



Factors that influence the decision to purchase wardah skincare (empirical study in Indonesia)

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Abstract

This research was conducted at the Rahayu Gubug Supermarket, precisely on Jl. Krajan, Gubug, District. Gubug, Grobogan Regency, Central Java 58164. The aim is to find out how much influence Celebrity Endorsement, Product Quality and Service Quality have on Wardah Skincare Purchase Decisions at the Rahayu Gubug Grobogan Supermarket. This research method uses quantitative methods. The population in this study are consumers who use Wardah skincare. The sample in this study was 100 respondents. Sample takers in this study used accidental sampling, nonprobability sampling with the accidental sampling method (sampling based on chance). The analysis in this research uses the Method of Successful Interval (MSI). The data analysis techniques used in this research are Validity Test, Reliability Test, Classical Assumption Test, Multiple Regression Analysis and Hypothesis Testing using SPSS. The research results show that partially Celebrity Endorsement and Product Quality have a positive and significant effect on purchasing decisions, while Service Quality does not have a significant positive effect on decisions.

Keywords: Purchasing decisions, celebrity endorsement, product quality and service quality

Introduction

In the era of globalization, business competition, complex and uncertain, not only provides opportunities but also challenges faced by companies to always find the best way to capture and maintain market share. Every company tries to attract the attention of (potential) consumers in various ways, one of which is by providing information about the product. Currently, cosmetic products in Indonesia have become a primary need for women in line with changes in lifestyle. Quoted in the Ministry of Industry report, 2019 that the cosmetics industry in Indonesia experienced growth of 20% or an increase of 153 companies from 2017, so that in 2019 the number reached 760 companies. In 2023 the pharmaceutical market share is predicted to increase by 7.1% to USD 131 billion and the cosmetics market share to increase by 6.9% to USD 90 billion (Fitriyah, 2020). In the Islamic view, cosmetic products used by every Muslim woman are ordered to use halal products, according to Law no. 33 of 2014 states that the most important thing in the specifications for halal cosmetic products is the content and manufacturing The decision-making process carried out by process because this will indicate the suitability of the product for use by Muslim communities.

Wardah is a type of personal care or cosmetic product that is familiar to Indonesia. Wardah was first present in Indonesia in 1995 under the auspices of Paragon Technology and Innovation (PTI). Apart from being the best local brand, Wardah is known as the only halal-labeled cosmetics brand with Islamic nuances (Bagusmana, 2020). The stages in making a purchasing decision include the first, recognition of needs and desires, second, information search, third, evaluation of purchasing alternatives, fourth stage, purchasing decision, and finally, post-purchase behavior (Kotler & Keller, 2018). Therefore, buyers need to make decisions regarding what to buy, whether to buy, when to buy, where to buy, and how to use it. Purchasing decisions

are also explained as conditions where consumers choose between several alternatives so that in the end the consumer can decide which product to buy (Ahmadi, 2018).

Wardah is one of the beauty brands from PT Paragon Technology and Innovation (PT. PTI) founded in 1995 by Mrs. Nurhayati Soebakat who currently serves as Commissioner of PT. Paragon Technology and Innovation. Currently, Wardah is collaborating with Dinda Hauw, who is an Indonesian female actress, as a celebrity endorser for Wardah cosmetic products to increase consumer purchasing power. Wardah has a logo written in light green and the slogan "Beauty Moves You" which is defined as beauty for women by prioritizing values that are progressive, modern, polite, brave and beneficial to the environment, each other and the world. Wardah is an original product from Indonesia since 1995. In offering its products, Wardah offers cosmetic products that are of good quality, using the idea of halal green beauty innovation, cruelty free and guaranteeing that the raw materials used do not contain elements that are harmful to consumers. In making the decision to buy Wardah skincare, consumers must first go through several processes so that consumers can determine which product suits their needs consumers to buy varies according to the factors that influence it. In a survey developed by Frontier Consulting Group or commonly known as the Top Brand Award survey, it was found that there was a decline in the Top Brand Index (TBI) in Wardah cosmetic products from 2018 to 2021. TBI itself was generated using three parameters, namely mind share which focuses on on a brand's capability to position itself in the minds of consumers. Second, market share which focuses on the strength of a brand in the market and is closely related to consumer purchasing behavior, and commitment share which focuses on the strength of the brand which is closely related to consumers' continuity in making purchases in the future.

Table 1: Top Brand Index for Wardah Cosmetic Products

Types of Products	Top Brand Index (TBI)				
	2018	2019	2020	2021	2022
Lipstick	36.2%	33.4%	33.5%	31.19%	27.2%
Face Powder	35.5%	34.6%	27.6%	26.7%	24.7%
Foundation	28%	16.1%	12.2%	16.6%	15.7%
Serum	28%	22%	22.3%	25.3%	17.1%
Mascara	19%	15.5%	12.35	12.6%	12.5%

Source: (<https://www.topbrand-award.com>), 2021

Based on the table above, it shows TOP Brand Index data for Wardah cosmetic products in the last five years. If you look closely, the TBI percentage in Wardah products tends to show a downward trend. In 2018, the TBI of Wardah lipstick fell from 36.2% to 27.2% in 2022 or a decrease of 9%. In face powder products, the decline reached 10.8% in the last five years. Meanwhile, foundation products fell 12.3%, serum fell 10.9%, and mascara products fell 6.5%. Due to the decline in Wardah TBI, it can be indicated that over time there has been a decline in Wardah consumers. Based on the Wardah skincare products above, it can be concluded that Wardah products are the choice of consumers in purchasing decisions.

This shows that Wardah products are a fairly strong brand in the world of cosmetics. The reason the researcher chose Wardah cosmetic products is that cosmetics have been around for a long time, but of the many new brands in Indonesia, Wardah still exists and can maintain product quality and consumer confidence in purchasing decisions.

The most basic concepts underlying marketing are needs, wants and demands. Knowing and understanding customer needs well so that products and services can meet customer needs so that they can be sold themselves is the goal of marketing. In order to survive and compete with other companies, companies must be able to market the goods or services they produce to consumers. So only companies with the best product quality will grow rapidly. From the description of the problem above, the author is interested in taking the research title "Factors that Influence the Decision to Purchase Wardah Skincare (Case Study at the Rahayu Gubug Grobogan Supermarket)".

Hypotheses Development

Purchasing decision is a selection of two or more alternatives (Schiffman & Kanuk, 2019). This decision-making action includes decisions about several things including the type and benefits of the product, the product brand, the number of products, and decisions about the time of purchase and the method of payment that will be used.

Purchasing decisions are the decision-making stage where consumers actually purchase a product (Tjiptono, 2019). Purchasing decisions are consumer decisions that are influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people and processes, thus forming an attitude in consumers to process all information and take (Alma, 2011). The conclusion is in the form of a response that appears as to what product will be purchased. Purchasing decisions are the actions of consumers whether they want to buy or not a product (Kotler, 2011). Of the various factors that influence consumers in purchasing a product or service, consumers usually always consider quality, price and whether the product is already known to the public.

Purchasing decisions are buying the most preferred brand from various existing alternatives, but two factors can be

between purchasing intentions and purchasing decisions (Kotler & Armstrong, 2008). The first factor is the attitude of other people and the second factor is situational factors. Kotler & Keller explain that the purchase decision is a stage where consumers have formed their preferences for a collection of alternative choices available and have the intention or interest to make a purchase (Kotler & Keller, 2016) [13, 14, 15]. In general, purchasing decisions made by consumers are the act of purchasing a particular brand that is most preferred (Kotler & Armstrong, 2018).

Purchase Decision Indicators. There are 3 purchasing decision indicators, namely (Thompson, 2016)

1. According to customer needs, they make purchases because the products offered are what they need and it is easy to find the items they need.
2. Having the benefits of the product purchased is very meaningful and beneficial for consumers
3. Accuracy in purchasing products, prices according to product quality and in accordance with consumer desires.

Celebrity Endorser

Celebrity Endorser is the use of an artist, entertainer or athlete who is known in their respective field to promote a product being advertised (Risna and Snow, 2021) [27]. Endorsers are people who are involved in conveying messages, either directly or indirectly. According to (Wilson's theory, 2020), "Celebrity endorsers are individuals who work as artists, who are recruited by companies with certain rewards in order to communicate the presence of the product in the market to the public. Garthwaite explains that "celebrity endorsement is advertising that is quite common in carrying out promotions carried out through explicit associations, using celebrities or public figures, cosmetic products, watches, perfume, cars, and even financial services to increase brand awareness" (Garthwaite, 2017).

Kotler & Keller explain that celebrity endorsement is an advertising message delivered through popular sources so that it can get more attention from the audience (Kotler & Keller, 2016) [13, 14, 15]. The advertisement is then intended to encourage purchasing of the advertised product or service. Even though it has been done on traditional media, now social media has become a new medium where celebrities can endorse certain brands they want.

Celebrity endorsement is using artists as advertising stars in the media, starting from print media, social media, and television media (Shimp, 2003). In addition, celebrities are used for their famous attributes including good looks, courage, talent, grace, strength, and physical attractiveness which often represent the desired appeal of the brands they advertise. A chosen celebrity may draw attention to a product or brand, or the celebrity's mystique may shift to that brand. The choice of celebrity is very important, the celebrity must be really well known, have a very positive influence, and really suit the product (Kotler & Keller, 2018). *Celebrity Endorseris* utilizing an artist, entertainer, athlete and public figure who is widely known by many people for success in their respective fields from the fields supported (Shimp, 2010).

Celebrity Endorser Indicator

Indicators for celebrity endorsers are (Royan, 2014):

1. Visibility is the dimension of how popular the celebrity is
2. Attraction focuses on the attractiveness of celebrities
3. Power is a celebrity's ability to attract consumers.

Product Quality

Product quality is one of the tools that plays a role in shaping the positioning of a company brand (Kotler & Armstrong, 2018). The relationship between this roles is how the quality of the product offers value and satisfaction to consumers. Product quality is also defined as the ability of a product or service to reliably do its job and satisfy consumer expectations (Robbins & Coulter, 2018).

Definition of quality is as follows, "Quality is the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs" (Kotler and Keller, 2016) [13, 14, 15]. Product quality is something that needs to receive primary attention from companies or producers considering that product quality is closely related to consumer decision problems. Product quality is related to the issue of consumer satisfaction which is the goal of marketing activities carried out by the company. Product quality shows how durable the product is, whether the product can be trusted, how easy it is to operate and maintain, as well as other attributes that consumers value. Product quality has dimensions that can be used to analyze the characteristics of a product.

Product quality has eight dimensions as follows: Performance is the main operating characteristic of the core product purchased. Features are secondary or complementary characteristics (Tjiptono and Fandy, 2015). Reliability means there is a small chance that it will be damaged or fail to use. Conformance to Specifications is the extent to which the design and operating characteristics meet previously established standards.

Durability is related to how long the product can be used. Serviceability includes speed, competence, comfort, ease of repair, and satisfactory handling of complaints. Aesthetics is the product's appeal to the five senses. Perceived Quality is the image and reputation of the product and the company's responsibility towards it.

Product Quality Indicators

According to Kotler and Armstrong (2014), there are 8 internal dimensions. Product Quality, namely as follows

1. Features (Performance), relate to the functional specs of an item and are the main characteristics that customers consider when purchasing the item.
2. Advantages (Feature), useful for adding basic functions, related to product choices and development.
3. Reliability, relates to the probability or possibility that an item will successfully carry out its function every time it is used within a period certain.

Service Quality

Service quality is something that involves fulfilling customer needs or expectations, which is declared to be of

good quality if a service can provide services and products that match what customers expect and need (Goetsch and Davis in Hardiyansyah, 2018). Service quality as a dimension of the ability to achieve the level of service provided is based on customer expectations and the company's expertise to meet consumer desires and needs as well as consumer expectations (Ariescy *et al.* 2020).

The company must really pay attention to service quality, because the company's competitive ability and level of profit are directly related to service quality (Panjaitan, 2016). The comparison between the expected service and the real service received by consumers is often called service quality. Service quality provides a motivation for consumers to establish strong ties with producers. Service quality is the expected level of excellence and control over that level of excellence to fulfill customer desires (Tjiptono, 2016). Service quality is how far the difference is between reality and customer expectations regarding the subscriptions they receive or obtain (Mauludin, 2013). Quality is the overall characteristics and properties of a product or service that influence its ability to satisfy stated or implied needs (Kotler, 2012). Service quality is a tool as a measure of how well the level of service provided meets customer expectations (Lewis and Booms in Tjiptono & Chandra, 2013). Service quality is whether the quality of the service is good or not, very much depends on the ability of the service provider to consistently meet consumer expectations (Parasuraman, 2013). Thus, it can be concluded that service quality is a form of level of excellence to meet consumer or customer expectations that must be provided consistently by a company to each consumer or customer.

Service Quality Indicators

According to Kotler (2016) [13, 14, 15] there are five dominant factors or indicators determining the quality of services, including

1. Tangible, namely in the form of physical appearance, equipment and various good communication materials.
2. Empathy is the willingness of employees and entrepreneurs to care more about giving personal attention to customers.
3. Responsiveness is the willingness of employees and entrepreneurs to help customers and provide services quickly and listen to and resolve consumer complaints.
4. Reliability, is the ability to provide services as promised, reliably, accurately and consistently.
5. Certainty (Assurance), is in the form of an employee's ability to generate confidence and trust in the promises that have been made to consumers.

Framework

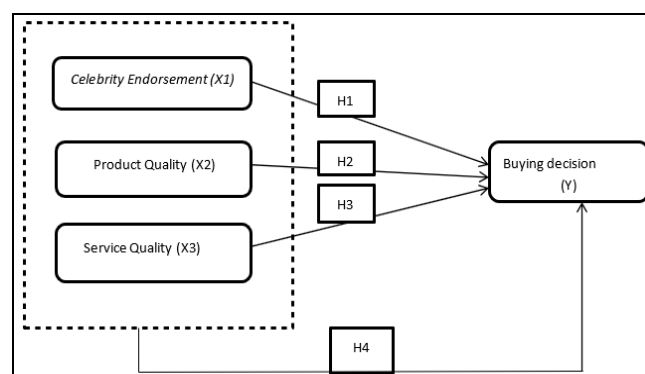


Fig 1: Research Model

H1: Celebrity Endorsement partially has a positive and significant effect on.

H2: Product quality partially has a positive and significant effect on decisions.

H3: Service quality partially has a positive and significant effect on Wardah skincare purchasing decisions.

H4: Celebrity Endorsement, Product Quality and Service Quality Overall Simultaneous Positive and Significant Influence on Purchasing Decisions.

Method

The research method used is a descriptive method with a quantitative approach (Sugiyono, 2017). Data was collected using the questionnaire method, the questionnaire method is a questionnaire distribution technique which is carried out by distributing a list of statements (questionnaires) which will be filled in by respondents directly.

Population and Sample

The population in this study were all consumers who had purchased or used Wardah skincare in supermarkets. The population in this study is unknown, so the sample in this study used the Cochran formula. Based on these calculations, the minimum sample size that must be used in research is 97% of respondents. The sampling technique in this research uses a non-probability sampling method using the Accidental Sampling technique.

Result and Discussion

Validity Test

The validity test used in this research is said to be valid if the calculated r is greater than r table, then the item is valid and if the calculated r is less than r table, then the questionnaire item is invalid. This test was carried out using data from 100 respondents. Given that N=100 and $\alpha=0.05$ then $r_{table}=0.196$.

Table 2: Validity test table

Variable	Question Items	r count	r table	Information
Celebrities Endorsement (X1)	X1.1	0.848	1.96	Valid
	X1.2	0.867	1.96	Valid
	X1.3	0.847	1.96	Valid
Quality Product (X2)	X2.1	0.813	1.96	Valid
	X2.2	0.773	1.96	Valid
	X2.3	0.807	1.96	Valid
Quality Service (X3)	X3.1	0.703	1.96	Valid
	X3.2	0.759	1.96	Valid
	X3.3	0.57	1.96	Valid
	X3.4	0.686	1.96	Valid
	X3.5	0.694	1.96	Valid
Decision Purchase (Y)	Y1.1	0.790	1.96	Valid
	Y2.2	0.743	1.96	Valid
	Y3.3	0.822	1.96	Valid

Source: Data Processing Results

Based on the validity test in the table, it can be concluded that questions from all indicator variables Celebrity Endorsement, Product Quality, Service Quality and purchasing decisions are declared valid.

Reliability Test

A variable is said to be reliable if it gives a value $(\alpha) = 0.60$. If the results $\alpha > 0.60$ = reliable or consistent, and if the results $\alpha < 0.60$ = unreliable or inconsistent.

Table 3: Reability Test Table

Variable	Question Items	r count	r table	Information
Celebrities Endorsement (X1)	X1.1	0.848	1.96	Valid
	X1.2	0.867	1.96	Valid
	X1.3	0.847	1.96	Valid
Quality Product (X2)	X2.1	0.813	1.96	Valid
	X2.2	0.773	1.96	Valid
	X2.3	0.807	1.96	Valid
Quality Service (X3)	X3.1	0.703	1.96	Valid
	X3.2	0.759	1.96	Valid
	X3.3	0.57	1.96	Valid
	X3.4	0.686	1.96	Valid
	X3.5	0.694	1.96	Valid
Decision Purchase (Y)	Y1.1	0.790	1.96	Valid
	Y2.2	0.743	1.96	Valid
	Y3.3	0.822	1.96	Valid

Source: Data Processing Results

Based on the table, namely the Reliability Test, it is known that the value of the variables in this study is more than 0.60 in accordance with the provisions of the reliability test, so the questionnaire used is declared reliable or consistent.

Multiple Linear Regression Test

Regression tests are used to measure how big the influence is between the independent variable and the dependent variable.

Table 4: Linear Regression Test

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.052	0.296		0.175	0.861
	Celebrities Endorsement	0.486	0.123	0.487	3,961	0
	Product quality	0.324	0.133	0.324	2,428	0.017
	Service quality	-0.007	0.011	-0.061	-0.584	0.56

A. Dependent Variable: Purchase Decision

Source: Data Processing Results

Based on the table, the output of the multiple linear regression test explains that the coefficient results obtained for the independent variable Celebrity Endorsement (X1) = 0.486, Product Quality (X2) = 0.324, Service Quality (X3) = -0.007 and constant = 0.052 can be done by calculation multiple regression as follows: $Y = 0.052 + 0.486X_1 + 0.324X_2 - 0.007X_3 + e$

- The constant value (Y) is 0.052, meaning that if Celebrity Endorsement, The value of Product Quality and Service Quality is zero (0), then Purchase Decision is at 0.052.
- The Celebrity Endorsement Regression Coefficient (X1) from multiple linear calculations obtained a result of 0.486. This means that every time there is an increase in Celebrity Endorsement by 1%, Purchase Decisions (Y) will increase by 48.6% assuming the Celebrity Endorsement is Constant.
- The Product Quality Regression Coefficient (X2) from multiple linear calculations obtained a result of 0.324. This means that every time there is an increase in quality.

If the product is 1%, the Purchase Decision (Y) will increase by 32.4% assuming the Product Quality variable is Constant. The Service Quality Regression Coefficient (X3) from multiple linear calculations obtained a result of -0.007. This means that every time there is an increase in Service Quality by 1%, Purchasing Decisions (Y) will increase by 0.07% assuming a Constant Lifestyle.

Conclusion

1. The Influence of Celebrity Endorsements on Purchasing Decisions Celebrity Endorsements have a positive and significant effect on purchasing decisions with value $t_{hitung} 3,96 > t_{tabel} 1,984$ with significant of 0, <0.05. These results prove that Hypothesis 1 has been proven correct and shows that a good Celebrity Endorsement factor will encourage or provide a positive and significant influence on Wardah Skincare Purchase Decisions in Rahayu Gubug Grobogan Supermarket.
2. The Influence of Product Quality on Purchasing Decisions Product quality has a positive and significant effect on purchasing decisions with value $t_{hitung} 2,428 > t_{tabel} 1,984$ with a significance of 0.017 <0.05. These results prove that Hypothesis 2 has been proven correct

and shows that good product quality factors will encourage and have a positive and significant influence on purchasing decisions for Wardah skincare in supermarkets. Rahayu Gubug Grobogan.

3. The Influence of Service Quality on Purchasing Decisions. Service quality has a positive and significant effect on purchasing decisions with value $t_{hitung} 0.584 < t_{tabel} 1.984$ with a significance of 0.056 > 0.05. These results prove that Hypothesis 3 is not proven true and show that service quality does not have a positive and insignificant effect on the decision to purchase Wardah Skincare at the Rahayu Gubug Grobogan supermarket.
4. The Influence of Celebrity, Product Quality and Service Quality on Purchasing Decisions Celebrity Endorsement, Product Quality and Service Quality simultaneously have a positive and significant influence on Wardah Skincare Purchase Decisions at Swalayana Rahayu Gubug Grobogan with value $F_{hitung} 36,862 > F_{tabel} 2.70$ and the calculated significant level is 0.000 <0.05. These results prove that Hypothesis 4 is true.
5. The influence between Celebrity Endorsement, Product Quality and Service Quality on the Adjusted R Square is 0.521, meaning that together Celebrity Endorsement, Product Quality and Service Quality influence purchasing decisions by 39.2%, the remaining 60.8% is explained by variables other than Celebrity Endorsement, Product Quality and Service Quality are not analyzed in this study.

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