

FACTORS THAT INFLUENCE PURCHASING DECISIONS FOR COSMETIC PRODUCTS AT GUARDIAN

¹Geovanni Nathania Nesya Novia Setiawan, ²Arry Widodo, ³Anita Silvianita, ⁴Nurafni Rubiyanti

¹Telkom University, Indonesia

ABSTRACT

Indonesia's cosmetics industry has experienced significant growth in recent years, with an increase of 9.61% in 2021 and a CAGR increase of 5.81% in 2022-2027. This growth is due to the increasing demand for cosmetic products and services. Each beauty brand markets its products both online and offline. Offline, many beauty brands are capitalizing on opportunities by working with retail stores in Indonesia. This is because currently the retail industry in Indonesia is experiencing very rapid growth. One of these retail stores is Guardian. Guardian sells more than 10,000 health and beauty products. Because of the many products sold at Guardian, consumers are confused in determining the items they want to buy because there are many items that have the same function but different brands, so this makes it possible for many factors that influence consumers in making purchasing decisions.

This study was to determine the factors that influence purchasing decisions for cosmetic products at Guardian and to determine the most dominant factor in influencing purchasing decisions for cosmetic products at Guardian. By examining 14 factors, according to Kotler & Keller (2016), Kotler (2022), and Tjiptono (2017).

To gather primary data, a questionnaire will be disseminated via Google Forms through social media platforms. The questionnaire will employ a Likert scale with four gradations, ranging from "Strongly Disagree" to "Strongly Agree," facilitating respondents in expressing their opinions and preferences regarding beauty product purchases at Guardian. Data analysis will utilize Partial Least Square (PLS) version 3.9, enabling researchers to examine and ascertain the factors exerting the greatest influence on beauty product purchasing decisions at Guardian outlets. Through this comprehensive methodology, the study endeavors to contribute valuable insights into consumer behavior in the beauty retail sector within the Indonesian market.

Keywords: Purchase Decision, Factors, Guardian

INTRODUCTION

The cosmetics industry in Indonesia has experienced significant growth in recent years. According to data from the Central Statistics Agency (BPS) and the Food and Drug Administration of the Republic of Indonesia (BPOM RI) in 2023, this sector saw an increase of 9.61% in 2021. The number of companies in the cosmetics industry also rose from 819 in 2021 to 913 by the end of 2022. Furthermore, a Statista report indicated that revenue from the beauty and personal care industry reached USD 7.23 billion in 2022, with an annual growth projection of 5.81% for the period 2022-2027.

This growth is supported by changing consumer behavior in Indonesia, with an increasing awareness of the importance of skin health and beauty. According to Mitsui (1993), the main purposes of using cosmetics in modern society include personal hygiene, enhancing attractiveness, boosting self-confidence, protecting the skin and hair from damage, and preventing aging.

Many beauty brands in Indonesia market their products both online and offline. Offline, they collaborate with retail stores such as Guardian, which sells over 10,000 health and beauty products. Guardian is known as the largest health and beauty retailer in Indonesia, with more than 300 outlets. However, the vast array of products often leaves consumers confused about which items to choose.

According to Kotler & Armstrong (2018), purchasing decisions are part of consumer behavior that involves the selection, purchase, use, and disposal of goods or services. The

factors influencing purchasing decisions are varied, including product choice, brand choice, place of purchase, purchase quantity, purchase timing, and payment method. Tjiptono (2017) adds that purchasing decisions are also influenced by the emotional, social, quality, and functional values of the product.

This study aims to identify the factors influencing the purchasing decisions of cosmetic products at Guardian and to determine the most dominant factor. Primary data will be collected through a questionnaire distributed via Google Forms, and data analysis will use Partial Least Square (PLS) version 3.9. The results of this study are expected to provide valuable insights into consumer behavior in the beauty retail sector in Indonesia.

THEORY

2.1.1 Marketing

According to Kotler and Keller (2007), marketing is the process of planning and implementing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that meet individual and organizational goals. Marketing management aims to manage these functions optimally to ensure a satisfactory exchange process between producers and consumers.

2.1.2 Marketing Mix

Kotler & Keller (2012) define the marketing mix as a set of tactical marketing tools—product, price, place, and promotion (4Ps)—used to produce the desired response in the target market. They later expanded this to 7Ps in service marketing by including people, physical evidence, and process:

1. Product: Combination of goods and services offered to the target market.
2. Price: The amount customers pay to obtain the product.
3. Place: Activities making the product available to consumers.
4. Promotion: Activities communicating product benefits to persuade consumers.
5. People: All actors involved in service delivery affecting buyer perceptions.
6. Physical Evidence: Tangible aspects influencing consumer decisions, such as environment and equipment.
7. Process: Procedures and activities delivering the service.

2.1.3 Consumer Behavior

Winardi (1991) describes consumer behavior as the actions of individuals who plan, buy, and use goods or services. Kotler and Keller (2009) define it as the study of how people make decisions to spend their resources on consumption activities. They illustrate this with a model showing how marketing and other stimuli influence consumer psychology and decision-making.

2.1.4 Purchase Decision

Kotler & Armstrong (2018) state that purchasing decisions are part of consumer behavior, involving how individuals or groups choose, buy, use, and dispose of products. Hutagaol (2019) and Prasetya et al. (2019) describe it as a process where consumers evaluate alternatives before making a purchase.

2.1.5 Factors Influencing Purchase Decisions

Factors in purchasing decisions are part of the stages carried out by consumers in the purchasing decision process. There are six factors of purchasing decisions, the following is an explanation of the six dimensions of purchasing decisions according to Kotler & Keller (2016):

a. Product Choice

Consumers can make decisions to buy a product or use their money for other purposes. In this case, the company must focus its attention on people who are interested in buying a product and the alternatives they are considering.

b. Brand Choice

Buyers must make a decision about which brand to buy. Each brand has its own differences. In this case the company must know how consumers choose a brand.

c. Dealer Choice

Buyers must decide which distributor to visit. Each buyer has different considerations in terms of determining the distributor, it can be due to factors of close location, low prices, complete inventory of goods and others.

d. Purchase Amount

Consumers can make decisions about how many products they will buy at a time. Purchases made may be more than one. In this case, the company must prepare the number of products according to the different desires of the buyers.

e. Purchase Timing

Consumer decisions in choosing the time of purchase can vary, for example, some buy every day, once a week, once a month, or once a year.

f. Payment Method

Buyers can make decisions about the payment methods that will be made when making purchases, for example, cash payments, checks, credit cards, debit cards, and so on. According to Kotler (2022), there are a number of purchasing behavior factors that can influence consumers in their decision to buy a product or not. Here are some pointers that can help in the buying process (Arfah, 2022), including:

a. Willingness to buy the product

When consumers have an understanding of the benefits of a product, they tend to feel compelled to buy it.

b. Desire to use the product

If a consumer feels interested in using a product, they will often do research on the product, find out its advantages, and consider whether the product meets their needs.

c. Making recommendations to others

Consumers who have tried a product and are satisfied with its quality will often make recommendations to others, saying that the product is very good and satisfying. They will invite others to also try the product.

d. Make repeat purchases

Customers who are satisfied with the performance of a product will often make repeat purchases. They return to buy the product as a sign of their satisfaction with the product. According to Tjiptono (2017), the factors that influence customer purchasing decisions are the emotional bonds that exist between customers and producers after customers use products and services from the company and find that these products or services provide added value. The value dimension consists of 4, namely:

a. Emotional value,

utility that comes from feelings or affective or positive emotions arising from consuming the product. If consumers experience positive feelings when buying or using a brand, then the brand provides emotional value. In essence, emotional value is related to feelings, namely what positive feelings consumers will experience when buying a product.

b. Social value,

utility derived from the product's ability to improve consumers' social self-concept. Social value is the value held by a consumer, regarding what is considered good and what is considered bad by consumers.

c. Quality value,

utility derived from the product due to the reduction of short-term costs and long-term costs.

d. Functional value

the value obtained from product attributes that provide functional utility to consumers. This value is directly related to the functions provided by the product or service to consumers.

METHODOLOGY

This research encompasses all regions of Indonesia, reflecting the widespread presence of Guardian outlets across the country. As reported on the Guardian website, the retail chain has established a significant presence, boasting over 300 outlets distributed throughout various cities in Indonesia. The study targets individuals aged between 13 to 40, comprising both men and women who frequent Guardian outlets for beauty product purchases. Utilizing factor analysis, a quantitative approach will be employed to identify the

primary factors influencing consumers' decisions when purchasing beauty products at Guardian. By scrutinizing various factors, the research aims to pinpoint the most influential determinant guiding purchasing behavior within this demographic. To gather primary data, a questionnaire will be disseminated via Google Forms through social media platforms. The questionnaire will employ a Likert scale with four gradations, ranging from "Strongly Disagree" to "Strongly Agree," facilitating respondents in expressing their opinions and preferences regarding beauty product purchases at Guardian. Data analysis will utilize Partial Least Square (PLS) version 3.9, enabling researchers to examine and ascertain the factors exerting the greatest influence on beauty product purchasing decisions at Guardian outlets. Through this comprehensive methodology, the study endeavors to contribute valuable insights into consumer behavior in the beauty retail sector within the Indonesian market.

RESULT

CONCLUSION

The purpose of this study was to determine the factors that influence purchasing decisions for cosmetic products at Guardian and to determine the most dominant factor in influencing purchasing decisions for cosmetic products at Guardian. By examining 14 factors, according to Kotler & Keller (2016), namely Product Choice, Brand Choice, Dealer Choice, Purchase Amount, Purchase Timing, Payment Method. In addition, according to Kotler (2022), there are a number of purchasing behavior factors that can influence consumers in their decision to buy a product or not. Here are some clues that can help in the buying process (Arfah, 2022), including: Willingness to buy products, Desire to use products, Make recommendations to others and Make repeat purchases. In addition, according to Tjiptono (2017), the factors that influence customer purchasing decisions are the emotional bonds that exist between customers and producers after customers use products and services from the company and find that these products or services provide added value. namely emotional value, social value, quality value, and functional value.

REFERENCES

- Adi. (2020). Pengaruh Tampilan dan Kemampuan Komunikasi Personal Selling Sales Promotion Girl (SPG) Terhadap Keputusan Pembelian Konsumen. *Jurnal Manajemen Pemasaran*.
- Adi, A. (2020). *Jurnal Ekonomi, Publik dan Akuntansi (JEPA), Pengaruh Sales Promotion Girl dan Faktor Individu Terhadap Keputusan Pembelian Rokok Lucky Strike di Kota Makassar*.
- Al-Hafidz, M. P. (2022). *Ini Dia Brand Skincare dan Makeup Lokal yang Paling Banyak Dipakai*. <https://www.marketeers.com/ini-dia-brand-skincare-dan-makeup-lokal-yang-paling-banyak-dipakai/>
- Al Hamasy, A. I. (2022). *Industri Kecantikan Tanah Air Punya Prospek Bagus*. Industri Kecantikan Tanah Air Punya Prospek Bagus. Industri Kecantikan Tanah Air Punya Prospek Bagus
- Alma, B. (2016). *Manajemen Pemasaran dan Pemasaran Jasa*. Alfabeta.
- Amalia, L. N., Lestari, M. T., & Pamungkas, I. N. A. (2015). RESPON KONSUMEN TERHADAP STRATEGI PERSONAL SELLING MELALUI SALES PROMOTION GIRL SMARTPHONE SAMSUNG DI KOTA BANDUNG.
- Anwar, M. S. (2022). *Pengaruh Diskon Harga, Endorsement, Dan Viral Marketing Terhadap Keputusan Pembelian Di Tiktok Shop*. <https://eprints.walisongo.ac.id/id/eprint/18286/>
- Anwar, s. (2023). Pengaruh Tampilan dan Kemampuan Komunikasi Personal Selling Sales Promotion Girl Terhadap Keputusan Pembelian Konsumen. *Skripsi, Universitas Islam Negeri Sultan Syarif Kasim Riau*.
- Baskara. (2018). *Strategi Pemasaran dalam Meningkatkan Penjualan Produk*. Deepublish.
- Dewi, & Kusumawati. (2018). Pengaruh Potongan Harga terhadap Keputusan Pembelian dan Kepuasan Pelanggan Bisnis Online. *Seminar Nasional Ilmu Manajemen*.

- Dipayanti. (2018). Pengaruh Promosi Penjualan Dan Personal Selling Terhadap Keputusan Pembelian Konsumen Pada Pt. Giant Extra Pamulang. *Jurnal Pemasaran Kompetitif*.
- Emina Cosmetics Official Store. (n.d.).
- Fimela Reporter. (2023, October 11). *Survei Menunjukkan 90% Perempuan Indonesia Pilih Brand Makeup Lokal*. Fimela. Retrieved December 31, 2023, from <https://www.fimela.com/beauty/read/5059290/survei-menunjukkan-90-perempuan-indonesia-pilih-brand-makeup-lokal>
- Firmansyah. (2018). *Perilaku Konsumen*. CV Pustaka Setia.
- Firmansyah, & Nalurita. (2022). Pengaruh Potongan Harga dan Promosi terhadap Keputusan Pembelian Konsumen. *Jurnal Manajemen dan Bisnis*.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Universitas Diponegoro.
- Ginthing, R. B. (2021, 12 11). Pengaruh Personal Selling Dan Diskon Terhadap Keputusan Pembelian Produk Oriflame (Studi Kasus Mahasiswa Fakultas Ekonomi Universitas Katolik Santo Thomas Sumatera Utara). In *Repository Universitas HKBP Nommensen*. <https://repository.uhn.ac.id/handle/123456789/5735>
- Ginting, R. B. (2021). *Pengaruh Personal Selling Dan Diskon Terhadap Keputusan Pembelian Produk Oriflame (Studi Kasus Mahasiswa Fakultas Ekonomi Universitas Katolik Santo Thomas Sumatera Utara)*. <https://repository.uhn.ac.id/handle/123456789/5735>
- Guardian. (n.d.). *Guardian Indonesia*.
- Guardian Indonesia. (n.d.). *Catalog Guardian Indonesia*. Guardian Indonesia. <https://www.guardianindonesia.co.id/catalog>
- Gujarati, D. N. (2006). *Basic Econometrics* (5 th ed.). McGraw-Hill/Irwin.
- Hadinata, W. (2023). The Effect Of Personal Selling, Sales Promotion And Product Quality On The Purchase Decision Of Yuasa Brand Motor Battery At Pt Adidaya Karya Indotama Medan. *Jurnal Ekonomi*, 12(1). <https://ejournal.seaninstitute.or.id/index.php/Ekonomi/article/view/1025>
- Hair, Ringle, & Sarstedt. (2020). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Sage Publications.
- Hamid. (2023). The Role of Sales Promotion Girl on Purchase Intention. *Journal of Retailing and Consumer Services*.
- Hurriyati, R. (2015). *Pemasaran Strategik: Konsep, Implementasi, dan Pengendalian*. Alfabeta.
- Ilomata. (n.d.).
- Ilomata, & Aritonang. (2023). Pengaruh Kemampuan Komunikasi Personal Selling Sales Promotion Girl Terhadap Keputusan Pembelian Konsumen. *International Journal of Trade and Commerce*.
- Jaya, P., Sutardi, & Susanti. (2022). Peran Sales Promotion Girl (SPG) dalam Meningkatkan Penjualan Produk (Studi Kasus di Toko Kosmetik X di Kota Bandung). *Jurnal Manajemen dan Bisnis*.
- Jaya, P., Tiara, Y., & Mulyana, M. (2022). Peranan Sales Promotion Girl Pada Produk Wardah Beauty Care.
- Keler. (2021). *Marketing Management*. Pearson Education.
- Khairani, R. (2020). Pengaruh Merek, Harga, Personal Selling Terhadap Keputusan pembelian Produk Pocari Sweat Pada PT. Amerta Indah Otsuka Medan. *Jurnal Manajemen*, 6(1), 7. <https://www.neliti.com/publications/470835/pengaruh-merek-harga-personal-selling-terhadap-keputusan-pembelian-produk-pocari>
- Khairani, R., Laila, S., & Hutasoit, O. (2020). PENGARUH MEREK, HARGA, DAN PERSONAL SELLING TERHADAP KEPUTUSAN PEMBELIAN PRODUK POCARI SWEAT PADA PT. AMERTA INDAH OTSUKA MEDAN.
- Kotler, & Armstrong. (2014). *Prinsip-prinsip Pemasaran* (13th ed.). Erlangga.
- Kotler, & Armstrong. (2018). *Principles of Marketing (17e-Global Edition)*. Pearson

Education.

- Kotler, & Armstrong. (2018). *Prinsip-prinsip Pemasaran* (17th ed.). Salemba Empat.
- Kotler, & Keller. (2009). *Marketing Management* (13th ed.). Prentice Hall.
- Kotler, & Keller. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Kotler, P., & Armstrong, G. (2008). *Prinsip-prinsip Pemasaran* (12th ed.). Erlangga.
- Kotler, P., & Keller, K. (Pearson Education). *Marketing management* (14th ed.). 2012.
- Larasati, S. F. (2021). Pengaruh Kualitas Produk, Promosi Dan Potongan Harga Terhadap Keputusan Pembelian Produk Wardah Kosmetik (Studi Kasus Pada Keputusan Pembelian Produk Wardah Kosmetik Di Toko Eviaa Cosmetik Kartasura). *Ekobis: Jurnal Ilmu Manajemen dan Akuntansi*, 9(2).
<https://www.ejournal.uby.ac.id/index.php/ekobis/article/download/595/234>
- Lestari, S. I. P. (2018). Pengaruh Price Discount dan Bonus Pack terhadap Impulse Buying melalui Nilai Hedonik di Carrefour Surakarta.
- Masloman, M.I.S., Tumbel, A.L., & Raintung, M.C. (2022). Pengaruh harga, kualitas produk, dan promosi terhadap keputusan pembelian konsumen pada produk mie instan di Kota Manado. *Jurnal EMBA*, 10.
- Memon, Ting, Cheah, Ramayah, Chuah, & Cham. (2020). Sample size guidelines for survey research: Review and recommendations. *Journal of Applied Structural Equation Modeling*.
- Mutia, A. (2022). *Makin Meroket, Pendapatan Produk Kecantikan dan Perawatan Diri di RI Capai Rp111,83 Triliun pada 2022d*. databoks. databoks.katadata.co.id
- Mutiara, I., & Syahputra, S. (2018, Mei). Pengaruh Pengetahuan Produk Dan Produk Halal Terhadap Keputusan Pembelian Pada Produk Kecantikan Korea. *JURNAL INDONESIA MEMBANGUN*, 17(2), 1-13.
- Noval, T. M. (2023). The Effect of Brand Image, Product Differentiation, Perceived Price and Personal Selling on Consumer Purchase Decisions on PT Immortal Cosmedika Indonesia Manado Area Products. *European Journal Of Business Startups And Open Society*, 3(6). <https://www.inovatus.es/index.php/ejbsos/article/view/1831>
- Novita. (2023). Pengaruh Kemampuan Komunikasi Personal Selling Sales Promotion Girl Terhadap Keputusan Pembelian Konsumen. *Skripsi, Universitas Muhammadiyah Sumatera Utara, Medan*.
- Nusaresearch. (2020). Laporan Tentang Makeup Routine.
- Oktari, T. (2019). *Efektivitas Promosi Melalui Sales Promotion Girl (SPG) pada Konsumen Rokok PT. Gudang Garam Pekanbaru dalam Meningkatkan Penjualan Rokok Ditinjau Menurut Ekonomi Syariah*. <https://repository.uin-suska.ac.id/27702/>
- Pahlevi, R. (2022, September). Kebanyakan Perempuan Indonesia Lebih Suka Pakai Kosmetik Lokal. databoks.katadata.co.id
- Pamungkas. (2016). *Pemasaran*. Deepublish.
- Poernomo, W. (2022). Analysis of the Influence of Brand, Service, Image, Sales Promotion Staff, and Sales Discounts on Home Living Product Purchase Decisions at USUPSO Galaxy Mall Surabaya. *International Journal of Entrepreneurship and Business Development*, 5(6). <https://jurnal.narotama.ac.id/index.php/ijebd/article/view/2063>
- Poerwadarminta, W.J.S. (2017). *Kamus Umum Bahasa Indonesia* (4th ed.). Balai Pustaka.
- Prasetya, Irawan, & Sulisty. (2019). *Perilaku Konsumen*. Deepublish.
- Puspitasari, D. M. (2023). Pengaruh kualitas produk, diskon harga, dan promosi terhadap keputusan pembelian. *Fair Value : Jurnal Ilmiah Akuntansi dan Keuangan*, 5(6), 2723.
<https://journal.ikopin.ac.id/index.php/fairvalue/article/download/2852/2497/13604>
- Rahayu. (2019). Pengaruh Strategi Promosi Penjualan Terhadap Keputusan Pembelian Konsumen. *Jurnal Manajemen dan Akuntans*.
- Ridwan, M., & Yolanda, G. (2023, Maret). Marketing Sales Promotion Girl Perspektif Etika Bisnis Islam.
- Riyanto, S., & Hatmawan, A. A. (2020). *Metode Riset Penelitian Kuantitatif Penelitian di Bidang Manajemen, Teknik, Pendidikan dan Eksperimen*. Deepublish.

- Saputra, R. A. (2019). *Pengaruh Sales Promotion, Kualitas Produk dan Brand Image Terhadap Keputusan Pembelian Produk Di DBL Store*. <https://repository.stiesia.ac.id/id/eprint/919/8/FULL%20TEXT%20SKRIPSI.pdf>
- Saputra, R. R. (2022). *Inews.id*. Infografis 10 Kota Terpadat di Indonesia Artikel ini telah tayang di regional.inews.id dengan judul " Infografis 10 Kota Terpadat di Indonesia.
- Siallagan, A., & Kasih, A. P. (2023, 1 18). *Biaya Hidup Mahasiswa di Bandung dan Jakarta, Ini Kisaran Per Bulan*.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sujarweni. (2018). *Metode Penelitian Bisnis*. Pustaka Baru Press.
- Sujarweni. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung. Alfabeta.
- Surapati, U. (2023). Relationship Between Consumer Behavior, Discounts And Purchase Decision. *International Journal of Economics, Business and Accounting Research*, 4(1). <https://jurnal.stie-aas.ac.id/index.php/IJEBAR/article/view/949>
- Suryani, I. (2021). Effect of Sales Promotion on Purchasing Decisions. *Ilomata International Journal of Tax and Accounting*, 2(2). <https://www.ilomata.org/index.php/ijtc/article/view/216>
- Suyonto, D. (2015). *Strategi Pemasaran: Konsep, Implementasi, dan Pengendalian*. CAPS.
- Syalendra, N. N. (2019). *Pengaruh Personal Selling Terhadap Keputusan Pembelian*. <https://dspace.uc.ac.id/handle/123456789/2777>
- Tanady, & Fuad. (2020). Analisis pengaruh citra merek dan kualitas layanan terhadap keputusan pembelian Tokopedia di Jakarta. *Jurnal Manajemen*, 23.
- Titing, Soepandi, & Mulyadi. (2022). Pengaruh Potongan Harga, Promosi, dan Kualitas Produk terhadap Keputusan Pembelian Konsumen pada Produk Minuman Ringan di Kota Bandung. *Jurnal Manajemen dan Bisnis*.
- Trisliatanto, A. (2019). *Metode Penelitian Kuantitatif dan Kualitatif*. CV Budi Utama.
- Triwijanarko, R. (2018, October 8). *Diskon dan Cashback Jadi Alasan Konsumen Suka Belanja Online*. Marketeers.
- Widodo. (2017). *Metodologi Penelitian Populer & Praktis*. Rajawali Pers.
- Winardi. (1991). *Marketing Dan Perilaku Konsumen*. Mandar maju.
- Wirakanda, G. G. (2020). Pengaruh Sales Promotion terhadap Keputusan Pembelian (Studi Kasus di Bilibli.com). *Jurnal Bisnis dan Pemasaran*, 10(1), 1. <https://ejurnal.poltekpos.ac.id/index.php/promark/article/view/718>
- Yusuf. (2021). Analisis pengaruh promosi, harga, dan citra merek terhadap keputusan pembelian pada situs e-commerce Zalora di Jakarta. *Jurnal UMK*, 3(2).