Analysis of Factors that Influence Purchasing Decisions for Wardah Cosmetics in Pekanbaru City

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ABSTRACT

The objective of this study was to identify the factors that influence consumers' decisions to purchase Wardah cosmetics in Pekanbaru city. The sample size consisted of 100 participants selected using the accidental sampling technique. This study aimed to be unbiased, clear, and concise, utilizing a formal register and precise language to ensure comprehension. The data analysis employed quantitative multiple linear regression, and the data were analyzed using the SPSS software. Based on the results of this study, it is evident that product quality has an impact on the decision to purchase Wardah cosmetics in the city of Pekanbaru. The customer's perception of prices also affects their decision to purchase the said cosmetics, as well as promotions. The independent variables, namely product quality, price perception, and promotion, have a significant impact on the dependent variable, i.e., purchasing decision, concerning Wardah Cosmetics in Pekanbaru city. The R Square value of 0.845 or 84.5% indicates that the purchasing decision is influenced by product quality, price, and promotion while 15.5% is attributable to other variables not considered in this study.

INTRODUCTION

Competition in the self-care and cosmetics industry market is increasingly competitive. This is evidenced by the increasing number of types of cosmetics circulating in Indonesia. As a result of the large number of cosmetic products on the market, it affects a person's interest in purchasing and has an impact on purchasing decisions. Purchasing a cosmetic product is no longer just to fulfill a desire, but because cosmetics are a daily necessity that can support appearance.

A company must be able to recognize and know what consumers want and need. The company must also always seek information about what consumers expect from a product. With the aim that companies can always create products that meet the desires of potential consumers. The large Muslim population in Indonesia also fosters halal cosmetic business opportunities. Public awareness about the halalness and health of a product is now an important consideration for Muslim consumers. People are increasingly interested in things that are halal, because cosmetics that offer to beautify themselves are not enough. Muslim consumers are the fastest growing segment. The halal industry, especially cosmetics, will continue to grow. For Muslims, halal is not just a brand element. Rather, it is part of the belief system and philosophy of daily life.

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Currently, beauty and cosmetic products have undergone many changes with the release of the latest innovations that suit the needs and desires of consumers, one of which is Wardah beauty products. Supported by advances in science and technology now. Wardah, which is produced by PT Paragon Technology and Innovation, was established on February 28, 1985 under the initial name PT Pusaka Tradisi Ibu. In order to meet the needs of its customers, Wardah always updates its products by bringing out new products and always improving their quality towards a better direction, so that it can become a favorite and quality cosmetic brand. The products produced include: powder, moisturizer, foundation, eye shadow, blush, mascara, lipstick, facial wash, milk cleanser, face toner, hand & body lotion, perfume, roll on and a range of other products.

Wardah is the first cosmetic product brand in Indonesia to include a halal label on its product packaging and is one of the cosmetic brands that targets female consumers, especially Muslim women. Therefore, Wardah cosmetics are made using natural, quality and safe ingredients, avoiding side effects that are harmful to the skin and body. It is an advantage that Wardah cosmetics ingredients are proven halal and recognized by the Food and Drug Supervisory Agency (BPOM) and the Indonesian Ulema Council's Food, Drug and Cosmetics Assessment Institute (LPPOM MUI). So that the MUI halal logo is always listed on all packaging in each of its product series which indicates the halalness of the product.

Table 1. Top Brand Index for Powder category

BRAND	TBI	TOP
Wardah	27.6%	TOP
Pixy	10.8%	TOP
Caring	7.5%	
Maybelline	4.7%	
Viva	4.3%	

Source : topbrand-award.com (2020)

Table 2. Top Brand Index for Lipstick category

BRAND	TBI	TOP
Wardah	33.5%	TOP
Revlon	8.8%	TOP
Maybelline	61.1%	
Pixy	5.4%	
Viva	4.1%	

Source : topbrand-award.com (2020)

Top Brand is an award given to the best brands chosen by customers. This title is proof of customer trust in a brand. There are three criteria used in measuring brand performance as a reference for Top Brand, the three parameters are: Mind Share, shows the strength of the brand in positioning itself in the minds of customers in certain product categories, Market Share, shows the strength of the brand in the market and is closely related to customer purchasing behavior, Commitment Share, shows the strength of the brand in encouraging customers to repurchase in the future.

Wardah is one of the products that managed to pass two major competitors to become the top brand in Indonesia after bringing home the 2020 Top Brand Award. In the face powder category, Wardah managed to get a score of 27.6% and 33.5% for the lipstick category. In today's competition, companies are required to offer quality products and have competitive prices, so that they look different from competitors' products.

If consumer perceptions are willing to accept the price, then the product will be accepted by the community. Companies set prices with various considerations, but in terms of pricing, it is better to match the value, benefits and quality of the product. In this case Wardah products use a strategy with pricing that is

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competitive with other brands and in accordance with their quality. The price offered is in accordance with the quality of the product and can be reached by the public.

Apart from offering quality products and price perceptions, promotion is also important for a product. One of the things that supports the success of sales is the promotion of promotions used by companies to introduce products to the public. Promotion is an activity and material which in practice requires certain techniques, under the control of a producer or seller who can provide information interestingly about the products or services offered by the seller or producer either directly or indirectly. To attract more consumers, Wardah uses brand amnassadors, including Dewi Sandra and Dian Pelangi.

Picture 1. Wardah Cosmetics Sales Data in Pekanbaru City from 2019
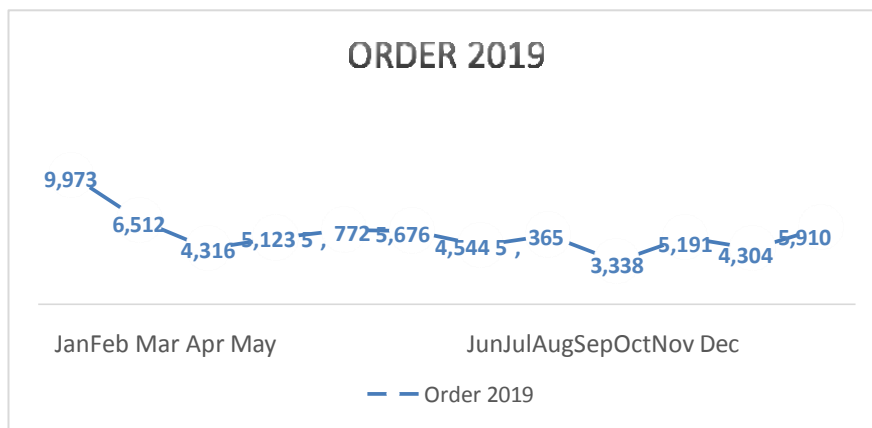
Source: PTI (Wardah Distribution Center Pekanbaru, 2020)

Based on the data above, Wardah product sales have increased significantly from 2018-2019. From this data it can be seen that the purchase of Wardah products has increased. According to Nugroho J. Setiadi (2010: 14), the factors that influence purchasing decisions for a product are: culture, social class, small reference groups, family, experience, personality, attitudes and beliefs and self-concept.

Wardah cosmetics have good quality and their halalness has been guaranteed and the variances offered are many and according to needs. In addition, by maintaining the best products and getting better which are poured into halal-based products, it will certainly make its own impression on its market share. Strengthening positive brands and affixing halal labels will make Wardah's great potential to compete in the cosmetics industry and to win the hearts of consumers.

LITERATURE REVIEW
A. Marketing Management

Marketing Management according to Philip William J Shultz (2012: 3) is planning, directing and supervising all marketing activities or parts of marketing. Meanwhile, according to Kotler (2014: 27), "Marketing management as the art and science of choosing target markets and getting, keeping and growing cust omers through creating, delivering and commuting superior customer value". Marketing management as the art and science of choosing target markets and getting, keeping and growing customers by creating, delivering and commuting superior customer value. "Marketing as the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return." (Marketing as the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return) (Kotler and Armstrong, 2012: 29).

B. Purchase Decision

Purchasing decisions are one thing that is highly expected by producers, because a purchase decision will be the cause of the transaction. According to Kotler and Armstrong (2012: 157), "Cusumer buyer behavior refers to the buying behavior of final consumers - individuals and households that buy goods and services for

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personal consumption", this understanding can be interpreted that purchasing decision behavior refers to the final purchasing behavior of consumers, both individuals and households who buy goods and services for personal consumption.

According to Buchari Alma (2013: 96) suggests that purchasing decisions are: "purchasing decision is a consumer decision that is influenced by financial economics, technology, politics, culture, product, price, location, promotion, physical evidence, people and process. So that it forms an attitude in consumers to process all information and draw conclusions in the form of responses that appear what products to buy.

Product Quality

Kotler and Keller (2016: 156) define product quality as the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs. Kotler & Armstrong (2012: 283) state that the meaning of product quality is the ability of a product to demonstrate its function, it includes overall durability, reliability, accuracy, ease of operation and product repair as well as other product attributes.

Based on the several definitions above, it can be seen that product quality is the ability of a product to fulfill consumer desires. These consumer desires include product durability, product reliability, ease of use, and other valuable attributes that are free from deficiencies and damage.

C. Price Perception

Kotler (2016: 532) suggests that price perception is a consumer assessment and an associated emotional form regarding whether the price offered by the seller and the price compared to other parties makes sense, is acceptable or can be justified.

According to Samsul Ramli (2013: 51), the understanding of price is stated as the relative value of the product and not a definite indicator in showing the amount of resources required to produce the product.

In order to be successful in marketing a product or service, every company must be able to set the right price. Price is one of the most flexible elements because it can be changed quickly and can provide income for the company. Price is the only element that generates revenue while other elements incur costs (Kotler, 2016: 345).

D. Promotion

Kotler (2010: 281) states that promotional activities are marketing efforts that provide various short-term intensive efforts to encourage the desire to try or buy a product or service. All promotional activities aim to influence purchasing behavior, but the main promotional objectives are to inform, persuade and remind.

Promotion is one of the variables in the marketing mix which is very important for companies to implement in marketing their products or services. Sometimes the term promotion is used synonymously with the term sales even though what is meant is promotion. "Promotion means activities that communicate the merits of the product and persuade target customers to buy it", meaning that promotion is an activity that communicates the benefits of a product and persuades target consumers to buy the product Kotler and Armstrong (2012: 76). One of the things that supports the success of sales is promotion, promotion is used by companies to introduce products to the wider community so that awareness of a company's products increases.

E. Conseptual Framework

Picture 2. Conseptual Framework
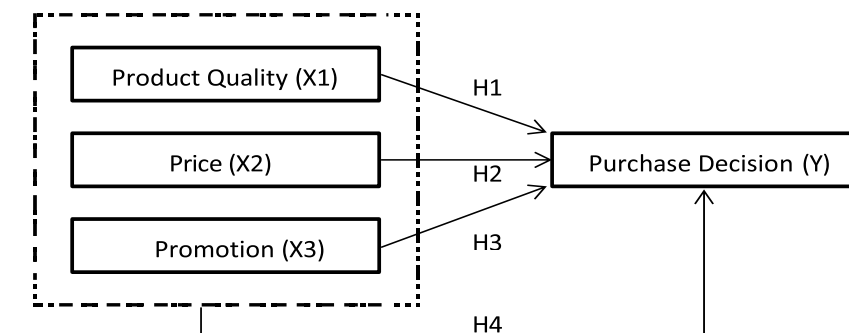
Source : Previous Research (2021)

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F. Research hypothesis:

H1.   It is suspected that product quality affects Wardah cosmetic purchasing decisions Wardah Cosmetics
H2.   It is suspected that price perceptions affect Wardah cosmetic purchasing decisions Wardah Cosmetics
H3.   It is suspected that promotion affects the decision to purchase Wardah cosmetics Wardah Cosmetics
H4.   It is suspected that product quality, price and promotion affect purchasing decisions Wardah Cosmetics

METHODS

The research design in this study is to use a quantitative approach method. Based on its nature, quantitative data is data in the form of numbers or numbers (Saptutyningsih and Setyaningrum, 2020: 6). Quantitative research methods aim to determine the relationship between two or more variables used in research. Based on the level of explanation, this research is classified as associative research which asks about the relationship between two or more variables (Sugiyono, 2012). This type of approach has a causal relationship (influence) between the independent variable and the dependent variable.

The population in this study were women in Pekanbaru City, which amounted to 557,060 people (Badan Pusat Statistik Kota Pekanbaru, 2020). The sampling technique used in this study used the Accidental Sampling technique. Accidental Sampling is a sampling technique based on chance, that is, anyone who happens to meet the researcher can be used as a sample, if it is deemed that the person who happens to be suitable for the data source (Sugiyono, 2016: 124).

The characteristics set in this study to select samples are as follows:
1. People of Pekanbaru City.
2. Respondents who have bought or used Wardah cosmetics.
3. Respondents are individuals who are female.

The data collection techniques in this study used questionnaires and obesrvation. According to Sugiyono (2017: 142) a questionnaire is a data collection technique that is done by giving a set of questions or written statements to respondents to answer. In this study, questionnaires will be given to female residents of Pekanbaru City who use Wardah cosmetics. Meanwhile, observation is collecting data or capturing data by observing the subject and / or object of research carefully (carefully and thoroughly) and systematically carried out to the female community of Pekanbaru City who use Wardah cosmetics.

Operational Variables:
1. Purchase decision (Y): Purchasing decisions are one thing that is highly expected by producers, because a purchase decision will be the cause of the transaction. To measure this variable, the authors use a 5-point Likert scale questionnaire.
2. Product quality (X1): Kotler and Keller (2016: 156) define product quality as the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs. To measure this variable, the authors use a 5-point Likert scale questionnaire.
3. Price Perception (X2): Kotler (2016) suggests that price perception is a consumer assessment and an associated emotional form regarding whether the price offered by the seller and the price compared to other parties makes sense, is acceptable or can be justified. To measure this variable, the authors use a 5-point Likert scale questionnaire.
4. Promotion (X3): Kotler (2010: 281) states that promotional activities are marketing efforts that provide various short-term intensive efforts to encourage the desire to try or buy a product or service. To measure this variable the authors use a 5-point Likert scale questionnaire.

Data Analysis Technique Descriptive Statistical Test, Data Quality Test (Instrument), Classical Assumption Test, Hypothesis Test. In this study, hypothesis testing using multiple regression. In accordance with the problems and model formulations that have been stated and the interests of hypothesis testing, the techniques used in this study use the help of SPSS (Stastical Package for Social Science) software which includes multiple linear regression analysis. Multiple linear analysis is used to use the significance of the effect of Product Quality (X1), Price Perception (X2), Promotion (X3) and Purchasing Decisions (Y). The regression equation model used to test this hypothesis is (Djamil, 2023):

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$$Y = α + β1X1 + β2X2 + β3X3 + e$$

Where:
Y   = Purchase Decision
X1   = Product Quality
X2   = Price Perception
X3   = Promotion
e   = Error
α   = Constant
β   = Regression coefficient

RESULTS
1. Descriptive Statistics

Tabel 3. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Poduct Quality	100	11,00	25,00	18,0700	3,52267
Price Perception	100	1,00	5,00	4,0400	1,12744
Promotion	100	9,00	25,00	18,0000	4,62972
Purchase Decision	100	11,00	25,00	18,4700	4,13278
Valid N (listwise)	100				

Source : Data, 2021

From table 3 above, shows the number of respondents (N) is 100 people. Of these 100 people, the smallest product quality (minimum) is 11.00 and the highest product quality (maximum) is 25.00 with an average value of 18.07 standard deviation of 3.52. For the smallest price perception (minimum) is 1.00 and the price perception (maximum) is 5.00 with an average value of 4.04 standard deviation of 1.13. For promotion (minimum) is 9.00 and promotion (maximum) is 25.00 with an average value of 18.00 standard deviation 4.63. Then the purchase decision (minimum) is 11.00 and the purchase decision (maximum) is 25.00 with an average value of 18.47 standard deviation of 4.13.

2. Validity Test

Table 4. Purchasing Decision Validity Test

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y. 1	32,8700	57,771	,540	,751
Y. 2	33,4700	60,050	,403	,769
Y. 3	32,9100	57,416	,561	,748
Y. 4	33,3300	56,506	,582	,742
Y. 5	33,6500	48,816	,873	,679
Purchase Decision	18,4700	17,080	1,000	,717

Source : Data, 2021

From table 4 above, it can be seen that the Corrected item-Total Correlation value for all statements gets a critical value > from 0.3 or 30%. Thus, all items of purchasing decision statement items can be concluded to be valid and can be continued.

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Table 5. Product Quality Validity Test

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	32,6300	41,246	,459	,716
X1.2	32,6300	38,094	,615	,681
X1.3	32,7600	38,487	,693	,675
X1.4	32,1600	41,489	,473	,715
X1.5	32,4500	45,846	,216	,757
Product Quality	18,0700	12,409	1,000	,584

Source : Data, 2021

From table 5 above, it can be seen that the Corrected item-Total Correlation value for all statements gets a critical value > from 0.3 or 30%. Thus, all product quality statement items can be concluded to be valid and can be continued.

Table 6. Price Perception Validity Test

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	32,4200	81,014	,655	,779
X2.2	32,8200	82,169	,585	,786
X2.3	33,1400	71,071	,918	,727
X2.4	33,0100	76,616	,801	,756
X2.5	32,6800	79,392	,622	,776
Price Perception	18,2300	23,896	1,000	,835

Source : Data, 2021

From table 6 above, it can be seen that the Corrected item-Total Correlation value for all statements gets a critical value > from 0.3 or 30%. Thus, all price statement items can be concluded to be valid and can be continued.

Table 7. Promotion Validity Test

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	32,1200	72,592	,527	,763
X3.2	32,4300	73,601	,511	,766
X3.3	32,6100	64,543	,845	,709
X3.4	32,6000	69,030	,699	,738
X3.5	32,2400	71,699	,555	,758
Promotion	18,0000	21,434	1,000	,753

Source : Data, 2021

From table 7 above, it can be seen that the Corrected item-Total Correlation value for all statements gets a critical value > from 0.3 or 30%. Thus, all promotional statement items can be concluded to be valid and can be continued.

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Table 8. Normality Test

		Kualitas Produk	Persepsi Harga	Promosi	Keputusan Pembelian
N		100	100	100	100
Normal Parameters [a,b]	Mean	18,0700	18,2300	18,0000	18,4700
	Std. Deviation	3,52267	4,88836	4,62972	4,13278
Most Extreme	Absolute	,128	,111	,100	,114
Differences	Positive	,088	,090	,076	,095
	Negative	-,128	-,111	-,100	-,114
Kolmogorov-Smirnov Z		1,281	1,114	,999	1,144
Asymp. Sig. (2-tailed)		,075	,167	,271	,146

Source : Data, 2021

It can be seen in the table above, that all variables produce K-S-Z values with $P > 0.05$, so it can be concluded that each data on the variables studied is normally distributed.

Table 9. Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,867[a]	,852	,845	2,08819

Source : Data, 2021

From the table data above, it can be seen that the adjusted R value is 0.845, this means that the purchasing decision variable is influenced by the independent variables (product quality, price perception and promotion) by 84.5%. While the rest (100% - 84.5% = 15.5%) is influenced by other variables.

Table 10. F Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1272,300	3	424,100	97,259	,000[a]
	Residual	418,610	96	4,361		
	Total	1690,910	99			

Source : Data, 2021

Judging from table above, it can be seen that the significant probability value < 0.05, it can be concluded that the hypothesis is accepted and means that the regression model can be used to predict the independent variable.

Table 11. Normality Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,299	1,162		,257	,008
	Kualitas Produk	,340	,072	,290	4,724	,003
	Persepsi Harga	,402	,052	,476	7,762	,001
	Promosi	,261	,057	,292	4,551	,000

Source : Data, 2021

Judging from table above, it can be seen that the significance value of all independent variables is below 0.05. Because the probability is much smaller than 0.05, it can be concluded that all research hypotheses are accepted, in which the variables of product quality, price perception and promotion have a positive effect on purchasing decisions, with the following mathematical equation:

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$$Purchase\ Decision = 0.299 + 0.340\ Product\ Quality + 0.402\ Perceived\ Price + 0.261\ Promotion$$

The results of this study are in line with Ahmad Zaki's research (2011) entitled analysis of factors that influence consumers in purchasing Honda motorbikes type Supra X 125: Case Study at PT Pratama Karunia Kasih Surakarta. Which the results of his research state that together the variables of price, image, model, quality, service and spare parts have a significant effect on the decision to purchase a Honda Supra X125 motorcycle .

Likewise, Prisca Andini's research (2012) entitled Factors that influence purchasing decisions for Hyundai i20 cars: Case Study on Hyundai i20 Car Consumers in Semarang. Which the results of his research state that there is a positive and significant relationship between product quality, price, promotion and brand image with the decision to purchase a Hyundai i20 car.

Krystia Tambunan (2012) entitled analysis of the influence of brand image, perceived quality, and price on purchasing decisions for Bandeng Presto. The results of which state that there is a positive and significant influence between brand image, perceived quality and price on purchasing decisions for Bandeng Presto.

CONCLUSIONS

1. Product quality partially has a significant influence on purchasing decisions of Wardah cosmetic consumers in Pekanbaru City.
2. Price perception partially has a significant influence on purchasing decisions of Wardah cosmetic consumers in Pekanbaru City.
3. Promotion partially has a significant influence on purchasing decisions of Wardah cosmetic consumers in Pekanbaru City.
4. Product quality, perceived price and promotion simultaneously have a significant influence on purchasing decisions of Wardah cosmetics consumers in Pekanbaru City.

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