

## ARTICLE

# The Influence of Brand Image, Price, and Packaging Design on the Purchase Decision of Pixy Brand Cosmetics (Study on Users in Bandar Lampung)

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## OPEN ACCESS

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**Abstract:** In the increasingly competitive body care and cosmetic industry, the desire to use cosmetic products has fueled competition. Currently, various types of products are circulating in the market, both those produced domestically and abroad. The diversity of cosmetic products circulating in the market will clearly influence consumer decisions in choosing cosmetic products that are suitable for their skin, and there is no risk or harmful effect on skin health. This increasingly competitive market condition makes producers compete in creating products that are most in demand by consumers and must be more creative in reading market wants and needs.. One of the most popular cosmetic brands based on Top Brand Index data is Pixy. The data used in this study is primary data obtained from the results of respondents' answers which were collected with the help of a questionnaire. The number of samples in this study were 170 respondents. The sampling method used purposive sampling, which is a technique to determine the sample with the appropriate criteria determined by the researcher. The analytical method used in this research is validity test, reliability test, analysis stage using multiple linear regression, hypothesis test, namely t test and hypothesis test, namely F test, with the help of the IBM SPSS 26 application program for windows. The results of this study indicate that the variables of Brand Image, Price and Packaging Design have a positive effect on the Purchase Decision Variable.

**Keywords:** Brand Image, Price, Packaging Design, Purchase Decision, Business Marketing, Pixy Cosmetics.

## 1. Preliminary

The business competition environment in Indonesia is currently getting tighter because all manufacturers are competing to produce products that are most in demand by consumers. This increasingly competitive market forces producers to be more creative in anticipating market wants and needs. One of the growing industries is the beauty industry. According to the Ministry of Industry, the Indonesian beauty industry is growing by encouraging an increase in Indonesian people's purchasing power for beauty products.

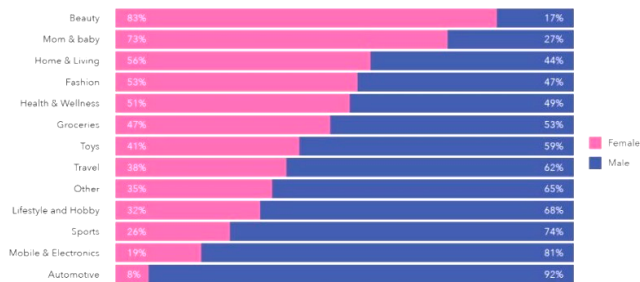


Figure 29 Most popular categories Indonesians shop for online depending on gender. e-commerceIQ E-Marketplace Indonesia Survey

Figure 1.1 The Most Popular Online Shop Categories in Indonesia by Gender

Source: (dailysocial.id, 2020)

Figure 1.1 shows that the “Beauty” category ranks at the top of the chart for the most popular Online Shop category in Indonesia by gender with a percentage of 83% which is dominated by women.

Women are the main consumers in beauty products, therefore women have a higher desire to buy. Every beauty product has a variety of choices for all skin types. Usually consumers choose products that suit their facial skin. In the increasingly competitive body care and cosmetic industry, the desire to use cosmetic products has fueled competition. Currently, there are many brands of cosmetic products on the market, including Pixy, Maybelline, Wardah, Revlon and Viva. Of the various product brands, the author conducted research on a cosmetic product called Pixy from PT Tancho Indonesia. Judging from the Top Brand Index of cosmetic products, the Pixy brand is one of the consumer's choices in choosing the desired cosmetic product. Top Brand Award can be said as a measure of a brand nationally with its segment.

Table 1. Top Brand Index for Cosmetic Product Category in 2021

| Lipstick    |              | Sow Face Powder |              | Compact Face Powder |                   |
|-------------|--------------|-----------------|--------------|---------------------|-------------------|
| Wardah      | 31.9% TOP    | Marks           | 20.6% TOP    | Wardah              | 26.7% TOP         |
| Maybelline  | 11.6% TOP    | Wardah          | 20.3% TOP    | <b>Pixy</b>         | <b>10.80% TOP</b> |
| Revlon      | 7.50%        | Make Over       | 8.1%         | Make Over           | 7.80%             |
| <b>Pixy</b> | <b>5.60%</b> | Viva            | 5.50%        | Maybelline          | 7.40%             |
| Viva        | 3.30%        | <b>Pixy</b>     | <b>5.00%</b> | Caring              | 6.70%             |

Source: Top Brand Index in 2021

Viewed from Table 1, it shows that Pixy's product ratings vary according to the type of product. For the type of lipstick product, Pixy is in rank 4, for face powder product Pixy is ranked 5 and for compact face powder product Pixy is ranked 2. If we look at the table, Pixy is quite superior in the type of face powder product but not enough. excels in the types of lipstick and face powder products.

In this context, the cosmetic market is growing. This forces manufacturers to create new innovations to offer new and valuable products to customers. One of them is the product brand. According to Kotler and Keller (2012:263-264), consumers are given ideas and based on what they hear and feel and what they feel. According to Kotler and Armstrong (2006:158), a product marketing can influence purchases and generate a response from consumers, encouragement in marketing consists of several factors in consumer purchasing decisions, including product, price, place, and promotion. This shows that price is one of the most important factors influencing purchasing decisions. You can find a price comparison for Pixy products in the table below.

Table 2. Price Comparison per Product in 2021

| Product     | Price                           |
|-------------|---------------------------------|
| Revlon      | IDR 19,000 – IDR 196,100        |
| Maybelline  | IDR 18.000 – IDR 125,000        |
| <b>Pixy</b> | <b>IDR 15,000 – IDR 120,000</b> |
| Wardah      | IDR 10,000 – IDR 102,500        |
| Viva        | IDR 9,000 – IDR 87,500          |

Source: pricepanda.co.id

Table 2 above shows the product prices of each brand from the lowest to the highest. It can be seen that the Pixy brand ranks third as an affordable product out of the five products. According to Sukirno (2006:76), price is usually associated with demand, which can be seen from the law of demand, which says that the lower the price of an item, the greater the demand for that price. On the other hand, the higher the price of an item, the lower the demand for that good. With so many competing products, consumers are faced with more choices, forcing companies to innovate. If the product is no different from competitors' products, value creation is meaningless. Differentiation is done for the survival of the company. One of the differences between the products can be seen in the product packaging. Packaging is the most impressive thing that catches the attention of consumers.

Like the black Pixy lipstick packaging which has a mysterious impression. Companies distribute products in different packaging to create curiosity and interest in the minds of consumers.

## LITERATURE REVIEW

### Brand Image

According to Kotler and Keller (2012: 263-264), brand image is that consumers store the same feelings and beliefs about the knowledge of a product and place it in the consumer's own understanding.

According to Tingkir (2014) Brand image is a set of perceived understandings shared by what consumers often mean about the brand.

#### Brand Image Indicator

According to Dewi et al (2012), brand aspiration has several indicators, namely as follows:

1. The brand is very familiar.
2. Ease of obtaining products.
3. Product variations.

### Price

According to Sumarni (2000:281), price is the amount of money needed to obtain a combination of goods and services. Businesses need to set the right price in order to be successful in marketing their product or service. Price is the only element of the marketing mix given as a company, while the other three elements (product, distribution, and promotion) contribute to costs.

According to Ofela et al (2016) price indicators are as follows:

1. An affordable price
2. Alignment between price and product quality
3. Price competitiveness
4. Price match with benefits

### Packaging Design

According to Klimchuck (2006:1) Product packaging design is a creative business where elements of form, material, color, image, and design can be combined with product descriptions so that the product can be marketed.

According to Dhurup et al (2014) there are several indicators on the packaging which are described as follows:

1. The materials used are relatively not easily damaged
2. Materials that are able to maintain the contents of the packaging.
3. A logo containing information about the product should be printed on the packaging so that consumers can easily find the product and provide complete information.
4. Labels containing product information should be

5. Color is one of the things that consumers respond to the fastest

6. The size of the package is usually adjusted to the contents of the package such as the size for the length, width or thickness of the package itself

7. The attractiveness of product design, design and packaging must not only balance form and function, but also appeal to consumers.

### Buying decision

According to Kotler and Armstrong (2012:157) Purchase decision is the final buying behavior of consumers, individuals and households who buy goods and services for personal consumption. From this definition it can be concluded that purchasing decisions are actions taken by consumers to buy the goods and services they need.

According to Kotler (2012) there are three indicators in determining purchasing decisions, namely:

- a. Stability on a product
- b. Habits in buying products
- c. Speed in buying a product

## 2. Research Methods

The survey was conducted in the city of Bandar Lampung. This study uses primary data by distributing questionnaires to Pixy cosmetic users. The sampling approach in this study used a purposive sampling method, which is a method where the researcher selects the sample to be used based on the selected sampling method, namely consumers and the number of samples for this study was 170 respondents. The data analysis technique used in this research is descriptive analysis, statistical analysis, validity test, reliability test, multiple regression analysis, hypothesis testing using t-test and F-test.

## 3. Results and Discussion

### 3.1. Results

#### Multiple linear regression analysis

This study analyzes the effect of three independent variables, namely Brand Image, Price, Packaging Design which affect Purchase Decision (Y).

Table 3. Multiple Linear Regression Test Results

| Model      | Unstandardized coefficients |           | Standardized coefficients | t     | Sig  |
|------------|-----------------------------|-----------|---------------------------|-------|------|
|            | B                           | Std.Error | Beta                      |       |      |
| (Constant) | 1.495                       | 1.100     |                           | 1.360 | .176 |

Table 3 shows that the constant value is 1.495, brand image is 0.143, price is 0.378, packaging design is 0.197. Based on these values, the following regression equation is obtained:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

From the Multiple Linear Formula Equation obtained:

$$Y = 1.495 + 0.143X_1 + 0.378X_2 + 0.197X_3$$

Based on the results of the regression coefficient owned by the brand image variable ( $X_1$ ) of 0.143, meaning that the brand image variable has a positive effect on purchasing decisions, the regression coefficient of the price variable ( $X_2$ ) is 0.378, meaning that the price variable has a positive effect on purchasing decisions. The result of the regression coefficient of the packaging design variable ( $X_3$ ) is 0.197, meaning that the packaging design variable has a positive effect on purchasing decisions.

Table 4.13 F Test Test Results

| Model |            | Sum of Squares | df  | Mean Square | Sig  |
|-------|------------|----------------|-----|-------------|------|
| 1     | Regression | 240.012        | 3   | 80.004      | .000 |
|       | Residual   | 452.041        | 166 | 2.723       |      |
|       | Total      | 692.053        | 169 |             |      |

Based on the table of analysis results above, it is known that the degrees of freedom ( $df$ ) =  $n - k - 1 = 170$  or ( $df$ ) =  $170 - 3 - 1 = 166$  and the value ( $\alpha$ ) =  $5\% = 0.05$  so that the F table results are 3.05. Thus the F test test obtained a calculated F value of 29.379 which means  $>$  from the predetermined f table value, which is 3.05. So from the above analysis it can be concluded that simultaneously the variables of Brand Image, Price and Packaging Design have a significant effect on the Purchasing Decision variable.

### 3.2. Discussion

The results of the research that researchers have done by looking at the frequency of respondents' answers indicate that brand image, price and packaging design have a positive effect on purchasing decisions as discussed in detail, below.

#### A. The influence of Brand Image on the purchasing decision of Pixy Brand cosmetics.

Based on the results of testing the first hypothesis, it shows that the answers to the questionnaire filled in

by respondents on the brand image variable, the indicator that has the most dominant influence is product variation with the statement 'buying Pixy products because it has many variations', amounted to 84.7% which means that with many choices of Pixy products, consumers are interested in buying them. While the indicators that need to be considered by the Pixy company are the brand is very familiar with the statement 'interested in buying Pixy products because the brand is already known by many people by 3.5% which means that there are still consumers who are not interested in buying Pixy products even though the brand is already well known. The results of this study support previous research conducted by Sannya et al., (2020) which states that brand image has a positive influence on purchasing decisions.

#### B. Effect of Price on purchasing decisions for Pixy brand cosmetics

Based on the results of testing the second hypothesis, it shows that the answers to the questionnaire filled in by respondents on the price variable are obtained, the indicator that has the most dominant influence is price affordability with the statement 'interested in buying Pixy products because of the affordability of the prices offered by these products', by 80.6% which means that with affordable prices, consumers are interested in buying Pixy products. While the indicators that need to be considered by the Pixy company are price competitiveness with other products with the statement 'choose Pixy products because these products offer cheaper prices compared to other cosmetic products', by 8.2% which means that there are still consumers who disagree that the products offered by Pixy are more affordable compared to other products. The results of this study support previous research conducted by Sipakoly et al., (2022) which states that price has a positive influence on purchasing decisions.

#### C. The Effect of Packaging Design on the purchasing decision of Pixy brand cosmetics

Based on the results of testing the third hypothesis, it shows that the answers to the questionnaire filled out by respondents on the packaging design variable, the indicator that has the most dominant influence is the size of a package with the statement 'feel comfortable carrying Pixy products anywhere because the packaging size is easy to carry,' by 72.4% which means that consumers feel

comfortable with the size of the Pixy product packaging, easy to carry anywhere. While the indicator that needs to be considered by the Pixy company is the color of the packaging with the statement “buy Pixy products because the color of the packaging is easy to remember.” 15.8% which means that there are still consumers who disagree with the easy-to-remember Pixy packaging color. The results of this study support previous research conducted by Salem et al., (2018) which stated that Packaging Design has a positive influence on purchasing decisions.

#### 4. Conclusion

Based on the analysis that has been obtained, the conclusions are as follows:

- The test results (F), indicate that brand image, price and packaging design simultaneously have a positive effect on purchasing decisions for Pixy products to users in Bandar Lampung. So it can be concluded that the better the brand image, price and packaging design, the better the purchasing decisions for Pixy brand cosmetics users in Bandar Lampung.
- Partially, brand image has a positive effect on purchasing decisions for Pixy brand cosmetics users in Bandar Lampung. So it can be concluded that the better the brand image by the company, the more purchasing decisions made by Pixy product users in Bandar Lampung. Price has a positive effect on purchasing decisions for Pixy brand cosmetics users in Bandar Lampung. So it can be concluded that the better the price set by the company and the better the match between price and product quality, the more purchasing decisions made by Pixy product users in Bandar Lampung. Then, partially packaging design has a positive effect on purchasing decisions for Pixy brand cosmetics users in Bandar Lampung. So it can be concluded that the better and more attractive the packaging design created by the company will increase the occurrence of purchasing decisions made by Pixy product users in Bandar Lampung.

#### 5. Acknowledgments

To enhance innovation in the company's brand image, the company should add a more complete variety of products to adapt to the current developments so that consumers are more interested in making purchases then, the company must maintain prices that are affordable for consumers and improve product quality so that consumers benefit from using

Pixy products. The company is not enough just to provide good quality products, but the company must also develop packaging designs that have characteristics such as the physical shape and color of the product packaging so that it is easy for consumers to remember. If the shape, size and color of the Pixy packaging are easy to recognize, consumers will be interested in buying it.

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