

The impact of brand image on purchase decision

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Abstract

The purpose of this research is to determine the effect of Corporate Image, User Image and Product Image on Purchase Decision. The type of data used in this research is quantitative data by using primary data and questionnaire is the research instrument. In this research the population is all consumers who have used TRESemmé products, especially the shampoos and conditioners in addition have been using the product for about a month. The sampling technique used is non-probability technique with purposive sampling method and data sampling was obtained 112 respondents. The data was collected by using online questionnaire given directly to the respondents via Google Form. Data analysis using multiple linear regression with the help of SPSS (Statistical Package for Social Sciences) version 25. The result obtained shows that (1) Corporate Image has an insignificant negative effect on Purchase Decision. (2) User Image has a significant positive effect on Purchase Decision. (3) Product Image has a significant positive effect on Purchase Decision.

Keywords: Brand image; corporate image; user image; product image; purchase decision

INTRODUCTION

Brand image is a set of beliefs, ideas, impressions, and perceptions of a person, a community, or a society about a brand. Consumers view brand image as an important part because it reflects about a product. According to Lee et al. (2011) brand image is the overall mental image that consumers have of the brand, and its uniqueness compared to other brands. In other words, brand image is one of the important elements that can encourage consumers to buy products. The better brand image attached to the product, the greater the opportunity of consumers to buy the product. In general, a consumer will immediately believe in a brand that is already known by many people which means that the brand has a good image in the community. After being able to create a good brand image in the eyes of consumers and make them interested can lead to purchase decisions.

Brand image itself has three supporting variables, namely corporate image, user image and product image. Rommy et al. (2018) explained about the understanding of corporate image, user image, and product image. Corporate image is a set of associations felt by consumers to companies that make goods or services. User image is a set of associations felt by consumers to the users who use goods or services. The last variable is product image is a set of associations felt by consumers of a goods or services.

The consumer experience is the most important factor in building a brand image, because from that experience a consumer can make the decision to buy the product. A consumer will always buy a product to meet his needs but which product they buy and how they make the decision to buy is closely related to their feelings towards the image of the product offered. A purchase decision is an action or behavior whether the consumer buys or not a product. Consumer purchase decisions are also influenced by marketing mix (price, product, promotion, and place). According to Imaningsih (2018) the definition of purchase decision is a problem-solving process consisting of analyzing or recognizing needs and desires, finding information, assessing the source of selection on alternative purchases, purchase decisions and behavior after purchase. When consumers do a problem recognition, look for information about the product, evaluate how well each alternative can solve their problem which then leads to a purchase decision.

PT. Unilever Indonesia Tbk. one of the largest companies in the world participates in providing personal care product's needs. One of personal care product owned by PT. Unilever Indonesia Tbk. is TRESemm . Especially in personal care product hair treatment category that requires a lot of alternative product choices because each person's hair needs are different, then not everyone matches with one particular hair treatment brand. TRESemm  iconic black bottles and the materials which contained in TRESemm  hair treatment collection formulated using eight types of precious oils to help discerning stylish Indonesian women that makes hair easier to style and has been adapted for Indonesian women's hair condition, then with a lifestyle back to nature that is now being favored by many people influence consumer preferences for beauty products including decide natural oils materials for hair treatment, is one of the efforts to improve the product image of their products.

Over time, to enhance the brand image especially their corporate image, TRESemm  began to be used by the world's hair stylists as well as sponsors at fashion shows, photo shoots, and famous fashion industry events such as Australia's Next Top Model, Asia's Next Top Model, Project Runaway and New York Fashion Week which became the center of the world's fashion. Prior to its introduction by PT Unilever Tbk. in Jakarta on Tuesday, November 9th 2012, TRESemm  was a professional salon product that was not sold freely in the market. But along with the number of women who want the appearance like from salon every day, now TRESemm  is sold freely. In 2019 TRESemm  Indonesia introduced public figure Pevita Pearce as a brand ambassador, Pevita's figure is considered really in accordance with the character and target market of TRESemm  Indonesia that looks beautiful and has beautiful and healthy hair because it can inspire all Indonesian women that by using TRESemm  beautiful hair like fashion show models can now be owned easily every day so as to indirectly increase consumer confidence this could result a good user image in the community, www.topbrand-award.com, 2020.

Table 1.
Top Brand Award Data

Years	Rating		Percentage	
	Hairspray	Conditioner	Hairspray	Conditioner
2015	6	4	2,2%	3,3%
2017	3	4	11,2%	3,6%
2018	-	5	-	2,7%
2019	4	5	12,5%	1,0%
2020	4	5	9,3%	1,3%

Top Brand Award is an award given to brands that achieved TOP rating developed by Frontier Research through the concept of Top Brand based on research to understand how a brand performance is measured in mind share, market share, and commitment share. Currently, 9 out of 10 customers can recognize the top brand logo on the product packaging and prove to have an important role to play in influencing purchase decisions.

Although TRESemme itself has tried to improve their brand image with various businesses that have been explained above but it can be seen in the data shows that TRESemme unable be a top brand because it does not meet the criteria set by the Top Brand that should has a top brand index minimum of 10% and according to the survey results the brand must occupy the top three in a product category. From the data above, that TRESemme has not been able to reach the first rank and even in 2018-2020 the ranking and percentage of both product categories decreased. In the last 5 years TRESemme experienced ups and downs so researchers are interested to find out more about the influence of brand image on purchase decisions.

METHOD

In this research, there are two types of variables; independent variable and dependent variable. Independent variable namely corporate image, user image, and product image. Dependent variable namely purchase decision. This research uses primary data sources, namely data obtained directly from respondents through questionnaires related to Corporate Image, User Image, Product Image and Purchase Decision.

Population of this research using all consumers who have used TRESemme products, especially the shampoos and conditioners in addition have been using the product for at least a month. The sample determination technique used in this research is non-probability sampling and the non-probability sampling technique used is Purposive Sampling. Purposive Sampling is a method of sampling subjectively to a target group that meets the criteria. The criteria of respondents in this research are:

Living in Samarinda;

Aged 18 years old and above; and

Have used TRESemme products at least one month.

As a sample researcher will take a minimum of 100 respondents with calculations that uses a ratio of 5-10 for each estimated parameter (Hair et al., 2010). This research using 16 estimated parameters (indicators). The number of samples in this research was:

$$= \text{number of item} \times 16$$

$$= 7 \times 16$$

$$= 112 \text{ respondents}$$

Thus, the sample size obtained in this research was 112 respondents. The type of scale used is the interval scale. The interval scale is a scale that shows the distance from each other with the same value weight between 1-10 (strongly disagree-strongly agree). The data collection done by distributing online questionnaire via Google Forms and was held during two weeks in September 2021.

The process of processing data using the Statistical Package for Social Science (SPSS) version 25 application by conducting instrument tests, require two steps which are validity tests and reliability tests first, then continued with the Multiple Linear Regression method require four steps which are correlation coefficient (R), coefficient of determination (R²), F test and t test. Hereinafter the analysis will be followed by descriptive analysis explanation.

RESULT AND DISCUSSION

From the results of respondents who have been collected can be explained the distribution of respondents is shown in Table 2. is as follows:

Validity Test Result

In this research, for the level of validity was carried out significance test by comparing r count value with table r value. For degree of freedom ($df = n - 2$) where n is the number of samples. In this case the amount of df can be calculated $112 - 2$ or $df = 110$ with alpha 0.05 obtained r table 0.185. The result of the validity test obtained in this research are as follows:

Table 2. Validity Test				
Variable	Indicator	R count	R table	Description
Corporate Image (X1)	X1.1	0.814	0.185	Valid
	X1.2	0.726	0.185	Valid
	X1.3	0.711	0.185	Valid
	X1.4	0.659	0.185	Valid
User Image (X2)	X2.1	0.860	0.185	Valid
	X2.2	0.888	0.185	Valid
	X2.3	0.872	0.185	Valid
	X2.4	0.869	0.185	Valid
Product Image (X3)	X3.1	0.837	0.185	Valid
	X3.2	0.797	0.185	Valid
	X3.3	0.828	0.185	Valid
	X3.4	0.872	0.185	Valid
Purchase Decision (Y)	Y.1	0.709	0.185	Valid
	Y.2	0.679	0.185	Valid
	Y.3	0.825	0.185	Valid
	Y.4	0.886	0.185	Valid
	Y.5	0.870	0.185	Valid

Based on Table 2. it can be known that the value of r count of each indicator of the four variables is greater than the value of r table. Thus, in the questionnaire it can be said to be valid, so no question items are removed and all items are used on the entire testing model.

Reliability Test Result

A questionnaire is said to be reliable if a person's answers are consistent to questions asked from time to time. It says reliable if cronbach alpha > 0.60 (Ghozali, 2005). The result of the reliability test obtained in this research are as follows:

Table 3. Reliability Test			
Variable	Reliability Coefficient	Cronbach's Alpha	Description
Corporate Image (X1)	4 indicator items	0.691	Reliable
User Image (X2)	4 indicator items	0.895	Reliable
Product Image (X3)	4 indicator items	0.852	Reliable
Purchase Decision (Y)	5 indicator items	0.855	Reliable

Based on Table 3 it can be known that each variable has a value of Cronbach's Alpha > 0.60 . Thus, variable corporate image, user image, product image and purchase decision can be said to be reliable. This means that the question item used will be able to obtain consistent data in the sense that if the question is asked again, it will get a relatively similar answer to the first answer.

Multiple Linear Regression Analysis Result

Multiple linear regression test is an analysis that done after the instrument test is fulfilled. Multiple linear regression analysis is done to find out the influence of independent variables, namely corporate image, user image and product image on dependent variables namely purchase decision.

Table 4.
 Multiple Linear Regression Analysis

Model	Coefficientsa			t	Sig.
	B	Std. Error	Standardized Coefficients Beta		
1	(Constant)	8.339	2.605	3.202.002 -.772 .442 3.945.000 6.935.000	
	Corporate Image	-.077	.100		
	User Image	.357	.091		
	Product Image	.748	.108		

a. Dependent Variable: Purchase Decision

Based on Table 5. of result of multiple linear regression analysis above, the regression equation can be obtained as follows:

$$Y = 8.339 + (-0.077) X_1 + 0.357 X_2 + 0.748 X_3 + e$$

Description:

Y = Purchase Decision
 X₁ = Corporate Image

X₂ = User Image

X₃ = Product Image

e = error

The constant value (□) 8.339 indicates that if all independent variables are constant or fixed, the purchase decision is 8,339.

Variable corporate image regression coefficient (□1) is -0.077. The negative results show that if the corporate image decreases by one unit, it will be followed by a reduction in purchase decisions of -0.077 it can be assumed that other independent variables do not change or are constant (fixed), and vice versa.

The regression coefficient value of variable user image (□2) is 0.357. The positive result shows that if the user image increases by one unit, it will be followed by an increase in the purchase decision value of 0.357 it can be assumed that other independent variables do not change or are constant (fixed).

The regression coefficient value of variable product image (□3) is 0.748. The positive result shows that if the product image increases by one unit, it will be followed by an increase in the purchase decision value of 0.748 it can be assumed that other independent variables do not change or are constant (fixed).

Correlation Coefficient (R) Test Result

The correlation coefficient (R) is a number that shows the strength or weakness of the relationship between all independent variables (X) one another (Sugiarto, 2017). The standard statistic if the R value > 0,5 means that the relationship of all independent variables to dependent variables is very strong, yet if the R value < 0,5 means that the relationship of all independent variables to dependent variables is very weak.

Table 5.
 Correlation Coefficient Test

Model Summary			
Model R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.829a	.686	.678

a. Predictors: (Constant), Product Image, Corporate Image, User Image

Based on Table 5. correlation coefficient test result it shows that the R value obtained is 0,829 > 0,5. It can be interpreted that the relationship between independent variables on dependent variables is very strong.

Coefficient of Determination (R²) Test Result

The coefficient of determination (R²) for multiple regression is a number that states the proportion (percentage) of the variation in the changes in the values of the dependent variable (Y) which is determined by the variation in changes in the values of all independent variables (X_i) (Gani & Amalia, 2018). The result of coefficient of determination (R²) or R square test are as follows:

Table 6.
Coefficient of Determination (R2) Test

Model Summary					
	Model R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.829a	.686	.678	3.266	

a. Predictors: (Constant), Product Image, Corporate Image, User Image

Based on Table 6. coefficient of determination (R2) test result, it can be shown the value of R2 or R square is 0,686 or 68,6%. The result showed that corporate image, user image and product image can explain the variation in purchase decision by 68,6%. Although there is contribution from other variables that are not researched or excluded in this regression model by 31,4%.

F Test Result

The F test aims to test whether all independent variables incorporated into the model have a simultaneously influence on dependent variables.

If the sig value < 0.05 or Fcount > F table, then there is an effect of variable X on variable Y; and If the sig value > 0.05 or Fcount < F table, then there is no effect of variable X on variable Y.

Table 7.

F test

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2521.175	3	840.392	78.804	.000b
	Residual	1151.745	108	10.664		
	Total	3672.920	111			

a. Dependent Variable: Purchase Decision (Y)

b. Predictors: (Constant), Product Image (X3), Corporate Image (X1), User Image (X2)

Based on the ANOVA test or F test obtained a Fcount value of 78,804 with a significant value of 0.000 and a F table value of 2.69. Because Fcount > F table and the significant value is much less than 0.05, the regression model can be used to predict decisions or it can be concluded that together corporate image (X1), user image (X2) and product image (X3) have a significant effect on purchase decision (Y).

t Test Result

The method used to test the level of reality of the effect of the independent variables is to use a test tool, namely the t test (Gani & Amalia, 2018). The t test aims to determine whether there is a partial influence by the independent variable on the dependent variable.

If the sig value < 0.05 or tcount > t table, then there is an effect of variable X on variable Y; and

If the sig value > 0.05 or tcount < t table then there is no effect of variable X on variable Y.

Table 8.

t Test

Coefficientsa

Model	Unstandardized Coefficients			t	Sig.
	B	Std. Error	Standardized Coefficients Beta		
1	(Constant)	8.339	2.605	3.202	.002
	Corporate Image	-.077	.100	-.772	.442
	User Image	.357	.091	3.945	.000
	Product Image	.748	.108	6.935	.000

a. Dependent Variable: Purchase Decision

The calculated value of corporate image (X1) variable is -0.772 with a significant value of 0.442 and t table value is 1.982. Since the value of tcount < the value of the t table and the significant value greater than 0.05, it can be concluded that the corporate image (X1) has an insignificant negative effect on the purchase decision (Y). It shows that Hypotheses 1 is rejected.

The value tcount from user image (X2) variable is 3,945 with a significant value of 0.000 and t table value is 1,982. Because the value of tcount > the value of the t table and the significant value is less than 0.05, it can be concluded that the user image (X2) has a significant positive effect on the purchase decision (Y). It shows that Hypotheses 2 is accepted.

The value tcount from product image (X3) variable is 6,935 with a significant value of 0.000 and t table value is 1,982. Because the value of tcount > the value of the t table and the significant value is less than 0.05, it can be concluded that the product image (X3) has a significant positive effect on the purchase decision (Y). It shows that Hypotheses 3 is accepted.

Based on the data above, user image and product image variable partially have a significant positive effect on TRESemmmé purchase decisions and it looks that product image variable is more dominant to influencing the purchase decision of TRESemmmé, where tcount > t table which is 6,935 > 1,982. However, variable corporate image partially has an insignificant negative effect on the purchase decision of TRESemmmé because the tcount < t table was -0.772 < 1,982.

The Impact of Corporate Image on Purchase Decision

The results of hypotheses testing showed that corporate image had an insignificant negative effect on purchase decisions. The regression coefficient value of -0.077 with a significance value of 0.442 is greater than 0.05. Thus, hypotheses 1 (H1) is rejected.

Corporate image on purchase decision has a negative relationship, can be interpreted the better or worse the image of the company owned by TRESemmmé does not affect consumer decisions in buying hair treatment products. Hair treatment products such as shampoos and conditioners are products that will be used up in a short period of time (non-durable goods), therefore consumers do not consider the company's image while buying the hair treatment products. Although it has a large company's name, good company service, and has an extensive sales network but shampoo and conditioner products are included into cosmetic products thus, consumers tend to ignore the company and more focusing on quality and ingredients of the product. However, the corporate image in this research does not affect consumer purchasing decisions, although the corporate image of TRESemmmé itself is good enough because it is one of the hair treatments brands that are often used by the world's hairstylists at international fashion shows and entered the top 10 ranks of shampoo category at Top Brand Awards.

The result of a good corporate image comes from how much the company contributes at the time of running their business and how well they market their products because the creation of a good corporate image can influence purchase decisions. The corporate image generally is conceived as a group of perceptions and impressions that sprout in the public mind indicating the success rate of the company's business activities in establishing a relationship with the public (Prasiuk et al., 2012). To cultivate a good image in people's minds, the company cannot promote their product in a short moment but must do frequently through all existing media. In other words, if the company's image is good, it can influence purchase decisions. However, this is not in line with the results of the analysis obtained by researchers. This is allegedly because when buying hair treatment products that included into the category of personal care or cosmetics, which is how effective the results given by the product are more important compared with the corporate's image.

The results of this research are not in line with the results of Pratiwi et al., (2013) and Yudha (2015) research which concluded that corporate image has a significant positive effect on purchase decisions. This research chose a different type of object from previous studies, namely hair treatment products that included into the category of personal care or cosmetics. Thus, the corporate image in this research does not affect TRESemmmé consumer purchase decisions.

The Impact of User Image on Purchase Decision

The results of hypotheses testing showed that user image had a significant positive effect on purchase decisions. The regression coefficient value of 0.357 with a significance value of 0.000 is less than 0.05. Thus, hypotheses 2 (H2) is accepted.

User image on purchase decision has a positive relationship, can be interpreted more beautiful and healthier the hair of the users from TRESemmmé hair treatment products, consumers who want to try and use TRESemmmé products are tend to increasing. The results of processing questionnaire data from respondents stated TRESemmmé hair treatment products provide good results to its users and confirmed that TRESemmmé can provide results like treatments at salons. TRESemmmé from the beginning mentioned that hair treatment like at salons can be obtained easily from home just by using their hair treatment products. Respondents consider hair treatment products from TRESemmmé make their hair become more shiny, fragrant, and healthy and may boosting confidence because their hair is looks like treatment from a salon.

User image can be formed from how the experience and appearance of the users of the product in concerned. When associated with hair treatment products, the user image will be the most dominant that can be seen from how the assessment of the user's emotional point of view, how appropriate or suitable the product, and from the brand's name. According to Listyawati (2014), user image is one of the indicators of brand image and often be a reference for consumers in purchase decisions. In favorable conditions, the user of a product has a very strategic role in marketing communication. User image is considered to have the ability to influence customer perception of the goods and services offered. This proves that a good user image can have a positive impact on purchase decisions. After research conducted, it turns out that the user image has a significant positive effect on the purchase decision means that the better the user image displayed by the users is allegedly able to attract the attention of consumers who want to buy and use hair treatment products.

The results of this research are in line with research by Parno (2014) and Rachman et al., (2020) which concluded that user images have a significant positive effect on purchase decisions and the most dominant variable influenced. This positive influence caused consumers feel assured while using the product because it is able to provide results in line with expectations. Users also feel confident and comfortable after using the product so that it may give a good impression to the others to be interested in order to using the same product.

The Impact of Product Image on Purchase Decision

The results of hypotheses testing showed that user image had a significant positive effect on purchase decisions. The regression coefficient value of 0.748 with a significance value of 0.000 is less than 0.05. Thus, hypotheses 3 (H3) is accepted.

Product image on purchase decision has a positive relationship, which can be interpreted that the more varied and have greater quality of products offered, the more consumers want to use hair treatment products from TRESemmmé. Various variations provided such as for hair loss, dandruff, and even for hair that is often dyed or bleached already have ingredients such as 8 natural oils namely argan oil, shea butter, marula oil, jojoba oil, chia seed oil, brazil nut oil, tea tree oil, and macadamia nut oil that has been adapted to Indonesian hair needs. Their packaging is also unique with a variety of different color options according to their respective benefits, making it easier for consumers to recognize hair treatment products from TRESemmmé. The diversity of variations provided by TRESemmmé also makes it easier for consumers to make a purchase decision because it provides products for various types of hair.

Product image is the consumer's response to an offer defined as a community's beliefs, ideas, and impressions on the product image is the overall impression formed in the community about the product to be sold in the market which is then developed into a set of beliefs which then form the image of the product. According to Jacob et al., (2018) product image is a set of associations that consumers perceive a product. The product image is built to be positive in the eyes of the public, both existing consumer and new consumers who want to be targeted, it can be denied that the product image is an impression, opinion, or response that consumers have on a particular product object. To cultivate a good product image in the eyes of the consumers TRESemmmé promotes that by using their hair treatment products they will get a beautiful hair like the salon treatment every day. After research conducted, it turns out that the product image has a significant positive effect on the purchase decision means that the better the product image felt by users is expected to attract the attention of consumers who wants to buy and use hair treatment products from TRESemmmé.

The results of this research are in line with research by Sibarani (2014) and Huda (2020) concluded that product image has a significant positive effect on purchase decisions and is the most dominant variable influenced. This positive influence is thought to be since the quality of the products offered provides a satisfactory effect or results for its users, in addition to packaging that is unique and easy to recognize by TRESemmmé consumers and also provides a variety to make it easier for consumers to choose and adjusted their hair needs.

CONCLUSION

The conclusions on this research problem are based on the findings of identified problems and arranged in the formulation of research problems. This research aims to analyze the impact of corporate image, user image and product image on purchase decision of TRESemmmé. Based on the result of the

research and discussion that has been explained in the previous chapters, this chapter will sum up the result as follows:

The results of the analysis showed that Corporate Image have an insignificant negative effect on Purchase Decision of TRESemmmé, this indicates the increase in Corporate Image owned by TRESemmmé companies not in line with the increase in Purchase Decision made by the consumers;

The results of the analysis showed that User Image has a significant positive effect on Purchase Decision of TRESemmmé, this indicated that the better user image owned by TRESemmmé users along with the increasing of Purchase Decision made by the consumers; and

The results of the analysis showed that Product Image has a significant positive effect on TRESemmmé Purchase Decision, this means that the better product image owned by TRESemmmé along with the increasing of Purchase Decision made by the consumers.

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