

IMPROVING BRAND IMAGE BY MAXIMIZING PRODUCT QUALITY, PROMOTION ON SOCIAL MEDIA, AND E-WOM AND ITS IMPLICATIONS ON INTEREST IN BUYING BENING'S SKINCARE PRODUCTS

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Abstract

This research aims to determine the influence of brand image, product quality, promotion on social media, and E-WOM on product purchase interest both directly and indirectly, where the variables used in this research are product quality, brand image, buyer decision and E-WOM where the buyer's decision is a variable (Y). This research uses a quantitative approach, which was collected with the help of an online questionnaire using Google Forms. The population of this research is Bening's Skincare in Sungai Penuh City, with a sample of 70 Bening skincare respondents. This research data was analyzed using the Structural Equation Model (SEM) using the SmartPLS.1.2.9 application. This research shows that product quality directly has a positive and significant effect on purchasing decisions. This study shows $0.000 < 0.05$, where e-WOM has a direct positive effect on brand image, product quality on brand image, and product quality on purchasing decisions.

Keywords: Brand Image, Product Quality, Clear Skincare, Purchase Decisions

Introduction

The total population in Indonesia, especially in Sungai Penuh, is 100,851 people, or around 70 percent of whom are active social media users, especially millennials among women (BPS, 2021). The impact of modern developments in the world has been felt by the increasingly easy access to the internet. The rise of social media users on smartphones has also increased buyers' interest in using the internet. This phenomenon has created business opportunities for several people in Sungai Penuh. With social media, it can be used to promote business products. TikTok, Instagram, and Facebook are the right platforms to promote, and they can easily connect with consumers from various regions.

One of the needs of women is skincare, where women who want to look attractive and confident in various places, whether at home, school or campus, office, or other public facilities, of course, one of them must be supported by bright facial skin. Skincare is one of the needs that is a priority for women, namely to beautify themselves, as explained by (- et al., 2022). There are many skin care products currently circulating in the Indonesian market, both those that are still starting a business and those that already have a brand image, both from within the country and abroad, such as MS Glow, Bening's, Davina, Scarlett, Madame Gie, and so on. The large number of skincare products circulating on the market requires business people in the cosmetics sector to win over consumers so they can use their products in various ways, such as improving brand image, providing good service, up-to-date advertising, and so on.

Brand image is needed by business people, especially in beauty clinics, and can be used to influence or stimulate the interest of potential buyers. The role of brand image is vital for beauty product businesspeople; consumers can assess it and foster confidence in buying interest in a brand, as explained by (Apriany & Gendalasari, 2022). Brand image is a representation of the overall perception of a brand. Products that have a positive brand image will have a direct impact on consumer buying interest. A positive assessment of a commodity influences the improvement of the product's image and can impact increasing consumer buying interest in the product. Improving brand image is an essential aspect of the beauty business. Increasing a good brand image to consumers will also increase satisfaction and positively affect service. The development of the cosmetics industry in Indonesia is increasing rapidly. The increase in the cosmetics industry in Indonesia is supported by the need for cosmetics, which is increasing daily, especially skincare-type cosmetics.

Then, for some business people, product quality is the main thing because consumers will assess the quality of the product before buying the product, and of course, consumers will also match it to their skin because most skincare products use mercury, and this has a very negative impact on

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the skin, both regular and skin. Sensitive skin and will damage the skin layer. Therefore, consumers pay attention to the quality of a product before using it, which is also explained in other research (Mustika Sari & Prihartono, 2021).

Apart from that, a factor that can attract the interest of potential buyers is the use of internet technology, as explained above, where business people hope that products promoted through online media can attract consumers' interest in using the products being promoted. Then there is also research that states that social media platforms are the right thing for product marketing, as explained by (Batee, 2019) and (Putri, 2016). Therefore, business people must have unique promotional techniques to attract consumers to buy these products. Business people need effective marketing media intending to expand their market share. The main reason someone promotes a product is that the marketed product becomes better known to the general public, especially women. Social media users in Indonesia are growing significantly. Social media is a new phenomenon that has changed business environments. Because promotions on social media will indirectly connect with many people, considering that almost 90 percent of users use social media. Apart from that, previous research (Tanjung., 2016) stated that internet technology platforms are the right communication tool for promoting products, especially on social media, which, of course, many people already know and use internet technology.

Furthermore, internet technology has changed the spread of word of mouth (E-wom), which was previously limited and has now become unlimited in direct face-to-face communication. In the current era of phenomena, online review content can be a solution for forming electronic word-of-mouth (E-WOM) communication. E-wom can also be used as an alternative to create a good brand image. If e-wom is considered to have a positive influence, then the product has a good brand image. Word-of-mouth communication can influence consumer buying interest. Good communication or delivery of good product quality will further increase the number of people interested in the product being promoted. This is inseparable from the brand image of the promoted product, which will also increase the number of consumers.

One of the beauty businesses in Kerinci Regency, especially in Sungai Penuh, is Bening's skincare business, which is quite well known and has many Bening users, from teenagers to adults. It's not just women who need beautiful skin; now, many men also need healthy skin. Therefore, Bening's skincare also produces skincare specifically for men. Bening's Clinic has now opened and has 66 branches from various regions throughout Indonesia. Bening's Skincare was founded in 2017 in Jambi City; Dr. Oky Pratama is an entrepreneur, influencer, doctor, and native of Jambi City. Of course, many challenges have been experienced, so currently, the skincare business is increasing

and is in great demand by many people. Based on observations made by researchers, many of Bening's skincare users are women, and there is no doubt that it is produced directly by a doctor. Bening's Clinic in Sungai Penuh City also provides bonuses for customers who use a variety of Bening's skincare such as facial masks and other accessories.

Bening's clinic also holds giveaways for consumers who follow Bening's skincare account, hashtags, etc. Bening's Clinic provides giveaways and many other promotions in Sungai Penuh City. Bening's Clinic provides various types of skincare, including for acne-prone skin, dull skin, sensitive skin, and also for normal skin at prices that are pretty affordable for satisfying results for consumers and also Bening's uses ingredients that are, of course, safe for pregnant and breastfeeding women. Clear skincare has also been proven to use safe products and is definitely registered with BPOM; clear skincare also does not use mercury, which is dangerous for a person's skin and causes damage to the skin layer. Consumers will be cautious in choosing suitable skincare because this dramatically influences customers' interest. This interest in repurchasing is caused by positive customer experiences regarding the products used.

Literature Review

Buying Decision

Purchasing decisions for each person's personality influence characteristics, including the influence of economic conditions, age, lifestyle, and a person's personality, as explained in previous research (Iii, 2017). A purchasing decision is an action by a prospective consumer who decides whether or not to use a good or service offered by someone, and this was also explained in previous research by (Jamaludin et al., 2015), (Sri Wdyanti Hastuti & Anasrulloh, 2020), and (Sya'idah, 2020).

To measure purchasing decisions, this research uses the following indicators; 1) According to the needs; 2) Brand choice; 3) Choice of dealer.

Brand Image

A businessman must have the skills or ability to create a brand that can increase a company's income. However, it is not only the ability to create a brand but also in terms of maintaining and protecting a brand of a product by the company because potential consumers judge not only the quality of the product but also the brand image of the product that will be used or consumed by a consumer. Brand image is an idea or idea that is designed or created by a company to impress consumers. This is explained by (Musay, 2013) and also explained by (Ernawati, 2021), (Widjaja & Wijayadne, 2023), and (Andrian & Fadillah, 2021)

From this definition, it can be concluded that brand image is the product identity of a company that increases consumer buying interest, and consumers can easily remember the products they

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use. Therefore, the brand image of a company's product is the main thing for a company to increase its accreditation value or image. The indicators of the brand image include; 1) Brand Characteristics; 2) Store image; 3) Product image.

Promotion on social media

According to previous research, promotion is a marketing activity that provides valuable information to the general public about a product that wants to be bought and sold to attract buyers' interest, and the research aims to increase a company's income, shape a product image, attract consumer buying interest (Mulyana, 2019), (Ramdhan, 2019), and (Mustapa et al., 2022). Apart from that, previous research also explains that in promotions on social media, it is hoped that we can provide helpful information that will be given to potential consumers so that the products we offer will also increase the number of people who will use them (Ambarwati et al., 2015).

Promotion is the activity of offering a product or announcing the various benefits of the product to attract potential buyers to use or consume it. There are various ways to promote a product in the promotion process, including promotion on social media, word-of-mouth promotion, either directly or indirectly, etc (Nasution, 2018). Promotions that business people widely use are promotions via social media on various platforms, especially Instagram, Tiktok, Shopee, Facebook, etc. because promotions using these platforms can easily connect consumers throughout Indonesia. The indicators used are 1) Use of language; 2) Message content; 3) Completeness of information.

Product Quality

Quality is a measure of a product, the level of goodness or badness of each result achieved. According to previous research, product quality is the value of a product or a benchmark for a marketing product that gives a positive impression to potential buyers or consumers (Halim & Iskandar, 2019) (Ristanti & Iriani, 2020). Product quality will be a consideration in consumer purchasing decisions, as explained by (Cesariana et al., 2022).

From this understanding, we can conclude that product quality is the value of a product with a level of trust in the product or service that consumers will use. Product quality also influences consumer buying interest; the better the value of a product is, the greater the number of consumers interested in using or consuming the product (Nurfauzi et al., 2023). The indicators used to measure product quality in this research are 1) Durability; 2) Price match; 3) Perceived quality.

Research Methodology

This type of causality research is where the researcher aims to determine the influence between research variables to draw conclusions. Meanwhile, this research approach uses a quantitative approach where the data is in the form of numbers. The data source for this research is primary data collected directly from research objects or subjects using tools in the form of questionnaires. The population used in this research is consumers of Bening's Clinic in Sungai Penuh City, whose number is unknown. In contrast, the sample for this research is part of Bening's Clinic consumers, namely 60 people, determined using the formula proposed where the sample size The minimum for causal analysis of the Structural Equation Model (SEM) can be determined by the number of independent variables times 15-20 so that the minimum sample size in this study is 60 respondents (3x20). Meanwhile, the sampling technique is the accidental / convenience sampling method, which is a sampling technique where, by chance, the researcher met the respondent at Bening's Clinic while the researcher was conducting research.

Then, the researcher used variables divided into 2, namely the independent variable and the dependent variable. The independent variables used are brand image, promotion on social media, and product quality, while the dependent variable is purchasing decisions. A purchasing decision is where someone decides whether or not to use a good or service offered by someone. Researchers use indicators in decision-making according to needs, brand choice, and dealer choice. Researchers used the Structural Equation Model (SEM) with the help of the SMART-Pls 3.2.9 application to analyze the data.

Results and Discussion

Construct Validity and Reliability

The purpose of this test is to ensure whether the questions are valid and whether or not the indicator variables contained in the questionnaire, which are used as research instruments, have an influence.

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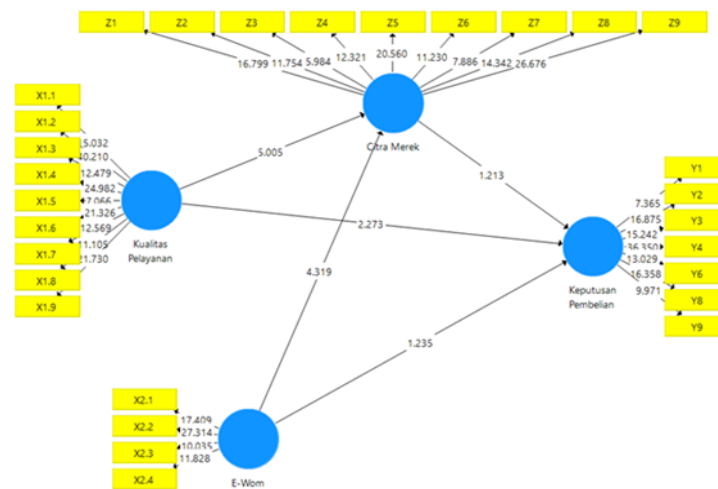


Figure 1. Construct Validity and Reliability

Initially, the research instrument used to measure brand image consisted of 31 questions, but only 29 met the validity and rehabilitation requirements. Likewise, with the Word-of-Mouth variable, of the nine questions asked, only four questions passed the research instrument test. At the same time, the buyer decided which of the nine questions to ask; only seven questions passed the research instrument test. Meanwhile, the product quality and Brand Image variables are declared valid and reliable.

Table 1. Construct validity and reliability

Variable	Cronbach's alpha	Rho_A	Composite reliability	Average variance (AVE)	Information
Brand Image	0.937	0.939	0.947	0.667	Valid & realible
E-WOM	0.879	0.882	0.917	0.735	Valid & realible
Buying Decision	0.919	0.925	0.935	0.675	Valid & realible
Product Quality	0.941	0.947	0.950	0.681	Valid & realible

Source: SMARTPLs.3.2.9

From the data analysis above, it can be seen that the Cronbach's Alpha value for each variable is above 0.8. The Average Variance Extracted (AVE) above 0.6 means all questions for each variable are declared valid and realistic.

Table 2. Coefficient and determination

Variable	R square	R square adjusted
Brand Image	0.884	0.897
Buying Decisions	0.686	0.668

Source: SMARTPls.3.2.9

Table 2 above shows that the influence caused by service quality, word of mouth, and buyer decisions on brand image is 87.9%. Meanwhile, the influence of product quality, word of mouth, and brand image on buyer decisions is 66.8%.

T-Statistics (Bootstrapping)

Statistical test 1 is carried out to test the research hypothesis, namely to determine whether the exogenous variable (X) significantly influences the endogenous variable (Y).

Table 3. Direct effect

Variable	Original sample	t-statistics	P values	Information
Brand Image-> Buying Decisions	0.255	1.213	0.226	H1 rejected
E-WOM -> Brand Image	0.484	4.319	0.000	H2 accepted
E-WOM -> Buying Decisions	0.197	1.235	0.217	H3 rejected
Product Quality -> Brand Image	0.514	5.005	0.000	H4 accepted
Product Quality -> Buying Decisions	0.419	2.273	0.023	H5 accepted

Source: SMARTPls.3.2.9

In the table above, it can be concluded that brand image has no effect on purchasing decisions, E-WOM has an effect on brand image, E-WOM has no effect on purchasing decisions, product quality has an effect on brand image, and product quality has an effect on purchasing decisions.

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Brand Image on Purchasing Decisions

Based on the table above, it can be seen that the t-statistic value is 1.213, which is smaller than 1.96, with a p-value of 0.226, which is more significant than 0.05. So, it can be concluded that brand image does not influence purchasing decisions.

E-WOM on Brand Image

Based on Table 3 above, there is a t-statistic value of 4.319, more significant than 1.96, with a p-value of 0.000, more diminutive than 0.05. So, it is concluded that word-of-mouth communication can influence Brand Image.

E-WOM on Purchasing Decisions

The table of research results above shows that the t-statistic value of 1.235 is more significant than 1.96, while the p-value of 0.217 is more significant than 0.05. So, conveying information through word of mouth does not affect purchasing decisions.

Product Quality on Brand Image

From the information in the research results table, we can conclude that service quality influences brand image with a t-statistic value of 5.005, while the p-value is 0.000, and this value is smaller than 0.05, so service quality influences brand image.

Product Quality on Buyer Decisions.

Based on the results of statistical testing, a t-statistic value of 2.273 is obtained, which is greater than 1.96, with a significant value of 0.000, which is smaller than 0.05, so it can be concluded that product quality influences purchasing decisions.

Indirect Effects

Indirect effect is a description of a variable's indirect influence on other variables mediated by the variable (Y).

Table 4. Indirect effect

Variable	Original sample (O)	T statistics	P values	Information
E-WOM -> brand image -> buying decisions	0.124	1.200	0.213	H6 rejected
Product quality -> brand image -> buying decisions	0.131	1.092	0.275	H7 rejected

Source: SMARTPIs.3.2.9

The influence of E-WOM on brand image is mediated by purchasing decisions

Electronic Word-of-Mouth with a clear skincare brand image in Sungai Penuh City, the table above proves that Word of Mouth cannot indirectly influence the brand image. Purchasing decisions on the relationship between information delivery by word of mouth and brand image have a full mediation effect.

The influence of product quality on brand image is mediated by purchasing decisions

Based on the table of research results above, we can see that the influence of the quality of precise skincare products in Sungai Penuh City cannot indirectly affect the image of the Clear skincare brand. Buying interest or decisions will increase with the quality of the products consumers receive. Purchases from consumers. From this explanation, we can conclude that purchasing decisions on the influence of product quality on brand image is a complete mediation effect, the same as the influence of Word of Mouth on brand image, which is mediated by purchasing decisions.

Discussion

In the next test, it can be concluded from the research results that brand image does not influence purchasing decisions for Bening's Skincare in Sungai Penuh City. We know that purchasing decisions depend on product quality, meaning that consumers' buying interest in Bening skincare depends on the quality of the product because the importance of product quality greatly influences consumer satisfaction. Furthermore, word-of-mouth activities, usually known as conveying information by word of mouth, also do not affect consumer interest decisions because it could be that the information obtained is irrelevant or insignificant to the quality of the product. Therefore, brand image and word of mouth do not influence consumers' purchasing interest in using a product. However, this is different from and contradicts the research results that brand image positively and significantly affects buyer decisions. Apart from that, another opinion in previous research states that brand image greatly influences decisions regarding consumer purchasing interest (Auliannisa Gifani & Syahputra, 2017).

Furthermore, the influence of word of mouth or the delivery of information by word of mouth carried out by consumers towards other potential consumers, based on the results of research I conducted by distributing questionnaires, shows that in this case, word of mouth also does not influence the decision to purchase clear skincare in Sungai Penuh City Full. This is different from previous research stating that word of mouth has a positive and significant effect on consumer purchasing interest decisions as stated by (Rembon et al., 2017). However, word of mouth affects brand image. This can be seen in the results of direct effect research, where the p-value is 0.000, which is smaller than 0.05, meaning that word of mouth has a significant effect on brand image.

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Then, it can be concluded that consumers' purchasing interest decisions can be influenced by product quality. As explained above, consumers will buy or consume a product based on the quality of precise skincare products in Sungai Penuh City.

Conclusion

Based on the results of hypothesis testing, it is known that e-WOM and product quality directly influence brand image; product quality influences purchasing decisions. This is also the same as previous research (Aghitsni & Busyra, 2022). Meanwhile, brand image and e-WOM do not influence purchasing decisions. From the results of the next test, we can see that e-WOM has no direct effect on brand image, which is mediated by purchasing decisions and product quality. We can see in the test results above, which state that product quality has no direct effect on brand image, which is also affected. Mediation by purchasing decisions.

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