

# The Influence of Brand Image on Purchasing Decisions of Wardah Products

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## Abstract:

*Competition in the cosmetics industry is becoming increasingly intense with the presence of both local and international products. Building a brand image is one of the indicators of a product's success in competing in the market. This study aims to examine the influence of brand image on purchasing decisions of Wardah products. The subjects in the study consisted of 54 respondents obtained through purposive sampling. Data collection was conducted using a brand image scale based on Keller's dimensions (2013) and a purchasing decision scale based on Setiadi (2016). The data analysis method used in this study was linear regression analysis. The results showed an R value of 0.890, indicating a significant positive influence between brand image and purchasing decisions.*

**Keywords:** Brand Image, Consumer Behavior, Purchasing Decision, Wardah

## 1. Introduction

In an era of rapid development, competition in the cosmetics industry is becoming increasingly tight with the presence of both local and international products. Many cosmetic companies compete to introduce products that can attract consumer interest.

Consumer behavior, according to Kotler and Armstrong (2016), is how individuals, groups, or organizations select, purchase, and ultimately use goods or services for personal consumption. One aspect of consumer behavior frequently studied is purchasing decisions (Kotler & Keller, 2006). Purchasing decisions refer to the process in which consumers select and buy products based on rational and emotional considerations (Peter & Olson, 2010).

Building a brand image that aligns with its market segment is an important indicator of a product's success in competing in the marketplace. According to Gardner & Levy (1955), brand image includes consumer opinions, attitudes, and emotions towards a brand, reflecting the cognitive and psychological elements of the brand. A brand must have a positive brand image to establish a strong emotional connection with consumers, ultimately influencing purchasing decisions.

According to Keller (2013), brand image can be measured based on consumer responses related to brand associations. These dimensions include:

1. Favorability of brand associations
2. Strength of brand associations
3. Uniqueness of brand associations

One of Indonesia's local cosmetic brands is Wardah, a pioneer in halal cosmetics since its establishment in 1995. With the slogan "Inspiring Beauty," the brand, founded by Nurhayati Subakat under PT Paragon Technology and Innovation (PT PTI), not only emphasizes quality but also integrates spiritual values, making it particularly relevant in Indonesia, a predominantly Muslim country. These values contribute to Wardah's brand image, allowing it to compete internationally. However, maintaining this brand image poses a challenge for Wardah.

This study aims to analyze the influence of brand image on consumers' purchasing decisions of Wardah products. By doing so, the study seeks to provide insight into how brand image affects consumer behavior in making purchasing decisions.

## 2. Methods

This study employed a quantitative research approach. The subjects were individuals aged 19–55 years ( $M = 21$ ,  $SD = 4.19$ ). The sample was selected using purposive sampling, with the main criterion being individuals who had previously used Wardah products. A total of 54 respondents participated in this study.

Data collection was conducted via an online questionnaire distributed through Google Forms. The instruments used in this study included:

1. Brand Image Scale, developed based on Keller (2013), measuring consumer responses related to brand associations:
  - a. Favorability of brand associations
  - b. Strength of brand associations
  - c. Uniqueness of brand associations
2. Purchasing Decision Scale, based on Setiadi (2016), assessing the purchasing decision process.
  - a. Data analysis methods included:
  - b. Descriptive analysis
  - c. Reliability analysis
  - d. Linear regression analysis

## 3. Result

Respondents involved in this study totaled 54 people. The minimum age of respondents in this study was 19 years, while the maximum age was 50 years. Female respondents dominated the sample, with 50 individuals (92.6%), while male respondents totaled 4 individuals (7.4%).

Based on the reliability analysis using Cronbach's Alpha, the measurement instrument for brand image showed a value of .911. According to the evaluation criteria for Cronbach's Alpha coefficient based on Wells and Wollack (2003), a low-risk standard test should have a minimum internal consistency of .80 or .85. Thus, the brand image instrument has good reliability. The reliability analysis of the purchasing decision measurement instrument yielded a value of .949. Based on Wells and Wollack's (2003) criteria, which state that a low-risk standard test should have a minimum internal consistency of .80 or .85, this instrument can be considered reliable.

The results of the linear regression analysis showed an R-value of .890. This result

indicates a strong positive relationship between the brand image variable (independent variable) and the purchasing decision variable (dependent variable). Furthermore, the  $R^2$  value (.793) indicates that 79.3% of the variation in the purchasing decision variable can be explained by the brand image variable, while the remaining 20.7% is influenced by other factors

#### 4. Discussion

In this study, the researcher examined the effect of brand image on purchasing decisions for Wardah products. Based on the analysis conducted, it was found that the brand image variable significantly influences purchasing decisions in a positive direction.

The results of this study align with research conducted by Malik et al. (2013) in Pakistan, which demonstrated that a strong and positive brand image can alter or reinforce consumer behavior in selecting certain products or services, making them more confident and comfortable in making purchases. Additionally, Chovanová et al. (2015) in their study in Slovakia explained that brands provide information about products and create associations that influence consumers' minds in the purchasing process.

These findings are also supported by Keller (1993), who developed the concept of brand equity, stating that a positive brand image can enhance consumers' perceptions of product quality and build brand loyalty. Meanwhile, Aaker (1996) emphasized that a strong brand image can increase consumer trust and reduce uncertainty in purchasing decisions.

Furthermore, a study by Putra and Santoso (2020) in Indonesia found that a good brand image not only directly influences purchasing decisions but also strengthens consumer loyalty toward the brand. This result is reinforced by research by Hassan and Rijal (2019), which showed that consumers are more likely to choose products with a well-established brand image compared to lesser-known brands.

Thus, it can be concluded that brand image plays a crucial role in shaping consumers' perceptions and confidence in a product, ultimately encouraging them to make purchases. Therefore, companies must consistently build and maintain a positive brand image to enhance their competitiveness in the market. dan mempertahankan brand image yang positif guna meningkatkan daya saing di pasar.

#### 5. Conclusion

Brand image has a significant influence on purchasing decisions for Wardah products. A positive brand image can reflect values such as product quality, consumer trust, and alignment with religious principles, encouraging consumers to choose Wardah products over other brands. This creates a strong association among consumers, thereby increasing purchase decisions.

Thus, Wardah can maintain its market presence by continuously strengthening its brand image through innovation, marketing, and strong emotional connections with consumers. Future research is expected to include more independent variables to further explore the various factors influencing purchasing decisions.

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