

INFLUENCE OF BRAND IMAGE ON THE PURCHASE OF SHAMPOO PRODUCTS (STUDY ON A HERBAL SHAMPOO PRODUCT IN BANDUNG CITY)

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ABSTRACT

This research was conducted with the aim of knowing and analyzing The Effect of Brand Image on The Purchase of Shampoo Products in one of the herbal shampoo products in The City of Bandung. The object of research was consumers of herbal shampoo products as many as 100 respondents, using descriptive analysis and verification analysis methods.

Based on research using path analysis, the brand image variable on the purchase of shampoo products in one of the herbal shampoo products in Bandung is significant. The implications of the research results show that a good brand image can increase the purchase of shampoo products. Therefore, the conclusions and suggestions consider in connection with the research results are paying attention to Brand Image to increase the purchase of shampoo products.

Keywords: Brand Image, Purchase

ABSTRAK

Penelitian ini dilakukan dengan tujuan untuk mengetahui dan menganalisis Pengaruh Brand Image terhadap Pembelian Produk Shampoo di salah satu produk shampoo herbal di Kota Bandung, yang menjadi objek penelitian adalah konsumen dari produk shampoo herbal sebanyak 100 responden, dengan menggunakan metode analisis deskriptif dan analisis verifikasi.

Berdasarkan penelitian dengan menggunakan analisis jalur, terlihat bahwa variabel brand image terhadap pembelian produk shampoo di salah satu produk shampoo herbal di Kota Bandung dinyatakan signifikan. Implikasi hasil penelitian menunjukkan bahwa dengan brand image yang baik dapat meningkatkan pembelian produk shampoo. Adapun kesimpulan dan saran-saran yang dapat dipertimbangkan sehubungan dengan hasil penelitian adalah memperhatikan Brand Image guna meningkatkan pembelian produk shampoo.

Kata kunci: Brand Image, Pembelian

INTRODUCTION

Shampoo is a product that is useful for cleaning, strengthening, and changing the appearance without changing the function and structure of the hair so that it creates its attractiveness. Having strong hair and not falling out is everyone's dream beauty and beauty that can make a person more confident, so everyone uses shampoo to support the health of their hair. In addition, shampoo is a means for everyone to clarify their identity to their surroundings. Various circulating shampoo products are classified into anti-hair loss, anti-dandruff, anti-oily, and anti-branch shampoo. Anti-loss shampoo products are shampoo products that have much interest from adults to teenagers because anti-loss shampoos can make hair look more natural.

Shampoo is a big business with a global market value of US\$500 billion or Rp.7.200 trillion. Projections submitted by Research & Market say that by 2020, the shampoo market will be worth US \$ 675 billion. The trend that is the current reference influences the development of businesses or businesses that produce various types of shampoo. From data from the Cultura website, Asia Pacific leads the global market in the shampoo industry, which reaches 40%. The development of the world shampoo market has also influenced shampoo companies in Indonesia. In the last five years, the domestic

shampoo industry has increased rapidly. The number of domestic companies in 2018 reached more than 760 from the previous year, only 153 companies.

Purchasing is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them (Arianty & Andira, 2021; Suardhita, Rafik & Sugeng, 2019; Wahyuni, Larashati, Dwiyana & Suherman, 2022).

Purchase is an evaluation stage where consumers rank the brand stage and form purchase intentions (Miati, 2020 Achmadi, Supardi, Sriyono & Setiyono, 2022).

Brand Image is the total impression created in the minds or minds of consumers about a brand and includes all functional and non-functional associations (Massie & Soepono, 2019 Andarini & Kurniawan, 2022).

Because many similar shampoo products offer the same texture, the difference is each company's brand image (Gifani & Syahputra, 2021). Brand image contributes to creating and maintaining the competitiveness of a product with a particular image that can provide specific associations in the minds of consumers (Aeni & Ekhsan, 2021 Nugraha & Nurdiansyah, 2022). As is the case in Indonesia, which has many local or domestic companies offering herbal shampoo products with different brand names.

The dimensions that form a brand image are (Meutia, Hadita & Widjarnarko (2021):

1. Corporate Image
2. Product Image (Product Image)
3. User Image (User Image)
4. Brand Personality Image (Brand Personality)
5. Image Attitude and Brand Behavior (Brand Attitude)

The results of the pre-purchase survey show that consumer purchases of herbal shampoo products are in a reasonably good category. The highest score is found in the statement of herbal shampoo products whose quality is guaranteed, with a total score of 3.20 in the reasonably good category. Then in the statement that the herbal shampoo product has benefits that exceed its competitors, it has a total value of 2.47 in the unfavorable category and is included as the lowest score. As for the statement of herbal shampoo products with the attractiveness of the logo on the product, it has an average value of 3.07 in a reasonably good category. For shampoo product statements that have good quality, it has an average value of 2.80 in the pretty good category. Consumers have trusted the quality of herbal shampoo products, with an average value of 2.70 in a reasonably good category. So it can be seen from the pre-survey results that many consumers still need to choose herbal shampoo products as their primary purchase.

The Top Brand Award is one of the awards for brands consumers like (Yulianti, 2020). These brands are said to be the best or top according to the results of a national-level assessment survey on product sales. Based on a national survey on sales of shampoo products in 2018 shows that herbal shampoo product brands were not included in the most favorite shampoo product category in 2018-2020. The survey results conclude that many people must be more familiar with herbal shampoo product brands.

The problem that will be studied and analyzed is how much brand image influences purchasing shampoo products in one of the herbal shampoo products in Bandung. Therefore, this study aims to identify and analyze the influence of brand image on the purchase of shampoo products in one of the herbal shampoo products in Bandung.

METHOD

This study aims to determine and analyze the effect of brand image on purchasing shampoo products in one of the herbal shampoo products in Bandung. The approach in this study, namely using a quantitative approach, descriptive and verification. Quantitative research methods can be interpreted as research methods based on positivism philosophy, used to examine specific populations or samples, data collection using research instruments, data analysis is

quantitative or statistical, intending to test the hypotheses that have been applied.

Descriptive analysis is research conducted to determine the value of an independent variable, either one variable or more (stand-alone variable), without making comparisons or connecting one variable to another. The phenomenon of critical problems of the research can be investigated with the descriptive analysis method. At the same time, the method of verification analysis is research conducted on specific populations or samples to test the hypotheses that have been set. Verification research tests the truth of a hypothesis, where hypothesis testing between variables will be analyzed through a quantitative approach that uses appropriate statistical methods to test hypotheses.

RESULTS and DISCUSSION

Table 1. Validity and Reliability Test

Item	X		Y	
	R	R Kritis	R	R Kritis
1	0,508	0,300	0,586	0,300
2	0,491	0,300	0,453	0,300
3	0,522	0,300	0,425	0,300
4	0,671	0,300	0,527	0,300
5	0,678	0,300	0,623	0,300
6	0,573	0,300	0,540	0,300
7	0,548	0,300	0,465	0,300
8	0,614	0,300	0,491	0,300
9	0,602	0,300	0,498	0,300
10	0,528	0,300	0,604	0,300

11	0,357	0,300	0,311	0,300
12	0,524	0,300	0,360	0,300
13	0,656	0,300	0,507	0,300
14	0,526	0,300	0,331	0,300
15	0,601	0,300	0,442	0,300
Reliability				
Croback's Alpha				
X	0,891			
Y	0,847			

Based on Table 1, it can be concluded that all items in the research variables are declared valid, likewise, with the reliability test.

Based on the results of the path analysis calculation shows:

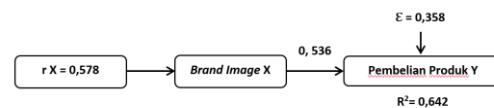


Figure 1. Path Analysis

Based on the calculation results of the Brand Image (X) variable, it is related or correlated with a coefficient value of 0.578. These results indicate a strong correlation or relationship between Brand Image variables. In addition, the Brand Image variable (X) has a path coefficient regression coefficient on the Product Purchase variable (Y) of 0.536.

Brand image variable (X) has a direct effect of 0.287 and an indirect effect of 0.112, so the total effect of brand image (X) on product purchases (Y) is 0.399.

The results of the calculation of the coefficient of determination (R²) expressed in percentages

illustrate the magnitude of the contribution of all independent variables, namely Brand Image (X), in determining Product Purchases (Y) of 0.801 or 80.10%. At the same time, the variable factors that were not examined and influenced product purchases were shown to be 0.199 or 19.90%.

Based on the test results, Brand Image has a significant effect on Purchases of Shampoo products, meaning that this Brand Image variable can stand alone (independently) because it already has a significant influence without the need for support from other variables.

This study's results align with previous research conducted by Suryadana & Sidharta (2019) and Foster & Sidharta (2019), which state that Brand Image and Purchases have a close relationship. In addition, according to the results of research conducted previously by Foster, Sidharta & Rahman (2018) and Sidharta, Rahman, & Heryanto (2018) stated that a positive image of a brand is believed to increase the likelihood of products being selected and can reduce vulnerability to competitive forces, due to a brand that has a positive image will make it easier for consumers to evaluate products and can increase customer confidence in the chosen brand.

CONCLUSION

Based on the research and data processing results, the brand image variable has an effect of

80.10% and other variables of 19.90% on product purchases. Therefore it is necessary to have other variables because other possible variables significantly affect product purchases.

Based on the research results of the brand image variable, there is a positive influence on purchases of 28.70% because, with the presence of a brand image, consumers are convinced to buy the desired product. Therefore, to increase the influence of brand image on product purchases, marketing can be done attractively so that consumers can know this product well.

Based on the research results on buying shampoo products at one of the herbal shampoo products in Bandung, the criteria are pretty good. However, two dimensions of purchasing that are still not optimal are "Consumers have trusted the quality of herbal shampoo products." Therefore, consumers who already believe in product quality need to review shampoo products or provide a tester to consumers so they can find out the actual quality of shampoo products. Moreover, products must be marketed to various stores to be better known, and consumers can easily reach the desired product.

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