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The Impact Of Marketing Communication, Product Quality, And Brand Image On Purchase Decisions Of Overclaim Products In The Originote Skincare

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Abstract

This research is intended to examine the impact of Marketing Communication, Product Quality, and Brand Image on Purchase Decision. The research utilizes a quantitative approach. The study focuses on users of The Originote products. A non-probability sampling technique was employed, involving 100 respondents. Data were collected from questionnaires distributed to the respondents through The Originote products. Data analysis include assessment of validity, reliability, classical assumption, regression analysis, t-tests, and F-tests, all executed through the IBM SPSS 25 program. The findings indicate that Marketing Communication variable positively and significantly influences Purchase Decision, with t-value of 2.748 > 1.984 and significance value of 0.007 < 0.05. Similarly, the variable Product Quality also shows a positive and significant impact on Purchase Decision, with t-value of 3.473 > 1.984 and significance value of 0.001 < 0.05. The variable Brand Image also shows a positive and significant impact on Purchase Decision, with a t-value of 6.832 > 1.984 and significance value of 0.000 < 0.05. According to the F-test (simultaneous), Marketing Communication, Brand Image, and Product Quality significantly and positively contribute to Purchase Decision with an F-value of 17.001 > 3.09 and significance value of 0.000 < 0.05 among The Originote product consumers

Keywords: Marketing Communication, Product Quality, Brand Image, Purchase Decision

INTRODUCTION

The beauty and skincare industry in Indonesia has been experiencing steady growth, driven by increasing public awareness of the importance of self-care. One of the brands competing in this dynamic market is The Originote, which promotes a natural concept for its skincare products. To succeed in this competitive landscape, companies must influence consumers' purchase decisions through various interconnected factors including marketing communication, product quality, and brand image. Effective marketing communication is a key factor in gaining attention and building lasting consumer relationships. Through diverse marketing channels, The Originote can convey messages that reinforce its brand values and persuade consumers to choose its products. However, marketing communication alone cannot drive success without the backing of high-quality products. Product quality that meets the claims made can boost customer satisfaction and foster stronger brand loyalty.

Moreover, brand image is crucial in shaping consumer perceptions of a product. A strong and favorable brand image can enhance consumer trust and influence purchasing decisions. Conversely, overclaiming—making exaggerated promises about a product's benefits—can negatively affect consumer decisions when these claims fail to live up to expectations. Nowadays, skincare is considered a vital component of most individuals' everyday habits, for both men and women. Skincare products, including cleansers, moisturizers, serums, sunscreens, and exfoliators, cater to a variety of skin needs, prompting many manufacturers to develop new products, which increases competition in the market. However, in their bid to stand out, some producers resort to overclaiming in their marketing tactics.

Overclaiming refers to making exaggerated or false statements about a product's benefits, ingredients, or effectiveness, and has become a growing concern among consumers. As the popularity of skincare rises, these exaggerated claims are often used to capture consumer attention

with promises of quick results or extraordinary benefits, despite the lack of scientific evidence to back them. A notable example of overclaiming is the Gluta Bright B3 Serum by The Originote, which claimed to contain 10% niacinamide, while tests revealed it only had 4.97% (Handayani, 2022). Such inaccuracies can erode consumer trust and, over time, negatively affect product sales. Many manufacturers include misleading information about their products' contents in an attempt to attract attention. However, in the business world, accuracy in marketing communications is essential. A prolonged decline in sales suggests issues with unsustainable marketing strategies and growing consumer awareness of discrepancies in product claims.

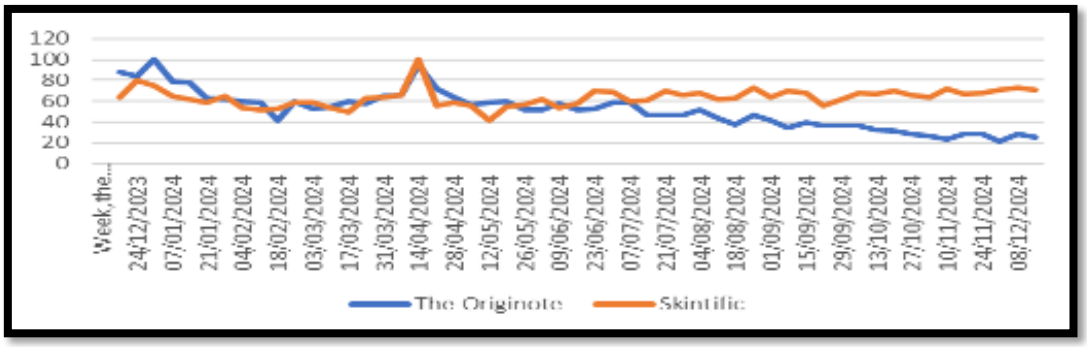


Figure 1. Sales curve of The Originote and Skintific over one year
Source: (Google Trends, 2024)

Based on the data presented above, it is known that over the course of one year (2023-2024), sales of The Originote experienced a drastic decline. The declining sales trend for The Originote products was caused by declining consumer confidence in product quality that did not match the promised claims. This could occur because the promised product quality did not match what was promised, resulting in a negative brand image. In contrast, Skintific products have more stable sales. This indicates that consistent marketing communications carried out by Skintific influence product purchasing decisions. Furthermore, product quality and a positive brand image influence consumers in purchasing products. Purchasing decisions are part of a series of emotional processes consumers undergo, with considerations leading to the decision to purchase a product (Hatta et al., 2024). Purchasing decisions are influenced by various factors, such as marketing communications, product quality, and brand image. Research conducted by Jannah et al. (2024) shows that good marketing communications can influence consumers to purchase a product. Marketing communications are a strategy implemented to market a product so that it becomes more widely known by the public. Therefore, effective marketing communications can increase public interest, leading to a decision to purchase the product. Research conducted by Ambarita & Wasino (2024) shows that good product quality increases consumer purchase intention. Quality skincare products increase consumer purchase intention. Other research by Mahendra & Sriminarti (2025) shows that brand image influences purchasing decisions. A positive brand image increases consumer purchase intention because a positive impression of the product increases consumer trust. While numerous studies have examined the influence of marketing communications, product quality, and brand image on purchasing decisions, few have specifically explored the effects of overclaiming. Products that overclaim leave a negative impression on consumers and damage the company's image. This situation unwittingly decreases consumer trust, leading to a decline in purchasing decisions. Based on these issues, this study aims to analyze the influence of marketing communications, product quality, and brand image on purchasing decisions in the context of skincare products facing the challenge of overclaiming.

RESEARCH METHODS

The approach used in this study is quantitative with an associative design, focusing on determining the influence of the variables used in the study, including marketing communications, product quality, and brand image, on purchasing decisions. According to Sugiyono (2016), a quantitative approach emphasizes the study of theory to determine the influence between variables and thus draw the necessary conclusions. This study focused on collecting and analyzing numerical data to reveal patterns and relationships between the variables studied. The population in this study was all users of The Originote skincare products in the City and Regency of Cirebon. This population was chosen because it is relevant to the study's objectives and reflects the target demographic of the product in question. Data was gathered applying a non-probability sampling technique, namely incidental sampling. This approach was chosen primarily because it enables investigators to collect data from subjects who are both accessible and enthusiastic about taking part in the research (Sugiyono, 2020). The choice of the Cirebon area was made due to its relevance to the consumer profile and market of the product, ensuring that the study's results accurately reflect real-world conditions. To ensure a representative sample, Cochran's formula was used to calculate the sample size, ensuring that it is large enough to represent the broader population.

Rumus Cochran: $n = \frac{Z2\,pq}{e2}$

$n = \frac{(1.96)^2(0,5)(0,5)}{(0,10)^2}$

$n = 96,04 = 100$

Data was collected through **online questionnaires.** The questionnaire consisted of several sections, including **demographic questions** and questions measuring the **variables under study**, namely **marketing communication, product quality, brand image**, and **purchase decision**. The questionnaire was designed using a **Likert scale** to facilitate data analysis.

Tabel 1. Operational Variables

Variable	Definition	Dimensions	Indicators
Marketing Communication (X1)	According to Priansa (2017:94), The marketing communication process is a procedure in business whe re company information is relayed to the market using communication techniques advanced in the current era.	Advertising Direct Marketing Sales Promotion Personal Selling Interactive Marketing Public Relations	Brand Awareness Impressions Conversion Rate Customer Retention Purchase Frequency Impact on Competition Customer Loyalty Customer Relationship Management Interactivity Level . Virality Level . Reputation Recovery Level . Brand Awareness Level
Product Quality (X2)	As stated by Kotler and Armstrong in Firmansyah (2019:15), Product quality can be understood as the capability of a good to conduct the functions that	Performance Additional features Reliability Conformance to Specifications Durability	Sales Volume Sustainability Unique Design Special Features Product Availability Timeliness

	consumers anticipate from it.	Aesthetics	Return Handling Rework Volume Product Endurance Product Lifespan Visual Appeal Design Fit with Market Trends
Brand Image (X3)	According to Aaker and Biel (1993) in Firmansyah (2019:79), brand image refers to how consumers perceive a brand in the marketplace, shaped by their own experiences or influenced by information received from others or various media sources.	Corporate Image User Image Product Image	Innovation in Manufacturing Product Scalability and Flexibility Lifestyle Fit Suitability with User Needs Product Quality Product Functionality
Purchase Decision (Y)	As noted by Kotler and Armstrong (2012)and cited in Priansa (2017:481), the purchase decision represents the moment in the consumer choice selection journey when individuals finally convert their research and deliberation into an actual transaction.	Product Choice Brand Choice Purchase Channel Purchase Timing Purchase Quantity	Product Advantages Product Benefits Product Selection Brand Interest Brand Habit Price Appropriateness Service Provided Ease of Access Product Availability .Suitability to Needs

In this study, the instruments used for testing include validity and reliability assessments. The validity test was performed utilizing Pearson's Product Moment, which is appropriate for evaluating the accuracy of the questionnaire in measuring the variables of marketing communication, product quality, brand image, and purchase decision. The reliability test, on the other hand, employed Cronbach's Alpha, which is well-suited for evaluating the reliability of respondents' responses to the items related to the research variables. The analysis conducted was multiple linear regression, which is particularly fitting given that this study involves three independent variables (marketing communication, product quality, and brand image) and one dependent variable (purchase decision). This analysis aim to examine how each independent variable influences the purchase decision and determine whether the relationship is positive or negative.

Additionally, this study conducted classical assumption tests. Normality testing, using the Kolmogorov-Smirnov test, ensures that the data follows a normal distribution. Multicollinearity testing is crucial to confirm that no meaningful impact was found between the three independent variables. The Glejser test for heteroscedasticity is used to check for consistent variance in the residuals. In the context of hypothesis testing, a partial t-test was carry out to determine the significance of every independent variable's effect affecting the purchase decision, whereas a simultaneous F-test was utilized to evaluate the joint influence of all three independent variables. Complementing these tests, the coefficient of determination, or R^2, was analyzed to estimate the magnitude of which the independent variables collectively account for the observed variation in the dependent variable.

RESULT AND DISCUSSION

Validity Test

Validity is a test of the instrument to ensure that the instrument in this study is suitable for use and can collect the required data. Validity testing uses Item-Total Validity by comparing the calculated R value and the R table value.

Table 2. Results of the Validity Test for Marketing Communication (X1)

No.	r-calculated	r-tabel	Description
1	0.401	0.196	Valid
2	0.387	0.196	Valid
3	0.452	0.196	Valid
4	0.351	0.196	Valid
5	0.367	0.196	Valid
6	0.356	0.196	Valid
7	0.346	0.196	Valid
8	0.409	0.196	Valid
9	0.483	0.196	Valid
10	0.48	0.196	Valid
11	0.411	0.196	Valid
12	0.442	0.196	Valid

Source: SPSS IBM (2025)

Based on the validity test results for the Marketing Communication variable (X1) all items demonstrated r-calculated value exceeding the r-table threshold of (0,196), meaning that the data for all items in the **Marketing Communication** variable (X1) is valid.

Table 3. Result of Validity Test for Product Quality (X2)

No.	r-calculated	r-tabel	Description
1	0.313	0.196	Valid
2	0.452	0.196	Valid
3	0.389	0.196	Valid
4	0.317	0.196	Valid
5	0.342	0.196	Valid
6	0.377	0.196	Valid
7	0.333	0.196	Valid
8	0.366	0.196	Valid
9	0.343	0.196	Valid
10	0.344	0.196	Valid
11	0.380	0.196	Valid
12	0.345	0.196	Valid

Source: SPSS IBM (2025)

The validity assessment carried out for the Product Quality variable, labelled X2, revealed that each individual item recorded a calculated correlation coefficient exceeding the table threshold of 0.196. This outcome substantiates the conclusion that the data associated with all components of the Product Quality variable can be regarded as valid.

Tabel 4. Result of Test for brand Image (X3)

No.	r-calculated	r-tabel	Description
1	0.520	0.196	Valid
2	0.499	0.196	Valid
3	0.404	0.196	Valid

4	0.482	0.196	Valid
5	0.440	0.196	Valid
6	0.378	0.196	Valid

Source: SPSS IBM (2025)

The validity assessment conducted for the Brand Image (X3) revealed that all individual statements showed a computed r-value greater than the reference r-table value of (0,196). This consistent finding confirms that the dataset associated with the Brand Image construct is valid across all measured dimensions.

. **Table 5**. Results of the Validity Test for Purchase Decision (Y)

No.	r-calculated	r-tabel	Description
1	0.364	0.196	Valid
2	0.437	0.196	Valid
3	0.381	0.196	Valid
4	0.500	0.196	Valid
5	0.434	0.196	Valid
6	0.349	0.196	Valid
7	0.355	0.196	Valid
8	0.361	0.196	Valid
9	0.335	0.196	Valid
10	0.382	0.196	Valid
11	0.458	0.196	Valid
12	0.461	0.196	Valid
13	0.367	0.196	Valid
14	0.362	0.196	Valid

Source: SPSS IBM (2025)

The validity assessment conducted on the Purchase Decision variable (Y) showed that the calculated correlation coefficients for each item exceeded the tabled critical value of 0.196. This outcome confirms that every individual item within the Purchase Decision construct provides a valid contribution to the overall measure.

Reliability Test

Reliability is the testing of an instrument to ensure its consistency and the collection of relevant data. Reliability testing uses Cronbach's alpha.

Table 6. Reliability Test for Marketing Communication (X1)

Cronbach's alpha	N of Items
.771	12

Source: SPSS IBM (2025)

The reliability analysis for the Marketing Communication (X1) variable resulted in a Cronbach's Alpha value of 0.771, which surpasses the acceptable limit of 0.70, indicating that the variable is considered reliable.

Table 8. Reliability Test for Product Quality (X2)

Cronbach's alpha	N of Items
.725	12

Source: SPSS IBM (2025)

Referring to the reliability output for the Product Quality (X2) variable, the Cronbach's Alpha value is 0.725, which surpasses the acceptable limit of 0.70, indicating that the variable is considered reliable.8'

Table 9. Reliability Test for Brand Image (X3)

Cronbach's alpha	N of Items
.720	6

Source: SPSS IBM (2025)

Based on the reliability output for the Brand Image (X3) variable above, the Cronbach's Alpha value is > 0.70 or 0.720 > 0.70, indicating that the Brand Image (X3) variable is reliable.

Table 9. Reliability Test for Purchase Decision (Y)

Cronbach's alpha	N of Items
.776	14

Source: SPSS IBM (2025)

Based on the reliability output for the Purchase Decision (Y) variable above, the Cronbach's Alpha value is > 0.70 or 0.776 > 0.70, indicating that the Purchase Decision (Y) variable is reliable.

Normality Test

Normality is a test to ensure that research data is normally distributed. Several tests for normality are available, including Kolmogorov-Smirnov, histogram, and P-plot normality.

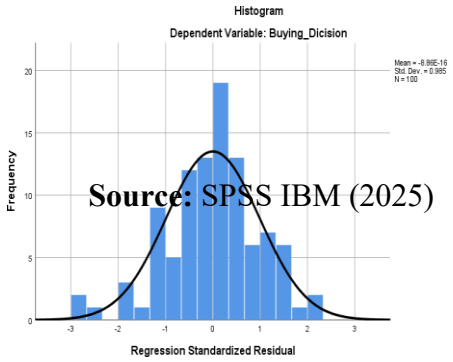
Table 10. Kolmogrov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.70891631
Most Extreme Differences	Absolute	.054
	Positive	.050
	Negative	-.054
Test Statistic		.054
Asymp. Sig. (2-tailed)		.200[c,d]

Source: SPSS IBM (2025)

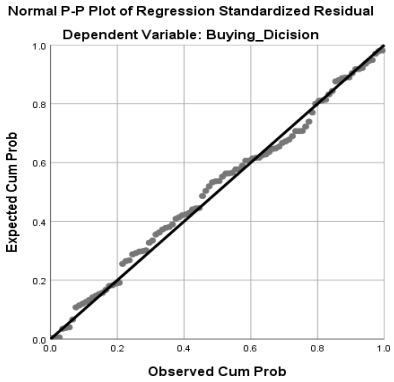
The Kolmogorov-Smirnov normality test shows an Asymp. Sig. (2-tailed) value of 0.200, which surpasses the acceptable limit of 0.05, indicating that the data follows a normal distribution.

Figure 1. Histogram of Normality test



Source: SPSS IBM (2025)

Figure 2. P-plot of Normality test



Source: SPSS IBM (2025)

The histogram displays a distribution pattern that diverges only modestly from symmetry, which points to an underlying normal distribution in the dataset. Correspondingly, the normal probability plot shows that the observed points closely track the diagonal reference line, bolstering the conclusion that the data approximate normality. Therefore, both graphs confirm that the regression model is normally distributed.

Multicollinearity Test

Table 11. Multicollinearity Test

Coefficients[a]

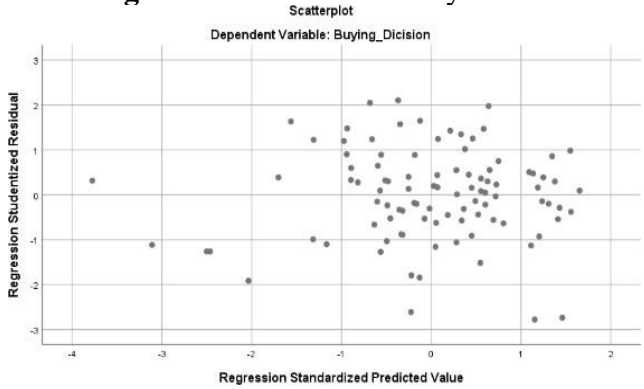
Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	21.241	5.989		3.547	.001		
	Marketing_Communications	.109	.097	.101	1.127	.263	.847	1.180
	Product_Quality	.130	.118	.103	1.101	.274	.776	1.288
	Brand_Image	.941	.168	.503	5.596	.000	.841	1.189

a. Dependent Variable: Buying_Dicision

Source: SPSS IBM (2025)

The VIF values indicate that the Marketing Communication (X1) variable has a value of 1.180, Product Quality (X2) has a value of 1.288, and Brand Image (X3) is recorded at 1.189, all of which are less than 10. The tolerance values are as follows: Marketing Communication (X1) 0.847, Product Quality (X2) 0.776, and Brand Image (X3) 0.841, all of which are greater than 0.1. The analysis reveals no signs of multicollinearity among the predictors in the model.

Figure 3. Heteroscedasticity Test



Source: SPSS IBM (2025)

Findings from the heteroscedasticity test demonstrate that the distribution of data points is random and does not exhibit any distinct pattern. Therefore, it could be inferred that the model is not affected by heteroscedasticity.

Table 12. Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	21.241	5.989		3.547	.001
	Marketing_Communications	.109	.097	.101	1.127	.263
	Product_Quality	.130	.118	.103	1.101	.274
	Brand_Image	.941	.168	.503	5.596	.000

a. Dependent Variable: Buying_Decision

Source: SPSS IBM (2025)

$$Y = a + b1.x1 + b2.x2$$
$$Y = 21.241 + 0{,}109\ X1 + 0{,}130\ X2 + 0{,}941\ X3$$

1. The regression coefficient for the Marketing Communication variable (X1) is 0.109, indicating a positive relationship. This means that an improvement in marketing communication will lead to a 0.109 increase in purchase decisions. More engaging marketing efforts from The Originote lead to greater consumer interest in purchasing.
2. The Product Quality variable (X2) has a regression coefficient of 0.130, indicating that every improvement in product quality is associated with a 0.130 increase in purchasing decisions. When The Originote's product quality aligns with consumer expectations and claims, it encourages more purchases.
3. The regression coefficient for the Brand Image variable (X3) is 0.941, showing that improving the brand image will lead to a 0.941 increase in purchase decisions. As The Originote's brand image becomes more favorable in the eyes of consumers, it will drive higher purchase intentions.
4. The positive regression coefficients for Marketing Communication (X1), Product Quality (X2), and Brand Image (X3) reflect a positive relationship with purchasing decisions (Y). Therefore, as Marketing Communication (X1), Product Quality (X2), and Brand Image (X3) improve, the purchase decision for The Originote is expected to increase as well.

Coefficient of Determination

Table 13. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.589[a]	.347	.327	3.76642

a. Predictors: (Constant), Brand_Image, Marketing_Communications, Product_Quality

Source: SPSS IBM (2025)

The R^2 value of 0.347, or 34.7%, indicates that the independent variables Marketing Communication, Product Quality, and Brand Image Account for 34.7% of the variation in the dependent variable, which is the Purchase Decision. This suggests that these three variables together have a moderate impact on purchasing decisions, while the remaining 65.3% of the variation is driven by other factors not considered in the model.

t-Test

Table 14. Hypothesis Result for the Marketing Communication (X1) on Purchase Decision (Y)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	41.853	5.236		7.993	.000
	Marketing_Communications	.290	.105	.267	2.748	.007

a. Dependent Variable: Buying_Decision

Source: SPSS IBM (2025)

With a t-value of 2.748 and a significance level of 0.007, the Marketing Communication variable meets the criteria for rejecting H0 and accepting H1, as the result exceeds the t-table value of 1.984. This means that Marketing Communication has a meaningful and positive effect on Purchase Decisions, supporting the proposed hypothesis (H1).

Table 15. **Hypothesis Result for the Product Quality Variable (X2) on Purchase Decision (Y)**

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	36.047	5.816		6.198	.000
	Product_Quality	.417	.120	.331	3.473	.001

a. Dependent Variable: Buying_Decision

Source: SPSS IBM (2025)

With a t-value of 3.473 and a significance level of 0.001, the Product Quality variable satisfies the criteria for rejecting H0 and accepting H1, as the result exceeds the t-table value of 1.984.This means that Product Quality has a clear and positive impact on Purchase Decisions, confirming the validity of the proposed hypothesis H2.

Table 16. Hypothesis Result for Brand Image (X3) on Purchase Decision (Y)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	29.929	3.863		7.749	.000
	Brand_Image	1.062	.155	.568	6.832	.000

a. Dependent Variable: Buying_Decision

Source: SPSS IBM (2025)

With a t-value of 6.832 and a significance level of 0.000, the Brand Image variable meets the criteria for rejecting H0 and accepting H3, as the result far exceeds the t-table value of 1.984.This result shows that Brand Image has a strong and positive impact on Purchase Decisions, thereby supporting the proposed hypothesis (H3).

Table 17. Result of Test of F

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	723.540	3	241.180	17.001	.000[b]
	Residual	1361.850	96	14.186		
	Total	2085.390	99			

a. Dependent Variable: Buying_Decision
b. Predictors: (Constant), Brand_Image, Marketing_Communications, Product_Quality

Source: SPSS IBM (2025)

Referring to the table above, the calculated F-value of 3.09 sopports the acceptance of the hypothesis, indicating that Marketing Communication (X1), Product Quality (X2), and Brand Image (X3) collectively influence the Purchase Decision (Y) for The Originote skincare product.

CONCLUSION

Variable Marketing Communication has a partial significant affect the purchase decisions of The Originote products by a contribution of 10.9% and the remaining factors have an influence of 89.1%. Variable Product Quality has a partial significant affect the purchasing decisions of The Originote products by an effect contribution of 13%, and other factors have an influence on the remaining 87%. Brand Image variable partially affects purchase decisions when purchasing The Originote's overclaim skincare products significantly with a contribution of 94.1%, with the other 5.9% being caused by variables not applied in this study. Marketing Communication, Product Quality, and Brand Image variables jointly significantly affect purchase decisions when shopping for The Originote's overclaim skincare products with a combined contribution of 32.7%; the remaining 67.3% is attributed to other variables outside of this study.

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