

## THE EFFECT OF THE BRAND IMAGE AND LIFESTYLE TOWARD THE INTEREST OF BUYING MAKEOVERS PRODUCTS AT THE COUNTER MAKEOVER BUYER AT THE SUN PLAZA

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### ABSTRACT

*The purpose of this study is to understand how brand image and sexual orientation affect the amount of product purchased during counter makeover transactions at Sun Plaza Medan. This type of analysis is an associative analysis, one that connects two or more variables. 120 people make up the sample size or respondents in this study; hence, the sampling technique that will be used is random sampling. With a population of around 120 people and an error level of less than 0.01, the sample in this study consisted of about 55 people. The analysis method used in this study is multiple linear regression analysis. Data collection was carried out using observations and questionnaires during the data collection process, which combined data from the first and second stages.*

*According to the study's findings, Brand Image data on partial tests was positively and significantly correlated with Purchase Intention. Because Brand Image has a variable tcount number of 3,753 and a fixed tcount number of 2,004, the tcount exceeds the ttable. ( $3.753 > 2.004$ ) and a lower threshold for significance (0.009 0.05). With a positive and significant effect on Lifestyle's relationship to Purchase Interest, the variable Lifestyle's tcount value is 8.540, and the ttable's value is 2.004, meaning that tcount > ttable ( $8.540 > 2.004$ ), and the significance level is less than 0, 05 (0.004 0.05). In parallel, Brand Image and Goodwill increased positively and significantly with respect to the amount of MakeOver products purchased at the Sun Plaza Medan counter, with an Fcount value of 62,218 and a Sig. value of 0.000b. F count > F table ( $62.218 > 3.16$ ) or significance (Sig.) 5% (0.000 0.05), as appropriate.*

**Keywords:** Brand image, good health, and solid behavior are the key words.

### I. INTRODUCTION

Women and beauty are two things that cannot be separated. Beauty is a very desirable thing for a woman. Women's behavior like this is the reason why they become a potential market for cosmetic companies. To create a marketing plan that can increase profits, marketers must be able to monitor consumer purchasing behavior in the future, which includes lowering consumers' willingness to buy before they buy.

From year to year, the price of cosmetic products has been steadily increasing. 797 large and small and medium-sized cosmetic industries (IKM) exist in Indonesia alone. This number is down from 760 businesses in the preceding year. from 797 national cosmetic industries. Due to the Indonesian population's high need for cosmetics and personal care items worth US\$6.30 million, cosmetics has become a significant business (2019). MakeOver will focus on continuing product development as it expands and will frequently provide new products that are in line with consumer demands.

Interest in buying is a concept that emerges in the mind of the consumer with regard to any product as a result of any process of discussion and education the consumer, or individual, has with regard to any product. As a starting point for purchasing any product, consumers will describe and inquire further about the goods or services they will be purchasing in the future. Interest in buying a product arises on the basis of trust in a product accompanied by the ability to buy the product. Intention to buy may also occur if there is information from a third party or if a consumer expresses concern about any of the information provided about the product. Intention to buy is the single most important psychological concept with very significant implications for the concept of hazard.

Interest in purchasing is a concept that arises in the mind of the customer in relation to any product as a consequence of any process of conversation and education that the consumer, or person, has in relation to any product. Consumers will explain and inquire further about the goods or services they will be purchasing in the future as a beginning point for acquiring any product. Interest in purchasing a product stems from faith in the product, which is complemented by the capacity to purchase the thing. Intention to purchase can also arise if there is information from a third party or if a buyer shows concern about any of the product information presented. The single most crucial psychological factor is purchase intent.

Brand image that is trusted by consumers indicates that the desire to purchase MakeOver products will increase as consumers become more discerning about high-quality products. MakeOver, as a cosmetics product, is a well-known brand name among the general public due to a simple logo or symbol. Because of promotions in various social media and other media, the MakeOver logo is no longer new to netizens. Look Makeover is also available. seems modern and can keep up with the times where most cosmetic users are interested in trying MakeOver cosmetics. MakeOver is more than just a design or a logo; it is also about quality. When deciding on a product, consider what you need and what you want most. One of the most important things to consider is your lifestyle. Lifestyle has the potential to negatively impact consumer perception when it comes to purchasing decisions. Gaya's life is inextricably linked to the current state of the world. As an example, consider the current state of the world's population, which is plagued by insecurity and is always undergoing change. Consumers like to use make-up that has a well-known brand and high quality in order to enhance their own appearance. As a result, on the surface, lifestyle refers to how someone manages their time and money.

Based on the problem, the author is attracted to a study entitled " **The Effect Of The Brand Image And Lifestyle Toward The Interest Of Buying Makeovers Products At The Counter Makeover Buyer At The Sun Plaza**"

## II. LITERATURE REVIEW

### 2.1. Purchase Interest

#### 2.1.2. Definition of Buying Interest

Purchase intention is the tendency of consumers to be bound, then take actions related to purchases through various stages and levels of possibility up to the ability to buy certain products, services or brands. Purchase intention is the desire that arises in consumers towards a product as a result of a process of observing and studying consumers towards a product towards

a product. Consumers who have a desire to purchase a certain product have a strong desire to do so, which is then realized through the purchase process.

According to Assael (2004:1), buying interest is the consumer's impediment to buying any particular item or acquiring any items related to purchases that are priced below their likelihood of making purchases. As a result of the consumer's dissatisfaction with the product's quality and availability, the consumer purchases, uses, and consumes it, or may even desire it. Consumer trust in a product is demonstrated by the presence of information from a third party or even if one consumer feels anxious about a variety of details that are provided about the product. Purchase intention is the preliminary process that consumers engage in before making a purchase decision for a certain item or service.

### **2.1.3 Brand**

Every product that is sold typically carries the brand "brand," with the meaning of "brand" in this context being "to compare one product to another." It is possible to state that a brand is a name, symbol, emblem, design, or a combination of all of these that are used to distinguish a product from other products and to make it compatible with other products. A brand is an attribute that is particularly important since it can help consumers form positive perceptions of it and will help them understand it after they have used it.

A quality that is exclusive to one brand. In addition, Brand makes it easier for customers to research a product and buy it, as well as to assess the quality of the products and services that go into making a product. It also becomes a strong indicator of a company's competitiveness to point out its product.

## **III. RESEARCH AND METHODOLOGY**

### **A. forms of research**

This kinds of research was associative. According to Sugiyono (2009:11), associative research is research that aims to determine the influence or relationship between the independent variables on the dependent variable. This study consists of two independent variables (Independent) and one dependent variable (Dependent). The independent variable (Independent) in this study is Brand Image (X1), Lifestyle (X2) and the dependent variable (Dependent) in this study is Purchase Intention (Y).

### **B. Informant of research**

According to Sugiyono (2012:72), "population is the area of generalization of objects or subjects that have certain qualities and characteristics [that] are determined by researchers to be studied and then conclusions drawn." The subject of this study is a buyer who can be found in Sun Plaza Medan and is eager to use the cosmetic product MakeOver. This buyer made 120 purchases over a two-month period.

Based on the results of the calculation of the slovin formula, it is known that the number of samples to be studied is 55 respondents. The sampling technique in this study was carried out by using random sampling technique. According to Sugiyono (2006) is a random sampling technique so that the data obtained is more representative by conducting a research process that is competent in its field. Implementation of random sampling in this study was given to visitors to Mall Sun Plaza Medan.

### C. Data collection

The type of data collection that is done is on a Likert scale, which involves asking individuals or groups of individuals about a certain phenomenon (Sugiyono, 2010:93). This study's data collection technique makes use of a number of other techniques, including:

1. Observation, which is when you add a long-form observation to a research objective.
2. Questionnaire, i.e., data collection using a questionnaire that has already been developed and given to the respondent. Where the respondent has the single answer that weight questionnaire that is being considered is this:

### D. data analysis technique

1. Validity and reliability test
2. Classic assumption test
3. Statistical test
4. Coefficient determinations ( $r^2$ )

## IV. RESULT AND DISCUSSION

### 1. Effect of Brand Image on Purchase Intention

There is evidence of influence among the results of the hypothesis (H1) experiment. Brand Image in Relation to Product Counter Makeover Purchases at Sun Plaza Medan Due to the fact that the results of the experiment were 3.753 and 2.004, respectively, and that the  $t_{count} > t_{table}$  ( $3.753 > 2.004$ ) and the significance was less than 0.05 (0.009 < 0.05), respectively, the statistical analysis in this essay proves that the claim is true. Positive and significant brand implications for Purchase Intention.

The results of this study are also in line with research conducted by Mardhatillah Shanti, 2015, with a  $t_{table}$  value ( $4.791 > 1.655$ )  $sig <$  of 0.05 which means said that Brand Image has a positive and significant effect on Purchase Intention.

### 2. The Influence of Lifestyle on Purchase Intention

The results of hypothesis testing (H2) have proven that there is an influence between Lifestyle on Interest in Buying MakeOver Products at Counter Buyers Make Over at Sun Plaza Medan. Through the results of the calculations that have been carried out, the  $t_{count}$  value of the Lifestyle variable is 8.540 and the  $t_{table}$  value is 2.004 so that  $t_{count} > t_{table}$  ( $8.540 > 2.004$ ) and the significance value is less than 0.05 ( $0.004 < 0.05$ ) Thus this test statistically proves that Lifestyle has a positive and significant effect on Purchase Intention.

The results of this study are also in line with research conducted by Sarah Vivian, 2020, with a  $t_{table}$  value ( $8.8606 > 1.99$ )  $sig$  value  $> 0.000 < 0.005$  which says that Lifestyle has a positive and significant effect on Purchase Intention.

### 3. The Influence of Brand Image and Lifestyle on Purchase Intention

Based on the research results, Brand Image and Lifestyle simultaneously have a positive and significant effect. This is evidenced by the  $F_{count}$  value of 62.218 and is significant with a

sig value. of 0.000b. So  $F_{count} > F_{table}$  ( $62.218 > 3.16$ ) or significance (Sig.)  $< 5\%$  ( $0.000 < 0.05$ ) means that Brand Image and Lifestyle simultaneously have a positive and significant effect on Interest in Buying MakeOver Products at MakeOver Counter Buyers at Sun Plaza Medan.

The results of this study are also in line with the research conducted by Sarah Vivian, 2020, with the results of the F test ( $0.000 > 0.05$ ) meaning that Brand Image and Lifestyle simultaneously have a positive and significant effect on Purchase Intention.

## V. CONCLUSION

For some people, makeup serves as a kind of self-identification, and using makeup increases one's level of self-acceptance while it is worn. The environment in which a person wearing makeup is affected by their interactions with the local social environment and their own internal keepers, both of which are derived from their way of life. Therefore, social interactions make it easier to understand both the positive and negative effects of using makeup. As a result, while purchasing make-up, consumers are more likely to choose products with good brand reputations and high quality.

According to the results of the study and the analysis, some of the following kesimpulan may be selected.

1. There is statistical evidence that the number 3,753 and the number 2,004 are more than the number 2,004 in the table, and that the significance level is less than or equal to 0,05 ( $0,009 < 0,05$ ), allowing the conclusion that different Brand Image positive and significant impact on the Product Makeover Interest for Counter Purchases at Sun Plaza Medan (the first hypothesis is accepted).
2. It is possible to understand the statistics output from Test 8.540 and the table's value is 2. 004, which means that  $T_{count} > T_{table}$  ( $8.540 > 2.004$ ) and the significance level is higher than 0.05. ( $0.004 < 0.05$ ) allowing it to be inferred that the lifestyle variable is positively and significantly correlated with the amount of MakeOver products purchased in the Sun Plaza Medan (the second hypothesis is accepted).
3. According to the F test, it is learned that the Fcount number is around 62,218 and that the sig. number is approximately 0.000b.  $F_{count} > F_{table}$  ( $62.218 > 3.16$ ) or significance (Sig.)  $5\%$  ( $0.000 < 0.05$ ), as appropriate. Therefore, it may be assumed that the two independent variables, Brand Image and Lifestyle, both have positive and constructive research.
4. Based on the results of the determination coefficient, it is possible to see that the Adjusted R Square number, which was calculated using approximately 0.694 of an angle, indicating that approximately 69.4% of the market share (the bound variable), can be explained by the variables Brand Image and Lifestyle. A total of 30.6% of the situation is caused by other factors that were not discussed in this study.

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