpha value is less than 0.60, the research instrument or variable is considered unreliable. Based on the table below, it can be seen that each variable of brand image, product quality, price, and purchasing decision has a Cronbach alpha value greater than 0.60, which indicates that each variable is reliable.

Tabel 3 Reliability Statistics

Cronbach's Alpha	N of Items
.735	4

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BRAND IMAGE	11.3205	1.750	.526	.677

PRODUCT QUALITY	11.1121	1.330	.637	.606
PRICE	11.1083	1.961	.424	.729
PURCHASE SATISFACTION	10.9205	1.577	.544	.665

	BRAND IMAGE	PRODUCT QUALITY	PRICE	PURCHASE SATISFACTION
N Valid	66	66	66	66
Missing	0	0	0	0
Mean	3.5000	3.7083	3.7121	3.9000
Std. Deviation	.50261	.64835	.45248	.57886

Table 4. Brand Image

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.40	1	1.5	1.5	1.5
	2.60	3	4.5	4.5	6.1
	2.80	5	7.6	7.6	13.6
	LESS AGREE	5	7.6	7.6	21.2
	3.20	6	9.1	9.1	30.3

3.40	14	21.2	21.2	51.5
3.60	11	16.7	16.7	68.2
3.80	8	12.1	12.1	80.3
AGREE	4	6.1	6.1	86.4
4.20	6	9.1	9.1	95.5
4.60	3	4.5	4.5	100.0
Total	66	100.0	100.0	

In the table above, participants are of the opinion that brand image does not have a significant influence on purchasing decisions, with those who disagree being more likely to agree than consumers who agree with the statement that brand image influences their purchases.

Table 5. Product Quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.25	2	3.0	3.0	3.0
	2.50	2	3.0	3.0	6.1
	2.75	4	6.1	6.1	12.1
	KS	8	12.1	12.1	24.2
	3.25	5	7.6	7.6	31.8

3.50	5	7.6	7.6	39.4
3.75	3	4.5	4.5	43.9
S	19	28.8	28.8	72.7
4.25	11	16.7	16.7	89.4
4.50	4	6.1	6.1	95.5
4.75	2	3.0	3.0	98.5
SS	1	1.5	1.5	100.0
Total	66	100.0	100.0	

Based on the table above, product quality is an important concern for participants, so product quality has a big influence on purchasing decisions.

Table 6. Price

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.67	1	1.5	1.5	1.5
	KS	10	15.2	15.2	16.7
	3.33	7	10.6	10.6	27.3
	3.67	21	31.8	31.8	59.1

S	16	24.2	24.2	83.3
4.33	10	15.2	15.2	98.5
4.67	1	1.5	1.5	100.0
Total	66	100.0	100.0	

Based on the table, price is also a concern for participants as a factor in deciding whether they will buy the product.

Normality Assumption Test Results

Table 7. One-Sample Kolmogorov-Smirnov Test

		BRAND IMAGE	PRODUCT QUALITY	PRICE	PURCHASE SATISFACTION
N		66	66	66	66
Normal Parameters ^{a,b}	Mean	3.5000	3.7083	3.7121	3.9000
	Std. Deviation	.50261	.64835	.45248	.57886
Most Extreme Differences	Absolute	.118	.234	.187	.174
	Positive	.103	.105	.131	.174
	Negative	-.118	-.234	-.187	-.114
Test Statistic		.118	.234	.187	.174
Asymp. Sig. (2-tailed)		.023 ^c	.000 ^c	.000 ^c	.000 ^c

Table 8. Coefisiens.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.143	.601		1.902	.062		
BRAND IMAGE	.205	.148	.178	1.389	.170	.691	1.448
QUALITY PRODUCT	.262	.121	.294	2.172	.034	.620	1.614
PRICE	.288	.148	.225	1.942	.057	.846	1.181

4. CONCLUSION

Based on the analysis that has been done, product quality is the variable that has the most significant influence on purchasing decisions. Price has a fairly large influence, although its significance is not too strong. Brand image has a small and insignificant impact, simultaneously brand image, product design and price affect purchasing decisions on skintific cushions, and there is no indication of multicollinearity in this model, so the results of the analysis are considered valid.

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