

THE INFLUENCE OF BRAND IMAGE, PRICE DISCOUNT, PACKAGE BONUSES AND PRODUCT QUALITY ON BUYING IMPULSE IN ORIFLAME PRODUCTS

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Abstract

This research aims to test of brand image, price discount, package bonuses, and product quality on impulse buying of Oriflame products. The data in this research was collected using questionnaires as the data collection instrument. The sample consisted of 130 respondents. This research used a quantitative approach with multiple linear regression analysis and was processed using SPSS (Statistical Package for the Social Sciences). The hypothesis was tested using SPSS version 26.0. The results of this study indicate that, partially, the brand image variable has a positive and significant effect on impulse buying of Oriflame products, statistically $0.002 < 0.05$, and has a t -value $> t$ -table value of $3.246 > 1.656$. The price discount variable does not affect and is not significant for impulse buying of Oriflame products, statistically $0.947 > 0.05$, and has a t -value $< t$ -table value of $0.066 < 1.656$. Meanwhile, the package bonuses variable has a positive and significant effect on impulse buying of Oriflame products, statistically $0.004 < 0.05$, and has a t -value $> t$ -table value of $2.974 > 1.656$. Additionally, the product quality variable has a positive and significant effect on impulse buying of Oriflame products, statistically $0.000 < 0.05$, and has a t -value $> t$ -table value of $4.713 > 1.656$. The Adjusted R Square value of the independent variables, namely brand image, price discount, package bonuses, and product quality, shows that 41.2% of the variance is explained by these variables, while the remaining 58.8% is explained by other variables not included in this study.

Keywords: Brand Image, Price Discount, Package Bonuses, product quality, Impulse Buying

INTRODUCTION

In the era of globalization, competition in the beauty industry is increasingly fierce. The emergence of various brands and products provides consumers with many choices. Many companies are competing to win the hearts of consumers, making competition between companies even tighter. This can make business people pay more attention to current business competition, including strategy development, creativity and innovation to improve product quality with the aim of surviving in tight business competition. As in his research (Dewi, 2021) found that business continues to grow rapidly as the era of globalization progresses, this is marked by increasingly competitive marketing of products and services to consumers.

One of the companies operating in the care and beauty sector is Oriflame cosmetics which is currently in the development stage. Oriflame is a beauty company founded by PT. Olindo Alam Ayu works in the field of multi-level marketing and came to Indonesia in 1986. Oriflame offers various types of care products from head to toe. Oriflame products include hair care, skin care, body care, accessories, cosmetics, fragrances and Nutrishakes (health drinks). However, for cosmetics such as lipstick, powder, foundation, blush and eye shadow, the use of Oriflame products is still lower than Maybelline and Wardah products, so they are not yet the choice of Indonesian people.

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(Zainuddin, 2018) in his research, he said that producing the best quality products would actually please consumers and perhaps even increase sales volume in the end. Along with the development of Oriflame distributors in the city of Bireun, they must think of various ways to increase customers' interest in making purchases and be able to outperform their competitors in making sales. One consumer behavior that distributors need to pay attention to in increasing sales is impulse buying (unplanned purchases). Consumers who buy impulsively do not think about buying a particular product or brand. They usually make a purchase because they are interested in the brand or product at that time (Izmy et., 2022). Impulse buying in this research is a behavior characterized when someone carries out the activity of purchasing a product without prior planning.

Oriflame is a company that introduces a very innovative sales method, namely direct sales by utilizing thousands of distributors spread across various regions who are ready to help the development of each distributor (www.oriflame.co.id). By implementing this highly innovative sales method, the company is able to reap significant profits every month. This was also carried out by one of the Oriflame distributors in Bireun City. The sales data produced by distributors in Bireun City experienced changes every month which fluctuated. Where the biggest sales occurred in June 2023 amounting to Rp. 2,798,601 and the lowest was in February 2023 with total sales of Rp. 1,051,300. This difference in sales that occurs each month is possibly caused by differences in promotional strategies carried out by Bireun city distributors each month. Every month there are always different promotions carried out by Oriflame distributors. The promotions implemented are reviewed in terms of price, how to promote them, and what additional products can be obtained when purchasing the product.

In the city of Bireun there are also many other beauty products. However, these beauty products already use price discounts and package bonuses. Then the quality of these beauty products turns out to be no less good than Oriflame products, but among these products the superior ones are Oriflame products where consumer demand for Oriflame products continues to increase suddenly. The reason for choosing Oriflame products is because in facing current business competition in the beauty sector, Oriflame products are able to compete with the presence of other new products. In facing competition, Oriflame products must pay attention to retail promotions and consumer needs in order to increase impulse buying. *Impulse buying* can be influenced by several factors such as brand image, price discount, package bonuses and product quality (Afifah & Andri, 2023). Brand image is a person's perception of a brand or product that exists in consumers' memories. When customers have a positive opinion about a brand, they are more likely to use the product again in the future, giving them a sense of personal satisfaction (Oktavia & Sudarwanto, 2023).

This principle is applied by distributors of Oriflame products to increase purchases of Oriflame products. When consumers have a positive experience in purchasing Oriflame products through distributors, such as making it easier to access the product, showing the benefits and quality of the product, making the product have specific characteristics, then consumers will choose to use the product again next time. Brand image is the main factor influencing impulse purchasing of a product. In addition, shopping through distributors makes it easier for consumers to find and order goods directly and online, without having to go through a complicated ordering process. Interactions carried out by Oriflame product distributors can also improve the brand image of Oriflame products. Consumers can easily make purchases, answer consumer questions, ask for product recommendations, and create a personalized and enjoyable shopping experience. This creates a bond between consumers and Oriflame products through distributors, which makes consumers of Oriflame products will buy the product again in the future. One of

the problems that Oriflame products have is related to brand image, when someone remembers a certain brand, they associate it with that brand. Brand-related thoughts and images easily appear in a consumer's memory of a product. According to (Hastono, 2019) Brand image is a series of perceptions that exist in the minds of consumers, usually structured based on meaning that is more than just a logo or product symbol, this is the value that a company provides to its customers. Brand image is an asset that creates customer satisfaction and loyalty. In previous research conducted by (Udayani et al, 2022) said that brand image has a positive and significant effect on impulse buying.

Apart from brand image factors, price discounts are also a factor that influences impulse buying. The more discounts a product has, the more frequent impulse buying will occur. According to (Sonata, 2019) Price discounts are price cuts proposed by marketers for products for a given period of time to attract consumers and create consumer interest in buying. Based on research conducted by (Asriana & Nurrofi, 2019) states that price discounts have a positive and significant effect on impulse buying. Then there is previous research that was also carried out by (Suhedi & Sari, 2022) results in the conclusion that price discounts can have a positive and significant effect on impulse buying.

In the midst of very tight competition, Oriflame has introduced packaging bonuses or also called package bonuses. Package bonuses are a volume-based promotional strategy that offers customers more products at the same price. This promotion is often used to increase impulse buying. Package bonuses are providing additional products at regular prices to consumers and additional products at regular prices to consumers for free (Fawaidi, 2021). In his research (Artana et al, 2019) which states that package bonuses have a positive effect on impulse buying. Meanwhile, the results of the research (Mariati Tirta Wiyata, 2022) said there was no positive and significant impact between package bonuses on impulse buying.

The next factor that influences impulse buying is product quality. Product quality is a factor that has a significant influence on impulse buying. According to (Devi Marta, 2021) said that product quality is one of the factors that can influence purchasing decisions, and product sellers must produce good quality products in accordance with applicable regulations, reputation increases and then product sellers receive a good assessment in the eyes of customers. Product quality is an important factor that influences every customer's decision to buy a product. Results of previous research by (Fatmawati et al., 2022) said that the product quality variable has a positive and significant influence on the impulse buying variable. Based on research conducted (Daulay et al., 2020) states that Product Quality has a positive and significant effect on Impulse Buying.

2. LITERATURE REVIEW

2.1 Brand Image

According to (Susetyo, 2021) Brand image is the belief that arises and is held by consumers regarding the quality of a particular brand which becomes a reference in selecting a product in their purchasing decisions. Whereas (Eva & Widya, 2021) stated that this brand image is a representation of a brand that is born from consumers' memories.

2.2 Price Discounts

Price discount is a reduction in price compared to the agreed selling price (Wahyudi, 2020). In other words, a price discount is a discount given by a seller at a lower price than the regular price. According to (Rahmawati et al., 2020) A price cut is a reduction in a product from the normal price within a certain period. Discounts offered by sellers can provide a sense of value to consumers because they can get products at a cheaper price than the regular price. This can cause consumers to do impulse buying. Price discounts can encourage consumers to buy in large quantities, predict competitor promotions, and support bulk transactions.

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2.3 Package Bonuses

A price package is an offer to consumers to save on the regular price of a product listed on the label or packaging (Kotler & Armstrong, 2018). Pricing packages can take the form of discount packages, paying as a thank you to new or existing customers in the form of individual packages (buy one get two) sold at a discount, or in the form of group packages. Prize packages are very effective in increasing sales in the short term, even more effective than coupons. Prize packages are better known as bonus packages.

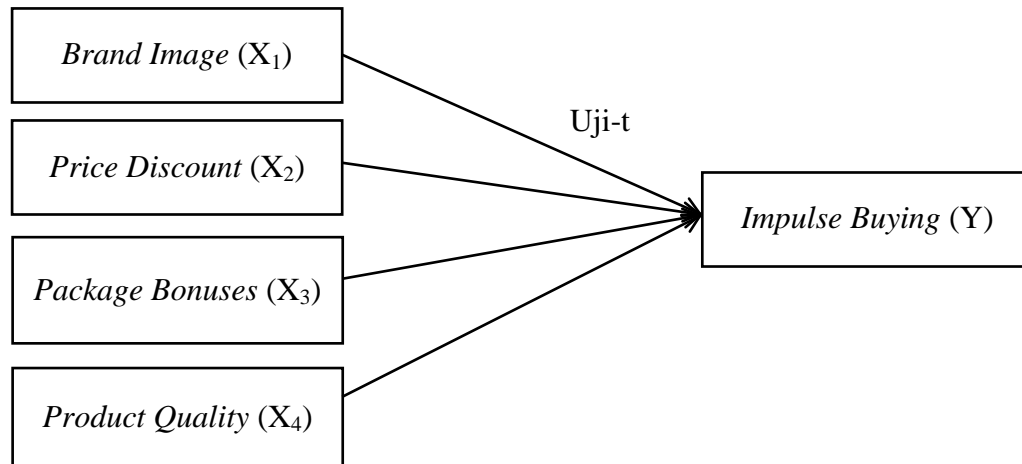
2.4 Product Quality

According to (Ramadhani, 2021), product quality is where customers are satisfied when the results show that the product they use is quality. (Lupitananda, 2021), Product quality is a combination of properties and characteristics that determine the extent to which the output can meet the requirements of customer needs or assess the extent of its characteristics. According to (Ernawati, 2019) product quality is an important factor that influences every customer's decision to buy a product. The better the quality of the product, the greater the interest of consumers who want to buy the product.

2.5 Impulse Buying

Impulse buying is the purchase of certain products suddenly without prior planning (Lina et al., 2022). According to (Jain, 2021) Impulse buying is a purchasing activity that consumers do not plan before carrying out certain transactions. (Maulidiyah & Santoso, 2019) defines that impulse buying is a person's decision to buy an item that has never appeared on their shopping list.

2.6 Conceptual Framework



2.7 Hypothesis

- H1: It is suspected that brand image has an influence on impulse buying of Oriflame products
- H2: It is suspected that price discounts have an influence on impulse buying of Oriflame products
- H3: It is suspected that package bonuses have an influence on product impulse buying Oriflame
- H4: It is suspected that product quality has an influence on product impulse buying Oriflame

3. IMPLEMENTATION METHOD

3.1 Location and Research Objects

In this research the author will conduct research in the city of Bireun. According to (Sugiyono, 2019) Research objects are objects or activities that researchers have determined for further study and conclusions can be drawn from. The objects that will be used in this research are all people in the city of Bireun who use Oriflame products.

3.2 Population and Sample

The respondents in this study were all residents of the city of Bireun who used an unknown number of Oriflame products (infinite). Based on the Hair formula, the sample size used in this research was 130 respondents. Based on the calculation of the number of indicators plus the number of variables, namely $(21+5) \times 5 = 130$ respondents

3.3 Sampling Techniques

The method used in determining the sample size that will be used in this research is using a non-probability sampling method with incidental sampling (accidental sampling) which is a technique for determining samples by chance, or anyone who happens to (accidentally) meet a researcher who is considered suitable. The specified sample characteristics will be used as a sample.

3.4 Data Types and Sources

The type of data used in this research is quantitative. (Sugiyono, 2020) states that quantitative methods are research methods that are based on the philosophy of positivism and are used to study certain populations or samples.

3.4 Data Collection Techniques

The data collection technique used in this research uses coefficients. This research uses a survey method obtained from the original scene of the incident by distributing questionnaires (Sugiyono, 2020). A questionnaire is a data collection technique that is carried out by providing written questions or statements to respondents (Sugiyono, 2020). Questionnaires were distributed to respondents and researchers immediately processed the results by summarizing the weight or assessment of respondents' answers and then processing them into descriptive data.

4. RESULTS AND DISCUSSION

4.1 Results

Table 1 Multiple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,120	,353		3,175	,002
Brand Image	,264	,081	,264	3,246	,002
Price Dicount	,006	,089	,006	,066	,947
Package Bonuses	,228	,077	,252	2,974	,004
Product quality	,256	,054	,348	4,713	,000

Source: Research Results Data processed in 2024

From the results of SPSS data processing, the regression results can be written as follows:

$$Y = 1.120 + 0.264 + 0.006 + 0.228 + 0.256 + \varepsilon$$

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The interpretation of the above equation is as follows:

1. The a value of 1.120 is a constant or condition when the impulse buying variable has not been influenced by other variables, namely the brand image (X1), price discount (X2), package bonuses (X3), product quality (X4) variables. If the independent variable does not exist then the impulse buying variable does not change
2. β_1 (regression coefficient value
3. β_2 (regression coefficient value .
4. β_3 (regression coefficient value
5. β_4 (regression coefficient value

4.2 Hypothesis Testing

Table 3 Hypothesis Testing

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Source: Research Results Data Processed 2024

The results of testing the independent variable against the dependent can be seen in the table3 above, by looking at tcount with ttable, it can be obtained with the formula $df = nk = 130 - 5 = 125$, so you get a ttable value of 1.656.

1. *Brand Image* obtained tcount of 3.246 when compared with the ttable value of 1.656. Thus, the value of tcount > ttable is $3.246 > 1.656$ with a significance level of 0.002. So it can be concluded that the Brand Image variable has an influence and is significant on Impulse Buying, it can be concluded that H1 is accepted.
2. *Price Discount* The tcount obtained is 0.066 when compared with the ttable value of 1.656. Thus, the value of tcount < ttable is $0.066 < 1.656$ with a significance level of 0.947. So it can be concluded that the Price Discount variable has no effect and is not significant on Impulse Buying, it can be concluded that H2 is rejected.
3. *Package Bonuses* The tcount obtained is 2.974 when compared with the ttable value of 1.656. Thus, the value of tcount > ttable is $2.974 > 1.656$ with a significance level of 0.004. So it can be concluded that the Package Bonuses variable has a significant and influential effect on Impulse Buying. It can be concluded that H3 is accepted.
4. *Product quality* obtained tcount of 4.713 when compared with the ttable value of 1.656. Thus, the value of tcount > ttable is $4.713 > 1.656$ with a significance level of 0.000. So it can be concluded that the Product Quality variable has a significant and influential effect on Impulse Buying, it can be concluded that H4 is accepted.

4.3 Discussion

4.3.1 The Influence of Brand Image on Impulse Buying

Based on the results of multiple linear regression research using the t test to show that the brand image variable (X1) has an influence or significance on impulse buying (Y) for Oriflame products, so that these results can be concluded that H1 is accepted. As in

research (Rhenata Alfina & Alimuiddin Rizal, 2023), brand image influences impulse buying. Meanwhile, research states (Marza Maulana & Nicholas Marpaung, 2023) that brand image has a significant and influential effect on impulse buying. Meanwhile, in research conducted by (Afifah Yuliarahma & Andri Nurtantiono, 2023) brand image was not significant or had no effect on impulse buying. This shows that brand image can increase impulse buying. Because many consumers know about the "Oriflame" brand. This makes Oriflame products maintain their existence in society by providing the best products to consumers. The better the image given by Oriflame products, the more consumers will often impulse buy Oriflame products.

4.3.2 The Effect of Price Discounts on Impulse Buying

Based on multiple linear regression research using the t test to show that the price discount variable (X2) has no effect or is not significant on impulse buying (Y) for Oriflame products, so it can be concluded that H2 is rejected. As research (Mar'atus Solikhah et., 2024) states that partial price discounts do not have a significant effect on impulse buying. Meanwhile, in research conducted by (Afifah Yuliarahma & Andri Nurtantiono, 2023) price discounts have no or no significant effect on impulse buying. Meanwhile, research (Yusuf Efendi & Nicholas Marpaung, 2023) states that price cuts have an effect on impulse buying.

Therefore, price discounts have not been able to influence consumers to impulse buy Oriflame products. This is because the size of the discount offered by Oriflame varies every month. If there are several market factors, there are several more well-known products that also offer discounts that are considered bigger by consumers. Due to the unstable size of the discounts offered by Orilame products every month, this can result in consumers not making impulse purchases even though there are discounts. This can make Oriflame products improve in offering bigger discounts every month. because the more innovations Oriflame offers price discounts to consumers, the more consumers will be interested in impulse buying Oriflame products.

4.3.3 The Influence of Package Bonuses on Impulse Buying

Based on the results of multiple linear regression research using the t test to show that the package bonuses variable (X3) has an influence or significance on impulse buying (Y) for Oriflame products, it can be concluded that the hypothesis H3 is accepted. In research (Salsabila & Ana Noor, 2024) package bonuses have a significant positive effect on impulse buying. Then, research conducted by (Aprilla Mayani & Yusi Faizathul, 2024) had a significant and influential effect on impulse buying. This shows that package bonuses can increase impulse buying. Due to high consumer interest in getting goods that are considered cheaper by purchasing products with a minimum purchase, they will get package bonuses. This makes Oriflame products maintain their presence among consumers by frequently providing bonus packages to consumers. The more attractive the package bonuses provided by Oriflame, the more consumers will make impulse purchases.

4.3.4 Influence of Product Quality on Impulse Buying

Based on the results of multiple linear regression research using the t test to show that the product quality variable (X4) has an influence or significance on impulse buying (Y) for Oriflame products. So it can be concluded that H4 is accepted. In research conducted by (Ahmad Azwari & Lia Febria, 2020) product quality has a positive or significant influence on impulse buying. Then in research conducted by (Yusmanita et al., 2024) there was a significant positive influence on impulse buying. This shows that product quality can increase impulse buying. Because product quality can be a determining factor in deciding whether consumers are satisfied with the product that has been provided. So that the company continues to maintain its existence in creating quality

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products. If consumers are satisfied with Oriflame products, of course they will be interested in impulse buying Oriflame products compared to other products. The higher the product quality provided by Oriflame products, the more consumers will do impulse buying.

5. Conclusion

Based on the results of research tests that have been carried out with the title brand image, price discount, package bonuses, and product quality on impulse buying of Oriflame products. Therefore, the conclusions from this research are as follows:

1. *Brand image* has a significant effect on impulse buying, it can be concluded that H1 is accepted. This shows that the better the brand image built by Oriflame products, the higher the likelihood of consumers making purchases.
2. *Price discount* does not have a significant effect on impulse buying, it can be concluded that H2 is rejected. This is because the size of the discount offered by Oriflame products every month is unstable, which can result in consumers not making impulse purchases even though there are discounts.
3. *Package bonuses* has a significant effect on impulse buying, it can be concluded that H3 is accepted. Due to the high interest of consumers in getting goods that are considered cheaper by purchasing products with a minimum purchase, they will get package bonuses.
4. Product quality has a significant effect on impulse buying, it can be concluded that H4 is accepted. This shows that product quality can be a determinant in deciding whether consumers are satisfied with the product that has been provided.

6. Suggestions

Based on the results of the discussion above, the suggestions that the author will convey are:

For Oriflame product companies:

1. Companies are asked to maintain the brand image that has been built by Oriflame products.
2. Companies are asked to improve in offering bigger discounts every month.
3. The Oriflame company must maintain the bonus packages that have been determined by Oriflame with a minimum product purchase.
4. Companies must maintain high quality products and continue to prioritize the benefits of Oriflame products.

Suggestions for future researchers:

1. It is hoped that we can add independent variables so that the research results are more extensive than this research and can influence impulse buying of Oriflame products.
2. Future authors should use influential moderating variables against impulse buying.

7. Research Limitations

In this research, the researcher has several research limitations which may make this writing less than perfect, including:

1. This research only uses the Impulse Buying variable, which consists of Brand Image, Price Discount, Package Bonuses, Product Quality as independent variables, therefore it is hoped that in future research we can add various other variables.
2. This research has limitations in reading journal references because this research has not been researched much before so it is difficult to get references,

3. The author's knowledge is limited in preparing this thesis so it is necessary to carry out research continuity in the future.

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