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THE INFLUENCE OF *BRAND ORIGIN, BRAND IMAGE AND BRAND AWARENESS* ON THE DECISION TO PURCHASE *THE ORGINOTE SKINCARE* ON STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS, UNIVERSITY OF MUHAMMADI-YAH JEMBER

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Abstract: This study aims to find out and analyze the influence of Brand Origin, Brand Image, Brand Awareness on the Purchase Decision of The Originote beauty products in FEB University of Muhammadiyah Jember batch 20. The data used in this study is in the form of primary data obtained through the dissemination of observations, interviews and research questionnaires and using secondary data through documentation of consumer products that are often used by consumers, especially students. The population in this study is students and students of FEB University of Muhammadiyah Jember batch 20, while the research sample uses Nonprobability sampling with the slovin formula to FEB students of the University of Muhammadiyah Jember batch 20 who have criteria that have purchased and used the originote skincare. For data analysis, the authors used multiple linear regression analysis. Based on the results of the hypothesis test, it can be stated that Brand Origin has a significant effect on the Originote Beauty Product Purchase Decision, Brand Image has a significant effect on The Originote Beauty Product Purchase Decision, and Brand Awareness has a significant effect on The Originote Beauty Product Purchase Decision.

Keywords: Brand Origin; Brand Image; Brand Awareness, Purchase Decision

INTRODUCTION

The development of cosmetics in the era of globalization has become a necessity that cannot be underestimated. The large number of cosmetic industries in Indonesia makes business competition in the field of beauty so rapid. This is evidenced by data on the international consumer market of the Indonesian cosmetics industry which has increased from 2021-2022 by 20.6%, and it is projected that every year it will increase by 4.59% in 2023-2028. The increase in consumer demand for beauty products will certainly affect similar competitors' products. Business competition in the field of

beauty is not only in domestic business products, but also with foreign products (*Import*) which has obtained a good and well-known product image and has been widely circulated among the public. [1]

According to Tjiptono in Martianto [2] states that the purchase decision is interpreted as a process of introduction to the problem by the consumer followed by the search for a certain product that is considered to be able to solve the problem and evaluate it first which then leads to a decision in purchasing the product.

According to listiana in [3] *Brand Origin* It is a general consumer evaluation of the country of origin of the product brand, based on information obtained through several sources consisting of several dimensions, namely, belief in the country, belief in people in the relevant country and desire to relate to the relevant country.

The second problem related to factors in purchasing decisions is *Brand Image. Brand Image* is the overall perception of a product or brand formed from past information and experience with the product or brand Sutisna in Fadillah [4].

The third problem related to factors in purchasing decisions is *brand awareness.* According to Krisnawati in Supangkat [5] stated that *Brand Awareness* is the ability and ability or awareness of a potential consumer to be able to recognize a part of a brand or recall a brand.

The Originote is a *brand* locality that has been established since 2018, but the name *The Originote* It was only known to the general public in 2022 after making various efforts to develop its digital marketing strategy. *The Originote* Consistently present products *Skin Care* quality at affordable prices. As a result, the sales transaction of its products recorded a very positive performance through social media to *Market* in Indonesia. From January 2023, *The Originote* has consistently sold its products from 2 million to 3 million products per month in the community. Latest data in July 2023 *The Originote* has successfully sold 9.8 million products on *TikTok e-commerce store*. Because of this glorious record *The Originote* Won prestigious awards, namely *Brand Choice Awards* 2023 which was given by INFOBRAND.ID in collaboration with TRAS N CO Indonesia as a research institution. [6]

Based on the results of an interview with one of the 2020 generation *of The Originote* consumers, skincare *products from* Originote *are known to have a good reputation in terms of quality and the ability to overcome facial skin problems. Consumers also said that the results obtained from using* The Originote products *are faster than* skincare other things that have been used before. In addition, consumers also mentioned that *the originote* products have affordable prices for students like her, In addition, *the originote skincare* is known to have a good brand image, especially in terms of moisturizing the skin and even out skin tone, Although *the originote* products get praise for their quality and performance, consumer awareness of local brands such as *the originote* is still relatively low.

In addition, based on the phenomenon of problems in the sample population of research objects obtained through observation activities to students and students, Faculty of Economics and Business, University of Muhammadiyah Jember class of 2020, where many are consumers and customers of beauty products, locally made skin care made in the *country* ; local which is often the target for students and students of the Faculty of Economics and Business, University of Muhammadiyah Jember class of 2020, namely products from *skincare the originate, the* reason for them using local care products is the first product originality which is certainly 100% original not replica (Kw), then the

second is based on *brand image* which is in the care product which has more value or almost equivalent to products made abroad and has a quality that can be said to be not inferior to its competitors, namely other *well-known brands*, then the last one is based on awareness of the purchase of the product which is recognized based on the introduction, reminder and peak of mind for the brand, but even though local products have a good viewing value but There are also many students and students of the Faculty of Economics and Business, University of Muhammadiyah Jember class of 2020 who think that foreign products are better than or domestically made products both in terms of the quality of their brand image.

Based on the description above, the researcher wants to study and analyze the brand *origin, brand image and brand awareness* on the purchase decision, therefore the researcher wants to conduct a study with the title "The Influence *of Brand Origin, Brand Image* and *Brand Awareness* on The Originote skincare *purchase decision* at the Faculty of Economics, University of Muhammadiyah Jember."

METHOD

The research design is a guide to the technical development process, including data collection tools, sample collection, data analysis, and data analysis. The method used in this study is the causal association method and uses a quantitative approach. The Causal Method is a causal relationship. In this study, there are independent (influencing) and dependent (influencing) variables. Quantitative research is an investigation of a social problem based on the testing of a theory consisting of variables, measured by numbers, and analyzed by statistical procedures to determine whether the theory's predictive generalizations are correct [7]. This study will analyze *The influence of Brand Origin, Band Image and Brand Awareness on the purchase decision of The Originote skincare.*

Population, Sampling, Sampling

The population in this study is students of the Faculty of Economics, University of Muhammadiyah Jember Class of 2020 with a total of 372 students, with criteria that have made purchases and used *Origin Skincare* through *Ofline Shop* or *online store.* The sampling technique here uses Non-probability Sampling using the Slovin formula [8]. Non-probability sampling is a sampling technique that does not provide the same chance/opportunity for each element or member of the population to be selected as a sample.

Test Data Instrument

Instruments are tools used to measure specifically observed natural and social phenomena. The instrument used to obtain data in this study is a questionnaire. There are two ways when it comes to Data Instrument Testing, including:

Validity Test

According to Nurcahyo &; Riskayanto (2018), measuring validity can be done by correlating the score of the question item with the total score of the construct or variable. The significance test was carried out by comparing the value of r calculation with r table.

Reliability Test

A reliability test is a degree to the extent that the name of the measure creates the same response over time and across situations, it is said to be reliable if the measurement results of the instrument are stable and consistent.[9]

Multiple Linear Regression Analysis

Multiple linear regression is a regression model that involves more than one independent variable. Multiple linear regression analysis was carried out to determine the direction and how much influence the independent variable had on the dependent (Ghozali, 2016). [10]

$$Y = a + \beta 1X1 + \beta 2X2 + \beta 3X3 + e$$

Information:

Y : Purchase decision
A : Constant of regression equations
β1,β2,β3: independent variable regression coefficients
X1 : *Brand Origin*
X2 : *Brand Image*
X3 : *Brand Awareness*
e : Disruptor variable

Normality Test

According to [11] The normality test aims to test whether in the regression model, the perturbating or residual variables have a normal distribution. The formula used in this normality test is the Kolmogorof-Smirnov test. This test is based on the Kolmogorof-Smirnov Test for the model being tested. The Kolmogorof-Smirnov test was carried out by making hypotheses:
HO: Normally distributed residual data, if sig. 2-tailed > a +0,05
HA: Residual data is not distributed normally, if sig. 2-tailed < a + 0.05.

Multicollinearity Test

According to [12] The multicollinearity test aims to find out whether the regression model finds a correlation between independent variables or independent variables. The effect of this multicollinearity is that it causes high variability in the sample. This means that the standard error is large, so when the coefficient is tested, the t-count will be a small value from the t-table. This shows that there is no linear relationship between the independent variable that is affected and the dependent variable. To find out whether or not there is multicollinearity in the regression model, it can be known from the tolerance value and the variance inflation factor (VIF) value.

Heteroscedasticity Test

According to [13] The heteroscedasticity test aims to test whether in the regression model there is a variance inequality from the residual of one observation to another. If the variance from the residual of one observation to another is fixed, it is called homoscedasticity and if it is different, it is called heterocedasticity.

Heteroscedasticity is used by the Gleesser test, which is regression of residual absolute niali to independent variables. There is no heteroscedasticity if the significance value is >0.05. On the other hand, heteroscedasticity occurs when the significance value is <0.05.

Partial Test T

The t-test was carried out to measure how much influence the independent variables individually had in explaining the variation of dependent variables. The purpose of the t-test is to test the regression coefficients individually. [14] The test was carried out using a significance level of 0.05 (α = 5%). The methods of partial testing of independent variables used in the study are:

1 If the significance value of each variable < 0.05, then partially the independent variable has an effect on the dependent variable.
2 If the significance value of each variable > 0.05, then partially the independent variable has no effect on the dependent variable.

Coefficient and Determination Test

According to Ghozali (2018), the determination coefficient (R^2) essentially measures how far the model is able to explain the variation of dependent variables. The value of the coefficient of determination is between zero and one. A small R^2 value means that the ability of independent variables to explain the variation of dependent variables is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable. If the value of the determination coefficient is 0, then there is no relationship between the independent variable and the dependent variable. However, if the value of the determination coefficient is 1, then there is a perfect relationship between the independent variable and the dependent variable. If there is an adjusted value of R^2 with a negative value, then the adjusted value. [15]

RESULTS AND DISCUSSION

Validity Test

According to Nurcahyo &; Riskayanto (2018), measuring validity can be done by correlating the score of the question item with the total score of the construct or variable. The significance test was carried out by comparing the value of r calculation with r table.

Table 4. 1 Validity Test

Not.	Variable	R Calculate	R Table	Criterion
	***Brand Origin* (X1)**			
1	X1.1	0.678	0.2199	Legitimate
2	X1.2	0.730	0.2199	Legitimate
3	X1.3	0.757	0.2199	Legitimate
4	X1.4	0.858	0.2199	Legitimate
5	X1.5	0.787	0.2199	Legitimate
6	X1.6	0.815	0.2199	Legitimate
7	X1.7	0.752	0.2199	Legitimate
8	X1.8	0.737	0.2199	Legitimate

	***Brand Image* (x2)**			
1	X2.1	0.734	0.2199	Legitimate
2	X2.2	0.777	0.2199	Legitimate
3	X2.3	0.806	0.2199	Legitimate
4	X2.4	0.703	0.2199	Legitimate
5	X2.5	0.811	0.2199	Legitimate
6	X2.6	0.770	0.2199	Legitimate
7	X2.7	0.749	0.2199	Legitimate
8	X2.8	0.812	0.2199	Legitimate
	***Brand Awareness* (x3)**			
1	X3.1	0.824	0.2199	Legitimate
2	X3.2	0.838	0.2199	Legitimate
3	X3.3	0.814	0.2199	Legitimate
4	X3.4	0.841	0.2199	Legitimate
5	X3.5	0.815	0.2199	Legitimate
6	X3.6	0.845	0.2199	Legitimate
7	X3.7	0.859	0.2199	Legitimate
8	X3.8	0.837	0.2199	Legitimate
	Purchase Decision (Y)			
1	Y1.1	0.757	0.2199	Legitimate
2	Y1.2	0.780	0.2199	Legitimate
3	Y1.3	0.792	0.2199	Legitimate
4	Y1.4	0.839	0.2199	Legitimate
5	Y1.5	0.847	0.2199	Legitimate
6	Y1.6	0.788	0.2199	Legitimate
7	Y1.7	0.735	0.2199	Legitimate
8	Y1.8	0.763	0.2199	Legitimate

Source: SPSS 2024 Processing Results Data

R Table:df:80 - 2 = 78 = (0.2199)

Based on Table 4.35, it can be stated that each of the Free variables and the bound variables has a value of R Count > R of the table and a significant value of Count < of the significant value of the table (5%). Based on these results, each of the variable indicators *of Brand Origin*, *Brand Image*, and *Brand Awareness* as well as Purchase Decision is declared Valid.

Reliability Test

The reliability test is the degree to the extent that the name of the measure creates the same response throughout time and across situations, it is said to be reliable if the measurement results of the tool are stable and consistent (Silalahi, 2012).

Table 4. 2 Reality Test

No t	Variable	Cronbach Al-pha Values	Alpha Standard	Information
1	*Brand Origin* (X1)	0.898	0.6	Reliable
2	*Brand Image* (x2)	0.900	0.6	Reliable
3	*Brand Awareness* (x3)	0.936	0.6	Reliable
4	Purchase Decision (Y)	0.905	0.6	Reliable

Source: SPSS 2024 Processing Results Data

Based on Table 3.36 values Cronbach Alpha Each Research Variable, both Free and Bound, has a value greater (>) than the Alpha Standard value of (0.6). Therefore, each of the independent and bound variables is declared Reliable.

Normality Test

According to Ghozali (2018), the normality test aims to test whether in the regression model, the perturbing or residual variable has a normal distribution.

Table 4. 3 Normality Test

Kolmogorov-Smirnov Test One Sample

		Unstandardized Residual
N		80
Parameters of Normala,b	Mean	.0000000
	Std. Deviation	2.19063638
The Most Extreme Differences	Absolute	.087
	Positive	.076
	Negative	-.087
Statistical Test		.087
Asim. Sig. (2-tail)		.200c

sea fruit. The distribution of the test is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is the lower limit of the true meaning.

Source: SPSS 2024 Processing Results Data

Based on table 4.37, it can be stated that the normality test value states that the value of the significance of the calculation is greater (0.200) > than the level of significance of the calculation (0.05). Based on this, it can be stated that the data is distributed normally.

Multicokinearity Test

According to Ghozali (2016), the multicollinearity test aims to find out whether the regression model finds a correlation between independent variables or independent variables.

Table 4. 4 Multicollinearity Test

Not	Variable	VIF	Condi-tions VIF	Toler-ance	Condi-tions Tolerance	Information
1	*Brand Origin* (X1)	2.925	10.0	0.342	0.10	No Multicolline-arity
2	*Brand Image* (x2)	4.270	10.0	0.234	0.10	No Multicolline-arity

3	*Brand Awareness* (x3)	2.889	10.0	0.346	0.10	No Multicollinearity

Source: SPSS 2024 Processing Results Data

Heteroscedasticity Test

According to Ghozali (2018), the heteroscedasticity test aims to test whether in the regression model there is a variance inequality from the residual of one observation to another. To test whether or not there is heteroscedasticity, the Gleesser test is used, which is a regression of residual absolute values to independent variables.

Table 4. 5 Heteroscedasticity Test (Glejser)

Not	Variable	Sig. Calculate	Sig Rating.	Hypothesis Statement
1	*Brand Origin* (X1)	0.460	0.05	No Heteroscedasticity Occurs
2	*Brand Image* (x2)	0.529	0.05	No Heteroscedasticity Occurs
3	*Brand Awareness* (x3)	0.070	0.05	No Heteroscedasticity Occurs

Source: SPSS 2024 Processing Results Data

Based on table 4.39 using the glacier test, it can be stated that each of the variables Brand *Origin* (X1), *Brand Image* (X2) and *Brand Awareness* (X3) has a > significance value of 0.05 (5%). Therefore, it can be concluded that each variable does not experience heteroscedasticity.

Multiple Linear Regression Analysis Test

Multiple linear regression is a regression model that involves more than one independent variable. Multiple linear regression analysis was carried out to determine the direction and how much influence the independent variable had on the dependent (Ghozali, 2016).

Table 4. 6 Multiple Linear Regression Test

Not	Criterion	Coefficient
	(Standing)	**3.650**
1	*Brand Origin* (X1)	**0.363**
2	*Brand Image* (x2)	**0.578**
3	*Brand Awareness* (x3)	**0.157**

Source: SPSS 2024 Processing Results Data

Based on table 4.23, the following regression equation is produced:

Y= 3,650 + 0,363 (X1) + 0,578 (X2) + 0,157 (X3) +e

Based on table 4.40, the regression equation is as follows:

1. A Constant value of 3,650 indicates that if the variables *Brand Origin, Brand Image, and Brand Awareness* are considered constant (value 0). So the Decision to Purchase *The Originote* Product

has a positive effect of 3,650.

2. The Brand *Origin* variable (X1) has a positive direction towards the Purchase Decision (Y), this shows that increasing *Brand Origin* will increase the Purchase Decision of *The Origin Product*.
3. The Brand *Image* variable (X2) has a positive direction towards the Purchase Decision (Y), this shows that by increasing a good *Brand Image* to consumers, it will increase the Purchase Decision of *The Originote Product*.
4. The Brand *Awareness* variable (X3) has a positive direction towards the Purchase Decision (Y), this shows that increasing *Brand Awareness* to consumers will increase the Purchase Decision of *The Originote Product*.

Partial Influence Significance Test (T-Test)

Table 4. 7 Test T (partial)

Not	Variable	T-Count	T-Table	Sig. Calculate	Sig Rating.	Hypothesis Statement
1	*Brand Origin* (X1)	3.846	1.99167	0.000	0.05	Accepted
2	*Brand Image*(x2)	5.445	1.99167	0.000	0.05	Accepted
3	*Brand Awareness* (x3)	2.183	1.99167	0.032	0.05	Accepted

Source: SPSS 2024 Processing Results Data

t:n-k:80 - 4 = 76 = (1.99167)

Based on table 4.41 it is stated that:

1. The Brand *Origin* variable (X1) shows the T count > T Table and the Significance count < 0.05. Where 3.846 > 1.99167 and 0.000 < 0.05, then H0 is rejected and H1 is accepted. So it can be interpreted that *the Brand Origin* variable affects the Purchase Decision.
2. The Brand *Image* variable (X2) shows the T count > T Table and the Significance count < 0.05. Where 5.445 > 1.99167 and 0.000 < 0.05, then H0 is rejected and H1 is accepted. So it can be interpreted that *Brand Image* has an effect on Purchase Decisions.
3. The Brand *Awareness* variable (X3) shows the T count > T Table and the Significance count < 0.05. Where 2,183 > 1.99167 and 0.032 < 0.05, then H0 is rejected and H1 is accepted. So it can be interpreted that *Brand Awareness* affects Purchase Decisions.

Determination Coefficient Test (R2)

According to Ghozali (2018), the determination coefficient (R^2) essentially measures how far the model is able to explain the variation of dependent variables. The value of the coefficient of determination is between zero and one.

Table 4. 8 Coefisiean Determination Test (R2)

R	R-Square	Customized R-Square	Std Error From Forecast
0.917	0.842	0.836	2.233

Source: SPSS 2024 Processing Results Data

Based on table 4.42, it is stated that the R-Square value is 0.842 or 84.2%. This means that the ability of the free variable to influence the bound variable has an ability of 84.2%. While the remaining 15.8% was influenced by other factors outside (*Brand Origin, Brand Image, and Brand Awareness* variables).

CONCLUSION

Based on the results of the research conducted by the researcher, it can be concluded as follows:

1. The test of the hypothesis results between *Brand Origin* and Purchase Decision has a positive influence proven to be significant with T Count (3.846) > T Table (1.99167) and a significant value (0.000) < 0.05. Therefore, the results of *the Brand Origin* test can influence and improve The Originote Product Purchase Decision.
2. Testing the hypothesis results between *Brand Image* and Purchase Decision has a significant positive influence as evidenced by the T Count (5,445) > T Table (1.99167) and a significant value (0.000) < 0.05. So the results of *the Brand Image* test can influence and improve *The Originote Product Purchase Decision*.
3. The test of the hypothesis results between *Brand Awareness* and Purchase Decision has a positive influence proven to be significant with T Count (2.183) > T Table (1.99167) and significant value (0.032) < 0.05. So the results of the Brand Awareness test can influence and improve *The Originote Product Purchase Decision*.

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