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THE IMPACT OF BRANDING AND PROMOTION ON CONSUMER DECISIONS TO PURCHASE FACETOLOGY PRODUCTS

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ABSTRACT
This study aimed to determine the effect of brand image and promotion on purchasing decisions for Facetologi products. The technique used in sampling was Slovin with a total of 50 respondents. Sources of data using primary data in the form of questionnaires and secondary data obtained from literature, documents, and the internet. Data is processed using SPSS version 20. The data analysis technique used is multiple linear regression with the formula to find out how much influence brand image and promotion had on purchasing decisions for Facetology products uses a comparison technique of the T-test and F-test. The results of the validity test and reliability test of the quest ionnaire, each question item is declared valid and reliable where if the Rcount> Rtable value with the value of all items is above the value of 0.279 and the regression equation Y= 0.852 + 0.124X1 + 0.439X2 means that each increase is one unit; it will cause an increase in customer satisfaction of 0.124 and 0.439. The tcount test technique is used to know whether this study's hypothesis is accepted. Fcount obtained tcount value of service quality of 1.414 and the t-calculated promotional value is 5.379 and ttable 2.012 and received Fcount value of 65.787, while Ftable is 3.19 and the level of significance (0.000<0.005) shows that the brand image (X1) and Promotion (X2) together has a significant effect on purchasing decisions.Therefore, it can be concluded that brand image and promotion or independent variables has a significant effect on customer satisfaction or the dependent variable has a significant effect on purchasing decisions for Facetology products.

INTRODUCTION

Every woman desires to possess beauty as the individual with the most aesthetically pleasing countenance and flawless complexion will consistently attract the most attention. Women enhance their personal beauty by employing cosmetics. The beauty product market is undergoing substantial transformations as a result of the rapid emergence of beauty product brands. The skin care sector is seeing intense competition due to the wide array of beauty products available. Modern customers exhibit a high level of exactitude while selecting beauty goods. Therefore, to cultivate a favorable reputation among consumers, producers must consistently endeavor to comprehend their requirements. (Dhio et al., 2015). A brand can originate from a product if consumers believe it offers them a functional advantage (functional brand), if it forges associations and brands they desire (brand image), and if it produces certain experiences during consumer interactions (exprental brand). From

symbols, unique typography, or color schemes used by businesses that are identifiable but difficult to pronounce, to consumer opinions on a good or service that the brand represents. (Dhio et al., 2015). In Indonesia, Facetology is the indigenous beauty care brand with the quickest rate of growth. Facetology manufactures a wide range of goods, including toners, cleansers, moisturizers, and sunscreens. Beauty that emphasizes keeping healthy and brightening facial skin. Somethinc, a rival of Facetology, holds the top spot in terms of the majority of e-commerce sales. Founded in 2019, the Something Brand is a relatively new local skincare company. (Merek et al., n.d.). In order to change the attitudes and behaviors of buyers who had not previously encountered the products or services, promotion is a means of communication between sellers and buyers that stems from accurate information and aims to make them familiar so that they become buyers and continue to remember the products and services (Zainul & Yulianto, 2017).

METHOD

In this research, the 99 participants in the UISU Faculty of Economics and Business Management class of 2020 will be the population under study in this study. The technique used in sampling was Slovin with a total of 50 respondents. Primary data from questionnaires and secondary data from books, documents, and the internet are used as data sources. Data processing was done with SPSS version 20. The frequency, percentage, and average score of respondents for each variable item which characterizes the respondent's response to each given question item are obtained using the descriptive analysis technique of data analysis using the multiple liner regretion test.

RESULTS

Classic assumption test

Normality test

If the significant value is >0.05 then the data is normally distribute
If the significant value is <0.05 then the data is not normally distributed

Table 1. Normality Test

		Unstandardized Predicted Value
N		50
Mean		21.5200000
Normal Parameters[a,b]		3.28689188
Std. Deviation		.129
Most Extreme Differences	Absolute	.083
	Positive	-.129
	Negative	
Kolmogorov-Smirnov Z		.911
Asymp. Sig. (2 tailed)		.377

a. Test distribution is Normal.
b. Calculated from data.

Based on the data above, it is known that the significance value is 0.377>0.05, so the data is normally distributed.

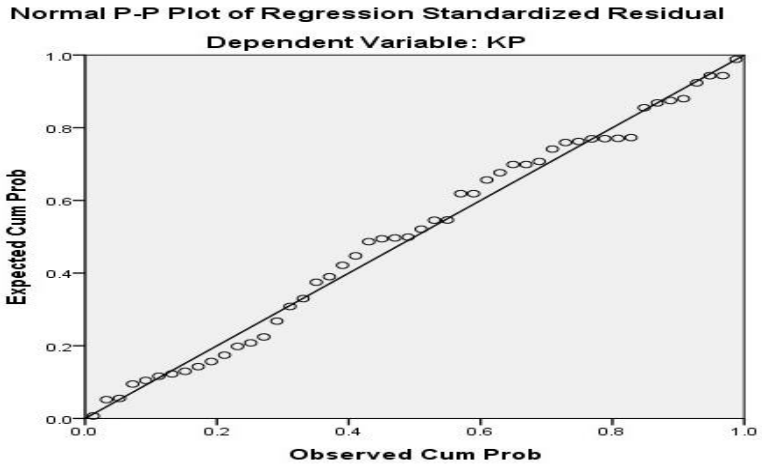

Figure 1. Normal P-P Plot

The following image is a probability plot, often known as a P-Plot, that has been analyzed using SPSS version 20. The decision-making guidance for normality testing, utilizing the P-Plot technique, states that if the plotted points closely align with and adhere to the diagonal line, it indicates that the values are distributed in a normal manner. Conversely, if the data points are widely dispersed and do not conform to a linear pattern, it indicates that the values are not distributed in a normal manner. From the plot output provided, it is evident that if the plotted points consistently converge towards the diagonal line, it may be inferred that the data follow a normal distribution.

Multicollinearity Test

Based on tolerance value: If the tolerance value is > 0.10 then there are no symptoms of multicollinearity. If the tolerance value is <0.10 then symptoms of multicollinearity occur. Based on VIF value: If the VIF value is <10.00 then there are no symptoms of multicollinearity. If the VIF value is >10.00 then symptoms of multicollinearity occur.

Table 2. Multicollinearity Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.852	1.986		.429	.670	-3.143	4.847					
	CM	.124	.088	.184	1.414	.164	-.053	.301	.758	.202	.106	.329	3.037
	Pr	.439	.082	.701	5.374	.000	.275	.604	.852	.617	.402	.329	3.037

According to the provided data, X1 has a tolerance value of 0.329, which is greater than 0.10, and a VIF value of 3,037, which is less than 10.00. Meanwhile, X2 achieved a tolerance value of 0.329, which is greater than 0.10, and a VIF value of 3.037, which is less than 10.00. Therefore, **Heteroscedasticity Test**

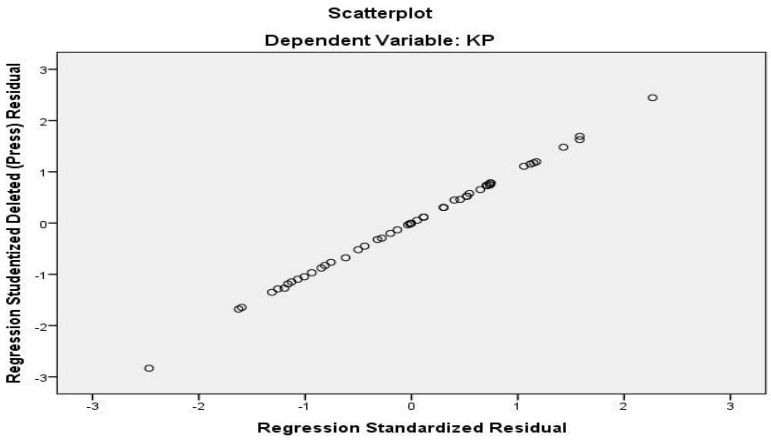

Figure 2. Scatterplot

The scatterplot displayed above is the result of a heteroscedasticity test conducted using SPSS version 20. If the data points exhibit a pattern of wide and narrow waves, it can be concluded that heteroscedasticity is present in the data. Nevertheless, the scatterplot output above exhibits a conspicuous lack of structure, with data points scattered both above and below the zero value without any discernible pattern. Therefore, it can be inferred that there are no discernible indications of heteroscedasticity.

Hypothesis Test

Table 3. Hypothesis Test

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.852	1.986		.429	.
	X1	.124	.088	.184	1.414	.
	X2	.439	.082	.701	5.374	.

Multiple Linear Regression Analysis

From the table above you can see the results of the regression coefficient test which was processed using the SPSS program as the following calculation:

$$Y = a + b1\ X1 + b2\ X2 + e$$

Where:
Y: Purchase Decision
a : Constant

X1 : Brand Image
X2 : Promotion
b1 b2 : Regression Coefficient
e : Standard Error

Y= 0,852 + 0,124X1 + 0,439X2

From the regression equation above it can be interpreted as follows:

1. The purchasing decision regression coefficient (Y) is 0.852, which means that if the value
2. from the other variables being constant, then the purchasing decision is 0.852 units.
3. The service quality regression coefficient (X1) is 0.124, which means that every time the price value increases or decreases by 1 unit and the values of other variables remain constant, the purchasing decision will increase or decrease by 0.124 units.
4. The price regression coefficient (X2) is 0.439, which means that every time the price value increases or decreases by 1 unit and the values of the other variables remain constant, the purchasing decision will increase or decrease by 0.439 units.

t Test (Partial)

- If the calculated T value > T table then there is an influence of the independent variable on the dependent variable.
- If the calculated T value < T table then there is no influence of the independent variable on the dependent variable.

It is known that the T table value for df 47 is 2.012
df 47 is known from the anova table residual row df column (47)

Table 4. t Test (Partial)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.852	1.986		.429	.670
	X1	.124	.088	.184	1.414	.164
	X2	.439	.082	.701	5.374	.000

a. Variable X1

Based on the data above, it is known that X1 obtained a calculated T value of 1.414 < 2.012 and a significance value of 0.164>0.05, it can be concluded that there is no influence of X1 on Y.

b. Variable X2

Based on the data above, it is known that X2 obtained a calculated T value of 5.379 > 2.012 and a significance value of 0.000<0.05, it can be concluded that there is an influence of X2 on Y.

F Test (Simultaneous)

If the calculated F value > F table then the independent variable simultaneously influences the dependent variable

If the calculated F value < F table then the independent variable simultaneously has no effect on the dependent variable

The F table formula is known as follows:

F table = (k ; n-k)

F table = (2 ; 50-2)

F table = (2 ; 48)

F table = 3.19

Note: k = number of independent variables, n = number of respondents

Table 5. F Test (Simultaneous)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	529.379	2	264.690	65.787	.000[b]
	Residual	189.101	47	4.023		
	Total	718.480	49			

Based on the data above, it is known that the calculated F value is 65,787> 3.19, so it can be concluded that variables X1 and X2 simultaneously influence variable Y.

Coefficient of Determination

Table 6. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.858[a]	.737	.726	2.00585

a. Predictors: (Constant), Pr, CM

b. Dependent Variable: KP

Based on the data above, it is known that R square has a value of 0.737 or 73.7%, it can be concluded that there is an influence between X1 and X2 on Y is 73.7%.

DISCUSSION

The findings of this research reveal that brands and promotions have a positive impact on product purchasing decisions among FEB Management Study Program students, Class of 2020. This section delves further into the implications of these findings, which are substantiated by a pertinent theoretical framework.

Brand and Consumer Decision

The results of the hypothesis testing suggest that the brand does not have a substantial impact on purchasing decisions. Brands do not function as additional references for potential consumers or as factors to consider when selecting desired products (Nurhayati, 2017). The t-test suggests that Brand Image (X1) is a non-influential factor in purchasing decisions, as evidenced by a calculated t-value of 1.414 and a significant probability value above 0.005, specifically 0.164. This discovery is consistent with the findings of Malonda (Deisy et al.,

2018), who also conclude that brand image does not have a substantial impact on consumer purchasing decisions. The assertion of consumers is that a positive brand image does not necessarily result in satisfaction or a propensity to purchase. Therefore, the hypothesis that brand image functions as a reference for potential buyers or influences brand Facetology products does not necessarily translate into purchase intent. Some students prioritize other factors, including affordability, product quality, and immediate results, when making purchasing decisions (Laili Hidayati, 2018); (Jackson R.S. Weenas, 2013); (Nanda & Talumantak, 2023).

Promotion and Consumer Decision

The hypothesis testing results indicate that promotions exert a partially positive and significant impact on purchasing decisions, suggesting that higher marketing expenditures correlate with increased purchasing levels. Consequently, expanding promotional campaigns can effectively sway customer purchasing behaviors (Liana et al., 2022). According to the t-test, the calculated t-value (tcount = 5.379) exceeds the critical t-value (ttable = 2.012) at a significance level of 0.000, which is less than 0.05. This confirms that the promotional variable significantly enhances purchasing decisions (Fadillah, 2023); (Pujiwati et al., 2023)

CONCLUSION

The research findings on the impact of brand and promotion on purchase decisions for Facetology products lead to the conclusions that brand has an insignificant impact on purchasing decisions and promotion exerts a positive and susignificant impact on purchasing decisions. This implies that the promotion aligns with client expectations and will enhance their purchasing choices. Brand and promotion exert a positive and significant influence on purchasing decisions. Consequently, a refined and suitable brand image, together with effective promotion, will enhance consumer purchase choices.

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