

## **THE INFLUENCE OF PRODUCTS, PRICES AND PROMOTIONS ON PURCHASE DECISIONS FOR MAKE OVER BRAND COSMETICS**

**Brenda<sup>1</sup>, Maftuhah Nurrahmi<sup>2\*</sup>, Amidi<sup>3</sup>, Ratna Tania<sup>4</sup>**

<sup>1,2,3,4</sup>Universitas Muhammadiyah Palembang, Fakultas Ekonomi dan Bisnis

Jl. Jenderal Ahmad Yani 13 Ulu Palembang

\*Email: [umiulul@gmail.com](mailto:umiulul@gmail.com)

### **ABSTRACT**

This study aims to determine the effect of product, price and promotion simultaneously and partially on the decision to purchase Cosmetics Make Over for female students at the Muhammadiyah University of Palembang. This study used 100 samples, the sampling technique used nonprobability sampling technique by means of purposive sampling. The type of research used is associative, the data used is primary data. The data collection technique used is a questionnaire. The analysis technique used is Multiple Linear Regression analysis, F test, t test and the coefficient of determination. The results of the Multiple Linear Regression analysis of the Product, Price and Promotion variables have a positive regression coefficient meaning that Product, Price and Promotion have a positive influence on Purchase Decisions. The results of the F-test analysis carried out showed that there was a significant influence of Product, Price and Promotion on the Purchase Decision of Cosmetics Make Over in Muhammadiyah University Palembang Students. The partial results of the t-test hypothesis show that products and promotions have a significant effect on purchasing decisions and prices have no significant effect. Analysis of the Coefficient of Determination shows that 33.6% change in purchasing decisions is caused by the large contribution of the independent variables to the dependent variable in the study, while the remaining 66.4% is caused by other variables that are not in this study.

### **INTRODUCTION**

Marketing has a vital role in developing a business, product sales can usually increase if accompanied by the right marketing strategy. On the other hand, companies that offer good products cannot achieve maximum sales if marketing strategies are not carried out correctly with consumers. According to Sunyoto (2019:18), Marketing is a total system of business activities designed to plan, determine prices, promote, and distribute goods that can satisfy desires and achieve target markets and company goals. Marketing is tied to consumer behavior. Consumer behavior is "the dynamics of interaction between influence and awareness, behavior and the environment in which humans exchange aspects of life." In other words, consumer behavior involves the thoughts and feelings they experience as well as the actions they take in the consumption process. According to Kotler and Keller (2016: 166), consumer behavior is the process that a person/organization goes through in searching for, buying, using, evaluating, and disposing of products or services after consumption to meet their needs. Purchasing decisions are also a factor in the marketing process. Purchasing

## Proceeding 2<sup>nd</sup> Medan International Economics and Business

Volume 2, Issue 1, 2024

“Human Resource Transformation and Collaborative Innovation to Build Independent and Competitive Business in the Digital Era”

decisions are a complex decision-making process often involving several decisions, a decision involves a choice between two or more alternative actions or behaviors. Apart from being influenced by consumer characteristics, consumer purchasing decisions can also be influenced by the marketing mix which includes product, price, location, and promotion (Sunyoto, 2019:323). Before deciding to buy, consumers will first pay attention to the product they want to buy. According to Kotler and Armstrong (2017:244), the definition of a product is "Product as anything that can be offered to a market for attention acquisition, use, or consumption that might satisfy a want or need", namely a product is anything that can be offered to a market. the market for attention, purchase, use, or consumption that can satisfy a want or need. Meanwhile, according to Tjiptono's view (2016: 176), products include everything that provides value to satisfy needs or desires such as physical goods, services, experiences, and ideas. A product is anything that can be offered to a market for attention, demand, use, or consumption to possibly satisfy a want or need.

Price is the selling value of a product or item, the price can adjust whether an item is of good quality or not. The definition of price in economic theory includes definition, price, value, and utility, which are interconnected concepts. What is meant by utility is an attribute attached to an item, which allows the item to fulfill the needs, and desires and satisfy consumers. Value is the value of a product in exchange for another product. This value can be seen in barter situations, namely the exchange of goods for goods. Currently, our economy no longer barter, but uses money as a measure called price. So price is the value of an item expressed in money (Alma, 2020: 205). Promotion is one of the variables in the marketing mix that is very important for companies to implement in marketing their products. Promotional activities not only function as a communication tool between companies and consumers, but also as a tool to influence consumers in purchasing or using products according to their needs and desires (Hamdani in Sunyoto's book 2019: 154). The promotion also aims to provide knowledge and convince consumers about the advantages of the products offered so that they are interested in buying and using the product. Cosmetics are beauty tools or skincare that are really needed by humans, especially women. Cosmetics are generally used to beautify themselves and to attract the attention of the opposite sex. This increase occurred due to consumer awareness, especially women, to maintain and improve themselves by using cosmetics as a way to increase self-confidence. For a woman, beauty is something that is highly desired. This behavior of women is the reason why they are a potential market for companies. Based on Figure I.1, it can be seen that there are 7 cosmetic brands that respondents have used in 2022, in first place is the local brand Wardah, with 48% of respondents using it, this proves that Wardah is in demand by many consumers because Wardah has better quality than other brands. Then in second place, it turns out that the Emina Brand is occupied by 40%. Make Over is in third position out of seven Local Cosmetic Brands, namely at a percentage of 22%, this means that this product is still on par with products below it such as Something, Purbasari, and Y.O.U Cosmetic because the difference in usage percentage is not too big, unlike Wardah and Emina which have a high level of use among Indonesian people. Competition between cosmetic companies to produce diverse and high-quality cosmetic products is increasing. Other manufacturers attempt to match Make Over items with more reasonable prices and equivalent quality because they do not want to lose customers to the Make Over brand.

## Proceeding 2<sup>nd</sup> Medan International Economics and Business

Volume 2, Issue 1, 2024

“Human Resource Transformation and Collaborative Innovation to Build Independent and Competitive Business in the Digital Era”

The Make Over product is a brand released by one company together with Wardah and Emina, however, Make Over sales are not that popular compared to other brands, even though if you look at it, the use of materials is not much different because it is produced in the same factory. This makes it interesting why Make can be so different for consumers. Based on the answers given to students at Muhammadiyah University above regarding Purchasing Decisions, they still have many shortcomings compared to their competitors, and these factors include respondents stating that they chose Makeover products. Based on the results of pre-research, many consumers think that Suzuki motorbike dealers are easy to find anywhere and Suzuki motorbike spare parts are easy to find in repair shops. Based on questions that match the distribution indicators, problems have occurred. Make Over products are still not in demand for consumers to buy, especially in the Muhammadiyah University environment, the prices of Make Over products are still not affordable for consumers to buy, especially in the Muhammadiyah University environment and promotions for Make Over products are still not able to attract consumers' interest in buying them, especially in Muhammadiyah University environment. This research aims to determine the influence of product, price, and promotion simultaneously and partially on purchasing decisions *Cosmetics Make Over* for Palembang Muhammadiyah University students.

### METHOD

This research used 100 samples, the sampling technique used a nonprobability sampling technique using purposive sampling. The type of research used is associative, the data used is primary data. The data collection technique used was a questionnaire. The analysis techniques used are Multiple Linear Regression analysis, F Test, t-test, and Coefficient of Determination.

### RESULTS

Table 1. Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	.543	.298	
	Product	.317	.086	.328
	Price	.163	.085	.172
	Promotion	.305	.098	.286

a. Dependent Variable: Purchase Decision

Source: SPSS Data Processing Results, 2023.

Based on Table IV.7 above, it can be arranged into a multiple linear regression equation, as follows:

$$Y = 0,543 + 0,317X_1 + 0,163X_2 + 0,305X_3$$

- 1) The constant value of 0.543 is positive, meaning that if there were no Product (X1), Price (X2), and Promotion (X3) variables then the Purchase Decision (Y) would still exist.

## Proceeding 2<sup>nd</sup> Medan International Economics and Business

Volume 2, Issue 1, 2024

“Human Resource Transformation and Collaborative Innovation to Build Independent and Competitive Business in the Digital Era”

- 2) The product coefficient value is 0.317 (positive), meaning that if the product increases then purchasing decisions will increase, and if the product decreases then purchasing decisions will decrease assuming prices and promotions remain constant.
- 3) The value of the price coefficient is 0.163 (positive), which means that when the price increases, the purchase decision will increase, and when the price decreases, the purchase decision will decrease with the assumption that the product and promotion remain the same.
- 4) The promotion coefficient value is 0.305 (positive), meaning that if promotions increase, purchasing decisions will increase and if promotions decrease, then purchasing decisions will decrease, assuming that the product and price are fixed.

**Table 2. F Test Results (Simultaneous)**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.253	3	9.084	17.672	.000 <sup>b</sup>
	Residual	49.348	96	.514		
	Total	76.601	99			

Source: SPSS Data Processing Results, 2023

Based on the F Test Table (Anova) above, it can be seen that the Count value is  $17.672 > F$  Table 2.70, with a sig.F level of  $0.000 < 0.05$  (significant), then  $H_01$  is rejected and  $H_{a1}$  is accepted, meaning there is an influence of product, price, and Promotion of Make Over Cosmetics Purchasing Decisions among Female Students at Muhammadiyah University, Palembang

**Table 3. t Test Results (Partial)**

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	.543	.298			1.825	.071
	Product	.317	.086	.328		3.669	.000
	Price	.163	.085	.172		1.931	.056
	Promotion	.305	.098	.286		3.095	.003

Source: SPSS Data Processing Results, 2023

Based on the t-test table (partial) above, it can be seen as follows:

- 1) The calculated t value for the product is  $3.669 > t$  table 1.984, with a sig.t level of  $0.000 < 0.05$  (significant), then  $H_02$  is rejected and  $H_{a2}$  is accepted, meaning that there is an influence of the product on the decision to purchase makeover cosmetics among female students at the Muhammadiyah University of Palembang.
- 2) The calculated t value for the price is  $1.931 < t$  table 1.984, with a sig.t level of  $0.056 > 0.05$  (significant), then  $H_03$  is accepted and  $H_{a3}$  is rejected, meaning that there is no effect of price on the decision to purchase makeover cosmetics among female students at Muhammadiyah University in Palembang.

## Proceeding 2<sup>nd</sup> Medan International Economics and Business

Volume 2, Issue 1, 2024

“Human Resource Transformation and Collaborative Innovation to Build Independent and Competitive Business in the Digital Era”

- 3) The calculated t value for promotion is  $3.095 > t$  table 1.984, with a sig.t level of  $0.003 < 0.05$  (significant), then  $H_03$  is rejected and  $H_a3$  is accepted, meaning that there is an influence of promotion on purchasing decisions for makeover cosmetics among female students at Muhammadiyah University in Palembang.

### Coefficient of Determination (R<sup>2</sup>)

**Table 4. Coefficient of Determination**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.596 <sup>a</sup>	.356	.336	.7170

Source: SPSS Data Processing Results, 2023

Based on the calculation results in the table, it can be seen that the Adjusted R Square value is 0.336 or  $0.336 \times 100\% = 33.6\%$ . This shows that the contribution of Products, Prices, and Promotions to changes in Purchasing Decisions for Make Over Cosmetics among Female Students at Muhammadiyah University in Palembang was 33.6%, while 66.4% was due to other variables/factors that were not included in this research.

## DISCUSSION

### The Influence of Products, Prices, and Promotions on Purchasing Decisions of Make Over Cosmetics among Female Students at Muhammadiyah University, Palembang

Based on the results of simultaneous F Test hypothesis testing, it shows that the F count value is  $17.672 > F$  Table 2.70, with a sig. F level of  $0.000 < 0.05$  (significant), then  $H_01$  is rejected and  $H_a1$  is accepted, meaning that there is an influence of product, price, and promotion on Decision to Purchase Make Over Cosmetics for Female Students at Muhammadiyah University, Palembang. These results are in line with the theory stated by Kotler and Keller (2017: 178), which among the factors that can influence purchasing decisions is marketing stimuli consisting of product, price, distribution, and promotion elements. This means that product, price, and promotion are among the variables that influence purchasing decisions. According to Alma (2020:96) states that purchasing decisions are consumer decisions that are influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people, and processes.

### The Influence of Products on Purchasing Decisions of Make Over Cosmetics in Palembang Muhammadiyah University Students

Based on the results of partial hypothesis testing, the calculated t value for the product is  $3.669 > t$  table 1.984, with a sig.t level of  $0.000 < 0.05$  (significant), then  $H_02$  is rejected and  $H_a 2$  is accepted, meaning that there is an influence of the product on purchasing decisions for makeover cosmetics. at Palembang Muhammadiyah University Students. This happens because the Makeover price is not a big consideration for Palembang Muhammadiyah University students when making a purchase. This research is

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## Proceeding 2<sup>nd</sup> Medan International Economics and Business

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Volume 2, Issue 1, 2024

“Human Resource Transformation and Collaborative Innovation to Build Independent and Competitive Business in the Digital Era”

in line with research conducted by Ambarwati (2018). The results of the research show that partial product variables have a positive and significant effect on purchasing decision variables. And in line with Paujiah, (2022) products have a significant and influential effect on decisions to purchase cosmetic products.

### **The Influence of Price on Purchasing Decisions of Make Over Cosmetics in Palembang Muhammadiyah University Students**

Based on the results of partial hypothesis testing, the calculated t value for the price is  $1.931 < t \text{ table } 1.984$ , with a sig.t level of  $0.056 > 0.05$  (significant), then  $H_03$  is accepted and  $H_a3$  is rejected, meaning that there is no influence of price on purchasing decisions for makeover cosmetics. Palembang Muhammadiyah University student. This research is in line with research conducted by Khotimah (2021) which states that price has no partial effect on purchasing decisions for Wardah products in Solo Raya. And in line with Paujiah, (2022) Price has no effect and is not significant on purchasing decisions.

### **The Influence of Promotion on Purchasing Decisions of Make Over Cosmetics among Female Students at Muhammadiyah University, Palembang**

Based on the results of partial hypothesis testing, the calculated t value for promotion is  $3.095 > t \text{ table } 1.984$ , with a sig.t level of  $0.003 < 0.05$  (significant), then  $H_03$  is rejected and  $H_a3$  is accepted, meaning that there is an influence of promotion on the decision to purchase makeover cosmetics among female students. Muhammadiyah University of Palembang.

This research is in line with research conducted by Ambarwati (2018). The results of the research show that partially the promotion variable has a positive and significant effect on the purchasing decision variable. And in line with Paujiah, (2022) Promotion has a significant and influential effect on purchasing decisions for Madame Gie Cosmetics products

### **CONCLUSION**

Based on the results of research and discussion, it can be concluded as follows: There is a significant influence of Product, Price, and Promotion on the Purchasing Decision Over Cosmetics among Female Students at Muhammadiyah University, Palembang. There is a significant influence of products on purchasing decisions for cosmetics among female students at Muhammadiyah University, Palembang. There is an insignificant influence of price on the decision to purchase makeover cosmetics among female students at Muhammadiyah University, Palembang. There is a significant influence of Promotion on the Decision to Purchase Cosmetics Makeover among Female Students at Muhammadiyah University, Palembang.

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## Proceeding 2<sup>nd</sup> Medan International Economics and Business

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Volume 2, Issue 1, 2024

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