
THE INFLUENCE OF PRODUCT QUALITY AND PROMOTION ON DERMATIX PURCHASE DECISION PROCESSES THAT IS MEDIATED BY THE BRAND IMAGE

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Abstract

This study aims to determine the impact of product quality, promotion, brand image on Dermatix purchasing decisions in DKI Jakarta and the indirect impact of product quality on purchasing decisions mediated by brand image, the impact of promotions on purchasing decisions mediated by brand image.

The research strategy used is an associative strategy. The population in this study is Dermatix users in DKI Jakarta. The samples were taken from 100 respondents who fit the Dermatix usage criteria, at least two times of use. The sampling technique used was purposive sampling by collecting instrument data in the form of a questionnaire. The data taken is primary data. This study uses path analysis using the Partial Least Square method which using warpPLS 6.0

The results of this study showed that quality of product has a negative impact on purchasing decisions. Quality of product has a positive impact on brand image. Promotion has a positive impact on purchasing decision. Promotion has a positive impact on brand image. Brand image has a positive impact on purchasing decisions. For the mediating impact, brand image mediates product quality towards purchasing decisions and brand image mediates fully promotion of purchasing decisions.

Keywords : Product Quality, Promotion, Brand Image, Against Decisions Purchase

I. INTRODUCTION

The visible scars on the surface of the skin often make a person feel insecure. Scars are the result of the biological process of repairing wounds to the skin and body tissues, where the human skin structure consists of several layers between the outer layer (Epidermis), the second layer (Dermis), the innermost layer (Subcutaneous). In the second layer the location of the scar is a fibrous connective tissue that replaces normal skin cells after an injury to the skin. Injury, damage or disconnection of network continuity can occur either intentionally or unintentionally. a scar that remains on the skin after the wound has healed forms in the healing / proliferation phase / at least two weeks after the wound is dry. To get a smooth and clean body some people do a variety of ways to get rid of scars by using creams, using natural ingredients or also through medical procedures.

In an effort to fulfill consumer desires, the company must be able to create quality products. Product quality is something that needs the main attention of the company or manufacturer, considering that product quality is closely related to consumer satisfaction, which is the goal of marketing activities carried out by the company. (Tjiptono, 2019: 232) argues that the term quality itself contains various interpretations, because quality has a number of levels: universal (the same everywhere), cultural (depending on the cultural value system), social (formed by socio-economic class, ethnic group, family, social friends), and personal (depending on the preferences or tastes of each individual). In simple terms, quality can be defined as a product that is defect free. In other words, the product conforms to standards (targets, targets or requirements that can be defined, observed and measured).

II. LITERATURE REVIEW

2.1 Research Review

The first research was done by Putri Imelda, Pafrizal Okta Ade Putra, SE., MM, Berri Brilliant Albar, SE., MM, in the Journal of Management and Entrepreneurship, Volume 7, Number 1, January 2016, ISSN 2086 - 5031, which entitled "The Influence of Brands, Product Quality and Packaging on Hansaplast Purchasing Decisions in the city of Padang". This study aims to determine and analyze the effect of brand, product quality and packaging on purchasing decisions for Hansaplast plaster in Padang City, either simultaneously or partially. This study uses quantitative methods by testing the research hypothesis. This study used a sample of 100 respondents taken from Hansaplast plaster consumers. Sampling using simple random sampling technique, namely individual sampling units randomly selected are generally adjusted to the purpose or research problem. The test tool used to test this research instrument is validity test, reliability test. Hypothesis testing is done using the t test, F test and the coefficient of determination (r^2). The data analysis technique used multiple linear regression analysis. From the results of the research with the steps described above, it was found that based on the results of multiple linear regression analysis, the regression equation $Y = 0.484 + 0.213X_1 + 0.324X_2 + 0.621X_3$ was obtained. This means that brand, product quality and packaging variables have a positive effect on purchasing decisions. By using the t test, it can be concluded that partially the brand, product quality and packaging variables affect purchasing decisions. Then the results of the F test analysis can be concluded simultaneously the variables of brand, product quality and packaging affect purchasing decisions. Based on the results of the respective regression coefficients (Standardized Coefficients Beta), it can be seen that the packaging variable has a dominant influence on the decision to purchase Hansaplast plaster in Padang City. Hasil penelitian menunjukkan analisa data yang dilakukan maka dapat dikemukakan kesimpulan penelitian sebagai berikut: Merek, kualitas produk dan kemasan secara satu per satu berpengaruh signifikan terhadap keputusan pembelian plester Hansaplast di Kota Padang. Merek, kualitas produk dan kemasan secara bersamaan berpengaruh signifikan terhadap keputusan pembelian plester Hansaplast di Kota Padang karena nilai $F_{hitung} > F_{tabel}$ atau $59.643 > 2,70$ dengan tingkat signifikan $0,000 < 0,05$.

The second research was conducted by Rizky Desty Wulandari¹, Donant Alananto Iskandar² in the Journal of Management and Business Research (JRMB) Faculty of Economics, UNIAT, Vol.3, No.1 February 2018: 11-18, P-ISSN 2527-7502 E-ISSN 2581- 2165. This study aims to determine whether there is an influence between brand image and product quality on purchasing decisions for cosmetic products. This research uses quantitative methods. The number of samples in this study was 100, the determination of the sample using purposive sampling technique, this means that each individual used as the sample is chosen deliberately based on certain considerations, these considerations include the character of the

respondents themselves. data collection methods by distributing questionnaires and also using google form. The results of the t test show that the brand image variable has a significant effect on purchasing decisions with $t \text{ count } 2.432 \geq t \text{ table } 1.660$ and the variable product quality has a significant effect on purchasing decisions with $t \text{ count } 5.693 \geq t \text{ table } 1.660$. The variables of brand image and product quality simultaneously have an influence on purchasing decisions

The results of this study indicate the effect of brand image and product quality on purchasing decisions on cosmetic viva products. From the results of the research discussion, the researcher can summarize the results of his research as follows: (1) 1. The brand image variable (X1) has a significant influence on purchasing decisions for Viva cosmetics (Y) products. (2) 2. The product quality variable (X2) has a significant influence on purchasing decisions for Viva cosmetics (Y) products. (3) 3. The variable brand image (X1) and product quality (X2) simultaneously have a significant influence on purchasing decisions for Viva cosmetics products (Y).

The third research was conducted by Sakara Ahmed, in the International Journal of Economics, Commerce and Management, Vol. II, (2014) Page 1-14, ISSN 2348 0386. The purpose of this study is to determine the extent to which the brand dominates others in the industry and is accepted in the implementation of customer purchasing power. The cosmetic market is one of the main branding areas that plays a major role in the success of the product and for that 200 career women in Kota Wa were selected purposively after randomly selecting municipalities. The questionnaire was administered privately to career women and in this case, a survey method for collecting primary data was used. Apart from the important role that branding plays in differentiating and identifying organizational products, nothing has yet been established as to how branding influences the purchasing behavior of female cosmetics consumers; in particular, career women. It was found that perceived quality of cosmetic products influenced consumer purchasing decisions more than any dimension of brand equity. Brand performance and cost are major attributes that easily influence a career woman's choice. It was also revealed that the country of origin as a brand partner is very effective in promoting cosmetic brands among career women. The researchers, among other things, recommend that future researchers should try to establish a scientific link between Corporate Social Responsibility and brand resonance.

The results of this study indicate the revealing nature of the responses obtained during the study period has informed the researchers' views on what the stakeholders involved need to do. Cosmetics brand manufacturers and retailers must begin to appreciate the proper taste and preferences of consumers in all their processes. Thus, women in particular need to be involved in determining the quality of the products they use. The view of producers about the quality of a brand is not as important as the views of consumers or users of cosmetics. The exact brand features of the consumer need to be identified and embedded in the product. Also, research findings reveal that merchants of cosmetic products targeted at career women need to pay attention to the many places, people and opportunities they associate their products with. brand with. This is because; Brand associations speak of product image and credibility. Brand partners should be chosen with certain critical success factors such as image, popularity, talent field, track record, etc. For future researchers in the field of branding, they are looking deeply into the relationship between Corporate Social Responsibility (CSR) and brand resonance.

The fourth research by Kintani Mayastika Dewanti, in the journal Management and Business Vol. IX (2016) p-ISSN: 1978-2241e-ISSN: 2541-1047. This study aims to determine the effect of advertising on TV media and brand awareness on the decision to purchase Citra body lotion (survey on female students of SMAN 1 Purwakarta). This study uses a quantitative approach and the processing method uses path analysis with SPSS ver.20 software. The data used primary data from 100 high school students at SMAN 1 Purwakarta. This study shows that there is an effect of advertising on TV media and brand

awareness on the decision to purchase Citra body lotion for high school students of SMAN 1 Purwakarta.

The results of this study indicate that advertisements on TV media, brand awareness and decision process of purchasing image body lotion for high school students at SMAN 1 Purwakarta that advertisements on TV media image body lotion are good enough, brand awareness of body lotion image is good, decision process for purchasing body lotion is good. TV media and brand awareness influence the decision process of buying Citra body lotion for SMAN 1 Purwakarta students. The amount of influence is 35.5% and the remaining 64.5% is influenced by other factors such as understanding of quality, brand association, brand loyalty, brand image, and other factors. Brand awareness affects the decision process of buying Citra body lotion for SMAN 1 Purwakarta students. This can be seen from the t value which is greater than t table, so that H_0 is rejected and the hypothesis is accepted. The influence of brand awareness of Citra body lotion on the purchasing decision process is 15.2%. This shows that other factors are more influencing than brand awareness. This statement is also supported by the results of research that 92% of SMAN 1 Purwakarta students buy something based on its use. This can indicate that at their young age, they are not consumed by the brand when buying something but based on its use.

The fifth research was conducted by Sri Islamiyati, Sapurno, Derriawan in *Jimea-Journal of Economic Management and Accounting Innovation* Vol 1 No. 3 (2019) E-ISSN: 2684-8031. In his research, the objective of this research is to determine the effect of brand expansion and brand image of Natur-E Soft capsules on purchasing decisions of Natur-E Hand and Body Lotion and its impact on consumer satisfaction. In this study, a structured questionnaire was used as a data collection tool. The number of respondents was 150 respondents using purposive sampling technique. The research method used is the Causal method. The primary data obtained were analyzed using the path analysis method.

The results showed that brand expansion had an effect on purchasing decisions. Brand image influences purchasing decisions. Simultaneous expansion of the brand and brand image has an influence on purchasing decisions. And purchasing decisions affect customer satisfaction.

The sixth research by Hastono in the *Journal of Effective Economics*, Vol. 1 no 2 (2019), ISSN: 2622-8882, E-ISSN: 2622-9935. This study aims to determine the effect of Maybelline's brand image on consumer purchasing decisions at Carrefour Tangerang City Branch. This research is descriptive quantitative by using the analytical method used in this research is to use the method of the equation of multiple linear regression, correlation coefficient test, determination coefficient test, and hypothesis test. Determination of the sample using the Rao Purba formula as many as 100 respondents.

The results showed that there was a positive, strong and significant influence between brand image on purchasing decisions for Maybelline cosmetics at the Bale Kota branch Hypermart. This can be seen from the simple linear regression coefficient $Y = 19.28 + 0.54 X$ and the correlation coefficient (r) 0.609. The contribution of brand image to purchasing decisions is 37.1%, the remaining 62.9% is influenced by other factors not examined by the authors. The significant level of influence between brand image on purchasing decisions is a strong and positive significance. $7.60 > 1.661$, then H_0 is rejected and H_a is accepted.

The seventh study was conducted by Dong-Jenn Yang and C.W. Lee in the *International Journal of Management, Economics and Social Sciences*, Vol. 5 (2), pp. 35-56 (2016), ISSN 2304-1366. Her journal aims to ascertain the link between the women's in-store purchasing decision process and the promotional mix. Two groups of cosmetics sellers were interviewed using focus group interview techniques to understand women 'purchasing decision process with in-store promotion mix. The results suggest that women with purchase intentions will increase the effectiveness of in-store promotion strategies.

Purchasing behavior that is driven by in-store promotion is related to the emotional motivation of the customer. Finally, different promotional activities in the store will cause different psychological feelings.

The results showed that customers with purchase intentions, when they came to the store, reacted better to in-store promotion strategies. For customers with no purchase intentions, when they visit a department store, they display purchasing behavior related to their emotional motivation when they respond to the initial promotional strategy. Emotional motivation is not necessarily positive and can take the form of negative emotions, such as shyness or impatience. When customers have the intention of buying for brand preference and recognition, they will respond better to promotional strategies because of their trust in the brand or sales rep. A negative buying experience caused by impulsive buying will reduce the effectiveness of the same type of promotional strategy. It can also cause customers to avoid future purchases from the same brand.

The eighth research was conducted by Perera, W.L.M.V in the Journal of the International Conference on Business & Information (2013) ISBN 978-955-4563-17-9. The aim of this research is In his journal the aim is to find out that personal care is one of the fast growing markets anywhere in the world whereas major brand settlement is seen on the hype even in Sri Lanka. The foreign brands of make-up products found in the local market are evident in the Sri Lankan context to study brand-related behavior which refers to one range of products found in the personal care category. Purchasing decisions related to foreign-made make-up products referring to the female segment have been recognized by researchers as worthy of study depending on the reasons for the lifestyle of women in the local market as it can provide constructive insights for shaping marketing-related decisions.

The results show that this research has important implications for both theory and practitioners. This framework provides new insights into understanding of the impact of brand awareness, brand association and perceived brand quality on female consumer purchasing decisions. In a practical context, foreign makeup brand marketers can use the findings of this study to see their strengths and weaknesses in the use of their brand equity and can improve their performance accordingly. Through hypothesis testing, this study reveals that brand awareness, brand association, and perceived brand quality have a strong and significant level of relationship with female consumer purchasing decisions. So domestic marketers can adapt this knowledge to their marketing plans and activities to satisfy customers and provide offers based on factual consumer needs. Companies can increase sales by offering the right brand features; quality expected by customers to stimulate purchasing decisions.

2.2 Definition of Purchasing Decisions

Purchasing decisions are important things that every company hopes for consumers to purchase a product and royalty. Making consumer purchasing decisions is a process of selecting one of several alternative solutions to problems with real follow-up and determining the attitude that will be taken to buy or not to the product. The purchase decision process begins when consumers realize a problem or need for a desired product. The buying process describes the reasons why someone prefers, chooses and buys a product with a certain brand.

Purchasing decisions that cover all consumer activities that occur prior to the purchase and use of the product, by identifying needs, searching for information and evaluating alternatives, with the consumer decision process stage where the consumer buys and uses a product or service by determining whether he has made a purchase decision right, (Tjiptono (2019: 53)

2.3 Definition of Product Quality

Product quality is something that needs the main attention of the company or manufacturer, considering that product quality is closely related to consumer satisfaction, which is the goal of marketing activities carried out by the company.

Tjiptono (2019: 232) argues that the term quality itself contains various interpretations, because quality has a number of levels: universal (the same everywhere), cultural (depending on the cultural value system), social (formed by socio-economic class, ethnic group, family, friends. relationship), and personal (depending on the preferences or tastes of each individual). In simple terms, quality can be defined as a product that is defect free. In other words, the product conforms to standards (targets, targets or requirements that can be defined, observed and measured).

2.4 Definition of Promotion

Promotion is one of the factors determining the success of a marketing program. Regardless of the quality of a product, if consumers have never heard of it and are not sure that the product is useful to them, then they will never buy it. a multifaceted incentive tool employed to meet targets in the short term and designed to stimulate buyers of a particular product more quickly or more powerfully by consumers or traders everywhere. Sunyoto (2014: 155) states that promotion is an activity aimed at influencing consumers so that they can become familiar with the products offered by the company to them and then they become happy and then buy the product. The tools that can be used to promote a product can be selected in several ways, namely advertising, sales promotion, publicity, personal selling which is called the promotion mix. Setyaningrum at al (2015: 223) states as a marketing communication mechanism, the exchange of information between buyers and sellers, which seeks change and thinking.

2.5 Pengertian Citra Merek

The brand image of the company is one of the important things in marketing and making strategies in marketing products and has an important role in influencing consumer buying interest. A strong brand image allows the preferences and loyalty of consumers to the company to be stronger. The greater the consumer's preference and loyalty to a product brand, the greater the company's opportunity to maintain and develop the market. In the midst of increasingly fierce competition, brands can become a weapon to attract attention and bind customer loyalty. consumers can evaluate the same product differently depending on how branded the product is. They learn about brands through past experiences with these products and their marketing programs, discovering which brands satisfy their needs and which don't.

Tjiptono (2019: 187) said that brands are beneficial for producers and consumers, for producers Brand plays an important role as a means of identifying products and companies, forms of legal protection, quality assurance signals, means of creating associations and unique meanings (differentiation), means of competitive advantage and financial resources returns. Meanwhile, for consumers, Brand plays a crucial role as identification of product sources, assignment of responsibility to specific producers or distributors, reducing risk, reducing internal and external search costs, special promises or ties with producers, symbolic tools that project self-image, and quality signals. Tjiptono (2019: 241) states that Brand Image or products are superior to competing brands or products. According to Setiadi (2013: 180), brand image is a representation of the overall perception of them and is formed from information and past experiences with the brand. The image of their relationship is related to attitudes in the form of beliefs and references to a brand. Consumers who have a positive image of a brand are more likely to make purchases.

2.6 Relationship Between Research Variables

Based on the theoretical basis used, the researcher can describe the logical relationship between one research variable and another.

III. RESEARCH METHODS

This study used a survey approach because to obtain information and data the researcher had to communicate or ask the respondent's opinion on the statements listed in the questionnaire. Apart from that, a survey was also conducted to complete the information related to the variables studied. The answers to the data obtained from this survey are then processed with a quantitative approach, for this analysis the researcher uses a quantitative approach, quantitative can be interpreted as a research method based on positivism philosophy, used to research on certain populations or samples, data collection using research instruments, data analysis is quantitative or statistical, with the aim of describing and testing the hypotheses that have been determined (Sugiyono, 2018: 15). It is hoped that the results of the quantitative study can answer research questions in an associative form between variables in the study. Associative research is research that aims to determine the relationship between two or more variables, looking for roles, influences, and causal relationships, namely between independent / exogenous variables and dependent / endogenous variables (Sugiyono, 2018: 51).

3.1 Population and Sample

3.1.1 Research Population

Population is a generalization area consisting of objects or subjects that have certain quantities and characteristics set by researchers to study and then draw conclusions Sugiyono (2018: 130). So the population is not only people, but also objects - other natural objects. Population is also not just the number that is in the object or subject being studied, but includes all the characteristics or properties possessed by that subject or subject. The target population in this study are consumers who use Dermatix at the Titi Murni Pharmacy, DKI Jakarta area.

3.1.2 Research Sample

Sugiyono (2018: 131) reveals that the sample in a study is part of the number and characteristics of the population. The sampling technique used in this research is purposive sampling, which means the technique of determining the sample with certain considerations (Sugiyono (2018: 131). As for the sample criteria that are considered by this study, namely consumers who have used Dermatix at least twice used, sampling in conducted at the Titi Murni Pharmacy, DKI Jakarta in the period November - December 2019. Because the target population was not able to be precise, the researcher decided to use a sample of 100 respondents, as stated by Ghozali (2014: 30) who stated that the size of the sample for PLS testing was used to confirm the theory, but can also be used to explain the presence or absence of a relationship between latent variables and have a greater influence, a minimum of 30 to 100 cases is recommended.

Data and Data Collection Methods

The data used in this study are primary data collected through surveys, primary data is data obtained directly from the object under study which is the primary source of data or sources that directly provide data to data collectors. (Sugiyono, 2018: 213).

Primary data is collected using a questionnaire, a questionnaire is a data collection technique that is carried out by giving a set of closed or open questions or statements, can be given to respondents directly or sent by post, or the internet. With direct contact between the researcher and the respondent, it will create a fairly good condition, so that the respondent will voluntarily provide objective and fast data. Sugiyono, (2018: 219). The statements in the questionnaire are measured using the Likert scale, a scale used to measure the attitudes, opinions and perceptions of a person or group of social phenomena. In research, social phenomena have been determined specifically by researchers, hereinafter referred to as research variables. With a Likert scale, the variables to be measured are translated into variable indicators. Then these indicators are used as a starting point for arranging instrument items which can be statements or questions. The answer to each instrument item that uses the Likert scale has a very positive to very negative gradient, which can be in the following words Sugiyono (2018: 152):

- 1 = Strongly disagree (STS)
- 2 = Disagree (TS)
- 3 = Doubt (RR)
- 4 = Agree (S)
- 5 = Strongly Agree (SS)

Data collection technique

The data collection technique is the most strategic step in research, because the main purpose of research is to get data. Data collection techniques are the most important step in research, because the main purpose of research is to get data. According to Sugiyono (2018: 213). Without knowing the data collection technique, the researcher will not get data that meets the established data standards.

Metode Analisis Data

Statistik Deskriptif

Karakteristik Responden

Respondent descriptions are used to determine the number of respondents who have been divided according to predetermined characteristics, namely based on demographic characteristics (age, gender, occupation) and characteristics of respondents (type of product purchased). Where the respondent's description is displayed in the form of tables and diagrams accompanied by descriptions.

3.5.1.2 Analysis of Respondents' Answers

Variable descriptions are used to determine respondents' answers to product variables, promotions, brand image and purchasing decisions. This analysis uses index analysis. (Ferdinand, 2014: 231) To get the tendency of respondents' answers to each variable, it will be based on the average score (index) which is categorized into a range of scores based on the calculation of the threebox method.

(Ferdinand, 2014: 232) states that the resulting index number shows a score of 20 to 100 with a range of 80. By using the three-box criteria (Three-box Method), the range of 80 is divided into 3 parts, resulting in a range for each part. amounted to 26, which will be used as a list of the following index interpretations:

- 20 – 46 = Low
- 47 – 73 = Moderate
- 74 – 100 = High

The scoring technique used in this study is a maximum score of 5 and a minimum score of 1, then the calculation of the index for the respondent's answer is to use the following formula:

$$\text{Index Value} = [(\%F1*1) + (\%F2*2) + (\%F3*3) + (\%F4*4) + (\%F5*5)]/5 \dots (3.3)$$

Path Analysis

In this study, path analysis is used, which is one of the analytical techniques used in quantitative research. Ghozali (2014: 117) explains that path analysis is a further development of multiple and bivariate regression analysis. Path analysis has a close relationship with multiple regression is a special form of path analysis. This technique is known as causing modeling. In path analysis, the correlation between variables is related to the parameters of the model which are stated in the path diagram. Path analysis wants to test regression equations involving several exogenous and endogenous variables so as to allow the examiner to the mediating or intervening variables between the intermediate variables. Besides that, path analysis can measure the direct and indirect relationship between the variables in the model. Path analysis is used to determine the direct and indirect effect of a set of independent (exogenous) variables on the dependent (endogenous) variable. And the path analysis model can be used if in theory the research is sure that the analyzed variables have a causal effect pattern.

Outer Model Analysis

The outer model or measurement model defines how each indicator block relates to its latent variable. Latent variables can be measured by indicators that are reflective and formative. The design of the measurement model determines the indicator properties of each latent variable, whether reflective or formative, based on the operational definition of the variable. Ghozali (2014: 39) states that an Outer model specifies the relationship between latent variables and their indicator or manifest variable (measurement model).

Outer Model Analysis

Inner model analysis is also known as structural model analysis which describes the relationship between latent variables based on the substantive theory.

Hypothesis testing

Hypothesis testing is used to describe the direction of influence between the independent variables and the dependent variable. This test is done with path analysis or a model that has been created. The results of the correlation between constructs are measured by looking at the path coefficient and the level of significance which is then compared with the research hypothesis. To see the results of hypothesis testing simultaneously. The path coefficient is used to find out how much the value of each path coefficient is.

IV. RESEARCH RESULTS AND DISCUSSION

4.1 Description of Respondents

Respondents in this study were Dermatix users who had used it at least 2 times who at the time of collecting data were at the Titi Murni Pharmacy, central Jakarta or domiciled in the DKI Jakarta area and in accordance with the criteria set by the researcher. The results presented in the table used in this study were obtained by distributing questionnaires. The number of questionnaires given to respondents to be filled in was 100 questionnaires and carried out in November-December 2019 and obtained as many as 100 respondents.

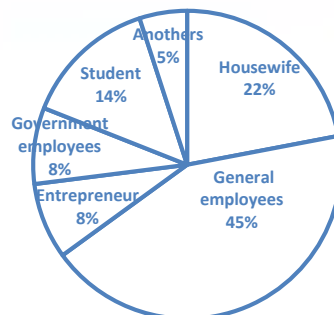
Table 4.1 Describe the characteristics of the respondent.

Information	Total	Percentage
Gender:		
Male	29	29%
Women	71	71%
Amount	100	100%
Ege:		
16-25 years	9	9%
26-35 years	37	37%
36-45 years	28	28%
46-55 years	16	16%
Amount	100	100%
Status:		
Housewife	22	22%
General employees	45	45%
Entrepreneur	9	8%
Government employees	4	4%
Student	17	17%
Another	3	4%
Amount	100	100%

Source: processed primary data, 2019.

1. Characteristics of respondents according to gender:
Respondents in this study were 100 people consisting of 29 men (29%) and 71 women (71%). This shows that most respondents are women with a percentage of 71%.
2. Characteristics of respondents according to age:
Respondents aged 16 years to 25 years were 9 people (9%), 37 people aged 26 to 35 years (37%), 28 people aged 36 to 45 years (28%) and those aged 46 to 55. years as many as 16 people (16%). This shows that most of the respondents were 26 to 35 years old with a percentage of 37%.
3. Characteristics of respondents according to occupation:
A total of 100 respondents who work as housewives totaled 22 people (22%), private employees as many as 45 people (45%), entrepreneurs as many as 8 people (8%), civil servants as many as 4 people (4%), students / university students. 17 people (17%), and business owners themselves as many as 4 people (4%), another 4 people (4%). This shows that most of the respondents work as private employees with a percentage of 45%.

Figure 4.1 Respondents aged 26-25 years based on status



Source: processed primary data, 2019.

The majority of respondents aged 26 to 35 years are 37 people. Of that age group, the majority are private employees with 16 people, 8 housewives, 5 students, 3 people each with an entrepreneurial status and 3 civil servants each, while 2 people with other statuses. This information is summarized in the diagram below:

Table 4.2 The type of gramasi Dermatix purchased by the respondents

Kategori	Responden		
	Laki-Laki	Perempuan	Jumlah
Dermatix 5gram	4	34	38
Dermatix 7gram	10	22	32
Dermatix 9gram	8	7	15
Dermatix 15gram	7	8	15

Source: processed primary data, 2019.

It was revealed that the majority of respondents bought Dermatix 5gram and 7gram. Whereas for Dermatix 9gram and 5gram each 15 respondents. In general, when viewed from the gender, the majority of Dermatix users are women.

1.2.2 Description of the respondent's answer

1.2.2.1 Variable Description

Variable descriptions are used to get the tendency of respondents' answers to each variable of product quality, promotion, brand image on purchasing decisions. This analysis uses a perception index which is divided into three susceptible scores (Three-box Method).

Criteria score Ranges

20 – 46	Low
47 – 73	Moderate
74 – 100	High

1.2.2.2 Indeks Persepsi Kualitas Produk (PR)

Table 4.4 the results of the perception index calculation for product quality are summarized in the table below

Table 4.3 Indeks Persepsi responden terhadap Kualitas Produk

Indicator	Code	Response Frequency					Amount	Indeks	Category
		1	2	3	4	5			
Physical form	PR1	0	0	0	83	17	100	83.4	High
		0	0	0	332	85	417		
	PR2	0	0	0	86	14	100	82.8	High
		0	0	0	344	70	414		
	PR3	0	0	1	83	16	100	83.0	High
	0	0	3	332	80	415			
Features	PR4	0	0	19	77	4	100	77.0	High
		0	0	57	308	20	385		
	PR5	0	0	0	86	14	100	82.8	High
		0	0	0	344	70	414		
Quality Conformity	PR6	0	1	5	82	12	100	81.0	High
		0	2	15	328	60	405		
	PR7	0	0	10	84	6	100	79.2	High

Product Durability		0	0	30	336	30	396	81.6	High
	PR8	0	1	3	83	13	100		
		0	2	9	332	65	408	81.4	High
	PR9	0	1	3	84	12	100		
		0	2	9	336	60	407	81.2	High
	PR10	0	1	2	87	10	100		
	0	2	6	348	50	406	AVERAGE	81.3	High

Source: processed primary data, 2019.

On average, respondents' perceptions of the quality of Dermatix 81.3 are in the high category. Based on the sub-indicators of the highest product quality of 83.4 (PR1) with the statement Dermatix in the form of gel is easy to use and absorbs quickly, this indicates that Dermatix is a product that is easy to use and absorbs quickly according to the wishes of the respondents. while the lowest sub indicator is 77.0 (PR4) with the statement that Dermatix contains an innovative formula CPX technology and unique Vitamin C Ester so it doesn't irritate the skin.

4.2.2.3 Promotion Perception Index (PI)

The results of data processing on respondents' answers are stated in the form of a perception index for the variables and promotion indicators, the calculation results are displayed in table 4.5 as follows:

Table 4.4 Perception Index Average Score of Promotion Variables

Indicator	Code	Response Frequency					Amout	Indeks	Category
		1	2	3	4	5			
Inform	PI1	0	1	3	83	13	100	81.6	High
		0	2	9	332	65	408		
	PI2	1	0	1	86	12	100	81.6	High
		1	0	3	344	60	408		
Persuade	PI3	0	1	0	85	14	100	82.4	High
		0	2	0	340	70	412		
	PI4	0	0	21	78	1	100	76.0	High
		0	0	63	312	5	380		
Remind	PI5	0	46	13	40	1	100	59.2	Moderate
		0	92	39	160	5	296		
	PI6	0	0	0	89	11	100	82.2	High
		0	0	0	356	55	411		
	PI7	0	0	0	82	18	100	83.6	High
		0	0	0	328	90	418		
	PI8	0	0	0	87	13	100	82.6	High
		0	0	0	348	65	413		
AVERAGE							78.7	High	

Source: processed primary data, 2019.

It is known that the perception index for the promotion variable has an average index value of 78.7 (PI7) which is included in the high category. Conversely, the indicator with the lowest index with an Index value of 59.2 (PI5) with the statement I bought Dermatix just in case if needed at any time. Most of the respondents buy Dermatix for immediate use and some buy just in case it is needed at any time. This means that respondents buy when they need it to treat scars rather than being on guard.

4.2.2.3 Brand Image Perception Index (CM)

The results of research on the brand image variable which consists of five indicators. Respondents' answers and descriptive calculation results are presented in table 4.6 as follows:

Table 4.5 Indeks Persepsi Skor Rata-rata Variabel Citra Merek

Indicator	Code	Response Frequency					Amout	Indeks	Category
		1	2	3	4	5			
Advantage	CM1	0	0	6	78	16	100	82.0	High
		0	0	18	312	80	410		
	CM2	0	0	1	87	12	100	82.2	High
		0	0	3	348	60	411		
	CM3	0	0	11	83	6	100	79.0	High
		0	0	33	332	30	395		
Advantage	CM4	0	0	3	86	11	100	81.6	High
		0	0	9	344	55	408		
Information	CM5	0	0	0	81	19	100	83.8	High
		0	0	0	324	95	419		
	CM6	0	0	0	88	12	100	82.4	High
		0	0	0	352	60	412		
Reason	CM7	0	0	2	85	13	100	82.2	High
		0	0	6	340	65	411		
	CM8	0	0	0	85	15	100	83.0	High
		0	0	0	340	75	415		
AVERAGE							82.0	High	

Source: processed primary data, 2019.

Table 4.6 shows that the perception index for the promotion variable is 82.0, including in the high category. The highest index is found in the information indicator with an index value of 83.8 related to the CM5 code statement, namely I use dermatix because it is available in all the nearest traditional, modern and mini market pharmacies. It can be interpreted that most consumers' perceptions of the brand image statement are in accordance with the desires of consumers and satisfied consumers.

1.2.2.4. Purchasing Decision Perception Index (KP)

Descriptive analysis of the research variables was carried out on purchasing decision variables which consisted of five indicators according to Tjjiptono (2019: 58). Respondents' answers and descriptive calculation results are presented in table 4.7 as follows:

Table 4.6 Average Score Perception Index of Purchasing Decision Variables

Indicator	Code	Response Frequency					Amout	Indeks	Category
		1	2	3	4	5			
Needs	KP1	0	0	0	87	13	100	82.6	High
		0	0	0	348	65	413		
Information	KP2	0	0	0	83	17	100	83.4	High
		0	0	0	332	85	417		
Alternative evaluation	KP3	0	0	1	85	14	100	82.6	High
		0	0	3	340	70	413		
Consumption	KP4	0	0	0	82	18	100	83.6	High
		0	0	0	328	90	418		
Buyer evaluation	KP5	0	0	0	85	15	100	83.0	High
		0	0	0	340	75	415		
AVERAGE							83.0	High	

Source: processed primary data, 2019.

Table 4.7 shows that the perception index for the purchasing decision variable is 83.0, including in the high category. In the purchasing decision variable, there are 2 highest indices. The first indicator of consumption with an index value of 83.6 is related to the KP4 code statement, namely I bought Dermatix because the process is easy to use. The second indicator is information with the KP2 code statement, namely I bought it because the information Dermatix can remove scars. It can be interpreted that most of the respondents to the KP4 and KP2 statements gave answers that were almost close to what the researchers expected.

4.3 Path Analysis

4.3.1 Measurement model (Outer model)

The measurement model or outer model with reflective indicators is evaluated through three criteria, namely by loading factors, discriminant validity and composite reliability for the indicator block. The following are the results of data processing in this study

1. Reflective Indicators

a. Loading factor

The results of factor loading using the reliability test on WarpPLS 6.0 are as follows:

Table 4.7 Reflective Variable Loading Values

Indicator	Value of Loading	P-value	Information
PR1	0.823	<0.001	Valid
PR2	0.785	<0.001	Valid
PR3	0.825	<0.001	Valid
PR4	0.277	<0.001	Valid
PR5	0.887	<0.001	Valid
PR6	0.462	<0.001	Valid
PR7	0.461	<0.001	Valid

Source: WarpPls output, compiled. 2019.

Table 4.7 Reflective Variable Loading Values (Continued)

Indicator	Value of Loading	P-value	Information
PR8	0.705	<0.001	Valid
PR9	0.685	<0.001	Valid
PR10	0.548	<0.001	Valid
PI1	0.902	<0.001	Valid
PI2	0.875	<0.001	Valid
PI3	0.84	<0.001	Valid
PI4	0.227	0.002	Valid
PI5	-0.149	0.027	Valid
PI6	0.842	<0.001	Valid
PI7	0.857	<0.001	Valid
PI8	0.853	<0.001	Valid
CM1	0.737	<0.001	Valid
CM2	0.883	<0.001	Valid
CM3	0.304	<0.001	Valid
CM4	0.747	<0.001	Valid
CM5	0.883	<0.001	Valid
CM6	0.915	<0.001	Valid
CM7	0.786	<0.001	Valid
CM8	0.859	<0.001	Valid
KP1	0.892	<0.001	Valid
KP2	0.871	<0.001	Valid
KP3	0.869	<0.001	Valid
KP4	0.891	<0.001	Valid
KP5	0.915	<0.001	Valid

Source: WarpPls output, compiled, 2019.

Notes: Loadings are unrotated and cross-loadings are oblique-rotated. SE's and P values are for loading. P values <0.05 are desirable for reflective indicators (Kock N, 2017). The basis for the decision of the factor loading value is that if the factor loading value on the latent variable with its indicators is > 0.5 then the data is declared valid, on the contrary if <0.5 the data is declared invalid Ghozali (2014: 56). Based on table 4.8, it shows that the value of the loading factor on the latent variable with the indicators showing the expected value, namely > 0.5 and the p-value <0.005, then it is declared valid.

b. *Composite reliability*

The results of composite reliability using the reliability test on WARPPLS 6.0 are as follows:

Table 4.8 Composite Reliability Value

kproduct	promotion	citrame	kpembel
0.884	0.888	0.924	0.949

Source: WarpPls output, compiled. 2019.

The basis for the decision on the composite reliability value is measuring the internal consistency > 0.60. Based on table 4.9 the value of the composite reliability of the construct is > 0.6 which means that the construct is quite *reliable*

c. *Discriminant validity*

Discriminant validity testing aims to test whether the latent variables are different from one another. The criterion used is that each indicator block has a higher rating, for the latent variable being measured, compared to indicators for other latent variables. Appendix four of these test results. From the attachment it can be stated that all indicator blocks have a loading greater than the other variable indicators (cross loading)

4.3.2 Inner Model Analysis

The structural evaluation of the model includes testing the fit of the model (model fit), the path coefficient, and R². Model suitability testing is used to test whether a model has a compatibility with data which we can see through 3 test indices, namely Average path coefficient (APC), Average R-square (ARS), Average variance inflation factor (AVIV) with APC and ARS criteria. accepted with the condition that the p-value < 0.50 and AVIV < 5 (Ghozali (2014: 104). And to validate the overall model, Goodness Off Fit (GOF) can be used.

Table 4.9 Model fit index

	<i>indeks</i>	<i>P-value</i>
APC	0.401	<0.001
ARS	0.774	<0.001
AARS	0.768	<0.001
AVIV	3.482 (Acceptable if ≤ 5, ideally ≤ 3.3)	
GOF	0.685	

Source: WarpPls output, compiled. 2019.

Based on the table above, it can be seen that APC has an index of 0.401 with a p-value < 0.001, while ARS has an index of 0.774 with a p-value < 0.001, for the AVIV value it also shows an index above 5, which is 3.482, and a GOF value of 0.685. with kriteresia > 0.1 = Small, > 0.25 = Medium, and > 0.36 = Large. So overall it can be concluded that the model is fit with the data.

The inner model (structural model) describes the relationship between latent variables based on the substantive theory. The structural model is evaluated using the coefficient of determination (R-square) for the dependent construct, the stone geiter Q-square test for predictive relevance, the three of which can be seen in Figure 4.4.

In structural model analysis, testing of the structural model can be done by testing the coefficient of determination (R²). From the model it can be shown that the coefficient of determination between product quality and brand image is 0.55. This figure shows that product quality affects brand image by 55 percent. The coefficient of determination between promotion and brand image results in 0.15. This figure shows that promotion affects the brand image by 15 percent. The contribution of each variable to purchasing decisions is product quality by -0.6%, promotion 26% and brand image 63% (Table 4.12)

Table 4.10 R Squared Contribution

	Kproduct	Promosi	Citrane	Kpembel	Total
Citrane	0.555	0.156			0.711
Kpembel	-0.068	0.268	0.637		0.837

Source: WarpPls output, compiled. 2019.

The structural model can also be evaluated using Q2 where the quantity of Q2 lies between zero and one ($0 \leq Q2 \leq 1$). The closer to 1, the better the model. The value of $Q2 > 0$ indicates that the model has predictive relevance and vice versa if $Q2 < 0$ indicates that the model has less predictive relevance. By using Q2 (Chin, 1998: 43), the prediction relevance value can be calculated as follows:

$$\begin{aligned}
 Q^2 &= 1 - \{(1 - R_1^2) \{1 - R_2^2\}\} \\
 &= 1 - (1 - 0.71) (1 - 0.84) \\
 &= 1 - (0.29) (0.16) \\
 &= 1 - 0.046 \\
 &= 0.954
 \end{aligned}$$

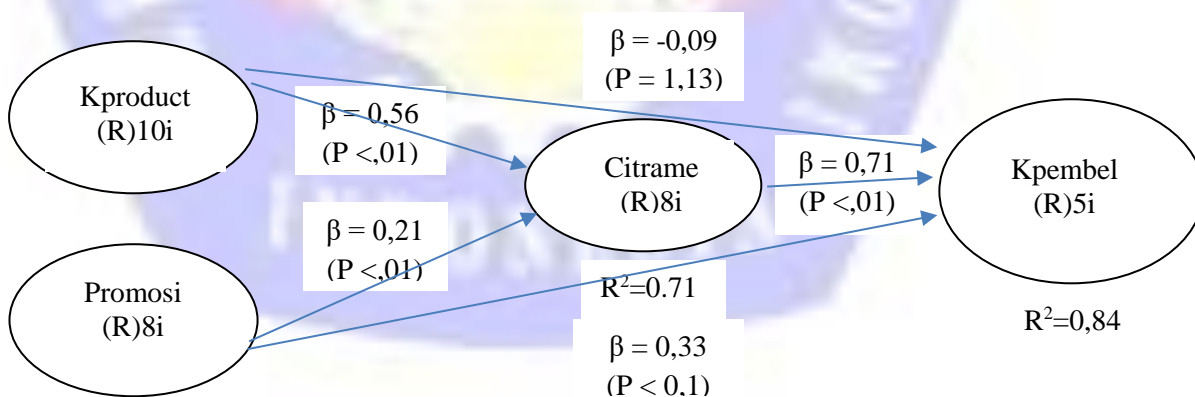
Based on the results of the above calculations, it shows that 95.4% can be explained by the model while the remaining 5% can be explained by other variables including errors.

4.3.3 Hypothesis Testing and Direct Effect Analysis

This study uses four latent variables, namely product quality, promotion, brand image and purchase decisions. Through 15 indicators with statements, four indicators for product quality, three indicators for promotion, three indicators for brand image and five indicators for purchasing decisions.

Based on data processing, the results are obtained as shown below:

Gambar 4.2 Research Model



Source: WarpPls output, compiled. 2019.

The hypothesis is tested:

1. Hypothesis Test 1

H_1 : It is suspected that product quality has a direct effect on decisions Purchase

Based on Figure 4.2, the direct effect of product quality on purchasing decisions is obtained by the path coefficient (beta) -0.09 but the coefficient is not significant because the p-value is greater than 0.05. This indicates that Dermatix, even though the company claims it as a good quality product, is unable to encourage consumers to buy it. The results of research conducted by Rizky Desty Wulandari, at al (2018), simultaneously, brand

image and product quality have a significant influence on purchasing decisions for Viva cosmetics products.

Table 4.11 Direct Effect

Criteria	Product quality	
Path Coefficients	-0,09	Buying decision
P-value	1,13	

Source: WarpPls output, compiled. 2019.

2. Hypothesis Test 2

H_2 : It is suspected that product quality has a direct effect on brand image

The assumption that there is a direct effect of product quality on brand image based on data processing obtained a path coefficient (beta) of 0.56 with a p-value less than 0.05. This indicates that Dermatix as a quality scar medication is able to create a good product image. The coefficient is stated to be statistically significant. This is supported by the results of the perception analysis where the majority of respondents perceive Dermatix as part of cosmetics, which characterizes Dermatix as a scar healer and skin rejuvenator. The results of research conducted by Wulandari, et al (2018) that product quality has a significant influence on purchasing decisions for Viva cosmetics products.

Table 4.12 Direct Effect

Criteria	Product quality	
Path Coefficients	0,56	Brand image
P-value	<0,001	

Source: WarpPls output, compiled. 2019.

3. Hypothesis Test 3

H_3 : It is suspected that Promotion has a direct effect on Purchasing Decisions

Based on data processing, the direct effect of promotion on purchasing decisions is obtained by a path coefficient (beta) of 0.33 with a p-value less than 0.05. This indicates that the promotions delivered by Dermatix are always remembered as a scar medicine. The results of research conducted by Dewanti, (2016) also stated that advertisements on TV media and brand awareness had an effect on the decision process of purchasing image body lotion for high school students of SMAN 1 Purwakarta.

Table 4.13 Direct Effect

Criteria	Promotion	
Path Coefficients	0,334	Buying decision
P-value	<0,001	

Source: WarpPls output, compiled. 2019.

4. Hypothesis Test 4

H_4 : It is suspected that Promotion has a direct effect on Brand Image

The presumption of a direct effect of promotion on brand image based on data processing obtained a path coefficient (beta) of 0.21 with a p-value less than 0.05. This indicates that the better the promotion given by PT. Transfarma medica indah, the higher the level of satisfaction received by consumers. This is in line with what was done by Dewanti, (2016) who stated that advertising on TV media, Citra body lotion brand awareness among SMAN 1 Purwakarta students that advertisements on Citra's body lotion TV media are quite good.

Table 4.14 Direct Effect

<i>Kriteria</i>	Promotion	Brand Image
<i>Path Coefficients</i>	0,21	
<i>P-value</i>	<0,01	

Source: WarpPls output, compiled. 2019.

Associated with the brand image where the quality of the product and promotion that has a significant effect can be distinguished by the contribution of the influence of each variable as shown in the table below:

Table 4.15 R-squared contributions

	Brand Image	Total
Kualitas produk	0,555	0,711
Promosi	0,156	

Source: WarpPls output, compiled. 2019.

Product quality and promotion contribute 71% to Dermatix image variability. This means that 71% of respondents' perceptions of Dermatix image are influenced by product quality and promotion, while 29% of Dermatix images are influenced by other factors. 71% of the contribution was contributed by product quality 55.5% and promotion 15.6%.

5. Hypothesis Test 5

H_5 : It is suspected that Brand Image has a direct effect on decisions Purchase Based on data processing, the direct effect of brand image on purchasing decisions is obtained by processing the data obtained by a path coefficient (beta) of 0.21 with a p-value less than 0.05. This indicates that the better the Dermatix brand image, the consumers decide to buy. This is in line with what was done by Wulandari, et al (2018), brand image and product quality simultaneously have a significant influence on purchasing decisions for Viva cosmetics products.

Table 4.16 R-squared contributions

	Buying decision	Total
Product quality	-0,068	0,837
Promotion	0,268	
Brand Image	0,637	

Source: WarpPls output, compiled. 2019.

Product quality, promotion and brand image contributed 83.7% to the variability of Dermatix's image. This means that high or low respondents' perceptions of Dermatix's image are 83.7% influenced by product quality, promotion and brand image, while 17% of Dermatix's image is influenced by other factors. 83.7% of the contribution was contributed by 68% product quality, 26.8% promotion and 63.7% brand image.

4.3.4 Hypothesis Testing and Indirect Effect Analysis

This analysis is related to the effect of product quality on purchasing decisions with brand image as the mediation, and related to brand image mediating product quality on purchasing decisions. The mediation effect shows the relationship between the independent and dependent variables through the connecting or mediating variable. The effect of the

independent variable on the dependent variable does not occur directly but through a transformation process represented by the mediating variable.

The first step in the mediation testing procedure is that the direct effect of the independent variable on the dependent variable must be significant. Second, testing the effect of the independent variable on the mediating variable must be significant. Third, simultaneously test the effect of the main effect and the effect of the mediating variable on the dependent variable where it is expected that the main effect is insignificant, while the effect of the mediating variable on the dependent variable is significant. This indirect effect is obtained by the formula for the effect of the independent variable on the mediating variable multiplied by the effect of the mediating variable on the dependent variable (Sholihin, 2014: 204)

6. Hypothesis Test 6

H_6 : *It is suspected that product quality has an indirect effect on Purchasing Decision Mediated by Brand Image*

Based on the results of the analysis of hypothesis testing H1, H2 and H5, it was found that although H2 and H5 had a significant effect, product quality decisions had no effect on purchasing decisions (H1). Mediation analysis can be carried out if all direct effects between variables must be significant. In other words, brand image is not a variable that can indirectly link product quality to purchasing decisions.

7. Hypothesis Test 7

H_7 : *It is suspected that Promotion has an indirect effect on decisions Brand Image Mediated Purchases*

Based on the results of hypothesis testing H3, H4 and H5, it was found that all direct effects between variables were statistically significant. Thus it can be stated that brand image can be a variable that mediates promotion of purchasing decisions. To determine the mediation effect compared to the direct and indirect effects

Table 4.17 *Effect Size*

	<i>Direct Effect</i>		<i>Indirect Effect</i>	
	Promosi	P-value	Promosi	P-value
Buying decision	0,334	0,386	0,148	0,004

Source: WarpPls output, compiled. 2019.

Based on the table above, the indirect effect is smaller than the direct effect but still significant, this shows that promotion is a partial mediation between promotion and purchasing decisions.

4.4 Summary of Research Results

Hypothesis	Conclusion
H ₁ : Product quality has a direct effect on the Purchase Decision	Rejected
H ₂ : Product Quality has a direct effect on Accepted Brand Image	Received
H ₃ : Promotion has a direct effect on Accepted Purchase Decisions	Received
H ₄ : Promotion has a direct effect on Accepted Brand Image	Received
H ₅ : Brand Image has a direct effect on Purchasing Decisions	Received
H ₆ : Brand Image Mediates Product Quality on Purchasing Decisions	Rejected
H ₇ : Brand Image Mediates Promotion of Purchasing Decisions	Received

Based on the summary of the research results above, it can be concluded that for Dermatix products manufactured by PT. Transfarma Medika Indah turns out that promotion is the dominant variable of Dermatix's product brand image which has a dominant influence on purchasing decisions. This also illustrates that in addition to maintaining product quality strategically, promotion should be the main concern of PT. Transfarma makes maximum use of promotional activities that are informative in nature as well as persuading and reminding of the goodness of Dermatix as a scar remover and skin polish. But there is a need to impart that to the user's perception.

V. CONCLUSIONS AND SUGGESTIONS

5.1 Conclusion

Based on the results of research that has been done and analyzed the data as described in the previous chapter, the authors can draw the following conclusions:

1. The quality of Dermatix proved unable to make a purchase decision. Dermatix is a scar remover and skin softener, although it is equipped with quite a variety of variants and has been made in accordance with consumer desires, but not as a variable that influences purchasing decisions.
2. Product quality has a positive effect on brand image. Dermatix as a quality scar medicine is able to create a good product image.
3. Promotion has a positive effect on purchasing decisions. This indicates that the promotion by the marketing team of PT. Transfarma Medika Indah, was able to encourage the image of Dermatix to be remembered as a scar medicine
4. Promotion has a positive effect on brand image. This reflects that the better that PT. Transfarma Medika Indah, the higher it has reminded consumers of the usefulness of Dermatix.
5. Brand image has a positive effect on purchasing decisions. This indicates that consumers decide to buy Dermatix because of the image of Dermatix as a scar reliever.
6. Brand image is not something that can indirectly link product quality to purchasing decisions.
7. Brand image partially mediates (partial mediation) the effect of promotion on purchasing decisions. The promotion carried out on Dermatix creates a good image as a scar remover and this is what encourages consumers to buy Dermatix.

5.2 Suggestions

Based on the analysis of the perception index in the statement "I bought Dermatix just in case it is needed at any time it is in the medium category lower than the index for other indicators. According to the researcher, this indicates that most respondents buy Dermatix for immediate use and some buy just in case it is needed at any time. This means that respondents buy when they need it to treat scars rather than being on guard. In order for customers' perceptions of Dermatix to be sure, the Company must instill an image to consumers so that they buy to use it immediately but can be on guard by promoting the advantages of Dermatix as an alternative as a skin-enhancing cosmetic, so that consumers will be interested in buying not only to remove scars but also to be on guard. To smooth the skin, it is hoped that in addition to increasing the Dermatix drug that must be available at home, it is also able to increase sales volume.

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