

# Influence of Price, Product Quality, Brand Image towards Customers Buying Decision on Citra Pesona Shop

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## Abstract

This study aims to analyze the influence of price, product quality, and brand image towards buyer decisions in stores image charm and know the connection and contribution of every factor influencing purchase decisions on shop image charm. The method in this research is quantitative. In this research, the population is customers of shop image charm, with as many as 100 respondents. Method analysis data conducted is linear regression simple, and test hypothesis (partial test, simultaneous test, and coefficient of determination). The results of the t-test show that the independent variables price and product quality affect the purchase decision partially (own) seen from the comparison score sig which is smaller than 0.05 and score t-count bigger from t-table. In contrast, the brand image variable has no partial effect (by itself). To the purchase decision at the citra pesona store. Based on the test results simultaneously, it is known that the value of sig (0.000) is less than (0.05), and if the value of f count (41.899) is greater than the value of f table (2.70) then it can be seen that the price, product quality, and brand image together (simultaneously) have an effect positive and significant to buying decision on image shop charm.

*Keywords:* product quality, price, brand image, purchase decision

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## 1. Introduction

Development world business on time this experience many changes, Business actors are required to make innovations that can be applied attractively consumers, for that we need competent management and can anticipate any changes in business patterns that can be applied at this time. Business people expected can use the appropriate source of power which there is on the company to generate maximum profit from the use of resources.

In something, effort needs a strategy that good in see opportunity effort good in form service or product. Because that thing this gives opportunities for business actors to provide better services or products better than before and can be better than his rivals, to be able to make consumers are interested and can meet consumer expectations and satisfaction so that influence the buyer's Decision on a product or service use. In the business world, there are many things that can be done, one of which is product Beauty is like cosmetics.

Citra Pesona Shopis wrong one effort which sell product beauty like cosmetics. Citra Pesona Shopsell a number of product cosmetics such as Face Primer, Foundation, Concealer, Loose Powder, BB Cream (Blemish Balm), Blush On, Eyeshadow Pencil Eyebrow (Eyebrow pencil), bronzer, eyeliner, Mascara, highlighters, and lipstick. All the products in the Citra Pesona Store consist of various products type brand and Price which varied with destination for influence decision shopper at Citra Store Shop.

Decision purchase is process where consumer choose and evaluate product or service, often time consumer considers various things that suit their needs in the buying decision process. There are several factors that influence the buyer's Decision, such as Price, quality product and brand image.

Based on exposure in on, so study this aim for analyze the factors that influence the Decision to purchase cosmetics on Citra Pesona Shop.

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## 2. Literature Review

### 2.1. Price

According to Kotler and Armstrong in (Hossain & Zhou, 2018), prices in meaning simple is amount which charged for something product or service and in meaning large, Price is amount all score which given buyer for obtain an advantage or benefit by owning or using something product. or service. Price is something score swap which could equated with money or other goods for the benefits received by individual or group of goods or services at a time and place certain. The term "price" is used to define the financial value of a product or service.

### 2.2. Product Quality

According to Kotler and Armstrong (Philip Kotler, 2012) said that quality product is characteristics and characteristics totality of a product or service and depending on its capabilities for Fulfill needs explicit or implicit, where the indicator easy to open the packaging, convenience when using, product variety, Attractive packaging logos, various cosmetic colors, quality standards excellent product, excellent product raw materials, conformity consumer, age save product, age save packaging, design aesthetic, variation color which interesting.

### 2.3. Brand Image

Brand Image is a representative of brand perception as a whole overall, shaped by brand information and past experiences. Brand image is related to beliefs and attitudes towards brand preferences. Consumers are more likely to make purchases with a better brand image positive. According to Nugroho in (Tendur et al., 2021) stated that consumers who have image which positive to something brand, will more allow for To do purchase. (Philip Kotler, 2012) states that brand image is the perception of consumers or beliefs, as reflected by established associations embedded to in memory para consumer. Panjaitan, Maludin, (2017) defines a brand as a name, term, sign, symbol, or design or guide from things the which intended to provide an identity for the goods or services made or provided something seller or group seller as well as differentiate it from goods or services provided by competitors. Based on expert opinion Thus, it can be concluded that the brand image (Brand Image) is the opinion of a consumer who has felt, seen and hear something product para expert, innovation is creation which created through creativity, inventiveness, and strong initiative, which are considered better than previously. So that every person have the opportunity for Becomes innovative. By because that innovation is activity or effort create something that is really different from the previous.

### 2.4. Purchase Decision

According to Sofyan Assauri, (2002), the purchase decision is a process buying Decision making to decide what to buy whether or not derived from previous activities, purchasing decisions can It is said to be a human decision-making process. Consumers who choose by combining knowledge of more than one product where product purchasing decisions will depend on many factors including quality, Price, location, image brand, group reference, advertisement, convenience and service.

## 3. Methods

This type of research is a quantitative approach to causality. The causality approach is a research approach to see the influence between one variable and another. This study uses a quantitative approach. Quantitative methods use population research and certain samples with statistical data analysis. This data analysis is intended to answer the problem formulation and test the truth of the hypothesis (Ghozali, 2016). This study shows a causal relationship between exogenous variables and endogenous variables. The test tool uses the SmartPLS application, the analysis used is path analysis. The questionnaire was circulated using googleform during December 2021.

Population is group element which inside it there is object, person, transaction, and incident which interesting for studied in a study (Mohammadi et al., 2017). In this study, the population is customer or consumers at Citra Pesona Shop. The sample is part or the number of a population. In this research The number of samples used is 100 customers or consumers at the Citra Pesona Store based on the Wibisono formula in (Dlamini & Chinje, 2019). Method taking sample study this use Accidental Sampling which is a sample by chance. this method is part of Non-Probability sampling, that is no there is criteria certain in taking

Sampling technique in this study refers to sampling by slovin where minimum sample restricted (finite population surveys), with destination for estimate sample based on population (Cooper & Schindler, 2014).

In the implementation of this research the activities carried out in it are: stage exploration to decision buyer on Citra Pesona Shopwith To do analysis to problem which there is, To do collection data then process and analyze data, final conclude the results of the data analysis that has been done. Data analysis method carried out is multiple linear regression analysis and Hypothesis Testing (Test Partial, Simultaneous Test and Coefficient of Determination).

## 4. Result and Discussions

### 4.1. Outer Model Analysis

#### 4.1.1 Convergent Validity

The validity test in this study uses the Average Variance Extracted (AVE) value for each latent variable, while the reliability test uses composite reliability. Composite reliability can be used to test the Structural Equation Model (SEM) (Hair et al., 2014). Validity and reliability testing using the same data as the data to be analyzed next. The model test found that the Composite Reliability and AVE values had met the minimum limit, so all constructs were suitable to be used as measuring tools.

**Table 1.** Convergent Validity

	Brand Image	Decision Making	Price	Product Quality
BI1	<b>0.947</b>	0.778	0.791	0.510
BI2	<b>0.944</b>	0.764	0.768	0.491
BI3	<b>0.942</b>	0.791	0.766	0.575
DM1	0.733	<b>0.906</b>	0.707	0.532
DM2	0.757	<b>0.919</b>	0.738	0.527
DM3	0.759	<b>0.906</b>	0.725	0.490
PQ1	0.581	0.572	0.588	<b>0.920</b>
PQ2	0.462	0.500	0.468	<b>0.932</b>
PQ3	0.491	0.494	0.456	<b>0.923</b>
PR1	0.780	0.759	<b>0.935</b>	0.513
PR2	0.800	0.776	<b>0.972</b>	0.518
PR3	0.782	0.754	<b>0.964</b>	0.545
PR4	0.775	0.748	<b>0.953</b>	0.525

Source: primary data processed by researchers (2022).

To find out the relationship between latent variables with the indicator on the SmartPLS application can be seen from the value of outer/weightloading. The outer loading is the relationship value between indicators and latent variables (Hair et al., 2014). Reflective indicators are seen as a function of the latent construct, and change latent construct reflected in change indicator variable (manifest).

#### 4.1.2. Discriminant Validity

**Table 2.** Discriminant Validity

	Brand Image	Decision Making	Price	Product Quality
Brand Image	0.945			
Decision Making	0.823	0.91		
Price	0.821	0.794	0.956	
Product Quality	0.557	0.567	0.549	0.925

Source: primary data processed by researchers (2022).

Based on the table 2, we can conclude that all the variables in this reseach meet the requirements of the discriminant validity.

4.1.3 Reliability Test

**Table 3.** Reliability Test

	Cronbach's Alpha	Composite Reliability	AVE
Brand Image	0.949	0.961	0.892
Decision Making	0.897	0.936	0.829
Price	0.969	0.977	0.914
Product Quality	0.916	0.947	0.856

Source: primary data processed by researchers (2022).

The results of the reliability test show that the variables used in the study have Cronbach's Alpha values > 0.6, composite reliability values > 0.7, and AVE values > 0.5, it can be concluded that all research variables meet the reliability requirements.

4.2. Inner Model Analysis

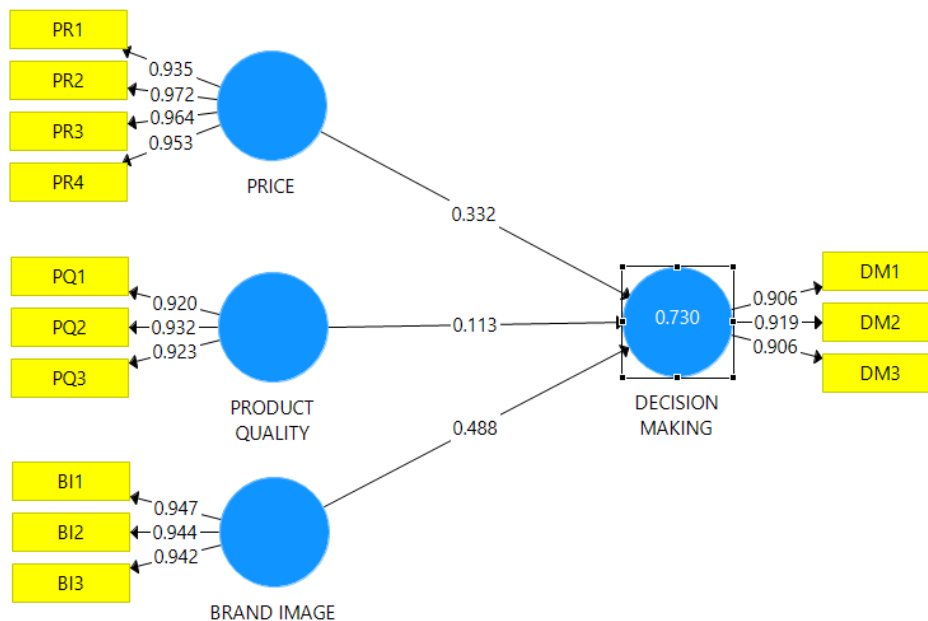
This section is the second part of the PLS-SEM analysis where the first section focusing about the validity and reliability of the constructs and items as the measuring tools in this research, after all the validity requirements fulfilled, than the next part analysis is about the path analysis, in this section we will analyze the relationship among the independent variable towards the dependent variable.

**Table 4.** Path Analysis

	Path-Coefficients	P Values
Brand Image -> Decision Making	0.488	0.000
Price -> Decision Making	0.332	0.000
Product Quality -> Decision Making	0.113	0.013

Source: primary data processed by researchers (2022).

The path coefficient table above shows all the relationships between the variables studied in this study. It can be seen that all path relationships have p-values less than 0.05 so it can be said that all relationships between variables have a significant relationship and the hypothesis in the study is supported.



**Figure 1.** Path Analysis

Based on the model on figure 1, it is known that all the items used in this study have reached the lower limit of the loading value, so it can be said that the items can be used as a measuring tool and can be tested further.

#### 4.3. Discussion

Based on table 4 and figure 1, which is in the comma path analysis section, we can know that brand image has a coefficient of 0.488, which describes a positive relationship. Then in the Felius section, we see that the significance is at 0.000, which describes a significant influence in the relationship between brand image and decision making. The next path relationship comma is between price and decision making, it can be seen that the coefficient has a value of 0.332 which indicates that there is a positive relationship between price and decision making. In Felius's section, we see that there is a significance of 0.000 which is a sign that there is a significant influence between price on the decision. making then the final path analysis, namely product quality on decision making, here we see that the head coefficient is 0.113 and 0.013 which indicates that there is a positive and significant relationship in the relationship between product quality and decision making.

### 5. Conclusion

Based on the statistical calculations that have been summarized above, it can be concluded that all the variables in this study have a positive and significant effect on customer decision making to buy product in the Citra Pesona Shop. This study contributes to the scientific literature on consumer behavior by developing and validating a research model that describes the relationship and influence of several predictive variables in the context of reetail business. More detail relationship

- 1) The results of the first hypothesis are accepted, this can be seen from the test using path analysis in the inner model section that P-value smaller than 0,05, that describe there is the positive and significant relationship between both variables.
- 2) The results of the second hypothesis are accepted, this can be seen from the test using SMart PLS this can be seen from the test using path analysis in the inner model section that P-value smaller than 0,05, that describe there is the positive and significant relationship between both variables.
- 3) The results of the third hypothesis are accepted, this can be seen from the test using Smart PLS this can be seen from the test using path analysis in the inner model section that P-value smaller than 0,05, that describe there is the positive and significant relationship between both variables

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