

# Price, Brand, And Consumer Value Perception Affect The Repurchasing Of Delovely Beauty Clinic Products

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**Abstract--** This study aimed to determine and analyze the influence of price, brand, and perceived value on the intensity of repurchase a product and services in aesthetic clinic (case study in patient Delovely Clinic Surabaya). This study used a quantitative approach. The population of this study was consumers or loyal patient Delovely Clinic Surabaya. The sample used was 98 respondents from a population of 5000 consumers, based on the proportionate stratified random sampling technique. The analysis technique used in this study was multiple linear regressions. The results showed that simultaneous price, brand, and perceived value had a significant effect on the intensity of repurchase a product and services. The dominant influencing variable is the perceived value on the intensity of repurchase a product and services. Management of the company must continue to maintain and develop all existing facilities by improving the quality of products and services that meet the demands of the times so as to motivate the consumers to repurchase a product and services Delovely Clinic Surabaya, which will result in increased sales volume.

**Keywords---** Price, Brand, Perceptions of Value, Repurchase Intention

## I. INTRODUCTION

For women, skin and face are considered to be very important assets in supporting their activities. For women, beautiful appearance seems to be a must. It is not strange that many women are willing to spend hours in beauty salons or clinics just to keep their appearance attractive. This need is really noticed by skin and facial care service companies, especially in big cities like Surabaya. The growth of this business provides an opportunity for an increase in the number of beauty clinics, which creates competition between beauty clinics in fighting over the number of consumers.

The increasing development of the business world has resulted in increasingly fierce competition. With increasingly fierce competition, a business is required to pay attention to customer wants and needs as well as expectations from customers (Firmansyah & Mochklas, 2018). Seeing these conditions, the company must have the right strategy. In increasing competition, each company must be able to win the competition by displaying the best products and can meet consumer tastes that are always evolving and changing (Kotler & Keller, 2009). The company will always seek profit through customer satisfaction, consumer satisfaction is the goal of the company (Fatihudin, 2004) This can be done

by instilling a positive subjective perception when using a product or service so that consumers desire to make further visits that lead to re-purchase. So that while consumers have the desire to repurchase at Delovely's clinic, Delovely's clinic will be able to survive the existing competition.

The desire to repurchase or what is commonly called repurchase intention is a consumer commitment that is formed after a consumer purchases a product or service. This commitment arises because of a positive impression of consumers on a brand, and consumers are satisfied with the purchase (Hick et. al., 2005). According to Kotler & Armstrong (2011) the main factors that influence a person's interest in repurchasing are cultural factors, psychological factors, personal factors, and social factors.

Beauty clinic is a company that combines products and services in the process of selling activities. The choice of a beauty clinic as a place for skin health and beauty care is influenced by several factors including the role of price, brand, and perceived value.

Price is the amount of money charged to goods or services or the total money spent by consumers to obtain benefits from the ownership or use of the product or service (Kotler & Armstrong, 2013). According to Fure (2013), price is the amount of money spent to get a product or service, according to the results of Fure's research, it is concluded that prices have a simultaneous and partial effect on buying interest in calaca-healthy traditional markets. Price does not require an explanation of how much. The company sets the prices for its products or services. However, the explanation is more complicated than the reality (Firmansyah & Andrianto, 2019) Price is one of the most prominent requirements in marketing, this is because the price is in every purchase transaction at a beauty clinic, both in purchasing products in the form of care creams and in purchasing services in the form of facial care measures. and body. Price is also one of the conditions used by consumers in providing perceptions, in this case the price will influence consumer judgment about a product or service. Consumer perception itself has several points of view, including price perception and value perception. According to Cahyani, et.al. (2017) Price perception is one important factor that can measure the satisfaction of a consumer as a consumer who is very much based on price in choosing a product, this is because price is an extrinsic element of product quality. Perceptions of value are the results or benefits received by

consumers compared to the total costs incurred for the purchase of a good or service including the price of goods and other costs (Tjiptono, 2005). Given that consumers evaluate the products and services they consume and this will determine their subsequent behavior, companies need to pay a lot of attention to the ways in which the products and services provided can be evaluated well by consumers. One of the main ways to differentiate a service firm is to consistently provide higher quality service than competitors. The key is to meet or exceed the quality expectations of target customers (Kotler, 2002). As for the brand itself, it means that a brand is more than just a product, because it has a dimension that becomes differentiation with other similar products. Price, brand, and perceived value will greatly influence consumers to make repeat purchases.

One of the beauty clinics that are trusted and in demand by residents of Surabaya is the Delovely clinic. Delovely Clinic is a beauty clinic that targets class B and C class segments. Delovely clinic itself has been established for 4 years, although it is still relatively new, Delovely clinic is a clinic that has quite a lot of active patients. The following is a table of patient visit data for the Delovely clinic in the first semester of 2019.

The number of patient visits in the table above is the number of patients who take care measures and patients who purchase products at Delovely's clinic. The highest number of patient visits at Delovely's clinic was in February and then in April. This is due to the fact that in February there are many discounted Valentine promo prices, while in April special discounts commemorate Kartini's Day celebrations which are closely related to women, while in June we welcome Eid al-Fitr. Total patient visits averaged 5728 patients per month in 4 branches of the Delovely clinic in Surabaya, but for active patients themselves, namely loyal patients totaling 5000 patients, the total difference was the new patients who made their first visit at the Delovely clinic.

Based on the monitoring of the Delovely Clinic marketing team, the problem that deserves to be raised in this study is the perception of the value of patients towards Delovely's care products, which are actually not sold freely in the market. As a result, the brand is not well known to the wider community, perceived value is only obtained from regular patients or can be called. also loyal customers whose impact affects the number of visits at the clinic which tends to decrease if not during certain seasons or internal clinic events. Based on the background, the problems can be formulated: (1) Are price, brand, and perceived value simultaneously (simultaneously) affecting the decision to repurchase products and services at the Delovely Clinic in Surabaya. (2) Which of the price, brand, and perceived value have dominant influence on the decision to repurchase products and services at the Delovely Clinic in Surabaya.

## II. LITERATURE REVIEW

### Marketing

According to Kotler and Keller (2012) defining marketing is a process in the middle of society both individuals and groups in getting their needs and desires by

creating, offering, and freely exchanging products and services of value with others.

Drucker (Kotler & Keller, 2012), an open management theorist, explains that there is always a sale, if there is a need. But the goal of marketing is to make abundant sales. Kotler & Armstrong (2013: 29) definition of marketing is a process carried out by every company to create value for customers and build strong relationships with the customers themselves and get value from customers in return. Marketing is an effort to exchange products and services to satisfy customer needs.

### Marketing Services

Service marketing can be divided into two parts both socially and managerial. Socially, service marketing is a social process by which individuals and groups get what they need and want by creating, offering, and exchanging products or services of value with other parties. Managerial is the process of planning, implementing thinking, pricing, promoting, and channeling ideas about service products to create exchanges that meet individual and organizational goals (Fatihudin, 2019: 01).

### Marketing Management

Kotler & Armstrong (2013: 14) marketing management: analysis of planning, implementation and control of programs designed to create, build and maintain profitable exchanges with target buyers to achieve organizational objectives.

Kotler & Keller (2012: 27) Marketing management; the activities of regulating institutions, and processes for creating, communicating, delivering and exchanging offers of value to clients, partners, and society at large.

### Price

Price is the amount of money charged to goods or services or the total money spent by consumers to obtain benefits from the ownership or use of the product or service (Kotler & Armstrong, 2013). Untoro (2010) price is the ability of a good or service, which is valued in money. The price of a marketing mix that is valued at the amount of money charged for goods or services issued by consumers to obtain the benefits of ownership or use of the product or service.

### Brand

Brand a combination of a name, sign, symbol that differentiates it from other similar products (Kotler & Keller, 2012: 288). Kartajaya (2010) brand is an asset that creates customer assessment by maintaining their satisfaction and improving quality. Keller (2008) is a brand that is more than just a product, because it has a distinguishing factor from other similar products. Based on these definitions, it can be concluded that a brand is a combination of a name, sign, symbol that differentiates it from other similar products and functions to create customer ratings. Consumers learn about brands through past experiences with the product.

### Perceptions of Value

Perception (Muanas, 2014); the process carried out by individuals selecting, processing, and conveying information obtained from the surrounding environment. Peter & Olson (2013: 74) value (value) is a broad purpose of life. Values often involve feelings related to these goals and needs. Perceptions of value in this study are more focused on the value perceived by consumers. According to Kotler & Keller (2009: 136) consumers' perceived value is the difference between potential customer ratings of all the benefits and costs of a product compared to its competitors. Zeithaml (1998) in Wijaya, et al. (2013: 5) consumers; overall consumer assessment of the usefulness of a product for what is received and what is provided by the product. Tjiptono (2005) perceived value; the results or benefits received by consumers are compared to the total costs incurred for the purchase of a good or service including the price of the goods and other costs.

Quoting from some of these explanations, it can be concluded that the perceived value or Customer Perceived Value (CPV) is the overall consumer assessment which is carried out by comparing the benefits obtained by consumers from a product or service compared to the total costs incurred for purchasing a good or service, including price. and other costs.

### Repurchase Intention

The desire to repurchase or commonly called the repurchase interest Nurhayati & Wahyu (2012: 53) is the desire and action of consumers to buy back a product, on the basis of the satisfaction received from the product according to the expectations of a product. Peter & Olson's repurchase (Oetomo & Nugraheni, 2012) is a purchase action that has been made several times. Thamrin & Francis (2012) stated that repurchase interest is a purchase interest based on the previous purchase experience. The results of some of these opinions can be concluded that the desire to repurchase or the interest to repurchase is a purchase activity that is carried out more than once or several times because of the satisfaction received as desired from a product in the past.

### III. RESEARCH METHODS

This research uses a quantitative approach, a case study using the expos facto method. The population of this study were consumers or regular patients at Delovely Clinic. The research conceptual framework is shown in Figure 1.

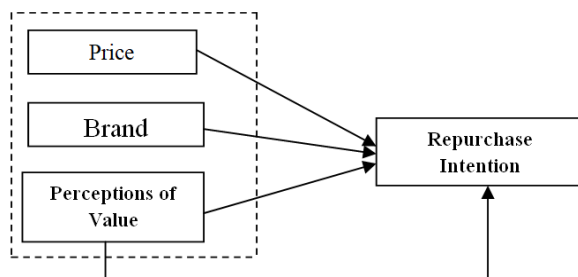


Figure 1. Research conceptual framework  
Source: Researcher (2020)

The sample used was 98 respondents from Delovely Clinic consumers who were willing to fill out a distributed

questionnaire, based on the proportionate stratified random sampling technique.

### IV. RESEARCH RESULT AND DISCUSSION

Delovely Clinic is a trusted beauty clinic that provides facial and skin care products as well as providing action services targeting class B and C class segments. This clinic started from the private practice of dr. Chelsea Adikoesoemo, Dipl. AAAM. in the Wonorejo area, Pasar Kembang Surabaya in 2012. As the number of patients grew, the practice was transformed into an aesthetic clinic called the Delovely Clinic in 2015.

Currently, the Delovely Surabaya Clinic has four branches, namely the first in the Flower Market which is the first clinic center, then in 2018 a second branch was opened in Kaliwaron and a third branch in Manukan, in 2019 a fourth branch was opened in Rungkut. Of the four branches we have now, Delovely Clinic has approximately 5,000 active patients per month who continuously purchase products and treatment measures, apart from that there are still new patients visiting the Delovely Clinic in Surabaya. The concept that is highlighted at this clinic is Affordable Premium, where the products and services at this clinic are affordable but high quality. Not only that, Delovely Clinic itself has a brand promise C.A.N.T.I.K which has the definition of Beautiful, Safe, Affordable, Attractive (www.klinikdelovely.com, 2019).

TABLE 1. MULTIPLE LINEAR REGRESSION ANALYSIS

Model	Coefficients <sup>a</sup>		t	Sig.
	Unstandardized Coefficients	Standardized Coefficients		
	B	Beta		
(Constant)	.219	1.060	.207	.837
Price	-.438	.137	-.403	-3.201 .002
Brand	.299	.092	.397	3.263 .002
Perceptions of Value	.937	.094	.843	10.015 .000

a. Dependent Variable: Repurchase Intention

Source: Researcher (2020)

From the regression equation:

$$Y = a + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$$

$$Y = 0.219 + -0.438X_1 + 0.299X_2 + 0.937X_3 + e$$

- The value of the dependent variable in the purchase decision (Y) can be seen from the constant value of 0.219 with a note that the independent variable is fixed.
- The effect of the price independent variable (X1) on the dependent variable repurchase intention (Y) when seen from the regression coefficient -0.438, it means that each price change (X1) is one unit, the re-purchase intention variable (Y) will increase by -0.438 provided that the other independent variables remain.
- The effect of the brand-free variable (X2) on the dependent variable repurchase intention (Y) when seen from the regression coefficient of 0.299, it means that each change in brand (X2) is one unit, then the re-purchase intention variable (Y) will increase by 0.299 with a note that the other independent variables remain.

- The effect of the value perception independent variable (X3) on the dependent variable repurchase intention (Y) when viewed from the regression coefficient of 0.937, it means that each change in perceived value (X3) is one unit, then the re-purchase intention variable (Y) will increase by 0.937. provided that the other independent variables remain.

The F test aims to determine the effect of the independent variables together on the dependent variable. Where the significance value < 0.05 then the hypothesis is accepted, if the significance value > 0.05 then the hypothesis is rejected or it can be seen if the calculated F value is greater than F table shows acceptance of the proposed hypothesis.

TABLE 2. F TEST RESULTS ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	817.575	3	272.525	82.132	.000 <sup>b</sup>
Residual	311.904	94	3.318		
Total	1129.480	97			

a. Dependent Variable: Repurchase Intention

b. Predictors: (Constant) Price, Brand, Perceptions of Value

Source: Researcher (2020)

Based on the results of the F test above, the results obtained with the comparison of significance are H1 is accepted because F sig 0,000 < 0.05. From the two interpretations above, it can be concluded that the variable price, brand, and perceived value have a simultaneous effect on the desire to repurchase.

The t test is used to prove the significant effect of the independent variable on the dependent variable, where the significance value is <0.05, then there is an effect of variable X on variable Y, if the significance value is > 0.05, then there is no effect of variable X on variable Y. price, brand and perceived value of repeat purchase intentions.

TABLE 3. T TEST RESULTS

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.219	1.060		.207	.837
Price	-.438	.137	-.403	-3.201	.002
Brand	.299	.092	.397	3.263	.002
Perceptions of Value	.937	.094	.843	10.015	.000

a. Dependent Variable: Repurchase Intention

Source: Researcher (2020)

The results of the t test between consumer motivation and consumer attitudes towards purchasing decisions:

The significance value of the price variable has a partial effect because t sig 0.002 < 0.05, brand variables have a partial effect because t sig 0.002 < 0.05, and the value perception variable has a partial effect because t sig 0.000

<0.05. It means that it can be concluded that all the independent variables have a partial effect on the intention to repurchase.

Determining acceptance and rejection of the hypothesis can be done with the test criteria: if t count < t table, then there is no influence of variable X on Y. if t count > t table then there is an effect of variable X on Y.  $t_{table} = t(\alpha/2; n - k - 1) = (0,025; 94) = 1.989$ .

Based on the results obtained from the comparison of t count with t table, the price variable has a partial effect because t count is 3.201 > 1.989, the brand variable has a partial effect because t count is 3.263 > 1.989, and the value perception variable has a partial effect because t count is 10.015 > 1.989. So, seen from the results of the t-test, it shows that the value perception variable has a dominant effect on the desire to repurchase.

The multiple coefficient of determination R2 test is used to measure how much the price, brand, and perception variables partially contribute to the re-purchase intention variable. The value of R2 which is getting closer to 1 means that the independent variables provide almost all the information needed to predict the variation of the independent variables. The coefficient of determination used is Adjusted R Square because it is more reliable in evaluating the regression model.

The coefficient of determination (R2) is 0.724 or 72.4% and the adjusted coefficient of determination (Adjusted R Square) is 0.715 or 71.5%. This means that 71.5% of consumers' desire to repurchase products and services at Delovely Clinic is influenced by the independent variables, namely price, brand, and perception, while the remaining 29.5% is influenced by other variable factors not mentioned in this study.

Based on the results of the F test above, it was found that the independent variables used, namely price, brand and perceived value, were feasible to test the dependent variable, namely the desire to repurchase products and services at Delovely Clinic Surabaya. This is indicated by the significance comparison value, namely F sig 0.000 < 0.05. From the data above, it can be concluded that the first hypothesis which reads "Price, brand, and perceived value are thought to influence simultaneously on the desire to repurchase products and services at Delovely Clinic Surabaya" is proven to be true.

Results Based on the results obtained from the comparison of t count with t table, the price variable has a partial effect because t count is 3.201 > 1.989, the brand variable has a partial effect because t count is 3.263 > 1.989, and the perceived value variable has a partial effect because t count is 10.015 > 1.989. So, seen from the results of the t-test, it shows that the value perception variable has a dominant effect on the desire to repurchase.

From this data, it can be concluded that the value perception variable has a more dominant influence on the desire to repurchase than the price and brand variables so that the second hypothesis which says "It is suspected that the dominant effect of perceived value on the desire to repurchase products and services at Delovely Clinic Surabaya" is proven.



Research in the field shows that the products and services of Delovely Clinic offer quite affordable prices compared to similar competitors so that patients are encouraged to make repeat purchases, but the benefits felt by patients are very positive in accordance with expectations. This is in accordance with the theory put forward by Kotler and Armstrong, (2013: 151) that price is the amount of money charged to goods or services or the total money spent by consumers to obtain benefits from ownership or use of the product or service. Explains that a brand is an asset that creates customer ratings by maintaining their satisfaction and improving quality, in the field research shows that the Delovely Surabaya Clinic guarantees the quality of products and services that are fixed and do not change at all in each branch or purchase at any time, this is able influencing patients to make repeat purchases. Research in the field shows that patients feel a real effect when they first use the products and services of the Delovely Clinic Surabaya and feel positive changes that are quite significant in long-term use that support consumer appearance so that they can influence decisions This is in accordance with the theory put forward by Zeithaml (1998) in Wijaya, et. al. (2013: 5) "Perceived value is the consumer's overall assessment of the utility of a product based on a perception of what is received and what is given". Perceived value of consumers is the overall consumer assessment of the usefulness of a product for what is received and what is provided by the product. The results of this research are used as input for the Delovely Clinic, especially the marketing team. Improving service quality is one of the important things besides maintaining the quality of products and services in order to get a good perception of value from consumers, which is expected to increase sales of Delovely Clinic's products and services in connection with consumer repurchase interests and also the possibility to find new customers.

## V. CONCLUSIONS AND RECOMMENDATIONS

### Conclusion

Price, brand, and perceived value simultaneously influence the desire to repurchase products and services at Kinik Delovely Surabaya. Perceptions of value have a more dominant effect on the desire to repurchase products and services at Delovely Clinic Surabaya.

### Suggestions

It is suggested to the leadership of the Delovely Clinic Surabaya company to keep and retain loyal patients who are loyal users of the products and services of the Delovely Clinic in Surabaya, by increasing the quality of products and services in accordance with the demands of the times. So it can be expected that consumers make repeat purchases or suggest other people to buy, resulting in an increase in sales volume.

Suggestions for the marketing team, it is hoped that there will be internal promo activities for members such as product discounts or discount on treatment services so that members continue to make repeat purchases at the Delovely Clinic, and further improve for the provision of beauty events both in malls, offices, or public areas other, with the aim of

attracting new customers who are expected to become permanent members of the Delovely Clinic so that product and service sales continue to increase.

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