

The Impact of Brand Image and Perceived Price on Imported Halal Skincare Purchase Decision: Study on Safi's Consumers in Central Java, Indonesia

Kusuma Wardani & Annie Susanto

Abstract:

Halal as an Al-Qur'an term applies to legal products that are permitted to use or consume according to Islamic thought. As non-food, halal product, skincare is categorized as a cosmetic product. Indonesia has the largest Muslim population of 207.2 million people, it makes Muslim consumers in Indonesia are interested in not only consuming local halal skincare but also imported halal skincare. Not only focus on the Muslim consumers only, but how the image of Safi's brand and perceived price in the consumers mind can affect the purchase decisions considering that Safi is an imported skincare product. The aim of this research is to determine the influence of brand image and perceived price toward purchase decision among Safi consumers in Central Java, Indonesia. The sampling technique used was purposive, with 140 samples. The data analysis technique was multiple linear regression analysis. There are two research questions: (1) what are the influences of brand image on consumer purchasing decision of imported halal skincare, (2) what are the influences of perceived price on consumer purchasing decision of imported halal skincare. The first regression result showed that there was a significant influence between brand image toward purchasing decision on Safi's skincare. The second regression result showed that there was no influence of perceived price toward purchasing decision on Safi's skincare.



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Introduction

Indonesia has the largest Muslim population of 207.2 million people with a percentage of 87.2% in 2010 (BPS, 2010). With a large number of Muslim population in Indonesia, then it is assumed that the market for halal products is also large. It makes Indonesia a large market for Muslim consumers (Charity, 2017). It also undeniable if Muslim consumers in Indonesia are interested in not only consuming local halal products but also imported halal products (Noer, 2018).

Halal as an Al-Qur'an term applies to legal products that are permitted to use or consume according to Islamic thought (Hajipour et al., 2015). Halal is a concept of Islamic religious principles which states that something is permitted or prohibited to be consumed by Muslims on the basis of the Al-Qur'an (Salehudin & Luthfi, 2011). A better understanding of religion makes Muslim consumers more selective in choosing halal products to be consumed, ranging from food products, medicines, drinks, as well as cosmetics (Wahyuningsih, 2019). As non-food, halal product, cosmetics can be categorized as follows : skincare, makeup, fragrance, hair care, and body & oral care cosmetics (Ali et al., 2016). In this research, the researchers only focus on a brand of imported halal cosmetics (Safi) especially for its skincare products. Safi has been around in Malaysia since 1987 and has already been circulated in Indonesian market since 2018 (Safi Research Institute, 2018). After being circulated for six months in Indonesian market, sales growth of Safi in Indonesia reaches 451 index for cleanser and moisturizer categories. Based on Nielsen data, Safi has been a market leader for halal skincare category in Malaysia (Wulandari, 2018). Safi is positioned as halal skincare, so that the brand clearly has a halal label and has been certified by Department of Islamic Development Malaysia (*JAKIM*). In Indonesia, Safi is also certified by the Research Institute for Foods, Drugs, and Cosmetics of the Indonesian Ulama Council (*LP POM MUI*) in cooperation with the Ministry of Health and Religious Affairs (Safi Research Institute, 2018). With the sales growth of Safi in the Indonesian market as well as its position as a market leader for halal skincare category in Malaysia, it makes the researcher interested in conducting a research on Safi brand. In addition, the existence of Safi in Indonesia adds more choices of halal cosmetic products, and creates greater convenience in market evaluation before making a purchase decision. Purchasing decision is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them (Peter & Olson, 2010).

One of the strategies to encourage purchasing decisions is to form a certain brand image in consumers' mind. This strategy is capable of pounding competition in the field of marketing to be able to survive in marketing their products to consumers (Roisah & Riana, 2016). If the product becomes more complex and the market is more crowded, the consumers can depend on the brand image of the product than the actual attributes (Schiffman & Kanuk, 2010). This is the reason of consumers tend to make the brand image of a product as a reference before making a purchase of a product (Roisah & Riana, 2016). Besides brand image, the role of price in the buying decision process has been the subject of extensive research. Consumers have expectations over the relationship between price and buying decisions (Suseno, 2018). Price is the amount of money that consumers must pay to obtain a product (Kotler & Armstrong, 2013). Perceived price is a sense of whether the price of a product is expensive or cheap (Suhaily & Darmoyo, 2017).

The previous research on the impact of brand image and perceived price on purchase decision conducted by Isnawati (2018) showed that brand image and perceived price have a

significant impact toward purchasing decision of Aqua. However, the research conducted by Jansaris & Miciko (2018) on the analysis of the influencing factors in buying Tupperware products showed that brand image has no significant impact toward purchasing decision. Meanwhile, the research conducted by Widyastuti & Said (2017) about the consumers of SPECS sports shoes in Indonesia showed that brand image and perceived price have a significant influence toward purchasing decision, but the research conducted by Amron (2018) about the influence of brand image on consumer's purchase decision of MPV has no significance toward purchasing decision. Another research conducted by Naila & Armanu (2017) found that the perceived price of iPhone has a significant impact toward purchasing decision. However, the research conducted by Octaviona (2016) showed no significant impact of perceived price toward the decision to purchase gadgets. This object of this research is imported halal skincare (Safi). The researchers want to prove and provide scientific evidence related to the presence of brand image and perceived price on the purchase decision of Safi products, hence this scientific research is needed.

The objectives of this research is to analyze the influence of brand image and perceived price on imported halal skincare purchase decision. The research issues of this research are : (1) what are the influences of brand image on consumer purchasing decision of imported halal skincare, and (2) what are the influences of perceived price on consumer purchasing decision of imported halal skincare.

Literature Review

Brand Image

According to Kotler & Keller (2012) brand image is the perceptions and beliefs held by consumers, as reflected in the associations held in consumers' memory. In other words, brand image can be interpreted as perceptions and beliefs held by the consumers as a bundle of unique association inherent in their minds and memories. Such perception can be formed from information or consumer's past experiences with the brand. According to Keller (2012) the indicators of brand image are : strength of brand association, favorability of brand association, the uniqueness of brand association.

Perceived Price

Perceived price is a consumers' perceptions of price. According to Holston (2012), perceived price is the consumers' perceptual representation of the objective price of the product. According to Stanton (2009) the indicators of perceived price are : affordable price, price competitiveness, compatibility between price and quality, and compatibility between price and benefits.

Purchase Decision

Purchase decision theory states that consumers' purchase decision is the purchase of the most preferred brand, or the brand most likely to be purchased by consumers (Kotler & Armstrong, 2013). Based in Kotler & Armstrong (2013); Swastha & Irawan (2012), the indicators of purchase decision used in this research are : purchase stability, product choice, brand choice decision, influencer, numbers of product decision.

The Relationship between Brand Image and Purchase Decision

Brand image is the beliefs and perception held by the consumers about a specific product. It is embedded in the consumers' memory and will also be reflected in consumers' purchase behavior (Rubio et al., 2014). Therefore, to form a memory attached to consumers, a good brand image must be known by the consumers continuously. Furthermore, the brand image

will be stronger when the brand associations are also strongly interrelated (Amron, 2018). The research conducted by Isnawati (2018) examining the influenced of brand image on the consumers' purchase decision of Aqua, proved that brand image has a significant and positive effect on purchase decision. Another research conducted by Widyastuti & Said (2017) examining the influence of brand image on the consumers purchase decision of SPECS sports shoes in Indonesia showed that brand image has a significant and positive effect on purchase decision. In other words, brand image is able to influence purchase decision in a positive direction. Thus, the researchers formulate the first hypotheses as follows.

H₁ : Brand image has a positive and significant effect on the consumer's purchase decision of imported halal skincare.

The Relationship between Perceived Price and Purchase Decision

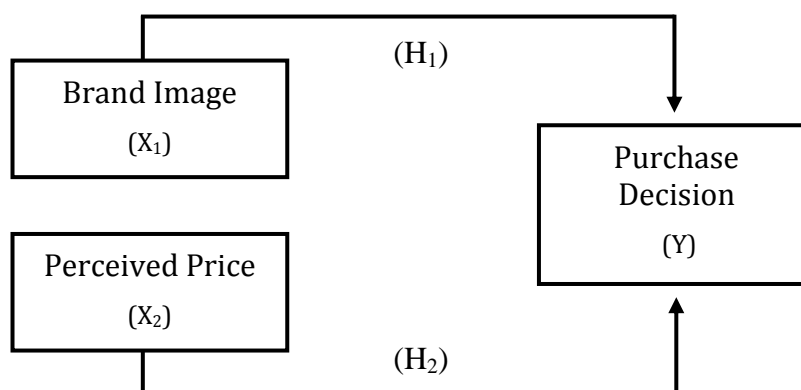
Perceived price is related to how price information is understood by consumers and gives a deep meaning to them. Thus, whether certain product is assessed as ordinary, cheap, or expensive will be different among individuals (Peter & Olson, 2010). Price is one of the important variable in marketing because price can influence consumers in making decision to buy a product (Rommy et al., 2018). The research conducted by Isnawati (2018), examined the influence of perceived price on consumers purchase decision of Suzuki Ertiga Cars, and showed a significant and positive effect on purchase decision. Another research conducted by Naila & Armanu (2017) about the effect of perceived price on iPhone showed a significant and positive effect on purchasing decision. Thus, the researchers formulate the second hypotheses as follows.

H₂ : Perceived price has a positive and significant effect on the consumers' purchase decision of imported halal skincare.

Conceptual Framework

The conceptual framework of this research can be seen in figure 1.

Figure 1 : Conceptual Framework



Research Methodology

Type of Research

Quantitative method was used to collect data for this research. Quantitative method is based on positivism and is used to examine certain populations quantitatively in order to test hypotheses (Sugiyono, 2017).

Location, Population, and Sample of the Research

The population in this research is men and women aged between 16 - 41 years old who live in Central Java and have ever bought and used imported halal skincare (Safi). The exact number

of sample must be taken to make sure that the sample is fairly close to the population parameter (Sekaran & Bougie, 2013). The sampling technique used for this research was a non-probability sampling technique with a purposive sampling approach. The number of samples was calculated using a formula proposed by Cochran (2007) as follows :

$$n = \frac{Z^2 \times p \times q}{e^2} = \frac{(1.96)^2 \times 0.1 \times 0.9}{(0.05)^2} = 138.3$$

Explanation :

n = number of samples, Z = level of confidence, p = proportion of population (random number 0 - 1), q = 1 - p & e = margin of error

The number of sample was round up and 140 respondents were taken for this survey with the criteria as follows : those who have ever bought and use Safi skincare.

Data Collection Method

According to Sekaran & Bougie (2013) primary data is the data collected first-hand for subsequent analysis to find solutions to the research problem. This research used primary data collected through questionnaires. Spreading questionnaires is a data collection technique that is done by giving a set of questions or written statements to respondents to be answered (Sugiyono, 2017). The survey is conducted using online and offline questionnaires to collect data. Likert Scale was applied to the questionnaires, in which the respondents should choose a number from 1 - 5 using the criteria as follows : strongly disagree (1), somewhat disagree (2), neutral (3), somewhat agree (4), strongly agree (5). The data for this research was from January to March 2020 through online and offline questionnaire. The online method was done through Google Forms and the offline method was done by distributing questionnaire at Elisha and Guardian cosmetics stores in Semarang.

Data Analysis Method

Validity Test

According to Sekaran & Bougie (2013) validity test is used to check how well the instrument measures the particular concept it is intended to measure. In other words, the purpose of this test is to find out whether the questionnaire items can define a variable or not. The value of r_{count} should be $> r_{\text{table}}$, then the research questionnaires can be declared as valid.

Reliability Test

The realibility of a questionnaire is established by testing for both stability and consistency. Consistency indicates how well the items measure a concept fixed together as a set. The cronbach's alpha value is reliability coefficient that indicates how well the items in a set are positively correlated (Sekaran & Bougie, 2013). The value of cronbach's alpha should be > 0.6 , then it can be concluded that the whole questionnaire is reliable.

Classic Assumption Test

The residual is assumed to be normally distributed (in independent sample t-test). Residual is the difference between the model-predicted and observed values of the dependent variable. This study uses the kolmogorov smirnov statistical test approach to test the data normal or not. If the p value > 0.05 , then the data is normally distributed (Ghozali, 2016). Heteroscedasticity test was performed using scatterplot charts. If the result of the scatterplots spread and do not make a pattern, then it can be concluded that there is no heteroscedasticity (Ghozali, 2016). In multicollinearity test determined by the tolerance value and the value of the variance inflation factor (VIF). Where tolerance values > 0.1 , and VIF values < 10 , then it can be concluded that there is no multicollinearity (Ghozali, 2016).

T-Test (Partial)

The independent samples t-test evaluates the differences between the means of two unrelated or independent groups. The value of significance should be < 0.05 ($\alpha = 5\%$), and if the value of $t_{\text{count}} > t_{\text{table}}$, so it can be concluded that the independent variables have influenced to the dependent variable (Ghozali, 2016).

Multiple Linear Regression Test

The regression's equation is as follows :

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Explanation :

Y = purchase decision, α = constant, X_1 = brand image, X_2 = perceived price, β_1 = regression coefficient, β_2 = regression coefficient & e = error term

Result and Analysis

The data from 140 respondent who have ever bought and used imported halal skincare (Safi) can be seen in table 1.

Table 1 : Descriptive Statistics Analysis of Sample

	Items	Number of respondents	Percent (%)
Gender	Male	11	7.9
	Female	129	92.1
Age	16 - 20 years old	19	13.6
	21 - 25 years old	68	48.6
	26 - 30 years old	26	18.6
	31 - 35 years old	16	11.4
	36 - 40 years old	9	6.4
	> 41 years old	2	1.4
Religion	Muslim	103	73.6
	Protestant	31	22.1
	Roman catholic	6	4.3
	Hindu	0	0
	Buddhist	0	0
	Confucian	0	0
	Others	0	0
Occupation	Student	8	5.7
	College student	60	42.9
	Employee	31	22.1
	Entrepreneur	6	4.3
	Housewife	15	10.7
	Others	20	14.3
Educational Background	Elementary school	0	0
	Middle school	7	5.0
	High school	76	54.3
	Associate's degree	4	2.9
	Bachelor's degree	50	35.7
	> Bachelor's degree	3	2.1
Monthly expenses (IDR)	< 3.000.000	98	70.0
	3.100.000 - 5.000.000	36	25.7
	5.100.000 - 7.000.000	6	4.3
	> 7.000.000	0	0
Monthly expenses for buying cosmetics (IDR)	100.000 - 250.000	107	76.4
	251.000 - 500.000	29	20.7
	501.000 - 1.000.000	4	2.9
	> 1.000.000	0	0

Source : Primary data collected by the researcher, 2020

Validity Test

Table 2 : Validity Test

Variable	Indicator	r_{count}	r_{table}	Remark
X1	X1.1	0.315	0.166	Valid
	X1.2	0.462	0.166	Valid
	X1.3	0.416	0.166	Valid
	X1.4	0.360	0.166	Valid
X2	X2.1	0.321	0.166	Valid
	X2.2	0.262	0.166	Valid
	X2.3	0.266	0.166	Valid
	X2.4	0.243	0.166	Valid
Y	Y1	0.214	0.166	Valid
	Y2	0.183	0.166	Valid
	Y3	0.555	0.166	Valid
	Y4	0.296	0.166	Valid
	Y5	0.279	0.166	Valid
	Y6	0.386	0.166	Valid

Source : Primary data processed by the researcher, 2020

From the table 2 above, all the independent variables and dependent variable are above 0.166. It can be concluded that all the indicators are valid.

Reliability Test

Table 3 : Reliability Test

Variable	Indicator	Cronbach's Alpha		Remark
		Criteria	Result	
X1	X1.1	> 0.6	0.682	Reliable
	X1.2	> 0.6	0.659	Reliable
	X1.3	> 0.6	0.663	Reliable
	X1.4	> 0.6	0.671	Reliable
X2	X2.1	> 0.6	0.677	Reliable
	X2.2	> 0.6	0.685	Reliable
	X2.3	> 0.6	0.684	Reliable
	X2.4	> 0.6	0.686	Reliable
Y	Y1	> 0.6	0.689	Reliable
	Y2	> 0.6	0.692	Reliable
	Y3	> 0.6	0.663	Reliable
	Y4	> 0.6	0.682	Reliable
	Y5	> 0.6	0.693	Reliable
	Y6	> 0.6	0.668	Reliable

Source : Primary data processed by the researcher, 2020

From the table 3 above, it shows that the Cronbach's Alpha value of all indicators is above 0.6, which means all the variables is reliable.

Classic Assumption Test

Normality Test

Table 4 : Normality Test Result
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		140
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.26258030
Most Extreme Differences	Absolute	.071
	Positive	.056
	Negative	-.071
Kolmogorov-Smirnov Z		.071
Asymp. Sig. (2-tailed)		.079 ^c

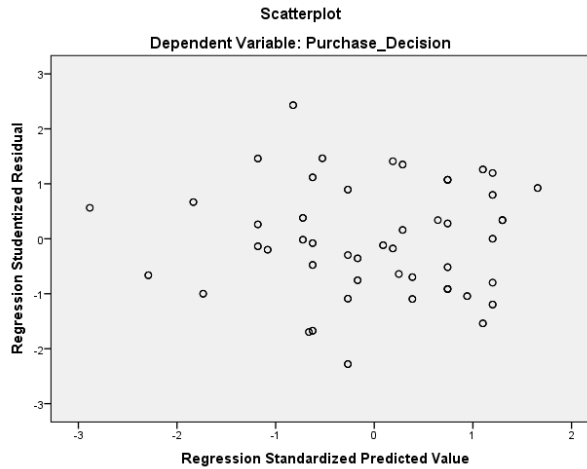
a. Test distribution is Normal.

Source : Primary data processed by researcher (2020)

From the table 4 above, the significance value obtained is $0.079 > 0.05$, so it can be concluded that the data is accepted the assumption of normality.

Heteroscedasticity Test

Figure 2 : Heteroscedasticity Testing



Source : Primary data processed by researcher (2020)

From the figure 2 above, the results of the scatterplot shows that the dots spread randomly generated and do not form a particular pattern or trend line, which means there is no heteroscedasticity.

Multicollinearity Test

The tolerance value for brand image is 0.783 and for perceived price is 0.783. The VIF value for brand image is 1.277 and for perceived price is 1.277. The results of the all tolerance value obtained is > 0.1 , and also the result of the all value of $VIF < 10$, then it can be concluded that there is no multicollinearity.

T-Test (Partial)

The significance value for brand image (X_1) is $0.000 < 0.05$, then it can be concluded that the hypotheses of the independent variable significantly influenced toward dependent variable (Y). The significance value for perceived price (X_2) is $0.318 > 0.05$, then it can be concluded that the hypotheses of the independent variable not significantly influenced toward dependent variable (Y). The t-test results in this research show the value of t_{table} is 1.977. Variable brand image (X_1) has a value of 5.807 $t_{count} > t_{table}$ 1.977, so it can be concluded that brand image (X_1) have a positive and significant impact toward purchase decision (Y). Variable perceived price (X_2) has a value of 1.002 $t_{count} < t_{table}$ 1.977, so it can be concluded that perceived price (X_2) is not significantly influence toward purchase decision (Y).

Multiple Linear Regression Test

Table 5 : Multiple Linear Regression Analysis of Variables Brand Image and Perceived Price Coefficients^a

Model		Unstandardized Coefficients	
		B	
1	(Constant)		9.651
	Brand Image		0.701
	Perceived Price		0.152

a. Dependent Variable: Purchase Decision

Source : Primary data processed by researcher (2020)

$$Y = 9.651 + 0.701 + 0.152 + e$$

The interpretation of the linear regression equation can be described as follows: if the value of the independent variables (X_1 and X_2) are considered as 0, then the value of the dependent variable (Y) equals to 9.651 units. Then, if the value of the other variable (X_2) are considered as constant, then the increase of the value of brand image (X_1) for 1 unit will increase the value of purchasing decision (Y) as much as 0.701 units. Then, if the value of the other variable (X_1) are considered constant, then the increase of the value of perceived price (X_2) for 1 unit will decrease the value of purchasing decision (Y) as much as 0.152 units.

Coefficient of Determination (R^2)

The coefficient of determination (R^2) is used to measure how far the regression model explains the variation of the dependent variable. The value of R^2 is 0.272 (27.2%). It shows that the magnitude of the influence of brand image and perceived price on purchasing decision is 27.2%, while the rest of 72.7% is influenced by other factors not included in this research.

Descriptive Statistics Analysis

Table 6 : Descriptive Statistics of Brand Image

No.	Indicator	Statement	Mean	Remark
1.	X1.1	Safi is completely popular as a halal skincare	4.69	Very high
2.	X1.2	Safi is the most favorite brand of halal skincare product	3.75	High
3.	X1.3	Safi's skincare has an attractive packaging appearance	4.01	High
4.		Safi has an attractive logo appearance	3.06	Medium
Total Mean			3.88	High

Source : Primary data processed by researcher (2020)

Table 7 : Descriptive Statistics of Perceived Price

No.	Indicator	Statement	Mean	Remark
5.	X2.1	Safi's skincare has an affordable price	4.30	Very high
6.	X2.2	Safi's skincare has a cheaper price than the other brands	4.16	High
7.	X2.3	Safi's skincare had a price comparable to its quality	4.43	Very high
8.	X2.4	Safi's skincare had a price that suits with the benefits	4.45	Very high
Total Mean			4.33	Very high

Source : Primary data processed by researcher (2020)

Table 8 : Descriptive Statistics of Purchase Decision

No.	Indicator	Statement	Mean	Remark
9.	Y1	Ready to buy because Safi is a halal skincare product	4.54	Very high
10.	Y2	Safi is the best option for buying skincare product than the other brands	3.90	High

11.	Y3	Buying Safi's skincare because has a superior secure for its quality (halal certified)	4.63	Very high
12.	Y4	Buying Safi's skincare from the other people recommendation	3.71	High
13.	Y5	Buying Safi's skincare with different kinds of skincare products (example : face wash, essence, serum, scrub, etc.)	3.44	High
14.		Buying one complete set of Safi's skincare, from a particular variant (example : Age Defy, White Expert, White Natural, or Dermasafe sets)	2.94	Medium
Total Mean			3.86	High

Source : Primary data processed by researcher (2020)

Discussion

The results of the t-test (partial) showed the significant influence of brand image on purchase decision of Safi products. It is based on the value of $t_{\text{count}} 5.807 > t_{\text{table}} 1.977$ with the significance value is $0.000 < 0.05$ then it can be concluded that the hypotheses 1 is accepted. This result is relevant to Rubio et al., (2014) who stated that brand image is the beliefs and perception held by the consumers about a specific product, which is embedded in the consumers memory and will be reflected in their purchase behavior. In other words, when a brand has a strong and positive image in consumers' mind, those consumers will always remember the brand and thus the possibility to purchase the particular brand is increased. This suggests that the strong brand image that owned by consumers, strengthens the tendency of consumers to make a purchase decision and vice versa.

Based on the descriptive statistics table of purchase decision, the level of purchase decision of consumers who buy the Safi's halal skincare products is high with the score of 3.86. This is due to the brand image and the perceived price that the consumers have after buying Safi's halal skincare products is good, so that consumers who prefer to choose Safi's halal skincare products for their skincare, compared to other similar halal skincare products. The result of the t-test (partial) showed the perceived price does not significantly influence on purchase decision of Safi products. It is based on the value of $t_{\text{count}} 1.002 < t_{\text{table}} 1.977$ or the significant value is $0.318 > 0.05$. Thus, it can be concluded that the hypotheses 2 is not accepted. It means, high or low the level of perceived price will not affect consumers purchase decision. This results is relevant to Schiffman & Kanuk's (2010) theory where the satisfaction of the use of certain product will strengthen the attitudes and enhance the probability of purchasing decision with adjusted prices, because prices are not always a consideration in every consumer choices. This was proven by the results on the descriptive statistics table of the perceived price variable which shows the very high level of perceived price, scored 4.33. In other words, when buying Safi's skincare products, consumers do not really consider about the price. Since Safi's skincare products have already had a good quality standard (halal certified) and are also considered as worth the prices, consumers generally tend not to think about the costs incurred. The result of this research indicates that brand image has an influence on consumers' purchasing decisions. This research also supports the results of previous research conducted by Isnawati (2018) and Widyastuti & Said (2017) which stated that brand image has a significant influence on purchasing decisions. However, this reseach is doesn't support the results of the previous research conducted by Jansaris & Miciko (2018) and Amron (2018) who stated that brand image has no significant impact toward purchasing

decision. Kotler & Armstrong (2013) says that if a brand is able to provide satisfaction, then the potential of the brand in meeting the reasons for the desire to buy the product will definitely increase, thus the possibility of the buyer to buy the brand will be increased too. Then the second result of this research indicates that perceived price has no influence on purchase decisions. This research also supports the results of previous research conducted by Octaviona (2016) which showed that perceived price has no significant influence on purchase decision. However, this research doesn't support the results of previous research conducted by Naila & Armanu (2017) which stated that perceived price has a significant impact toward purchasing decision. Satisfaction of the use of the product will strengthen the attitudes and enhance the probability of purchasing decisions with adjusted prices, because prices are not always a consideration in every consumer choice (Schiffman & Kanuk, 2010).

Conclusion and Implications

Based on the research result and analysis that have been discussed above, it can be concluded that brand image has a positive and significant effect to the purchasing decisions of Safi skincare products in Central Java and then for the perceived price has no significant effect to the purchasing decisions of Safi skincare products in Central Java.

Implications

Brand image variable has the lowest score on the statement on "Safi has an attractive logo appearance" with the score of 3.06. Thus the researcher suggest to Wipro Unza Malaysia Sdn Bhd try to do a continuous improvement or rejuvenate certain aspects of the logo that Safi currently has, for example by modifying the shape of the font, the color used, or adding the certain components, so that the logo looks more attractive. Among the indicators of purchase decision variable, the lowest score is on the statement "Buying one complete set of Safi's skincare, from a particular variant (example : Age Defy, White Expert, White Natural, or Dermasafe sets)" with the score of 2.94. It is possible that some consumers are not willing to buy a full size of one series of Safi's skincare due to various reason, for example the worry that certain products may cause the unexpected reactions on their skin, or the full size series is considered as impractical to be carried because it takes up a lot of space. 42.9% of the respondents are college students with the age range between 21 – 25 years old. As young people, most of them usually have high mobility, and carrying a full set of skincare might be considered as inefficient. Therefore, the researcher suggest to Wipro Unza Malaysia Sdn Bhd to provide trial kit or mini sample size for each set of Safi's skincare. The respondents in this research are mostly female, but there are 7.9% male respondents. This is would be an opportunity for Wipro Unza Malaysia Sdn Bhd to make a product line of halal skincare for men. Another possibility is Wipro Unza Malaysia Sdn Bhd can communicate through the ad that Safi products are not only for women but can also be used for men.

Research Limitation and Suggestion

The results in this research can't represent yet the all consumers of Safi's product users in Indonesia because the total number of respondents are relatively limited and doesn't cover all areas of Indonesia. The next researchers are expected to uncover other variables that many influence purchase decision such as brand trust, corporate image, product quality, consumers satisfaction, and other variables. The next researcher can combine the quantitative with the qualitative methods, especially in order to delve deeper into each item related to the questionnaire statements to obtain a better explanation for each variable and provide the applied implications more precisely.

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