The Impact of Price Perception and Brand Image on Behavioral Loyalty of Innisfree Skincare Consumers

Vinny Nurdin[1], Bilson Simamora[2]
Institut Bisnis dan Informatika Kwik Kian Gie, Jakarta, Indonesia[1,2]
Jl. Yos Sudarso Kav. 87, 14350, Jakarta, Indonesia
Correspondence Email: vinnynurdin088@gmail.com
ORCID ID: 0009-0000-0201-9811

ARTICLE INFORMATION

ABSTRACT

Price perception and brand image are considered as two prominent factors that influence consumers intention to buy a skincare. However, those factors do not guarantee consumers' commitment to a brand. Makes the Innisfree as the research context, researchers want to study whether price perception and brand image affect behavioral loyalty. This research uses a type of correlational study with minimum researcher intervention namely data collection is only carried out by distributing questionnaires. The concepts used to support this research are perceived price, brand image, and behavioral loyalty. The object of this study is Innisfree Skincare. Data was collected by distributing google forms to 150 respondents using purposive sampling. The data analysis technique used is Structural Equation Modeling with WarpPLS 7.0. Research shows that price perception and brand image have a positive and significant effect on the behavioral loyalty of Innisfree consumers. Companies are advised to reduce purchase costs, add variants for acne-prone skin, and increase Innisfree's advantage over competitors. Researchers are advised to discuss the effect of price perception on brand image and add behavioral loyalty as an endogenous construct.

**Keywords:** Brand Image, Brand Loyalty, Innisfree, Price Perception

INTRODUCTION

The progress of the times has increased competition in the business world from various perspectives, such as the increasing number of companies engaged in the culinary, beauty, clothing, real estate and other industries. This requires business people to consider the tactics that must be used to attract more customers in order to compete in the market. Currently, there is one industry as one of the rapidly growing economic sectors that is in demand by Indonesian consumers, namely the beauty sector. In 2019, cosmetics experienced a 7% increase, so the Ministry of Industry has set a growth target of above 9% in 2020 (Kemenprin, 2019).

According to Bayu (2022), income from body care and beauty products in Indonesia is increasing from year to year. In 2020, it has reached US$ 7 billion. This figure then increases to $7.46 billion in 2021. It is expected that product revenues will reach $8 billion by 2022. Beauty products are products that are used to treat body in general, but many beauty products are specifically for the face.

In Indonesia itself there are many beauty product brands, such as Wardah, Emina, Mustika Ratu and other Indonesian beauty product brands. However, what is of concern now is that Indonesian consumers buy more beauty products from abroad which are considered to be of higher quality than local products, such as those from the United States, Japan and South Korea.

These Indonesian beauty products are quite in demand, but some consumers are starting to switch to imported products. The entry of the Korean wave into Indonesia spread various kinds culture in Korea ranging from typical food, movies, music, fashion, and trends beauty. Indonesia is the most affected by this phenomenon that is when people watch a lot of Korean dramas and idolize them Korean artists such as boy bands and girl bands which the majority of these idols have white face, clean, radiant, shining. The existence of this phenomenon also increases prestige of several beauty products from South Korea,Many Indonesian consumers are more interested in buying care products from abroad due to the development of the Korean Wave trend, namely the increasing awareness and also curiosity about Korean culture, both in terms of style, lifestyle, and also treatments which are quite well known there and have entered Indonesia. This also affects the interest in buying Korean skincare products from Indonesian consumers.

Figure 1. Country of Origin of Beauty Products that are in Demand in Indonesia
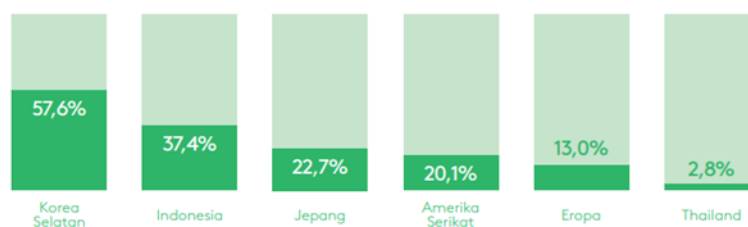
Source: Zapclinic (2020)

This information was obtained based on an online survey conducted by (Zapclinic, 2020). In 2019, it was discovered that 57.6% of Indonesian women preferred South Korean beauty products. This survey was conducted on 6,460 Indonesian women with an age range between 13 – 65 years who have various professions. Due to the high interest in South Korean beauty products, many South Korean beauty brands are marketed to Indonesia, including the Innisfree brand, which is a beauty brand originating from South

Korea with natural ingredients from Jeju Island. The presence of Innisfree is a challenge for local products and the need for consumers to sort out suitable products accordingly his needs. Innisfree not only offers skin care products but also There are makeup and body care products

This matter causing beauty products from South Korea began to be in demand by Indonesian people to become the center of world attention. The appearance of a Korean artist who has an attractive face, white and clean skin, and having a tall body makes teenagers imitate the fashion style of their idol. Factor this is what supports the trend of Korean brand cosmetics which are also hits among Indonesian teenagers. Cosmetic products are needed by humans, both men and women today's modern era, skincare is important, not only for women, but also for men. Skin care is needed to maintain health as well skin elasticity which will continue to change with aging or exposure to pollution. Skin care products are now one of the most important human needs can no longer be underestimated. Skin care products are community's daily needs. Korean beauty products South is known to have very good quality. By using the product skin care, the skin will look whiter, brighter, cleaner and moist.

Besides being known for products whose ingredients come from natural ingredients, Innisfree is also known as an environmentally friendly brand, where is the product packaging what they use comes from materials that can be recycled and also always make save the earth campaign and apply it to its products.

Based on data obtained from Marfuah (2021), there are five skincare brands from South Korea that are most in demand by the Indonesian people, namely Laneige, Nature Republic, Some By Mi, Innisfree, and Nacific. One of the most famous skincare products from South Korea is Innisfree. Innisfree is a Korean beauty brand that carries natural products, as well always trying to provide clean and pure natural energy creating healthy beauty. Innisfree products are a blend of the best ingredients taken straight from Jeju Island, home to all the goodness of the forest, land, and sea stored. Producing a product and brand that is trusted and loved by all consumers of Innisfree in Korea, Asia, and around the world Innisfree is one of the well-known brands whose products come from Jeju Island which has product claims that can solve various skin problems, including anti-aging and brightening the skin. This has attracted the interest and curiosity of researchers to find out why Innisfree is so popular among the public compared to other similar products.

Jeju Island is a small island that is still beautiful on the south coast of South Korea. This island is famous of its fresh air, warm sun, and clear water. All gifts natural. Innisfree products are made from Jeju Island's natural ingredients, such as green tea, pore volcanic clay, camellias, mandarins, orchids and many more. Innisfree is under the auspices of Amorepacific which grows its own green tea on Jeju Island. This green is then used in cosmetic products, one of which is the green tea product line innisfree.

In deciding to buy skincare products, there are several factors that can influence the purchase decision. Brand image is something that can influence consumers before deciding to buy a product that is price, price in business life is one of the important factors that affect the marketing of an item or serve. Corporate image can be formed through a pricing strategy. Company can set a high price to form a certain image. According to Rifa, Mitariani, and Imbayani (2020), the first factor that determines consumer decisions is the perceived price of the product being marketed, namely the value that buyers must sacrifice when they have the intention to buy the product.The price offered by the official Shopee Innisfree account is in the range of Rp. 10,000 for sheetmask to Rp. 600,000. Brand image is a characteristic of the company to introduce products its products through various marketing activities, because a brand will always be attached to consumers when

customer satisfaction has reached a maximum level. Company build its brand so that it is well known by every consumer, through innovation and the creativity of each product offered so that the Company's consistency is maintained and increase consumer loyalty to the company.

Meanwhile, the second factor that buyers consider in buying skincare products is the brand image of the product. The second factor which then influences the buyer in buying the product is the brand image that is owned by the product. Yunaida (2018), creating a good brand image for the product itself is one way that can be used to make the product easy for consumers to remember and recognize. There is one type of customer loyalty that is interesting to study, namely behavioral loyalty. Ekaputra (2019), behavioral loyalty is a behavioral dimension owned by consumers which refers to consumer behavior in making repurchases in the future. Most studies only discuss the effect of perceived price and brand image on customer loyalty.

Not many studies have discussed the effect of price perception and brand image on behavioral loyalty. So, researchers feel enthusiastic about conducting research entitled "The Impact of Price Perception and Brand Image on Behavioral Loyalty of Innisfree Skincare Consumers".

LITERATURE REVIEW

Price Perception
Immanuel and Mustikarini (2018), price perception has a connection with what price is understood and makes consumers understand the concept. Sinambela, Suryani, and Damayanti (2017), perceived price is a consideration by comparing the sacrifices incurred with the benefits obtained when buying certain products. Budiastari (2018), price perception is interpreted as a unit of money that contains the specific benefits needed to obtain an item.

Kotler and Keller (2018), there are several dimensions that influence price perception: the first is rice affordability is the purchasing ability that consumers have based on prices from the seller and is adjusted to the current economic condition of the community. Second, Price compatibility with quality. The price a product has is comparable to its quality level. Third, Price rivalries. This is related to the comparison between product prices and products owned by competitors and last is Price compatibility with benefits. The utility provided by the product is comparable to the price level set by the company.

Brand Image
A brand needs an image to communicate its products to the public (Arisandi, Lukitaningsih, & Welsa, 2022). Kotler and Keller (2016) describe brand image as the level of ease of association and response that can be remembered and embedded in the minds of consumers. Clow and Baack (2018), brand image is a representation of how consumer and business moods affect organizations in a broad scope. This also includes individual products. Firmansyah (2019), a brand is an understanding that is in the minds of consumers when they remember the brand of the product. Based on the understanding according to the experts above, brand image has various kinds of influences. Keller and Swaminathan (2020), indicators that influence brand image are brand association advantage (favorability) and Behavioral loyalty.

Brand Association Advantage (Favorability)
Marketers strengthen brand associations by providing confidence from the consumer side that the brand has attributes and uses that satisfy consumer needs so as to create a positive brand attitude. According to Aaker (1991), brand association is all things related to remembering a brand. Unique brand associations are formed from attributes,

names, packaging, marketing strategies, and advertising. The idea is to move from basic goods to branded products to reduce the price advantage in purchasing decisions and emphasize the basis of differentiation.

Behavioral Loyalty

Asy'ari (2014), behavioral loyalty leads to consistent purchase of a brand over a period of time which then forms loyalty itself. Chiou and Droge (2006), behavioral loyalty describes the personality in which consumers buy or repurchase certain brand products. Oliver (1999), behavioral loyalty has two dimensions, the first is conative Loyalty, which is to build consumer confidence by making the thoughts and feelings that consumers have as motivation to make repurchase in the future. And the second is action Loyalty, can be defined as the occurrence of repurchase or repeated purchases made by consumers for a particular product or service

Figure 2. Framework Diagram
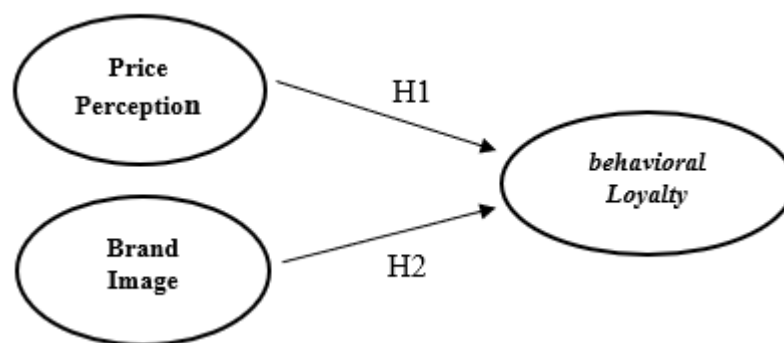
Based on the framework, the research hypothesis can be concluded like this:
H1 : Price perception (X1) has a positive effect on behavioral loyalty (Y).

In this study using perceived price and repurchase intention because there is still limited research examining the relationship between perceived price and behavioral loyalty, this study uses the relationship between perceived price and repurchase intention which corresponds to the two variables examined by researchers. Perception Price is usually the first thing consumers see, the appropriate product quality with customer expectations and promotions where does the consumer know the product This is how a buying decision occurs.The better a company builds a positive price perception in the minds of consumers, the greater the consumer's desire to repurchase a product.

Basically, if the price perception that consumers have towards a brand is good enough, this will increase behavioral loyalty from the customer's side so that they will be more loyal to the brand. Meanwhile, if the price perceptions of consumers tend to be bad, then the behavioral loyalty of consumers will also decrease so that the opportunity to become loyal customers is very low. Price can create an image and become a differentiator, therefore the perception of price influences the decision consumer repeat purchases. The better the perception of the price you have consumers will further increase the purchase decision. Consumer repeat purchases. The better the perception of the price you have consumers will further increase the purchase decision.

Consumers who have perception of a good price for a product can directly determine the price buy the product because they are already able to judge that price offered by a product is in accordance with consumers who have perceptions good price for the product can immediately decide to buy the product because they can judge that the price offered by the product is appropriate with his hopes. If it is in accordance with expectations, the customer will be satisfied and will make a repurchase (repeat).

Consumer is an individual with those traits different. Assessment felt by each consumer the product or service they offer receive is not the same. Consumer perception a price can affect the decision to buy a product so the company should be able to give a good perception the product or service they sell.

Moslehpour, Wong, Pham, and Aulia (2017), if a product has a reasonable price and is in accordance with the quality of the product, consumers will make a repurchase even though the price offered is not cheap. Suhaily and Soelasih (2017), prices that match product quality will generate repurchase intentions.

The results of this study are in line with previous research conducted by Wardana (2021) that perceived price has a positive and significant effect on repurchase intention because the more consumers give a positive assessment of the price information obtained, the affect the desire of buyers to repurchase a product.
H2 : Brand image (X2) has a positive effect on behavioral loyalty (Y)

Researchers use repurchase intention because there is still limited research examining brand image on behavioral loyalty, so researchers use repurchase intention which has a meaning commensurate with behavioral loyalty. A positive brand image is related to loyalty and consumer confidence in positive brand value and willingness to look for the brand and make repeat purchases because they already have confidence in the product.

Arif (2019), a strong brand image can also evoke feelings of strength and confidence in customers and convey core values which can positively influence repurchase intentions. Huang et al. (2019), through their study, stated that brand image reflects style and social status and has a positive impact on repurchase intention.

The results of this study are in line with previous studies that have been conducted by Sari and Santika (2017); Lianto (2018) which states that brand image has positive and significant results on repurchase intention because if the brand image that is owned by a product or company is good then this can lead to a consumer desire to make a repurchase.

RESEARCH METHOD

This research reconstructs the research model of Pratisthita, Yudhistira, and Agustina (2022), adjustments to the research model were carried out by reducing one construct in that study, namely brand positioning, to adjust the constructive replication from previous research to this research. The purpose of this study is to determine the effect between exogenous constructs, namely price perception and brand image on endogenous constructs, namely behavioral loyalty. The characteristics of the respondents selected were those who had purchased Innisfree skincare products, made repeated purchases with a purchase frequency of at least 3x, and were at least 17 years old. The number of samples used, namely a total of 150 respondents located in Indonesia. While the sampling technique used is non probability sampling.

The types of constructs used in this study are exogenous constructs, namely price perceptions with indicators "price affordability, price compatibility with product quality price competitiveness, and price compatibility with benefits" and brand image with indicators "suitable for oily skin, suitable for acne-prone skin, moisturizes the face, and brightens the face" which have been based on preliminary research conducted by researcher through Shopee Innisfree account testimonials. Meanwhile, the Endogenous construct in this study is behavioral loyalty with indicators of "cognitive loyalty, feeling, satisfaction, and cognitive consistency".

In this study there were 11 question items with a required sample size of 150 respondents The data analysis technique used is Structural Equilibrium Modeling (SEM) with Warpls 7.0 software and the questionnaire that was distributed included the answer choices determined by the researcher so that the answers from the respondents were limited when answering the questions in the questionnaire. The measurement scale used in this study is the Likert scale. Sekaran and Bougie (2017), the Likert scale is a type of rating scale made with the aim of knowing the attitude of respondents to objects with the choice of agreeing or disagreeing on each statement item given by the researcher. This study chose a data collection technique by distributing questionnaires in the form The questionnaire used is closed using a Likert scale with a score of 1 to 5, namely: 1 – strongly disagree; 2 – strongly agree; 3 – neutral; 4 – agree, 5 – strongly agree.

Figure 3. SEM Complete Model
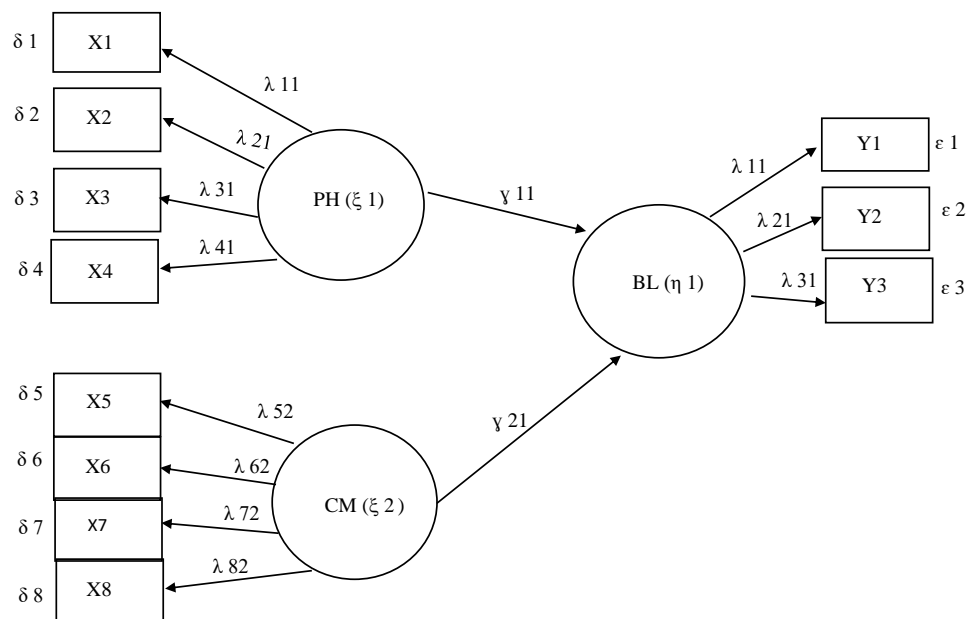
Description:
ξ (KSI) = Exogenous latent constructs
 η (ETA) = Endogenous latent construct
γ (GAMMA) = Direct relationship between exogenous constructs and endogenous constructs
Y = Endogenous construct indicator
X = Indicator of exogenous construct
λ (LAMBDA) = Relationship between latent constructs and their indicators
ε (EPSILON) = Measurement error for endogenous construct indicator
δ (DELTA) = Measurement error for exogenous construct indicators

RESULTS

Respondents Profile
The gender of the respondent profile in this study was the majority of women as much as 63.3% (95 respondents) and men as much as 36.7% (55 respondents) with an average age of 17-25 years as much as 96% (144 respondents) who have students or students. 87.3% (131 respondents) are working students and 86% of those living in the city of Jakarta, some of whom live outside Jabodetabek.

Table 1. Validity And Reliability Test

Construct	Indicator	*Factor Loading*	AVE	*Cronbach's Alpha*	*Composite Reliability*
Price Perception	PH1	0,784	0,557	0,734	0,834
	PH2	0,777			
	PH3	0,720			
	PH4	0,702			
Citra Merek	CM1	0,780	0,565	0,741	0,838
	CM2	0,812			
	CM3	0,673			
	CM4	0,734			
Behavioral Loyalty	BL1	0,866	0,749	0,832	0,900
	BL2	0,889			
	BL3	0,841			

The table above shows that each indicator of all constructs has a factor loading value of > 0.50 and AVE > 0.50. Then the Cronbach's Alpha value is > 0.70 and the Composite Reliability value is > 0.70. then, it can be concluded that valid data is obtained from reliable instruments.

Descriptive Analysis

Table 2. Analysis Descriptive Price Perception

Item Statements	Response Frequency					MEAN	*Interval* 95%	Response Category		
	STS	TS	N	S	SS			Respon Negative	Respon Neutral	Respon Positive
1. I feel that the price of products Innisfree is quite afordable (PP1)	0 (0%)	4 (2,7%)	40 (26,7%)	83 (55,3%)	23 (15,3%)	3,83	3,71 – 3,94	2.67%	26.67%	70.67%
2. I feel that the quality of Innisfree products is comparable to the price offered (PP2)	0 (0%)	6 (4%)	24 (16%)	77 (51,3%)	43 (28,7%)	4,04	3,92 – 4,17	4.00%	16.00%	80.00%
3. I see that the price offered by Innisfree can compete with other similar competitor brands in the markkets (PP3)	0 (0%)	3 (2%)	33 (22%)	73 (48,7%)	41 (27,3%)	4,01	3,89 – 4,13	2.00%	22.00%	76.00%

	STS	TS	N	S	SS					
4. I feel that the benefits obtained from the product are comparable to the price set by Innsifree (PP4)	0 (0%)	2 (1,3%)	32 (21,3%)	78 (52%)	38 (25,3%)	4,01	3,89 – 4,13	1.33%	21.33%	77.33%
Total						3,98	3,89 – 4,07	2,67%	2,50%	76,00%

Based on Table 2 it is shown that the average score of statement items regarding price perception on Innisfree is 3.98 with 95% confidence interval being 3.89 – 4.07.

In proportion, more respondents gave positive responses (76.00%) to the four observational variables than negative responses. The statement item "I feel that the product price offered by Innisfree is quite affordable" received the lowest positive response, which is 70.67%, while the statement item "I feel that the benefits obtained from the product are comparable to the price set by Innisfree" received the highest positive response, which is 77.33%.

Table 3. Analysis Descriptive Brand Image

Item Statements	Response Frequency					MEAN	Interval 95%	Response Category		
	STS	TS	N	S	SS			Respon Negative	Respon Neutral	Respon Positive
1. I feel Innisfree is a suitable skincare for oily skin. (BI1)	0 (0%)	7 (4,7%)	47 (31,3%)	62 (41,3%)	34 (22,7%)	3,82	3,69 – 3,95	4,67%	31,33%	64,00%
2. I feel Innisfree is a suitable skincare for acne skin. (BI2)	0 (0%)	6 (4%)	49 (32,7%)	64 (42,7%)	31 (30,7%)	3,80	3,67 – 3,93	4,00%	32,67%	63,33%
3. I feel Innisfree is a skin care that moisturizes the face. (BI3)	0 (0%)	1 (0,7%	24 (16%)	63 (42%)	62 (41,3%)	4,24	4,12 – 4,36	0,67%	16,00%	83,33%
4. I feel Innisfree is a skin care that brightens the face. (BI4)	0 (0%)	2 (1,3%)	39 (26%)	63 (42%)	46 (30,7%)	4,02	3,89 – 4,15	1,33%	26,00%	72,67%
Total						3,97	3,87 – 4,07	2,67%	26,50%	70,83%

Based on the table above, it can be seen that the average score of 150 respondents who have given an assessment of brand image statements on Innisfree products is 3.97 with a 95% confidence interval of 3.87 – 4.07.

In proportion, more respondents gave positive responses (70.83%) to all four observational variables than negative responses. The statement item "I feel Innisfree is a skin care suitable for acne skin" received the lowest positive response, which was 63.33%, while the statement item "I feel Innisfree is a skin care that moisturizes the face" received the highest positive response, which was 83.33%.

Table 4. Analysis Descriptive Behavioral Loyalty

Item Statements	Response Frequency					MEAN	Interval 95%	Response Category		
	STS	TS	N	S	SS			Respon Negative	Respon Neutral	Respon Positif
I feel motivated to repurchase products against Innisfree (BL1)	0 (0%)	6 (4%)	29 (19,3%)	71 (47,3%)	44 (29,3%)	4,02	3,89 – 4,15	4,0%	19,3%	71,30%
I'm sure I want to do repurchasing on Innisfree (BL2) products.	0 (0%)	7 (4,7%)	42 (28%)	63 (42%)	38 (25,3%)	3,88	3,74 – 4,02	4,67%	28,0%	63,58%
All this time, I did repurchasing on Innisfree (BL3) products.	0 (0%)	7 (4,7%)	44 (29,3%)	52 (34,7%)	47 (31,3%)	3,93	3,78 – 4,06	4,67%	29,3%	52,31%
Total						3.94	3,824 – 4,06	4.467%	25.53%	62.40%

Table 4 shows that the average score of the 150 respondents who gave an assessment of the statement items regarding behavioral loyalty at Innisfree was 3.94 with a 95% confidence interval of 3.824 – 4.06.

Proportionally, more respondents gave positive responses (62.40%) to the four observational variables compared to negative responses. The statement item "I feel motivated to repurchase Innisfree products" received the highest positive response, namely 71.30%, Meanwhile, the statement item "So far, I have repurchased Innisfree products" received the lowest positive response, namely 52.31 %.

SEM Complete Model

Figure 4. SEM Complete Model
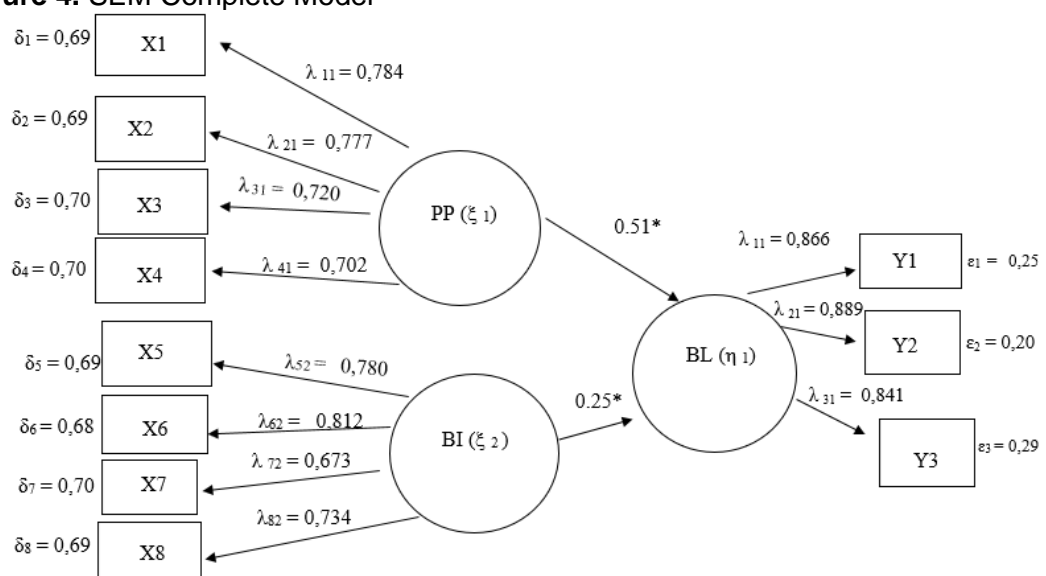
P-Value < 0,01

Overall Fit
Overall Fit Based on the 10 fit model criteria from Ghozali (2020), the SEM model formed in this study is acceptable (fit).

Table 5. Structural Model Evaluation Results

Criteria	Rule of Thumb	Output Value	Result
Average Path Coefficient (APC)	*P-value* ≤ 0.05	0.382 *P-value* < 0,001	*Fit*
Average R-Squared (ARS)	*P-value* ≤ 0.05	0.502 *P-value* < 0.001	*Fit*
Average Adjusted R-Squared (AARS)	*P-value* ≤ 0.05	0.495 *P-value* < 0.001	*Fit*
Average block Variance Inflation Factor (AVIF)	≤ 3.3, but the value ≤ 5 is still acceptable	1.880	*Fit*
Average Full collinearity VIF (AFVIF)	≤ 3.3, but the value ≤ 5 is still acceptable	2.096	*Fit*
Tenenhaus GoF (GoF)	≥ 0.10, ≥ 0.25, and ≥ 0.36 (small, medium and big).	0,559	*Fit*
Simpson's Paradox Ratio (SPR)	Idea = 1, blut the value ≥ 0.7 is still acceptable	1,000	*Fit*
R-squared contribution ratio (RSCR)	Ideal = 1, but the value ≥ 0.7 is still acceptable	0.382 *P-value* < 0,001	*Fit*
Statistical Suppression Ratio (SSR)	Must be worth ≥ 0.7	0.502 *P-value* < 0.001	*Fit*
*Nonlinear Bivariate Causality Direction Ratio (*NLBCDR)	Must be worth ≥ 0.7	0.495 *P-value* < 0.001	*Fit*

Structural Model
Structural model analysis forms an estimate of the value of the causal relationship of the exogenous construct on the endogenous construct.

Figure 5. Structural Model
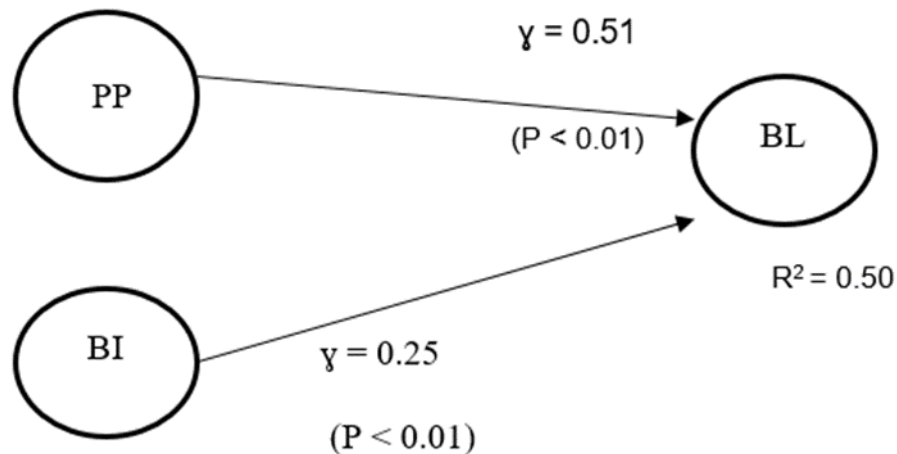
Based on this figure, there is a positive and significant effect of the price perception construct on behavioral loyalty of 0,51 and P-Value < 0,05. In addition, there is a positive and significant effect of the brand image construct on behavioral loyalty of 0,46 with a P-Value < 0,05.

Table 6. Direct Effect

From – To	Coefficient	P-value	Results
Price Perception – behavioral Loyalty	0,51	<0,001	Positive and significant (H_1 accepted)
Brand Image – Behavioral Loyalty	0,25	<0,001	Positive and significant (H_2 accepted)

Based on Table 6, the result can be obtained that Price Perception has a path coefficient on behavioral loyalty of 0.51 with a P-value < 0.001 so that there is sufficient evidence to reject H0. The conclusion is that the first hypothesis states that perceived price (X1) has a positive and significant effect on behavioral loyalty (Y) is acceptable. Data from Table 4.6 shows that brand image has an influence on behavioral loyalty because it has a path coefficient of 0.25 with a P-value <0.001 so there is sufficient evidence to reject H0. Thus, the second hypothesis which states that brand image (X2) has a positive and significant effect on behavioral loyalty (Y) can be accepted.

DISCUSSION

Based on H1, the results of the study show that price perceptions have a positive and significant influence on behavioral loyalty. When a consumer wants to purchase a product or service, one of the things that must be considered is the price of the product, is the price paid by the consumer for the product purchased, is it comparable to the benefits received by the consumer, therefore the perception of price can affect repurchase on a product. Prices in business life is one of the important factors that affect the marketing of an item or service. The image of a company can be formed through a pricing strategy. Price perception is related to how price information is understood completely and give meaning in by consumers. Perceived product price getting better, it will lead to purchase intention and this can lead to repeated purchase intentions for Innisfree products. The results of this study are in line with previous research conducted by Mahendrayanti and Wardana (2021) who found that price perception has a positive and significant effect on behavioral loyalty.

According to the H2, this hypothesis is accepted because the research results show that brand image has a positive and significant influence on behavioral loyalty. If the brand image that is owned by the product or company is good, this can lead to consumers' desire to make repeat purchases. The better the image that a product has, the greater the impact on consumer decisions in buying the product, so that positive impacts can occur such as continuous repeat purchases and generate trust in the product. Consumers more often buy products with known brands because they feel more comfortable and there is an assumption that brands are known to be more reliable, always available and easy to find, and have unquestionable quality. Therefore, brands that are better known are more often chosen by consumers than brands that are not well known.

Brand image is a guide used by consumers to evaluate the product when do not have enough knowledge about a product. There is a tendency that consumers will choose the product known through experience using the product as well as based on information obtained through various sources. Brand image is the main focus in the company international level, image is an important policy in increase the competitiveness of products that must give confidence to consumers that exceed or at least equal to the product image of competitors other foreigners. Companies must really understand what is needed consumers for a product that will be produced. Thus the product image is the response of consumers to the overall offer given defined as a number of beliefs, ideas, and impressions people have on a product image.

Brand image is about consumer perception of the brand. A brand will have a strong image if the brand personality matches the customer's personality. In other words, the customer's impression is the same as what the company wants to create. This similarity ultimately creates a bond between brands and customers. The results of this study are in line with previous studies that have been conducted by Sari and Santika (2017); Lianto (2018), who found that brand image has a positive and significant effect on behavioral loyalty.

CONCLUSION

Based on the results of research derived from data analysis and hypotheses that have been explained related to the impact of Price Perception and Brand Image on Behavioral Loyalty of Innisfree Skincare Consumers, the conclusions that can be drawn are Price perception is shown to have a positive and significant effect on behavioral loyalty in Innisfree skincare products. That means that Innisfree managed to build a positive price perception in the consumer's mind. The brand image of this study was shown to have a positive and significant effect on behavioral loyalty. That means, the better the brand image built by Innisfree will have a significant impact on consumers' decision to make repeated purchases.

ACKNOWLEDGMENT

DECLARATION OF CONFLICTING INTERESTS
There are no potential conflicting interests reported by the author.

REFERENCES

Aaker, D. (1991). *Managing brand equity: Capitalizing on the value of a brand name.* New York: The Free Press.

Arif, M. E. (2019). The influence of Electronic Word of Mouth (Ewom), brand image, and price on re purchase intention of airline customers. *Journal of Applied Management (JAM), 17*(2), 345–356. Doi: 10.21776/Ub.Jam.2019.017.02.18

Arisandi, E., Lukitaningsih, A., & Welsa, H. (2022). Analysis of brand loyalty through brand image as an intervening variable. *Journal of International Conference Proceedings, 5*(5), 117-133.

Asy'ari, A. H. (2014). Pengaruh value dan trust terhadap behavioral loyalty (Studi pada Konsumen Sepeda Motor Honda di Banjarmasin). *KINDAI, 10*(1), 1–12.

Budiastari, S. (2018). Pengaruh kualitas produk, persepsi harga, dan citra merek terhadap kepuasan dan loyalitas pelanggan beton siap pakai Holcim di Jakarta. *Jurnal Dinamika Manajemen dan Bisnis, 1*(1), 87–106.

Bayu, D. (2022). Pendapatan produk kecantikan di Indonesia diproyeksi terus naik. Retrieved from https://dataindonesia.id/ragam/detail/pendapatan-produk-kecantikan-di-indonesia-diproyeksi-terus-naik

Chiou, J. S., & Droge, C. (2006). Service quality, trust, specific asset investment, and expertise: Direct and indirect effects in a satisfaction-loyalty framework. *JAMS 34*, 613–627. doi: 10.1177/0092070306286934

Clow, K. E., & Baack, D. (2018). *Integrated Advertising, Promotion, and Marketing Communications* (8th ed.). London: Pearson Education.

Ekaputra, R. R. (2019). Loyalitas wisatawan terhadap Kota Bandung sebagai destinasi belanja: Studi kasus produk pakaian. *Prosiding Industrial Research Workshop and National Seminar*, 1327–1340.

Firmansyah, A. (2019). Pemasaran produk dan merek (1st ed.). Pasuruan: Qiara Media.

Ghozali, I. (2020). *Partial Least Squares konsep, metode dan aplikasi menggunakan WarpPLS 7.0* (4th ed.). Semarang: Badan Penerbit Universitas Diponegoro.

Huang, C., Wang, Y., Li, X., Ren, L., Zhao, J., Hu, J., ... Cao, B. (2019). Clinical features of patients infected with 2019 novel Coronavirus in Wuhan, China. Retrieved from https://www.thelancet.com/article/S0140-6736(20)30183-5/fulltext

Immanuel, D. M., & Mustikarini, C. N. (2018). Price perception: Effect of coupon proneness and sale proneness on consumer impulse buying. *Jurnal Aplikasi Manajemen, 16*(1), 51–60. doi: 10.21776/ub.jam.2018.016.01.07

Keller, K. L., & Swaminathan, V. (2020). Strategic brand management building, measuring, and managing brand equity (5th ed.). United Kingdom: Pearson Education Limited. s

Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). New Jersey: Pearson Pretice Hall, Inc.

Kotler, P., & Keller, K. L. (2018). *Manajemen pemasaran* (12th ed.). Jakarta: PT Indeks.

Kemenper. (2019). Perubahan gaya hidup dorong industri kosmetik. Retrieved from https://kemenperin.go.id/artikel/21460/Perubahan-Gaya-Hidup-Dorong-Industri-Kosmetik

Lianto, N. (2018). Pengaruh sistem pengendalian intern terhadap akuntabilitas pengelolaan keuangan dana desa. Retrieved from http://eprints.polsri.ac.id/5527/

Mahendrayanti, M., & Wardana, M. (2021). The effect of price perception, product quality, and service quality on repurchase intention. *American Journal Of Humanities and Social Sciences Research, 5*(1), 182–188.

Marfuah, D. (2021). 5 brand skincare korea yang terkenal dan paling laris di Indonesia. *Beautynesia*. Retrieved from https://www.beautynesia.id/beauty/5-brand-skincare-korea-yang-terkenal-dan-paling-laris-di-indonesia/b-240622

Moslehpour, M., Wong, W.-K., Pham, K., & Aulia, C. K. (2017). Repurchase Intention of Korean Beauty Products among Taiwanese Consumers. *Asia Pacific Journal of Marketing and Logistics, 29*(3), 569–588.

Oliver, R. L. (1999). Whence consumer loyalty. *Journal of Marketing, 63*, 33-44.

Pratisthita, D. A. A. P., Yudhistira, P. G. A., & Agustina, N. K. W. (2022). Effect of brand positioning, brand image, and perceived price on consumer repurchase intention low-cost carrier. *Jurnal Manajemen Teori Dan Terapan, 15*(2), 181–195. doi: 10.20473/jmtt.v15i2.35715

Rifa, B., Mitariani, N. W. E., & Imbayani, I. G. A. (2020). Pengaruh persepsi harga, kualitas produk, dan promosi terhadap keputusan pembelian kartu perdana internet di Gallery Smartfren Denpasar. *Fakultas Ekonomi Dan Bisnis, 1*(1), 31–42.

Sari, N. K. L., & Santika, I. W. (2017). Pengaruh brand image, brand association, dan brand awareness terhadap repurchase intention produk Smartphone merek Asus. *E-Journal Manajemen Universitas Udayana, 6*(8),4099-4126.

Sekaran, U., & Bougie, R. (2017). *Metode penelitian untuk bisnis: Pendekatan pengembangan-keahlian* (6th ed.). Jakarta Selatan: Salemba Empat

Sinambela, L. P., Suryani, S., & Damayanti, R. (2016). *Manajemen sumber daya manusia: Membangun tim kerja yang solid untuk meningkatkan kinerja*. Jakarta: Bumi Aksara.

Suhaily, L., & Soelasih, Y. (2017). What effects repurchase intention of online shopping. *International Business Research, 10*(12), 113–122. doi: 10.5539/ibr.v10n12p113

Yunaida, E. (2018). Pengaruh brand image (citra merek) terhadap loyalitas konsumen produk oli pelumas evalube di Kota Langsa. *Jurnal Manajemen Dan Keuangan, 6*(2), 798–807. doi: 10.33059/jmk.v6i2.685

Zapclinic. (2020). Bangkitnya Gen Z di Dunia Kecantikan 2020. Retrieved from https://zapclinic.com/blog/lifestyle/bangkitnya-gen-z-di-industri-kecantikan-zap-beauty-index-2020/221\