

## Analysis of PIXY Cosmetics Purchase Factors

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**ABSTRAK.** *The purpose of this study was to analyze the effect of product quality, price and promotion on purchasing decisions of fairy cosmetics. The data used in this study were obtained from primary data using a questionnaire distributed to 100 respondents who use pixy cosmetics who live in Jakarta, which were determined using a purposive sampling technique. The analysis used in this study was multiple linear analysis, which was processed using the SPSS version 25 application. The results showed that product quality had a positive and significant effect on purchasing decisions, Price had a positive and significant effect on purchasing decisions, Motivation had a positive and significant effect on purchasing decisions. The promotion variable has the most dominant influence compared to other variables in influencing purchasing decision variable.*

**Keywords:** *Product Quality; Price; Promotion; Purchase Decision*

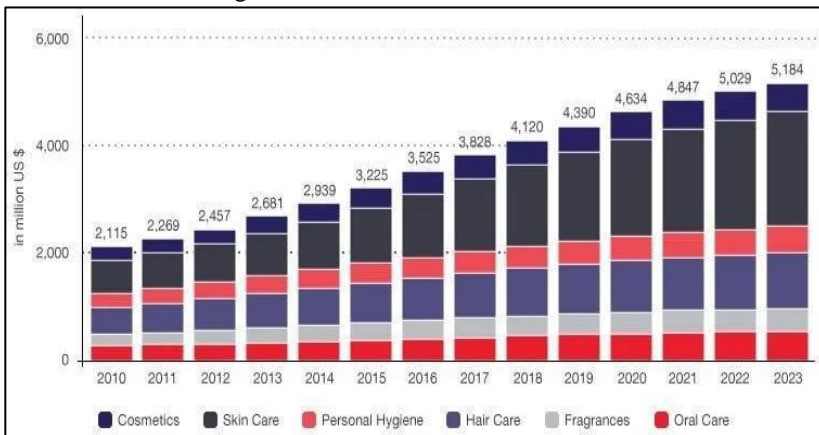
### INTRODUCTION

Competition in the business world is getting tougher, forcing companies to continue to improve the quality of their products. The producers are required to always present new quality innovations and develop good marketing strategies when selling products. This is done to face increasingly fierce competition with competitors who can provide more value to customers. Marketing strategy is a plan used by companies to offer and notify a product to the wider community in order to achieve goals and gain profits. As the number of competitors increases, the more choices customers have to choose products that meet their expectations. Therefore, this certainly makes customers more selective and more careful in dealing with every product that is launched on the market.

Purchasing decisions are consumer perceptions of a product, so they decide to make a purchase. If consumers buy a lot of a product, of course this can increase enormous profits for the company itself. Purchasing decisions can occur if consumers feel that the product has a fairly good quality and is not inferior to other product brands. The Directorate General of Population and Civil Registration (Dukcapil) records that the population in Indonesia is 272.23 million people with a female population of 134.71 million people (databoks).

The dominant women in Indonesia prefer the world of cosmetics because some of them think that without cosmetics it makes most of them feel less confident, so that business competitors compete to present new innovations so they can provide the best for their customers. Cosmetics are the thing that is most attached to women because it will increase self-confidence and will make each individual more beautiful after wearing a series of cosmetics. Nowadays women are increasingly aware of the importance of cosmetics for their daily needs.

Figure 1. Growth of Cosmetics in Indonesia



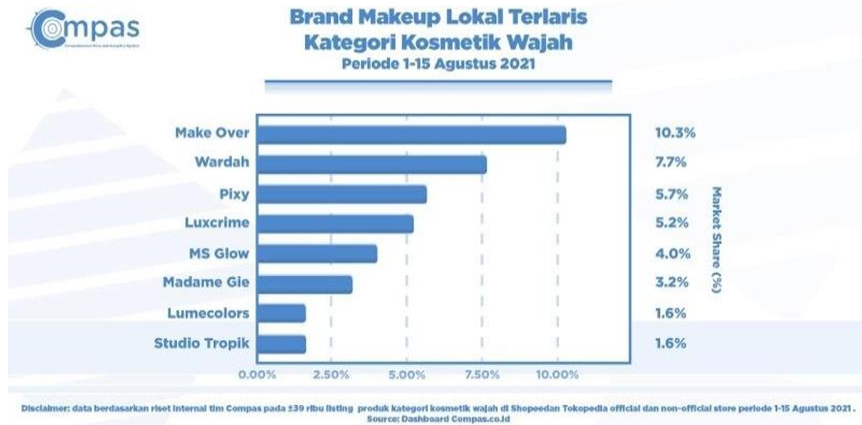
Source: <https://www.cekindo.com/>

In Figure 1, it can be seen the growth of the cosmetics business in Indonesia that every year the cosmetics industry has continuously increased where there are product segments ranging from the cosmetics business, skincare, personal hygiene, hair care, and so on. Therefore, it is predicted that the growth of Indonesian cosmetics by 2023 will increase in relation to the needs of women and this will encourage new innovations for the cosmetics market in Indonesia. Pixy is a cosmetic brand produced by PT Mandom Indonesia Tbk which is part of Mandom Corporation Japan and was founded in 1969. The variety of Pixy products is very complete and suitable for women's skin in Indonesia, from moisturizers, foundations, eyeshadows, lipsticks, and cleanser so there is no need to doubt the quality of the product itself. As known, there are various well-known cosmetic brands, including Maybelline, Loreal, Wardah, Mustika Ratu, Oriflame, and Make Over. The brands are already familiar to the minds of consumers because it has spread widely in the mass media. The following are the best-selling local make-up brands in the facial cosmetic category.

Figure 2 describe that PIXY's cosmetic products have won a market share of 5.7%. PIXY now presents a wide selection of facial cosmetics, from Powder, BB Cream, Serum Foundation, Concealer, to Cushion. Apart from covering imperfections on the skin, PIXY is also equipped with Vitamin C and

Jojoba Oil nutrition so it is suitable for all skin types.

Figure 2. Best Selling Local Make Up Brand in Face Cosmetic Category



Source: Kompas.co.id

According to research conducted by May (2021) Product quality is the uniqueness of a product that makes consumers feel interested in buying it. If the quality of the company's products is good, of course, consumer interest in buying the products we offer will also continue to increase. But on the contrary, if the quality of the product provided by the company is poor then of course the consumer's buying interest will decrease and cause the company's reputation to become bad in the minds of consumers. Companies must be able to increase and improve product quality so they can remain competitive in the market, so that consumers remain loyal to our products. Product quality is the understanding that the products offered by the company have more selling points that are not owned by competing products. Therefore, companies try to focus on the quality of their products and compare them with products offered by competing companies. (Supriyadi et al., 2017)

In terms of price, PIXY sets relatively standard prices so that all segments can get the product according to what they want. The existence of this fixed price makes PIXY more and more used by women and teenagers who come from various economic classes. Price is the value of an item or can be in the form of money spent by consumers to buy the desired product. The price set by a company affects the quality of the product. Not all products that have good quality are cheap, sometimes some companies charge quite expensive prices, but the quality provided is also very good.

Punuindong et al., 2021 stated that promotion is a type of communication that is used as a marketing tool used to determine success for a company in achieving the desired target. Promotion usually contains matters relating to how the company markets the product and invites consumers to buy it. Interesting promotions will certainly make consumers feel interested.

Promotional activities carried out by PIXY are intensively carried out on social media and digital channels so that the quality of PIXY products is increasingly recognized by consumers until this year and PIXY won an award as the 2018 Female Daily Best of Beauty Award for the Best Face Mist and Best Cushion Compact categories. According to research conducted by Gerung, et al (2017) that product quality, price, and promotions influence purchasing decisions. Research conducted by Muhammad, A. F., & Saputri, M. E. (2020) states that product quality and price have a significant effect on purchasing decisions. In another study conducted by Kapahang, N. F., Tampi, J. R., & Rogahang, J. J. (2016) stated that product quality and price have a significant effect on purchasing decisions of salak dodol, which is an Indonesian local food.

## **LITERATURE RIVIEW**

### **Product Quality**

Kotler and Keller in (Sitorus & Hidayat: 2019) stated that "Quality is the totality of features and characteristics of a product or service that bears on its ability to satisfy stated or implied needs". With the intention of quality is the totality of features and characteristics of a product or service that depends on its ability to satisfy consumer needs. This understanding is reinforced by Kotler and Armstrong (2018: 249) who stated that product quality is a characteristic of a product or service that depends on its ability to satisfy customer needs. Schiffman and Kanuk in (Gulliando 2019) also stated that "product quality is the ability of a company to provide an identity or feature on each product so that consumers can recognize the product" which means product quality is the ability of a company to provide an identity or characteristics of each product so that consumers can recognize the product. Meanwhile, according to Assauri (2015: 90), product quality is the factors contained in an item or result that causes the item or result to be in accordance with the purpose for which the item or result is intended. From the several definitions according to the experts above, it can be concluded that product quality is the ability of a company to characterize each of its products so that consumers can recognize these products.

### **Price**

Consumers often use price as a very influential factor between the value and benefits perceived by the customer at the price of an item or service. If the price set by the company does not match the benefits of the product, the level of customer satisfaction can decrease and vice versa. If the customer's perceived value is higher, it will result in satisfaction for the customer himself. According to Tjiptono (2008) price is an amount of money for a service or goods that are available then exchanged by the buyer to get a wide selection of products and services that have been provided by the seller. While price according to Widjojo et.al. (2017:151) in Insani (2020) can be explained as a discount from profit, the value that needs to be paid or traded by customers in buying something or the commodity provided. Brata (2017) said that "Price is one of the critical successes of a company because the price determines how much

profit will be obtained by the company from selling its products in the form of goods or services. Setting the price too high will cause sales to decline, but if the price is too low it will reduce the benefits to be gained by the organization.”

This means price is one of the determinants of the success of a company because price determines how much profit the company will get from selling its products in the form of goods or services. Setting a price that is too high will cause sales to decrease, but if the price is too low it will reduce the profits that will be obtained by the organization. From the definitions above, it can be concluded that price is the amount of money that must be paid by the buyer to get the product.

### **Promotion**

Promotion, according to Tjiptono (2014: 219), is basically marketing communication, which means marketing activities aimed at disseminating information, influencing or persuading and / or reminding companies and target products so they want to accept, buy, and loyal to the company. offered by the company”. Moreover Tjiptono (2015, 387) in Intan and Syahputra (2021) stated that promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers of the company's brand and products.

Promotion is an activity aimed at influencing consumers so that they can become familiar with the products offered by the company to them and then they become happy and then buy the product (Indiryono in Immawati 2020). The tools used to promote a product can be done in several ways, namely advertising, sales promotion, publicity, personal selling which is called the promotion mix. Meanwhile, Kotler and Armstrong (2014: 76) state that "Promotion refers to activities that communicate to the merits of the product and persuade target consumers to buy it". Which means "Promotion is one of the priority components of marketing activities that notifies consumers that the company has launched a new product that can invite consumers to make purchases". Based on the explanation above, it can be concluded that promotion has a very important role in marketing activities, promotions must be as attractive as possible with clear information and easily understood by consumers. This certainly makes consumers feel tempted to buy products from these companies.

### **Purchasing (Buying) Decision**

Purchasing (buying) decisions are how a consumer decides which alternative to choose. Ujang Sumawan (2010: 377) in (Lesmana, Ayu 2019) mentioned that consumer purchasing (buying) decisions include decisions about what to buy, whether to buy or not, when to buy, where to buy, and how to pay for it. Schiffman (in D. Gulliando 2019) said "Purchasing decision describes the evaluation process which consumers do for the attributes of a set of products, brands or services, where then consumers rationally choose one of the products, brands, or services that can meet their needs with the lowest cost". It means decision making describes the evaluation process carried out by

consumers on the attributes of a set of products, brands or services, where consumers then rationally choose one of the products, brands or services that can meet their needs at the lowest cost. Arifai & Trihandayani (2018) stated that purchasing decisions are activities carried out by the seller in selling goods or services in the hope of getting a profit from these transactions, then the seller ensures, activates and satisfies the buyer's needs or desires in order to achieve good benefits for the seller. and sustainable and profitable buyers. Moreover, according to Trisnowati & Nugraha (2016), purchasing decision is an action or consumer behavior whether or not to make a purchase or transaction, whether or not consumers buy.

Kotler & Armstrong (2016) stated that purchasing decisions are part of consumer behavior. Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and how goods, services, ideas or experiences satisfy their needs and wants. Purchasing decisions are a process approach to solving problems encountered in human activities to purchase goods or services in meeting their needs and desires (Swastha and Handoko, 2013: 15). From the definitions explained by the experts above, it can be concluded that purchasing decisions are an action taken by consumers regarding combining knowledge about a product they will choose and which they will buy.

### **Purchasing (Buying) Decision Dimensions**

Swastha and Handoko (2013: 15) explained that the consumer's decision to purchase a product includes six dimensions of the decision as follows:

1. *Problem Recognition*: The buying process begins when the buyer recognizes a need problem. The buyer realizes that there is a difference between the actual condition and the condition he wants. This need can be caused by internal or external stimuli.
2. *Information Search*: A consumer who begins to show interest will be encouraged to seek more information. Consumers will search for information stored in their memories (internal search) and seek information from outside (external search). Consumer characteristics and situational factors also influence information search.
3. *Alternative Evaluation*: Alternative evaluation is the process of evaluating product and brand choices and choosing them according to what consumers want.
4. *Purchasing Decision*: At the purchasing (buying) decision stage, consumers will evaluate to form preferences for the brands contained in the chosen device. Consumers may also form buying goals for the most preferred brand.
5. *Post Purchase Evaluation*: Consumer satisfaction or dissatisfaction with a product will affect subsequent behavior. If the consumer is satisfied, then he will show a higher probability of buying the product again. Dissatisfied consumers will try to reduce dissatisfaction by abandoning or returning the product, or they may try to reduce dissatisfaction by seeking information that might confirm the product as high value (or avoiding information confirming

the product is low value).

## RESEARCH METHODOLOGY

The design in this research is descriptive. The type and analysis method used in this study is a quantitative research method. Data analysis is quantitative/statistical in nature with the aim of testing the established hypotheses.

In this study, we wanted to know the magnitude of the influence between the independent variables (X1, X2 and X3) on the dependent variable (Y). Variable independent in this study namely Product Quality (X1), Price (X2), and Promotion (X3). While the dependent variable is Purchase Decision (Y). Questionnaires were distributed to 100 Pixy cosmetic users who live in Jakarta and processed data using IBM SPSS Version 25. In this study, the population was Pixy cosmetics users in the Jakarta area, the number of which was not known with certainty by the researchers, because the number of Pixy cosmetics users was very large.

The distribution of questionnaires was carried out on 18-28 February 2022 aimed at Pixy cosmetics users in Jakarta, as many as 100 respondents who were considered to have exceeded the minimum number. The sampling method in this study used nonprobability sampling. Then the sampling technique in this study used a purposive sampling technique. Method of collecting data the data collection method used in this study was a field study, the data and information obtained for this study were collected using a questionnaire which provided several questions and statements to respondents via the Google form. The author uses an information scale of 1-5 in the sense of (1) strongly disagree, (2) disagree, (3) quite agree, (4) agree, (5) strongly agree.

## RESULTS AND DISCUSSIONS

### Product Quality Variable Description (X1)

Based on table 1, the results of data recapitulation from 100 respondents to the product quality variable questionnaire with 9 statement items obtained an average value of 429. It can be concluded that the results of research on product quality variables that have the highest value are found in the statement "Variations of Pixy Cosmetic products are very diverse" with a score of 450.

Table 1. Recapitulation of Respondents' Assessment of Product Quality Variables

NO	STATEMENT	SCORE	CATEGORY
1	Pixy Cosmetic Products have very good Characteristics.	434	Very good
2	The specialty of Pixy Cosmetic Products is better than other products.	414	Good
3	Pixy Cosmetic Products have a long shelf life when used.	426	Very good

4	Pixy Cosmetic Products do not fade easily when used.	419	Good
5	The variety of Pixy Cosmetic products is very diverse.	450	Very good
6	Pixy Cosmetic Products when used do not cause side effects.	421	Very good
7	I made a purchase of Pixy Cosmetics products because the quality of the products is reliable.	428	Very good
8	I made a purchase of Pixy Cosmetics products because the designs are attractive.	421	Very good
9	Pixy Cosmetic Products are offered according to quality.	444	Very good
10	Average Score from 9 indicators or statements	429	Very good

Source: Data was processed (2022)

**Price Variable Description (X2)**

Based on table 2, the results of data recapitulation from 100 respondents to the price variable questionnaire with 6 statement items obtained an average value of 436. It can be concluded that the research results on the price variable that has the highest value are found in the statement "Pixy cosmetic products have varying prices" with score value of 459.

Table 2. Recapitulation of Respondents' Assessment of Price Variables

NO	STATEMENT	SCORE	CATEGORY
1	I bought Pixy cosmetic products because the prices are relatively affordable	444	Very Good
2	Pixy cosmetic products have varying prices	459	Very Good
3	The price of Pixy cosmetics is in accordance with the quality of the product	435	Very Good
4	I bought Pixy cosmetic products because the prices offered were competitive with other product brands	419	Good
5	Pixy's cosmetic products are comparable to competitors' prices	418	Good
6	The price of Pixy cosmetic products is in accordance with the benefits that I feel	443	Very Good
	Average Score using 6 indicators or statements	436	Very Good

Source: Data was processed (2022)

**Promotion Variable Description (X3)**

Based on table 3, the results of data recapitulation from 100 respondents on the



promotion variable questionnaire with 5 statement items obtained an average value of 426. It can be concluded that the research results on the promotion variable that has the highest value are found in the statement "Pixy cosmetic product promotion is held through online media" with a score of 432.

Table 3. Recapitulation of Respondents' Assessment of Promotion Variables

No	Statement	Score	Category
1	I bought Pixy cosmetic products because the advertising message was very interesting.	414	Good
2	I bought Pixy cosmetic products because I knew about various promotional media.	429	Very Good
3	Promotion of Pixy cosmetic products is held through online media.	432	Very Good
4	Pixy cosmetic product promotion time is held every month	427	Very Good
5	I decided to buy because the sale of Pixy cosmetic products was carried out in various promotional programs.	429	Very Good
6	Average Score using 5 indicators or statements	426	Very Good

Source: Data was processed (2022)

#### Description of Purchasing Decision Variable (Y)

Based on table 4, the results of data recapitulation from 100 respondents to the purchasing decision variable questionnaire with 9 statement items obtained an average value of 436. It can be concluded that the research results on the purchasing decision variable which has the highest value are found in the statement "I bought Pixy Cosmetic Products because they match the quality provided." with a score of 444.

Table 4. Recapitulation of Respondents' Assessment of Price Variables

No	Statement	Score	Category
1	I bought Pixy Cosmetic Products because they fit my needs.	443	Very Good
2	Purchasing Pixy Cosmetic Products can provide a solution to my needs.	430	Very Good
3	Information about purchasing Pixy Cosmetic Products is easy to get.	441	Very Good
4	I bought Pixy Cosmetic Products because I got a lot of information.	433	Very Good
5	I compared Pixy Cosmetic Products with other cosmetic product brands.	432	Very Good
6	The offered Pixy Cosmetic products are in line with my expectations.	425	Very Good
7	I bought Pixy Cosmetic Products because	444	Very Good

	they match the quality provided.		
8	I feel satisfied after purchasing Pixy Cosmetic Products.	436	Very Good
9	I will be making a repurchase on Pixy Cosmetic Products.	438	Very Good
	Average Score using 9 indicators or statements	436	Very Good

Source: Data was processed (2022)

**Multicollinearity Test**

Table 5. Recapitulation of Respondents' Assessment of Purchasing Decision Variables

Unstandardized Coefficients				Standardized Coefficients	t	Sig.	Collinearity Statistics	
Model		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4,516	1,939		2,329	,022		
	Kualitas Produk	,359	,105	,363	3,435	,001	,204	4,906
	Harga	,396	,144	,263	2,754	,007	,250	4,002
	Promosi	,493	,138	,314	3,573	,001	,295	3,386

Source: Data was processed

Based on Table 4 above, it is explained that the VIF value for the product quality variable is  $4.906 < 10$ , Price is  $4.002 < 10$  and promotion is  $3.386 < 10$ . It is also explained that the tolerance value for the product quality variable is  $0.204 > 0.10$ , Price is  $0.250 > 0.10$  and promotion  $0.295 > 0.10$ . Judging from the VIF value, all independent variables are  $< 10$  and in the tolerance value all independent variables are  $> 0.10$ , so from this statement it can be concluded that all independent variables do not have multicollinearity.

**Multiple Linear Regression Analysis**

The important data in the table 6 is the Beta value to form a multiple linear regression equation. From the calculation results of multiple regression analysis, the multiple regression equation can be obtained as follows:

$$Y = 4,516 + 0,359 X1 + 0,396 X2 + 0,493 X3 + E$$

Tabel 6. Multiple Linear Regression Test Results

Unstandardized Coefficients				Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	4,516	1,939		2,329	,022
	Total_X1	,359	,105	,363	3,435	,001

Total_X2	,396	,144	,263	2,754	,007
Total_X3	,493	,138	,314	3,573	,001

Source: Data was processed

The constant value is obtained from the regression equation of 4,516, indicating a positive effect on the independent variables, namely Product Quality, Price, and Promotion variables. If the independent variable increases in one unit, then the dependent variable, namely purchasing decisions, will increase and have an effect.

The regression coefficient of the Product Quality variable obtained a value of 0.359 indicating a positive coefficient value, meaning that if the Product Quality variable increases by 1 (one) unit, then the Purchase Decision variable will also experience an increase of 0.359 (35.9%). Thus, this indicates that the Product Quality variable has a positive effect on the Purchase Decision variable.

The regression coefficient of the Price variable is obtained by a value of 0.396 indicating a positive coefficient value, meaning that if the Price variable increases by 1 (one) unit, then the Purchase Decision variable will also experience an increase of 0.396 (39.6%). Thus, this indicates that the price variable has a positive effect on the purchasing decision variable.

The regression coefficient of the Promotion variable is obtained by a value of 0.493 indicating a positive coefficient value, meaning that if the Promotion variable increases by 1 (one) unit, then the Purchase Decision variable will also experience an increase of 0.493 (49.3%). Thus, this indicates that the Promotion variable has a positive effect on the Purchase Decision variable.

### Determination Coefficient Test

Based on the results of the coefficient of determination shown in the Adjusted R Square column in the table above, it is 0.781. Which means that the contribution of the variable Product Quality, Price, and Promotion to Purchasing Decisions is able to explain the model by 77.4%, while the remaining 22.6% is influenced by other variables or is not the object of this study.

Tabel 8. Test Results for the Coefficient of

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,884 <sup>a</sup>	,781	,774	2,430	763

Source: Data was processed

### T-Test (Partial)

Table 7. T-Test Results (Partial)

Standardized Coefficients				Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	4,516	1,939		2,329	,022
	Total_X1	,359	,105	,363	3,435	,001
	Total_X2	,396	,144	,263	2,754	,007
	Total_X3	,493	,138	,314	3,573	,001

Source: Data was processed

Based on the results of hypothesis testing using the t test (table 7) as shown in the table above, it can be concluded as follows:

**a) The Influence of Product Quality on Purchasing**

The results of the t-test between the variable Product Quality and Purchase Decisions, show that the t-count value is  $3.435 > t\text{-table } 1.988$ , with a significance level of  $0.001 < 0.05$ . Thus  $(H_0)$  is rejected and  $(H_a)$  is accepted, it can be concluded that the hypothesis  $(H_1)$  Product Quality variable has a positive and significant effect on Purchasing Decisions.

Based on the results of the research data that has been done, the researcher shows that the Product Quality variable partially obtains a t-count value of  $3.435 > t\text{-table } 1.988$ , with a significance level of  $0.001 < 0.05$ , then  $H_1$  is accepted and it can be concluded that the Product Quality variable has a positive and significant effect on Pixy Cosmetic Purchasing Decisions. This research is in line with previous research conducted by May (2021) proving that product quality has a significant influence on purchasing decisions for ms glow cosmetics

**b) The Effect of Price on Purchasing Decisions**

The results of the t-test between the price variable and the purchase decision show that the t-count is  $2.754 > t\text{-table } 1.988$ , with a significance level of  $0.007 < 0.05$ . Thus  $(H_0)$  is rejected and  $(H_a)$  is accepted, it can be concluded that the hypothesis  $(H_2)$  of the price variable has a positive and significant effect on purchasing decisions.

Based on the results of the research data that has been done, the researcher shows that the price variable partially obtains a t-count value of  $2.754 > t\text{-table } 1.988$ , with a significance level of  $0.007 < 0.05$ , then  $H_2$  is accepted and it can be concluded that the price variable has a positive and significant effect on decisions Purchasing Pixy Cosmetics. This research is in line with previous research conducted by Kapangan et al (2016) proving that price has a significant influence on purchasing decisions for Dodol Salak (traditional Indonesian food) produced by Pangu Village.

**c) The influence of promotions on purchasing decisions**

The results of the t-test between the promotion variable and the purchase decision show that the t-count is  $3.573 > t\text{-table } 1.988$ , with a

significance level of  $0.001 < 0.05$ . Thus ( $H_0$ ) is rejected and ( $H_a$ ) is accepted, it can be concluded that the hypothesis ( $H_3$ ) Promotion variable has a positive and significant effect on Purchase Decision.

Based on the results of the research data that has been done, the researcher shows that the Promotion variable obtains a t-count value of  $3.573 > t\text{-table } 1.988$ , with a significance level of  $0.001 < 0.05$ , then  $H_3$  is accepted and it can be concluded that the promotion variable has a positive and significant effect on Pixy Cosmetics Purchasing Decisions. This research is in line with previous research conducted by Imaningsih & Erna (2018) proving that promotions have a significant influence on purchasing decisions.

## CONCLUSION

It can be concluded that, *first* based on the results of research on the variable Product Quality on Purchasing Decisions, the results show a positive and significant effect. This is supported by the partial results of t-test  $3.435 > t\text{-table } 1.988$ , with a significance level of  $0.001 < 0.05$ . Second, the results show a positive and significant effect. This is supported by the partial results of t-test  $2.754 > t\text{-table } 1.988$ , with a significance level of  $0.007 < 0.05$ . third, the results show a positive and significant effect. This is supported by the partial value of t-count  $3.573 > t\text{-table } 1.988$ , with a significance level of  $0.001 < 0.05$ . finally, among the variables of Product Quality, Price and Promotion that have the most dominant influence, namely the promotion variable, where consumers decide to buy a product is determined by how attractive the promotion is and how often the promotional program is carried out.

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