

**THE INFLUENCE OF BRAND IMAGE, PRODUCT VARIETY, AND PRICING STRATEGY  
ON PURCHASE DECISION OF EYELASH EXTENSION AT LASHTHETIQUE MANADO  
(STUDY ON LASHTHETIQUE CUSTOMERS)**

*PENGARUH BRAND IMAGE, VARIASI PRODUK, STRATEGI HARGA TERHADAP KEPUTUSAN  
PEMBELIAN PADA EYELASH EXTENTION DI LASHTHETIQUE MANADO (STUDI PADA  
LASHTETIQUE MANADO)*

By:

**Ivany Anastacia Mewoh<sup>1</sup>**

**S. L. H. V. Joyce Lopian<sup>2</sup>**

**Emilia M. Gunawan<sup>3</sup>**

<sup>123</sup>Management Department Faculty of Economics and Business Sam Ratulangi University Manado

E-mail:

[1ivanymewoh062@student.unsrat.ac.id](mailto:ivanymewoh062@student.unsrat.ac.id)

[2lopianjoyce@unsrat.ac.id](mailto:lopianjoyce@unsrat.ac.id)

[3emilia\\_gunawan@unsrat.ac.id](mailto:emilia_gunawan@unsrat.ac.id)

**Abstract:** The needs and desires of a dynamically moving market change rapidly and continuously, makes a company need to find a good strategy to meet the market wants and needs. The purpose of this research is to analyze the influence of brand image, product variety, and pricing strategy on purchase decision of eyelash extension service made by customers at Lashthetique partially and simultaneously. This research conducted using quantitative method with saturation sampling method, which use all of the population for the sample totaling 74 sample due to a small amount of population. The collected data from questionnaires with likert scale method was processed in SPSS 26 resulting brand image, product variety and pricing strategy are influencing purchase decision simultaneously, brand image and product variety does not influence purchase decision partially, and pricing strategy influence purchase decision partially. In this research, a brand image does not play an important role because a new running business still have less customer experience and perceived, while product variety and pricing strategy will be considered by customer to match their need and wants based on their purchasing power.

**Keywords:** *purchase decision, brand image, product variety, pricing strategy*

**Abstrak:** *Kebutuhan dan keinginan pasar yang bergerak dinamis berubah dengan cepat dan terus menerus, membuat perusahaan perlu mencari strategi yang baik untuk memenuhi keinginan dan kebutuhan pasar. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh brand image, variasi produk, dan strategi harga terhadap keputusan pembelian jasa eyelash extension yang dilakukan oleh pelanggan di Lashthetique secara parsial dan simultan. Penelitian ini dilakukan dengan menggunakan metode kuantitatif dengan metode sampling jenuh, yaitu menggunakan seluruh populasi untuk sampel sebanyak 74 sampel karena jumlah populasi yang sedikit. Data yang terkumpul dari kuesioner dengan metode skala likert diolah dengan SPSS 26 menghasilkan citra merek, variasi produk dan strategi harga secara simultan mempengaruhi keputusan pembelian, citra merek dan variasi produk tidak mempengaruhi keputusan pembelian secara parsial, dan strategi harga mempengaruhi keputusan pembelian secara parsial. Dalam penelitian ini, citra merek tidak memainkan peran penting karena bisnis yang baru berjalan masih memiliki pengalaman dan persepsi pelanggan yang kurang, sedangkan variasi produk dan strategi penetapan harga akan dipertimbangkan oleh pelanggan untuk menyesuaikan kebutuhan dan keinginan mereka berdasarkan daya beli mereka.*

**Kata Kunci:** *keputusan pembelian, brand image, variasi produk, strategi harga*

## INTRODUCTION

### Research Background

Nowadays, a pretty and trendy appearance is something that many people pay attention to. Not only to follow the trend or to be seem extraordinary by others but it can also be a form of self-appreciation and self-love. Taking a body care treatment can indeed be one form of our concern for ourselves. This treatment can be done in

various ways, from using skincare, makeup, hair care, and so on. In 2020, revenue of the beauty & personal care market in Indonesia attain nearly seven billion U.S. Dollars and the Statista Consumer Market Outlook estimates that it will reach nine billion dollars above by 2025. Not only beauty products, beauty services have also become essential for some people. Based on data reported by the Statista Global Consumer Survey conducted in Indonesia in 2022 regarding online booking services, 17 percent of respondents answered the question "Which of the following services have you booked online in the past 12 months?" with "Beauty Treatments" which got second rank in this survey which is dominated by restaurant and food delivery enthusiasts that one of human basic needs. This shows that beauty services are quite popular in Indonesia.

This research will discuss one type of beauty service industry, which is eyelashes. Eyelashes are one of the most important parts of the face for women to pay attention to. Usually, long, curled, and voluminous eyelashes are much longed for many women. There are two types of eyelash services currently being developed, namely Eyelash Extensions and Eyelash Lift. Eyelash Extensions and Lash Lift are a part of the beauty service that makes it easy for women to look beautiful instantly and without any hassle. Applying eyelash makeup (using lash curler, mascara, false eyelashes) to look perfect without eyelash extensions takes a long time, which can be difficult when you're in a hurry. By using eyelash extensions or lash lifts, it won't fade immediately if exposed with water, but eye makeup when exposed to water makes it fade and needs to be retouched. Based on convenience and number of enthusiast offered, this industry can become potential in business opportunity. Not only extended and curled, now eyelashes can also be colored. For lash lift services, additional tint can be added to darken it, and for eyelash extension services, there are natural brown or colorful eyelashes. The availability of a variety of colors makes eyelash service suitable for daily activities as office workers, students, and others for its natural color, while the colorful ones can be used by professional models or entertainers.

In the eyelash treatment industry, a trained lash artist is important so that the work is guaranteed to be harmless to the eyes. In addition, the lash artist must always do exercises to develop their skills. For eyelash extensions and eyelash lifts, pre-treatment services and post-treatment care are also needed to maximize the work of eyelash extensions, especially their durability and to take care of the real eyelashes so it will not fall out along with the extended eyelashes. The pre-treatment carried out is a lash spa where the real eyelashes will be cleaned first then followed by the eyelash extension process. Furthermore, for post-treatment care (aftercare) is about tips on how to clean eyelashes and care for eyelashes by avoiding using certain products such as mascara, oil base cleanser, hot hairdryer, and so on. Eyelash extension itself can be interpreted as the process of connecting false eyelashes with real eyelashes. The material used is artificial eyelashes that are carefully connected to the original eyelashes one by one so that they look thicker, longer and naturally curled. In contrast to false eyelashes, which are generally disposable and then must be thrown away, eyelash extensions with the right technique and care can last more than 1 month.

The needs and desires of a dynamically moving market change rapidly and continuously. The development of information through social media regarding knowledge, trends, even the lack of eyelash treatment and its industry is very transparent for customers to know. Customers become more educated about the advantages and disadvantages related to this treatment information. It means that existing business people in this field or the newcomer need to be more creative in interpreting the threats and opportunities that exist in the market through the utilization of their strategic strengths and capabilities. Not only are there many places available in Manado, but there are also various eyelash extension enthusiasts in Manado. Whether its office workers who are busy working or housewives who did not have much free time so they are willing to pay more for a service, there are also students who have limited finances but want to appear to follow the trend. Besides that, there are also customers who use eyelash extensions for certain events such as birthdays, weddings, graduations and others, and there are many other types of customers based on their needs.

Differences on customer need makes brand image, product variety, and pricing strategy will be considered by customers when choosing a place to do eyelash treatments. These three variables play a very important role for customers in the decision-making process. Brand image contains the public's perception of all the components of the marketing mix that will create value for a brand. A brand is an important part of marketing success because it acts to differentiate a company's product from competitors' products through its name, design, symbol and other features. Companies must give a positive impression to customers not only in product design but also provide good service or interaction with customers. In several cases, customers choose places that have a good Brand Image because the quality of their products and services is guaranteed. People who are interested in beauty industry, especially eyelash extensions, take brand image as a consideration because this service is done directly to their eyes which are the sense of sight and it is dangerous if something bad happens there.

Identifying new running business' brand image is quite hard, it can be seen more in how the customers react to what they see in social media rather than what they felt when directly using this service. This is where the brand itself needs to show up their uniqueness aspects and incorporate it with their brand personality to capture customers' attention. Product and price are part of the marketing mix which refers to marketing strategies or actions to promote the products or services that are being marketed. Products are something that can be sold by a company, whether in the form of services, goods, or digital products. Product or service that being developed must be ascertained in advance whether it is wanted or needed by the market or not and the product or service must be able to provide solutions to problems faced by target consumers. The price set is related to the value of the product that can be felt by consumers. Offering products that vary and follow trends also makes customers who don't want to miss the latest trends choose to have their treatment done there. Various face shapes and eye shapes make people need to adjust the needs of the eyelash treatment they will get, therefore service providers need to offer various types of services as well. Customers' daily activities also have an impact on offering types of eyelash treatment, for example students can choose a lash lift treatment because it looks natural, formal workers can choose eyelash extensions that are light and short so they are not too flashy, and to attend certain events or celebrations they can use bold eyelash extensions.

Currently, eyelash extensions at Lashthetique stand in the 'Introduction' stage in the Product Life Cycle (PLC). PLC itself refers to the span of time a product is introduced to consumers in the market until it is no longer on the market, therefore a strategic way is needed to continue to support and maintain a product so that it can survive in the market. As a product that surviving in introduction stage, Lashthetique now improving the marketing strategy and developing the product and services to increase brand awareness and reach more customer. As a new running business, Lashthetique is still not known to many people in Manado and it affect the brand image. Here Lashthetique utilizes social media as a mean to create consumer perceptions through posts, both about the business itself and also education about product / service offered. The pricing strategy chose by Lasthetique have a low range price, which around Rp 80.000,- to Rp 200.000,-. There are also offers such as discount, bundling price monthly and seasonal and once have a collaboration with another beauty service. Lashthetique eyelash extension product (eyelash type) is vary from the natural one to the bold one or known in eyelash industry from classic to volume. The type provided in Lashthetique are Classic, Premium Classic, Double, Light Volume, Whispy Hybrid, Whispy volume, Bold Volume, and Wet Lash. Lashthetique also included lash spa as a part of eyelash treatment that done before the application of eyelash extension.

### **Research Objectives**

Based on background of the problem, the objectives of this research are:

1. To find out the influence of brand image, product variety, and pricing strategy on purchase decision of eyelash extension at Lashthetique.
2. To find out the influence of brand image on purchase decision of eyelash extension at Lashthetique.
3. To find out the influence of product variety on purchase decision of eyelash extension at Lashthetique.
4. To find out the influence of pricing strategy on purchase decision of eyelash extension at Lashthetique.

## **THEORETICAL FRAMEWORK**

### **Marketing**

Kotler and Keller (2014) defined marketing as the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential. The process by which companies engage customers, build strong customer relationships, and create customer value in order to capture value from customers in return.

### **Purchase Decision**

Purchase decision is one of a form of decision making process. The process of creating decisions is a form of reasoning that is predicated on the values, preferences, and beliefs of the decision-maker. Decision-making can be viewed as a problem-solving activity that results in an optimal, or at least satisfactory answer (Kirsch, Brockmann, dan Taubner, 2016). It is therefore a process which can be more or less rational or irrational and can be based on explicit or tacit knowledge and beliefs. Tacit knowledge is often used to fill the gaps in complex



decision-making processes.

### **Brand Image**

Branding is the process of creation or legacy of certain trait signs in the minds and hearts of consumers through a variety of communication ways and strategies so that create specific meaning and feeling which affect consumers' lives. So branding activity is the implementation of the brand communication strategy and is part of the brand development process (Wijaya, 2013). In the perspective of brand communication, the branding process has certain levels which simultaneously indicate the extent to which the development of the brand is related to closeness to consumers

### **Product Variety**

Anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need (Kotler and Armstrong, 2018). Santos, Sampaio, and Alliprandini (2020) used the term 'variety' to refer to company choices about the breadth and depth of different product lines in terms of three dimensions: fundamental (different core models and designs at the fabrication and design stage), intermediate (different technical options dependent on core design at the assembly stage) and peripheral (particular options). Prasad, Garg, dan Prasad (2019) said that product variations are product developments so that they become several kinds of product choices. According to Landahl et al. (2018), product variety is described as a set of product variants that aims to satisfy a wide range of customer needs. Another opinion came from Lu, Lee, and Son (2022) that product variations can be characterized as "not good enough" before this point is reached and "too much good stuff" beyond that. Competitiveness of companies is mostly driven by customer satisfaction that most often induces variety and complexity throughout the product life-cycle (Julyanthry et al., 2023). Increased demand for customized and personalized products caused a large growth in the number of companies filling these demands and hence leading to more competition amongst them and better value to consumers.

### **Pricing Strategy**

According to Machfoedz (2005), pricing is influenced by internal factors and external factors. Internal factors, including the company's marketing objectives, costs, marketing mix strategy, and pricing methods. Meanwhile, external factors include the nature of the market and demand, competition, and other environmental elements. A business can use a variety of pricing strategies when selling a product or service. To determine the most effective pricing strategy for a company, senior executives need to first identify the company's pricing position, pricing segment, pricing capability and their competitive pricing reaction strategy (Smith, Tim, 2016).

### **Previous Research**

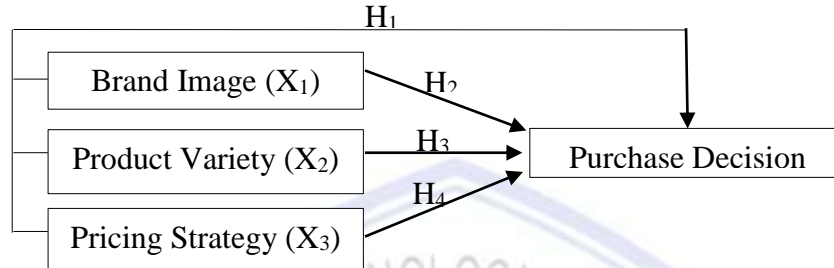
Sarker and Rahman (2017) addressed the performance-related issues about what extent is the impact of various factors responsible in terms of consumers' purchasing decision in FMCG (Fast Moving Consumer Goods) sector in Comilla. The theoretical framework designed based on the literature review and hence ten hypotheses were developed. The samples were selected by convenience sampling technique. Data were collected from 100 customers under different categories through 18 items questionnaires. The questionnaire developed by exploratory research which was used to measure consumer buying behavior. Data were analyzed by using SPSS 16.0 version. The result of the multiple regression analysis showed that there is a significant relationship between the dependent variable (Consumers' purchasing decision) and independent variables (Cost, Product Variety, Salesperson, Product Quality, Advertising, Product Display, Income Level, Demand, Familiar Retailers, and Personality). The findings of the study showed that nine out of ten variables were positively related to consumers' purchasing decision but the individual personality of respondents has no significant effect on purchasing decisions.

Ratama (2013) discussed the perceived quality, Brand Image, and Perceived Value on Buying Interest and Implications for Purchase Decisions in her research "Analysis Perceived Quality, Brand Image, and Perceived Value on Buying Interest and Implications for Purchase Decisions" Cellular service from Singtel. The method of research is used the descriptive analysis with using purposive sampling. Analysis tool used is SEM run with Lisrel software. This research found that influence of perceptions of quality 0.27, brand image 0.37, the influence of and the influence of perceived value 0.28 against buying interest. Influence of buying interest on purchase decisions is 0.52. The analysis showed that the positive effect on brand image buying interest greater than influence on the attractiveness of perceived value and perceived quality.

Hasanah and Usman (2021) examined the relationship between the variables of Brand Image, Price, and

Product Quality on Purchase Decisions with E-commerce Lazada as its object. Brand Image is a perception from consumers regarding all information about a brand, Price is a unit of value that is used as a benchmark for business actors selling products or services to be borne by buyers, Product Quality is the ability of the product to perform its functions, and Purchasing Decisions are an idea of individuals in processing, evaluating and finally being able to make a decision on one or more products. The data used is primary data with Lazada E-commerce users as respondents, especially Jakarta State University students. The conclusion of this study, there is a significant relationship between the variables Brand Image, Price, and Product Quality on Purchasing Decisions.

**Conceptual Framework**



**Figure 1. Conceptual Framework**

Source: Literature Review

**Research Hypothesis**

- H1: Brand Image, Product Variety, and Pricing Strategy influence consumer purchase decisions simultaneously
- H2: Brand image influence consumer purchase decisions partially
- H3: Product Variety influence consumer purchase decisions partially
- H4: Pricing strategy influence consumer purchase decisions partially

**RESEARCH METHOD**

**Research Approach**

This study use quantitative research with comparative type. A comparative study is a kind of method that analyzes phenomena and then put them together to find the points of differentiation and similarity (Mokhtarianpour, Gharamaleki, and Rajabi, 2016).

**Data Collection Method**

This research data collection conducted by using survey. According to Sugiyono (2013), the survey method is by distributing structured questionnaires given to respondents designed to obtain more specific information. The data used are primary data for the independent variable (brand image, product variety, and pricing strategy) and the dependent variable (purchase decision).

**Operational Definition of Research Variables**

**Table 1. Operational Definition and Indicator of Research Variables**

Variable	Operational Definitions	Indicator
Brand Image (X <sub>1</sub> )	Brand image is consumer perception based on experiences or observations stored in their memory about brand value created by a brand that influences buying behavior.	1. Brand uniqueness 2. Reputation 3. Recognition 4. Affinity (Kotler and Keller (2014); Hamel and Prahalad (2014)
Product Variety (X <sub>2</sub> )	The changing demands and needs of customers make companies have to develop their products to meet them. Therefore the	1. Size 2. Type 3. Material

	company creates a variety of products not only to meet demand but also to compete with other companies.	4. Design 5. Quality (Benson, 2017)
Pricing Strategy ( $X_3$ )	Pricing is one of the most important elements of the marketing mix, as it is the only element of the marketing mix that generates a turnover for the organization that involves determination of the optimum price for a product by the marketer.	1. Affordability 2. Compatible with quality 3. Competitiveness 4. Compatible with benefits (Kotler and Armstrong, 2018)
Purchase Decision (Y)	Purchase decision is the process of considering several alternatives to determine which product we will buy, where the product is in accordance with our wants or needs.	1. Product Selection 2. Brand Selection 3. Number of Purchases 4. Purchase Time 5. Payment Methods (Kotler and Keller, 2014)

**RESULT AND DISCUSSION**

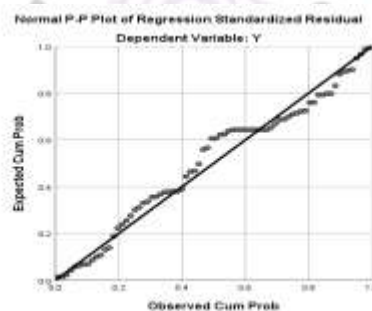
**Result**

**Validity and Reliability**

A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. If  $r_{count} \geq r_{table}$  (2-tailed test with sig. 0.05) then the instrument or question items have a significant correlation with the total score (declared valid). A questionnaire is said to be reliable if one's answers to statements are consistent or stable from time to time. Ghozali (2016) states that reliability is a tool for measuring a questionnaire which is an indicator of a variable or construct. Testing the reliability of the instrument using the Alpha Cronbach formula. The results of the SPSS showed that the Cronbach's Alpha value of the 18 questionnaire items in this study was 0.909. Based on the theory of Cronbach's Alpha formula, if the value obtained is  $\geq 0.700$ , then the items is declared reliable. The results of this research items are reliable.

**Classic Assumptions Test**

**Normality Test**



**Figure 2. Normality Test**

*Source: Data Processed, 2023*

Regression models work well when the data distribution is normal or nearly normal; if the data are dispersed along the diagonal and in the same general direction, the regression satisfies the assumption of normality.

**Multicollinearity**

Tolerance value  $> 0.10$  and variance inflation factor (VIF) value  $< 10$  indicates no multicollinearity between independent variables. Looking at the results in table 4.3, the Tolerance value of each independent variable are  $X_1$  of 0.224,  $X_2$  of 0.440, and  $X_3$  of 0.203. Meanwhile the results of the calculation of the Variance Inflation Factor (VIF) values also show the same thing, each independent variable are  $X_1$  of 4,459,  $X_2$  of 2.274,

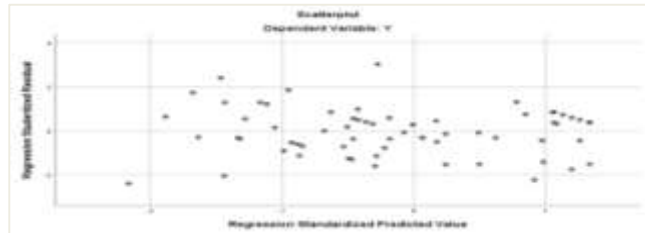
and X3 of 4.938. Referring to the results of calculating the Tolerance and VIF values, it can be concluded that there is no multicollinearity between the independent variables in the regression model.

**Table 2. Multicollinearity Test**

Variable	Tolerance	VIF
X <sub>1</sub>	0.224	4.459
X <sub>2</sub>	0.440	2.274
X <sub>3</sub>	0.203	4.938

Source: Data Processed, 2023

**Heteroscedasticity**



**Figure 3. Heteroscedasticity Test using Scatterplot**

Source: Data Processed, 2023

Based on Figure 3, it can be seen that there is no clear pattern and the points are spread above and below the number 0 on the Y axis. This shows that the data in this research did not have heteroscedasticity.

**Multiple Linier Regression**

**Table 3. Result of Multiple Linier Regression**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.269	1.517		.178	.860
	X <sub>1</sub>	.242	.151	.206	1.601	.114
	X <sub>2</sub>	.262	.107	.226	2.457	.016
	X <sub>3</sub>	.627	.173	.490	3.619	.001

a. Dependent Variable: Purchase Decision

Source: Data Processed 2023

The multiple linear regression equation in this study based on the table above is as follows:

$$Y = 0.269 + 0.242 X_1 + 0.262 X_2 + 0.627 X_3 + \epsilon$$

The regression equation above can be explained as follows:

1. A constant value of ( $\alpha$ ) 0.269 positive, means that if there is no effect of Brand Image (X<sub>1</sub>), Product Variety (X<sub>2</sub>), and Pricing Strategy (X<sub>3</sub>) on Purchase Decision (Y) (considered 0 (zero)), then the Purchase Decision (Y) ,value will be 0.269.
2. The Brand Image (X<sub>1</sub>) variable has a value of 0.242 and positive, means that every time there is an increase in Brand Image (X<sub>1</sub>) by 1%, the Purchase Decision (Y) will increase by 24.2%. It perform that Brand Image affecting Purchase Decision, assuming other variables are constant.
3. Product Variety (X<sub>2</sub>) variable has a value of 0.262 meaning that every time the Product Variety (X<sub>2</sub>) increases by 1%, the Purchase Decision (Y) will increase by 26.2%. It perform that Product Variety affecting Purchase Decision, assuming other variables are constant.
4. The Pricing Strategy (X<sub>3</sub>) variable has a value of 0.627 and positive, means that every time there is an increase in Pricing Strategy (X<sub>3</sub>) by 1%, the Purchase Decision (Y) will increase by 62.7%. It perform that Pricing Strategy affecting Purchase Decision, assuming other variables are constant.



**Hypothesis Testing****Table 4. T-Test**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.269	1.517		.178	.860
	X <sub>1</sub>	.242	.151	.206	1.601	.114
	X <sub>2</sub>	.262	.107	.226	2.457	.016
	X <sub>3</sub>	.627	.173	.490	3.619	.001

a. Dependent Variable: Purchase Decision

Source: Data Processed 2023

The t - test in this research was carried out by comparing the significance of t with an  $\alpha$  of 0.05 and the value if  $t\text{-table} = 1.994$ . If the sig value  $< 0.05$  or the value of  $t\text{-count} > t\text{-table}$ , then there is an influence of variable X on variable Y.

1. Brand Image (X<sub>1</sub>) and Purchase Decision (Y), the table above shows T- count = 1.601  $<$  T-table = 1.994. This confirms that Brand Image (X<sub>1</sub>) does not influence Purchase Decision (Y) partially. Then, the second hypothesis (H<sub>2</sub>) is rejected.
2. Product Variety (X<sub>2</sub>) and Purchase Decision (Y), the table above shows T- count = 2.457  $>$  T-table = 1.994. This confirms that Product Variety (X<sub>2</sub>) have an influence on Purchase Decision (Y) partially. Then, the third hypothesis (H<sub>3</sub>) is accepted.
3. Pricing Strategy (X<sub>3</sub>) and Purchase Decision (Y), the table above shows T- count = 3.619  $>$  T-table = 1.994. This confirms that Pricing Strategy (X<sub>3</sub>) have an influence on Purchase Decision (Y) . Then, the fourth hypothesis (H<sub>4</sub>) is accepted.

**F Test**

The F-test is used to determine the whole effect of independent variables to a dependent variable. An F-test as any statistical test in which the test statistical Fdistribution if the null hypothesis is true. This test will have done by a comparing the Fvalue and Ftable. The level of significance is 5% ( $\alpha=0.05$ ), if Fvalue is greater than Ftable. H<sub>0</sub> is rejectedand H<sub>1</sub> is accepted.

**Table 5. Result of F Test**

Model	df	F	Sig.
1 Regression	3	66.387	.000
Residual	70		
Total	73		

Source: Data Processed 2023

Based on table 5, it can be seen that the significance value is  $F = 0.000$  (smaller than  $\alpha = 0.05$ ). Table above also shows the F-count is 66.387, F – table (N<sub>1</sub> = 3, N<sub>2</sub> = 70) is 2.74 which means that F count  $>$  from F table,. The result is Brand Image (X<sub>1</sub>), Product Variety (X<sub>2</sub>), and Pricing Strategy (X<sub>3</sub>) simultaneously have a significant effect on Purchase Decision (Y), H<sub>1</sub> is accepted.

**Discussion****Brand Image, Product Variety, and Pricing Strategy on Purchase Decision**

The result of this research indicate that brand image, product variety, and pricing strategy are simultaneously have an influence on purchase decision. If a brand image, product variety, and pricing strategy are getting better, the purchase decision tends to be better too, and this also happens the other way around. Lashthetique should improve the brand image along with product variety and pricing strategy. This three factors should developed unidirectionally to achieve a high volume of purchase decision made by customer. Study from Hasanah and Usman (2021) have a similar result with this research, which found that brand image, price, and product quality simultaneously influence purchase decision. Product variety is not explained in research from Hasanah and Usman (2021), but this current research have quality as an indicator to measure the product variety. Hasanah and Usman (2021) said that building and continue in innovating brand and products at competitive price



### **Brand Image on Purchase Decision**

Based on result from primary data above, brand image does not influence the purchase decision at Lashthetique. Brand image does not considered by the customers because base on the object background, Lashthetique is a new running business that is not known by many people and most of the customers only have do the eyelash treatment one time at Lashthetique. It means that they have less experience and less information about Lashthetique, but they still do eyelash extension there because it sounds new for them. The indicators used for this variable that mostly can be seen on new running business is brand uniqueness, which shows that Lashthetique have a unique and attractive branding, while reputation, recognition and affinity still less shown there due to lack of customer experience and company age. Comparing to another business that running in the same fields, several eyelash service studio was running since 2018 and 2019 already have a lot of customer experience and recognition from eyelash consumers. The result of this study supported with previous research conducted by Junita (2015) that there is no significant influence between brand image and purchase decision. This research stated that the brand image does not influence purchase decision because it is considered that there are other factors not discussed in this study that directly affect purchasing decisions, such as price. The research from Junita also supported with several previous study. The result of this study in contrast with previous research conducted by Ratama (2015) which found brand image is the most important factors that influence purchase decision. Ratama (2015) stated that the increase of brand image can be done by developing the products with creating and improving the perceived quality high product in the minds of customers.

### **Product Variety on Purchase Decision**

Based on data analysis and result found in this research that shows product variety positively influence purchase decision which also supported with previous research that have same result, product variety directly play a role in customer decision making process. The customer will be wider if a company have a wide product too, but still in control number of variety, because a lot of variety will make customer confused in making decision. The types will be chosen by customer based on their needs or wants on daily activities, and seasonal moment. Lashthetique provide eyelash extension with several lengths and diameters for the size, lengths are from 8mm – 14mm and diameters are 0.05, 0.07, 0.10, 0.15, and 0.20. The length can be used to adjust with the real lashes and to create a dimension or shape. Type available are from natural one to the bolder one. The material used for eyelash extension basically are the eyelash extension itself and glue for the core product that will not hurt the eyes. The material for standard classic eyelash is Elipse mink lash, and for premium classic is premium ellipse lashes which have softer texture. Light volume and Russian volume also have different material for each of it types. Lashthetique provide several types for design, which are classic, double, light volume, wispy, wet lash, and russian volume that can be styled into cat eye style, dolly eye, or natural style. This types are chosen by customer based on their needs or wants on daily activities, or to be used in seasonal moment. For the quality, it depends on material and application technique. Lashthetique use a good quality product and the stylist or lash technician already take a course before, so the result quality will be good too in terms of appearance, confidence, and safety. Compared to another eyelash extension studio in Manado, several place are same offering a lot of type and styles, while some of it only offers a basic type and style.

The research from Sarker (2017) found that product is affecting purchase decision of medical mask. This finding have same result for factor that influencing purchase decision with this research in terms of product variety. By accepting the product variation predictor as one of the advantages in a store, the characteristic system of size, price, and appearance automatically ties into the analysis of purchases by consumers.

### **Pricing Strategy on Purchase Decision**

Pricing strategy is another variable used in this research with indicators affordability, compatible with quality, competitiveness, and compatible with benefits. The result of this research found that pricing strategy is affecting consumer purchase decision at Lashthetique. Affordability and a compatible price will be considered by customer when they are making a purchase decision. Students as the most answered occupation of the respondents and the allowance under Rp 1.000.000,00 based on characteristics above makes them choose a place that offer standard price because it suits their money. Lashthetique use value – based pricing and product line pricing situation, which offer a line of price for a different type of product. Price adjustment also applied in Lashthetique. The strategies applied are segmented pricing by location, discount and allowance pricing, and promotional pricing.

A good pricing strategy have an ability to increase purchase decision. Lashthetique set an eyelash extension price from Rp 75.000,00 – Rp 195.000,00, this price are in the middle of the current market price which some eyelash studio offers price from Rp 50.000,00 while other are from Rp 125.000,00 and above. This result is similar with several previous research conducted by Bokko (2020), that explain the price and pricing strategy has significant effect on purchase decision. Customers are most interested when the price offered for product or service is in accordance with their finance (Bokko, 2020).

## CONCLUSION AND RECOMMENDATION

### Conclusions

1. Brand image, product variety, and pricing strategy simultaneously affecting the purchase decision. It can be stated that the H1 hypothesis is accepted based on the assumptions of the hypothesis. A better brand image, product variety, and pricing strategy developed in the same direction, the purchase decision tend to be better too.
2. Brand image does not have an influence on the purchase decision partially. So that it can be stated that the H2 hypothesis is rejected. Customers only have less experience and less information about Lashthetique, but they still make a purchase decision because of another factors.
3. Product variety influence the purchase decision partially. It can be stated that the H3 hypothesis is accepted. The existence of various types of products does affecting purchasing decisions at Lashthetique because customer will choose a different type for different use because people are have different occupation background and especially have different type of eye.
4. Pricing strategy have a positive and significant effect on the purchase decision partially. It can be stated that the H4 hypothesis is accepted. The accuracy of the pricing strategy with the target market is important. Affordable and appropriate prices will be considered by customers in making purchasing decisions.

### Recommendations

1. Lashthetique needs to implement more strategies to improve and maintain its brand image, product variety, and pricing strategies so that purchasing decisions made by customers are increasing.
2. As a newly started company, Lashthetique also needs to pay attention to other factors to improve purchasing decisions, such as conducting promotions and provide more information so that customers can easily find out the existence of this brand itself.
3. The result of this research is still have a limitation that should be reexamined. There are another factors that also influencing purchase decision that has not been studied in detail due to limitations such as research methods, the number of respondents, even the researchers' own insights. For this reason, further research and development are needed to get more effective results.

## REFERENCES

- Benson, R. J., (2017). *From Business Strategy to IT Action. Right Decisions for a Bottom Line*. New Jersey: John Wiley and Sons, Inc.
- Bokko, B. V., & Tumewu, F. J. (2020). Qualitative Study of Customers Purchase Decision of Wardah Cosmetics in Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 8 (4). Available on: <https://ejournal.unsrat.ac.id/index.php/emba/article/view/30860> . Retrieved on: March 11, 2023.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 23*. Edisi 8. Cetakan Ke VIII. Semarang: Badan Penerbit Universitas Diponegoro
- Hamel, G., & Prahalad, C. K. (2011). *Kompetisi Masa Depan*. Yogyakarta: Bina Rupa Aksara
- Hasanah, N. U. R., & Usman, O. (2021). Influence of Brand Image, Price, and Product Quality on Purchase

Decision on Lazada E-Commerce. Available at:  
[https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3768312](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3768312) . Retrieved on: February 1, 2023.

Julyanthry., Siagian, V., Asmeati, Hasibuan, A., Simanullang, R., Pandarangga, A. P., Purba, S., Purba, B., Pintauli, R. F., Rahmadana, M. F., & Eljihad Akbari Syukriah M (2023). *Manajemen Produksi dan Operasi*. Medan: Yayasan Kita Menulis.

Junita, S., (2015). *Hubungan Brand Image dengan Pengambilan Keputusan Pembelian Iphone Series*. Skripsi. Universitas Kristen Satya Wacana. Available at: <https://repository.uksw.edu/handle/123456789/9161> . Retrieved on: March 2, 2023

Kirsch, H., Brockmann, J., & Taubner, S. (2016). *Praxis des Mentalisierens: Mit einem Vorwort von Anthony W. Bateman*. Klett-Cotta.

Kotler, P., & Keller, K. L. (2014) *Marketing Management*. 15th Edition. Saddle River: Prentice Hall

Kotler, P., & Armstrong, G. (2018). *Principles of Marketing*, 17th Edition. London: Pearson Education.

Landahl, J., Panarotto, M., Johannesson, H., Isaksson, O., & Löf, J. (2018). Towards Adopting Digital Twins to Support Design Reuse during Platform Concept Development. *DS 91: Proceedings of NordDesign 2018, Linköping, Sweden, 14th-17th August 2018*.

Lu, G., Lee, H. S., & Son, J. (2022). Product Variety in Local Grocery Stores: Differential Effects on Stock-Keeping Unit Level Sales. *Journal of Operations Management*, 68(1), 33–54. Available at: [https://www.researchgate.net/publication/355680442\\_Product\\_variety\\_in\\_local\\_grocery\\_stores\\_Differenti\\_al\\_effects\\_on\\_stock-keeping\\_unit\\_level\\_sales](https://www.researchgate.net/publication/355680442_Product_variety_in_local_grocery_stores_Differenti_al_effects_on_stock-keeping_unit_level_sales) . Retrieved on: : May 3, 2023.

Machfoedz, M. (2005). *Kewirausahaan: Metode, Manajemen, dan Implementasi*. Yogyakarta: BPFE

Mokhtarianpour, M., Gharamaleki, A. F., & Rajabi, S. (2016). Barriers to Effective Formulation of Code of Ethics in a Medical University. *Iranian Journal of Public Health*, 45(1), 76. Available at: [https://www.researchgate.net/publication/300081958\\_Barriers\\_to\\_Effective\\_Formulation\\_of\\_Code\\_of\\_Ethics\\_in\\_a\\_Medical\\_University](https://www.researchgate.net/publication/300081958_Barriers_to_Effective_Formulation_of_Code_of_Ethics_in_a_Medical_University) . Retrieved on: March 19, 2023.

Prasad, S., Garg, A., & Prasad, S. (2019). Purchase Decision of Generation Y in an Online Environment. *Marketing Intelligence & Planning*, 37(4), 372–385. Available at: [https://www.researchgate.net/publication/331937750\\_Purchase\\_decision\\_of\\_generation\\_Y\\_in\\_an\\_online\\_environment](https://www.researchgate.net/publication/331937750_Purchase_decision_of_generation_Y_in_an_online_environment) . Retrieved on: March 17, 2023.

Ratama, R. (2013). Analysis Perceived Quality, Brand Image and Perceived Value on Buying Interest and Implications for Purchasing Decisions (Case Study on Singtel Cellular Card in Malaysia). *International Journal of Behavior Marketing*, 5(10). Available at: [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=2427283](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2427283) . Retrieved on: February 25, 2023.

Santos, V., Sampaio, M., & Alliprandini, D. H. (2020). The Impact of Product Variety on Fill Rate, Inventory and Sales Performance in the Consumer Goods Industry. *Journal of Manufacturing Technology Management*, 31(7), 1481–1505. Available at: [https://www.researchgate.net/publication/341093639\\_The\\_impact\\_of\\_product\\_variety\\_on\\_fill\\_rate\\_inventory\\_and\\_sales\\_performance\\_in\\_the\\_consumer\\_goods\\_industry](https://www.researchgate.net/publication/341093639_The_impact_of_product_variety_on_fill_rate_inventory_and_sales_performance_in_the_consumer_goods_industry) . Retrieved on: : May 20, 2023.

Sarker, M. A. H., & Rahman, M. (2017). Consumers' Purchasing Decision on Fast Moving Consumer Goods (Fmcgs): An Empirical Study. *The Comilla University Journal of Business Studies*, 4(1). Available at: [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3515850](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3515850) . Retrieved on: : February 21, 2023.



Smith, T. J. (2016). *Pricing Done Right: The Pricing Framework Proven Successful by the World's Most Profitable Companies*. John Wiley & Sons.

Statista. *Distribution of Beauty and Personal Care Market Sales in Indonesia from 2017 to 2025*. Available at: <https://www.statista.com/forecasts/1206462/indonesia-sales-distribution-beauty-and-personal-care-market>. Retrieved on: February 12, 2023.

Statista. *Service Online Bookings in Indonesia in 2022*. Available at: <https://www.statista.com/forecasts/1348210/service-online-bookings-in-indonesia>. Retrieved on: February 12, 2023.

Sugiyono, D. (2013). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif Dan R&D*. Bandung: Alfabeta

Wijaya, B. S. (2013). Dimensions of Brand Image: A Conceptual Review from the Perspective of Brand Communication. *European Journal of Business and Management*, 5(31). Available at: [https://www.researchgate.net/publication/258695231\\_Dimensions\\_of\\_Brand\\_Image\\_A\\_Conceptual\\_Review\\_from\\_the\\_Perspective\\_of\\_Brand\\_Communication](https://www.researchgate.net/publication/258695231_Dimensions_of_Brand_Image_A_Conceptual_Review_from_the_Perspective_of_Brand_Communication). Retrieved on: March 20, 2023.

