



**THE INFLUENCE OF BRAND IMAGE PRODUCT QUALITY AND  
DIGITAL MARKETING ON INTENTION TO BUY BEAUTY PRODUCT**

**MOP BEAUTY BY TASYA FARASYA**

**UNDERGRADATED THESIS**

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## ABSTRAK

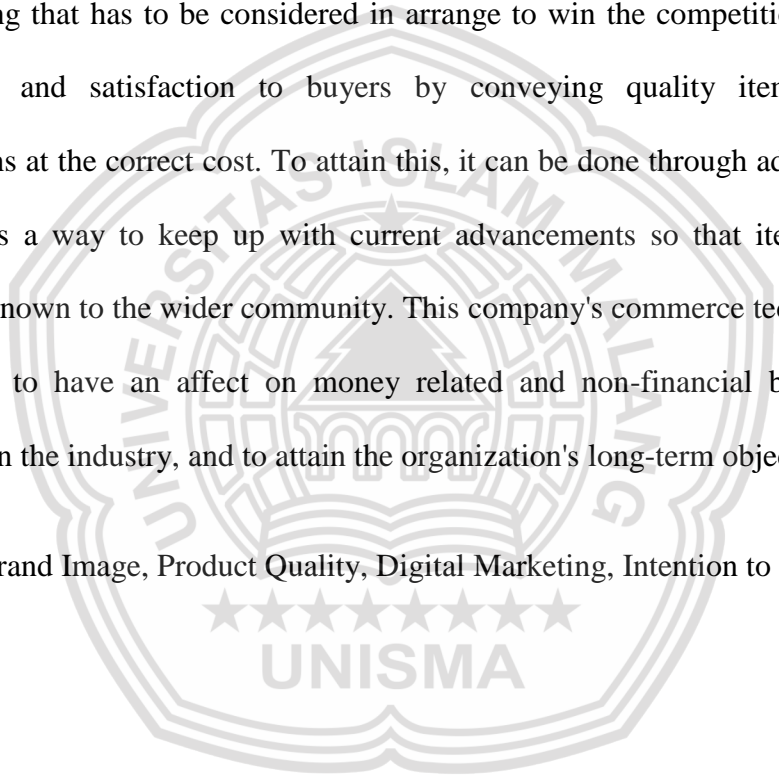
*Dalam periode globalisasi ini, setiap perusahaan dihadapkan pada persaingan perdagangan yang ketat di negara maju. Individu perdagangan harus bersaing untuk memenangkan persaingan perdagangan melalui dunia komputerisasi yang semakin berkembang. Meningkatnya konsentrasi dan banyaknya pesaing menempatkan permintaan pada individu perdagangan untuk memenuhi keinginan dan keinginan pelanggan. Hal penting yang harus diperhatikan dalam rangka memenangkan persaingan adalah memberikan nilai dan kepuasan kepada pembeli dengan menyediakan produk berkualitas dan layanan dengan harga yang tepat. Untuk mencapai hal tersebut dapat dilakukan melalui advanced showcase sebagai salah satu cara untuk mengikuti perkembangan zaman agar barang semakin dikenal masyarakat luas. Teknik perdagangan perusahaan ini diperkirakan akan berdampak pada keuntungan finansial dan non-finansial, kelangsungan hidup dalam industri, dan untuk mencapai tujuan jangka panjang organisasi.*

**Kata Kunci :** Citra Merek, Kualitas Produk, Pemasaran Digital, Minat Beli

## ABSTRACT

In this period of globalization, each company is confronted with strongly commerce competition within the advanced world. Trade individuals must compete to win commerce competition through the progressively growing computerized world. The expanding concentrated and number of competitors places requests on trade individuals to meet customer desires and wants. The important thing that has to be considered in arrange to win the competition is to supply value and satisfaction to buyers by conveying quality items and administrations at the correct cost. To attain this, it can be done through advanced showcasing as a way to keep up with current advancements so that items are increasingly known to the wider community. This company's commerce technique is anticipated to have an affect on money related and non-financial benefits, survival within the industry, and to attain the organization's long-term objectives

**Keywords:** Brand Image, Product Quality, Digital Marketing, Intention to Buy



## CHAPTER I

### INTRODUCTION

#### 1.1 Background

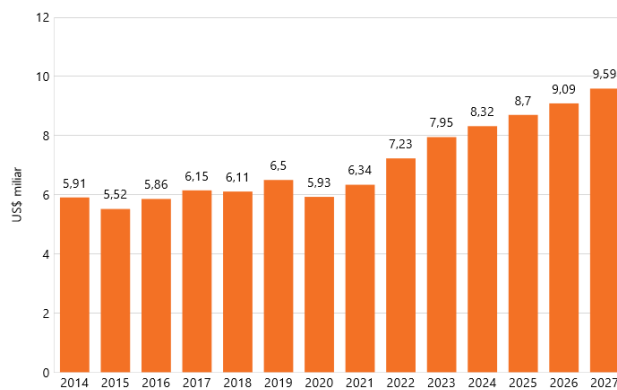
In this era of globalization, every company is faced with intense business competition in the digital world. Business people must compete to win business competition through the increasingly expanding digital world. The increasing intensity and number of competitors places demands on business people to meet consumer expectations and desires. The important thing that needs to be considered in order to win the competition is to provide value and satisfaction to consumers by delivering quality products and services at the right price. To achieve this, it can be done through digital marketing as a way to keep up with current developments so that products are increasingly known to the wider community. This company's business strategy is expected to have an impact on financial and non-financial profits, survival in the industry, and to achieve the organization's long-term goals (Dewi, 2017).

One of the industries affected by the rapid development of globalization and modernization is the beauty industry. As time goes by, beauty seems to be the most important thing for every woman. The beauty industry is one part of the world that will continue to evolve from time to time. The abundance of beauty or skincare products in Indonesia is due to the high enthusiasm of consumers and beauty business people don't want this to be wasted. The national cosmetics industry grew by 7.36% in the first quarter. This figure increased compared to 2017 which grew by 6.35% (okezone.com/2018). This is inseparable from its

business prospects which are still quite bright in the future. Based on these conditions and beauty enthusiasts who are not only women, Indonesia has become a potential market for beauty industry entrepreneurs both from abroad and within the country.

Not only skin and facial care, cosmetics are also an important element in supporting the beauty of every woman. Whether they realize it or not, in their daily lives women cannot be separated from cosmetics. This facial beauty product is used by most women from morning to evening. Therefore, many companies are trying to meet the need for cosmetics with various kinds of product innovations. With the increasing number of cosmetic companies emerging in Indonesia, competition in the beauty business is getting tougher. To be able to win the competition so that consumers are not left behind, companies must be able to compete. One thing that can be done is to understand and fulfill consumer needs and desires by always following changes that occur and being able to know consumer needs. Consumer behavior is influenced by cultural, social, personal and psychological factors (Kotler and Armstrong, 2008).

**Figure 1.1 Estimated Revenue from Personal Care and Beauty Products in Indonesia (2014-2027)**



Source: (databoks, 2022)

Based on the databoks report, revenue in the market Beauty & Personal Care reaching US\$7.23 billion or Rp. 111.83 trillion (with a 1 dollar exchange rate of Rp. 15,467.5) in 2022. The market is expected to grow annually by 5.81% (CAGR or annual growth rate from 2022-2027). In detail, the largest market segment is the personal care segment with a market volume of US\$3.18 billion in 2022. Followed by Skin Care at US\$2.05 billion, cosmetics at US\$1.61 billion, and fragrances at US\$39 million.

One of the local cosmetic brands that is currently attracting a lot of attention is MOP Beauty. Mop Beauty is one of the local cosmetic products that will officially be available to the public in 2021. MOP Beauty is a beauty brand founded by Tasya Farasya, a well-known influencer in Indonesia who has more than 6 million followers on Instagram. With a large number of followers as well as her dedication and inspiring enthusiasm, Tasya Farasya has proven her expertise in starting a successful beauty business that is much in demand by consumers. This brand offers various beauty products that prioritize quality and innovation. Even though it is relatively new, Mother of Pearl products are able to compete with other well-known brands. Reporting from [beautyjournal.id](http://beautyjournal.id) mop beauty during this launch period sold out its first products, namely primer and loose powder, in just 8 hours (Syahrivar, 2018).

**Figure 1.2 MOP Beauty Products**



Source: Tokopedia

The large number of consumers who are interested in buying MOP Beauty products is proof that even though MOP Beauty is a new product, it has succeeded in attracting a lot of interest from the Indonesian people. This is because MOP Beauty is able to present a good brand image in the eyes of the public itself. Brand image is one of the important things that business people need to pay attention to so that the products they provide can sell well in the market. Brand image is the consumer's perception of a company or its products (Kotler and Armstrong, 2001).

Like MOP Beauty cosmetic products which increase their brand image through their attributes. These attributes include an attractive logo that is easy for consumers to remember, unique packaging and a brand name that is easy for consumers to remember. Reporting from beautyjournal.id mop beauty during this launch period sold out its first products, namely primer and loose powder, in just 8 hours (Widyastuti, 2021). A good brand image is a strategy to attract consumers and determining whether a brand is successful or not in attracting new consumers to buy its products really depends on consumers' perceptions of the brand.

Therefore, companies must be able to create an attractive and unique brand and be able to present their company. Not only focusing on appearance, companies are also required to be able to describe the function of the product according to consumers' desires and needs, so that consumers can give a good perception of the brand and they are interested in buying the product.

MOP Beauty itself is a cosmetic brand that provides various kinds of cosmetics that suit consumer needs and the products produced contain ingredients that are safe for the skin. Product quality according to Kotler and Armstrong (2008) is the ability of a product to demonstrate various functions including durability, reliability, accuracy and ease of use. Product quality can be interpreted as the product's ability to demonstrate durability and also its ability to fulfill consumer needs (Werry, 2020). Poor quality will reduce consumers' interest in buying the product in question, which will result in losses for the company (Valentino et al., 2021). So far, the quality of products from MOP Beauty has had a quite good impact. This is supported by research conducted by Hermanto, Saputra (2019) which found that product quality did not have a significant effect on buying interest. However, research conducted by Siska Lifani, Mariyah Ulfah, Rita Kusumadewi (2022) found that product quality had a positive and significant effect on purchase intention.

Not only focusing on brand image and product quality, companies must also be able to develop their marketing system so that they can attract the attention of many consumers. To be able to compete in the current era of globalization, companies must be able to master digital marketing as a process of introducing their products to the wider community. Digital marketing is the marketing of



company products carried out using digital media which will be more easily accessed by potential consumers (Albi, 2020). This marketing provides an opportunity for companies and potential consumers to introduce and get to know products more effectively (Andrian, 2019). With digital marketing, information related to the product in question can be accessed from anywhere as long as there is an internet connection (Wicaksana, 2021). Digital-based marketing can also cover a larger market area so that there is a greater possibility of interest in the product (Apriani & Arifin, 2020). Apart from carrying out digital marketing, companies must guarantee that the products they sell are of good quality and quality (Rusahana et al., 2021).

MOP Beauty carries out its marketing through digital marketing on various e-commerce platforms. Tasya Farasya as the owner of Mop Beauty often reviews her products and then gives giveaways of several products to several lucky consumers. He also uses his popularity to promote Mop beauty products through all his social media platforms such as Instagram, Tiktok and also his YouTube channel. As time goes by, potential consumers are taking advantage of technology, especially taking advantage of reviews from beauty vloggers about the brands they want to buy. By looking at reviews from beauty vloggers, potential consumers can be more confident about the products they will buy later. (Fuchs, 2010).

The assessments given by consumers are important things that need to be considered and evaluated so that buying interest can continue to increase. Consumer interest in buying products will be the key to future business development, so companies must be able to see all opportunities that can help

increase consumer interest in buying the products they market. Digital-based marketing provides great efficiency for marketers to introduce their products to consumers and must be balanced by displaying good product quality. The better the product quality, the more consumer buying interest will increase. Purchase interest can be interpreted as the consumer's desire to purchase a product (Jayabaya & Madiawati, 2018).

Consumer buying interest plays a very important role in ensuring that companies can compete, because without consumer buying interest, the products produced by the company will not provide income for the company's activities (Rusahana et al., 2021). Interest in a company's products can be obtained in various ways, one of which is by marketing, especially digital marketing (Romadlon et al., 2020). Purchase interest is consumer behavior that shows the extent of their commitment to making a purchase. Consumers' needs and desires for goods and services develop over time and influence their behavior in purchasing products (Mandasari and Soesanto, 2011). Purchase interest can be defined as a possible activity carried out by consumers to purchase a product (Doods et al., 1991; in Dwityanti, 2008).

The difference between this research and previous research can be seen from the research method. This research uses quantitative research methods with a purposive sampling technique. The next difference lies in the sample criteria and variable indicators which are different from previous research. Apart from that, the research location is also different from previous research.

Based on the description above, the author is interested in conducting further research with the title "The Influence of Brand Image, Product Quality, and Digital Marketing on Interest in Buying Mop Beauty Products By Tasya Farasya".

### 1.2 Formulation of the problem

1. Do Brand Image, Product Quality, and Digital Marketing influence interest in buying MOP Beauty beauty products?
2. Does Brand Image influence interest in buying MOP Beauty beauty products?
3. Does product quality influence interest in purchasing MOP Beauty beauty products?
4. Does digital marketing influence interest in purchasing MOP beauty beauty products?

### 1.3 Research purposes

1. To find out Brand Image, Product Quality, and Digital Marketing have a simultaneous influence on interest in buying MOP beauty beauty products
2. To find out Brand Image, it has a partial influence on interest in purchasing MOP beauty beauty products
3. To find out product quality has a partial effect on interest in purchasing MOP beauty beauty products
4. To find out whether Digital Marketing has a partial effect on interest in purchasing MOP beauty beauty products

### 1.4 Benefits of research

The benefits of this research are as follows:

## 1. Theoretical

### a. Next Researcher

It is hoped that this research can be used as reading material or reference for further research in the field of marketing.

### b. Knowledge field

It is hoped that the research can become reference material for research and development of management science, especially in the field of marketing management. It is also hoped that this research will be useful in the field of marketing management regarding marketing strategies and digital marketing.

## 2. Practitioner

### a. For Make-up Brands

It is hoped that this research can provide references and insights in determining product marketing policies, especially in relation to the influence of Brand Image, Product Quality and Digital Marketing so that marketing strategies can be carried out efficiently and obtain effective results in meeting sales targets and being able to attract consumer interest.

### b. For Consumers

It is hoped that this research will be useful in adding insight and insight for consumers when purchasing products.

## CHAPTER V

### CONCLUSIONS AND SUGGESTIONS

#### 5.1 Conclusion

Based on the explanation of the research results described in the previous chapters, the following conclusions can be drawn:

1. The results of this research show that the variables Brand Image, Product Quality, and Digital Marketing have a significant simultaneous effect on interest in purchasing the Beauty Product MOP Beauty by Tasya Farasya
2. The results of this research show that Brand Image has a partially significant effect on interest in purchasing the Beauty Product MOP Beauty by Tasya Farasya
3. The results of this research show that product quality does not have a partially significant effect on interest in purchasing the beauty product MOP Beauty by Tasya
4. The results of this research show that Digital Marketing does not have a partially significant effect on interest in purchasing the Beauty Product MOP Beauty by Tasya Farasya

#### 5.2 Limitations

1. This research was limited to collecting data in Malang City and involved a limited number of respondents, namely 70 respondents. Therefore, the results of this research may not be fully applicable to populations in other locations or to different consumer segments.

2. This research focuses on the influence of Brand Image, Product Quality and Digital Marketing variables as factors that influence interest in purchasing the Beauty Product MOP Beauty by Tasya Farasya. Therefore, there is potential for further research that could explore other related variables in this context.

### 5.3 Suggestions

Based on the research that has been carried out, there are several suggestions that can be put forward, including:

1. For Academics
  - a. It is hoped that in future research, similar research will be carried out with a wider range of respondents.
  - b. It is hoped that future research will use newer and more relevant variables to determine the influence on purchasing interest.
  - c. It is hoped that future research will carry out similar research using different data collection methods for more accurate data results.
  - d. It is hoped that this research can provide a small contribution and also provide additional reference materials for academic circles for the development of knowledge, especially in the field of marketing strategy.
2. For Companies
  - a. Researchers hope that MOP Beauty can improve product branding to create better brand recognition and strengthen consumer perceptions.
  - b. Researchers hope that MOP Beauty can continue to innovate and improve products so that MOP products become the main purchasing alternative.

c. Researchers hope that MOP Beauty can further improve its digital marketing strategy so that products can be reached by a wider public.

3. For Consumers

Researchers hope that consumers can understand more about MOP Beauty and all parties in it so that purchasing decisions are more meaningful and do not seem in vain.



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