

THE INFLUENCE OF BRAND IMAGE AND PRICE PERCEPTION ON NIVEA PRODUCT PURCHASE DECISIONS (CASE STUDY AT SMAN I PINTU POHAN MERANTI)

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Abstract

This study aims to determine the effect of Brand Image, Price Perception on the decision to purchase Nivea products on students of SMA Negeri 1 Pintu Pohan Meranti. The sampling technique used in this study is non-probability sampling, namely purposive sampling and the number of samples in this study is 96 consumers who purchased Nivea products. The data analysis technique used is descriptive analysis technique and statistical analysis technique. The method of data collection through distribution, namely conducting searches and distributing questionnaires to consumers of Nivea products. The results of this study indicate that partially the Brand Image variable (X1) has a positive and significant effect on the decision to purchase Nivea at SMAN 1 Pintu Pohan Meranti (Y). Partially the price perception variable (X2) has a positive and significant effect on the decision to purchase Nivea at SMAN 1 Pintu Pohan Meranti (Y). Simultaneously there is a positive and significant influence on the Brand Image variable (X1) and price perception (X2) on the decision to purchase Nivea at SMAN 1 Pintu Pohan Meranti (Y).

Keywords: *Brand Image, Price Perception, Consumer Purchasing Decision*

INTRODUCTION

Amidst the tight competition in the cosmetics and skincare industry, companies are required to have uniqueness in order to attract and retain consumers. Consumer purchasing decisions are influenced by various factors such as brand image, perceived quality, attitude towards the brand, and product price. Satisfied consumers tend to make repeat purchases and become loyal to the brand. A strong brand image can increase consumer trust and be a differentiator amidst the many similar products on the market. Therefore, companies must build a positive brand image through innovation, good service, product quality, and effective marketing communication strategies such as promotions.

In a competitive business environment, brand image and price perception are two important factors in forming purchasing decisions. Brand image not only reflects brand identity, but also influences consumer perception and memory of the product. Meanwhile, price perception is a major consideration for consumers due to the increasing awareness of the value and benefits of the products received. Consumers are now more critical and selective, and easily switch to other brands that offer more advantages, both in terms of price and image.

Modern lifestyle trends and the influence of social media have also driven the increase in the use of skincare products, including body lotion, by both men and women. This product not only functions to moisturize, but also helps brighten the skin and maintain overall skin health. One of the widely known products in the market is Nivea, which faces challenges in maintaining consumer loyalty due to fierce competition and the emergence of many other brands.

Although Nivea has a strong brand image and is widely recognized as a trusted product, consumers increasingly consider quality, price, and benefits when making purchasing decisions. Therefore, the company needs to continue to strengthen its brand image and maintain price perceptions to remain competitive in the eyes of consumers. Based on the importance of these two factors in influencing purchasing decisions, the author is interested in further research with the title: "The Influence of Brand Image and Price Perception on Nivea Product Purchasing Decisions."

THEORETICAL BASIS

a. Purchase Decision

According to Tanady and Fuad (2020), consumer purchasing decisions are influenced by how a purchasing decision-making process is carried out. A purchasing decision is a thought in which individuals evaluate various options and make choices on a product from many choices. It can be concluded that a purchasing decision is one of the stages of consumer behavior that underlies consumers to make purchasing decisions before post-purchase behavior and how individuals, groups, and organizations choose, buy, use, and how goods or services satisfy their needs and desires (Yusuf, 2021).

According to Ismayana and Hayati (2018), Dewi et al. (2019) in Pangastuti et al. (2019) purchasing decision indicators are divided into several parts, including the following:

- 1) Fulfillment of the needs of the main benefits of the product.
- 2) Found out about the product because of someone else's suggestion.
- 3) Real proof of benefits from other people who use it.
- 4) Buy back in the future.
- 5) Quickly decide to buy after knowing the benefits of the product.
- 6) Purchase after comparing brands

b. Brand Image

According to Dewi et al. (2020) brand image is a way for consumers to view a brand as a picture of what is in the mind or mind of consumers about a brand. Brand image is a consumer's perception embedded in memory that can first arise in the mind when a consumer hears a brand. Brand image refers to schematic memory, which contains consumer interpretations of attributes, product characteristics, product benefits, and marketing characteristics.

According to Aaker & Biel in Keller and Swaminathan (2020:239), brand image indicators can be seen from:

- 1) Corporate image
- 2) Product / consumer image
- 3) User image
- 4) Recognition
- 5) Reputation
- 6) Product excellence (Affinity)
- 7) Domain

c. Price Perception

According to Desyani et al. (2020) price perception, namely the process of interpreting the price of an item carried out by customers. Assessments and emotions associated with the price offered by the seller, and whether the price is reasonable and acceptable. Consumers often use price as an indicator of the quality of a product or service. For example, consumers tend to assume that expensive goods or services are of good quality.

According to Kotler and Armstrong (2016), there are several price perception indicators, including the following:

- 1) Affordability
- 2) Odd Price
- 3) Matching price and product quality
- 4) Price match with benefits
- 5) Price according to ability or price competitiveness
- 6) Set price period

RESEARCH METHODOLOGY

This research has a type of research with a quantitative method. Where will find the magnitude of the influence of the independent variable on the related variable (dependent variable). The location of the research is at SMA N 1 Pintu Pohan Meranti which is located at Jln Aek Rihit Pintu Pohan, Pintu Pohan Meranti District, Toba Regency, North Sumatra Province, Postal Code 21274, Telephone: -. The time of this research was conducted from

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May 2024 to January 2025. The population in this study were students at SMA N 1 Pintu Pohan Meranti as many as 127 students. The sampling technique used in this study was non-probability sampling, namely purposive sampling.

RESULTS AND DISCUSSION

RESEARCH RESULT

CLASSICAL ASSUMPTION TEST

NORMALITY TEST

Table 1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	418,787,098
Most Extreme Differences	Absolute	.077
	Positive	.048
	Negative	-.077
Test Statistics		.077
Asymp. Sig. (2-tailed)		.200^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

The table above shows that the results of the normality test of the data processed using the SPSS 26 program show that the Significance value (Asym Sig 2 tailed) of each variable is 0.200. Each Significance value (Asym Sig 2 tailed) is greater than 0.05. This shows that the data obtained is normally distributed.

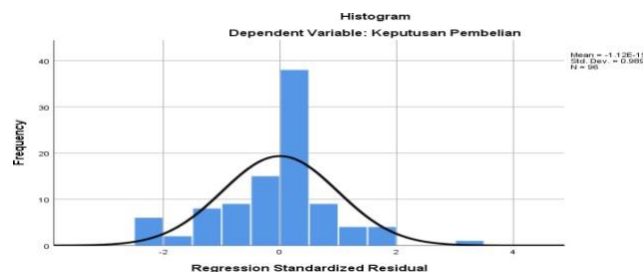


Figure 1. Histogram Normality Test

Based on Figure 1, the histogram graph shows that the data is normally distributed. This can be seen from the shape of the curve which tends to be symmetrical and resembles a bell shape. Thus, it can be concluded that the data meets the assumption of normality.

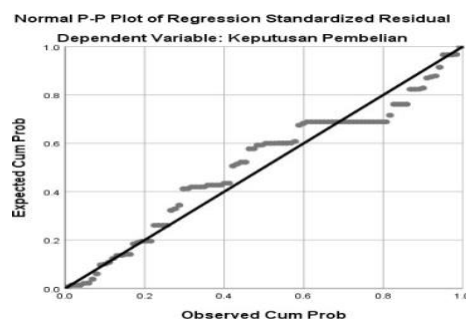


Figure 2. Normality Probability Plot

Interpretation :

1. If the points on the graph tend to follow the line, it indicates that the data is normally distributed.
2. On the other hand, if the data points are distributed far from the diagonal line, then the normality assumption is not met.

HETEROSCEDASTICITY TEST

The results of the heteroscedasticity test can be seen in the following image:

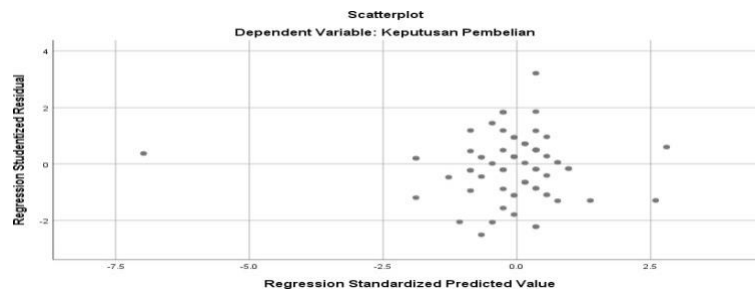


Figure 3. Heteroscedasticity Test Results

In the scatterplot graph above, it can be seen that the points are spread randomly without any clear pattern, and are spread both above and below the number 0 on the Y axis. This shows that there is no heteroscedasticity, so this model is suitable for use in predicting based on independent variable input.

MULTICOLLINEARITY TEST

Table 2. Multicollinearity Test Results

No	Variables	Tolerance	VIF	Information
1	Brand Image (X_1)	0.419	2,388	No Multicollinearity Occurs
2	Price Perception	0.419	2,388	No Multicollinearity Occurs

Based on Table 2, it can be seen that all independent variables have VIF values of less than 10, so it can be concluded that there is no multicollinearity problem (there is no very high linear relationship between independent variables). In addition, the Tolerance column shows that all tolerance values are greater than 0.1, which also indicates the absence of multicollinearity symptoms.

MULTIPLE LINEAR REGRESSION ANALYSIS

Table 3. Multiple Linear Regression Test Results

Variables	Regression Coefficient	Standard Error	t-count	Significance
Constantine	-0.269	1,441	-0.182	0.856
Brand Image (X_1)(X_1)	0.647	0.14	4,608	0,000
Price Perception (X_2)	0.324	0.127	2,563	0.012
R Square = 0.541				
F-Count = 54.706				
Sig F = 0.000				
t - Table = 1.66140				
F-table = 3.09				

The multiple linear regression equation above can be interpreted as follows:

- a. The constant value of the results of this study shows a value of -0.269, which can be interpreted that if there is an influence from independent variables such as Brand Image (X1), and Price Perception (X2), then the dependent variable of the Nivea purchasing decision at SMAN 1 Pintu Pohan Meranti Nivea at SMAN 1 Pintu Pohan Meranti has a value of 0.269.
- b. *Brand Image (X1)* regression coefficient with a positive direction of 0.647 if it is assumed that if the Brand Image variable (X1) increases by 1 unit, the level of Nivea purchasing decisions at SMAN 1 Pintu Pohan Meranti will increase by 0.647 and if the Brand Image variable (X1) is (X1) 1 unit, the level of Nivea purchasing decisions at SMAN 1 Pintu Pohan Meranti will decrease by 0.647.
- c. Price Perception (X2) has a regression coefficient with a positive direction of 0.324 if it is assumed that if the price perception variable (X2) increases by 1 unit, the level of Nivea purchasing decisions at SMAN 1 Pintu Pohan Meranti will increase by 0.324 and if the price perception variable (X2) decreases by 1 unit, the Nivea purchasing decision at SMAN 1 Pintu Pohan Meranti will decrease by 0.324.

DETERMINATION COEFFICIENT TEST (R²)

The determination coefficient analysis is intended to determine how much the relationship between independent variables. In this study, the determination coefficient value (Adjusted R Square) is 0.541. This means that the Brand Image (X1) and Price Perception (X2) variables are 54.1% and the remaining 100% - 54.1% = 45.9% is explained by other variables that are not included in the estimation model.

SIMULTANEOUS SIGNIFICANCE TEST (F-TEST)

The table above shows that the F-count figure is 54.706 and the Sig. value is 0.000. The test was carried out at $\alpha = 5\%$, $df1 = 2$ while $df2 = 93$, then the F-table obtained was 3.09. The F-count value > F-table or $54.706 > 3.09$ and the Sig. value is 0.000, so it can be concluded that simultaneously or simultaneously Brand Image (X1) and Price perception (X2) has a significant influence on the decision to purchase Nivea at SMAN 1 Pintu Pohan Meranti.

PARTIAL HYPOTHESIS TEST (T-TEST)

This test aims to determine whether the hypothesis in this study is accepted or not, so it is necessary to conduct a hypothesis test or t-test.

- a. *Brand Image (X1)* has a positive and real effect on the purchase decision of Nivea at SMAN 1 Pintu Pohan Meranti (Y). Brand Image (X1) has a coefficient value of 0.647 and is said to have a real effect because Brand Image (X1) has a significant value of $0.000 < 0.05$. It is concluded that H0 is rejected and H1 is accepted.
- b. Price Perception (X2) has a positive and real effect on the purchase decision of Nivea at SMAN 1 Pintu Pohan Meranti (Y). Price Perception (X1) has a coefficient value of 0.324 and is said to have a real effect because Price Perception (X1) has a significant value of $0.012 < 0.05$. It is concluded that H0 is rejected and H1 is accepted.

CONCLUSION

Based on the results of the analysis that has been done, it can be concluded that partially the brand image variable (X1) has a positive and significant effect on the purchasing decision of Nivea products at SMAN 1 Pintu Pohan Meranti. This shows that a strong brand image can increase consumer interest and decisions to buy the product. In addition, the price perception variable (X2) is also proven to have a partial positive and significant effect on purchasing decisions, which means that consumers consider the suitability between price and benefits received. Simultaneously, brand image and price perception together provide a positive and significant effect on purchasing decisions of Nivea products. Thus, it can be concluded that both variables have an important role in influencing consumer purchasing decisions.

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