Brand Image, Lifestyle, and Advertising on Purchase Decisions of Make Over Products at Chan Collection Store in Denpasar

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A R T I C L E I N F O

A B S T R A C T

This study aims to examine and analyze the influence of brand image, lifestyle, and advertising on the purchase decisions of Make Over products. Using a sample of 100 respondents selected with the Slovin formula, data were analyzed through multiple linear regression and hypothesis testing. The findings reveal that brand image, lifestyle, and advertising significantly impact purchase decisions. A positive relationship exists between brand image and purchase decisions, indicating that a stronger brand image leads to higher purchase decisions. Similarly, lifestyle positively affects purchase decisions, suggesting that a higher lifestyle corresponds to increased purchase decisions. Additionally, advertising has a positive influence, implying that more advertising leads to higher purchase decisions.

INTRODUCTION

The cosmetic industry in Indonesia is experiencing rapid growth, evident from the emergence of new Indonesian cosmetic brands such as Wardah, Emina, Azarine, YOU, Implora, Somethinc, Purbasari, MOP Beauty, and notably Make Over, commonly found in both online and offline stores. The proliferation of cosmetic brands in the market intensifies competition among companies. Each cosmetic brand possesses unique characteristics, strengths, and product uniqueness, attracting consumers to try them. The growth of the cosmetic industry also influences cosmetic sales in Indonesia, which continue to increase. Sales data depicted in Figure 1 show a continuous annual increase in cosmetic sales in Indonesia. This growth impacts the revenue from cosmetic product sales in Indonesia, affecting the demand for cosmetic products needed by consumers. In Indonesia, the cosmetic market is characterized by both local and imported players. Among the many local cosmetic companies, Make Over stands out as one of the companies that have gone international, with its presence often mistaken for a foreign brand. Make Over was founded by an Indonesian cosmetic entrepreneur through PT. Paragon Technology and Innovation, producing locally since 2003.

The increase in the number of cosmetic companies in Indonesia selling similar products to Make Over has led to increasingly competitive competition in the cosmetic industry. Consumers have a variety of options to decide which cosmetic brand suits their needs. To ensure Make Over's survival and continued existence in the cosmetic industry, the company must engage in various strategies to win consumers' hearts and influence their purchase decisions. According to Nguyen and Leblanc cited in Priansa (2019), brand image is the overall impression formed in people's minds about a company. Brand image cannot be engineered; it comes naturally from the company's efforts, representing one of the key factors in achieving a favorable company image in consumers' eyes. Studies by Nawari & Marianto (2020) and Purnama et al. (2020) found that brand image significantly influences the use of online transportation services. Lifestyle influences purchase decisions due to the increasing needs of society. According to Alamanda (2018), lifestyle refers to a consumption pattern that reflects an individual's choices regarding various aspects and how they spend their time and money. In addition to brand image and lifestyle, advertising is also a part of marketing communication. Advertising is still necessary even if a company has a well-known brand. If a well-known brand does not advertise at all, it can affect the brand's value. In consumers' minds, advertising is perceived as a source of new knowledge about the brand and has the potential to increase the brand's value. According to Waqar (2020), advertising influences purchase decision-making. He states that funny advertisements strengthen consumer affiliation and stick in their minds. Accuracy is necessary to reveal the phenomenon, and a sound methodology is needed to obtain customer' perceptions (Martadiani et al., 2022)

Based on the pre-survey results, Brand Image, Lifestyle, and Advertising are the three most influential factors affecting consumer shopping decisions at Store Chan Collection in Denpasar, selected according to the pre-survey results from 56 customers of Store Chan Collection in Denpasar. These results are supported by existing theories and previous research that these three factors can influence the decisions of Store Chan Collection in Denpasar. Previous researchers, including I Kadek Agus Antara (2019), conducted research on the Influence of Shopping Lifestyle and Brand Image on Purchasing Decisions of Yamaha N-Max Motorcycles (Case Study at Cv. Waja Motor Sukawati in Gianyar). The results of this study indicate that Shopping Lifestyle and Brand Image significantly influence purchase decisions. Among the many cosmetic stores operating, one interesting store to study is in Denpasar, specifically at Store Chan Collection located at Jl. Pulalu Moyo, Pedungan, Denpasar Selatan, Denpasar, Bali 80223. Denpasar is the economic center of Bali and is strategically located, attracting both local and foreign tourists.

LITERATURE REVIEW
Brand Image

Chalil et al. (2020) stated that brand image can be defined as a representation of the overall perception of a brand which is formed from information and consumers' past experiences with a particular brand. Brand image is related to attitudes, beliefs and preferences for a particular brand. According to Sutiyono & Brata, (2020) brand image is a form of brand identity for a product offered to customers which can differentiate a product from competitors' products.

Life Style

Laksono and Iskandar (2018: 157), lifestyle is a person's attitude in describing a real problem that is in a person's mind and tends to join in various things related to psychological and emotional problems or it can also be seen from what they are interested in and what they think about an object. . Meanwhile, according to Al Shabiyah (2019: 108), lifestyle is how a person lives their life, including what products they buy, how they use them and what they think and feel after using the product or lifestyle is related to the actual reaction to the purchases that consumers make.

Advertisement

According to Jaiz (2014: 4) Advertising is defined as any form of message about a product conveyed through the media, shown to some or all of society. Fatihudin and Firmansyah (2019: 164) Advertising is a communication model that can reach the public at large. Advertising can be used to build a long-term image and also speed up quick sales. Apart from that, advertisements are also standard and can be shown repeatedly and can get a dramatization effect from the advertisements that are shown.

Product Purchase Decisions

According to Yusuf (2021) a purchasing decision is a thought in which individuals evaluate various options and make a choice on a product from many choices. (Schiffman and Kanuk, 2020: 485). If consumers have a choice between making a purchase and not making a purchase or a choice of using their time, then the consumer is in a position to make a decision.

Hypotheses:

H_1 : Brand image, lifestyle, and advertising have a positive and significant influence on purchase decisions for Make Over products at the Chan Collection store in Denpasar

H_2 : Brand image has a positive and significant influence on purchase decisions for Make Over products at the Chan Collection store in Denpasar

H_3 : Lifestyle has a positive and significant influence on purchase decisions for Make Over products at the Chan Collection store in Denpasar

H_4 : Advertising has a positive and significant influence on purchase decisions for Make Over products at the Chan Collection store in Denpasar
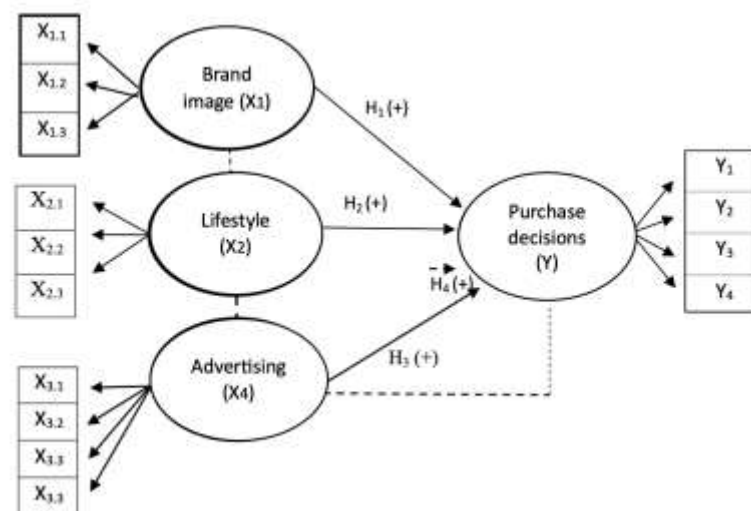

Figure 1. Conceptual Framework

METHODOLOGY

The study was conducted at the Chan Collection Store located at Jl. Pulalu Moyo, Pedungan, Denpasar Selatan, Denpasar, Bali 80223. The research population comprised 8,265 consumers who purchased Make Over products. The sample size was determined using the Slovin Formula, resulting in a minimum sample size of 100 consumers who purchased Make Over products at the Chan Collection Denpasar Store. The study utilized both quantitative and qualitative data, sourced from secondary and primary data. Data analysis was conducted using multiple linear regression analysis.

RESEARCH RESULT

The validity test results indicate that all correlation coefficients of the variable indicators tested exceed 0.30, with a significance level below 0.05. These findings confirm the validity of all indicators used in this research. The reliability test reveals that each instrument's Cronbach's Alpha value surpasses 0.60, indicating high reliability. Consequently, all instruments can be deemed reliable for research purposes. The normality test results show a Kolmogorov-Smirnov value of 0.200, exceeding 0.05, which suggests that the data in this study follow a normal distribution. The multicollinearity test indicates no independent variables with a tolerance value below 0.10 or a VIF value exceeding 10. This suggests no issues with multicollinearity among the variables. The heteroscedasticity test demonstrates that each model has a significance value exceeding 0.05, indicating no heteroscedasticity concerns. The results of the regression analysis conducted using Statistical Program of Social Science (SPSS) version 26.0 are presented in Table 1 below.

Table 1. Multiple Linear Regression Analysis Test Results

Variable	Regression Coefficient		t	Sig
	B	Std.Error		
Brand Image (X_1)	0.442	0.096	4.601	0.000
Lifestyle (X_2)	0.232	0.089	2.611	0.010
Advertising (X_3)	0.490	0.071	6.941	0.000
(Constant) : -0,803				
F Statistics :80,629				
Sig F :0,000				
R^2 :0,707				
R :0,846				

From the results of multiple linear regression analysis in Table 1, the regression equation can be arranged as follows:

$$Y = -0.803 + 0.442X1 + 0.232X2 + 0.490X3 \dots\dots\dots\dots(1)$$

The multiple linear regression equation shows the direction of each independent variable on the dependent variable. The multiple linear regression equation can be described as follows:

A = The constant value is -0.803, meaning that if the brand image (X1) Lifestyle (X2) and advertising (X3) are equal to zero, the decision to purchase Make Over products is -0.803.

X1 = + 0.442 shows that brand image has a positive effect on purchasing decisions for Make Over products, if the image is good, the decision to purchase Make Over products will increase.

X2 = + 0.232 shows that lifestyle has a positive effect on purchasing decisions for Make Over products, if the lifestyle increases, the decision to purchase Make Over products will increase.

X3   = + 0.490 shows that advertising has a positive effect on purchasing decisions for Make Over products, if advertising increases, the decision to purchase Make Over products will increase.

DISCUSSION

The Influence of Brand Image, Lifestyle, and Advertising on Purchase Decisions for Make Over Products at Chan Collection Stores in Denpasar

The F-test results indicate that collectively, the brand image, lifestyle, and advertising variables have a significant impact on the decision to purchase Make Over products at the Chan Collection Store in Denpasar. The obtained F-value (80.629) exceeds the critical F-value (2.70) with a significance level of 0.000, supporting the rejection of the null hypothesis (H0) and acceptance of the alternative hypothesis (H1). This implies that the brand image (X1), lifestyle (X2), and advertising (X3) variables, taken together, significantly influence the purchase decisions for Make Over products at the Chan Collection Store. The coefficient of determination (R^2) is 70.7%, indicating that 70.7% of the variation in purchase decisions can be explained by the brand image, lifestyle, and advertising variables. The remaining 29.3% is attributed to other unexamined variables.

Brand Image's Impact on Purchase Decisions for Make Over Products at Chan Collection Store in Denpasar

The obtained t-value (4.601) exceeds the critical t-value (1.661) with a significance level of $0.000 < 0.05$, leading to the rejection of the null hypothesis (H0) and acceptance of the alternative hypothesis (H2). This indicates that the brand image variable has a significant positive influence on the purchase decisions for Make Over products at Chan Collection Stores in Denpasar, Badung. The regression coefficient (b1) for the brand image variable is 0.442, suggesting that a better brand image corresponds to an increased likelihood of purchasing Make Over products at the Chan Collection Store in Denpasar. According to Nguyen and Leblanc in Priansa (2019), brand image is the overall impression formed in the minds of the public about a company. It is an organic outcome of the company's efforts and is crucial for establishing a positive image among consumers. These findings align with previous research by Antara (2019), Amellenia (2023), Pratama and Hayuningtias (2022), and Somantri et al. (2021), all of which highlight the significant impact of brand image on purchasing decisions for Make Over products.

Lifestyle's Impact on Purchase Decisions for Make Over Products at Chan Collection Store in Denpasar

The obtained t-value (2.611) exceeds the critical t-value (1.661) with a significance level of 0.010 <0.05, leading to the rejection of the null hypothesis (H0) and acceptance of the alternative hypothesis (H3). This indicates that lifestyle variables have a significant positive influence on the purchase decisions for Make Over products at Chan Collection Stores in Denpasar. The regression coefficient (b2) of 0.232 suggests that as lifestyle increases, the likelihood of purchasing Make Over products at the Chan Collection Store in Denpasar also increases. Lifestyle influences purchasing decisions due to the evolving needs of society. According to Alamanda (2018), lifestyle refers to a consumption pattern that reflects a person's choices regarding various aspects of life, including how they spend their time and money. These findings align with previous research by Amellenia (2023), Afrianka, and Fahrurazi (2021), all of which emphasize the significant impact of lifestyle on purchasing decisions for Make Over products.

Advertising's Impact on Purchase Decisions for Make Over Products at Chan Collection Store in Denpasar

The obtained t-value (6.941) surpasses the critical t-value (1.661) with a significance level of 0.000 <0.05, leading to the rejection of the null hypothesis (H0) and acceptance of the alternative hypothesis (H4). This implies that the advertising variable has a significant positive influence on purchasing decisions for Make Over products at Chan Collection Stores in Denpasar. The regression coefficient (b3) of 0.490 indicates that as the quality of advertisement improves, the likelihood of purchasing Make Over products at the Chan Collection Store in Denpasar increases. Advertising remains crucial even for well-established brands, as it can impact brand value. Consumers perceive advertising as a source of new information about a brand, potentially increasing its value. According to Waqar (2020), advertising influences purchasing decisions by strengthening consumer affiliation and creating lasting impressions. These findings are consistent with research by Pratama and Hayuningtias (2022), as well as Rachmah (2022), both of which highlight the significant positive effect of advertising on purchasing decisions for Make Over products.

CONCLUSIONS AND RECOMMENDATIONS

Brand image, lifestyle, and advertising significantly influence purchasing decisions for Make Over products at Chan Collection Stores in Denpasar. A positive brand image increases the likelihood of purchasing Make Over products at the Chan Collection Store. Similarly, an individual's lifestyle positively correlates with their decision to purchase Make Over products at the store. Additionally, effective advertising campaigns lead to an increased inclination to purchase Make Over products at Chan Collection Stores in Denpasar.

While the overall brand image, lifestyle, and advertising at Chan Collection Stores in Denpasar are perceived positively, there are specific areas for improvement. For brand image, the aspect with the lowest average score pertains to the influence of relatives or family members who use Make Over products and purchase them at Chan Collection Stores. In terms of lifestyle, the statement "Consumers perceive Make Over as the best makeup product compared to other brands" received the lowest average score. Regarding advertising, the aspect with the lowest average score is related to the effectiveness of Make Over product advertisements in prompting consumers to purchase these products consistently.

ADVANCED RESEARCH

For future research, it is recommended to incorporate additional variables that could influence the decision to purchase Make Over products. Expanding the scope of the study beyond a single research site and considering different locations could offer a more comprehensive perspective, applicable to a broader context.

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CITRA MEREK, GAYA HIDUP DAN IKLAN TERHADAP KEPUTUSAN PEMBELIAN PRODUK MAKE OVER PADA STORE CHAN COLLECTION DENPASAR

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PENDAHULUAN

Adanya peningkatan jumlah perusahaan kosmetik di Indonesia yang menjual produk yang sama dengan Make Over mengakibatkan persaingan di industri kosmetik semakin kompetitif dan konsumen mempunyai banyak pilihan untuk memutuskan merek kosmetik mana yang sesuai dengan kebutuhannya. Hasil pra-survei yang dilakukan, Citra Merek, Gaya Hidup dan Iklan menjadi 3 faktor terbanyak yang mempengaruhi keputusan konsumen berbelanja di Store Chan Collection Denpaasar yang dipilih sesuai hasil pra-survei pada 56 pelanggan Store Chan Collection Denpasar.

TINJAUAN PUSAKA

CITRA MEREK

Sutiyono & Brata, (2020) citra merek merupakan bentuk identitas merek terhadap suatu produk yang ditawarkan kepada pelanggan yang dapat membedakan suatu produk dengan produk pesaing.

GAYA HIDUP

Al Shabiyah (2019), gaya hidup adalah bagaimana seseorang dalam menjalani hidupnya termasuk dari produk apa yang mereka beli, bagaimana menggunakannya serta apa yang dipikirkan dan dirasakan setelah menggunakan produk tersebut atau gaya hidup berhubungan dengan reaksi sesungguhnya atas pembelian yang konsumen lakukan.

IKLAN

Menurut Jaiz (2014) Iklan didefinisikan sebagai segala bentuk pesan tentang suatu produk yang disampaikan lewat media, ditunjukan kepada sebagian atau seluruh masyarakat.
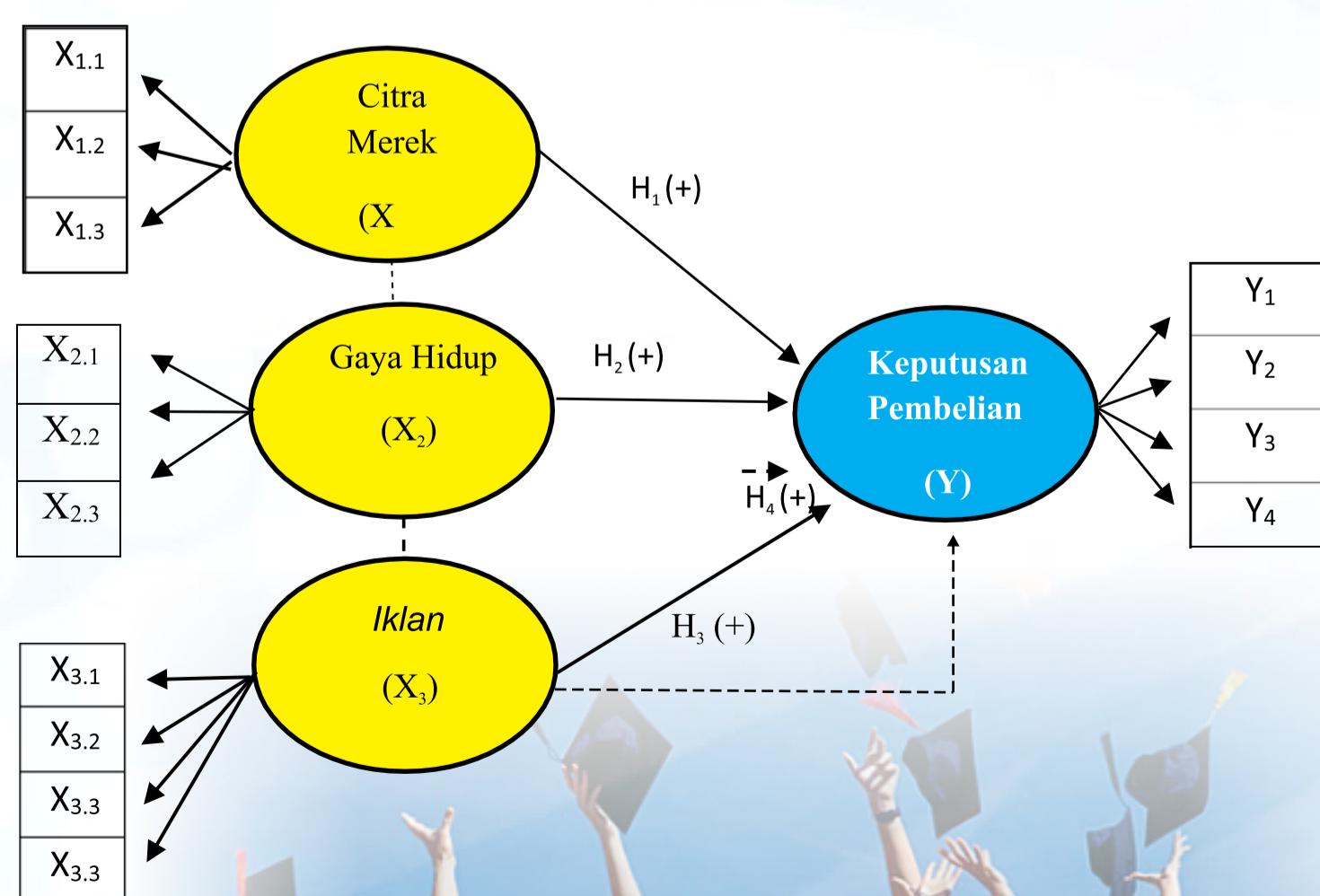
KEPUTUSAN PEMBELIAN PRODUK

Menurut Yusuf (2021) keputusan pembelian adalah suatu pemikiran di mana individu mengevaluasi berbagai pilihan dan membuat pilihan pada suatu produk dari banyak pilihan.

KERANGKA KONSEPTUAL

Kerangka pemikiran dinyatakan dalam bentuk skema sederhana tetapi utuh memuat pokok-pokok unsur penelitian dan tata hubungan antara pokok-pokok unsur penelitian, seperti pada gambar berikut:

Kerangka Konsep Penelitian

HIPOTESIS PENELITIAN

H_1 : Citra merek, gaya hidup, dan iklan berpengaruh positif dan signifikan terhadap keputusan pembelian pada produk Make Over di Store Chan Collection Denpasar.

H_2 : Citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian pada produk Make Over di Store Chan Collection Denpasar.

H_3 : Gaya hidup berpengaruh positif dan signifikan terhadap keputusan pembelian pada produk Make Over di Store Chan Collection Denpasar.

H_4 : Iklan berpengaruh positif dan signifikan terhadap keputusan pembelian pada produk Make Over di Store Chan Collection Denpasar.

METODE PENELITIAN

Penelitian kali ini dilakukan pada di Store Chan Collection tepatnya di Jl. Pulalu Moyo, Pedungan, Denpasar Selatan, Kota Denpasar, Bali 80223. Populasi pada penelitian kali ini adalah jumlah konsumen yang melakukan pembelian produk Make over sebanyak 8.265. Metode penentuan ukuran sampel yang digunakan dalam penelitian ini adalah dengan menggunakan Rumus Slovin Jadi dari hasil perhitungan, jumlah sampel terkecil yang diambil adalah 100 konsumen yang membeli produk Make Over di Store Chan Collection Denpasar Dalam penelitian ini analisis data menggunakan Teknik analisis regresi linear berganda

Hasil Uji Analisis Regresi Linear Berganda

Variabel	Koefisien Regresi		t	Sig
	B	Std. Error		
Citra merek (X_1)	0.442	0.096	4.601	0.000
Gaya hidup (X_2)	0.232	0.089	2.611	0.010
Iklan (X_3)	0.490	0.071	6.941	0.000
(Constant) : -0,803				
F Statistik : 80,629				
Sig F : 0.000				
R^2 : 0,707				
R : 0,846				

KESIMPULAN

1. Citra merek, gaya hidup dan iklan berpengaruh positif dan signifikan terhadap keputusan pembelian produk Make Over pada Store Chan Collection di Kota Denpasar.

2. Citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian produk Make Over pada Store Chan Collection di Kota Denpasar. Hal ini berarti bahwa semakin baik citra merek maka semakin meningkat keputusan pembelian produk Make Over pada Store Chan Collection di Kota Denpasar.

3. Gaya hidup berpengaruh positif dan signifikan terhadap keputusan pembelian produk Make Over pada Store Chan Collection di Kota Denpasar. Hal ini berarti bahwa semakin meningkat gaya hidup maka semakin meningkat keputusan pembelian produk Make Over pada Store Chan Collection di Kota Denpasar.

4. Iklan berpengaruh positif dan signifikan terhadap keputusan pembelian produk Make Over pada Store Chan Collection di Kota Denpasar. Hal ini berarti bahwa semakin meningkat iklan maka semakin meningkat keputusan pembelian produk Make Over pada Store Chan Collection di Kota Denpasar

SARAN

1. Store Chan Collection di Kota Denpasar harus menjalin hubungan baik dengan konsumen dengan cara memberikan potongan harga dan peningkatan pelayanan yang ramah untuk konsumen, sehingga dengan demikia konsumen bersedia merekomendasikan produk Make Over Store Chan Collection di Kota Denpasar.

2. Store Chan Collection di Kota Denpasar hendaknya mensosialisasikan keunggulan- keunggulan dari produk Make Over agar konsumen merasa lebih tertarik membeli produk Make Over dibandingkan produk lainnya.

3. Iklan pada Store Chan Collection di Kota Denpasar secara keseluruhan sudah cukup baik.
   Store Chan Collection di Kota Denpasar hendaknya menayangkan beragam konten kreatif dari Make Over di media sosial Chan Collection dan di toko

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UCAPAN TERIMA KASIH