PENGARUH CITRA MEREK DAN HARGA PRODUK TERHADAP KEPUTUSAN PEMBELIAN MASKARA (STUDI PADA PELANGGAN MAYBELLINE DI INDONESIA)

THE INFLUENCE OF BRAND IMAGE AND PRODUCT PRICE TOWARDS MASCARA PURCHASE DECISION (A STUDY ON MAYBELLINE CUSTOMERS IN INDONESIA)

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Abstrak

Di Indonesia penjualan maskara Maybelline lebih unggul dari BB cream. Top Brand Index menunjukkan bahwa Maybelline Mascara tetap pada puncaknya dan setiap tahun, selama tiga tahun terakhir, dari 2017 hingga 2020, produk mengalami peningkatan penjualan. Toko resmi di Shopee menunjukan bahwa harga maskara Maybelline sebenarnya paling mahal dibandingkan merek lain. Meski harga yang ditawarkan lebih mahal dari produk lain, namun tetap yang paling unggul dalam penjualannya.Penelitian ini bertujuan untuk mempelajari pengaruh simultan dan parsial citra merek dan harga produk terhadap keputusan pembelian, dan untuk mengetahui seberapa kuat pengaruh citra merek dan harga produk harga pada keputusan pembelian produk maskara, pada pelanggan Maybelline di Indonesia. Hasil penelitian ini menunjukkan bahwa berdasarkan uji hipotesis secara simultan (uji F), citra merek dan harga produk berpengaruh secara simultan berpengaruh positif dan signifikan terhadap keputusan pembelian pelanggan. Sedangkan berdasarkan uji hipotesis parsial (Uji T) menunjukkan bahwa citra merek dan harga produk secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian pelanggan. Berdasarkan hasil penelitian ini, Maybelline disarankan untuk meluncurkan varian baru maskaranya, dengan harga yang lebih terjangkau, namun dengan formulasi yang tepat. Maybelline juga menyarankan untuk menjaga konsistensi harga pada setiap produk.

Kata Kunci: Citra Merek, Harga Produk, Keputusan Pembelian.

Abstract

In Indonesia, Maybelline mascara sales are superior to BB cream. The Top Brand Index shows that Maybelline Mascara remains at its peak and every year, for the last three years, from 2017 to 2020, the product has seen an increase in sales. The official shop at Shopee shows that Maybelline mascara is actually the most expensive compared to other brands. Although the price offered is more expensive than other products, it is still the most superior in sales. This study aims to study the simultaneous and partial effect of brand image and product price on purchasing decisions, and to find out how strong the influence of brand image and product price on price decisions. purchase of mascara products, to Maybelline customers in Indonesia. The results of this study indicate that based on simultaneous hypothesis testing (F test), brand image and product price simultaneously have a positive and significant effect on customer purchasing decisions. Meanwhile, based on the partial hypothesis test (T test) shows that brand image and product prices partially have a positive and significant effect on customer purchasing decisions. Based on the results of this research, Maybelline is advised to launch a new variant of its mascara, at a more affordable price, but with the right formulation. Maybelline also recommends maintaining a consistent price for each product.

Keywords: *Brand Image, Product Price, Purchase Decision.*

1. Background

The desire to look beautiful and attractive is every woman's dream. The desire to use beauty products, creates competition in an increasingly competitive world of the personal care and cosmetics industry. (Aisyah, 2018)

Supported by advances in science and technology today beauty products and cosmetics, have undergone many changes with the release of the latest innovations in accordance with the needs and one of the desires of consumers is beauty products (Aisyah, 2018).

Currently, beauty products on the market include Maybelline, Wardah, Oriflame, and Revlon. Of the various brands, one of the beauty brands that will be studied is Maybelline's, because it is Mascara Maybelline has become one of the beauty needs of women. Because competition for beauty products is increasingly growing then every producer is required to be able to innovate on their products

so that new products emerge and are in demand by consumers. Apart from that the producers are being sued to find out the target market share, one way is the producer must know consumer behavior (Aisyah, 2018).

According to Kotler and Keller (2016, p. 166) Consumer Behavior is a Study about How individuals, groups and organizations choose, buy, use and how the goods, services, ideas or experiences to satisfy needs their wants.

According to Kotler and Armstrong (2017, p. 157) the Purchase Decision is that the buying decision behavior refers to the final purchase behavior of consumers, both individuals and households who buy goods and services for personal consumption.

One of the factors that can influence the purchase decision is brand image. According to Kotler and Keller (2016, pp. 263-264) which states that consumers who embrace the perceptions and beliefs according to experience which they have felt and encapsulated in their memories.

The other factor that influences the purchase decision is price. According to Kotler and Armstrong (2017, p. 151) price is an amount of money charged for goods or services or the amount of the money exchanged consumers for the benefits of owning or using the product or services.

The following is a table explaining the Top Brand Index for Mascara beauty product categories 2018-2020.

Table 1.1 Top Brand Index for Mascara Cosmetics Category 2018-2020

TBI	Year					
	2018		2019		2020	
1	Maybelline	22.0%	Maybelline	26.2%	Maybelline	33.5%
2	Wardah	19.0%	Wardah	15.5%	Wardah	12.3%
3	Oriflame	11.5%	La Tulipe	10.9%	La Tulipe	11.0%
4	Revlon	11.4%	Oriflame	10.8%	Oriflame	7.8%

Source: www.topbrand-award.com (2021)

Based on Table 1.1 it is known that the sale of Mascara cosmetics Maybelline remains at the top of the top brands. in 2018 with a percentage of 22.0% later in 2019, namely with a percentage of 26.2% and in 2020 Mascara Maybelline with a percentage of 33.5% this shows that there is an increase in sales each year. This means that the products offered by the company are acceptable and used by consumers. If we look at the table, Mascara cosmetics Maybelline stays at its peak and every year the product experiences increase in sales. Even though the price offered is more expensive from other products.

Table 1.2 Mascara Cosmetics Price Comparison in February 2021

Brand	Lowest Price	Highest Price
Maybelline	Rp. 73.000,-	Rp. 159.000,-
Wardah	Rp. 49.500,-	Rp. 90.000,-
Oriflame	Rp. 129.000,-	Rp. 129.000,-
La Tulipe	Rp. 80.000,-	Rp. 80.000,-
Revlon	Rp. 129.000,-	Rp. 129.000,-

Source: shopee.co.id (Shopee Official Shop)

From Table 1.2 above it can be explained that in the lowest price table, Maybelline mascara not the cheapest price and on the highest price table, Maybelline mascara's price is actually the most expensive than the other brands.

Maybelline as one of the Paris cosmetics vendors in Indonesia that was produced by L'Oreal Group. L'Oreal was affected by the lockdown policy of a number of countries when the Covid-19 outbreak hit almost all countries in early 2020 (CNBC, 2020). But in Indonesia itself for the past 3 years, from 2017 to 2020 mascara products remain ranked first on the Top Brand Index in the mascara product category. Although the price is fairly more expensive than other mascara's brand.

2. Literature Review

2.1. Marketing

Kotler & Armstrong (2017, p. 255) The American Marketing Sodality offers the following formal definition: Marketing is the activity, set of institutions, and processes for engendering, communicating, distributing, and exchanging offerings that have value for customers, clients, partners, and society at sizably voluminous.

2.2 Marketing Mix

Lupiyoadi (2013, p. 92) verbalized that marketing mix is a marketers implement which consists of sundry elements of a marketing program that requires to be considered for the prosperous of implementation of marketing strategies and posisitoning.

2.3 Product

The activities of a company must have certain products that can offered to consumers. Here is a more consummate explication regarding the product. According to Alma (2011, p. 139) as a set of attributes both tangible and intangible, including of the color quandary, price, the prestige of the factory and retailers, and the accommodation of the factory and retailers who accepted by the buyers to gratify their wish.

2.4 Brand

According to Kotler and Armstrong (2017, p. 255) Brand is a denomination, term, sign, symbol, or design, or a cumulation of these, that identifies the products orservices of one seller or group of sellers and differentiates them from those of competitors.

2.5 Price

According to Kotler and Armstrong (2017, p. 151) Price is an amount charged for a good or service or an amount of value money that consumers exchange for the benefits of owning or use the product or service.

2.6 Consumer Behavior

According to Schiffman and Wisenblit (2015, p. 30), consumer behavior as the study about when consumer in seeking, buying, utilizing, evaluating, and culling products and accommodations that they expect to gratify their needs.

2.7 Purchase Decision

According to Kotler and Armstrong (2017, p. 157), Purchase decisions refer to the final purchasing deportment of consumers, either individuals, as well as households that buy goods and accommodations for consumption Predicated on these definitions, conclusions can be drawn that the purchase decision is consumer demeanor to buy a goods or accommodations they like.

2.8 Theoritical Framework

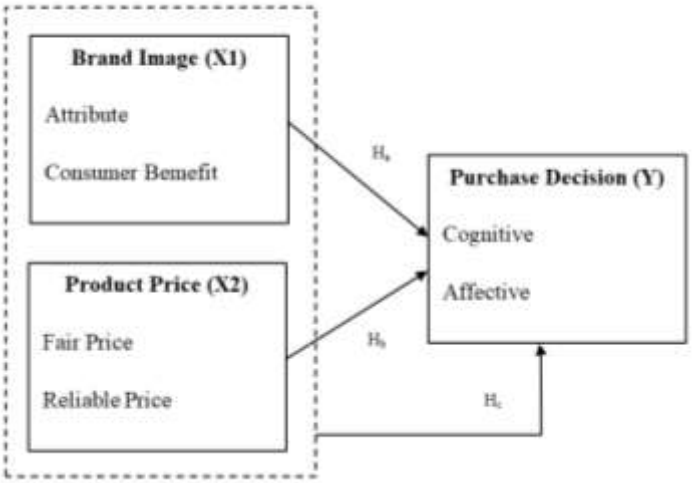

Figure 2.1 Theoritical Framework
Source: Djatmiko and Pradana (2016)

2.9 Research Hypothesis

Hypothesis Testing 1
$H0_a$: Brand image does not positively influence the purchase decision.
$H1_a$: Brand image positively influences the purchase decision.

Hypothesis Testing 2
$H0_b$: Product price does not positively influence the purchase decision.
Hl_b: Product price positively influences the purchase decision.

Hypothesis Testing 3
$H0_c$: Brand image and product price do not not simultaneously influence the purchase decision.
Hl_c: Brand image and product price simultaneously influence the purchase decision.

2.10 Population and Sample

Sugiyono (2016, p. 80) states that population is the generalization region consisting of object or subject that have certain quality and characteristic which is resolute by researchers to be studied and then drawn its conclusion. The population is composed of object or subject that has certain qualities and characteristics defined by the researchers to learn and then drawn conclusions (Sekaran & Bougie, 2016, p. 262). Population in this research is the potential utilizer of Maybelline Mascara in Indonesia.

Samples are culled population members to be involved in research, either optically canvassed, treated, or queried about what is being investigated. Research infrequently takes on all members of the population to be investigated because customarily the number of members in the population is so sizably voluminous, so that if taking all members of the population will require mazuma, time, and a plethora of energy (Indrawati, 2015:164). , the Sample that used to represent the population is as many as 400 respondents.

2.11 Data Collection Methods

The researcher uses two methods to collect the data which are:

1. Primary Data Collection
   According to (Sekaran, 2016, p. 242), primary data is data obtained from the first hand for the next analysis to find a solution or the problem under study. Primary data that has been amassed in this research are the data of respondents and their opinions which were accumulated by utilizing online questionnaires through bit.ly/SurveiMaybellineMascara.
2. Secondary Data Collection
   While secondary data is a source that do not directly provide data to the data collector (Sugiyono, 2016, p. 137). Secondary data that accumulated in this research are the information of the background, some literature reviews, and other documentation information retrieved from the cyber world.

2.13 Data Ananlysis Technique

2.12.1 Descriptive Analysis

This research uses descriptive analysis to identify the percentage of Brand Image and Product Price towards Purchase Decision. According to Loeb et. al., (2017, p. 1), "descriptive analysis characterized the world or a phenomenon answering questions about who, what, where, when, and what to extent. Whether the goal is to identify and describe trends and variation in population, engender incipient measures of key phenomenona, or describe samples in studies aimed at identifying causal effects, description plays a critical role in scientific processing general and concretely in edification research".

The questionnaire uses five point likert scale to quantify each items. From the questionnaire result, the author engenders a frequency distribution and linear continuum analysis to explicate respondent characteristics predicated on each variable. The frequency distribution is done by making the class interval divided into 5 classes, which are very low, low, medium, high, and very high. This grouping will avail the researcher when performing score interpretations. Grouping interval classes is done by Riduwan (2012, p. 28).

Table 2.1 Category Score

No	Percentage	Category
1	20% - 36%	Very Low
2	>36% - 52%	Low
3	>52% - 68%	Enough
4	>68% - 84%	High
5	>84% - 100%	Very High

Source: Riduwan (2012)

Meanwhile, continuum line is shown in Figure 3.2 below:

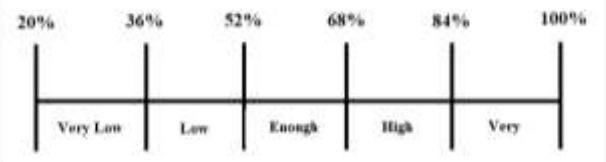

Figure 2.1 Continuum Line
Source: (Riduwan, 2012)

Figure 3.2 shows the 5 interval classes of the score given by the respondents to each item in a line (Riduwan, 2012, p. 28).

2.13.2 Classic Assumption Test

Afore utilize the multiple regression analysis, the researcher must do the classical posit test first such as normality test, multicolinearity test, heteroscedasticity test, and autocorrelation test afore doing hypothesis testing (Indrawati, 2015, p. 189).

2.12.2.1 Normality Test

The normality test aims to test whether the regression model is variable confounders or residuals have a mundane distribution. As it is kenned that t and F tests surmise that the residual value follows a mundane distribution. If this posit is infringed the statistical test becomes invalid for the amount minute sample. There are two events for detecting whether the residuals are distributed mundane or not, namely by graph analysis and statistical tests (Ghozali, 2016, p. 154).

2.12.2.2 Multicollinearity Test

A good multiple regression model there should be no high correlation among independent variables because it will cause the value of regression coefficient fluctuates high so that it will be abbreviate the confidence of the test result. Ergo it is indispensable to test the sample data, whether there is multicolinearity or not. To detect the multicollinearity symptoms in multiple regression model is by visually examining the value of VIF (Variance Inflation Factor) and tolerance value (Indrawati, 2015, p. 190).

(Cooper & Schindler, 2011) in Indrawati (2015, p. 191)argue that the tolerance value is less than 1 or VIF value is more preponderant than 10, it shows that multicollinearity is paramount. While Leahy (2000) and Garson (2011) in Indrawati (2015, p. 191) verbalized that if the tolerance value is more preponderant than 0.20 and VIF value is less than 4 it shows that there is no multicollinearity problem.

2.12.2.3 Heteroscedasticy Test

Heteroscedasticity test aims to test whether the regression model there is an inequality of variance from the residual of one optical discernment to the optical discernment another. If the variance from the residuals of one visual examination to another savings fine-tuned, it is called homoscedasticity and if it is different it is called heteros plasticity (Ghozali, 2016, p. 134).

2.13.3 Multiple Regression Analysis

This research uses two independent variables towards one dependent variable. According to Indrawati (2015, p. 188), multiple regression analysis is utilized to know the relationship between two or more independent variables (X1, X2, X3, X4...Xn) towards dependent variable (Y) simultaneously. The equation of multiple linier regression is:

$$Y=a+b_1X_1+b_2X_2$$

Where:
Y = Purchase Decision
X1 = Brand Image
X2 = Product Price
a = Constant Regression
b1, b2 X = Coefficient Regression

2.12.4 Hypotesis Testing

2.12.4.1 F Test

In this research, the F test is utilized to determine the caliber of consequential influence of independent variables together (simultaneously) on the dependent variable (Sekaran & Bougie, 2016). Steps of test are on the following:

1. Determine the hypothesis simultantly.
   For example is:
   H0: Brand image and product price do not positively influence towards purchase decision.
   H1: Brand image and product price positively influence towards purchase decision.
   Degree of Confidence = 95%
   df F Table (0.05, k, n-k) = X
   Where:
   k = Total X variable
   n = Total sample
2. Conclusion
   Method 1
   If Sig ≥ 0.05, Accept H0.
   If Sig ≤ 0.05, Reject H0.

Method 2

F calculated ≤ F Table, Accept H0.

F calculated ≥ F Table, Reject H0.

2.12.4.2 T Test

T test is utilized to test the paramountcy of the relationship between variables X and Y, if the variables X1, X2, X3, X4 (promotion, price, product, place) genuinely affect the variable Y (purchase decision process) discretely or partial (Sekaran & Bougie, 2016). Substructure for decision making (Sekaran & Bougie, 2016) is the utilizing the numeric paramountcy probability:

a. If the probability figures significance > 0.05, then Ho is accepted and Ha rejected.
b. If the number of significance probability <0.05, then Ho is rejected and Ha accepted.
c. If the probability of significant =0.05 then Ho is accepted and Ha rejected.

Steps of t test are on the following:

1. Determine the hypothesis partially.
   For example is:
   H0a: Brand image does not positively influence towards purchase decision.
   H1: Brand image positively influence towards purchase decision.
   H0b: Product price does not positively influence towards purchase decision.
   H2: Product price positively influence towards purchase decision.
2. Conclusion
   Method 1
   If Sig ≥ 0.05, Accept Ho.
   If Sig ≤ 0.05, Reject Ho.
   Method 2
   If -t table < t calculated < t table, Accept Ho.
   If t table < -t table; and t calculated > t table, Reject Ho.

2.12.5 Determinant Coefficient (R^2)

According to (Abdillah & Hartono, 2015, p. 128) R square is one of the parameters that can tell whether the estimation model is good. The value of R square which is getting more proximate to one shows the variation of the dependent variable changes caused by the variable independent variable variance is high. Coefficient of tenaciousness is utilized to ken the percentage difference of dependent variable (Y) which is affected by the independent variables (X). If the value of R2 incremented, the percentage difference of dependent variable (Y) which is affected by the independent variables (X) it will be incremented as well. If the R2 value decremented, the percentage difference of dependent variable (Y) which caused by the independent variables (X) it will be decremented.

3 Discussion

3.1 Classic Assumption Test

3.1.1 Normality Test

a. Histogram Approach
   Data Normality Test with the histogram approach shows that the regression model used is normally distributed, this can be seen from the line the histogram is not skewed to the left or right, so that the data distribution has been distributed normally. Can be seen on Figure 4.41

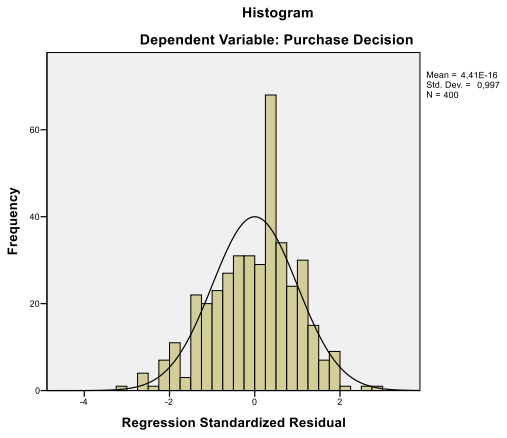

Figure 4.1 Normality Test Histogram

Source: Processed Data Result (2021)

b. Normal Probability Plot Graph Approach

Normality test with the Normal Probability Plot Graph approach can seen in Figure 4.42 below:

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			400
Normal Parameters[a,b]	Mean		,0000000
	Std. Deviation		2,33256452
Most Extreme Differences	Absolute		,082
	Positive		,027
	Negative		-,082
Test Statistic			,082
Asymp. Sig. (2-tailed)			,000[c]
Monte Carlo Sig. (2-tailed)	Sig.		,008[d]
	99% Confidence Interval	Lower Bound	,006
		Upper Bound	,011

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Based on 10000 sampled tables with starting seed 2000000.

ot Normality Test

Source: Processed Data Result (2021)

Based on the results of the Normality Test with the graphic approach above, it can it is known that the data has a normal distribution or distribution, this can be seen from the distribution of the points around the diagonal axis from the graph. But to further ensure that the data along diagonal lines are normally distributed, the Kolmogorov- Smirnov (K-S) test is then conducted.

c. Kolmogorov-Smirnov (K-S) Test

Table 4.1 Kolmogorov-Smirnov Test

Source: ProProcessed Data Result (2021)

According to table 4.8, the Asymp. Sig (2-tailed) is 0.008, indicating that the value is more than a significant value of 5% (0.005), which, according to graph analysis, statistical analysis using non-parametric Kolmogorov-simirnov (K-S) tests also indicates that the variable residuals are normally distributed.

3.1.1.1 Heteroscedasticy Test

a. Graph Method

The basis for this method's analysis is that if there is no apparent pattern, as well as the dots scattered above and below the 0 on the Y axis, then heteroscedasticity does not occur, however if there is a specific pattern, such as the dots that exist creating a specific regular pattern, then heteroscedasticity has occurred.

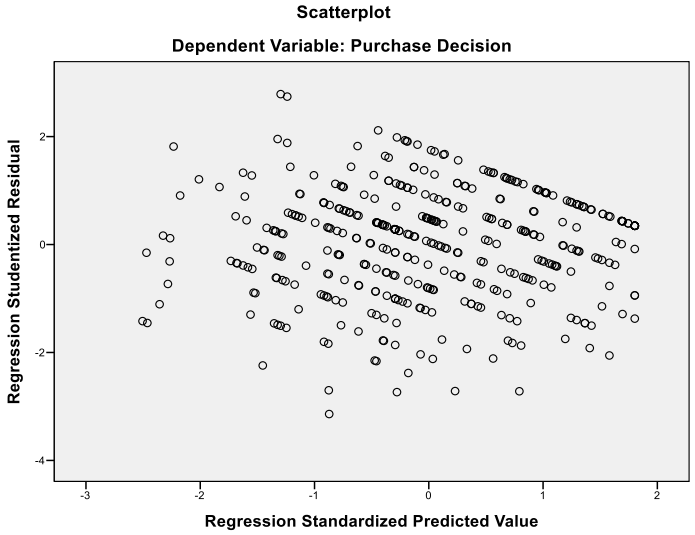

Figure 4.3 Heteroscedasticity Test Scatterplot

Source: Processed Data Result (2021)

Based on Figure 4.4 it can be seen that there is no clear pattern, as well as the points spread above and below the number 0 on the Y axis, then based on the graphic method heteroscedasticity does not occur in the regression model.

b. Glejser Test

Table 4.2 Glejser Test
Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,059	,604		5,066	,000
Brand Image	-,015	,016	-,061	-,922	,357
Product Price	-,008	,011	-,047	-,715	,475

a. Dependent Variable: Abs_Res

Source: Processed Data Result (2021)

The criteria for decision making with the Glejser test are as follows:

1) If the significance value> 0.05 then there is no heteroscedasticity distraction.
2) If the significance value <0.05 then there is a heteroscedasticity distraction. If you look at the information from the table, it can be concluded that the regression model does not experience heteroscedasticity disorder seen from the probability of significance above the 5% confidence level, so the regression model shows no heteroscedasticity.

3.1.1.2 Multicollinearity Test

Table 4.3 Multicollinearity Test
Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-,043	1,023		-,042	,967		

	Brand Image	,197	,027	,376	7,216	,000	,572	1,748
	Product Price	,105	,018	,303	5,805	,000	,572	1,748

a. Dependent Variable: Purchase Decision

Source: Processed Data Result (2021)

Table 4.10 demonstarates that:

a. The VIF value of the variable brand image and product price is smaller or below 5 (VIF <5), this means that there is no multicolinearity between the independent variable in the regression model.
b. The Tolerance value of the variable brand image and product price is more greater than 0.1 (Tolerance Value> 0.1) this means there is no multicollinearity between independent variables in the regression model.

3.1.2 Multiple Linear Regression Analysis

Table 4.4 Variables Entered

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Product Price, Brand Image[b]		Enter

a. Dependent Variable: Purchase Decision

b. All requested variables entered.

Source: Processed Data Result (2021)

Table 4.10 shows that all independent variables are used in this research, or that there are no independent variables that are not included, which is known as the enter method.

Table 4.5 Multiple Linear Regression

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,043	1,023		-,042	,967
	Brand Image	,197	,027	,376	7,216	,000
	Product Price	,105	,018	,303	5,805	,000

a. Dependent Variable: Purchase Decision

Source: Processed Data Result (2021)

Based on the results of data processing in Table 4.7, the multiple linear regression equation model can be formulated as follows:

$$Y= -0.043 + 0.197X_1 + 0.105X_2$$

Based on this equation, it can be described as follows:

1. Constant (a) = -0.043 This indicates that if the brand image and product price = 0, the purchase decision is -0.043.

2. The coefficient of X1 (b1) = 0.197. This shows that the brand brand image (X1) has a positive effect on Maybelline's Mascara Purchase Decisions. If the brand image increases by one unit, the Mascara Maybelline Purchase Decision will increase by 0.197.
3. The coefficient of X2 (b2) = 0.105. This shows that the price variable (X2) has a positive effect on the Purchase Decision of Maybelline's Mascara products. If the price increases by one unit, the Purchase Decision for Maybelline Mascara products will decrease by 0.105.

3.1.3 Hypothesis Test

3.1.3.1 F Test

Table 4.6 Simultaneously Test (F Test)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1343,808	2	671,904	122,873	,000[b]
	Residual	2170,902	397	5,468		
	Total	3514,710	399			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Product Price, Brand Image

Source: Processed Data Result (2021)

Then it can be seen that the value of F_{count} is 122.873 with a significance level 0,000. While the Ftable at the 95% confidence level (α = 0.05) was 0.051. Therefore F_{count} (122.873)> F_{table} (0.051) and a significance level of 0,000 <0,05 indicates that the independent variables (brand image and product price) simultaneously have a positive and significant effect on decision to purchase Mascara products to Maybelline customers in Indonesia.

3.1.3.2 T Test

The T-test is used to determine how much influence the independent variable has partially to the dependent variable. The test results are: The error rate (α) = 5% and degrees of freedom (df) = (n-k) = 400-3 = 397

Table 4.7 Partial Test (t test)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,043	1,023		-,042	,967
	Brand Image	,197	,027	,376	7,216	,000
	Product Price	,105	,018	,303	5,805	,000

a. Dependent Variable: Purchase Decision (Y)

Source: Processed Data Result (2021)

Based on Table 4.16, it can be seen that:

a. The brand image variable has a positive and partially significant effect on purchasing decisions, this can be seen from the value of t_{count} (7.216)> t_{table} (1,960) and significant (0,000) <0.05 means if the brand image variable increased by one unit, the purchase decision will increase by 7.216.
b. The product price variable has a positive and partially insignificant effect This purchasing decision can be seen from the value of t_{count} (5.805)> t_{table} (1,960) and significant (0,000) <0.05 means that the price variable increased by one unit, the purchase decision will increase by 5.805.

3.1.4 Determinant Coefficient (R^2)

Table 4.8 Determination Coefficient Test (R2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,618[a]	,382	,379	2,33843

a. Predictors: (Constant), Product Price, Brand Image

b. Dependent Variable: Purchase Decision

Source: Processed Data Result (2021)

Based on Table 4.13, it can be seen that the R value shows that:

a. R value of 0,618 means 61,8% indicates that the relationship between variable brand image and product price and on decisions purchase is closely related.
b. Adjusted R Square of 0.379 means 37.9% of the decision factors purchase can be explained by brand image and product price. Meanwhile 62.1% was explained by other factors that were not studied in this research.

4 Conclusion and Suggestion

4.1 Conclusion

Based on the results of the analysis, the following conclusions have been reached:

1. The test results (F), indicate that brand image and product prices simultaneously have a positive and significant effect on purchasing decisions for Mascara products on Maybelline customers in Indonesia.
2. The results of the t-test, show that partially brand image has a positive and significant effect on purchasing decisions for Mascara products on Maybelline customers in Indonesia. Product price has a positive and significant effect on Mascara purchasing decisions for Maybelline customers in Indonesia.
3. R value of 0.618 means 61.8% indicates that the relationship between brand image and product price on purchasing decisions is closely related. Adjusted R Square of 0.379 means 37.9% of purchasing decision factors can be explained by brand image and product price. While 62.1% is explained by other factors not examined in this study, such as product quality, brand loyalty, brand association, etc.

4.2 Suggestion

1. Brand image is the dimension that most influences the consumer purchase decision of Maybelline mascara. Based on the results of descriptive analysis, the lowest statement item is "Maybelline mascara gives affordable impression for the users'. Therefore, Maybelline is suggested to lauch new variants of their mascara, at a more affordable price, but with an appropriate formulation. With more diverse product variants and prices, Maybelline can also cover a wider market segment. So that when consumers see the Maybelline brand, an affordable impression can be created and sales can increase.
2. Product price is the second dimension that most influences consumer purchase decisions of Maybelline mascara. Based on the results of the descriptive analysis, the lowest statement item is “Maybelline mascara has fixed price”. Therefore, Maybelline is suggested to maintain price consistency on each product, even though it has various variants and prices of mascara, price consistency can help build customer confidence in the product and strengthen its position in the market.

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