

The Mediating Role of Brand Image on Product Quality, Positioning and Price on Purchase Decision

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Abstract—This research aims to find out why the development of camille products is very rapid as anomalous products are able to improve brand image well. The rapid development of camille products can be based on the existence of product quality, brand positioning, price perception and brand image in having an impact on purchase decisions. The approach taken in this study is a quantitative method with purposive sampling technique. The number of samples collected was 190 respondents. The data analysis technique in this study uses the Structural Equation Modeling- Partial Least Squares (SEM-PLS) method with the results of product quality, brand positioning, price perception which has an influence on brand image. Brand image has an influence on purchase decision. Purchase decisions can also be influenced either directly or indirectly by product quality, brand positioning, price perception, and brand image. So, camille products can meet consumer needs with their advantages, and make packaging that is easily recognizable by consumers.

Keywords: Brand Image; Brand Positioning; Price Perception; Product Quality; Purchase Decision

1. INTRODUCTION

In the era of rapid business development triggering competition in various Indonesian cosmetic industries, the opening of free trade has resulted in companies competing globally through the products offered. Companies are required to always build the latest innovations in the products they produce. Many types of new products have emerged due to the flow of competition in the market. Everyone wants bright and healthy skin and awareness of the importance of facial skin is increasing (Kridaningsih, 2023). Consumers when buying a product usually see the brand as good or bad, the brand image determines the purchase decision. So companies are competing to realize a good brand image in society, then companies can increase consumer purchasing decisions (Cahyani et al, 2017).

According to (Tjahjaningsih, 2007) new products generally prioritize attractiveness to gain a position in the market in terms of quality, packaging or taste. Camille beauty is one of the beauty companies, especially in the field of organic masks and skincare which is distributed through shopee e-commerce according to (Cahyaningtyas & Budiarti, 2022). Because in the midst of competition like this, customers determine brand image to be one of the keys to success, an aspect that is the main consideration of product selection by customers. However, forming a brand image is not an easy thing, it takes a long time and must be consistent (Meilina, 2021). Of course, it will make it difficult for new brands to compete with those already in the market. Camille is one of the anomalous products in the cosmetics industry because it is able to increase brand image quickly, camille is able to occupy the highest position in e-commerce, this condition raises the question of why it is easy to form its brand image.

Camille is one of the anomalous products in the cosmetics industry because it is able to increase brand image quickly, camille is able to occupy the highest position in e-commerce, this condition raises the question of why it is easy to form its brand image. Camille Beauty is the skincare brand with the best-selling sales on Shopee and Tokopedia in the period August to September 2021 with a market share of 11.9% according to information from (Putri, 2021). So, Brand image is very important because it affects the purchase decision expressed in the research (Rihayana et al, 2022), (Safika & Raflah, 2021). Some previous studies include factors that have an influence on brand image in a product, especially skincare, including the results of research by (Cahyaningtyas & Budiarti, 2022), which show that factors that influence the brand image of a product by creating attractive offers such as discounts, prizes (giveaways). Other factors that influence brand image are product quality, brand positioning, price perception, and purchase decision expressed by (J. Hanaysha, Hilman, & Abdul-Ghani, 2014), (Ismitiara, Jonathan, & Effendi, 2009), (Nahra Putra & Nurmahdi, 2020), (Dizzania Oktaviani, Wisnu, Riyanto, & Fuadiputra, 2022), (Rosanti, Karta Negara Salam, & Panus, 2021), which states that product quality, brand positioning, price perception, and purchase decision have a significant and positive impact on brand image.

Several related studies on product quality, brand positioning, price perception, and purchase decision have been conducted previously. As in the research of (Lk, Arimbawa, & Damayanti, 2019), (Dirwan, 2022), (Hafilah & Chaer, 2019) that the influence Aof product quality, brand positioning, price perception, and purchase decision. According to (Saputra, 2022), there is that the influence of Brand image in mediating Product quality to Purchase decision (Tecoalu, 2021), Brand image has an effect in mediating the effect of Price perception on Purchase decision. However, according to research by (Rosi & Andriani, 2021) Brand positioning affects purchase decision without using brand image as a mediating variable. However, this result is different from the previous results because this study focuses on camille customers in the DKI Jakarta area and from Gen Z circles. Generation Z is the most resourceful generation and their lifestyle is never separated from the internet. Generation Z refers to those born between 1994 and 2009 (Hidvégi, A., &

Anikó, 2016). This research was conducted with the aim of seeing and understanding the influence of these factors on Product quality, Brand positioning, Price Perception, Purchase decision and Brand image owned by the brand itself.

2. RESEARCH METHODS

2.1 Basic Research Framework

Quantitative methods are used in this research to determine the sample and population. Data collection was carried out using a questionnaire technique or Google form using a Likert Scale with a point score of 1 "Strongly Disagree" to a point score of 5 "Strongly Agree". Sampling with purposive sampling technique which includes non-probability sampling (Sugiyono, 2018) used in this study to conduct the sampling process. The population of this study was conducted on customers who bought and used products from camille in the Jakarta area, besides that the customers taken in this study were from Gen Z. The number of samples was 105 respondents (21 indicators multiplied by 5) (Hair, Sarstedt, & Ringle, 2019). However, in this study obtained and used a sample of 190 respondents. This research can build a model framework:

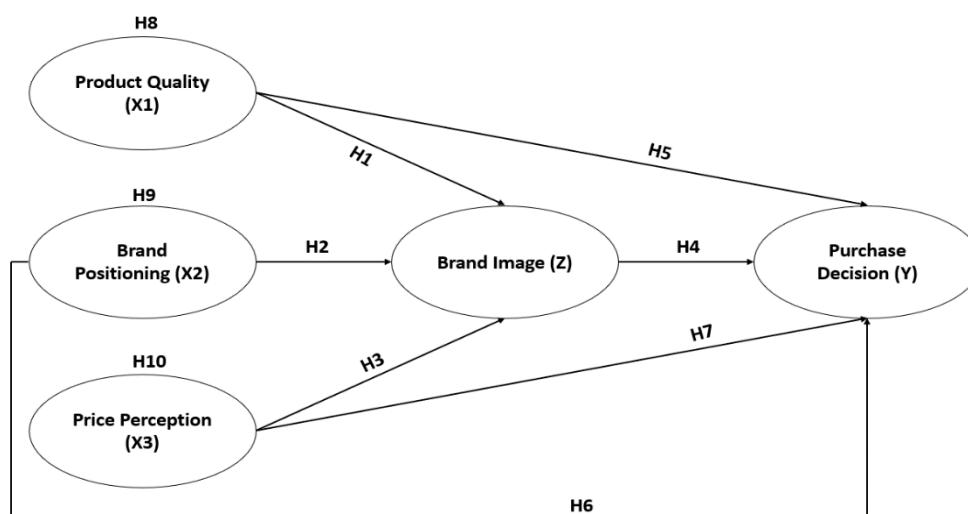


Figure 1. Research Model

The research data testing method was carried out using the Structural Equation Modeling- Partial Least Squares (SEM-PLS) method with two models, namely the outer model and the inner model. The outer model is carried out Validity test and Reliability test. Validity test, with convergent validity determined by observing factor loading and Average Variance Extracted (AVE). Discriminant validity test examines the findings of the cross loading value. Reliability test by knowing the value of Composite Reliability and Cronbach Alpha. Inner model, a model that determines how various constructs are related to each other. Testing the inner model or structural model, by looking at the R-square, Q-square and path coefficients values. With the help of research instruments, data is collected using a quantitative approach, which is then utilized to analyze statistical data and evaluate previously established hypotheses (Sugiyono, 2011). Table 1 includes statements relating to the measurement of variables.

Table 1. statements measurement of variables

Variables	Construct/items	Source
Product Quality	Camille products are made with natural ingredients. Camille products are safe to use on all skin types. Camille products can help improve and brighten the skin. Camille products have an attractive design appearance. All Camille products are BPOM certified. Brightening to moisturizing the skin are the hallmarks of camille products that suit my needs.	(Suhartanto et al., 2021)
Brand Positioning	I can feel the advantages of Camille's products after I use them. Camille products are the cosmetic products that come to mind when I think of skincare. The advantages of Camille products can bring satisfaction to my mind regarding skincare products.	(Pratisthita, Yudhistira, & Agustina, 2022)
Price perception	Camille products have a price that matches the product quality Camille products are reasonably priced.	(Pratisthita et al., 2022)
Brand Image	Camille products have easily recognizable packaging.	

Variables	Construct/items	Source
Purchase decision	I feel that Camille's products can fulfill my skin's daily needs.	(Mahri, Juliana, Monoarfa, Rohepi, & Karim, 2023)
	Camille products have their own uniqueness that is different from other products.	
	I think Camille's products have results that are appropriate in use.	
	Camille products are suitable for every skin type whether normal or sensitive.	
	I decided to make a convenient purchase of Camille products.	(J. R. Hanaysha, 2018)
	I would recommend Camille's products to others.	
	I decided to buy based on my own desires.	
	I will buy more Camille products in the future.	
	I made a confident purchase without much hesitation.	

3. RESULTS AND DISCUSSION

3.1 Data Description

The results of the questionnaire distributed online were 190 respondents who fit the criteria of generation Z who are at least 14 years old to 29 years old, have used camille skincare products for at least the last 6 months and bought camille products at least 2 times in the last 6 months and live in Jakarta. The results of respondents based on the highest age are 23-28 years with a percentage of 69%. Respondents based on using the product in the last 6 months are mostly 3-6 months with a percentage of 48%. Respondents based on buying min 2x products in the last 6 months the most are 2-4 purchases with a percentage of 87%. Respondents based on domicile are mostly West Jakarta with a percentage of 40%.

3.2 Results

3.2.1 Measurement Model (Outer model)

1) Convergent Validity Test

The validity test is used to explain how well the data collected from the research indicators can be seen from the factor loading value, which in this validity test can be said to be valid if the indicator value is more than 0.6 (>0.6). So that in this study the factor loading value obtained on each indicator in this study is considered valid. Average Variance Extracted (AVE) value for each indicator, which can be said to be valid if it is more than 0.5 (>0.5). So that in this study the AVE value for each indicator has been reached or can be said to be valid. The test results can be seen in table 2.

Table 2. Factor Loading, Average Variance Extracted

		Factor Loading	Average Variance Extracted	Description
Product Quality	PQ1	0,725	0,571	Valid
	PQ2	0,823		Valid
	PQ3	0,808		Valid
	PQ4	0,781		Valid
	PQ5	0,625		Valid
Brand Positioning	BP1	0,773	0,610	Valid
	BP2	0,744		Valid
	BP3	0,837		Valid
	BP4	0,768		Valid
Proce Perception	PP1	0,904	0,776	Valid
	PP2	0,858		Valid
Brand Image	BI1	0,698	0,646	Valid
	BI2	0,870		Valid
	BI3	0,836		Valid
	BI4	0,843		Valid
	BI5	0,759		Valid
Purchase Decision	PD1	0,830	0,656	Valid
	PD2	0,828		Valid
	PD3	0,806		Valid
	PD4	0,796		Valid
	PD5	0,791		Valid

2) Discriminant validity test

In this study, looking at the cross loading value to test discriminant validity, it can be said to be valid if the cross loading value of each variable is higher than the other values. The cross loading values can be seen in Table 3.

Table 3. Cross Loading Indicator

	Product Quality (PQ)	Brand Positioning (BP)	Price Perception (PP)	Brand Image (BI)	Purchase Decision (PD)
PQ1	0,725	0,581	0,477	0,572	0,482
PQ2	0,823	0,622	0,578	0,669	0,638
PQ3	0,808	0,639	0,550	0,652	0,609
PQ4	0,781	0,654	0,500	0,652	0,570
PQ5	0,625	0,477	0,379	0,467	0,479
BP1	0,629	0,773	0,521	0,643	0,604
BP2	0,579	0,744	0,565	0,646	0,617
BP3	0,679	0,837	0,609	0,694	0,661
BP4	0,578	0,768	0,584	0,626	0,579
PP1	0,606	0,724	0,904	0,731	0,690
PP2	0,561	0,549	0,858	0,601	0,583
BI1	0,525	0,512	0,505	0,698	0,469
BI2	0,729	0,725	0,662	0,870	0,729
BI3	0,672	0,737	0,619	0,836	0,665
BI4	0,666	0,714	0,692	0,843	0,704
BI5	0,615	0,642	0,560	0,759	0,642
PD1	0,634	0,671	0,614	0,685	0,830
PD2	0,639	0,659	0,583	0,635	0,828
PD3	0,563	0,629	0,598	0,650	0,806
PD4	0,599	0,625	0,572	0,614	0,796
PD5	0,561	0,609	0,575	0,685	0,791

3) Reliability test

The reliability test examines the composite reliability and Cronbach alpha values. The composite reliability value is considered reliable if the value of each variable is above 0.7 (>0.7). And the Cronbach alpha value of each variable is above 0.6 (>0.6). The composite reliability and Cronbach alpha values in this study have been achieved and can be said to be reliable. Results can be seen in table 4.

Table 4. Composite Reliability (CR) dan Cronbach's Alpha (CA)

	CR $>0,7$	CA $>0,6$	
Product Quality (PQ)	0,868	0,810	RELIABLE
Brand Positioning (BP)	0,862	0,786	
Price Perception (PP)	0,874	0,714	
Brand Image (BI)	0,901	0,862	
Purchase Decision (PD)	0,905	0,869	

4) Descriptive statistical test

Descriptive statistical tests were used in this study to determine the value of the statements of each variable. Based on the variable Product quality has 5 indicators with an average value of 4.35. In the Brand positioning variable there are 4 indicators which have an average value of 4.28. For the Price Perception variable with 2 indicators which has an average value of 4.34. Furthermore, the Brand image variable has 5 indicators with an average value of 4.31. In the Purchase decision variable with 5 indicators, the average value is 4.30. For the results of descriptive statistical testing can be seen in table 5.

Table 5. Descriptive Statistical Test

Variabel	Mean	STDEV
Product Quality (PQ)	4,35	1,53
Brand Positioning (BP)	4,28	1,37
Price Perception (PP)	4,34	0,97
Brand Image (BI)	4,31	1,57
Purchase Decision (PD)	4,30	1,51

3.2.2 Structural Model (inner model)

1) R-Square (R^2)

In this study there is a determination test or R-Square (R^2), Predictive Relevance test (Q^2), and Path Coefficient test. R-Square test that is the value of the variable that has been influenced, and the R-Square value for the Brand image variable is 0.781 or 78.1%, This means that the effect of the independent variables, namely Product quality, Brand positioning and Price Perception in explaining and influencing the Brand image variable is 78.1%. While the R-square value of the purchase decision variable is 0.710 or 71.0%, which means that the effect of Product quality, Brand

positioning, Price Perception and Brand image in explaining and influencing the Purchase decision variable is 71.0%. Where, from this value has a remaining value of 21.9% of the Brand image variable and 29.0% of the Purchase decision variable whose influence is explained by other variables not tested in this study. The R-Square table can be seen in Table 6.

Table 6. R-Square (R^2)

	R Square	R Square Adjusted
Brand Image (BI)	0,784	0,781
Purchase Decision (PD)	0,716	0,71

2) Q-Square (Q^2)

In the next test, the Predictive Relevance Test (Q-Square / Q^2), which is carried out to predict whether or not the measurement value on the variable model in this study. If the Q-Square value is less than zero ($Q^2 < 0$) it means that the data cannot predict the model well, if the Q-Square is more than zero ($Q^2 > 0$) it means that the data can predict the model well. In this study, the Q^2 test value on the Brand image variable is 0.495 ($Q^2 > 0$) and the Purchase decision is 0.458 ($Q^2 > 0$), it means that the Q^2 value of the Brand image and Purchase decision variables is more than 0 ($Q^2 > 0$), so it can predict the model well. Can be seen in Table 7.

Table 7. Q-Square (Q^2)

	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Brand Image (BI)	950	480,19	0,495
Purchase Decision (PD)	950	514,846	0,458

3) Path Coefficients

In testing the Path Coefficient will be accepted or rejected, by knowing the P-value. If the significance value (P-value) of the effect is smaller or below 0.05 (<0.05) it can be said that the influence between these variables can be said to be significant. If the significance value (P-value) of the effect is greater or above 0.05 (>0.05) it can be said that the influence between variables is not significant. The data can be seen in Table 8.

Table 8. Path Coefficient Test Results Direct / Indirect Effect

Hypothesis	Coefficient	T-Statistics	P-Values	Description	Mediation Status
H1: Product Quality has a positive effect on Brand Image.	0,319	4,947	0,000	Significant	
H2: Brand Positioning has a positive effect on Brand Image.	0,391	5,246	0,000	Significant	
H3: Price Perception Has a Positive Effect on Brand image.	0,264	4,118	0,000	Significant	
H4: Brand Image Has a Positive Effect on Purchasing Decision.	0,330	3,212	0,001	Significant	
H5: Product Quality has a positive effect on Purchasing Decision.	0,142	1,815	0,035	Significant	
H6: Brand Positioning has a positive effect on Purchase Decision.	0,262	2,798	0,003	Significant	
H7: Price Perception Has a Positive Effect on Purchase decision.	0,190	2,545	0,005	Significant	
H8: Product Quality on Purchase Decision has a positive effect mediated by Brand Image.	0,105	2,781	0,003	Significant	Partial Mediation
H9: Brand Positioning on Purchase Decision has a positive effect mediated by Brand Image.	0,129	2,874	0,002	Significant	Partial Mediation
H10: Price Perception to Purchase Decision has a Positive Effect mediated by Brand Image.	0,087	2,272	0,012	Significant	Partial Mediation

3.3 Discussion

According to the findings of this study, Brand image is significantly and positively affected by Product quality. With product quality that is safe to use on all skin types and can help to improve to brighten the skin, consumers feel that Camille products can meet their daily skin needs. This can be interpreted that the higher the product quality offered, the better the actual brand image of Camille products will look. This result is in line with previous research by (Diputra &

Yasa, 2021), (Andhika & Jatra, 2022), (Kurnianto, Rosalina, & Nurminingsih, 2019), (J. Hanaysha et al., 2014), which found that product quality has a positive and significant effect on brand image.

The findings of this study further show that brand positioning significantly influences brand image. With consumers feeling that camille products can meet their daily skin needs, the advantages obtained when buying products make consumers remember camille products when buying skincare. This shows that brand positioning is very important in strengthening the brand image of a product. actions taken by businesses to create a distinctive product appearance that will help customers remember and distinguish Camille products. That Brand positioning has a considerable and beneficial impact on Brand image so that it can be stated in accordance with previous research by (Ismitiara et al., 2009), (Rosi & Andriani, 2021), (Nofrizal & Prodi, 2014), which states that Brand positioning has a positive and significant effect on Brand image.

According to the findings of this study, Price Perception significantly and favorably affects Brand image. If the cost is reasonable considering the results obtained, then consumers will feel that Camille products can meet their needs. Consumer benefits also have a higher impact on brand perception, so Camille products with better price perception will experience a stronger brand image impact. This result strengthens previous research by (Hernikasari, Ali, & Hadita, 2022), (Syahputra, Ginting, & Lubis, 2022), (Tecoalu, 2021), (Soegeng Wahyoedi, Saporso, & Miki Effendi, 2021), which states that Price Perception has a positive and significant effect on Brand image.

In addition, the findings of this study explain that Brand image affects Purchase decision in a significant way. Consumer purchase decisions will be positively influenced by how well-known the company's brand is. With consumers feeling that the product can fulfill, consumers with results that match their usefulness will decide to make product purchases comfortably. These results are in line with previous research by (Dizzania Oktaviani et al., 2022), (Rihayana et al., 2022), (Hafilah & Chaer, 2019), (Wasik, Mahjudin, & Desembrianita, 2022), which states that Brand image has a positive and significant effect on Purchase decision.

This study found that Product quality significantly influences Purchase decision. This shows how the purchase decision can be influenced by Camille's product quality. With product quality that is safe to use and can improve the skin, consumers will decide to make a purchase comfortably. In other words, the influence on the choice to buy is getting bigger, if the product quality is getting better. This is in line with previous research by (Hafilah & Chaer, 2019), (Rihayana et al., 2022), (Rosanti et al., 2021), (Akbar, Violinda, Setiawati, & Rizwan, 2022), which states that Product quality has a positive and significant effect on Purchase decision.

The findings also show that brand positioning has a positive influence on consumer decisions in their purchases. Consumers who buy in the Jakarta area will decide to buy products comfortably because consumers always remember camille products when they are going to buy skincare. The more prominently the Camille brand is displayed on a product, the more likely consumers are to choose to buy these items. This result is in line with previous research conducted (Graciana, 2022), (Anggraini, Samri, & Nasution, 2023), (Dirwan, 2022), (Hanggraini, Aryati, & Widayanti, 2019), which states that Brand positioning has a positive and significant effect on Purchase decision.

According to this study, consumers' perception of price has a positive impact on their choice of which product to buy. The price is in accordance with the quality of the product, so consumers in the Jakarta area will decide to buy the product comfortably so that they will recommend the product to others. Price and product quality are the main factors that influence consumer purchases of these goods. These results are in line with previous research by (Tonce, Firdiansjah, & Darsono, 2020), (Suhaily & Darmoyo, 2017), (Haitao, 2022), (Clarissa & Bernarto, 2022), (Purwandani & Widodo, 2022), which states that Price Perception has a positive and significant effect on Purchase decision.

Based on the findings of this study, Brand image which acts as a mediation between Product quality and Purchase decision has a beneficial and significant effect on the decision. When customers feel safe with the quality of the product and can meet the needs of the skin with appropriate results, so that consumers will make product purchases comfortably. This result is in line with previous research by (Saputra, 2022), (Diputra & Yasa, 2021), (Rihayana et al., 2022), (Andhika & Jatra, 2022), (Hafilah & Chaer, 2019), (Fitriana, 2021), which states that Product quality has a positive and significant effect on Purchase decisions which are mediated by Brand image.

Based on the findings above, Brand positioning influences Purchase decision positively and significantly which is mediated by Brand image. Through brand image, brand positioning plays an important role in increasing purchase decisions. When customers will buy skincare products that come to mind because the product can meet the needs of the skin so that consumers will be comfortable when they want to make a purchase. These results support previous research by (Ismitiara et al., 2009), (Dirwan, 2022), (Rosi & Andriani, 2021), (Anggraini et al., 2023), (Nofrizal & Prodi, 2014), (Hanggraini et al., 2019), which states that Brand positioning has a positive and significant effect on Purchase decisions which are mediated by Brand image.

The findings of this study also show that Price Perception mediated by Brand image has a positive and significant influence on Purchase decision. Customer decisions to buy goods can be influenced by prices that are in accordance with products that meet the daily needs of customers in Jakarta, so that when purchasing decisions customers will feel comfortable. These results are in line with previous research by (Novansa & Ali, 2017), (Hernikasari et al., 2022), (Tonce et al., 2020), (Syahputra et al., 2022), (Suhaily & Darmoyo, 2017), (Tecoalu, 2021), (Haitao, 2022), which states that Price Perception has a positive and significant effect on Purchase decisions which are mediated by Brand image.

4. CONCLUSION

According to the findings of this study, brand positioning has a positive effect on brand image, because consumers feel that camille products can meet their daily skin needs, the advantages obtained when buying products make consumers remember camille products when buying skincare. Furthermore, brand image is influenced by product quality, brand positioning, and price perception. In addition, brand image has a positive effect on purchase decision. Product quality, brand positioning, price perception, and brand image can all have an impact on purchase decision, either directly or indirectly. brand positioning has been found to have the most direct impact on brand image. The strongest direct influence on purchase decision is brand image directly, and brand positioning has the strongest influence as a result of brand image, having an indirect impact on purchase decision. Some limitations or limitations in this study, namely, in this study one skincare product was carried out, so that further research can conduct research with other brands. Furthermore, this research was only conducted in Jakarta and the number of respondents obtained was still limited to having a small sample size, so that further research can be carried out outside Jakarta so that distributing questionnaires will be easier, and more than 190 respondents will be obtained. As well as respondents' answers which are very high with the standard deviation value in the descriptive test results, namely brand image so that further research can apply control variables to help produce good research results, because in this study the answers from respondents were very high. Therefore, future research can examine other brand products by distributing questionnaires outside Jakarta and can apply or add control variables. This research has managerial implications that are useful for improving the brand image of camille skincare products. Some of them are, the strongest influence to realize brand image is that strong brand positioning is needed. Therefore, camille products can meet the needs of consumers with their advantages by brightening to moisturizing the skin according to customer needs, and consumers can feel the superiority of camille products because they can meet the needs of the skin so that they have appropriate results in their use. Furthermore, brand image has an important role in the formation of purchase decisions, therefore it is important to build brand image. Customers feel that the product can meet their daily skin needs and has appropriate results in its use, so that customers can decide to buy the product comfortably and customers will recommend the product to others.

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