

ANALYSIS COSTETIC BRAND PERCEPTION: CASE STUDY OF MILLENIALS AND GENERATION Z IN WEST JAVA

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ABSTRAK

Penelitian ini mengkaji tentang Pengaruh Brand Image dan Kualitas Produk terhadap Keputusan Pembelian Produk Scarlett Whitening pada Konsumen Generasi Z dan Milenial di Jawa Barat. Penelitian ini bertujuan untuk mengetahui pengaruh citra merek terhadap keputusan pembelian produk Scarlett Whitening, pengaruh kualitas produk terhadap keputusan pembelian produk Scarlett Whitening, dan pengaruh citra merek dan kualitas produk terhadap keputusan pembelian produk Scarlett Whitening. Penelitian ini menggunakan metode kuantitatif deskriptif dan analisis regresi linier berganda. Data dikumpulkan dari kuesioner, publikasi nasional dan internasional, artikel, dan penelitian terkait sebelumnya. Penelitian ini menggunakan teknik non-probability sampling yang terdiri dari 100 (seratus) responden. Temuan penelitian ini menunjukkan bahwa Brand Image berpengaruh signifikan secara parsial terhadap Keputusan Pembelian. Namun Kualitas Produk secara parsial tidak berpengaruh signifikan terhadap Keputusan Pembelian. Disarankan agar Scarlett Whitening lebih memperhatikan komposisi produk berdasarkan jenis kulit tertentu untuk memberikan manfaat tambahan kepada konsumen saat menggunakan produk Scarlett Whitening..

Kata kunci: Brand Image; Quality Product; Purchase Decisions; Administrasi Bisnis

ABSTRACT

This study reviews the Effect of Brand Image and Product Quality on Scarlett Whitening Product Purchase Decisions on the Consumers of Generation Z and Millennials in West Java. This study aimed to determine the effect of brand image on purchasing decisions of Scarlett Whitening products, the effect of product quality on purchasing decisions of Scarlett Whitening products, and the effect of brand image and product quality on purchasing decisions of Scarlett Whitening products. This research employed the descriptive quantitative method and multiple linear regression analysis. Data were collected from questionnaires, national and international publications, articles, and previous related research. This study utilised a non-probability sampling technique comprising 100 (one hundred) respondents. The findings of this study indicate that Brand Image has a partially significant effect on Purchase Decisions. However, Product Quality did not have a partially significant effect on Purchase Decisions. It is suggested that Scarlett Whitening should pay more attention to the ingredient product based on certain skin types to provide consumers with additional benefits when using Scarlett Whitening products..

Key word: Brand Image; Quality Product; Purchase Decisions; Scarlett Whitening

PENDAHULUAN

Nowadays, self-care is one strategy for women to actualise themselves to have a beautiful appearance. Self-care can assist people

in respecting themselves after a long day of working and conducting activities (Madiawati & Ptradana, 2016). In South Korea, people have begun undergoing treatments at a young age,

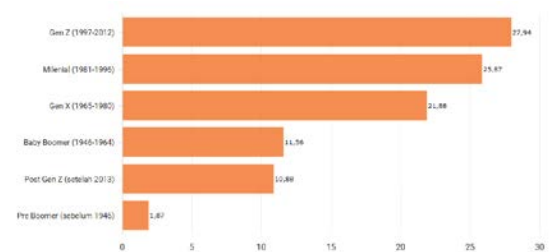
using facial skin, hair, and body care and changing their body shape. They believe early skin care can nourish their skin, decrease the emergence of wrinkles, hydrate, and prevent dull skin.

During the first few decades of the 20th century, various cosmetic products were introduced that were ideal for everyday makeup and incredibly valuable for women who wanted to maintain self-confidence in their appearance. The growth of the global cosmetics market affects Indonesia's industry. Indonesia has a substantial cosmetics market with promising growth prospects (Novanto & Pradana, 2022). The market potential in Indonesia is impacted by the growing number of young people, or the millennial generation, whose necessity is cosmetics. According to the general chairman of the Association of Indonesian Cosmetics Enterprises and Associations (PPA), the cosmetics industry grew by 6.35 per cent in 2017, from 153 companies to 760, and exports reached USD 519.99 million. In the following years, it continued to increase; in 2018, it enhanced by 7.36 per cent; in 2019, it expanded by 9 per cent; exports surpassed USD 600 million; and in 2020, it rose by 9.39 per cent (Investor Daily, 2018). In 2019, Indonesia's overall skin care market will surpass USD 2 billion (Akhmad Syarifuddin, 2020). This demonstrates that Indonesian consumers are currently interested in skincare, as healthy skin increase confidence. Initially, Indonesia imported exclusively foreign products. Nonetheless, as time passes, the Indonesian cosmetics market is present, producing products of comparable quality. A wide variety of types, ingredients, and brands of items are available (Riache & Pradana, 2022).

Scarlett Whitening is the subject of this study since it is the second best-selling local skincare brand, with cumulative sales of approximately \$17.7 billion. This demonstrates the high demand for local skin and body care products (Joan, 2021). At the beginning of this year, the market of Scarlett Whitening's share was 57%, and its sales peaked. This local brand was established in 2017 and has surpassed its foreign competitors, such as Vaseline and Lifebuoy. In less than two weeks, sales reached more than 7 billion IDR. The body lotion is one of the most excellent products offered by Scarlett Whitening. This body lotion from Scarlett Whitening is formulated with

glutathione (the "mother" of antioxidants) and vitamin E, which are highly helpful in enhancing skin health. Regular Scarlett Whitening Body Lotion can assist in optimally nourishing, hydrating, and brightening the skin if it is used regularly (Kurniah & Awaluddin, 2022).

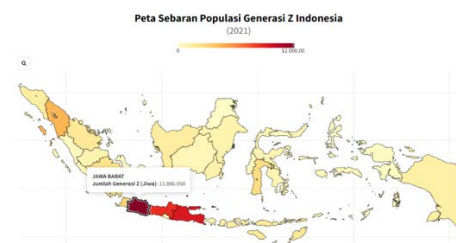
Figure 1 Percentage Indonesian Population by Generation (2022)



Source: databooks.katadata.co.id

This study includes Generation Z (Gen Z) and Millennial consumers. Those born between 1997 and 2012 are projected to be the eldest members of Generation Z this year, turning 25. Between 1981 and 1996, the Millennial Generation was born. According to the 2020 Population Census findings, the population of Indonesia is led by Generation Z, followed by the Millennial Generation. They are subsequently based on Indonesian statistics. The most significant Gen Z population, 11,886,058 people, is in West Java.

Figure 2 Population Distribution of Generation Z in Indonesia (2022)



Source: Ministry of Internal Affairs

East Java ranks second with a Gen Z population of 9,252,374 individuals. The province with the smallest Generation Z population is North Kalimantan, with 189,403 people. Therefore, the researcher selected West Java Province as the location for this research since the number of Generation Z in Indonesia is immense.

Regarding purchasing behaviour, Generation Z differs from previous generations. If interested in a product, Generation Z will

purchase it immediately through social media, which is their primary source of product information. The opinions of others regarding the desired Product serve as a guide for determining whether the Product is worth purchasing. Generation Z and Millennial consumers are discerning when selecting beauty products. Therefore, producers are striving for a favourable reputation among consumers. Suppose they have a negative encounter with a product; these purchasers are interested in well-known companies or a positive brand image. This pushes companies to positively reinforce and establish their brand image to provide a favourable impact on consumers. According to the Digital Literacy Book: Trends, Challenges and Opportunities (2021) by Ananda Dwithiar and colleagues, purchase decisions are a process consumers decide before purchasing products or utilising services provided by businesses.

The information search throughout the purchasing decision process may involve searching for brand information, product quality, and reviews. The added value of a product or service is its brand image, which is represented in how people view the brand in terms of Price, market share, and how they perceive the advantages delivered by the brand. Moreover, Tjiptono and Rahmawati (2019: 23) define product quality as the absolute number of traits and qualities that indicate how effectively an outcome satisfies the requirements of how effective their requirements are addressed. According to research published in the Humanities and Technology Journal by Macfiroh (2021), several factors affect the purchasing decision process. Companies may leverage brand image to attract consumers, while product quality influences purchasing decisions. According to this study, as the brand's image improves, so will the likelihood of making a purchase.

LITERATURE REVIEW

Marketing is one of the components a business must possess since it is crucial to how businesses engage with market share or consumers. "Marketing is the social process through which individuals and groups obtain what they require and want by creating, offering, and effortlessly exchanging valuable products and services with others" (Kotler, 2019, p. 5). According to Tjiptono and Diana (2020:3), marketing is the process of generating,

distributing, promoting, and pricing products, services, and ideas to facilitate satisfying exchange relationships with consumers and to build and maintain positive stakeholder relationships in a dynamic context.

Public impression concerning the company and its associated products shapes the image. Rahmawati (2019:65) states that the additional value of a product or service is expressed in how consumers perceive the brand in terms of pricing, market share, and how they view the brand's advantages. Thus, brand image can be defined as consumers' perceptions and beliefs regarding brand associations.

a. Dimensions of Brand Image

According to Ansary and Hashim (2018), brand image is a fundamental marketing concept. Brand image is the perception of a brand expressed by brand associations and preserved in consumers' memory. Dimensions of the brand image are crucial for its creation; there are three dimensions (Novanto & Pradana, 2022):

- 1) Functional Image
- 2) Reputation Image
- 3) Affective Image

1 Quality Product

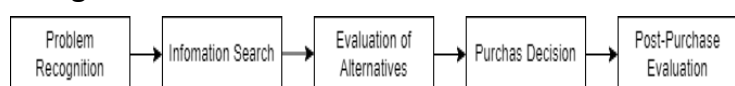
Tjiptono (Rahmawati, 2019, p. 23) described product quality as the total number of features and characteristics determining how optimal an outcome satisfies the requirements and their demands. "Product quality is one of the essential positioning instruments for marketers; it directly affects product performance (Firmansyah, 2019, p. 13).

The achievement of a company may be gauged by the number of consumers who purchase its products; thus, consumer behaviour, including purchasing decisions, is driven by product demands. "Purchasing decisions are the processes a purchase decides to select which products and services to purchase" (Sukri, 2020, p. 204)

a. Process of Purchase Decisions

According to Kotler (Indrasari, 2019, p. 72), the purchasing decision process consists of five stages before and after customer completing a purchase.

Figure 3 Process of Purchase Decision



Source: Kotler & Amstrong (2018:75)

b. Dimensions of Purchase Decisions

According to Kotler & Keller on Indrasari (2019:74), there are multiple elements to customer buying decisions, including the following:

- 1) Product Choices
- 2) Brand Choices
- 3) Distributor choices
- 4) Amount of purchase or quantity
- 5) Time of purchase
- 6) Payment methods

RESEARCH METHODOLOGY

This research employed a quantitative method. According to Sugiyono (2018:13), quantitative data is a research approach based on positivistic (concrete data) research data in the form of numbers that will be measured using statistics as a calculating test instrument related to the problem being studied to provide a conclusion. The objective of this study is to describe the nature of the causal relationship investigation. Typically, descriptive research is used to solve or answer the research question by collecting data, classifying, analysing, concluding, reporting, and determining the existence of the value of the independent variable, which could be one or more variables, without making comparisons or establishing relationships with other variables. This research is of the survey type, resulting from collecting each natural ((not artificial) data from respondents (rather than contrived) data. The individual in question is a consumer of Scarlett Whitening.

The population in this study were consumers of Scarlett Whitening, the exact number of whom cannot be determined. In this study, non-probability sampling with a purposeful non-probability sample was utilised. This sampling strategy provides equal chances of selection for only a subset of components or members of the population. Therefore, the researcher employed the following criteria:

1. People who recide in West Java
2. People from Generation Z and Millenial
3. People who purchase and use product by Scarlett Whitening

Multiple linear regression analysis was utilised to address the issues in this study. Multiple linear regression analysis was used to analyse the effect of the independent variables, brand image and product quality, on the dependent variable, namely the purchase

decision on Scarlett Whitening products. According to Priyatno (2018: 107), multiple linear regression analysis aims to determine whether there is a significant partial or simultaneous effect between two or more independent variables and one dependent variable. The following formula is used to calculate multiple linear analyses:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Y= Purchase decisions

A= Constant Value

X_1 = Brand Image

X_2 = Constant Value

$b_1..bn$ = regressions coefficient

e = error

The researcher conducted a simultaneous and partial hypothesis test. Partial hypothesis testing was conducted to test whether brand image and product quality variables partially affect purchase decisions. A simultaneous test or F test to determine whether the brand image and product quality significantly affect purchasing decisions for Scarlett Whitening products.

RESULTS AND DISCUSSION

This study employed a questionnaire to collect data from 100 (one hundred) respondents bases on Slovin Formulawho are consumers of Scarlett Whitening products and included in Generations Z and Y, which 3% (three person) of the Millennial Generation aged 25-40 years. Subsequently, the gender of the respondents, with a percentage of 75% (75 people), was female, and the remaining 25% (25 people) was male. The questionnaire contains statements regarding brand image and product quality on purchasing decisions for Scarlett Whitening products. This research was conducted with descriptive and statistical analysis, in a statistical analysis using the help of the SPSS application version 24 for Windows.

1. Normality Test

The examiner conducts a normality test to test whether the independent and dependent variables in the linear regression model are typically distributed. The findings of the Kolmogorov-Smirnov test are as follows:

Table 1 Result of Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		40
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.44181638
Most Extreme Differences	Absolute	.092
	Positive	.069
	Negative	-.092
Test Statistic		.092
Asymp. Sig. (2-tailed)		.200

Source: Researcher Data Process

The findings in Table indicate that the data has a value significantly greater than alpha ($0.200 > 0.05$). It can be inferred that the data from all variables are normally distributed.

2. Multicollinearity Test

The multicollinearity test examined the regression model for relationships between independent variables. The requirements for viewing multicollinearity symptoms are demonstrated from the tolerance value > 0.1 or $VIF < 10$; thus, multicollinearity does not occur. The findings of the multicollinearity test are as follows:

Table 2 Result Multicollinearity Test

Source: Researcher Data Process

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error				Tolerance	VIF
1	(Constant)	1.329	3.336		.398	.693		
	Brand Image	.876	.213	.661	4.110	.000	.416	2.405
	Product Quality	.110	.124	.143	.886	.381	.416	2.405

a. Dependent Variable: KEPUTUSAN PEMBELIAN

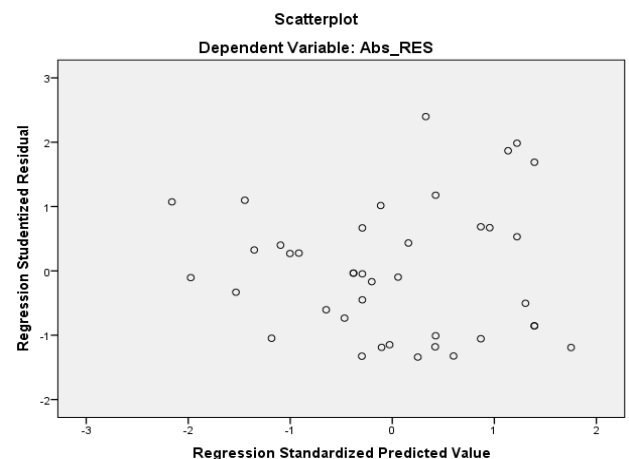
Table 2 demonstrate that the VIF value for a brand image is $2.405 < 10$, indicating no multicollinearity problem. The VIF rating

for product quality is $2.405 < 10$, indicating no multicollinearity problem. The brand image variable's tolerance is $0.416 > 0.1$, indicating no multicollinearity problem. Therefore, the tolerance for product quality is $0.416 > 0.1$, indicating no multicollinearity problem. This test demonstrates that there are no multicollinearity problems.

Heteroscedasticity Test

The heteroscedasticity test aims to view whether there is an unequal variance from one residual to another observation. The heteroscedasticity test was carried out in this study using a scatterplot graph. Following is the foundation for deciding the heteroscedasticity test:

Figure 4 The Result of Heteroscedasticity Test



Source: Researcher Data Process

Figure 4 demonstrates that these dots do not create a clear pattern and are spread above and below the number 0 on the Y axis.

Therefore, it can be inferred that there is no heterocedasticity.

4. Multiple Regression Analysis

Researchers do multiple regression analyses to determine the effect between brand image variables and quality products on purchase decisions.

Table 3 The Result of Multiple Regression Analysis

Model	Unstandardised Coefficients		Standardised Coefficients	t	Sig
	B	Std. Error	Beta		
(constant)	1.329	3.336		0.398	0.693
Brand Image	0.876	0.213	0.661	4.11	0
Quality Product	0.11	0.124	0.143	2.886	0.381

Source: Researcher Data Process

$$Y = 1.329 + 0.876x_1 + 0.110x_2$$

The coefficient of regression on the brand image variable is positive, indicating a direct association between the brand image variable and the purchase decisions variable (Y). The brand image variable has a regression coefficient of 0,876, which indicates that the purchase decisions variable (Y) will increase by 0,876 for each brand image variable.

Similarly, the product quality variable has a positive value; hence there is a unidirectional relationship between the product quality variable and the purchase decisions variable (Y). The product quality variable has a regression value of 0.110, which indicates that a one-unit increase in product quality will result in a 0.110-unit increase in the purchase decisions variable (Y). According to the coefficients of the multiple linear regression model, the coefficients of the brand image variable are more significant than the coefficients of the product quality variable; therefore, the brand image variable and then the product quality variable has the most significant influence on the purchase decisions variable.

5. Hypothesis Test

This study employed hypothesis testing to determine the importance of previously formed hypotheses. This hypothesis test consists of two categories: partial hypothesis testing, also known as the T-test, and simultaneous hypothesis testing, often known as the F-test.

a. T Test (Partial Test)

To determine the value of the T-Test, it is necessary to have degrees of freedom in the numerator and degrees of freedom in the denominator, with the following formula:

1) Error rate (α) = 5% dan degrees of freedom (dk) = (n-k-1)

2) n= number of sample, n=100

3) number of variables, k = 3

So, the degrees of freedom for this research is, (df)= n-k-1= 100 – 3 - 1 = 96

then, the T test conducted in this research was a two-way test, spw what was used is $T_{0.05 (96)} = 1.98498$

Table 4 The Result of T Test

Model	Unstandardise d Coefficients		Standardised Coefficients	t	Sig
	B	Std. Error	Beta		
(constant)	1.329	3.336		0.398	0.693
Brand Image	0.876	0.213	0.661	4.11	0
Product Quality	0.11	0.124	0.143	2.886	0.381

Source: Researcher Data Process

- 1) Brand Image variable (x_1) has $T_{count}(4.110) > T_{table} (1.98498)$ with significant level $0.000 < 0.05$; thus, H_0 is rejected. Therefore, it can be concluded that partially there is significant effect of the brand image variable on the purchase decision variable (Y).
- 2) Product quality variable (x_2) has $T_{count} (2.886) < T_{table} (1.98498)$ with significant level $0.381 > 0.05$; thus, H_0 be accepted. It can be concluded that partially there is significant effecy of the brand

image variable on purchase decision variable (Y).

b. F Test (Simultaneous Test)

Simultaneous hypothesis test or F test to determine whether brand image and product quality variables have a combined effect on Scarlett Whitening's product purchasing decisions. These hypotheses will be tested:

- 1) H_0 : brand image and product quality have no significant effect on purchase decisions for Scarlett Whitening product
- 2) H_a : brand image and product quality have significant effects on purchase decisions for Scarlett Whitening product

To determine the value of F in this research, the degrees of freedom in the numerator and denominator are needed with the following formula:

$$df = k - 1$$

$$df = n - k$$

n = number of samples

k = the number of independent and dependent variables

with significant level 5%, the degrees of freedom $df(n1) = k - 1 = 3 - 1 = 2$, then the degrees of freedom in the denominator $df(n2) = n - k = 100 - 3 = 97$

The result F_{table} is 3.09

Table 5 The Result of F Test

ANOVAa			
Model		Sum of Squares	df
1	Regression	351.239	2
	Residual	232.536	37
	Total	583.775	39

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Product Quality, Brand Image

Source: Researcher Data Process

The simultaneous hypothesis test (F Test) revealed that brand image and product quality variables significantly affected the purchase decisions variable. Table 5 demonstrates that $(27.944) > (3.09)$ and the significance probability value is $0.000 <$

0.05 , based on that H_0 rejected and H_a accepted.

6. Coefficient of Determination

The coefficient of determination test was conducted to measure the extent to which the model could explain the dependent variables. The findings of the test for coefficient determination:

Table 6 The Result of Coefficient Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.776 ^a	.602	.580	2.507

a. Predictors: (Constant), Product Quality, Brand Image

Source: Researcher Data Process

Table 6 demonstrates that the R value is 0,776 and the R square is 0,601. This reveals that the effect of the independent variables, brand image and product quality, affect the purchase decision variable for the Scarlett Whitening product by $0.602\% \times 100\% = 60.2\%$; the remaining 39.8% is affected by variables that were not considered in this study.

7. The Effect of Brand Image on Purchase Decision

There is a 60.2% correlation between brand image and purchase decisions, with the remaining 39.8% being influenced by variables outside the scope of this study. Based on the positive value of the brand image variable's regression coefficient, the brand image variable has a regression coefficient of 0.876, indicating that each brand image variable will boost purchase decisions variable (Y) by 0.876.

Consequently, the Brand Image variable has $T_{count}(4.110) > T_{table}(1.98498)$ with significant level $0.000 < 0.05$; thus, H_0 is rejected. Therefore, it can be concluded that partially there is significant effect of the brand image variable on the purchase decision variable (Y).

8. The Effect of Product Quality on Purchase Decision

There is an effect between product quality and purchase decisions with a value of 60.2%; however, the remaining 39,8% is affected by variables outside the scope of this study. Based on the value of the regression coefficient of the product quality variable has a positive value, the product quality variable and the purchase decisions variable (Y) have a unidirectional relationship. The product quality variable has a regression coefficient of 0,110, indicating that the quality of every product is independent. Product quality variable as $T_{count} (2.886) < T_{table} (1.98498)$ with a significance level of $0.381 > 0.05$; thus, H_0 be accepted. It may be inferred that the brand image variable has a significant affect on the purchase decision variable (Y).

9. The Effect of Brand Image and Product Quality on Purchase Decision

There is an effect between product quality and purchase decision with a value of 60.2%; however, the remaining 39,8% is affected by variables outside the scope of this study. The significant probability value in F Test Fvalue is $0.000 < 0.05$, hence it is H_0 rejected and H_a accepted. Thus, the variables brand image and product quality have a significant effect on the variable purchase decision for Scarlett Whitening products.

CONCLUSION AND RECOMMENDATIONS

1. Conclusion

The study's findings demonstrate that the brand image variable for Scarlett Whitening is 79% excellent, based on respondents' responses. The statement "Scarlett Whitening has a positive brand image" received the highest score of 86% for the five questions related to the brand image variable.

- The brand image variable for Scarlett Whitening is 79% excellent, based on respondents' responses. The statement "Scarlett Whitening has a positive brand imahe" received the highest score of 86% for the five questions related to the brand image variable.
- The product quality variable for Scarlett

Whitening is based on the responses of 83% of respondents who rated the Product as a good category. The statement "Scarlett Whitening products are suitable for everyday use" received the highest score (90%) of the ten questions regarding product quality.

- The purchase decision variable for Scarlett Whitening is based on the 90% of respondents who rated the service as excellent. The statement "There are a variety of payment methods when purchasing Scarlett Whitening products" received the highest score of 90% out of the six purchase-related questions with a percentage value of 90%.
- The partial hypothesis test (T-Test) demonstrates that the brand image variable significantly affects Scarlett Whitening Products f purchase decisions.
- The partial hypothesis test (T-Test) demonstrates that the product quality variable significantly affects Scarlett Whitening Products f purchase decisions.
- The simultaneous hypothesis test (F Test) revealed that brand image and product quality variables significantly affected the purchase decisions variable. Brand image and product quality variables affect purchase decisions with a percentage value of 60.2%; however, the remaining 39.8% are affected by other variables that are not included in this research.

2. Recommendation

Based on the findings of the research titled The Impact of Brand Image and Product Quality on Scarlett Whitening Product Purchase Decisions (a Case Study on Consumers of Generation Z and Millennial in West Java), the researcher has several recommendations for companies and future researchers that can be considered for the following research.

Recommendation for Company

- Scarlett Whitening product owner or sales can pay more attention to product quality for Scarlett Whitening by focusing on the ingredients used in each Product. Selecting ingredients for Scarlett Whitening products based on consumers' specific skin types; thus, they can provide more advantages when using Scarlett Whitening products.

- b. Scarlett Whitening product owners or sales can explain the benefits of using Scarlett Whitening products. Since each consumer has a different skin type, the reaction is different for each individual.
- c. Scarlett Whitening may also hold a mini competition for its consumers, such as a daily competition centred on using Scarlett Whitening products. This will positively affect the brand image of Scarlett Whitening since there is concrete evidence from consumers about using Scarlett Whitening products, and it will influence those who are still hesitant to use these products.

Recommendation for Future Researcher

The researcher provides several recommendations for future researchers. This study only examines the effect of brand image and product quality on Scarlett Whitening's product purchase decisions (a Case Study on Consumers of Generation Z and Millennial in West Java). It is suggested that future researchers investigate additional variables relating to perception, motivation, trust in product prices, and convenience, as they are crucial in determining purchasing decisions. In addition, future researchers may use a different scope from this study to obtain different findings. It is expected that the subsequent researcher will be able to expand the research location or investigate other objects or companies.

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