Proceeding of 4th International Conference on Research and Development (ICORAD)
Vol. 3 No. 2 (2024)
Page : 667-673
ISSN:2828-4925
DOI: 10.47841/icorad.v3i2.293

The Influence of Brand Equity on Purchase Decisions for Skintific Products at Wahid Hasyim University

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Received: December,2, 2024 | Revised: December,18, 2024 | Accepted: December,20, 2024

Abstract: This study aims to analyze the influence of brand equity on purchase decisions for Skintific products at Wahid Hasyim University. Brand equity consists of seven indicators: leadership, stability, market, international, trend, support, and protection. Purchase decisions refer to the process undertaken by consumers to select a product based on considerations influenced by brand strength. This study adopts a quantitative approach by distributing surveys to students at Wahid Hasyim University as respondents. The sample was selected using purposive sampling, with a total of 99 respondents. The collected data were analyzed using multiple linear regression analysis to determine the influence of each dimension of brand equity on purchase decisions. The results of the study indicate that, partially, brand equity significantly influences purchase decisions for Skintific products. These findings suggest that brand strength, built through perceived quality and consumer loyalty, plays an important role in driving purchase decisions for Skintific products.

Keywords: Brand Equity; Purchase Decision; Skintific

INTRODUCTION

Brand equity is the added value given to a product or service based on consumers' perceptions of the brand. It is an intangible asset formed through consumers' trust, experiences, and views of the brand. The higher the brand equity, the greater its influence on consumers' purchasing decisions. According to Soehadi (2005), brand equity includes indicators such as leadership, reliability, market share, internationality, trends, support, and protection (Pandiangan et al., 2021).

In the increasingly competitive cosmetics industry in this era of globalization and technology, cosmetic brands not only need to offer quality products but also must build a strong brand identity and equity in the minds of consumers. Kotler (2009) stated that a brand is a symbol with a broader meaning than just a name, as a brand is essentially a promise from the seller to consistently deliver certain values, benefits, and services to the buyer.(Lisa et al., 2020).Aaker (2014:8), brand equity a set of asset and liabilities associated with a brand's name and symbol that can enhance or diminish the value of a product or services for the company and its customer.(Sya'idah, 2020). Skintific, a skincare brand, has recently gained significant attention in the market and on social media, thanks to its product quality and effective marketing strategies. Skintific is known for tailoring its products to skincare needs, using safe and effective formulas that cater to the increasingly selective preferences of consumers when choosing skincare products. In the digital realm, Skintific is active on platforms like Instagram and TikTok, leveraging influencers and educational content that appeal to young audiences, particularly students interested in skincare trends and skincare routines (Khair et al., 2024).

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At Wahid Hasyim University, many students have started trying Skintific products, driven by positive reviews on social media and recommendations from friends. Skintific's digital marketing strategy has provided extensive exposure among students, who are known to be responsive to trends and brand recommendations. However, despite Skintific's growing popularity, The impact of its brand equity on students' purchasing decisions at this university has not yet been fully comprehended.

(Kotler & Keller, 2012) The purchasing decision is the process by which an individual selects one among several options through the integration of attitudes and knowledge to evaluate alternative behaviors. Consumer purchasing decisions refer to the phase in which consumers develop an intention to purchase their preferred product,although they may modify, delay, or avoid the decision depending on the perceived risks.(Siska Lusia Putri & Mutiara PutriDeniza,2018). Menurut Kotler dan Armstrong (2008), Consumer purchasing decisions involve a preference for a particular brand among various alternatives, but two main factors, namely the attitudes of others and the situation, can influence the intention and final purchasing decision.(Dewi et al., 2016).

This research aims to provide insights into the relationship between Skintific's brand equity and purchasing decisions among students, as well as to support Skintific in designing more effective marketing strategies to enhance consumer appeal and loyalty. By gaining a better understanding of the influence of brand equity on purchasing decisions, this study is expected to help Skintific formulate more precise marketing strategies, increase brand equity, and strengthen its position in the competitive skincare market.

METHOD

Type of research

This's research uses quantitativ approach in which quantitative studies focus on testing theories through the measurement of variables using numbers and statistics.focuses on testing theories through the measurement of variables using numbers and statistics.Menurut Sugiyono (2019:16-17), The quantitative research method is based on the philosophy of positivism.(Suwarsa, 2021). This method is applied to a specific population or sample, with data collection conducted using pre-determined research instruments.

Populasi dan Sample

Sujarweni (2018:15) It states that population is a group people or object that share one or more characteristics and become the main focus of a particular study. (Saks et al., 1992). The population in this study includes all students of Wahid Hasyim University who use or are aware of Skintific products. The research example exiseted chosen applying a purpose selection methode and determined through slovin formula.

Slovin Formula

$$n = \frac{N}{1 + Ne^2}$$

Description:

n= Numeral of samples
N= Population size
e= The allowable error

$$n = \frac{8.967}{1 + 8.967(0.1)^2}$$
$$= 99$$

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Thus, The smallest sample size employed in this study is 99 respondents. Based on the calculation using Slovin's formula, it was determined that this study will involve 99 respondents. The questionnaire was then distributed to 99 students at Wahid Hasyim University.

Data analysis method

1. Validity It is used to assess accuracy of the measuring instrument in reflecting a concepts or phenomena being measured. Validity is measured by comparing the calculated r value with the Pearson product-moment correlation table. Additionally, the questionnaire instrument is tested using the significance value, where if the significance value < 0.05, it is considered valid, and vice versa.
2. Reliability a method used to measure the consistency of a questionnaire that serves as an indicator or construct variable. Reliability testing is conducted on the question indicators that have passed the validity test. A variable is deemed reliable if the Cronbach's Alpha value is reaches 0.70 or higher; if the value is below that, it is considered unreliable.
3. Normality test of the data can be seen from the probability value obtained. If the probability value exceeds 0.05, the data is considered normal distribute. Conversel, possibility valuey less than 0.05 statisticts is considered not normally distributed. A regression model that shows normal distribution in its residuals indicates that the normall assumption has been met, which is one of the important requirements in regression analysis.
4. Multicollinearity testing aims to identify whether there is a correlation between independent variables in a regression model. A good regression model should not have correlations between the independent variables. To detect the presence of multicollinearity in a regression model in this study, it can be seen from The toleran worth with its reciprocal, the variance Inflation Factor (VIF).The model is considered free from multicollinearity issues if the tolerance value is > 0.10 or the VIF value is < 10.
5. Heteroscedasticity test aims to detect whether there is a difference in the variance of residuals (errors) between one observation and another in a regression model. Heteroscedasticity occurs when the variance of the errors is not constant across observations. Constant, which can cause regression analysis to become less efficient and the interpretation of coefficients to be inaccurate. In linear regression, one of the classic assumptions that must be met is homoscedasticity, meaning The variance of residuals should remain constant across all values of the independent variables.. If this assumption is not met, the regression model may be considered less valid.
6. Partial test (T-test) is Carried out to assess whether there is an individual (specific) impact effect of the independent variable on the dependent variable, tested At a significance level of 0,05.

RESULTS AND DISCUSSION

Research Result

1. Validity Test

If the computed r value is greater than the r table value, the question item is deemed valid.

If the calculated r value < r table, then the question item is considered invalid. The r tabel (df = n - 2) (df =99- 2 = 97), so the r table value is 0.1975.

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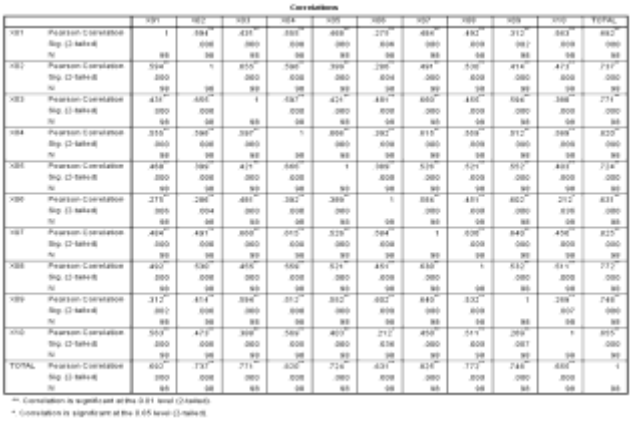
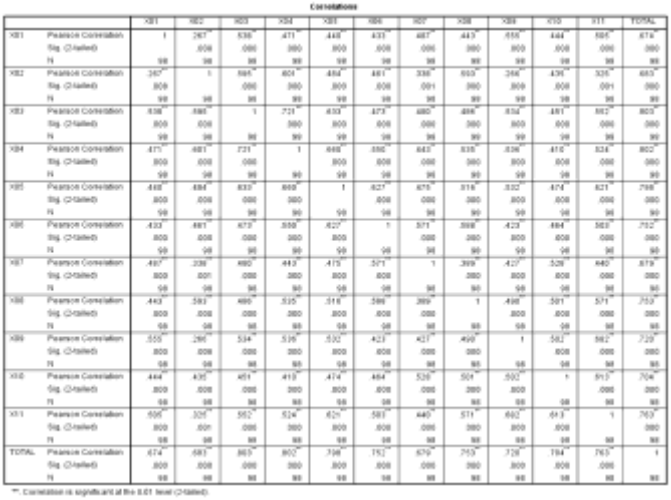
Validity Test Brand Equity



The outcomes of Brand Equity valid test show that each calculater r value is Exceeds the r table value of 0.1975. This indicates that each item of the Brand Equity variable instrument is considered valid.

Validity Test Purchase Decisions



The results of the Purchasing Decision validity test show that each calculater r value is greater than the r table value of 0.1975. This indicates that each item of the Purchasing Decision variable instrument is considered valid.

2. Reability Test

Reability Test Brand Equity

Reliability Statistics

Cronbach's Alpha	N of Items
.906	10

Based the results of the Reliable Test, the cronbach alpha value of 0.906 > 0.70, which indicates that the Brand Equity variable is considered reliable.

Reability Test Purchase Decisions

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Reliability Statistics

Cronbach's Alpha	N of Items
.915	11

Based on the results of the Reliability Test, the Cronbach's Alpha value of 0.915 > 0.70, which indicates that the Purchasing Decision variable is considered reliable.

3. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		98
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	4.41590090
Most Extreme Differences	Absolute	.095
	Positive	.070
	Negative	-.095
Test Statistic		.095
Asymp. Sig. (2-tailed)		.029[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Based on the research above, it can be seen that the value of asymp. sig. (2-tailed) is 0.029, which is greater than 0.05. Therefore, it can be concluded that the Normality test in this study is normally distributed.

4. Multikolonerity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.976	3.192		1.872	.064		
	Brand Equity	.878	.076	.761	11.488	.000	1.000	1.000

a. Dependent Variable: Keputusan Pembelian

To the results of the test above, the VIF value for Brand Equity is 1.000 < 10 and the Tolerance value is 1.000 > 0.1, meaning that there is no multicollinearity in the data.

5. Heterokedacity Test

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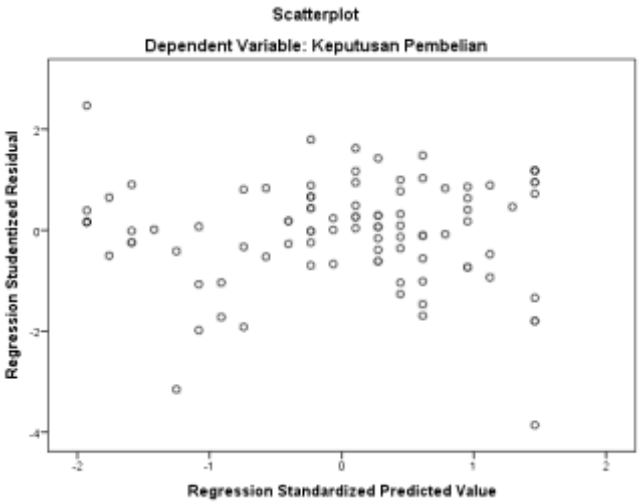

Based on the results of the test above, the points are randomly scattered, well-distributed Could you please provide the text you'd like me to paraphrase 0 mark on the Y, indicating that there is not heteroscedasticity.

6. **T (Parsial) Test**

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.976	3.192		1.872	.064
	Brand Equity	.878	.076	.761	11.488	.000

a. Dependent Variable: Keputusan Pembelian

Based on the results of the test above, the Brand Equity variable has a partial effect on the Y variable, Purchasing Decision, because 0.000 < 0.05.

H1: The Influence Of Brand Equity On Purchase Decisions

In this study,Brand Equity was tested through several stages, one of which was the validity test, which showed that the calculated r value was greater than the r table value. Based on the applicable criteria, each Brand Equity indicator can be concluded to be valid and has a positive value, which affects the Purchasing Decision variabel. based on the test, significance value of 0.000 < 0.05 was obtained, indicating That the brand equity variable has a substantial and positive impact on the purchasing decision variable.

CONCLUSION

Based on the results of the research above, it can be concluded that the test results show that the instruments for the Brand Equity and Purchasing Decision variables are valid and reliable, with the calculated r value greater than the r table value of 0.1975 and Cronbachs Alpa valuey above 0,70. The data is normally distributed (Asymp. Sig. 0.029 > 0.05) there is no multicollinearity, as the VIF is 1.000 and Tolerance is 1.000. The regression model is free from heteroscedasticity, as seen from the random scatter of points on the graph. The partial test shows that Brand Equity has a positive and significant effect on

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Purchasing Decision (sig. 0.000 < 0.05). Overall, the results support that Brand Equity has a significant influence on purchasing decisions.

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