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The Influence of Brand Image, Price and Advertising on Purchase Decisions of Pepsodent Toothpaste

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ABSTRACT

The purpose of this study was to analyze the extent to which brand image, price, and advertising influence purchasing decisions for Pepsodent toothpaste. This study was conducted using a quantitative approach, where data were collected through an online questionnaire using Google Forms. The population studied included consumers in the West Jakarta area who had used Pepsodent toothpaste. The sample was determined using a purposive sampling technique, with 125 respondents. The data obtained were analyzed using SmartPLS software version 4.0 with a Partial Least Square approach. Based on the analysis, brand image, price, and advertising have a positive and significant effect on purchasing decisions for Pepsodent toothpaste.

Keywords : Brand Image; Price; Advertising; Purchasing Decision.

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INTRODUCTION

One of the impacts of globalization is the increasing diversity of human needs, which include primary, secondary, and tertiary needs. Toothpaste is classified as a primary need for maintaining dental hygiene, and people are becoming more aware of the importance of oral care from an early age (Firdaus, 2021). However, despite being a basic necessity, dental and oral health problems in Indonesia remain a serious challenge. Data show that a large proportion of the population still experiences dental health issues, indicating the need to improve hygiene behavior, including regular and effective use of toothpaste.

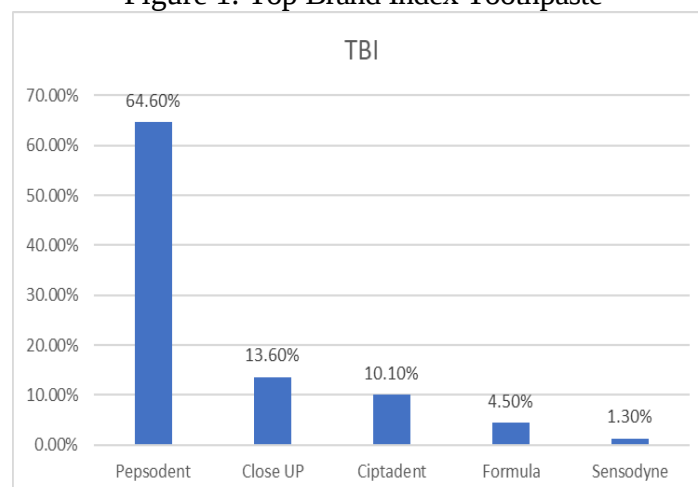
Nowadays, toothpaste has become a daily necessity among the public because regular use can maintain dental and oral health. This is supported by Pratiwi and Yuliani (2022), who stated that dental hygiene behaviors such as brushing twice a day, using fluoride toothpaste, and regular dental checkups contribute significantly to preventing dental and oral health problems.

Pepsodent is a well-known and oldest toothpaste brand in Indonesia (Lucia, 2017). First launched in Indonesia in the 1980s, the brand has long been a top brand thanks to its ongoing efforts to educate the public about the importance of proper tooth brushing. Pepsodent also continues to innovate, offering a variety of products containing fluoride and other essential ingredients to ensure optimal dental and oral hygiene. This success has enabled Pepsodent to dominate and position itself as a brand leader in the dental care market.

This high demand makes the toothpaste market a highly competitive industry. Amidst this competition, Pepsodent has successfully positioned itself as the dominant and most recognized brand. Pepsodent's efforts to maintain its top-of-mind position in consumers' minds are clearly reflected in brand index data.

Current trends indicate that Pepsodent has maintained its position as the brand leader in the toothpaste category. This superiority is reinforced by its strong brand image, placing Pepsodent toothpaste at the top of consumers' minds. However, competition in the toothpaste industry is intensifying, with rival brands such as Close Up, Ciptadent, and Sensodyne also striving to build brand image to influence consumer purchasing decisions.

Figure 1. Top Brand Index Toothpaste



Source: Top Brand Index (2023)

Figure 1 confirms that Pepsodent remains a market leader, far ahead of its closest competitors, such as Close Up and Ciptadent. This dominance demonstrates Pepsodent's success in building brand equity and a strong image. However, the intense competition in this industry, marked by the presence of numerous other brands, requires Pepsodent to continuously adapt and ensure its products remain relevant to consumers. This intense competition is a dynamic variable that can impact Pepsodent's loyalty and sales volume.

This situation forms the basis for this research to identify and analyze the key factors that influence consumer purchasing decisions regarding Pepsodent toothpaste. Understanding these factors will provide strategic insights for Pepsodent to maintain and strengthen its brand leadership position in the market.

LITERATURE REVIEW

Marketing Management

According to Renaldo et al., (2023), marketing is a process in which companies engage customers, creating relationships to obtain value from customers in return. According to Sunyoto (2019), marketing is a human activity aimed at satisfying customer needs and desires through an exchange process between stakeholders and the company.

Consumer Behavior

According to Wilfan & Martini (2021), consumer behavior is the observation of decision-making, purchasing patterns, and habits that occur in the general public, which can be influenced by knowledge, behavior, and even the surrounding environment. Melati et al., (2021) state that consumer behavior is all activities, actions, and psychological processes that drive these actions before purchasing, during purchasing, using, and consuming products and services after doing the above or evaluating activities.

Brand Image

According to Riadi (2022), brand image is consumer perception, or what consumers think or feel about a particular product brand, which is formed from information obtained by consumers through both direct and indirect experiences. Rusmahaf & Wulandari (2020) state that brand image is a group of brand associations that are formed and attached to the minds of customers.

Price

According to Pramudiana (2022), price is the amount required to pay for a combination of goods and services. According to Kotler & Armstrong (2016), price is the amount of money spent on a product or service, or the amount of value exchanged by consumers to obtain benefits, ownership, or use of a product or service.

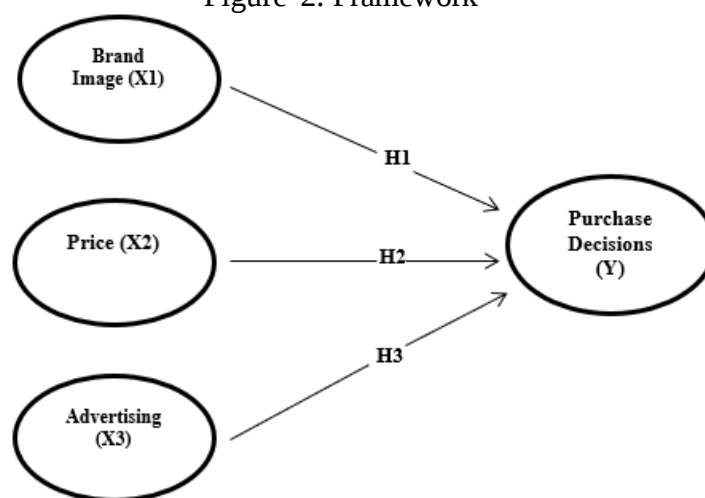
Advertising

According to Triadi (2010), advertising is simply a message that offers a product to the public through a medium. According to Paramita & Kasih (2017), advertising is a means for consumers to find out the benefits of a product or service. Advertising is a communication that conveys information in the form of promotions that are delivered using interesting ideas so as to attract the attention of the public.

Purchasing Decision

According to Setiadi (2008), decision-making is the process of selecting an alternative course of action using an efficient method appropriate to the situation. Decision-making is a systematic approach to the nature of the alternatives faced and taking the action that is calculated to be the most appropriate action. According to Indrasari (2019), purchasing decision is the process of making a purchasing that determines whether or not to buy. Purchasing decisions are activities carried out by individuals who are directly involved in the decision-making process when making a purchasing.

Figure 2. Framework



Description:

1. Independent variables, whose value is not directly related to other values, variables are given the symbol (X), among others:
 X1: Brand Image
 X2: Price
 X3: Advertising
2. The dependent variable, the variable whose value depends on other variables is given the symbol (Y).
 Y: Purchasing Decision

METHOD

Time and Place of Research

This research process begins with identifying existing problems, formulating problems, and collecting basic theories to strengthen the basis of each variable. Furthermore, the preparation of data collection methods, preparation of instruments, data processing, and writing of results reports, until the presentation of overall results. This research began in June 2023 until June 2024. While the place of research conducted in Jakarta Barat. In this study the authors analyzed how the influence of brand image, price and advertising on purchasing decisions for Pepsodent toothpaste in Jakarta Barat.

Research Design

The research method used was a quantitative approach, a scientific approach to collecting data for a specific purpose. This quantitative approach is based on the philosophy of positivism,

using populations or samples and data collection focused on statistics to test predetermined hypotheses (Sugiyono, 2022). The purpose of this study was to determine the influence of brand image, price, and advertising on purchasing decisions for Pepsodent toothpaste in west Jakarta.

Measurement Scale

According to Sugiyono (2022), the Likert scale is used to measure the attitudes, opinions, and perceptions of an individual or group of people regarding social phenomena. These indicators are then used as a starting point for compiling instrument items, which can be statements or questions.

Population and sample

According to Sugiyono (2022), a population is a generalized area consisting of objects or subjects with certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn. Therefore, it can be concluded that a population is the observations made by the researcher to reach conclusions from the research. In this study, the population used was people who use Pepsodent toothpaste products in West Jakarta.

The selected respondents were consumers aged at least 17 to 45 years and above, as this age range is considered capable of making independent purchasing decisions. Furthermore, respondents must have made at least one purchasing to ensure they have genuine experience purchasing toothpaste products.

Data Analysis Method

The data analysis method used in this study uses the Partial Least Square (PLS) program version 4.0 PLS. PLS is an alternative model of covariance-based SEM. PLS can be used to confirm theories, in addition to being used to explain the presence or absence of relationships between latent variables. According to Ghazali (2020: 5) Partial Least Square (PLS) is a powerful analysis method and is often referred to as soft modeling because it eliminates the assumptions of Ordinary Least Square (OLS) regression, such as data must be multivariately normally distributed and there are no multicollinearity problems between exogenous variables.

RESULT AND DISCUSSION

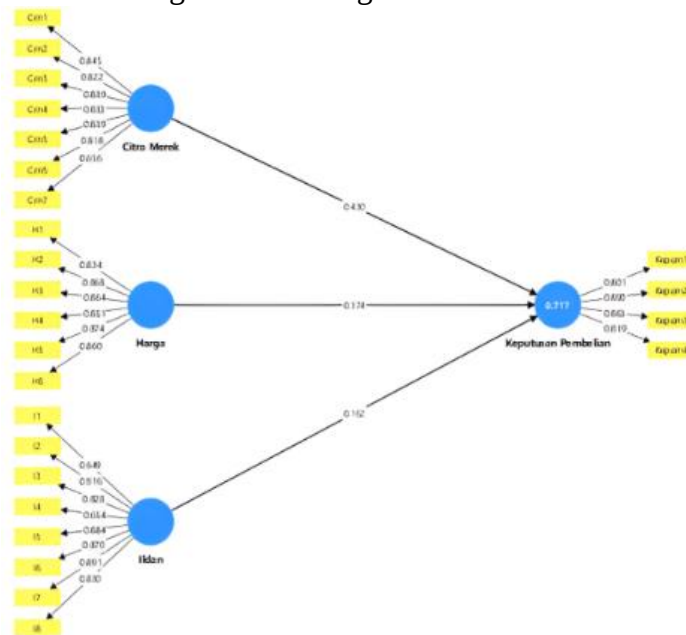
Data Quality Test Results

1. Outer Model

a. Convergent Validity

According to Hair et al. (2019), convergent validity is the extent to which a construct is positively correlated with other measures of the same construct. Convergent validity is measured by the average variance extracted (AVE) and outer loading. Average variance extracted (AVE) is obtained by averaging the reliability of a construct's indicators. Outer loading displays the relationship between a theoretical latent construct and its indicator variables, and is often referred to as a measurement model. The ideal value for outer loading is above 0.7, so convergent validity can be considered valid if the factor loading value is more than 0.7 and the average variance extracted (AVE) value is at least 0.5.

Figure 3. PLS Algorithm Results



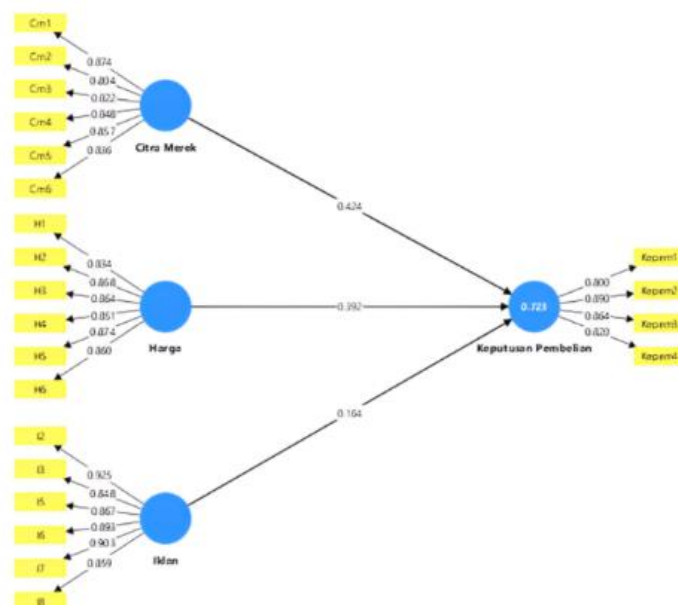
Source: Output PLS,2024

Based on Table 1 and Figure 3 above, it can be seen that indicators CM7, I1, and I4 have loading factor values of less than 0.70. Therefore, these indicators will be removed from the model. The following is the output of the indicator deletion and recalculation:

Table 1. Convergent Validity Test Results (modified)

Variable	Indicator	Outer Loading	Description
Brand Image (X1)	Cm1	0.874	Valid
	Cm2	0.804	Valid
	Cm3	0.822	Valid
	Cm4	0.848	Valid
	Cm5	0.857	Valid
	Cm6	0.836	Valid
Price (X2)	H1	0.834	Valid
	H2	0.868	Valid
	H3	0.864	Valid
	H4	0.851	Valid
	H5	0.874	Valid
	H6	0.860	Valid
Advertising (X3)	I2	0.925	Valid
	I3	0.848	Valid
	I5	0.867	Valid
	I6	0.893	Valid
	I7	0.903	Valid
	I8	0.859	Valid
Purchasing Decision (Y)	Kepem1	0.800	Valid
	Kepem2	0.890	Valid
	Kepem3	0.864	Valid
	Kepem4	0.820	Valid

Figure 4. PLS Algorithm Results



Source: Output PLS, 2024

Based on the research findings, several conclusions can be drawn as follows, the results of the modified convergent validity test in Figure 4, it can be seen that all indicators have met convergent validity because they have a loading factor value above 0.70.

b. Discriminant Validity

Discriminant validity testing, namely reflective indicators, can be seen in the cross loading between indicators and their constructs. An indicator can be declared valid if it has the highest loading factor for the intended construct compared to the loading factor for other constructs. This indicates that each indicator is more strongly correlated with the construct it is supposed to measure than with other constructs, confirming that the indicators are able to distinguish one consutrut from another appropriately.

Table 2. Discriminant Validity Test Results (Cross loadings)

Indicator	Brand Image	Price	Advertising	Purchasing Decision
CM1	0.874	0.524	0.504	0.660
Cm2	0.804	0.693	0.443	0.685
Cm3	0.822	0.732	0.493	0.698
Cm4	0.848	0.407	0.333	0.591
Cm5	0.857	0.377	0.373	0.568
Cm6	0.836	0.459	0.466	0.617
H1	0.501	0.834	0.468	0.558
H2	0.636	0.868	0.532	0.771
H3	0.462	0.864	0.525	0.636
H4	0.682	0.851	0.470	0.671
H5	0.492	0.874	0.511	0.651
H6	0.525	0.860	0.521	0.603
I2	0.492	0.539	0.925	0.593
I3	0.344	0.434	0.848	0.394
I5	0.424	0.440	0.867	0.487
I6	0.473	0.540	0.893	0.595

Indicator	Brand Image	Price	Advertising	Purchasing Decision
I7	0.492	0.585	0.903	0.575
I8	0.508	0.544	0.859	0.570
Kepem1	0.594	0.653	0.536	0.800
Kepem2	0.647	0.752	0.477	0.890
Kepem3	0.781	0.587	0.496	0.864
Kepem4	0.536	0.574	0.587	0.820

Source: Output PLS, 2024

Table 2 shows that the value of each variable produces a large cross loading value in making comparisons between variables in the statements used to represent them.

Another method to see discriminant validity is to look at the square root value of the average variance extracted (AVE) of each construct with the correlation between the construct and other constructs in the model, then it can be said to have a good discriminant validity value.

Table 3. AVE Testing Results

Variable	Average extracted (AVE)
Brand Image	0.706
Price	0.737
Advertising	0.779
Purchasing Decision	0.713

Source: Output PLS, 2024

Based on Table 3, it shows that the Average Variance Extracted (AVE) test for each variable has a value of more than 0.5. Therefore, the value of all constructs has met the criteria for good discriminant validity.

Table 4. Discriminant Validity Test Results (Fornell Lacker Criterium)

Variable	Brand Image	Price	Advertising	Purchasing Decision
Brand Image	0.840			
Price	0.645	0.859		
Advertising	0.523	0.588	0.883	
Purchasing Decision	0.763	0.762	0.616	0.844

Source: Output PLS, 2024

From Table 4 it can be concluded that the square root of the average variance extracted ($\sqrt{\text{AVE}}$) for each construct is greater than the correlation between one construct and another construct in the model. The AVE value based on the table above, it can be concluded that the constructs in the estimated model meet the discriminant validity criteria.

c. Composite Reliability and Cronbach's Alpha

Testing composite reliability and Cronbach's alpha aims to test the reliability of instruments in a research model. Reliability testing is necessary to demonstrate the accuracy, consistency, and precision of the instrument in measuring the construct. In reliability testing, the parameters used are Cronbach's Alpha and Composite Reliability >0.70 (Ghozali, 2021). The requirement is that Cronbach's Alpha >0.70 is required for confirmatory research and >0.60 for exploratory research. Meanwhile, for Composite Reliability, an acceptable value above 0.70 indicates that the construct has good internal consistency.

Table 5. Composite Reliability & Cronbach's Alpha Test Results

	Cronbach's alpha	Composite reliability (Rho_C)	Description
Brand Image	0.917	0.935	Reliable
Price	0.929	0.944	Reliable
Advertising	0.943	0.955	Reliable
Purchasing Decision	0.865	0.908	Reliable

Source: Output PLS,2024

Based on Table 5, the results of testing composite reliability and Cronbach's alpha show a satisfactory value, because all latent variables have a composite reliability value and Cronbach's alpha ≥ 0.70 . This means that all latent variables are said to be reliable.

2. Inner Model

Inner model testing is the development of conceptual and theory-based models in in order to analyze the relationship between exogenous and endogenous variables that have been described in the conceptual framework.

a. R-Square

Table 6. Q-Square test result

	R-Square
Purchasing Decision	0.723

Source: Output PLS,2024

Based on the data in Table 6 above, the R-Square for Purchasing Decisions is 0.723. This means that 72.3% of Purchasing Decisions are influenced by Brand Image, Price, and Advertising. The remaining 27.7% is influenced by other variables outside this study.

b. Q-Square

Table 7. Q-Square test result

	Q-Square
Purchasing Decision	0.708

Source: Output PLS,2024

Based on the data in Table 7 above, the predictive relevance value is 0.70, which is greater than 0 (zero). This means that 70.8% of the variation in the Purchasing Decision variable (dependent variable) is explained by the independent variables used (Brand Image, Price, and Advertising). Thus, the model is said to have a relevant predictive value.

c. Hypothesis Testing Results

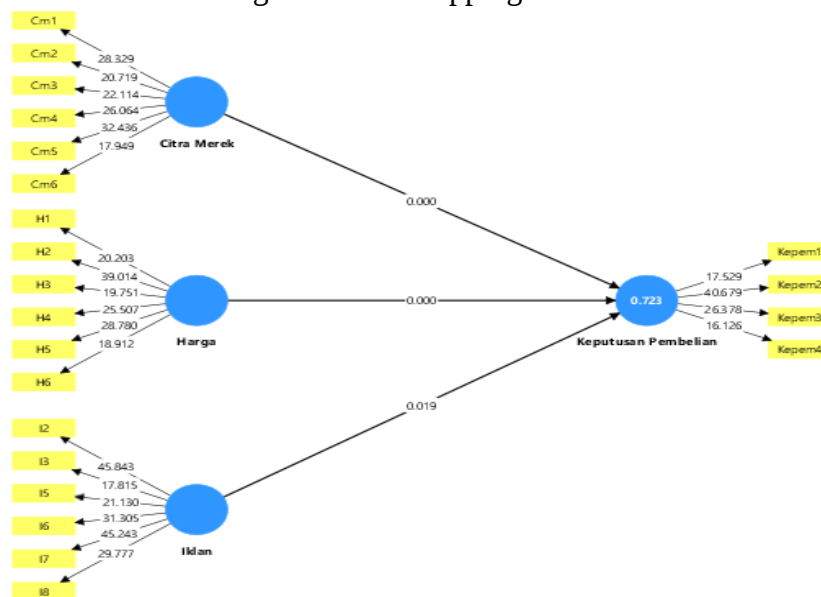
The estimated value for the relationship between paths in the structural model must be significant. If the significant value (indicated by the P value) is less than the 0.05 confidence level, the hypothesis is accepted. The t-statistic must be greater than 1.96 (Ghozali, 2021).

Table 8 Hypothesis Testing Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Description
Brand Image -> Purchasing Decision	0.424	0.424	0.084	5.051	0.000	Positive Significant
Price -> Purchasing Decision	0.392	0.395	0.069	5.665	0.000	Positive Significant

		Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Description
Decision Advertising Purchasing Decision	->	0.164	0.161	0.070	2.351	0.019	Positive Significant

Figure 5. Bootstrapping Test Results



Source: Output PLS, 2024

Discussion

The Effect of Brand Image on Green Purchasing Decisions

The Brand Image variable on Purchasing Decisions has a T-statistic of 5.051, greater than 1.96, and a P-value of 0.000, less than 0.05. This means that the first hypothesis is accepted, and the conclusion is that the Brand Image variable has a positive and significant effect on Purchasing Decisions.

Based on the results of the hypothesis test, it was found that the brand image variable has a positive and significant effect on purchasing decisions for Pepsodent toothpaste in West Jakarta. This means that the better the brand image of Pepsodent toothpaste, the greater the consumer's tendency to make a purchasing. These results indicate that brand image is a crucial aspect influencing consumer decisions in choosing toothpaste products. This is in line with research conducted by Nurhana et al. (2021) that found that Brand Image has a positive and significant effect on Purchasing Decisions for Pepsodent toothpaste.

The Effect of Green Marketing on Green Purchasing Decisions

The Price variable on Purchasing Decisions has a T-statistic of 5.665, greater than 1.96, and a P-value of 0.000, less than 0.05. This means that the second hypothesis is accepted, and the conclusion is that the Price variable has a positive and significant effect on Purchasing Decisions.

Based on the results of the hypothesis test, it was found that the Price variable has a positive and significant effect on purchasing decisions for Pepsodent toothpaste in West Jakarta. This means that the more affordable the price of Pepsodent toothpaste, the greater the consumer's tendency to purchase it. These results indicate that price is a crucial factor influencing consumer decisions when choosing a toothpaste product. This is in line with research conducted by Basuki et al. (2021) that found that Price has a positive and significant effect on Purchasing Decisions for Pepsodent toothpaste.

The Effect of Environmental Awareness on Green Purchasing Decisions

The Advertising variable on Purchasing Decisions has a T-statistic of 2.351, greater than 1.96, and a P-value of 0.019, less than 0.05. This means that the third hypothesis is accepted, and the conclusion is that the Advertising variable has a positive and significant effect on Purchasing Decisions.

Based on the results of the hypothesis test, it was found that the advertising variabel has a positive and significant effect on purchasing decisions for advertisement for Pepsodent toothpaste in the west jakarta area. This means that the more attractive the advertisement for pepsodent toothpaste, the greater the consumer's tendency to make a purchase. These results indicate that advertising is a crucial aspect influencing consumer decisions in choosing toothpaste products. This aligns with research conducted by restu (2021) that found advertising has a positive and significant effect on purchasing decisions for pepsodent toothpaste.

CONCLUSION

Based on the research findings, several conclusions can be drawn as follows.

1. Brand image has a positive and significant influence on purchase decisions for Pepsodent toothpaste. A strong and positive brand image enhances consumer trust and emotional attachment to the product.
2. Price has a positive and significant effect on purchase decisions. Affordable prices that are consistent with product quality encourage consumers to choose Pepsodent over competing brands.
3. Advertising has a positive and significant impact on purchase decisions. Effective and persuasive advertising messages enhance consumer awareness and strengthen positive perceptions toward Pepsodent.

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