

**The Effect of Brand Image and Perceived Price on Consumer Purchase
Decision (A Case from Mac Cosmetics Powder Kiss
Lipstick's Customer on Tokopedia in Indonesia)**

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ABSTRAK:

COVID-19 merupakan pandemi yang merubah segala aspek kehidupan di berbagai belahan dunia. Pembatasan aktivitas fisik ditetapkan di berbagai negara, termasuk Indonesia. Fenomena ini memicu pertumbuhan yang pesat dalam sektor E-commerce. Berbagai macam barang meningkat penjualannya, terutama dalam kategori produk kecantikan. Mac Cosmetics sebagai salah satu brand terkemuka dalam dunia kosmetik, perlu memperhatikan citra merek yang telah mereka bangun sejak lama serta persepsi harga untuk meningkatkan keputusan pembelian pelanggan. Penelitian ini bertujuan untuk menganalisis pengaruh citra merek dan persepsi harga terhadap keputusan pembelian pelanggan. Regresi berganda diterapkan untuk menganalisis penelitian ini. Melalui sebaran kuesioner online kepada 140 respondents yang berpengalaman dalam pembelian produk kecantikan melalui Tokopedia, hasil dari penelitian ini mengungkapkan bahwa Citra Merek dan Persepsi Harga memiliki dampak yang positif terhadap Keputusan Pembelian Pelanggan. Namun variable Persepsi Harga lah yang paling dominan terhadap Keputusan Pembelian jika dibandingkan dengan Citra Merek karena hasil uji-t parsial menunjukkan bahwa Persepsi Harga memiliki keefisien t-hitung dan beta tertinggi.

Kata Kunci: Citra Merek, Persepsi Harga, Keputusan Pembelian Pelanggan, Mac Cosmetics

ABSTRACT:

COVID-19 has become pandemic that changes every aspect in life across the globe. Physical activities are restricted by governments, included Indonesia. This phenomenon triggers positive trend in the e-commerce sector, especially on beauty product category. In order to enhance customer purchase decision, Mac Cosmetics must pay attention to their brand image that they had been built for years as well as perceived price. This study aims to analyze the effect of brand image and price perception on customer purchasing decisions. Multiple regression was applied to analyze this research. Through online questionnaire distributed to 140 respondents who has experiencing buying beauty product through Tokopedia, the finding reveals that Brand Image and Perceived Price have a positive impact on Customer Purchasing Decisions both separately and simultaneously. However, Perceived Price has the most dominant impact on Purchase Decision compare to Brand Image.

Keywords: Brand Image, Perceived Price, Consumer Purchase Decision, Mac Cosmetics

1. Introduction

The Internet has created a revolutionary impact in everyday communication and transaction. It is considered as the fastest growing mode used to buy things or use services provided on online e-commerce. Online shopping is a fast and efficient way for consumers to purchase the desired products or services. This modern way of shopping can be accessed from the electronic device that requires no intermediary party (Gupta, 2013). There is no doubt that the internet is changing the way consumers shop and buy goods and services. Technology and globalization break the geography boundaries to be less relevant to consumption activities. There is no doubt that electronic commerce is shaking the root of business conventions in the current century. The development of the World Wide Web has created a new sales channel for retailers, and thousands of companies have attempted to take advantage of this new method for reaching customers.

E-commerce has advantages for its ability to offer consumers more choices of products or services, satisfy customer's specific needs, reduce the searching costs, and provide more convenient delivery and payment arrangements. The current scenario shows a change in the trend of online shopping. In the past, consumers mainly used online services to purchase/reserve airline tickets, hotel rooms, movie tickets and online books, but these days are different. More people go online to buy clothes, smartphone, cosmetics, accessories, shoes, vouchers and other products. From consumers'

perspective, the internet provides more control in accessing information and the users are interested for they can control when, where, what, and how to shop and they also can control to which content they want to watch. The Internet also allows consumers to access an unlimited range of products and services from companies around the world, and it saves time and effort that consumers spend on shopping.

At this post-modern era, the most prominent characteristic of society is the feeling of being old-fashioned and on the low status if they do not own and buy the latest products perceived as part of their identity community status. Naturally, fans of artists who appointed as an ambassador of a certain product will willingly buy the products the artists promoted. A thank you note to the artistic image that has been inherent among these artists becomes a distinct advantage to be introduced to the public for the image the artist sold. Moreover, by the increasingly sophisticated technology, it is very easy for information to quickly spread through social media.

The internet creates changes in the world of commerce to become advanced. Buyers and sellers do not have to meet face to face to be able to make transactions. They only need to make an agreement between the two parties and the goods will arrive at the buyer's location without having to bother going to the store again. The main benefit obtained by having an online shop is that shopping becomes easier and more practical. It is perceived by the buyer, where they do not need to spend

time and money just to buy the desired item. In addition to ease of transactions, the online shop business will run smoothly because of trust. When the buyer has transferred a certain amount of money, then you as the seller will immediately verify and check it in real time so that the buyer does not feel disadvantaged for the services you have provided. Moreover, Sarkar (2017) conducted a research that resulted the online shopping is way more convenience, and offers more variety of products rather than offline shop. Customer could effortlessly search through the E-Commerce about a specific product and their alternatives.

In March 2020, Indonesia is like any other countries around the world are facing lockdown protocol due to COVID-19 pandemic. This phenomenon has greatly affected the economics and lifestyle. World Health Organisation (WHO) advocated people to do physical distancing due to the rapid spread of the virus through a droplet of saliva. This condition strengthens a healthy lifestyle with a contact-less activity. Nowadays people tend to order food, groceries, and medicine through mobile apps. Tokopedia food product such as beef, hinger, and date fruit also increased significantly. The trend of beauty products has increased significantly compared to the fashion trend. The peak of the visit was seen in March, just as the first positive case of COVID-19 was discovered in Indonesia. According to SIRCLO internal data, the number of orders for food and beverages products increased by 143% across the various platforms from February

to March. Beverages products such as packaged fruit juices, milk, and instant drinks experienced the greatest increase. Meanwhile, food products, especially packaged food such as biscuits, spices, and snacks placed the second-highest increase. This data is also in line with the findings of a number of marketplaces such as Blibli and Tokopedia (SIRCLO, 2020).

In running a business, Mac Cosmetics utilized the popularity of the celebrities to boost up the advertisement campaign to increase the sales, and also to help to attract consumers who are confused for not knowing what to buy. Companies gain benefit from the bond created between a brand ambassador and the fans. Therefore, the price that has been set as well as the quality of the products is arguably worthy with it. Thus, when attempting to purchase goods/service between two brands, most consumers will choose the brand that reflects consumer personality rather than a brand which has a different value, and after that, they will look up to the price.

Thestreet (2020), conducted a research utilized data analytics firm 1010data and shows that Estee Lauder's Mac Cosmetics brand as pioneer in cosmetics industry stands out the most with 5.1% market share leading the market. Although, the online cosmetics market is highly populated and no brand has more than a 6%, and only eight brand with 2% share. Moreover, lip products has a high market share of 13% indicates that consumer has highly interest in all products for lips such as lip tint, lipstick, lip balm, etc. Mac Cosmetics is one of the biggest

companies in the cosmetics industry. This company offers a number of high quality make up products that are a must-have for all ages, races, ethnicity and gender. Among all the products that they offered, Mac Cosmetics Powder kiss Lipstick is one of the best seller products. Mac Cosmetics recently appointed Lisa Manoban aka Lisa Blackpink as the global brand ambassador in order to strengthen its brand image using Blackpink popularity. Moreover, they set the initial price of the product is believed accordance to the high-quality that Powder Kiss Lipstick offered. Powder Kiss Lipstick is a lipstick that delivers a blur soft-focus colour. Claimed to be weightless moisture-matte, this lipstick contains moisture-coated powder pigment that could condition and hydrate lips. When a company owns a strong brand, the company can create loyalty and consumer fanaticism (Hermawan, 2008). This is also reflected in how the company manages its brand image as positively as possible. Because when the company has this advantage, consumer perception and belief about using the product will increase, and reflect the company's value proposition towards user/buyer.

Research Question

Based on the background explanation above, the problems for this research:

1. Does Brand Image affect Consumer Purchase Decision towards Mac Cosmetics Powder Kiss Lipstick on Tokopedia?
2. Does perceived price affect consumer buying decision towards Mac cosmetics Powder Kiss Lipstick on Tokopedia?

3. Does the Brand Image and Perceived Price simultaneously affect the buying decision of Mac Cosmetics Powder Kiss Lipstick on Tokopedia?

Research Objectives

In consonance with the research questions, this research would be aimed at the following objectives:

1. Explaining whether brand image has significant effects on buying decisions towards Mac Cosmetics Powder Kiss Lipstick on Tokopedia.
2. Explaining whether perceived price have significant effect buying decision towards Mac Cosmetics Powder Kiss Lipstick on Tokopedia.
3. Analysing whether the Brand Image and Perceived Price simultaneously influence Purchase Decision towards Mac Cosmetics Powder Kiss Lipstick on Tokopedia.

2. Theoretical Framework

Yahya (2018) analyzed the impact of brand image, perceived price, trust and value on purchase intention. The study found that the strongest indicator that can explain brand image is brand reputation. Furthermore, brand image, perceived price, trust and value has significantly influence the purchase intention accordingly.

Gumelar (2016) examined the influence of brand image and celebrity endorser on consumer purchase decision. The results revealed that brand image and celebrity endorser have significant influence towards consumer purchase decisions both separately and simultaneously.

Setiyani (2017) examined the influence of perceived price and perceived value on purchase intention. The study found that perceived price and value significantly affect consumers purchase intention. Furthermore, perceived value variable has a dominant impact on consumer purchase intention compared to perceived price.

Pratiwi (2016) analyzed the influence of celebrity endorser towards consumer purchase intention on Instagram user. This study revealed that trustworthiness, attractiveness and expertise as celebrity endorsers' dimension were significantly influence the purchase intention of customers both separately and simultaneously. Moreover, trustworthiness variable has a dominance influence on consumer purchase intention compared to other variables.

Li (2017) evaluated the effect of brand image, perceived price, perceived quality, and perceived value on the purchase intention. This study showed that perceived price, perceived quality, and perceived value have significant effect on purchase decision. On the other hands, brand image is showed to have no significant effect on purchase decision.

Consumer Purchase Decision are actions taken by consumers to purchase a product. Therefore, purchasing decision making is a process or act of selecting one of several alternative solutions to the problem with real follow-up. The most important part of a successful marketing program is conducting a market analysis. Market analysis

provides information about the needs and desires of consumers that are needed by the organization so that the organization can be a responsive and marketing-oriented organization.

Swait et al. (2000) stated that to influence consumer purchase decision, perceived perception is an important precursor because it is the composition utility and acquisition utility. Purchase intention may influence by the customer perception and perceived quality, and the better its perception and perceived quality, the higher purchase intention is. Selecting or choosing several alternatives made by customer before purchasing a product or service can be defined as purchase decision (Schiffman & Kanuk, 2014). Generally, customer would choose to buy a product or service that is expected to fulfill their needs and desires to achieve satisfaction. In order to do that, customers often choose to buy a product or service which has the best perception on their minds.

Marketers attempt to shape what consumers learn to influence what they buy. Buyers get products that reflect and increase their self-concepts. Buying behavior need to be analyzed for several reason. First, customers' reaction to a firm's marketing strategy plays big role on the firm's success. Second, to discover what fulfill buyers, marketers must analyze the main influences on what, where, when, and how consumers buy. Third, by viewing a deeper understanding of the point that affect buying behavior, marketers are in a better position to estimate how consumers will react to marketing strategies. Buyers

recalling their memories for information about products that might tackle the problem. If they cannot remember enough the information for a decision, they seek additional information through an external search. Especially, in the digital era, consumers may turn to internet networks notably social media such as Instagram, Twitter, Facebook, and Whatsapp for information to support them in buying decisions.

Brand image of a product or service has a positive impact in simulating consumer purchase decision as the consumer first seek all the brands of a products or services that could fulfill their needs and desires. Thus, building a strong positive brand image is necessary for the long run. The greater value of a brand that perceived by consumer, the more customer likely to buy the product.

H₁: Brand Image positively influences the consumer purchase decision.

The perceived price could also be measured by analyzing the willingness of customer to buy the product. The price that should be paid by a product is aligned with the satisfaction that customer would receive. The more aligned of price that customer should be paid with the satisfaction that they would receive such as quality for using the product, the more likely customer to buy the product.

H₂: Perceived Price positively influences the consumer purchase decision.

Brand Image aims at measuring the level of consumers' perception towards the brand. On the other hand,

the perceived price could also be measured by analysing the value of price of the product. The level of perception and the value of price of a product has significant effect towards customer purchase decision.

H₃: Brand Image and Perceived Price simultaneously influence the consumer purchase decision.

3. Research Methodology

This research is an explanatory research and utilizes the quantitative method. Methodology that particularly focuses on surveys and experiments to support its theories such as opinions, attitudes, or knowledge is known as quantitative research (Cooper & Schindler, 2014). A quantitative research method deals with statistical, mathematical or numerical data where data is collected through primary research from a large sample size and processed with statistical model (Creswell, 2013). To observe the relationship between variables, quantitative research procedurals were developed through an online survey (questionnaire).

The population of this research is people who lives in Malang aged above 17 years old and have experienced buying beauty products on Tokopedia. This research was conducted from October to November 2020 due to the outbreak of COVID-19 which leads to "Stay At Home" campaign. This campaign resulted on the increasing of the usage of mobile phone because of the limitation of outdoor activity. The population selected for this research is people who reside in Malang.

Sampling technique in this research was done with non-probability sampling, which means sample selection criteria is set by researcher. In this quantitative study, the researcher uses convenience sampling because the writer considers that there are several factors such as those subjects who can give quick information and they are easily contacted (Sekaran & Boogie, 2013). The technique for determining samples is based on spontaneity. According to Ferdinand (2014), the sample size can be determined by multiplying total questions and estimated indicators from 5 up to 10. This method called SEM (Structural Equation Modeling). Therefore, 14 questions used in this research multiplied by 10 as the author feels sufficed and reach total 140 respondents as sample size. However, there would be specific limitation applied on which sample would participate as the respondents. The sample of this research should fulfill the following criteria:

1. Anyone who aged 17 years old or above.
2. Anyone who have experienced buying beauty products using Tokopedia.

In the data analysis method, the regression model must be tested for its validity, reliability, and classical assumptions.

a. Validity Test

Validity testing is intended to determine the validity of the understanding of the validity of the concept and empirical reality. The validity test is a measure that shows the levels of validity and validity of an instrument. A questionnaire is

said to be valid if each questions of the questionnaire is able to represent what is measured. The correlation coefficient is valid when the coefficient of item and total item has a significance level is lower or equal to 0.05 (5%).

b. Reliability Test

The reliability test shows the level of stability, consistency and accuracy of a measuring instrument or test is used to determine the extent to which the measurement is relatively consistent when repeated measurements are made. Reliability testing technique uses the reliability coefficient value alpha. The decision making criterion happens if the value of the alpha reliability coefficient is greater than 0.6 then the variable is reliable.

c. Classical Assumption Test

1. Normality Test

Normality test is a test that is carried out with the aim of assessing the distribution of data in a group of data or variables, whether the data distribution is normally distributed or not. Hair et. al (2010) mentioned normality test is a test to see whether or not the distribution of the data used is normal. The test procedure in this research was carried out using the statistic analysis of *Kolmogorov-Smirnov* (KS) test, the data can be said to have a normal distribution if the significant level is bigger than 0.05.

2. Multicollinearity Test

The multicollinearity test was conducted to determine whether there is a correlation in the regression model between the

independent variables or not. Highly correlated two or more independent variables in multiple regression model could occur multicollinearity (Sekaran & Bougie, 2016). The method of testing is to compare the Tolerance value obtained from multiple regression calculations, if the tolerance value < 0.1 then multicollinearity occurs or the VIF (variant Inflation Factor) were higher than 10.

3. Heteroscedasticity Test

The heteroscedasticity test is used to determine whether there is an inequality in the residual deviation value due to the size of the value of one of the independent variables or there is a difference in the value of the variety with the increasing value of the independent variable (Hair et. al, 2010). The test procedure was carried out by means of a scatter plot test. If there is no clear pattern and the data is spread above and below 0 on Y-axis, then there is no heteroscedasticity in the model.

d. Data Analysis Method

The research is included into descriptive quantitative. It has the task of organizing and analyzing numerical data to provide a regular, concise and clear picture of a symptom, event or situation so certain understandings or meanings can be drawn. Multi Regression Analysis is crucial to be conducted in order to determine the degree of correlation among dependent variables and several independent variables. As explained by Sekaran & Bougie (2016), if the independent

variable included is more than one, multiple regression analysis would be needed to be applied into the statistical analysis.

e. Hypothesis Testing

1. The t-Test Partial

t test is used to determine whether each independent variable partially has a significant effect on the dependent variable. Sekaran & Bougie (2016) stated that one sample t-test purposes to see whether or not the mean of the population from the selected sample is equal to a comparison standard on the hypothesis.

4. Results and Discussion

A form of online questionnaires contained a set of questions was used to obtained the data from the respondents that are determined by purposive sampling. A total 153 respondents and 140 usable questionnaires were analyzed using SPSS 20.

Descriptive Result

a. Brand Image

The mean of Brand Image (X_1) is 4.24 which means that respondents perception on Brand Image of Mac Cosmetics Powder Kiss Lipsticks is very good as driver to make a purchase

b. Perceived Price

The mean of Perceived Price (X_2) is 3.66 which means that the respondents perception on Perceived Price of Mac Cosmetics Powder Kiss Lipstick is good as driver to make a purchase

C. Consumer Purchase Decision

The mean of Consumer Purchase Decision (Y) is 4.04 which means that the respondents perception on Consumer Purchase Decision is highly relevant

Data Analysis

Based on the test conducted the highest r Value is Y_2 (0.884) and the lowest is $X_{1,4}$ (0.607) which means that the items are valid because the r-value is greater than r-statistic which is 0.3. Moreover, the result found that the Cronbach alpha of X_1 (0.808), X_2 (0.831), and Y (0.805) which means all of the items are reliable because the value of Cronbach Alpha is greater than 0.6.

Lastly, classical assumption test were conducted and found that the data has normal distribution because the significant value is greater than 0.05. The test also showed that the tolerances of the variables were greater than 0.1 and the scatterplot figure shows that the dots were spreading above and below 0 on the Y-axis. Thus, the data have no multicollinearity and no heteroscedasticity

Hypothesis Test

a. t-Test Partial

| Variable | t Value | Sig. t |
|-----------------|---------|--------|
| Brand Image | 5.081 | 0,000 |
| Perceived Price | 9.819 | 0,000 |

Source: Data analyzed (2020)

The t-statistic obtained ($\alpha = 0.05$; df residual = 137) is 1.977. The test result shows that the entire variable has t-value > t-statistic and the significant value which is lower than α (0.05). Therefore, it can be concluded that Brand Image (X_1) and Perceived Price (X_2) has

significant impact to Consumer Purchase Decision (Y).

Discussion

From the results that were obtained from the test done, it can be concluded that all of the independent variables used in this research do have impact to influence consumer purchase decision. It also shows that perceived price has the most dominant influence compared to brand image in influencing the purchase decision.

Based on the test result, it is stated that there is a significant influence between brand image and perceived price on consumer purchase decision. That means to the degree of customers' image perception as well as Mac cosmetics' value of price increased, it affected the consumer to more likely buy the products. As previous research mentioned, the impression offered by a product or service will be remembered by consumers as a reference for selecting the next product or service. If a product or service gives a positive impression it will create a good image in the minds of consumers, so that it is expected to be able to increase purchasing decisions for these products or services (Gumelar, 2017). On the other hand, Schiffman & Kanuk (2019) stated that that price perceptions are related to how consumers perceive certain prices (high, low, reasonable) have a strong influence on purchase intentions. Thus, price is one of the important attributes evaluated by consumers so that it affects consumer attitudes. Moreover, the result of *Adjusted R square* supports that most of the people agree that both brand image

and perceived price of Mac Cosmetics Powder Kiss Lipstick influence customer to buy their product.

The research finding has shown the result based on the customer perspective showing that Mac Cosmetics Powder Kiss Lipstick's image has positive effect in influencing consumer purchase decision. This statement can be proved as the customer perceived Mac Cosmetics Powder Kiss Lipstick as a high-quality product. Thus, they are more likely interested to buy the product. The quality, design, and renowned names offered is believed as an essential factor that drives consumer to purchase Mac Cosmetics Powder Kiss Lipstick.

The partial test in the research also shows that the brand image extensively affects the consumer purchase decision. This statement proven by the research result that branding image is one of the eminent keys to influence consumer to buy the products. Moreover, Yahya (2018) conducted a research resulted that a good brand image can build purchase intention which in line with this research's result. The purchase intention can lead to purchase decision if the drive is strong enough.

In the research, it indicates that based on consumers' perspective, the price that they have to pay for the Mac Cosmetics Powder Kiss Lipstick has positive impact on stimulating the customer purchase decision. This statement can be proved as the customer perceived Mac Cosmetics Powder Kiss Lipstick's value of price is high. Thus, they are more likely interested to buy the product because they

believe that the quality they would receive is aligned with the price that they paid. Moreover, Tokopedia as one of the E-commerce that offered Mac Cosmetics products has contributed in value of price. This statement is proved by the customer's perception and it is agreed by the statement attached in the research namely Tokopedia offered good deals.

The partial test also shows that the perceived price of Mac Cosmetics Powder Kiss Lipstick gives significant impact on the consumer purchase decision. The result determines that the customer would more likely buy the product by increasing their price perception towards the benefit of the product. The previous research conducted also mentioned that the effect of perceived price on consumer purchase decision is because consumers consider that the price of the product being offered is quite affordable, and in accordance to the current market price and the quality obtained (Setiyani, 2017). Thus, the greater value of price offered by the Mac Cosmetics Powder Kiss Lipstick, the more likely customer to buy the product.

Implications

The research observes the effect of brand image and perceived price towards consumer purchase decision on Mac Cosmetics Powder Kiss Lipstick. The findings of the research have a number of managerial implications for marketing management by Mac Cosmetics contributes to liking. The company could make their marketing strategies on the basis of results the research as it highlights

the significant factors which influence consumer purchase decision the most.

The most important factor that the company should pay attention to maintain is the promotion on the mass media. As stated in the research, Mac Cosmetics is considerably recognized widely in the social media platform. The appointment of well-suited brand ambassador is one of the key that led into this success. Mac Cosmetics should also try to promote their brand by endorsing local artists. On the other hand, Mac cosmetics should work on the value of price compared to other brand in its class. As stated in the research, several people feels that the value of price of Powder Kiss Lipstick is not worth enough compared to the others. Mac Cosmetics should either lower their basic price, cost of production or could add more promotion events. However, if Mac Cosmetics resets its price, it should also pay attention to its image that has been built as famous luxurious brand that targeting mid-high segment. The most suitable way that could be applied by Mac Cosmetics is that it can collaborate with an E Commerce to sell its product exclusively so it can cut the price while maintaining its image.

5. Conclusion

This research was conducted to analyze the customer perception of the brand image and perceived price of Mac Cosmetics Powder Kiss Lipstick in influencing the consumer purchase decision and to determine which variables have an influence on the consumer purchase decision. In

this study, the independent variables used were brand image and perceived price variables, while the dependent variable used was consumer purchase decision. Based on the calculation of multiple linear regression analysis, some conclusions are drawn as follows:

1. Based on the results, it showed that Brand Image has a positive impact to influence Consumer Purchase Decision. Thus, increasing the Brand Image could trigger consumer to buy the product
2. Based on the results, it was found that Perceived Price has significant effect on Consumer Purchase Decision. Thus, increasing the Perceived Price could increase the consumer to buy the product
3. Based on the results, it was found that Brand Image and Perceived Price variables have a significant effect simultaneously on Consumer Purchase Decision. As the result, it can be concluded that by increasing the brand image and perceived price, it will increase the consumer purchase decision.
4. Furthermore, the results showed that the Perceived Price variable has the strongest and dominance influence compared to other variables to influence Consumer Purchase Decision.

6. Recommendation

Based on the above conclusions, some suggestions can be put forward for the institutions which are expected to get the benefit of this study and the company and other

parties as well. The suggestions given are:

1. It is expected that the company can maintain and improve services for perceived price because the perceived price variable has a dominant influence in influencing consumer purchase decisions. This can be done by implementing monthly discount events, doing more integration with various e-commerce in Indonesia, and holding promotions such as *buy 1 get 1 free* to increase Consumer Purchase Decision.
2. Separately, Brand Image has strong influence towards Consumer purchase decision. Mac Cosmetics should increase the perception of its image by providing insightful information about its product, held a charity event, and also creating eco-friendly factory and product.
3. Mac Cosmetics could boost its images and value of price significantly by endorsing local make-up artist and beauty vlogger such as Tasya Farasya, Kalulla, and Bubah Alfian. Subsequently, Mac Cosmetics could collaborate exclusively with Tokopedia and create various new events.

On the other hands, there are also some suggestions for the academicians. They are:

1. This research is expected to be able to be used as references for further researchers to develop this research by considering other variables besides variables applied in this research. Moreover, this research can be

used an additional reference for other researchers that will conduct further research on the effect of brand image and perceived price towards consumer purchase decision on other beauty product using E-Commerce.

2. The independent variables in this study are very important in influencing Consumer Purchase Decision. It is hoped that the results of this study can be used as a reference for further researchers to develop this research by considering other variables which are other variables outside the variables that have been included in this study.

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