

# THE INFLUENCE OF BRAND IMAGE, PRODUCT COMPLETENESS AND SERVICE QUALITY ON PURCHASE DECISIONS

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## Abstract

The growth of web-based enterprises can be attributed, in large part, to the growth of online shopping in recent years. This research was conducted with the goal of determining how factors such as brand image, product completeness, and service quality influence customer decision-making when shopping at SOCO by Sociolla. Methods of descriptive and quantitative research are utilized in this type of study. Data gathering approaches using questionnaires and scale measurement data using a Likert scale. The group that was analyzed for this study is comprised of online customers in Surakarta who utilize the SOCO by Sociolla application. A total of one hundred people participated in this study's sample, which was selected using the method of purposive sampling. The SPSS Statistical 22 analytic tool was utilized in order to do the data analysis. The results of the test to determine the coefficient of determination revealed that purchasing decisions were responsible for 53.8% of the influence on brand image, product completeness, and service quality. The remaining 46.2% of the influence came from other variables that were not accounted for in the model used in this investigation. Because of this, it is possible to draw some conclusions from the findings of the research, including the following: brand image got a positive and significant effect on purchasing decisions; product completeness got a positive and significant effect on purchasing decisions; and service quality got a positive and significant effect on purchasing decisions.

**Keywords:**Buying Decision, Brand Image, Product Completeness, Service Quality.

## 1. INTRODUCTION

The current era is increasingly advanced and even experiencing very rapid development, one of which is technological development. The development of increasingly advanced technology has led to the birth of an online-based business with an electronic sales system (e-commerce). The lack of free time to buy directly at shops, malls, and official stores makes shopping online the right choice. Thanks to websites and media, customers no longer have to spend a lot of time shopping, only by visiting websites or through e-commerce applications, which can be done anytime without time limits. Beauty products are currently busy in sales. Beauty and personal care products currently have an important role for health, cleanliness or just to look better and confident in everyday life, especially women who want beauty and perfection. Not only women but now many men are aware of the importance of taking care of themselves because beauty products do not only focus on cosmetics but also skin care, hair care, body care and perfume.

There are several online beauty shops in Indonesia, one of which is Sociolla. When viewed from the whole e-commerce through the Indonesian E-Commerce Map, the major e-commerce players, Sociolla, are ranked 11th. But when viewed from the beauty e-commers, Sociolla ranks 1st for beauty. The products offered are original and authentic with

certification from the Food and Drug Supervisory Agency (BPOM) and work directly with official national distributors and brand owners in Indonesia so that customers can have more trust and feel safe when shopping at Sociolla. One's views and judgments about products and stores greatly influence purchasing decisions. Consumer purchasing decisions are influenced by how the purchasing decision process is carried out. The decision-making power of consumers in buying goods or services will certainly differ according to the type of purchasing decision they want. You can also attract consumers to buy by offering perfect and quality products, attracting consumers to buy so that consumers feel happy when they buy (Widia, 2021). Many factors can influence customer decisions in buying products, including brand image.

Brand image refers to attitudes, beliefs, and preferences towards certain brands. Brands that succeed in creating a positive customer image will encourage customers to be more inclined to buy (Ernawati, 2021). If the brand image is well developed, the customer will repurchase the product or service. Customer perceptions and beliefs that are reflected or embedded in the minds and memories of customers are formed by information or past customer experiences with the brand (Kurniawati, 2020). Further to brand image, other factors that influence purchasing decisions include product completeness.

Product completeness refers to product selection according to product diversity. Product availability is very important, consumers tend to lose confidence if the desired product is empty at the point of purchase (Widia, 2021). Completeness of the product is very important to retain existing customers and attract new customers. Sociolla has complete products, so customers don't need to worry if they can't find the product they are looking for. The types of products available at Sociolla are also very diverse. Starting from skincare, make-up, bodycare, haircare, fragrance and beauty tools (Polii, 2022). Further to brand image and product completeness, service quality also influences purchasing decisions.

Service quality can be realized by offering customers the best service in accordance with the wishes of customers, namely receiving satisfying service (Iskandar, 2019). In terms of product delivery, Sociolla has 2 options, namely direct delivery to the customer's house or a new in-store pick-up feature that allows consumers to select the desired product and enter the available coupons into the application by selecting the in-store pick-up service from the current store. checkout. This service is relatively new, so not all Sociolla stores offer this service. On the other hand, Sociolla continues to offer the best service at every store (Amartya, 2022).

According to this description, the researcher conducted a study entitled "The Influence of Brand Image, Product Completeness and Service Quality on Purchasing Decisions (Study of Online Customer Application SOCO by Sociolla Surakarta City)" with the aim of examining the effect of brand image, product completeness and service quality on purchasing decisions .

Purchasing decisions are people's behavior in dealing with a situation and choices to satisfy their needs as a result or continuation of that situation (Sugiyanto, 2021). Purchasing decision is a situation where a person determines an attitude by using his trust and experience to determine his interest and choice of the item he wants to get when buying.

It is possible to understand brand image as a representation of broad brand perceptions, and it is formed by previous knowledge and experience with the brand in question (Mukuan, 2020). An individual's perception of a brand is known as its brand image, and it is formed According to the individual's prior interactions with and information regarding the brand.

According to Utami (2016: 162) Product Completeness is the diversity of products concerning the depth, breadth and quality of the products offered in stores. Product completeness is the wide variety of varied product choices that make it easier for consumers to buy and own these products.

Service quality is a collection of traits and attributes of a product or service that can match stated or anticipated needs, as defined by Kotler and Keller (2016: 156). A consumer's level of satisfaction with the level of service they receive is one factor that determines the quality of the service they receive.

## 2. RESEARCH METHODS

The nature of this research can be characterized as both quantitative and descriptive. The method of collecting data consisted of Sociolla customers in the Surakarta region who were at least 17 years old and had purchased items from the application providing the data by distributing questionnaires to SOCO on behalf of Sociolla. The sample for this study consisted of one hundred people who were chosen for participation through a process known as purposive selection. Using SPSS Statistics 22, the data analysis includes hypothesis testing, multiple linear regression testing, and classical assumption testing. Additionally, the coefficient of determination is calculated.

## 3. RESULTS AND DISCUSSION

### 3.1. Research result

#### Classical Assumption Test Results

##### Normality test

The normality test in this study used the Kolmogorof-Smirnov Test with a p-value > 0.05.

Variable	Sig.(2-tailed)	p-values	Information
Unstandardizes Residuals	0.200	0.05	Normal data distribution

Source: Primary data processed in 2022

The Kolmogorov-Smirnov test reveals that the significance level of the regression model is higher than 0.05, which is a significant finding. This suggests that the data distribution of the regression equation used in this inquiry for the model is normal.

##### Multicollinearity Test

In this study the multicollinearity test paid attention to the Variance Inflation Factor (VIF) and tolerance numbers. Commonly used cutoff values are VIF values <10.00 and tolerance values >0.10.

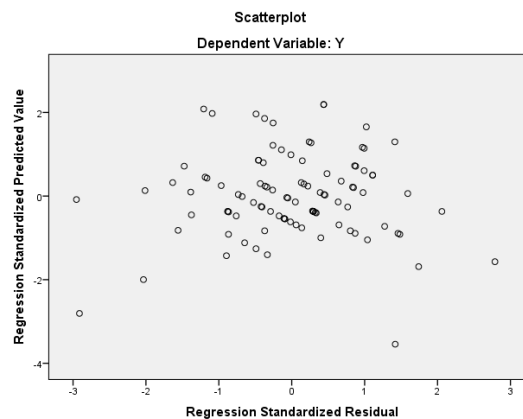
Variable	tolerance	VIF	Information
Brand Image	0.611	1,637	Multicollinearity free
Product Completeness	0.761	1.314	Multicollinearity free
Service quality	0.743	1.345	Multicollinearity free

Source: Primary data processed in 2022

According to the information that has been provided in the table that is located above, it is possible to get the conclusion that multicollinearity does not exist because the tolerance value on the variable is larger than 0.10 and the VIF value is less than 10.00.

### Heteroscedasticity Test

With the help of this test, one can determine whether or not the residual data in the regression model share a variance that is unequal with one another. If, while viewing the graph between the predicted value of the dependent variable, ZPRED, and the ZRESID residual, the dots are distributed above and below zero and do not create a pattern, then the regression model does not have any concerns with heteroscedasticity. The following is an account of the findings that emerged from analyzing the scatterplot graph:



The results of the scatterplot test that were just presented suggest that this particular regression model does not contain any heteroscedasticity. This is because the points are randomly and uniformly distributed above and below 0 on the Y axis, and they do not establish a distinguishing pattern.

### Multiple Linear Regression Test Results

This test is used to determine the influence of brand image variables (X1), product completeness (X2), service quality (X3) on purchasing decisions (Y). The regression coefficients obtained from the results of data processing are:

$$Y = 0.458 + 0.421 X1 + 0.199 X2 + 0.332 X3 + e$$

According to the regression equation above, it is interpreted as follows:

- a. A constant of 0.458 states that if the variables brand image (X1), product completeness (X2), service quality (X3) are considered constant, then the purchase decision will increase by 0.458.
- b.  $b_1 = 0.421$  the brand image regression coefficient (X1) is positive, which refers if product completeness (X2), service quality (X3) is considered constant, then with an increase in brand image it caused an increase in purchasing decisions by 0.421.
- c.  $b_2 = 0.199$  the regression coefficient of product completeness (X2) is positive, which refers if brand image (X1) and service quality (X3) are considered constant, an increase in product completeness caused an increase in purchasing decisions by 0.199.
- d.  $b_3 = 0.332$  service quality coefficient (X3) is positive, which refers if brand image (X1), product completeness (X2) are considered constant, then an increase in service quality caused an increase in purchasing decisions by 0.332.

### Hypothesis Test Results

The hypothesis test in this study used the t test to determine the magnitude of the influence of each independent variable partially on the dependent variable with the testing criteria  $H_0$  being accepted if  $-1.985 \leq t_{count} \leq 1.985$  and  $H_0$  being rejected if  $t_{count} \geq 1.985$ .

Variable	tcount	ttable	Sig	Information
Brand Image	4,849	1,985	0.000	Ho Rejected
Product Completeness	2,347	1,985	0.021	Ho Rejected
Service quality	3,949	1,985	0.000	Ho Rejected

Source: Primary data processed in 2022

The test results show that:

- Ho is rejected tcount is greater than ttable ( $4.849 > 1.985$ ) this means brand image got a significant influence on purchasing decisions.
- Ho is rejected tcount is greater than ttable ( $2.347 > 1.985$ ) this indicates that product completeness got a significant influence on purchasing decisions.
- Ho is rejected tcount is greater than ttable ( $3.949 > 1.985$ ) this indicates that service quality got a significant influence on purchasing decisions.

### Result Coefficient of Determination ( $R^2$ )

This method is used to find out how much Y variation can be explained by X variation, to find out how much influence the variable brand image (X1), product completeness (X2), service quality (X3) has on purchasing decisions (Y).

Adjusted R Square
0.538

Source: Primary data processed in 2022

Adjusted R square value of 0.538, refers variations in changes in purchasing decision variables (Y) can be explained by brand image variables (X1), product completeness (X2), service quality (X3) of 53.8%. While the remaining 46.2% is explained by other variables outside the model.

### 3.2. Discussion

#### **Brand image partially got a positive and significant effect on purchasing decisions.**

According to the findings of the t-test research, brand image got a beneficial impact on purchasing decisions. According to the tcount value of 4,849, which is more than the ttable value of 1,985, the significance is less than 5%, or 0.000. This indicates that if the pattern of brand image is rising, the purchasing decision will rise by 4.849%. This study indicated that the more the brand's image in the eyes of consumers, the greater the attention it may generate. SOCO by Sociolla got a positive reputation that has made it well known, particularly among young people. All of the products sold at SOCO by Sociolla are guaranteed by BPOM to be authentic and safe. This is what gives SOCO by Sociolla a positive reputation among consumers.

With the research results obtained, the results of research that support previous research conducted (Ernawati, 2021) include brand image which got a significant effect on purchasing decisions. Research (Kurniawati, 2020) brand image got a partially positive and significant influence on purchasing decisions.

**Product completeness partially got a positive and significant effect on purchasing decisions.**

According to the findings of the t-test , product completeness had a positive effect on purchasing decisions. According to the results of the tcount, which is 2.347, which is greater than the ttable (1.985) and the significance is less than 5%, namely 0.021. This refers if the pattern of product completeness is getting higher, the purchasing decision will increase by 2.347. From this research it is explained that SOCO by Sociolla got a very complete product. SOCO by Sociolla got a variety of products and brands for sale. From beauty products and beauty tools, skin care, hair care, body care, make up, cosmetics and perfume. So, SOCO by Sociolla is a beauty ecosystem on one platform.

The research results that bolster the research are included in the compiled research outcomes (Norfida, 2021). The fullness of the product has a beneficial influence on sales. According to research conducted by Tampenawas in 2022, product completeness had a substantial influence on consumers' decisions to make purchases.

**Service quality partially got a positive and significant effect on purchasing decisions.**

According to the findings of the t-test , service quality got a positive effect on purchasing decisions. According to the results of the tcount, which is 3.949, which is greater than the ttable (1.985) and the significance is less than 5%, namely 0.000. This refers if the pattern of service quality is getting higher, then the purchase decision will increase by 3.949. From the results of this study good service quality will influence a person's decision to buy. SOCO by Sociolla has good quality in its service, in this application one can not only buy but also see some reviews on the use of the product of interest. The use of the SOCO by Sociolla application is also easy to understand and SOCO by Sociolla always provides information when there are new products and promotions in the application. SOCO by Sociolla also implements in-store pick up, which refers someone can buy a product without using delivery but pick up the product directly at the nearest offline store, just like ordering a product. So, purchases on the SOCO by Sociolla application can be picked up or sent. In its outlets or offline stores, Sociolla also has good service. Sociolla staff are always friendly, polite, competent and Sociolla staff are able to empathize, communicate and provide services according to the customer's personal needs. Sociolla also provides a product tester so someone can try it before deciding to buy to see if the product is suitable.

According to the conclusions of the research, the quality of service has a significant influence on consumers' purchase decisions (Bestari, 2022). According to the findings of research (Nasution, 2019), the quality of the service has an influence that is both positive and significant on the decisions that are made regarding purchases.

#### **4. CONCLUSION**

Researchers might conclude, According to the aforementioned data, that brand image got a favorable and statistically significant influence on purchasing decisions at SOCO by Sociolla. Product completeness got a favorable and considerable influence on SOCO via Sociolla's purchasing decisions. At SOCO by Sociolla, service quality got a favorable and significant influence on purchasing decisions. On the basis of the obtained conclusions,

suggestions can be made in the sector of marketing. The results of this study are anticipated to contribute to the advancement of knowledge, particularly in the area of formulating business strategies. SOCO by Sociolla is projected to preserve product completeness, product completeness received a pretty good rating but is insufficient for that SOCO by Sociolla is anticipated to enhance it, and service quality received an outstanding rating that SOCO by Sociolla is anticipated to maintain. It is believed that this research can serve as a resource for future studies in order to expand their expertise and understanding of decision making about buyer decision criteria.

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