



**THE INFLUENCE OF BRAND IMAGE ON  
PURCHASE DECISIONS THROUGH  
PURCHASE INTEREST (Consumer Study of  
Mugwort Clay Stick Mask Skintific)**

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**ABSTRACT**

*This study aims to describe the condition of brand image, purchase intention and purchase decision, analyze the influence of brand image on purchase decision, analyze the influence of brand image on purchase intention, analyze the influence of purchase intention on purchase decision, analyze the role of purchase intention in mediating the influence of brand image on purchase decision. The population in this study were consumers of mugwort clay skintific in Malang City with a total of 110 respondents using purposive sampling technique. The method used was the process macro hayes with SPSS 25. The results of this study indicate that brand image has a significant positive effect on purchase decision, brand image has a significant positive effect on purchase intention, purchase intention has a significant positive effect on purchase decision and purchase intention can mediate the influence of brand image on purchase decision.*

**Keywords:** *Brand Image; Purchase Intention; Purchase Decisions.*

**INTRODUCTION**

At this time, Indonesian people have realized the importance of taking care of their skin health to keep it looking well-groomed and clean and the demands of someone to look attractive in their environment. This has resulted in many cosmetic companies competing to create and promote skin care products or called Skincare to meet a person's

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skin problems according to their needs. One of the Skincare products is a face mask. A face mask is a skincare product as a way for individuals to avoid facial skin problems such as Acne, to keep facial skin healthy, clean and well-groomed. Face masks can cleanse the skin from black spots, tighten pores on oily skin, soothe sensitive skin, revitalize dry skin and even help revive old skin. This shows that there are still factors that can influence interest and decisions in choosing Mugwort Clay Stick Skintific face mask products, especially in Malang City. One of these factors is closely related to purchasing decisions.

A person's purchasing decision is an important factor for a company to create its products. Purchasing decision is the stage where the buyer has determined his choice to consume it and make a purchase of the product, and consume it. Purchasing decision is the stage where consumers understand their problems, seek information on a particular product or brand and process the information into the right decision according to consumer needs. The emergence of purchasing decisions is due to factors that cause potential consumers to buy. Factors that can influence purchasing interest and purchasing decisions are brand image. Brand image aims to provide a significant influence on a brand or product that creates a drive for consumers to be interested and cause purchasing interest and make purchasing decisions.

The image of a product or brand can have a positive or negative impact on a company. According to (Kotler, 2008) Brand Image is a perception and belief held by consumers, as reflected in associations embedded in consumer memory, which are always remembered first when hearing a slogan and embedded in the minds of consumers. Brand image plays an important role in consumer purchasing decisions. Consumers tend to choose products that have a positive image (Tjiptono, 2011). The better the brand image will increase purchasing decisions. Brand image not only adds value to the company, but also has an impact on the products offered by the company. A better brand image will make the product more easily accepted by consumers so that consumers will not hesitate to make purchases on the product.

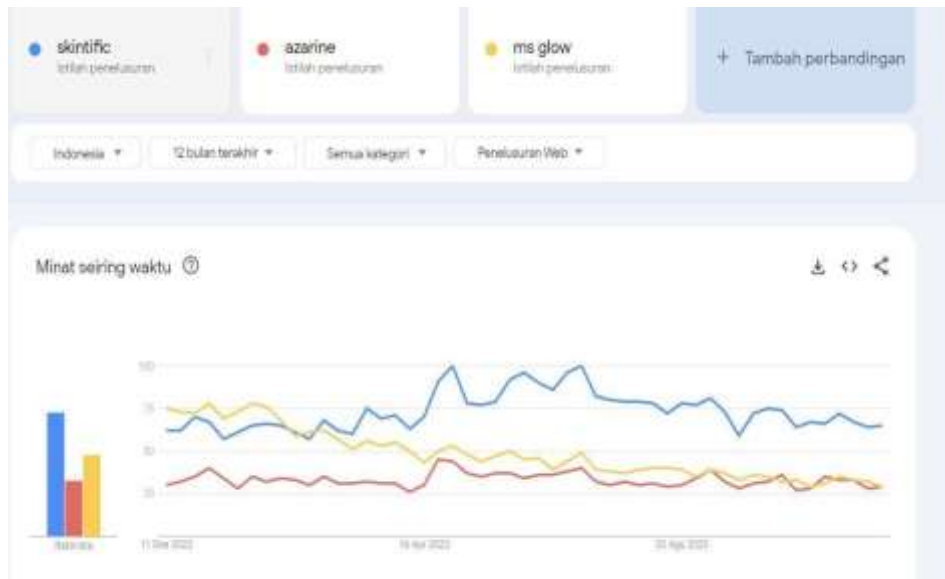
Purchase interest can refer to the consumer's desire to buy a particular product or brand under certain conditions and at a certain time. Consumer interest in product selection is greatly influenced by various variables and the final choice depends on consumer intentions with large internal variables. When consumers have a positive view and attraction to a brand image, this triggers consumer purchase interest in the brand which may decide to buy the product or brand of interest.

The phenomenon of the facial mask skincare business for companies by looking at existing and future market opportunities. Based on news in Liputan 6 dated December 2, 2023, people's awareness of maintaining health and beauty has increased since going through three years of the Covid-19 pandemic. Dr. Kardiana Dewi, a cosmetic dermatologist who was present at the Tokopedia Beauty Awards said that "People's awareness of body care, including the face, has increased rapidly, soaring. With more people at home, they see more of themselves as having many shortcomings, so they do treatments". She also said that the current beauty trend is that people want glowing skin but its use is simpler or more practical (Dr. Kardiana Dewi).

At this time, face masks are what can help maintain a person's facial health to avoid and treat certain facial problems and keep the face healthy, well-groomed and clean. With various brands of medical masks, both local and non-local, available in Indonesia that are circulating on the market such as Wardah, Emina, Azrina, MS Glow, Azarine and Skintific where these brands have a fairly good brand image. Face mask products from a brand that has a good reputation can also make consumers more confident in the use and results of products from certain well-known brands.

In the period December 2022-December 2023, the Skintific brand is in a fairly good position for popularity in website searches based on data from Google Trends. Skintific is a cosmetic company engaged in the Skincare sector, one of its products is the Mugwort Clay Stick Mask. The Mugwort Clay Stick Mask is a mask created for oily and acne-prone facial skin. In addition to its formula which is equipped with Niacinamide, Salicylic Acid, and Centella which can control excess oil, the shape of this mask is unique like lipstick. In addition, the way to use it is also unique, namely by opening the stick cap which is then rotated like a lipstick in general to remove the mask stick. then in its application which is only applied without dirtying hands or using brushes and other tools like using facial masks in general.

According to data obtained from Google Trends, the Skintific brand has a good brand image in the past year when viewed from the average interest reaching 73/100. Skintific once reached its peak popularity in May and July 2023. Google Trends data is measured according to search interest based on the highest points on a specific region and time diagram. A value of 100 indicates that the term is at its peak popularity. A value of 50 indicates a term with half its popularity. A value of 0 indicates that there is not enough data for the term. The number 73 for the Skintific brand indicates that many users are searching for the product. Skintific is classified as having a higher search interest compared to other skincare brands, namely Azarine and MsGlow. This shows that skincare users are more interested and interested in finding out about the Skintific brand, so it is assumed that this can improve brand image and also consumer purchasing decisions.



Source: Google Trends, 2023

Based on the phenomenon that occurs, consumers prefer to use products that have a good brand image that influences purchasing decisions with purchasing interest being used as an intervening variable to determine the effect of brand image on purchasing decisions on the Mugwort Clay Stick Skintific mask. So researchers are interested in conducting research on "The Effect of Brand Image on Purchasing Decisions Through Purchase Interest on Mugwort Clay Skintific Masks".

## LITERATURE REVIEW

### Consumer behavior

Consumer behavior is the study of how individuals, groups, and organizations make choices, make purchases, use services or products, and place services, products, experiences with the aim of satisfying consumer needs or desires (Kotler & Keller, 2016). According to (Mowen & Minor, 2013) revealed that the study of buying units and exchange processes that include acquisition, disposal, and consumption, services, products, and experiences.

The consumer behavior model begins with the presence of stimuli that come from information about products or services, prices, distribution, and promotions. Service marketing also involves the design of physical facilities, workforce, and existing processes. Consumers are influenced by these stimuli and consider several factors such as economics, technology, politics, and culture as information is received. Once the information is received, consumers will process it based on their characteristics and psychology. Next, the purchasing decision-making process takes place, and the final decision is made based on the product or service purchased, place, brand, and time of purchase.

Factors that influence consumer behavior in making purchasing decisions include social, cultural, personal, and psychological. Social factors include direct or indirect

influences of individuals or groups, including family, roles, and social status. Cultural factors consist of general culture, subculture, and social class, which reflect social stratification with similar behaviors and values. Personal factors, such as age, occupation, and personality, also influence purchasing decisions, where the older or economic status, the more complex the products needed. In addition, psychological factors such as motivation, perception, learning, and attitude play an important role in determining how consumers organize, recognize, and evaluate information that ultimately influences their purchasing decisions.

### **Buying decision**

Purchasing decisions are behaviors that arise from consumers after the results of a process of finding problems, searching for information, finding alternative choices until they end up in a decision to make a purchase (Tjiptono, 2011). Purchasing decisions themselves can be influenced by marketing stimuli and also by psychological factors of the consumer themselves. Thus, purchasing decisions can be made by consumers if the consumer himself is influenced by these factors.

The purchase decision process consists of five stages: need recognition, information search, evaluation of alternatives, purchase decision, and postpurchase behavior. The first stage is need recognition, in which the consumer recognizes a need triggered by internal stimuli such as hunger or external stimuli such as advertising. Next, the consumer searches for information about the product of interest. After information is gathered, the consumer evaluates alternatives based on personal preferences and the situation. In the purchase decision stage, the consumer selects the most preferred brand, although the attitudes of others and unforeseen circumstances may influence the decision. Finally, postpurchase behavior measures the consumer's level of satisfaction, which is determined by how well the product meets expectations. If the product exceeds expectations, the consumer is satisfied; if it does not, dissatisfaction occurs.

### **Brand image**

*Brand Image* or brand image can be interpreted as a memory stored in the minds of consumers. Brand image is a response or perception of a brand that is depicted by brand associations that appear in the minds of consumers. And according (L. G. Schiffman & Kanuk, 2015) "Brand image is the desired outcome of effective positioning is a distinctive position (or image) that the brand accumulates in customer mind." Meanwhile, according to (Kotler & Keller, 2016) Brand image is the consumer's latent vision and belief, as a reflection of associations that are retained in the consumer's memory. According to The Last Supper (2013) suggests that brand image is a set of unique associations that marketers want to create or maintain.

Brand image factors according to (L. Schiffman & Kanuk, 2008) are a collection of associations about a brand that are stored in the consumer's memory. Some factors that form a brand image include: product quality, which is related to the quality of the goods offered; trust, based on public opinion about the products consumed; usefulness, which refers to the function of the product for consumers; price, which reflects the amount of

money spent by consumers and affects the long-term image; and the brand image itself, namely the views and information circulating regarding a particular product.

According to (Rangkuti, 2023), brand image can be measured through several main indicators. Recognition refers to the extent to which a product or company is recognized by consumers through elements such as logos, taglines, or product designs. Reputation describes the status or level that consumers associate with a brand, where a good reputation facilitates sales. Affinity reflects the emotional connection between consumers and the brand, identified through price, satisfaction, and brand usage. Loyalty assesses the level of consumer loyalty to the product.

According to (Kotler & Keller, 2016), there are six indicators in the purchasing decision process. First, product selection, where consumers determine whether to buy a product or service. Second, brand choice, which involves determining the brand they want to buy. Third, selection of a distributor, which is a decision about which service provider to visit. Fourth, purchase time, which relates to when consumers will make a purchase. Fifth, purchase amount, which is a decision about the number of products or services they want to buy. Finally, payment method, where consumers choose the payment method they will use.

### **Purchase Interest**

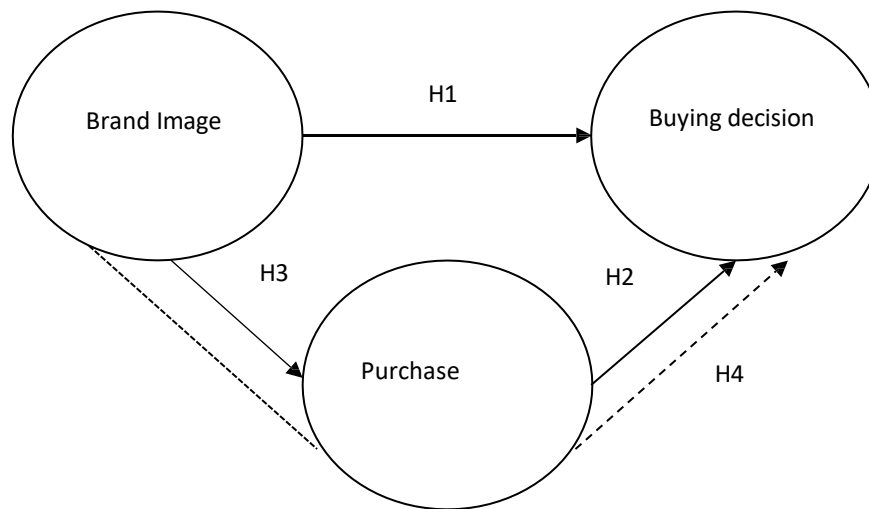
(Mowen & Minor, 2013) stated that buying interest is a desire that arises from consumers to be able to behave in a certain way or purpose. Buying interest itself is a behavior of a consumer before finally deciding to make a purchase or not to buy a product or service. Buying interest is also a response from consumers to a product or service that shows a desire to buy. In this study, a thinking frame can be seen which is visualized as follows.

According (Ferdinand, 2014), purchase interest can be identified through four main dimensions. The transactional dimension describes a person's desire to buy a particular product. The referential dimension reflects the consumer's tendency to recommend the product to others. The preferential dimension indicates that consumers have a primary preference for the product. Finally, the explorative dimension reflects the behavior of consumers who actively seek further information about the product they are interested in to support their purchasing decision.

According to (Ajzen, 2002), there are factors that influence a person in achieving goals or realizing a behavior, which are divided into internal and external factors. Internal factors include information, skills, and abilities needed to perform the behavior, as well as emotions and compulsions that can affect behavioral control. Inadequate skills and information can cause behavioral control problems, although some behaviors can be difficult to control. External factors include opportunities and dependence on others. Lack of opportunities can hinder the realization of behavior, although intentions remain, and dependence on the actions of others can affect a person's level of control over behavior or goals, such as in the context of cooperation.

## RESEARCH METHODS

This research is a quantitative research using statistical formulas and mathematical calculations in its testing (Sugiyono, 2016). The population in this study were consumers of mugwort clay stick scientific in Malang City. Where in this study using non-probability sampling technique, with a purposive sampling approach. This study used 110 respondents. In this case, the researcher distributed questionnaires in the form of Gform to respondents. In this study, the researcher used SPSS 25 as a data analysis tool used. The researcher used instrument tests, namely validity and reliability, classical assumption tests, namely normality and multicollinearity. The data analysis technique used in this study is the Hayes macro process.



*Figure 1: Thinking Framework*

## RESULT AND DISCUSSION

After distributing questionnaires for instrument testing to 30 respondents which were declared valid and reliable. Furthermore, researchers conducted testing to prove the existing hypothesis. The following are the results of the classical assumption test, data analysis and also the hypothesis in this study.

### Respondent Characteristics

Based on Table 1, Mugwort Clay Mask Skintific is more popular among female consumers (75%) than male consumers (25%). The age group most interested in this product is 20-22 years old, indicating a high demand for skincare in this age group. College students make up 25% of consumers, indicating that maintaining appearance is important to them, with this product being used to beautify themselves. In addition, the majority of respondents have a high school or vocational high school education, indicating that this product is preferred by individuals with this educational background.

**Table 1 - Respondent Characteristics**

Characteristics	Variants	Respondents	Percentage
Age	17–19 Years	24	22%
	20–22 Years	35	32%
	23–25 Years	33	30%
	>25 Years	18	16%
Gender	Man	27	25%
	Woman	83	75%
Work	Student	14	13%
	Student	28	25%
	Private sector worker	21	19%
	Government employees	23	21%
	Self-employed	24	22%
	High School / Vocational School	37	34%
Last Education	D1 / D3	25	22%
	S1	22	20%
	S2	26	24%

Source: Questionnaire data processing, 2024

### Classical Assumption Test Results

#### Normality Test Results

The normality test is used to find out whether the data used in this study is normally distributed or not. The data used can be declared normal if the significance value Kolmogorov-Smirnov shows a significance value  $> 0.05$ . The following is the normality test data in this study:

**Table 2 - Normality Test Results**

Number of Respondents	Asymp. Sig Value	Information
110	0.142	Normal

Source: SPSS 25 data processing, 2024

From the results of the normality test conducted, it can be seen that the Asymp. Sig value produced is greater than 0.05 which indicates that the data used in this

study is normally distributed.

**Multicollinearity Test Results**

The multicollinearity test aims to test whether there is a correlation between independent variables in the regression model or not

**Table 3 - Multicollinearity Test Results**

Variables	Tolerance	VIF	Conclusion
Brand Image	0.304	3.289	Non Multicollinearity
Purchase Interest	0.304	3.289	Non Multicollinearity

Source: SPSS 25 data processing, 2024

From table 3 we can see the results of the multicollinearity test which shows no symptoms of multicollinearity. This is indicated by the Tolerance value of more than 0.1 and the VIF value below 10

**Data Analysis Results**

In testing data analysis, researchers use the Hayes macro process to be able to find out the pattern of relationships between variables both directly and indirectly. The following are the results of the data analysis that has been carried out: In this test the researcher found out the relationship that occurs in the variables of brand image, purchasing decisions and purchasing interest with the following results:

**Table 4 - Macro Hayes Results for the Purchase Interest Outcome Variable**

R	R-Square	P-Value
0.834	0.696	0.000
Variable	Coefficient	P-Value
Constant	2.980	0.002
Brand Image	0.822	0.000

Source: SPSS 25 data processing, 2024

Obtained from the test results on the Purchase Interest variable output, in table 4 above it can be explained that there is a direct positive and significant influence between Brand Image and Purchase Interest, this argument is based on the p-value in the results showing a value of 0.000 where this value is less than 0.05 which indicates significance and the Coefficient value is positive, namely 0.822 which indicates a positive influence.

**Table 5 - Macro Hayes Results for the Purchase Decision Outcome Variable**

R	R-Square	P-Value
0.789	0.622	0.000
Variable	Coefficient	P-Value

Constant	2.706	0.000
Brand Image	0.200	0.011
Purchase Interest	0.391	0.000

Source: SPSS 25 data processing, 2024

**Table 6 - Total, Direct, and Indirect Effect Model 1 Test Results**

Effect Type	Coefficient	P-Value / CI	
Total influence of Brand Image (X) on purchasing decisions (Y)	0.521	0,000	
Variables	Direct Influence Variables Coefficient	P-Value	
Direct Influence of Brand Image (X) on Purchasing Decisions (Y)	0.200	0.011	
<i>Indirect Influence</i>			
Variables	Coefficient	BootLLCI	BootULCI
Brand Image(X) towards purchasing decisions (Y) through Purchase Interest (Z)	0.322	0.187	0.476

Source: SPSS 25 data processing, 2024

In table 6, it can be explained that the results are the results of testing the variables Brand Image (X) and Purchase Interest (Z) on purchasing decisions (Y) shown in the table that there is a significant direct influence between Brand Image (X) on purchasing decisions (Y), indicated by a coefficient value of 0.200 which indicates a positive influence and significance that can be seen from the p-value of 0.011 below 0.05. These results can be concluded that purchasing decisions can occur because of the Brand Image in the minds of consumers. In table 6, researchers can also see that there is a positive and significant influence between Purchase Interest (Z) on purchasing decisions (Y) as indicated by a coefficient value of 0.391 which indicates a positive number and significance that can be seen from the p-value of 0.000 below 0.05. This shows that the interest that consumers have in making purchases can have an impact on the high purchasing decisions that will occur.

In table 7, it can be explained that the brand image variable (X) directly has a positive and significant effect on the purchasing decision variable (Y) with a significance value of 0.011. It can be concluded in this study that the existence of

Purchase Interest (Z) owned by consumers can support Brand Image (X) in influencing purchasing decisions (Y). From table 7, the researcher also obtained the results that there is a mediating effect of the Purchase Interest variable (Z) in the bootstrapping test. This is because the coefficient value is between the BootLLCI and BootULCI values where the coefficient value of 0.322 is between 0.187 and 0.476. So that when visualized in the form of a path from the results of the regression model, as follows:

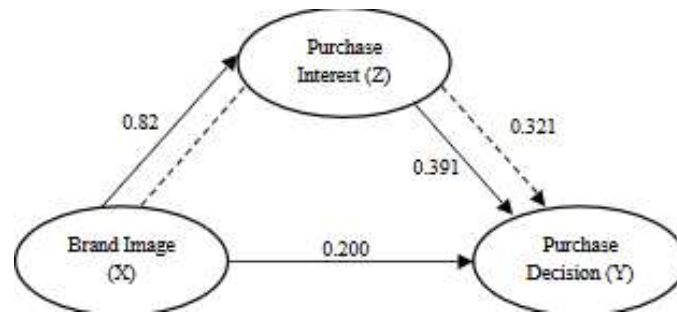


Figure 2 Hayes Macro Model Source: Researcher (2024)

## Hypothesis Test Results

### H1: Brand Image Has a Significant Positive Effect on Purchasing Decisions

The results of the hypothesis testing indicate that brand image has a significant positive effect on purchasing decisions. This finding suggests that the stronger the brand image formed in consumers' minds regarding the Skintific Mugwort Claymask product, the higher the likelihood that consumers will make purchasing decisions. A positive brand perception enhances consumer confidence, which ultimately drives actual buying behavior.

These findings are consistent with previous studies Brand image significantly and positively influences purchasing decisions. Similarly demonstrated that a stronger brand image leads to higher purchasing decisions. Brand image has a positive and significant effect on purchasing decisions.

### H2: Brand Image Has a Significant Positive Effect on Purchase Interest

The test results show that brand image has a significant positive effect on purchase interest. This means that the better the brand image of the Skintific Mugwort Claymask product in the minds of consumers, the stronger their intention or interest in purchasing the product. A favorable brand image builds attraction and desire, which precedes actual purchasing behavior.

This result aligns with, who found that brand image significantly influences consumer purchase interest. Brand image positively affects purchase intention. Furthermore, Brand image has a positive and significant impact on purchasing interest.

### H3: Purchase Interest Has a Significant Positive Effect on Purchasing Decisions

The hypothesis testing results indicate that purchase interest has a significant positive effect on purchasing decisions. This implies that the higher the level of consumer interest in buying a product, the greater the likelihood that consumers will proceed to make a purchasing decision. Purchase interest functions as a strong predictor of actual buying behavior.

Purchase interest significantly and positively influences purchasing decisions. Purchase interest has a significant positive effect on purchasing decisions. Purchase interest positively affects purchasing decisions.

#### **H4: Purchase Interest Mediates the Effect of Brand Image on Purchasing Decisions**

The results of the mediation analysis demonstrate that purchase interest successfully mediates the relationship between brand image and purchasing decisions. This means that a strong brand image enhances consumer purchase interest, which in turn increases purchasing decisions. In other words, brand image not only directly influences purchasing decisions but also indirectly affects them through purchase interest as an intervening variable.

Purchase interest mediates the effect of brand image on purchasing decisions. Purchase interest is in the relationship between brand image and purchasing decisions. Brand image has a positive and significant effect on purchasing decisions through purchase interest as an intervening variable.

#### **CONCLUSION**

Brand image has a significant positive effect on purchasing decisions. This proves that the higher the level of brand image owned by consumers, the higher the purchasing decisions that occur. Brand image has a significant positive effect on purchasing interest. This proves that the higher the level of brand image owned by consumers, the higher the interest that consumers have in making purchases will also increase. Purchase interest has a significant positive effect on purchasing decisions. This shows that the higher the interest that consumers have in making a purchase, the higher the decision that consumers will make in making a purchase. Purchase interest is able to mediate the influence of brand image on purchasing decisions. This shows that the higher the brand image that consumers have, the higher the purchase interest that consumers have, and the higher the interest that consumers have in making a purchase, the higher the purchase decision that will occur.

Skintific can further enhance the brand image owned by its consumers by optimizing the promotions it does. By optimizing promotions on products, it can improve the image embedded in the minds of consumers when they are going to use cosmetic products from Skintific. Skintific can increase consumer interest in buying by providing interesting information and ease in getting beauty products from Skintific. This can be done to increase consumer interest in making purchases.

Skintific can increase purchasing decisions for its consumers by giving discounts so that consumers can be more confident in making purchases. In further research, researchers are expected to add other independent variables in order to find out

other factors that can influence purchasing decisions such as price, promotion, and product quality.

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