



The Influence of Brand Image, Lifestyle and Word Of Mouth on Maybelline Mascara Purchasing Decisions (Case Study in Environmental Community I Medan Denai)

Safrianti Harahap¹⁾, Yayuk Yuliana³⁾

Management, Universitas Muslim Nusantara Al-Washliyah Medan^{1,2)}

safriantiharahap@umnaw.ac.id yayukyuliana@umnaw.ac.id/1

ABSTRACT

This study aims to determine the influence of brand image, lifestyle and word of mouth on the purchase decision of maybelline mascara (case study in the I Medan Denai environmental community). This research is a quantitative research. The data used in this study are primary data obtained through questionnaires, observations and literature studies. The respondents who were sampled in this study amounted to 91 respondents. From the regression equation $Y = 16.272 + 0.218X_1 + 0.186X_2 + 0.114X_3 + e$. In the partial hypothesis test (t test) the brand image variable has a positive and significant effect on the purchase decision variable with a t-value calculated > t table ($6.370 > 1.987$) and a significant value of $0.000 < 0.05$. Lifestyle variables have a positive and significant effect on purchasing decision variables with t-values calculated > t tables ($4.561 > 1.987$) and significant values of $0.000 < 0.05$. The word of mouth variable has a positive and significant effect on the purchase decision variable with a calculated t value > t table ($3.313 > 1.987$) and a significant value of $0.001 < 0.05$. Brand image, lifestyle and word of mouth variables simultaneously affect purchasing decision variables with F values calculated > F tables ($27.268 > 2.71$) and significant values $0.000 < 0.05$.

Keywords: Brand Image, Lifestyle, Word Of Mouth and Purchasing Decision

1. INTRODUCTION

Women always want to look perfect and attractive at all times. Therefore, one way to support an attractive appearance is to use beauty products. Women as the most important consumers in beauty products who have a high desire to buy. In using beauty products, consumers usually always use products that are in accordance with the characteristics of themselves.

Women's beauty products consist of various types including *mascara products*. *Mascara* is a cosmetic that is generally used to beautify the eyes. Its function is among others to thicken and lengthen eyelashes. One of the famous mascara products is *Maybelline*.

One of the factors that influence consumer decisions in buying a beauty product is brand image, lifestyle and *word of mouth*. A good product must have a good brand image in the eyes of consumers. There is no doubt that a well-known brand must have guaranteed quality. Seeing a situation like this, marketers must popularize their brands in order to compete in the market (Simarmata, 2020).

Lifestyle is one of the determinants for buying a product/service by consumers. This fact can be used as an opportunity by the company by determining the right segment to market products / services. Thus, companies must understand the role of consumer behavior, especially lifestyle factors which are company strategies in influencing purchasing decision behavior (Mahanani, 2018).

During the process of delivering products to customers and to achieve company goals in the form of optimal sales, one of the company's activities is carrying out promotional strategies, these strategies are often referred to as *Word Of Mouth* Where this strategy is considered the most effective strategy due to consumers who already know or feel the company's own products (Arifa & Robustin, 2018).

Customers generally want products that are to their liking. This requires the company's intelligence in exploring consumer tastes so that from some of the factors mentioned above in the end it is in accordance with consumer desires. Thus brand image, lifestyle and Word Of Mouth should be planned as much as possible and done meticulously so that the product can be accepted by consumers.

Many factors are taken into consideration by consumers to make a purchase decision for a product. Among them is the image of a brand, a good image is very important to build relationships with consumers because if marketers and their products already have a place in the hearts of consumers then marketing becomes easier, because consumers will naturally help market products / services if marketers provide satisfactory service. Increasingly fierce competition requires companies to offer quality products / services and have more value so that they are different from competitors' products.

The problems formulated in this study are as follows:

1. Is there any influence of brand image on Maybelline mascara purchasing decisions positively and significantly on the I Medan Denai environmental community?
2. Is there a positive and significant influence of lifestyle on Maybelline mascara purchasing decisions in the I Medan Denai environmental community?
3. Is there any influence of *word of mouth* on Maybelline purchasing decisions positively and significantly in the I Medan Denai environmental community?
4. How much influence brand image, lifestyle and *word of mouth* on Maybelline mascara purchasing decisions positively and significantly on the I Medan Denai environmental community
5. The purpose of this study is to test and analyze how much influence brand image has on Maybelline mascara purchasing decisions in the I Medan Denai environmental community.
6. To test and analyze how much influence lifestyle has on the purchase decision of Maybelline mascara environment I Medan Denai.
7. To test and analyze how much influence *word of mouth* has on the purchase decision of Maybelline mascara in the I Medan Denai environmental community.
8. To test and analyze how much influence brand image, lifestyle and *word of mouth* have on Maybelline mascara purchasing decisions in the I Medan Denai environmental community.

2. Theoretical Foundation

Brand Image

Brand image is the main value of marketing and brand has become a crucial element that contributes to the success of a marketing organization (F. Tjiptono, 2017). According to (Rangkuti, 2017) suggests that brand image is a set of brand associations formed in the minds of consumers.

Brand Meaning and Types

There are 6 kinds of brand meanings and types, namely: 1. Attributes. The brand is reminiscent of certain attributes, for example Mercedes gives the impression of being an expensive, well-

made, durable, and highly prestigious car. 2 Benefits. Attributes need to translate into functional and emotional benefits. The "durable" attribute can translate into functional benefits. 3.Value. The brand also states something about the value of the manufacturer, for example Mercedes means high performance, safety and prestige. 4. Culture.Brands also represent a particular culture, for example Mercedes represents German culture which is organized, efficient and of high quality. 5. Personality. Brands also reflect certain personalities, for example Mercedes reflects a sensible leader (people), a commanding lion (animals), or a majestic palace (objects). 6. Brand User indicates the type of consumer who buys or uses the product (Etta and Sopiah, 2013).

Lifestyle

Lifestyle is a picture of consumer behavior related to how he lives, uses his money, and utilizes the time he has (Priansa, 2020).

Lifestyle Indicators

According to (Yuniarta, 2015) there are three lifestyle indicators, which are as follows:

1. Activity

Activities are what consumers do, what products are purchased or used and what activities are carried out to fill spare time.

2. Interest

Interests can be likes, passions, priorities and what is considered interesting in spending time and spending money.

3.Opinion

A person's views and feelings in response to global, economic and social issues

Word Of Mouth

According to (Sunyoto, 2015), that customers will talk to other customers or other communities about their experiences using the products they buy, so advertising through *Word Of Mouth* is a reference from others, this reference is done by word of mouth and this advertising activity is very simple but is a surefire move to sell products.

Word Of Mouth Indicator

According to (Sitorus, 2018) the *word of mouth* indicators include:

1. Discuss
2. Push
3. Invite

Purchasing Decision

Purchasing decision is the consumer's understanding of the wants and needs for a product by assessing from existing sources by setting purchase goals and identifying alternatives so that the appearance of the decision to buy is accompanied by behavior after making a purchase (Harman and Malau, 2018).

Purchase Decision Indicators

Purchasing decision indicators according to Kotler and Amstrong, 2016 are:

1. Product selection

2. Brand selection
3. Reseller selection
4. Time of purchase

3. RESEARCH METHODS

The research method used in this study is quantitative research with a quantitative descriptive approach. According to (Sugiyono, 2013) quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to examine certain populations or samples, sampling techniques are generally carried out randomly, data collection using research instruments, quantitative / statistical data analysis with the aim of testing hypotheses that have been determined (Sugiyono, 2019)

This study focused on a female type community in the I Medan Denai environment with a sample of 91 people.

Multiple regression analysis will be performed when the number of independent variables is at least 2. The multiple linear regression equation is as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots e$$

Information:

Y = Purchase decision

a = Constant

β_1, β_2 = Regression Coefficient

X1 = Brand image

X2 = Lifestyle

X3 = *Word of Mouth*

e = Error term

Meanwhile, the $F_{\text{calculate}}$ value can be determined by the following formula:

$$F = \frac{r^2 / K}{(1 - r^{2/1})(n - k - 1)}$$

Information:

F = magnitude $F_{\text{calculate}}$

n = number of samples

k = number of variables

r^2 = Coefficient

The coefficient of determination is used to measure how far the model is able to explain the variation of the dependent variable (Y) that can be explained by the independent variable (X1, X2 and X3). The value of the coefficient of determination is between zero and one. The higher value of R^2 indicates that the variance for the dependent variable (Y) can be described by the independent variable (X) and vice versa.

4. Research Results

Description of Research Results

In this section, it will be explained about the results of the research that has been processed, where in this study the respondents taken by researchers are women from the I Medan Denai environmental community aged 15-45 years with a sample of 91 people. Respondents aim to describe or provide an overview of the identity of respondents in a study.

Multiple Linear Regression Analysis Results

To determine the regression equation can be seen in the table below:

Table 1
Multiple Linear Regression Analysis Test Results

Coefficients						
Type		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	16.272	.692		23.520	.000
	BRAND IMAGE	.218	.034	.550	6.370	.000
	X2.1	.186	.041	.377	4.561	.000
	X3.1	.114	.034	.301	3.313	.001

Based on the table above, it is known that the value of the coefficient of the regression equation from the output is obtained by the regression equation model:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots e$$

$$Y = 16.272 + 0.218X_1 + 0.186X_2 + 0.114X_3 + \dots e$$

A constant value of 16,272 gives the understanding that if the brand image (X1), lifestyle (X2), word of mouth (X3) is assumed to be unchanged (constant) then the value of Employee Performance (Y) is 16,272.

The regression coefficient of the brand image variable (X1), of 0.218 means that each brand image has increased by 1%, then the purchase decision (Y) will increase by 0.218%, assuming other independent variables are fixed values.

The regression coefficient of the lifestyle variable (X2) of 0.186 means that each lifestyle experiences an increase of 1%, then the purchase decision (Y) will increase by 0.186%, assuming other independent variables have a fixed value.

The regression coefficient of the word of mouth variable (X3) of 0.114 means that every word of mouth increases by 1%, then the purchase decision (Y) will increase by 0.114%, assuming other independent variables have a fixed value.

Partial Test Results (Test t)

The statistical test t is useful for testing the effect of each independent variable partially on the dependent variable. To determine whether or not there is a partial influence of each independent variable on the dependent variable can be seen at the level of significance of 0.05 or 5%. If

$\text{sig} < 0.05$ or $t_{\text{count}} > t_{\text{table}}$ then it is accepted that the independent variable (X) partially affects the dependent variable (Y). Meanwhile, if $\text{sig} > 0.05$ or $t_{H_a \text{count}} < t_{\text{table}}$ then it is rejected meaning that the independent variable (X) has no partial effect on the dependent variable (Y). H_a

**Table 2 Partial Test (T Test)
Coefficients^a**

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16.272	.692		23.520	.000
	BRAND IMAGE	.218	.034	.550	6.370	.000
	X2.1	.186	.041	.377	4.561	.000
	X3.1	.114	.034	.301	3.313	.001

T table at significance 0.05 or 5%, with degrees of freedom $df = n - k$ or $df = 91 - 3 - 1 = 87$, $t_{\text{table}} = 1.987$. From the output results on the t test based on the calculated t value in the table above, it can be known the significant level for each independent variable, namely:

1. It is known that the significant value for brand image (X1) on purchasing decision (Y) is $t_{\text{count}} = 6.370 > t_{\text{table}} = 1.987$, so it can be concluded that accepted means there is a significant influence of brand image (X1) on purchasing decision (Y). H_a
2. For the second independent variable, lifestyle (X2) is $t_{\text{count}} = 4.561 > t_{\text{table}} = 1.987$, so it can be concluded that H_a is accepted which means there is a significant influence of lifestyle (X2) on purchasing decisions (Y).
3. For the third independent variable, word of mouth (X3) is $t_{\text{count}} = 3.313 > t_{\text{table}} = 1.987$, so it can be concluded that H_a is accepted which means there is a significant influence of word of mouth (X3) on purchasing decisions (Y).

Simultaneous Test Results (Test F)

The criterion used is that if the $\text{sig} < 0.05$ or $F_{\text{count}} > F_{\text{table}}$ is accepted, it can be stated that the independent variables together have a significant influence on the dependent variable. Whereas if $\text{sig} > 0.05$ or $F_{H_a \text{count}} < F_{\text{table}}$ is rejected, it can be stated that the independent variables together do not have a significant effect on the dependent variable. F table H_a at significance 5% or 0.05, with numerator degree = $k - 1 = 3$, denominator degree = $n - k = 91 - 4 = 87$, F table 2.71

Table 3

Partial Test (T Test)

ANOVA^b

Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	45.083	3	15.028	27.268	.000a
	Residuals	47.946	87	.551		
	Total	93.029	90			

a. Predictors: (Constant), word of mouth (X3), idup style (X2), brand image (X1)

b. Dependent Variable: purchase decision

Based on the table above, it is known that the probability value (p-value) 0.05 ($0.000 < 0.05$) and the calculated F value = 27.268 > F table = 2.71, this means that the independent variables namely brand image (X1), lifestyle (X2), word of mouth (X3) together have a significant influence on purchasing decisions (Y).

Coefficient of Determination (R^2)

Table 4. Test Coefficient of Determination (R^2)

Model Summary^b

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.698a	.485	.467	.742

a. Predictors: (Constant), word of mouth (X3), lifestyle (X2), brand image (X1)

b. Dependent Variable: Purchase decision (Y)

From the results of data processing, an Adjusted (R^2) of 0.485 was obtained. This shows that the percentage of contribution of the influence of the independent variable to the dependent variable is 48.5%. Or the variation of the independent variable used in the model (brand image (X1), lifestyle (X2), word of mouth (X3)) was only able to explain 48.5% of the variation in the dependent variable (Purchase decision (Y)), the remaining 51.5% was influenced or explained by other variables that were not included in this research model.

Discussion

The Influence of Brand Image on Purchasing Decisions

The research conducted, shows that the results of this study state that there is an influence of brand image on the purchase decision of Maybelline mascara in the I Medan Denai environmental community. The brand image variable has a t-count > t table ($6.370 > 1.987$) and a significant value of $0.000 < 0.05$. In accordance with this description, it can be concluded that the brand image variable has a positive and significant effect on the purchase decision variable so that the hypothesis is accepted. The results of this study are in line with the results of research conducted by Maimun Ahmad (2020) which states that brand image variables have a positive and significant effect on purchasing decisions. In addition to this research in line with the results of research conducted by Maimun Ahmad, Serli Apriani (2021) also stated that brand image variables have a positive and significant effect on purchasing decisions for maybelline mascara cosmetics.

The Influence of Lifestyle on Purchasing Decisions

Research The results of this study state that there is an influence of lifestyle on the purchase decision of Maybelline mascara in the community of I Medan Denai environment. The lifestyle variable has a t count $>$ t table ($4.561 > 1.987$) and a significant value of $0.000 < 0.05$. In accordance with this description, it can be concluded that lifestyle variables have a positive and significant effect on purchasing decisions so that the hypothesis is accepted. The results of this study are in line with the results of research conducted by Nurul Yusna (2021) which states that lifestyle variables have a positive and significant effect on purchasing decisions.

The Influence Of Word Of Mouth On Purchasing Decisions

The research conducted, shows that the results of this study state that there is an influence of word of mouth on the purchase decision of Maybelline mascara in the community of the I Medan Denai environment. The word of mouth variable has a t count $>$ t table ($3.313 > 1.987$) and a significant value of $0.001 < 0.05$. In accordance with this description, it can be concluded that the word of mouth variable has a positive and significant effect on the purchase decision variable so that the hypothesis is accepted. The results of this study are in line with the results of research conducted by Nur Asia (2023) which states that word of mouth variables have a positive and significant effect on purchasing decision variables. In addition to this research in line with the results of research conducted by Nur Asia, Fadly Siregar (2018) also stated that word of mouth variables have a positive and significant effect on purchasing decisions.

5. Conclusion

Based on various tests from the results of the presentation and discussion of data from this study, several conclusions can be obtained regarding the influence of brand image, lifestyle and word of mouth on the purchase decision of Maybelline mascara (case study in the I Medan Denai environmental community), several conclusions can be drawn, namely:

1. Brand image variables have a positive and significant effect on purchasing decision variables with t -values calculated $>$ t tables ($6,370 > 1,987$) and significant values of $0.000 < 0.05$.
2. Lifestyle variables have a positive and significant effect on purchasing decision variables with t -values calculated $>$ t tables ($4.561 > 1.987$) and significant values of $0.000 < 0.05$.
3. The word of mouth variable has a positive and significant effect on the purchasing decision variable with a calculated t value $>$ t table ($3.313 > 1.987$) and a significant value of $0.001 < 0.05$.
4. Brand image, lifestyle and word of mouth variables simultaneously affect purchasing decision variables with F values calculated $>$ F tables ($27.268 > 2.71$) and significant values $0.000 < 0.05$.

Bibliography (reference)

Agmeka, F., Wathoni, R. N., & Santoso, A. S. (2019). The influence of discount framing towards brand reputation and brand image on purchase intention and actual behaviour in e-commerce. *Procedia Computer Science*, 161, 851–858.
<https://doi.org/10.1016/j.procs.2019.11.192>

- Ali, K. (2020). The Influence Of Promotion Through Social Media And Word Of Mouth On Consumer Decision To Choose A Wedding Organizer (Study On Lampung Art Project Consumers In Trimurjo District, Central Lampung). *Journal of Management and Business (JMB)*, 1(2), 11–24.
- Alrwashdeh, M., Emeagwali, O. L., & Aljuhmani, H. Y. (2019). The effect of electronic word of mouth communication on purchase intention and brand image: An applicant smartphone brands in north Cyprus. *Management Science Letters*, 9(4), 505–518. <https://doi.org/10.5267/j.msl.2019.1.011>
- Arifa, N., & Palupi Robustin, T. (2018). The Influence of Product Quality and Price as well as Word Of Mouth on Wardah's Cosmetic Purchasing Decision (Case Study of STIE Widya Gama Lumajang Student). *Journal of Management Research*, 1(1), 54–63.
- Arikunto, S. (2017). *Development of Research Instruments and Program Assessment*. Yogyakarta: Student Library.
- Basuki, Agus Tri. 2016. *Regression Analysis in Economic & Business Research: Equipped with SPSS & Eviews applications*. Jakarta: Rajawali Press.
- Fakhrudin, A., Yudianto, K., & Melly A.D, Y. S. (2021). Word of mouth marketing influences college decisions. *Economic Forum*, 23(4), 648–657. <https://doi.org/10.30872/jfor.v23i4.10111>
- Ghozali, Imam. (2016). *Applications of Multivariate Analysis with Programs (IBM SPSS)*. Semarang: Diponegoro University Publishing Board.
- Ghozali, Imam. (2018). *Applications of Multivariate Analysis with Programs (IBM SPSS)*. Semarang: Diponegoro University Publishing Board
- Husein, U. (2019). *Enterprise Management Research Methods*. Jakarta: PT Gramedia Pustaka
- Kotler, P., & Keller, K.L. (2017). *Marketing Management*. Issue 13. Jakarta: Erlangga
- Kurniawan, A, R. (2018) . *Marketing Basics*. Yogyakarta: Quadrant
- Like, dawn. (2017) . *Marketing Management Practical Approach*. Yogyakarta: Graha Ilmu
- Kurniawan, A, R. (2018) . *Marketing Basics*. Yogyakarta: Quadrant
- Mahanani, E. (2018). The influence of brand image, product quality, price and lifestyle on product purchasing decisions Mataharimall.Com. *Ikraith-Humanities*, 2(2), 53–61.
- Maimun Ahmad. et al. (2020) The Influence of Brand Image on Oriflame Product Buying Interest in Manado City.
- Nugroho.2018.*Communication Behavior*.Jakarta.KENCANA.
- Prasetyo,Antoni.2016. Rachman,Abadi.2017.*Word Of Mouth Communication And Bangkalan.Bangkalan Batik Purchasing Decision*.
- Sahir, S. H., Ramadhan, A., & Tarigan, E. D. S. (2016). The influence of lifestyle, halal labels and prices on the purchase decision of wardah cosmetics in students of the Management Study Program, Faculty of Economics, Medan University, Medan Area. *Journal of Business Concepts and Management*, 3(1), 130.
- Simarmata, W. (2020). The influence of product quality and brand image on consumer satisfaction. *JOM FISip*, 7(2), 1–8.

- Sitorus, Onny Fitriana, and Novelia Utami. Marketing Promotion Strategy. Jakarta: FKIP UHAMKA, 2018.
- Sugiyono. (2014). Educational Research Methods Quantitative, Qualitative, and R&D Approaches. Bandung: Alfabeta.
- Sugiyono. (2016). Qualitative Quantitative Research Methods and R&D. Publisher ALFABETA, Bandung.
- Sugiyono. 2017. Quantitative, Qualitative, and R&D Research Methods. Bandung : Alfabeta.
- Sujarweni, V. Wiratna. 2015. Business and Economic Research Methodology, 33. Yogyakarta: Pustaka Baru Press.
- Tjiptono, Fandy, and Chandra. (2017) . Strategic Marketing. Yogyakarta: Andi
- Top Brand Awards. Top Brand Index. Retrieved March 20, 2023 at 9:45 AM, from <https://www.topbrand-award.com/top-brand-index/>