

**THE EFFECT OF BRAND IMAGE PRODUCT WARDAH
ON PURCHASE DECISIONS AND
LOYALTY IN STUDENTS FACULTY OF ECONOMICS UNIVERSITY
ABDURACHMAN SALEH SITUBONDO**

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ABSTRACT

This study aims to determine the effect of brand image wardah products on purchasing decisions and loyalty to students of university economics faculty abdurachman saleh situbondo, Population in this study is all female students Faculty of Economics abdurachman saleh situbondo university using brand image make up wardah product that is known, The sampling technique used in this research is using qualitative methods with interview techniques and documentation.

The results showed that: (1). Brand image wardah products affect purchasing decisions on university students faculty of economics abdurachman saleh situbondo, (2). Brand image wardah products affect the loyalty of students of university economics faculty abdurachman saleh situbondo

Keywords: brand image, Kosmetik wardah, purchasing decisions and loyalty

INTRODUCTION

University Abdurachman Saleh Situbondo is a university consisting of various faculty one of them is the faculty of economics majoring in management with the total number of students as much as 1,217 students see the number of students is the most students with female gender so it is possible if the students of the faculty of economics management department University abdurachman Saleh Situbondoespecially with female gender in everyday life especially in fulfilling her needs can not be separated from the purchase of make-up or cosmetics, because it becomes a requirement if woman really need attractive appearance in its activities everyday.

Cosmetics is a unique product because in addition to this product has ability to meet women's basic beauty needs as well as often a means for consumers to clarify the identity himself socially in the eyes of society. Cosmetics are actually at risk use to consider considering the chemical content does not always give the same effect to every consumer. However how real consumer judgment would be cosmetic products so the product is considered to have the ability to meet the needs of consumers to be beautiful. One of the cosmetics that recently became a trend in the mass media as well as among the students of the faculty of economics management department of the University of abdurachman Saleh Situbondo is the brand image of make up wardah products because in addition to the affordable pricebrand make up / cosmetic wardah products can be easily because Wardah counter counters are often encountered in supermarkets or in cosmetics stores.

Various theories of customer behavior and marketing state that human needs are not only influenced by motivation but also things such as external (cultural, social and economic). Buy and option decisions products are often influenced by psychological impulses. Not infrequently we meet consumers decide to vote and consume certain products in the framework of self-actualization as well

as means of entry into the community that he hopes, for example in consumption cosmetics. The product is not designed to meet the needs functional but also satisfy social and psychological needs. Quality is the most important concept in creating a product. Product the quality is the product received by the customer according to needs and desires of the customer. According to Kotler (2009: 54) the product is everything that can be offered into the market to be noticed, owned, used or consumed so as to satisfy his wishes or needs. Therefore the company must understand what it is needs and wants of consumers. According to Kotler and Armstrong (2011: 258): that the quality of a product is a judgmentable ability of a the product in performing its functions, which is a composite of durability, reliability, accuracy, ease of maintenance and attributes other than a product. In terms of marketers quality should be measured from the angle the buyer's eyesight and responses to the quality itself. In this case personal taste greatly affects. Therefore it is generally within managing product quality, should be in accordance with the intended use.

A. Formulation of the problem based description on background back then could put forward problem as following:

1. Does the brand image wardah products affect purchasing decisions on university students of abdurachman saleh faculty of economics situbondo ?
2. Does the brand image wardah products affect the loyalty of the students of university economics faculty abdurachman saleh situbondo ?

B. Research purposes

1. Men getahui and analyze the influence of brand image wardah products to purchase decisions on university students faculty of economics abdurachman saleh situbondo.
2. Men getahui and analyze the influence of brand image wardah products on loyalty to students of university economics faculty abdurachman saleh situbondo.

RESEARCH METHODS

Technique of data collecting technique used by compiler in making this report is interview method, field observation and documentation, that is by plunge directly in the field where research.

The method used in this research is using qualitative research which the respondent is the university faculty of economics student of abdurachman saleh situbondo who have made the decision to buy the product brand image make up wardah product.

RESULTS AND DISCUSSION

Brand image make up wardah products affect purchasing decisions on university students faculty of economics abdurachman saleh situbondo.

Based on observations and interviews on students, especially female university faculty students abdurachman saleh situbondo they tend to choose cosmetics with band image wardah because in addition to affordable prices also in purchasing products easy to get in stores. Here are the results of interviews of some students who have made cosmetic purchases with wardah image bands such as:

Table 1. Comparison of Purchase of Wardah Band Image Cosmetics

NO	Student name	Wardah products purchased	1 time purchase	Repurchase (more than 1 time)
1.	Princess	Powder, lipstick, pencil flow, eye liner, blas on	✓	✓
2.	Maya	Powder, lipstick, pencil flow, eye liner, blas on	✓	✓
3.	Halimatus sa'diah	Powder, lipstick, pencil flow, eye liner, blas on	✓	✓
4.	Nia	Powder, lipstick, pencil flow, eye liner, blas on	✓	

Source: Researcher 2018

From table 1 above it can be drawn the conclusion if student faculty of university economics abdurachman saleh situbondo has made repurchase more than one time band image wardah more than one time, so product band image wardah become one of requirement that must be fulfilled in support of their appearance in cosmetic purchase decisions. there is also one student above have made purchases only one purchase of band image wardah because only try and assume there are other band image better.

Brand image make up wardah products affect loyalty on university students faculty of economics abdurachman saleh situbondo.

Based on the results of observations and interviews on students, especially female university faculty, abdurachman saleh Situbondo, they tend to be loyal in choosing cosmetics with band image wardah because besides the affordable price is also easy to get products in stores.

From table 1.1 above it can be drawn the conclusion if student faculty of university economics abdurachman saleh situbondo have loyal to band image wardah, so band image product wardah become one of requirement that must be fulfilled in supporting their appearance in decision of cosmetic purchasing. there is also one student above is less loyal to the band image wardah because only try and assume there are other better image bands.

CONCLUSION

From the above research results can be drawn conclusions as follows:

1. Brand image make up wardah products affect the purchasing decision on university students faculty of economics abdurachman saleh situbondo proved by sample samples some students who have been interviewed have answered if they do re-purchase more than once in the purchase of cosmetics make up wardah products.
2. Brand image make up wardah products affect the loyalty of the students of the university economics faculty abdurachman saleh situbondo proved by sample samples some students who have been interviewed have answered if they are loyal terhadap make up wardah.

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