Influence *brand Image* on Purchase Decisions with Purchase Interest as a Mediation Variable in Natasha Beauty Clinic
(Study of Natasha Clinic Consumers in Pekalongan)

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ARTICLE INFORMATION

ABSTRACT

This research aims to find out how much influence brand image has on purchasing decisions with purchase intention as a mediating variable at the Natasha Beauty Clinic, a study on consumers of the Natasha Clinic in Pekalongan. This research uses a quantitative approach using primary data obtained from distributing written instruments or questionnaires and obtaining responses from 90 sample respondents using the survey method. Smart PLS (Partial Least Square) analysis is used for hypothesis analysis in this research and is research that takes a quantitative approach. Based on the results of the Smart PLS analysis test that has been carried out, it shows that Brand Image (X1) has a positive and significant effect on Purchasing Decisions (Y), Brand Image (X1) has a positive and significant effect on Purchase Interest (Z), Purchasing Decisions (Y) have a positive effect and significant to Purchase Interest (Z). positive and significant on Purchase Interest (Z), Purchase Interest (Z) has a positive and significant effect on Brand Image communication (X1) on Purchase Decisions (Y).

Keywords: Brand Image, Purchase Decision, Purchase Intention.

INTRODUCTION

In this current era, the trend of beauty care has become an obligation for all groups, beauty is also very popular with women and men, such as generation Z who are already dependent on beauty products, generation Z who were born in 1990-2005. Today's teenagers' desire for beauty is very high by looking for and adjusting skin conditions so that today's teenagers like to care for and beautify themselves. This phenomenon really supports the development of the beauty business (Saniati & Wilujeng, 2020).

It can be seen in the Top Brand 2023 survey that Natasha Skin Care Clinic is above ZAP Clinic, ranking fourth after Erha Clinic, London Beauty Center and MS Glow in the beauty clinic category. Natasha Skin Care Clinic won Top Brand in 2023 with 20.40 from the many competitors who attended the event. There are 7 best clinics in Pekalongan, Natasha Clinic is in 5th place, including Larissa Aesthetic Center Pekalongan, ERHA Skin Pekalongan, Naavagreen Pekalongan, Haya Skincare, Auraderma Skincare Pekalongan, and Fifi Skin Clinic Pekalongan. So this could become a problem in the dominance of competitors in beauty clinics in Pekalongan (Pratiwi, 2023).

There are many types of beauty products, such as beauty products from the Natasha Clinic which offers skin beauty products in Indonesia. A purchasing decision is the final step taken by someone when they want to fulfill their needs or desires. This can reflect the process by which someone can decide to buy something after considering the available options and considerations (Bancin, Damayanti, Aprilita, & Banurea, 2023).

Purchase interest is an invisible desire that is expressed by each individual so that no one else knows what each other individual wants (Fasha, Robi, & Windasari, 2022). Purchase interest is obtained from thought processes that form a perception.

According to (Nurhalim, 2020) brand image will come from consumers who have obtained information and experience after using a product. The aesthetics of a product that can meet consumers' psychological or social needs is also reflected through the brand image.

With the several statements described above, the researcher is interested in researching a case study with the title "The Influence of Brand Image on Purchase Decisions with Purchase Intention as a Mediating Variable at the Natasha Beauty Clinic (Case Study of Natasha Clinic Consumers in Pekalongan)".

LITERATURE REVIEW

Buying decision

According to (Tonce & Rangga, 2022) purchasing decisions are something that can be influenced by how confident consumers are in the quality provided, their willingness to provide recommendations to other people, shopping habits, and whether they will buy the product again in the future.

According to (Herdiansyah, Welsa, & Cahyani, 2021) a purchasing decision is a step in the process of thinking whether we should buy something or not before we actually do it or it can also be called post-purchase behavior so there are several factors that influence the level of customer satisfaction:
a. Internal factors
b. External factors

Interest in buying

Purchase interest is something that must be possessed by consumers who plan to buy certain products and whatever they need until a certain time (Tonce & Rangga, 2022). Purchase interest is the result of individual buyers' observation and understanding of a product. This is a factor underlying purchasing decisions. (Kotler, 2012) "Expressing interest in buying is a behavior shown by customers who want to choose and use a product." If customers can influence the quality and information of a product, then buying interest will increase so that there are several factors that influence the level of customer satisfaction:

a. Other people's attitudes
b. Unexpected situational factors

Brand Image

(Swasty, 2016) states that brand image is a dimension of products and services that is intended to mark or differentiate from other companies' products and services. (Firmansyah, 2019) states that brand image is a perception attached to consumers which can provide memories of certain company products so that there are several factors that influence the level of customer satisfaction:

a. Provides the potential to have innovation
b. Increase the legality and credibility of a claim
c. Brands make communication more efficient, easier to do, and easier to remember

Relationship Between Variables
The Influence of Brand Image on Purchasing Decisions

The hypothesis is accepted in accordance with research conducted by (Ghadani, Muhar, & Sari, 2022), and (Nandira and Ngaton, 2020), which states that brand image has a positive and significant effect on purchasing decisions. This can strengthen the influence of brand image on purchasing decisions because when consumers already have good thoughts about a brand, consumers do not hesitate to make purchasing decisions. So it can be proposed for hypothesis research as follows:

H1: Brand image has a positive and significant impact on purchasing decisions at the Natasha Clinic.

The Influence of Brand Image on Purchase Intention

The hypothesis is accepted in accordance with research conducted by (Chasanah & Kurniyawati, 2022) and (Nandira and Ngaton, 2020), which states that brand image has a positive and significant effect on purchasing decisions. This can strengthen the influence of brand image on buying interest because brand image has a significant influence on consumer buying interest. Brand image reflects the perception and image that consumers have of a brand. A strong brand image can influence consumers to choose the product or service over similar competitors. So the following research hypothesis can be proposed:

H2: Brand image has a positive and significant impact on purchasing interest at the Natasha Clinic.

The Influence of Purchase Interest on Purchase Decisions

The hypothesis is accepted in accordance with research conducted by (Nurwisata, Purwanto, & Sidanti, 2022) and (Alfatiha & Budiatmo, 2020), which states that brand image has a positive and significant effect on competitive advantage. Consumer purchasing interest greatly influences purchasing decisions. Purchase interest reflects the level of consumer desire or interest in a product or service. When consumers have high purchasing interest in a product, they tend to be more inclined to make a purchase. So the following research hypothesis can be proposed:

H3: Purchase interest has a positive and significant effect on purchasing decisions at the Natasha Clinic.

The Influence of Brand Image on Purchasing Decisions with Purchase Intention as a Mediating Variable
The hypothesis is accepted in accordance with research conducted by (Herdiansyah, Welsa, & Cahyani, 2021) and (Chasanah & Kurniyawati, 2022) which states that brand image has a positive and significant influence on purchasing decisions. This can strengthen the influence of brand image on purchasing decisions because when consumers have good thoughts about a brand, consumers do not hesitate to make purchasing decisions. So the following research hypothesis can be proposed:
H4: Brand image significantly influences purchasing decisions which are mediated by purchasing interest.

RESEARCH METHODS

Independent Variable (Independent)
According to (Winarno, 2013), independent variables or independent variables are variables that can be suspected of causing the emergence of a dependent variable or independent variable. The independent variable used in this research is Brand Image (X1).

Dependent Variable (Dependent)
According to (Winarno, 2013), bond or dependency variables can be said to be factors that can be measured and measured to determine whether or not there is influence from independent variables or independent variables. The dependent variable used in this research is Purchase Decision (Y).

Mediation Variables
Mediating variables are variables that theoretically can influence the relationship between the independent variable and also the dependent variable into an indirect relationship that cannot be measured or measured. The mediating variable in this research is Purchase Interest (Z) (Sugiyono, 2019).

Population
Population according to (Sinaga, 2014) is the entire object of research or the entire unit of analysis of suspected characteristics, including living objects, test scores, events, symptoms and objects to become a source of data that can represent certain characteristics in research certain. The population in this study was all consumers at the Natasha Pekalongan Clinic, totaling 877 consumers.

Sample
(Sinaga, 2014) states that the sample is half the data taken from population objects which are taken with characteristics that can provide a real picture of the population. This research took a minimum sample of 90 respondents. This sampling will use a nonprobability sampling technique, namely accidental sampling.

Method of collecting data
According to (Sugiyono, 2019) the data collection method in this research used a questionnaire. The data collection technique is to create questions or statements to be given to respondents who have been determined to provide answers.

Data analysis method
Data analysis was carried out using the Partial Least Square (PLS) method using Smart PLS version 4 software. PLS is a method for solving Structural Equation Modeling (SEM) which in this case is better than other SEM techniques. SEM has a higher diagnostic level in research that connects theory and data, and is able to carry out path analysis with latent variables so it is often used by researchers who focus on social sciences.

RESULTS

Description of Research Objects
The research object used in this research is the Natasha Clinic, which is a beauty business that operates in the field of beauty clinic products and services which was established in 1999 until now and was founded by the husband and wife team, Dr. Fendi Setyawan and drg. Tantri Onny Bianti (Kinasih & Prabawani, 2020). Natasha Beauty Clinic presents products specifically for the categories of teenagers, men and women (Anggraeni, 2022).

Respondent Description
The data used in this research is primary data which includes respondent data. Responses regarding brand image, purchasing decisions, and purchasing interest.

General Data Description
Description of Respondents Based on Gender

Table 1 Results Description of Gender

Gender	Number of Respondents	Percentage (%)
Man	8 person	8,9%
Woman	82 person	91,1%
Total	**90 person**	**100%**

Source: Data collected, 2024

Based on the data above, it can be seen that the frequency of research that answered the most was women. Of the 90 respondents who filled out the questionnaire, there were 8 male respondents with a percentage of 8.9% and 82 female respondents with a percentage of 91.1%.

Description of Respondents Based on Age

Table 2 Results Description of Age

Age	Number of Respondents	Percentage (%)
18-20	29 person	60%
21-25	54 person	32,2%
26-30	3 person	3,3 %
> 30	4 person	4,4%
Total	**90 person**	**100%**

Source: Data collected, 2024

Based on the data above, it can be seen that the age of the most research respondents who filled out the questionnaire was 21-25 years old with a total of 54 with a percentage

of 60%, while the lowest age of respondents was 26-30 years old with a total of 3 people with a percentage of 3.3 %.

Description of Respondents Based on Natasha Product Purchases

Table 3 Results Description of Natasha's Purchase

|	Number of Respondents	Percentage (%)
1 time	40 person	44,4%
2-3 time	35 person	38,9%
>4 time	15 person	16,7%
Total	**90 person**	**100%**

Source: Data collected, 2024

Based on the data above, it can be seen that 40 respondents purchased Natasha products once, namely 44.4%, while at least 15 respondents purchased Natasha products, who purchased 4 times, namely 16.7%.

Data Reliability Test
Measurement Model Test
Convergent validity
Figure 1 External Loading Image
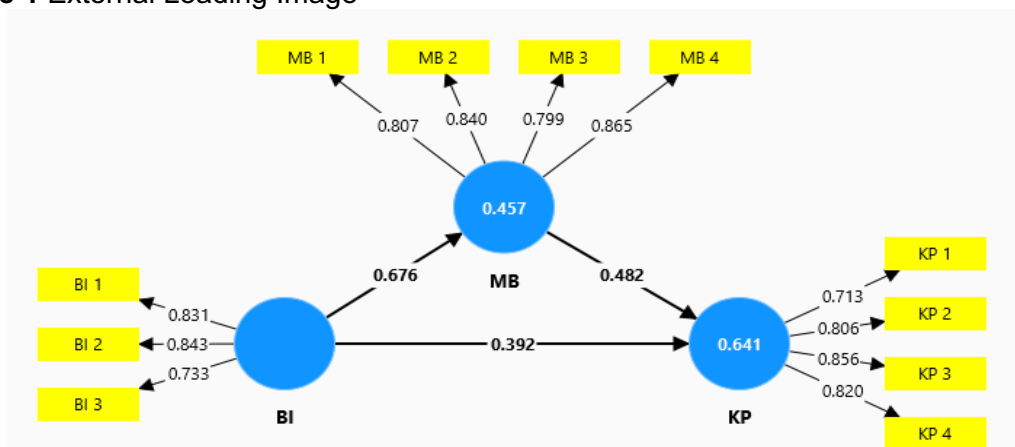
Tabel 4 Hasil Outer Loading Factor

	Brand Image	Buying decision	Purchase Interest
BI 1	0,831		
BI 2	0,843		
BI 3	0,733		
KP 1		0,713	
KP 2		0,806	
KP 3		0,856	
KP 4		0,820	
MB1			0,807
MB 2			0,840
MB3			0,799
MB4			0,865

Source: Results from SmartPLS 4.0 data, 2024

The results of external loading after the initial reduction can be seen in table 4, where in table 4 all indicators have met the standard, namely greater than 0.60. This can fulfill the requirement to continue testing after external loading.

Table 5 Cross Loads

Source: Results from SmartPLS 4.0 data, 2024

	Brand Image	**Buying decision**	**Purchase Interest**
BI 1	0,831	0,549	0,555
BI 2	0,843	0,667	0,637
BI 3	0,733	0,496	0,409
KP 1	0,610	0,713	0,599
KP 2	0,543	0,806	0,561
KP 3	0,597	0,856	0,679
KP 4	0,535	0,820	0,532
MB 1	0,554	0,578	0,807
MB 2	0,499	0,633	0,840
MB 3	0,615	0,637	0,799
MB 4	0,567	0,623	0,865

Table 5 above shows that the corss loading value of each indicator on the variable is higher than the relationship between the constructs of the other variables. The results of testing the Fornell-Learker criteria and cross loading above show that the validity of the research as measured by discriminant validation shows valid status. So that further testing can be carried out.

Indicator Reliability Test
Reliability testing is used to measure the consistency of a measurement instrument in measuring a concept or to measure the consistency of respondents who answer questions about statements in a questionnaire or research instrument. To test stability so you can use composite stability. If the composite reliability value is 0.7, we can say that the variable is reliable≥ (Sekaran, 2014).

Tabel 6 Crombach's Alpha and Composite Reliability

	Alfa Crombach	*Keandalan komposit*
Brand Image	0,729	0,845
Keputusan Pembelian	0,812	0,877
Minat Beli	0,847	0,897

Source: Results from SmartPLS 4.0 data, 2024

Table 6 shows whether each variable selects the required stability standard or not. Each variable shows a Cronbach's alpha value exceeding 0.6 while the Composite Reability

value exceeds 0.7. If this research model is reliable, then the conclusions can be drawn back and can be applied to additional experiments.

Inner Model Analysis
Coefficient of determination (R2)

<p align="center">**Table 7** R2 Measurement Results</p>

	R-Square	Percentage
Buying decision	0.641	64.1
Purchase Interest	0.457	45.7

<p align="center">Source: Results by SmartPLS 4.0 data, 2024</p>

Table 9 shows that the purchase interest variable (Z) has a coefficient of determination of 0.641 or 64.1%. This shows that the purchase interest variable is in the weak category, while purchasing decisions show a coefficient of determination value of 0.457 or equivalent to 45.7%. This shows that the purchasing decision variable is in the medium or moderate category.

Path Coefficients

<p align="center">**Table 10 Path Coefficient**</p>

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistic (|O/STDEV|)	P Value
*Brand Image (*X1) -> Purchase Decision (Y)	0.392	0.381	0.145	2,703	0.007
*Brand Image (*X1) -> Purchase Interest (Z)	0.676	0.697	0.085	7,986	0,000
Purchase Interest (Z) -> Purchase Decision (Y)	0.482	0.500	0.133	3,632	0,000

<p align="center">Source: Results by SmartPLS 4.0 data, 2024</p>

Boothrapping is used in table 10 to show the path coefficient results. with all variables showing a positive and significant relationship. The influence of Brand Image (X1) on Purchase Decisions (Y) is 0.392, the influence of Brand Image (X1) on Purchase Interest (Z) is 0.676, and the influence of Purchase Interest (Z) on Purchase Decisions (Y) is 0.482.

Indirect Influence Test (Intervening/Mediation)
Indirect **Effect**
Table 11 Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistic (|O/STDEV|)	P Value
BI -> MB -> KP	0.326	0.354	0.122	2,672	0.008

<p align="center">Source: Results by SmartPLS 4.0 data, 2024</p>

Table 11 shows the evaluation of the indirect influence (mediation) of the two research hypotheses. The results of the evaluation of the indirect influence (mediation) were carried out to determine the nature of the intervening variable, both as an intervening

variable. Either as a perfect mediation variable (complete mediation), mediation as (partial mediation) and not a mediation variable.

DISCUSSION

The variables used in this research are brand image as the independent variable (X1), purchasing decision as the dependent variable (Y), and purchasing interest as the mediating variable (Z).

The Influence of Brad Image on Purchasing Decisions
The relationship between brand image (X1) and purchasing decisions (Y) has a positive and significant influence. As shown by the parameter coefficient of 0.392. The significant (p) value of 0.007 is greater than the alpha limit of 0.05. The statistical t value of 2.703 is greater than the t table of 1.96 giving credence to this statement. This conclusion is in line with other research by (Ghadani, Muhar, & Sari, 2022), and (Nandira & Ngaton, 2020) which confirms that brand image has a positive and significant influence on purchasing decisions.

The Influence of Brad Image on Purchase Intention
There is a relationship between brand image (X1) and purchase interest (Z) which has a positive and significant influence. As shown by the parameter coefficient of 0.676. The significant (p) value of 0.000 is greater than the alpha limit of 0.05. The statistical t value of 7.986 is greater than the t table of 1.96 giving credence to this statement. This conclusion is in line with other research by (Chasanah & Kurniyawati, 2022) and (Nandira & Ngaton, 2020) which confirms that brand image has a positive and significant effect on purchasing interest.

The Influence of Purchase Interest on Purchase Decisions
The relationship between buying interest (Z) and purchasing decisions (Y) has a positive and significant influence. As shown by the coefficient parameter of 0.482, the significant (p) value of 0.000 is greater than the alpha limit of 0.05. The statistical t value of 3.632 is greater than the t table of 1.96 giving credence to this statement. This conclusion is in line with other research by (Nurwisata, Purwanto, & Sidanti, 2022) and (Alfatiha & Budiatmo, 2020) which confirms that buying interest has a positive and significant effect on purchasing decisions.

The Influence of Brad Image on Purchasing Decisions Mediated by Purchase Interest
The relationship between brand image (X1), purchase decision (Y), and buying interest (Z) has a positive and significant effect, as shown by the parameter coefficient of 0.326 The significant value (p) of values 0.000 is greater than the alpha limit of 0.05. The statistical t-value of 2.672 is greater than the t-table 1.96 gives credence to this statement.

This conclusion is in line with other research by (Chasanah & Kurniyawati, 2022) and which confirms that brand image has a positive and significant effect on purchasing interest.

CONCLUSION

1. The relationship between brand image (X1) and purchasing decisions (Y) has a positive and significant influence.
2. The relationship between brand image (X1) and purchase interest (Z) has a positive and significant influence.

3. The relationship between purchase interest (Z) and purchase decision (Y) has a positive and significant influence.
4. The relationship between brand image (X1), purchasing decisions (Y), and purchasing interest (Z) has a positive and significant effect.

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