

## The Influence Of Brand Image, Product Quality Perception And Price Perception On Purchase Intention In Somethinc Consumers In Malang

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### Abstract

*This research is motivated by the existence of Somethinc products which are relatively new, but these products are able to compete with products that have long been in the market share. These good sales indicate a high purchase intention from consumers in Somethinc products so it can be formulated in this study that how consumers have purchase intention in Somethinc products amid the phenomenon of intense competition based on brand image, perceived product quality, and perceived price. This study aims to determine the effect of brand image, perceived product quality, and perceived price on purchase intention in Somethinc consumers in Malang City. This research uses quantitative methods. The sampling technique used was purposive sampling with a total sample of 152 Somethinc consumers in Malang City, especially in Lowokwaru District by distributing questionnaires. The analytical tool used in this research is multiple regression analysis. The results of this study concluded that Brand Image, Product Quality and have a positive and significant effect on Purchase Intention.*

**Keywords:** Brand Image, Product Quality, Price, Purchase Intention, Somethinc.

### Abstrak

Penelitian ini dilatar belakangi oleh keberadaan produk Somethinc yang tergolong baru, namun produk ini mampu bersaing dengan produk yang sudah lama menguasai pangsa pasar. Penjualan yang baik ini menunjukkan adanya minat beli yang tinggi dari konsumen terhadap produk Somethinc sehingga dapat dirumuskan dalam penelitian ini bagaimana konsumen mempunyai minat beli terhadap produk Somethinc di tengah fenomena persaingan yang ketat berdasarkan citra merek, persepsi kualitas produk dan persepsi harga. Penelitian ini bertujuan untuk mengetahui pengaruh citra merek, persepsi kualitas produk dan persepsi harga terhadap minat beli konsumen Somethinc di Kota Malang. Penelitian ini menggunakan metode kuantitatif. Teknik sampel yang digunakan adalah purposive sampling dengan jumlah sampel sebanyak 152 konsumen Somethinc di Kota Malang khususnya di Kecamatan Lowokwaru dengan cara menyebarkan kuesioner. Alat analisis yang digunakan dalam penelitian ini adalah analisis regresi berganda. Hasil penelitian ini menyimpulkan bahwa Citra Merek, Kualitas Produk berpengaruh positif dan signifikan terhadap Minat Beli.

**Kata Kunci:** Brand Image, Product Quality, Price, Purchase intention, Somethinc

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## INTRODUCTION

Purchase intention is an important thing to research. By researching purchase intention, we can measure and find out consumer desires for an item or service to be purchased. Because, today the needs of the community are very diverse, they will continue to buy a product to meet their needs. Purchase intention will create a motivation that continues to be recorded in the individual's mind and there will be a very strong desire so that when the individual wants to meet his needs will make a product purchase based on what is in his mind. Purchase intention is one of the stages on the subject before deciding to buy. (Lina, 2022), (Stefanus & Sutisna, 2022) They tend to be very selective before the desire to buy a product arises. They have several factors or reasons for choosing products so that there is a desire to buy, namely looking at the brand image, product quality, and price. If a product has a good image and product quality that is by the price, then there is a desire to buy. The results of the study stated that brand image, product quality, and price affect purchase intention, as well as research results that state brand image and price have an influence on purchase intention and the results of the study state that that Ardy & Nugroho (2022) Taqiyya et al (2020) Mahardika & Rubiyanti (2023) *brand image* and product quality affect purchase intention.

Brand image is the public's perception of the company or its products. Brand image is a view of consumers regarding a product. This view can have a great influence on a product or service. If the view is positive, it will cause an assumption in consumers that the product or service is of good quality. Thus, consumers have high trust in a product and it is always embedded in the minds of consumers. A good brand image will attract consumers to make purchases of a product. (Kotler & Keller, 2016)(Puspitasari et al., 2021) Brand image is a representation of the overall perception of a brand and is formed from information and past experience with that brand. Stefanus & Sutisna, (2022) The brand association itself is everything related to the memory of a brand. These associations are attributes that exist within the brand. Various associations that consumers remember can be assembled to form an impression of the brand (*brand image*).

Another factor that causes consumer purchase intention is product quality. The quality of this product can be seen from the shape, characteristics, function, suitability, durability, reliability, ease, and style of the product. Every consumer has expectations for a product he wants to buy. Every consumer when going to buy a product, the first thing to do is to see the quality and function needed and the durability possessed by the product. Product quality is one of the factors that can influence consumer consideration in purchasing. Facing consumers who are very critical in choosing a product, the first thing manufacturers must do is launch a quality product because consumers in buying are influenced by product quality. Good product quality can certainly attract consumers to buy because consumers want to buy quality products. If the quality of the product is as desired, this will affect purchase intention for consumers. Product quality is very important for consumers, because if the quality offered is appropriate then consumers will come to make purchases (Ramdhani & Widyasari, 2022).

In addition to brand image and product quality, price is also a thing that affects purchase intention so that the product can be accepted by consumers. Price is one of the important things for consumers because before consumers have the desire to buy they first look at the price of the product as a consideration. Price is one of the important factors in determining consumer purchase intention because price can affect consumer choice. (Fairuz & Nurjanah, 2022) Consumers tend to pay attention to the price of the product they are going to buy. When the price of a product offered is too high, consumers will consider the budget but if the price is too low then consumers will question the quality of the product. In the sense that consumers see goods based on the suitability of the price offered. Good

product quality at the right price can attract purchase intention in consumers. A price can be a benchmark for the quality of a product, with an expensive price usually consumers think for sure the product provided has good quality, and if the price offered is cheap consumers still doubt the quality of the product, low prices or affordable prices are a trigger to improve marketing performance. Price influences a person's decision to purchase because price is the value of money that must be paid to obtain the right to own or use a good or service (Ilmiyah & Krishernawan, 2020). Price is a significant factor in influencing consumer purchase intention, and price has a key role in determining consumer purchasing decisions (Wahyoedi & Effendi, 2021).

From some of the descriptions above, researchers are interested in taking the object of beauty products from something products, although Somethinc products are relatively new to be launched in 2019, but have gained significant popularity in the Indonesian skincare market. Somethinc Products managed to occupy the top position as the best-selling skincare for nine consecutive times in 2021 on Indonesia's digital platform, outperforming many imported products and local products that have been more established and have their own clinics in various cities.

This shows that consumer purchase intention in Somethinc products is also very high so consumers make purchases. Somethinc's products can compete effectively with products that have been on the market longer, such as Bening's, Scarlett, L'Oreal, Garnier, and Bio Beauty, which launched their serum products between 2017 and 2018, and some of which have opened beauty clinics. However, Somethinc products remain the top choice of consumers. Based on this phenomenon, researchers set a research objective, namely to determine the brand image, product quality perception, and price perception of purchase intention in Somethinc consumers in Malang City.

## **LITERATURE REVIEW**

According to purchase intention, it is how likely consumers are to buy a brand or service, and how much consumers are to move from one brand to another. Purchase intention is a consumer's plan to buy a certain product within a certain time. Purchases occur when consumers have the intention or desire to buy, and these purchases are the ultimate goal of the consumer. Purchase intention is a consumer's mental expression that reflects a plan to buy a product with a particular brand. (Kotler & Keller, 2016)

According to brand image is the consumer's perception of a brand as a reflection of the associations that exist in the consumer's mind. Brand image is the main thing that consumers look at a product to evaluate when they don't have enough knowledge on a product. There is a tendency for consumers when choosing a product, they will choose a product if the brand image is known either through the experience of using the product or sourced from information that has been obtained from various sources. (Kotler & Keller, 2016)

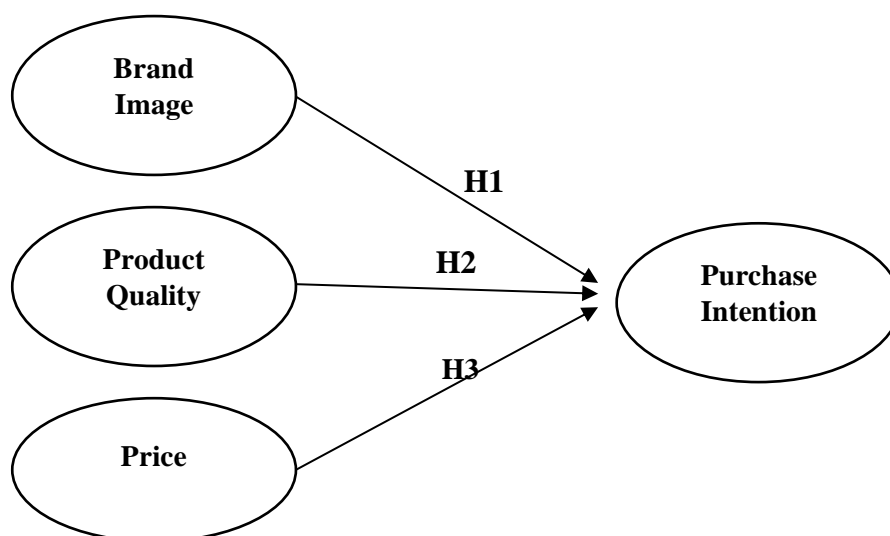
Product Quality According to product quality is the totality of features and characteristics of a product or service that affect its ability to satisfy stated or implied needs Product quality is a factor satisfying needs that cannot be separated from the products or services produced by the company to consumers. (Kotler & Keller, 2016)

Price Price is the amount of money spent on a product or service, or the amount of value exchanged by consumers to obtain benefits, ownership, and use of the product or service. Consumers will pay attention to the price on a product they will buy. When the price of the product offered is too high, consumers will consider the budget but if the price is too low then consumers will question the quality of the product. (Kotler & Keller, 2016)

The better the brand image of a company, the greater the purchase intention for consumers. Because this brand image tends to create a good attitude towards a product. Thus, it can be said that brand image can influence consumer purchase intention. Based on research conducted by, or showing that brand image has a positive and significant effect on purchase intention. Lia et al (2022) Ardy & Nugroho (2022), Taqiyya et al (2020) Mahardika & Rubiyanti (2023). Based on this description, the hypothesis is, H1: Brand image has a positive and significant effect on purchase intention.

Product quality is one of the considerations for consumers before they decide to buy an item. Interest in buying becomes greater when consumers know the quality of the product, both from the performance, features, reliability, and durability of a product. If a product has the desired quality, there will be a desire to buy a product. Thus, it can be said that product quality affects consumer purchase intention. Based on research by showing that product quality has a positive and significant effect on purchase intention. Lia et al (2022) Ardy & Nugroho (2022), Mahardika & Rubiyanti (2023). Based on this description, the hypothesis is, H2: Product quality has a positive and significant effect on purchase intention.

Price is also one of the considerations for consumers before the onset of feelings of wanting to buy a product. Purchase intention in a product will arise if the price offered is in accordance with the quality of the product provided. Thus it can be said that the price affects purchase intention. Based on research by showing that price has a positive and significant effect on purchase intention. Lia et al (2022) Ardy & Nugroho (2022), Taqiyya et al (2020) And Taqiyya et al (2020). Based on this description, the hypothesis is, H3: Price has a positive and significant effect on purchase intention.



**Figure 1.** Hypothesis Framework

## RESEARCH METHODS

This type of research is survey research with a quantitative approach. The sample in this study was Somethinc users in Malang City, especially in Lowokwaru District with a total of 152 respondents. The sampling technique used by researchers is purposive sampling. The data collection technique used is to distribute questionnaires. The measurement of variables in this study used a Likert scale with a score of 1-5 (strongly disagree). The test instrument used is a test of validity and reliability. The tools used to measure and assess the criteria of research variables were carried out using scale range tables. Data analysis techniques using Data analysis are carried out using SPSS statistical applications using multiple linear regression. The classical assumption test consists of the normality test, Kolmogorov-Smirnov test, heteroscedasticity test and multicollinearity test. The hypothesis test used is the t test.

## RESULTS AND DISCUSSION

**Table 1.** Characteristics of Respondents

No	Age	Frequency	Percentage %
1	19	6	4%
2	20	12	8%
3	21	37	24%
4	22	62	41%
5	23	25	16%
6	24	10	7%
Sum		152	100%

*Source: Primary data processed, 2023*

The data in Table 1 describe the characteristics of respondents with 152 respondents. With 19 years old as many as 6 people or 4%, 20 years old as many as 12 people or 8%, 21 years old as many as 37 people or 24%, 22 years old as many as 62 people or 41%, 23 years old as many as 25 people or 16% and 24 years old as many as 10 people or 7%.

**Table 2.** Validity Test Results

No	Variable	Indicator	R Calculate	R Table	Information
1		Y.1	0,748		Valid
2	Purchase	Y.2	0,729		Valid
3	Intention	Y.3	0,731		Valid
4		Y.4	1,000		Valid
5	Brand Image	X1.1	0,802	0,159	Valid
6		X1.2	0,803		Valid
7		X1.3	0,747		Valid
8		X2.1	0,192		Valid
9		X2.1	1,000		Valid
10		X2.3	1,000		Valid
11	Product	X2.4	0,202		Valid
12	Quality	X2.5	1,000		Valid
13		X2.6	0,202		Valid
14		X2.7	0,345		Valid
15		X2.8	0,742		Valid

No	Variable	Indicator	R Calculate	R Table	Information
16		X3.1	0,732		Valid
17	Price	X3.2	0,726		Valid
18		X3.3	0,699		Valid
19		X3.4	1,000		Valid

Source: Primary data processed, 2023

From the presented table it can be concluded that all aspects related to brand image, product quality, and price have validity to consumer purchase intention in Somethinc. This is evidenced by the value of the coefficient exceeding the critical value at the level of significance of 5%. Therefore, all the variables used in this study can be used to explain the relationship between brand image, product quality, price, and consumer purchase intention in Somethinc.

**Table 3.** Reliability Test Results

No	Variable	Cronbach Alpha	Comparator Coefficient	Information
1	Brand Image	0,670		Reliable
2	Product Quality	0,838	0,60	Reliable
3	Price	0,650		Reliable
4	Purchase Intention	0,741		Reliable

Source: Primary data processed, 2023

From the table above, it shows that all research variables consisting of Brand Image, Product Quality, Price and Purchase intention have an *Alpha Cronbach* coefficient value greater than 0.60 so that it can be said that the overall questionnaire statement items used in this study are reliable or reliable.

**Table 4.** Normality Test Results

	Unstandardized Residual
Asymp. Sig. (2-tailed)	0,785

Source: Primary data processed, 2023

From the table above, Kolmogorov Smirnov's test results show as sig. (2-tailed) of  $0.785 > 0.05$  then it can be said that the data is normally distributed. This shows that the regression model meets the assumption of normality and is feasible to use.

**Table 5.** Multicollinearity Test Results

Variable	Collinearity statistic		Information
	Tolerance	VIF	
(X1)	0,565	1,765	No symptoms of multicollinearity occur
(X2)	0,464	2,156	No symptoms of multicollinearity occur
(X3)	0,633	1,581	No symptoms of multicollinearity occur

Source: Primary data processed, 2023

The table above shows that the results of the multicollinearity test do not show symptoms of multicollinearity. It is characterized by a tolerance value of more than 0.1 and a VIF value below 10.

**Table 6.** Heteroskedasticity Test Results

Variable	Say	Information
Purchase intention (X1)	0,940	Heteroskedasticity does not occur
Product Quality (X2)	0,259	Heteroskedasticity does not occur
Price (X3)	0,711	Heteroskedasticity does not occur

*Source: Primary data processed, 2023*

**Table 7.** Multiple Linear Regression Analysis

		Coefficients a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.
		B	Std. Error	Beta		
1	(Constant)	2,289	0,801		2,858	0,005
	X1	0,249	0,067	0,179	3,722	0,000
	X2	0,271	0,031	0,464	8,752	0,000
	X3	0,419	0,047	0,402	8,871	0,000

a. Dependent Variable: Y

*Source: Primary data processed, 2023*

The table above shows a value of *constant* 2.289, meaning that with a positive sign, this shows that if the variables (X1) brand image, (X2) product quality, and (X3) price are considered constant then the value of (Y) purchase intention is 8.354

The value of the regression coefficient (X1) of 0.249 with a sign states that the brand image variable (X1) has a positive effect on the purchase intention variable (Y), meaning that the higher the brand image, the higher the purchase intention.

The value of the regression coefficient (X2) of 0.271 with a sign states that the product quality variable (X2) has a positive effect on purchase intention (Y), meaning that the better the product quality, it can increased purchase intention.

The value of the regression coefficient (X3) of 0.047 with a sign states that the price variable (X3) has a positive effect on purchase intention (Y), meaning that the more affordable the price, the higher the purchase intention.

**Table 8.** Test Coefficient of Determination (R2)

Model	R Square
1	0,807

*Source: Primary data processed, 2023*

The table above shows the value of the R Square coefficient (R2) of 0.807 or 80.7% so it is concluded the magnitude of the influence of the variable brand image (X1), product quality (X2) and price (X3) against performance variables (Y) of 0.807 (80.7%).

**Tabel 9.** Hypothesis 1

Variable	t count	Sig t
X1	3,722	0,000

*Source: Primary data processed, 2023*

The results of the t-test calculation above show that the significance value of the influence of X1 brand image on purchase intention (Y) is  $0.000 < 0.05$  and the calculated t value is  $3.722 >$  the t-value of the table is 1.976 then H1 is accepted. This means that brand image has a positive and significant effect on performance.

**Tabel 10.** Hypothesis 2

Variable	t count	Sig t
X2	8,752	0,000

*Source: Primary data processed, 2023*

The results of the calculation of the t test above show that the significance value of the effect of product quality X2 on purchase intention (Y) is  $0.000 < 0.05$  and the calculated t value is  $8.752 >$  the t value of the table is 1.976 then H2 is accepted. This means that product quality has a positive and significant effect on purchase intention

**Tabel 11.** Hypothesis Test 3

Variable	t count	Sig t
X2	8.871	0,000

*Source: Primary data processed, 2023*

The results of the calculation of the t test above show that the significance value of the effect of price X2 on purchase intention (Y) is  $0.000 < 0.05$  and the calculated t value is  $8.871 >$  the t value of table is 1.976 then H3 is accepted. This means that the price has a positive and significant effect on purchase intention

The results of the first hypothesis show that the Brand Image variable has a positive and significant effect on Purchase intention in Somethinc consumers in Malang City, especially Lowokwaru District. This means that the better the image owned by the Somethinc product, the higher the Purchase intention in the Somethinc product. Brand Image positively and significantly impacts the emergence of consumer desire to make a purchase of a product. When consumers have a positive image of a brand, it will be more likely to make a purchase. This argument suggests that a positive brand image of Somethinc products will increase the likelihood in consumers having a higher purchase desire. This is also reinforced by research, as well as showing that brand image has a positive and significant effect on purchase intention. Lia et al (2022) Ardy & Nugroho (2022), Taqiyya et al (2020) Mahardika & Rubiyanti (2023)

The results of the second hypothesis show that the Product Quality variable has a positive and significant effect on Purchase intention in Somethinc consumers in Malang City, especially Lowokwaru District. This means that the better the quality of the product provided by the Somethinc product, the higher the Purchase intention in the Somethinc product. Every consumer certainly has expectations for an item they want to buy, they will choose an item they will buy which of course has good product quality. With the good quality possessed by Somethinc products, the higher the desire of consumers to buy these products. The results of the analysis that has been carried out shows that variable indicators of product quality from Somethinc products affect consumer purchase intention. The better the quality

of the product provided, the higher the purchase intention from consumers. Thus, the hypothesis that Product Quality has a positive and significant effect on Purchase intention in Somethinc consumers is accepted and can answer the second problem formulation. The results of this study are also reinforced by research that shows that product quality has a positive and significant effect on purchase intention. Lia et al (2022) Ardy & Nugroho (2022), and Mahardika & Rubiyanti (2023)

The results of the third hypothesis show that the Price variable has a positive and significant effect on Purchase intention in Somethinc consumers in Malang City, especially Lowokwaru District. This means that the price given by Somethinc products is in accordance with the quality provided. So, the higher the Purchase intention in the Somethinc product. Price is also the thing that causes a sense of interest in buying. Because price is an important attribute that is taken into consideration in purchase intention for consumers. Purchase intention in purchases seen from a price point of view is used by consumers to decide how to get benefits and the value of their purchasing power. The price offered by this Somethinc product is relatively cheap and can be reached by all circles of society. The results of the analysis that has been carried out show that the variable price indicator of Somethinc products affects consumer purchase intention. With the suitability of quality with the price given, the higher the purchase intention from consumers. Thus, the hypothesis that Price has a positive and significant effect on Purchase intention in Somethinc consumers is accepted and can answer the third problem formulation. The results of this study are also reinforced by research by Taqiyya et al. (2020) concluded that prices have a positive and significant impact on purchase intention. Ardy & Nugroho (2022), Lia et al (2022)

## CONCLUSION

Based on the results of the research the following conclusions is Brand Image, Product Quality Perception, and Price Perception in Consumers of Somethinc products in Malang City, especially Lowokwaru District with very good categories. Brand Image has a positive and significant effect on consumer purchase intention in Somethinc products in Malang City, especially in Lowokwaru District. That is, the better the image that Somethinc products have, the higher the consumer purchase intention. Product Quality has a positive and significant effect on consumer purchase intention in Somethinc products in Malang City, especially in Lowokwaru District. That is, the better the quality provided by Somethinc products, the higher the consumer purchase intention. Price has a positive and significant effect on consumer purchase intention in Somethinc Products in Malang City, especially in Lowokwaru District. And price has the most influence on consumer purchase intention. That is, if an item given by a product is in accordance with the price offered, consumer purchase intention will be higher.

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