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The Effect of Product Quality on the Purchase Decision of Wardah Cosmetics in Karawang City

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ABSTRACT

Cosmetic products have become a necessity that must be used daily, especially by female consumers, this is done so that a person can gain self-identity or recognition of himself in a community or environment. The purpose of this study was to determine the effect of product quality and price on purchasing decisions for wardah products. in the city of karawang, this research method uses a quantitative method with a descriptive and verification approach. The population used in this study is using social media followers Instagram Wrdah Beauty as much as 2,900,000 with 100 samples used. The validity test of the data used is the validity and reliability test and the classical assumption test using linearity, normality, homoscedasticity, non-autocorrelation, and multicollinearity tests. The data analysis technique used is a simple regression analysis technique with partial and simultaneous hypothesis testing. The result of this research is that there is a simultaneous positive and significant influence between product quality variables on purchasing decisions where the f table value is 201,963 and the sig value is 0.000 < 0.05, which means that the product quality variable has an effect on purchasing decisions.

Keywords: Product Quality, Purchase Decision, Wardah Cosmetics.

PRELIMINARY

Companies in the era of free trade face increasingly fierce competition. The increasing intensity of competition and the number of competitors requires companies to always pay attention to the needs and desires of consumers and try to fulfill their expectations to provide better quality products to consumers than competitors do, thus, only companies that sell quality products can compete and can dominate the market. (Robustin & Fauziah, 2018)

Facing a competitive environment that is getting stronger and tighter, every Companies are required to be able to optimize their economic resources to increase the competitiveness of their products in the market, and be able to mix a series of effective marketing strategies and always develop these marketing strategies continuously and sustainably (Chandra, 2016).

The success of a company depends on how consumers respond to a product **.** The quality of the products owned is adjusted to the success of a promotional strategy that will influence consumers in deciding to purchase a product (Arifa et al., 2018)

The development of an increasingly advanced society has resulted in the needs of people's lives growing as well, not only basic needs, education and health but the need to beautify themselves is now a top priority in supporting daily appearance, especially for women the way to beautify themselves is by using cosmetics. (Lailiyah, 2017)

Cosmetic products have become a necessity that must be used daily, especially by female consumers, this is done so that a person gains self-identity or recognition of himself in a community or environment. It can be seen from the continued increase in sales of cosmetic products in Indonesia from year to year, both domestic and foreign cosmetic products (Pertiwi & Hermana, 2017)

Wardah is one of the well-known and most popular brands of women's beauty cosmetics in Indonesia . It is well known that this cosmetic product has been around for a long time by offering various beauty cosmetic tools such as day and night cream, loose powder, compact powder, lipstick and many more. (Lailiyah, 2017)

The following is the result data study according to the survey of Indonesia *'s top brand index* category cosmetics in 2015-2020.

Table 1

***Top Brand Index* Data for Cosmetics Category 2015 – 2020**

Brand	2015	2016	2017	2018	2019	2020
Wardah	14.9 0 %	22.30%	25.00%	29.25%	33.40%	33.50%
Reflon	12.80%	13.30%	12.70%	2.06%	9.20%	8.80%
Pixy	11.00%	9.30%	9.60%	14.87%	6.00%	5.40%
Oriflame	7.70%	6.50%	5.70%	2.33%		
Sariayu	7.60%	7.70%	7.50%			

Source: http://topbrand.award.com

Based on Table 1, the Wardah brand has become the Top Brand of Cosmetics for the last 6 years and every year Wardah has experienced a significant increase. Wardah remains the Top Brand in Cosmetics products.

The following are the results of research on sales of Wardah cosmetics in Indonesia in 2015-2018.

Table 2

Data on sales of Wardah cosmetics in Indonesia for 2015-2018

Year	Growth Sales (In billions of rupiah)
2015	9,760
2016	12.874
2017	11,200
2018	13,943

Source : www.cci-indonesia

Based on tabel 2 . Seen that sales data cosmetics wardah experience increased in 2016. Wardah products experienced a decline in 2017. It increased again in 2018 . Following results research on mock share data in 2012-2016

Table 3

Market Share Data in 2012 - 2016

	2012	2013	2014	2015	2016
Wardah	2.50%	4.00%	13.00%	15,00%	23.00%
Revlon	15%	16.00%	12.00%	12.00%	12.00%
Pixy	10.00%	11.00%	8.00%	11.00%	8.00%
Viva	9.00%	7.00%	7.00%	6.00%	8.00%
Sariayu	8.00%	6.00%	8.00%	7.00%	7.00%

Source :

Based on table 3 , Wardah products from 2012 – 2016 always increase. But Wardah products are still under Revlon products and pixy products.

Various efforts to get consumer interest in making a decision to buy a product are done by improving product quality

TEORITICAL REVIEW

Product quality

According to Kotler and Armstrong (2016:164), product quality is the ability of a product to provide appropriate results or performance even beyond what the customer wants. To meet their needs, a person will choose a product that can provide the highest satisfaction for him (Anggraini et al., 2019).

Quality is an important thing that must be strived by every company, if the product being cultivated can want to compete in the market to satisfy the needs and desires of consumers. Product quality is the ability of a product to carry out its functions, including durability, reliability, accuracy, ease of operation and repair, and other valuable attributes. To improve product quality, companies can implement the "Total Quality Management (TQM)" program. Apart from reducing product damage, the main objective of total quality is to increase consumer value. (Habibah & Sumiati, 2016). Product quality is an overall evaluation process to customers for improving the performance of a product. According to Mowen (2012:61) in the journal (Anggraini et al., 2019). The concept of quality itself is basically relative, that is, it depends on the

perspective used to determine the characteristics and specifications. Three orientation the quality should be consistent one each other , namely :

1) Perception consumers , give an explanation
2) Products (services),
3) Process.

For the form goods , third orientation this almost always could distinguished with clear , but different with service . In the field services , products and processes possible no could distinguished with clear , even the product is that process alone (Sunyoto and Eka Susanti , 2015:284) in journal (Robustin & Fauziah, 2018).

In practice every company has to work hard to provide a level high conformance quality. (Kotler and Armstrong, 2008:273) in research (Anggraini et al., 2019).

Product Quality Dimension

There are 8 dimensions of product quality that developed by Garvin in Tjiptono (2008:25) in research (Anggraini et al., 2019). The dimensions are:

1. Performance (*Performance*)
   Performance is the main operational characteristic of a product
2. Additional features or features (*Features*)
   Features are additional characteristics or characteristics that complement the basic benefits of a product
3. Reliability (*Reliability*)
   Reliability is related to the possibility of a product functioning properly every time it is used for a certain period and under certain conditions
4. Conformance to specifications (*Conformance To Specifications*)
   Conformance is the conformity of product performance to predetermined specifications based on customer desires.
5. Durability (*Durability*)
   Durability is the amount of use of a product before the product is replaced or damaged technically or economically
6. Improved Ability (*Service Ability*)

Serviceability is what reflects the ability related to speed, competence, convenience, and accuracy in providing services to the product

7. Aesthetics (*Aesthetic*)

   Esthetics is how a product looks, touches, sounds, tastes, or smells

8. Accuracy (*Perceived Quality*)

   Perceived Quality How to show the customer's feelings about the existence of the product as a quality product

Buying decision

Purchasing decisions according to Kotler and Armstrong (2003:227) in the journal (Anggraini et al., 2019), purchasing decisions are the stage in the buying decision-making process where consumers actually buy. (*No Title*, 2017)purchase decision is a decision because of the interest felt by a person towards a product, and wants to buy, try, use, or own the product. In the decision to buy goods, consumers often have more than two parties involved in the exchange or purchase process.

(Robustin & Fauziah, 2018)Purchasing decisions are the process of determining consumer choices from various alternative choices for the product that best suits the desired needs.

The purchase decision is to identify all possible options to solve the problem and evaluate the choices systematically and objectively and their goals that determine the advantages and disadvantages of each (Drumond, in Heninda et al., 2015) in (Sugianto, 2019).

The direction of the latest development economics research both at home and abroad has begun to reduce the use of convoluted analytical models. The use of too many variables but the causality is not clear will only complicate the analysis and produce results that are not necessarily good and right. Quite a lot of scientific work findings that use dozens of variables, with statistically significant results, but when examined the relationship many questions that arise such as "How can x have a relationship with y?" or "Doesn't y actually affect x, and not vice versa?" or referred to as reverse causality. Causality between variables must be supported by a strong and deep theoretical basis - not to present the results of an increase in the number of giraffes in Australia affecting Indonesia's GDP - and the existence of such relationships must be free from sources of bias that might occur in the real world. Therefore research (borrowing a term that is currently developing) "contemporary" only looks at certain variables of interest. Then, by focusing on a small number of variables of interest, researchers can find the best way to reduce bias by using techniques commonly used in
the econometrics domain.

Purchase Decision Dimension

According to Kotler and Keller in the journal (Riset et al., 2020)there are indicators, including:

1 **.** The stability of a product,
2. Habits in buying products,
3. Provide recommendations to others,
4. Make repeat purchases,
5. Attention (attention),
6. Interest (Interest),
7. Desire for a product,
8. Action (Action),
9. Consumer Satisfaction,
10. Evaluate before buying

RESEARCH METHODS

The research method in this research is using quantitative methods with descriptive and verification approaches. The population in this study used social media followers Instagram wardah @wardahbeauty as many as 2,900,000 followers, (Source: Instagram wardahbeauty) . The sample that will be used by researchers has provisions, namely people who are in the Karawang area and those aged 17 years and over. In this study using the Slovin . formula To determine the sample in this study using the Slovin formula with an error rate of 5% (0.05) with the following formula:

$$n = \frac{\mathrm{N}}{1 + \mathrm{Ne}^2}$$

Where:

n : sample size

N : total population

e : error tolerance (in percent / or 1 for 100)

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{2.900.000}{1 + (2.900.000)(0,1)^2}$$

$$n = \frac{2.900.000}{1 + (2.900.000)(0,01)}$$

$$n = \frac{2.900.000}{1 + 29.000}$$

$$n = \frac{2.900.000}{30.000}$$

n = 96,67 ≈ 97 to facilitate calculations in research so that researchers round the results of the calculation to 100

Tabel 4 Opration Variable

Variable	Variable Concept	Dimension	Size	Scale	No. Interm	Question
Product quality X1	Product quality is the expected level of quality and control of diversity in achieving that quality to meet consumer needs (Tjiptono, 2012)	Performance	Product Quality Level	interval	1	Wardah has good product quality
			user compatibility	interval	2	Wardah is suitable for use according to the user's skin condition
			Quality level compared to other products	interval	3	Wardah has good product quality compared to other products
		Aesthetics	Shape level product packaging	interval	4	Wardah presents the shape attractive packaging
			Product packaging color level	interval	5	Wardah gives an attractive color to the packaging
			Level concept on packaging product wardah	interval	6	The concept of Wardah packaging is interesting
		Durability	*Expired* rate	interval	7	Period time *expire* product Wardah long

			Temperature Level	interval	8	Wardah can be stored at room temperature
			Packing Strength Level	interval	9	The strength of Wardah product packaging is in accordance with its contents
Purchase Decision (Y)	The purchase decision is Step in the process of taking decision buyer where consumer truly buy (Kotler & Armstrong, 2014)	Product Selection	The level of product selection based on the promotions offered	interval	10	The promotions offered made me buy Wardah products
			Selection rate based on quality	interval	11	I bought Wardah products because of other qualities
			The level of selection based on the price is relatively affordable	interval	12	I bought Wardah products because they are affordable
		Brand selection	Selection rate by brand	interval	13	The famous Wardah brand made me buy Wardah products

			Selection rate based on halal-certified brands	interval	14	I bought wardah products because they have halal certification
			The level of choosing based on the wardah brand is a local Indonesian brand	interval	15	Wardah is a local Indonesian product that has good quality
		Loyalty	Purchase rate based on desire	interval	16	When there is a new Wardah product, I will buy it
			Repeat purchase rate	interval	17	I make repeated purchases of Wardah products
			Purchase rate by *trend*	interval	18	I bought Wardah products because I followed the existing *trend*
		Interest	The degree of inclination to get	interval	19	Consumers tend to buy wardah products as their main choice

			the product			
			Attention level of interest	interval	20	Wardah products attract my attention more
			Product qualification level	interval	21	I will not buy cosmetic products if there is no Wardah brand

The validity of the data used is the validity and reliability test and the classical assump tion test using linearity, normality, homoscedasticity, non-autocorrelation, and multicol linearity tests. The data analysis technique used is a simple regression analysis technique e with partial and simultaneous hypothesis testing.

RESULTS AND DISCUSSION

Correlation Linearity Test Between Variables

The linearity test can use the scatter plot and the correlation test with the following hypotheses:

H0; p=0 (no relationship between x and y)

H1; p≠ (there is a linear relationship between x and y)

Table 5 Linearity Test

Correlations

		Y	X
Pearson Correlation	Buying decision	1,000	,821
	Product quality	,821	1,000
Sig. (1-tailed)	Buying decision	.	,000
	Product quality	,000	.

N	Buying decision	100	100
	Product quality	100	100

Based on table 4, the correlation between the explanatory variable and the response variable, each has a P-value < 0.1. so that the decision to reject H0, means that with 90% confidence each explanatory variable has a real linear relationship (correlation) to the response variable. Followed by a fairly high correlation value.

Normality test

The results of the normality test of Product Quality (X) and Purchase Decision (Y) variables can be seen in table 5 below:

Table 5 Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters [a]	mean	.0000000
	Std. Deviation	5.27235772
Most Extreme Differences	Absolute	.110
	Positive	.079
	negative	-.110
Kolmogorov-Smirnov Z		1.100
asymp. Sig. (2-tailed)		.178

a. Test distribution is Normal.

Based on table 5 of the results of the normality test using the Kolmogorov-Smirnov normality test, the P-value in the KS normality test is 0.178 > 0.05. It can be seen that the residuals are normally distributed.

Homoscedasticity Test

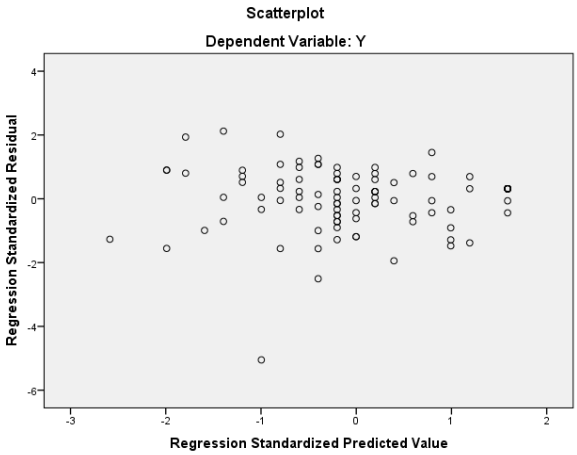

Figure 1

Homoscedasticity test results

This method is used by looking at the scatter plot graph between the fitted value and the residual. Is there a certain pattern in the scatter plot graph where the Y axis is the predicted Y value and the X axis is the residual (–Y).

Based on the graph above, the residuals spread randomly, not following a certain pattern, so it can be concluded that the error has the same variance. Thus, the assumption of Homoscedasticity is fulfilled.

Non-Autocorrelation Test

H0: =0 (no autocorrelation)

H1: : 0 (there is autocorrelation)

Table 6 Non-Autocorrelation Test

Model Summary [b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,821 [a]	,673	,670	5,299	,673	201,963	1	98	,000	2.085

a. Predictors: (Constant), X

b. Dependent Variable: Y

Durbin Watson table k=6, n=37, alpha=0.05 : dL=1.130du=1.87

If d > du then do not reject H0. So, from the Durbin Watson test, it can be concluded that there is no autocorrelation, the assumption of non-autocorrelation is fulfilled.

Multicollinearity Test

Table 7Multicollinearity Test

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-9,400	3,956		-2,376	0.019					
	Product quality	1,505	,106	,821	14.211	,000	,821	,821	,821	1,000	1,000

a. Dependent Variable: Purchase Decision

Based on the table above, the VIF value of the Product Quality variable is less than 10, this shows that there is no multicollinearity in the regression model.

Hypothesis test

Simultaneous Test

Hypothesis:

H0: variable X does not affect Y together

H1: X variables that affect Y together

Table 8 Simultaneous Test

ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5671,412	1	5671,412	201,963	,000 [b]
	Residual	2751,978	98	28.081		
	Total	8423,390	99			

a. Dependent Variable: Y
b. Predictors: (Constant), X

Simultaneous testing was carried out with the F statistical test, based on the SPSS output, P-value 0.000 < 0.05 was obtained, so the decision to reject H0. That is, the explanatory variable X affects the response variable Y.

Partial Test

Hypothesis:

H0: j = 0 (variable Xj has no significant effect)

H1: j 0 (variable Xj has a significant effect) j= 0, 1, 2,. . ., p; p= many parameters

Table 9 Partial Test Table

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-9,400	3,956		-2,376	0.019
	Product quality	1,505	,106	,821	14.211	,000

Based on the SPSS output, the P value on the Brand Image variable has a P-value of less than 0.05, so the decision to reject H0. So it can be concluded that that affects the decision to repurchase significantly or significantly.

Coefficient of Determination

Table 10 Coefficient of Determination

Model Summary [b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,821 [a]	,673	,670	5,299	,673	201,963	1	98	,000	2.085

a. Predictors: (Constant), Product Quality

b. Dependent Variable: Purchase Decision

The coefficient of determination (R-Square) is a proportion of y diversity that can be explained by the predictor variable x and the Adjusted R-Square (in simple linear regression) is a proportion of y diversity that can be explained by the regressor variable x if the number of observations of the regressor variable x changes . The Adjusted R-Square (in simple multiple linear regression) is a proportion of y variance that can be explained by the predictor variable if the number of regressor variables changes.

Discussion

Effect of X on Y

The results of this study are widely supported by previous studies, namely research (Anggraini et al., 2019)entitled The Effect of Product Quality and Price on Purchase Decisions (Survey of Buyers who also Use Wardah Cosmetics at Wardah Matahari *Department Store Counter* Malang *Town Square*) d From the results of the study it can be concluded that product quality has the most dominant influence on purchasing decisions.

Research (Habibah & Sumiati, 2016)entitled The Effect of Product Quality and Price on Purchase Decisions for Wardah Cosmetics in Bangkalan City, Madura. From the results of the study that the two variables have a significant effect on the purchasing decision variables.

Research (Arifa et al., 2018)entitled The effect of product quality and word of *mouth* on purchasing decisions for Wardah cosmetics in the community in Jember City. , (2) *Word of mouth* has a significant effect partially on the purchase of Wardah cosmetics in the people of Jember City, (3) Product quality and *Word of mouth* have a significant effect simultaneously on the purchasing decisions of Wardah cosmetics in the people of Jember City.

Conclusion

Based on the results of research that has been carried out using descriptive and verification analysis, based on this research it can be concluded that there is a positive and significant influence on product quality. to purchasing decisions. This is proven by the results of the simultaneous test (F test) and partial test (t test) as follows; Simultaneous test results show that the independent variable *(* product quality *)* has a significant effect and the results of the coefficient of determination (Adjusted R Square) simultaneously show an R value of 0.670 meaning 67.0% Purchase decisions (Y) can be explained by factors in the model (X). While the remaining 33.0 % explained other factors that were not included in this research model. Partial test results show that affects product quality significantly or significantly Wardah cosmetics is the purchase decision, namely sig.t < sig.α.

Suggestion

For the public, it is hoped that this research will provide insight and knowledge about product quality issues before making a purchase decision. and henceforth to pay more attention to the weaknesses in this study so that they can examine other studies properly.

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