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EFFECTIVENESS OF BRAND IMAGE, CONTENT MARKETING, AND QUALITY PRODUCT ON THE PURCHASE DECISION OF JGLOW SKIN CARE BEAUTY PRODUCTS

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ABSTRACT

This study intends to investigate the relationship between brand image, content marketing, and product quality in influencing Surabaya consumers' decisions to purchase J-Glow skin care and cosmetic items. This study employed a quantitative survey methodology. Multiple regression analysis was used to analyze an association between brand image and choosing to purchase the J-Glow product. The content marketing variable has no relationship with J-Glow product purchase decisions. Meanwhile, product quality influences the choice of the J-Glow skin care product. It is indicated by the fact that the F-count value is greater than the F-table value (22,763 > 3,10), and the actual value is less than the alpha value (0.000 0.05). It demonstrates that characteristics such as brand image (X1), content marketing (X2), and product quality (X3) have a significant impact on purchasing decisions. According to the findings of the study, the brand image (X1), content marketing (X2), and product quality (X3) variables had a 45.7% impact on the decision to purchase J-Glow products. Additional factors influenced the remaining 54,3%.

Keywords: brand image, content marketing, product quality, purchasing decisions.

ABSTRAK

Penelitian ini bertujuan guna mengkaji korelasi dari brand image, content marketing, dan quality product dalam memengaruhi keputusan pembelian produk perawatan kulit dan kosmetik J-Glow di Surabaya. Metode survei kuantitatif digunakan pada penelitian ini. Hasil yang diperoleh yang didasarkan pada analisis regresi berganda bahwa terdapat korelasi dari brand image dengan keputusan pembelian produk J-Glow tersebut. Variabel content marketing tidak memiliki korelasi dengan keputusan pembelian produk J-Glow tersebut. Sedangkan quality product memiliki korelasi dengan keputusan produk perawatan kulit J-Glow tersebut. Hal tersebut dibuktikan dengan nilai F-hitung yang lebih tinggi dari nilai F-tabel (22,763 > 3,10) dengan nilai nyata lebih rendah dari nilai alfa (0,000 < 0,05). Hal tersebut menunjukkan bahwa variabel brand image (X1), content marketing (X2), dan quality product (X3) memiliki dampak yang cukup substansial dengan keputusan pembelian. Berdasarkan hasil penelitian dapat dinyatakan bahwa variabel brand image (X1), content marketing (X2), dan quality product (X3) memiliki pengaruh sebesar 45,7% terhadap keputusan pembelian produk J-Glow. Sedangkan dan 54,3% lainnya dipengaruhi oleh faktor lain.

Kata Kunci: brand image; content marketing; keputusan pembelian; quality product.

INTRODUCTION

The digital age and technology development has altered the marketing industry's consuming culture. Consumption or use of cosmetics, which may be

one of a woman's fundamental wants, is one of how women typically control consumer society.

Technology has a significant impact on the marketing industry in the digital age. Now, creating a successful promotion requires digital marketing rather than conventional advertising. The development of virtual technology has significantly altered how businesses satisfy client expectations and corporate communication [1, 2]. As a result of yesterday's COVID outbreak, it is vital to design the appropriate business strategy so that the current economic slowdown does not negatively impact one's company. Using technology to expand goods purchasing possibilities is one method. Many individuals follow current fashion trends on the significance of applying cosmetics. In light of the current high demand for cosmetics, it is evident that cosmetics are readily available since women may look for and purchase them from online and offline stores. Cosmetics are distributed everywhere to satisfy the needs of consumers in Indonesia.

The cosmetics industry is one of the most promising and dynamic economic areas. Cosmetics have long been a daily need for the vast majority of women. A woman's fundamental desire is always to want to appear appealing and beautiful, and cosmetics can serve as the foundation and support for her appearance. People prefer internet buying for cosmetics since it is efficient and convenient.

According to data from the Internet Service User Association in Indonesia, there were 196.7 million Internet users, or 73.7% of the country's population, when the pandemic hit Indonesia in 2020. Furthermore, it experienced a rise of 25.5 million users, a threefold increase from 2018. The percentage of people using the Internet in 2019-2020 can be seen in the graph below.

(Source: Internet Service User Association in Indonesia, 2020)

Figure 1. Internet Users Volume in Indonesia (2019-2020)

Jamalul Jamalul Izza, the Indonesian Internet Service Providers Association (APJII) president, disclosed that some factors contribute to the increase in Internet users, including the expanding availability of high-speed Internet infrastructure or Palapa Ring broadband in Indonesia. As a result of the Covid-19 pandemic and the enhanced digital transformation resulting from the online learning policy, employees can work from home.

The current era of online shopping makes it easier for merchants who sell products in the marketplace, on social media, or individually to promote their products since product information will be faster, cheaper, simpler, and more efficient and will reach a vast number of potential consumers. The Internet's advantages do not necessarily encourage potential customers to shop online. Virtual shopping or conducting business online prevents potential customers and businesspeople from communicating face-to-face. It causes potential customers to distrust the quality of the goods and the business (if it can be trusted) or consumer issues regarding the dependability of business actors in responding to consumer complaints. In addition, potential consumers cannot physically see or smell the thing they wish to purchase, which raises questions about its genuineness.

The marketing model that is currently growing popular is social media marketing. Social media marketing is an alternate method for businesses to share product information and enhance customer relationships. Social media offers unparalleled chances for marketers and provides a strategic platform for advertising items and executing other marketing strategies.

The phenomenon that occurs today is that expensive promotion costs cause business actors to seek more effective and efficient alternatives, as well as the

need for consumers to obtain information on a product quickly, as well as the fact that many businesses have used digital marketing strategies to increase sales in the long run.

The rate of growth of Internet-based purchases in Indonesia is relatively rapid. The Ministry of Communication and Information (2019) reports that Indonesia's e-commerce growth of 78% is the highest globally. Social media is becoming a platform for online discussion and sharing, including e-commerce purchases or social commerce. One can share experiences, rate items, and engage with other consumers via social media. Thus, social media can be utilized as a marketing tool to gain access to information, form relationships, and maintain client feedback.

Social media marketing is a strategy for promoting specific products, services, brands, or issues to social media users as their target consumers [3]. According to Hootsuite (We Are Social), Instagram had more than 70 million active users in Indonesia in 2020, making it one of the most popular social media platforms. Because Instagram's design makes the product pictures shared resemble a product catalog, many retailers utilize Instagram to market their products and services, improving the digital purchasing experience.

Utilizing social media for business has numerous advantages and benefits, including the ability for consumers to make purchases without physically visiting a store and the increased flexibility of time for both consumers and enterprises who take advantage of sales. This online-based product will be easier to promote with clients, cut production costs, and be more easily recognized by consumers, particularly internet users whose national and international reach is not limited [4].

In the period of globalization, particularly in the beauty industry, many companies in Indonesia have grown more effective in their marketing tasks and

roles due to economic and technological advancements. Each company's product offerings must be distinctive to satisfy consumer demand and distinguish itself from rivals. Especially in globalization, business competition is intense, necessitating innovation to ensure consumers continue to purchase their products.

Thus, diverse product development activities can be an effective business strategy for developing new products that please consumers and businesses. It is the most crucial factor for women to gain confidence in their physical attractiveness. The rising purchasing power of the Indonesian population has a substantial effect on the expansion of the Indonesian corporate sector. The cosmetics and beauty industry is one of the fastest-growing industries. Men and women have a vital requirement for skin care.

Currently, the cosmetics industry in Indonesia is experiencing moderate growth. Nowadays, beauty and care are no longer luxuries but necessities. People, particularly women, are becoming increasingly aware of the necessity of cosmetics in daily life. The number of women who want to seem beautiful as a form of self-existence and the fact that looking beautiful is crucial and has become a necessity is why more and more companies are fighting to establish or build a cosmetic sector. Therefore, the development of the beauty industry in Indonesia is on the rise.

Several cosmetic and beauty goods are on the market, each with its brand, packaging, price, form, and purpose. Numerous companies in the cosmetics industry have been established to compete for women's cosmetics demands, making the cosmetics market a perfect target for producers. Manufacturers regularly generate several new products.

In Indonesia alone, the beauty cosmetics industry has reached thousands. The challenge for the Indonesian population is choosing safe, effective, and high-

quality beauty products. Cosmetics are commodities that can satisfy the fundamental beauty demands of women. A variety of cosmetics are currently in demand among customers. In Indonesia, numerous well-known cosmetics have been reported. Components sold in cosmetics are mild and non-irritating to the skin.

Customers are influenced in this evaluation by three factors, including product quality, price, and brand, to raise consumer interest. Typically, consumers buy things based on their needs and desires. To grow, manufacturers must consider the needs and desires of their consumers, particularly the need to preserve client loyalty. Similarly, the rivalry for beauty clinics in Indonesia is rising. In order to make purchase decisions, businesses must consider the requirements, desires, and satisfaction of customers.

However, social media marketing creates numerous obstacles, particularly for beauty products, including pricing fluctuations, product availability, and product durability. In addition to the necessity for businesses to have a good image and deliver high-quality services, the tendency of Indonesians to purchase goods directly, such as in traditional markets or supermarkets, may present a barrier to social media marketing. When customers purchase in person, they may analyze the strengths and shortcomings of marketers and the quality of the products. However, when buyers make purchases on Instagram, they only see products in images or catalogs. They have no direct knowledge of product quality. It is a concern and confusion for consumers to make purchasing decisions, causing them to hesitate, be afraid, or reconsider before purchasing things online.

The J-Glow Skincare package, consisting of Brightening Face Toner, Brightening Facial Wash, Brightening Sunscreen, Brightening Night Cream, and Spot Lightening Serum, has satisfied the needs of ordinary to dry facial skin types. It

is precisely proportionate to the advantages enjoyed by users. J-GLOW Aesthetic Clinic is still unable to enter Indonesia's top brand in the beauty clinic area. They are not yet a leading brand, not just in the category of beauty clinics but also in skincare goods. However, the number of resellers and distributors is growing as more and more people become aware of JGLOW Skincare. In addition, users who have subscribed to and been matched with J-GLOW skincare products continue to use J-GLOW products because their skincare benefits have been demonstrated.

LITERATURE REVIEW

Brand Image

According to Kotler and Keller [5], the brand image comprises a person's thoughts and perceptions of a product. Brand image is a perception held in consumers' minds [5]. Surachman [6] defined brand image as a part of a visible but not audible brand, such as symbols, characters, distinctive color patterns, or the client's perception of the service items represented by the brand.

Brand image is the impression a brand attempts to portray on its goods, which potential buyers then capture by visual perception and stigma on the product to establish a brand image in their minds. Additionally, the company's image must be successfully communicated to potential customers. There must be integration between potential customers and certain brands or products for this to occur since potential consumers recognize the favorable brand image provided by particular product brands [7].

According to Ali [8], the brand image comprises formless attributes, such as thoughts, beliefs, values, interests, and distinctive features. A compelling brand image incorporates an interactive interaction between the brand and the consumer to influence consumer purchases [9].

According to Setiadi [10], the following are the brand image indicators: a. It is always remembered; b. Good reputation; c. Easy to distinguish; and d. Content Marketing.

H1: J-GLOW Skincare product purchase decisions are influenced by the brand's image.

Content Marketing

Content marketing focuses on the generation and dissemination of consistent, high-quality content. According to Pulizzi [11], content marketing is a marketing strategy that entails creating and disseminating relevant and engaging material to reach a specific and profitable audience. Gunelius [12] defines content marketing as the indirect and direct promotion of a company or brand through online and offline text, video, and audio content with added value. The online material can be in long-form (blogs, essays, and e-books), short-form (Twitter, Facebook, and images), or conversational format (e.g., exchanging content via social media) through blog comments or forums.

H2: J-GLOW Skincare product purchase decisions are influenced by content marketing.

Product Quality

The relationship between customer satisfaction and product quality is significant. Customers are encouraged to build strong connections with the company by the quality of its goods or services [13].

According to Alfred [14] and Rahman & Sitio [15], there are measures for product quality, namely: (1) performance: the primary benefits of the product; (2) durability: the length of time the product was utilized (expiration); (3) conformity: about product quality standards; (4) features: about additional characteristics that can bring additional benefits; (5) reliability: the failure or damage rate of the product when used; (6) aesthetics: appealing product

display packaging; (7) product impression: the customer's initial impression of the product.

Kotler and Keller defined product quality as anticipating goods that meet or exceed customer expectations and performance [16]. The problem of consumer satisfaction with the product of the producer or company as a consumer activity is closely related to product quality. According to Abshor et al. [17], the relationship between product quality and consumer satisfaction is confirmed. Consumers' satisfaction with product quality makes it feasible to meet their requirements and expectations, which might enhance their impressions of particular products.

H3: J-GLOW Skincare product purchase decisions are influenced by product quality.

Purchasing Decision

Decisions are choices that must be selected from the alternatives offered. On the other hand, it cannot be classified as decision making if the customer cannot make a selection. Not all clients need the same amount of study before making a decision. Consumers should provide adequate time for the decision-making process. Conversely, routine purchases tend to be monotonous and diminish delight [18].

Purchasing decisions are strategies for resolving human activities' issues to purchase products or services to satisfy wants and needs. They include identifying goals and needs, pursuing information, evaluating purchasing alternatives, making purchase decisions, and post-purchase conduct. According to Basu Swastha, customer behavior consists of individual actions that generate positive feedback on used products.

Sofjan Assauri disclosed that purchase decisions are a process of deciding what to buy based on the outcomes of previous acts [19]. According to

Indrawati and Riyadi [20], the following are purchase decision indicators: (1) distributor: where to purchase the product; (2) product: determining the product to be purchased; (3) time of purchase: determining the optimal time to purchase the product; and (4) frequency of purchase: the amount of frequency in purchasing the product.

Purchasing decisions are a means of resolving issues to satisfy wants and needs by acquiring goods. The decision is influenced by knowledge, desires, needs, information, evaluations, and post-purchase behavior. Basu Swastha defines consumer behavior as the actions of individuals directly involved in the acquisition and consumption of goods and services, including the decision-making process in the planning and executing activities.

Brand Image (X1)

Content Marketing (X2)

Purchasing Decisions (Y)

Product Quality (X3)

Source: Processed Data, 2021

Figure 2. Research Framework

RESEARCH METHODS

In this research strategy, quantitative methods with a causal approach are utilized. According to the research design, brand image, content marketing, and product quality are independent factors, whereas purchasing decisions are the dependent variable. This study's participants are consumers of J-Glow beauty products. One hundred samples were collected. The sampling method employed was purpose sampling, with the criteria that buyers of J-Glow beauty products have purchased the brand more than three times.

Consumers of J-Glow beauty products will be administered questionnaires using Google Form, whose validity and reliability have been evaluated. Using

SPSS 15.0, simple linear regression was for data analysis and tests for normality, multicollinearity, linearity, and hypothesis testing.

Prerequisite Test Analysis

According to Castillo et al. [21], regression data analysis must satisfy three conditions: random sampling, regular distribution of independent and dependent variables in the population, and linear correlation of independent and dependent variables. This test comprises normality, linearity, multicollinearity, and heteroscedasticity tests to evaluate the data analysis.

Normality test

The goal of the normality test is to determine whether or not the study's variables are normally distributed. This test was conducted using SPSS version 15 and the Kolmogorov-Smirnov test. These parameters can be determined based on their actual values (Asymp Sig. 2-tailed). If the alpha value is less than 5% (0.05), the data are not normally distributed. In contrast, the data are normally distributed if the actual value exceeds or equals the alpha value of 5% (0.05) [22].

Linearity Test

SPSS version 15 was used to evaluate the linearity of the independent and dependent variables. If the actual value is less than the 5% (0.05) alpha value, then the correlation between the variables is not linear. Alternatively, suppose the actual value is greater than the 5% (0.05) alpha value. In that case, the correlation between the variables is linear [22].

Multicollinearity Test

The goal of the multicollinearity test is to identify the degree of multicollinearity in the regression model and the correlated data from independent variables. From collinearity statistics, a correlation value can be obtained. Suppose the Variance Inflation Factor (VIF) value is more significant

than ten and the tolerance value is less than 0.1. In that case, the model and data are multicollinear. Conversely, there is no multicollinearity if the VIF value is less than ten and the tolerance value is more than 0.01 [23].

Conversely, there is no multicollinearity if the VIF value is less than ten and the tolerance value is more than 0.01 [23].

Multiple Regression Analysis

For data analysis, this study employs multiple regression analysis approaches. This analysis investigates the correlation between brand image, content marketing, product quality, and purchasing decision variables. According to Hadi [24], the following equations for multiple regression can be formulated:

$Y = a + b1X1 + b2X2 + b3X3 + e$

Notes:

Y: Purchasing decisions

a: Constant

b1: Variable regression coefficient of Brand Image

b2: Variable regression coefficient of Content Marketing

b3: Variable regression coefficient of Product Quality

X1: Brand Image

X2: Content Marketing

X3: Product Quality

e: Error

Hypothesis Testing

t-Test

The t-test was used to determine the partial correlation between the independent and dependent variables. The following criteria are included in this test:

Ho: b = 0 indicates that brand image, content marketing, and product quality variables show no significant relationship with repurchasing decision of J-Glow Skincare products in Surabaya.

Ha: b ≠ 0 indicates that brand image, content marketing, and product quality variables partially correlate with the repurchasing decision of J-Glow Skincare products in Surabaya.

Simultaneous Significant Test/Simultaneous Test (F Test)

The F test was designed to determine the correlation between brand image, content marketing, and product quality in Surabaya towards simultaneously repurchasing J-Glow Skincare products.

This study's hypothesis is formulated as follows:

Ho: b1, b2, b3, = 0 indicates that brand image, content marketing, and product quality correlate concurrently with the decision to repurchase J-Glow Skincare beauty goods in Surabaya.

Ha: b1, b2, b3, ≠ 0 indicates a significant association between brand image, content marketing, and product quality and the decision to purchase J-Glow Skincare beauty goods in Surabaya, Indonesia.

Determinant Coefficient (R^2)

This study quantifies the contribution of variable X to the variance (up and down) of variable Y using the adjusted R^2 value (coefficient of determination).

The shortcoming of R^2 is that its value grows whenever a new independent variable is added, regardless of whether the variable has a significant effect on the dependent variable.

Therefore, the evaluation uses the adjusted R^2 value, which increases or decreases as the number of independent variables increases or decreases [25].

The value of R^2 (coefficient of determination) represents the amount to which the regression model can interpret the dependent variable, which helps

determine the simultaneous correlation of variables such as X1, X2, and X3 with the Y variable.

RESULTS

Prerequisite Test Results

Normality Test Results

Based on the Kolmogorov-Smirnov test results, the actual value (Asymp. Sig 2-tailed) was more than 0.05. Therefore, the brand image (X1), content marketing (X2), and product quality (X3) variables have a relationship with variables that can be regularly distributed in the purchasing decision.

Table 1. One-Sample Kolmogorov-Smirnov Test

Source: Primary processed data, 2021

Linearity Test Results

The actual value (Sig. Linearity) is substantially lower than the alpha value (0.000 < 0.05) based on the test results listed in the ANOVA table. Therefore, the data meet linearity criteria.

Table 2. ANOVA Test

Source: Primary processed data, 2021

Multicollinearity Test

The standard error values for each variable, X1 = 0.066, X2 = 0.133, and X3 = 0.065, are all less than 1 as determined by the test results shown in the Table 3. Additionally, the beta coefficient values for each variable X1 = 0.538, X2 = 0.008, and X3 = 0.029 are less than 1. Therefore, it is possible to conclude that the data lack multicollinearity.

Table 3. Multicollinearity Test

Source: Primary processed data, 2021

Results of Hypothesis Test

t-Test Results

According to the test results, the brand image variable (X1) has a t-count value greater than the t-table value (8.239 > 1.66298) and an actual value significantly less than the alpha value (0.000 < 0.05). Thus, the relationship between X1 and the purchasing decision variable is strong (Y). In the content marketing (X2) variable, the t-count value is less than the t-table value (0.064 < 1.66298) and the actual value is significantly greater than the alpha value (0.949 > 0.05). Therefore, there is no significant relationship between X2 and the purchasing decision variable (Y). In contrast, for the quality product (X3) variable, the t-count value is greater than the t-table value (4,055 > 1,66298). However, the actual value is significantly less than the alpha value (0.000 < 0.05). Therefore, there is a significant correlation between X3 and the purchasing decision variable (Y).

Table 4. t-Test Results

Source: Primary processed data, 2021

F Test Results

According to the findings of the test, the F-count value is greater than the F table value (22,763 > 3,10), with an actual value being less than the alpha value (0.000 < 0.05). Therefore, it can be concluded that brand image (X1), content marketing (X2), and product quality (X3) have a significant effect on purchasing decisions simultaneously.

Table 5. F Test Results

Source: Primary processed data, 2021

Determinant Coefficient (R2)

According to Table 6, the coefficient of determination (R2) is 0.457 (45.7%). It indicates a 45.7% effect of brand image (X1), content marketing (X2), and product quality (X3) variables on the purchasing decision (Y) variable. The remaining 54.3% is influenced by factors outside the scope of this study.

DISCUSSION

Brand Image influences purchasing decisions for J-Glow Skincare beauty products in Surabaya

Testing the hypothesis indicates that brand image positively and significantly affects customer purchase decisions. This study demonstrates that these characteristics are crucial and influence customer purchasing decisions. It is supported by Hakim and Susilowati's study [26], which indicates that brand image significantly impacts pesticide product purchase decisions. In addition, Pramono's (2013) research demonstrates that brand image significantly impacts consumer loyalty.

Content Marketing influences purchasing decisions for J-Glow Skincare beauty products in Surabaya

The t-count value is 0.064, which is less than the t-table value of 1.66298, as determined by the test results. It indicates that the content marketing variable has no significant effect on J-Glow skincare product purchase decisions in Surabaya. In other words, the rise in content marketing for J-Glow beauty products has not had a direct and significant impact on consumers' purchasing decisions. According to Kucuk and Krishnamhurty [27], the primary goals of content marketing are to attract potential customers and persuade them into purchases. However, the concept of Small and Medium-Sized Businesses' Content Marketing on Social Media is not yet optimal as a promotional medium,

marketing tool, and for building relationships with customers and potential consumers to attract and persuade consumers who are not yet interested in purchasing.

Product Quality influences purchasing decisions for J-Glow Skincare beauty products in Surabaya.

This study demonstrates that product quality (X3) has a significant relationship with purchasing decisions (Y). It indicates that J-Glow consumers in Surabaya examine product quality prior to purchasing. With a unidirectional relationship or positive effect, the greater the product's quality, the greater the likelihood that consumers will purchase it.

The vast majority of responders think that the quality of J-Glow products is exceptionally high. Izzati [28] stated that respondents believe that J-Glow has provided thorough product information in compliance with product quality standards such as the product's composition, expiration date, and net weight. According to respondents, J-Glow products are of high quality when the company provides comprehensive product information. Clients can obtain information regarding the formulation of raw ingredients through the composition, expiration date, and net weight given on the product. In addition, clients opt to purchase the goods based on the expiration date, product safety, and advantages. Based on the characteristics of the respondents, this survey was dominated by female respondents, particularly students between the ages of 15 and 24, those who earned less than Rp 1.5 million, and those who are more concerned about their appearance and therefore need J-Glow cosmetics to treat and enhance their beauty. Because their indoor and outdoor activities exposed them to air conditioning and direct sunshine, causing skin concerns, they decided to purchase J-Glow. Customers require cosmetics that can treat their skin ailments. Therefore, when customers decide to make a purchase,

they will utilize the information provided on J-Glow products as a reference or guide to learn more about the product, allowing them to choose the product that best meets their needs. It is also helpful for boosting consumer confidence in the product and preventing purchasing mistakes with J-Glow products.

CONCLUSION

Based on the test findings, it is possible to conclude that: 1) brand image has a significant effect; hence H1 is accepted. The brand image variable can be used as a basis for businesses to reinvent their product marketing to attract more consumers and boost company revenues. 2) Content marketing has no significant impact; hence it is evident that H2 is rejected. 3) Product Quality has a significant effect. Hence it is evident that H3 is accepted. It will benefit companies to increase their earning level. 4) The F-count value for brand image, content marketing, and product quality is more excellent than the F-table, with an actual value of less than 0.05. Therefore, it can be concluded that H4 is accepted, namely that brand image, content marketing, and product quality affect the purchase decision simultaneously.

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