MARKETING MIX ANALYSIS OF INTEREST IN BUYING PRODUCTS WARDAH COSMETICS AT WARDAH OUTLET SUZUYA MALL RANTAUPRAPAT

Ayu Nurzannah Rambe[1]
Universitas Labuhanbatu, Rantauprapat, Indonesia
ayunurzannahrambe18@gmail.com

Elida Florentina Sinaga Simanjorang[2]
Universitas Labuhanbatu, Rantauprapat, Indonesia
buelida.dosenku@gmail.com

Rizki Syahputra[3]
Universitas Labuhanbatu, Rantauprapat, Indonesia
rizki.pecintarasulullah@gmail.com

Abstract

Cosmetics are very important to enhance their appearance, whether for a work look or engaging in daily activities. The purpose of this study is to determine the effect of product, price, location, and promotion on buying interest in Wardah cosmetics. This research was conducted at the Outlet Wardah Suzuya Mall Rantauprapat. This research is quantitative with a population of 100 people, sampling using a saturated sampling technique where the entire population in the study is used as a sample. The results showed that there was an effect of product, price, promotion, and location on the intention to buy Wardah cosmetics with a large influence of 81.8%, and the remaining 18.2% was explained by other factors outside the variables used in this study. Other factors referred to include taste, customer loyalty, customer satisfaction, facilities, word of mouth, service quality, and so on.

Keywords: Marketing Mix, Buying Interest, Product, Price, Location, Promotion

INTRODUCTION

For users, cosmetics are very important to improve their appearance, whether for work appearance or involvement in daily activities. The single most important cosmetic is the need for powder. Pressed Powder is the only makeup item that women consistently need to use to maintain proper care for healthy skin. As a result of today's rapidly changing nature of society, a strong business in the cosmetics industry will make consumers more selective when making decisions about buying certain cosmetics. Every manufacturer consistently does business using the products they produce because they have a purpose and can sustain their business. Products that have been produced can be sold or purchased by consumers thereafter at prices that provide favorable returns for the manufacturing company. To achieve their goals, every business implements an action plan to manufacture goods that address consumer concerns, ensuring that it will benefit them in the long run. The increasing pressure on businesses today has pushed them to raise quality standards for the products they produce.

In Indonesia today, the trend of Muslim fashion is very prominent, and as a result, cosmetics are also experiencing a change in the trend of Muslim-friendly cosmetics. Muslim cosmetics are cosmetics that have a connection to halal products. The only Muslim fashion brand in Indonesia that is currently popular is Wardah. Wardah is the only product produced by PT. Paragon Technology Innovation (PTI), which has been operating since 1985. Wardah products are made from halal and safe materials. The initial brand image created by Wardah was cosmetics aimed at Muslim women, but after that, it became a desired product for all segments of society.

The formulation of the problem that can be submitted is:

1. How does the product affect the interest in buying Wardah cosmetic products at the Suzuya Mall Rantauprapat outlet?
2. How does price affect the interest in buying Wardah cosmetic products at Suzuya Mall Rantauprapat outlets?
3. How does location influence the intention to buy Wardah cosmetic products at Suzuya Mall Rantauprapat outlets?
4. How does the promotion affect the interest in buying Wardah cosmetic products at Suzuya Mall Rantauprapat outlets?

5. How do product, price, location, and promotion influence the intention to buy Wardah cosmetic products at Suzuya Mall Rantauprapat outlets?

REVIEW OF LITERATURE

Product

A product is any item that can be sold in a market to gather interest, purchased, used or consumed to satisfy consumer needs and wants. Place, company, employee, physical object, and idea are all components of a product (Kotler & Armstrong, 2010) .

As long as each item produced meets the specifications specified in the order it is ordered, the product will be of the highest possible quality. This means that each product produced will meet the requirements specified in the order and will be in accordance with what is specified for consumers (Elina et al., 2022) .

The product indicators according to (Kotler & Armstrong, 2010) are:

1. Product quality
2. Feature
3. Product style and design

Price

To get a product, goods or services, of course there is a nominal that must be paid. The amount of money used as a unit of measure when purchasing certain goods or services is known as the price (Herdiana & Sanusi, 2015) .

In the short term, prices are determined by product costs, but in the long run prices are also influenced by factors such as value, usability, product quality, and prices set by competing companies (Simanjorang, 2020) .

Price indicators according to (Mursid & Suhartono, 2014) are as follows:

1. competitive price
2. 2 Compatibility with market prices
3. Compatibility of price with product quality
4. Installments

Location

Location is a place where a business can operate or where projects are carried out to produce goods that are beneficial to the economy (Tjiptono, 2017) .

The location indicators according to (Tjiptono, 2015) are as follows:

1. Access
2. Visibility
3. Traffic
4. Environment

Promotion

Promotion is a type of marketing behavior that will be communicated to customers so that businesses can carry out their sales campaigns by offering new products that are attractive to consumers (Hermawan, 2013) .

The indicators according to (Alma & Hurriyati, 2016) are as follows:

1. Advertising
2. Sales Promotion
3. Product Exhibition
4. Gift Giving

Purchase Interest

Buying interest is a designation of consumer response to an object that encourages the buyer's desire to complete a transaction (Kotler et al., 2013). Purchase intention as a key driver or as an aesthetic motive that might encourage someone to see a product spontaneously and naturally without having to think about it first and then develop a desire to buy it (Julianti & Zulaikha, 2014) .

The variety of products offered gives customers a good impression and is easy to do and thus, customers will feel happier and more relaxed, giving them more potential to complete transactions quickly and over a long period of time. Consumers involved in commercial transactions may come from various socio-economic, religious, educational and other backgrounds, so that not all customers may have the same level of loyalty to products, prices, promotions and locations that can be replaced (Simanjorang & Chindi, 2022) .

The indicators of buying interest according to (Ferdinand, 2014) are as follows:

1. Transactional interest
2. Referential interest
3. Preferential interest

4. Explorative interest

RESEARCH METHOD

This type of research is quantitative in nature, the place for this research is the Wardah Outlet at Suzuya Mall Rantauprapat. The research population was 100 consumers of Wardah Outlet Suzuya Mall Rantauprapat. The number of samples determined based on the Wibisono formula (Wibisono) are as follows:

$$n = \left[\frac{Z\propto/2\sigma}{e}\right]^2 = \left[\frac{1,96.0,25}{0,05}\right]^2 = 96.04$$

Information:

n : Number of samples

Z∝ : Confidence level of 95% = 1.96

σ : Standard deviation of population = 0.25

e : Error rate of 5% = 0.05

Based on the results of calculations using the Wibisono formula, it was determined that the number of samples in this study was 96 but was completed to 100 respondents.

RESULTS AND DISCUSSION

Validity Test

- If rcount > rtable then the statement item is valid
- If rcount < rtable then the statement item is not valid

Table 1.

Validity Test Results

Variable	Items Statement	Count	rtable	Information
Product (X_1)	1	0.780	0.256	Valid
	2	0.696	0.256	Valid
	3	0.767	0.256	Valid
	4	0.778	0.256	2 Valid
	5	0.713	0.256	Valid
	6	0.770	0.256	Valid
	7	0.832	0.256	Valid
	8	0.767	0.256	Valid
	9	0.736	0.256	Valid
	10	0.782	0.256	Valid

	11	0.725	0.256	Valid
	12	0.848	0.256	Valid
	13	0.835 8	0.256	Valid
Price (X_2)	1	0.826	0.256	Valid
	2	0.859	0.256	Valid
	3	0.783	0.256	Valid
	4	0.843	0.256	Valid
	5	0.843	0.256	Valid
	6	0.855	0.256	Valid
	7	0.795	0.256	Valid
Place (X_3)	1	0.747	0.256	Valid
	2	0.856	0.256	Valid
	3	0.813	0.256	Valid
	4	0.821	0.256	Valid
Promotion (X_4)	1	0.763	0.256	Valid
	2	0.865	0.256	Valid
	3	0.751	0.256	Valid
	4	0.810	0.256	Valid
	5	0.732	0.256	Valid
	6	0.756	0.256	Valid
	7	0.788	0.256	Valid
Buying Interest (Y)	1	0.832	0.256	Valid
	2	0.837	0.256	Valid
	3	0.793	0.256	Valid
	4	0.733	0.256	Valid
	5	0.790	0.256	Valid
	2 6	0.684	0.256	Valid
	7	0.656	0.256	Valid
	8	0.670	0.256	Valid

Reliability Test

- If the results of the Alpha coefficient > sig level. 60% or 0.6 then the questionnaire is reliable.
- If the results of the Alpha coefficient < sig. 60% or 02.6 then the questionnaire is not reliable.

Table 2.

Reliability Test Results

Variable	Significant Level	Cronbach Alpha	
Product (X_1)	0.6	0.943	Reliable
Price (X_2)	0.6	0.924	Reliable
Location (X_3)	0.6	0.822	Reliable
Promotion (X_4)	0.6	0.892	Reliable
Buying Interest (Y)	0.6	0.888	Reliable

Based on Table 2, the results of the reliability test can be concluded that all items are reliable, because the Cronbach alpha value is greater than the sig level. 60%.

Heteroscedasticity Test

Table 3.

Heteroscedasticity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	std. Error	Betas	t	Sig. 2
1	(Constant)	3,248	0.882		3,685	0.000
	Product	0.011	0.041	0.062	0.272	0.786
	Price	-0.040	0.078	-0.134	-0.506	0.614
	Location	0.083	0.119	0.154	0.698	0.487
	Promotion	-0.111	0.078	-0.334	-1,422	0.158

a. Dependent Variable: res

The significant value with the glejser method is known that the product variable (X_1) is 0.786 , price (X_2) is 0.614 , and location (X_3) is 0.487 and promotion (X_4) is 0.158 . This explains that there is no heteroscedasticity due to the significance value of the product variable (X_1), price (X_2), location (X_3) and promotion (X_4) because it is greater than 0.05.

Multicolinearity Test

Table 4.
Multicollinearity Test Results

\

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	std. Error	Betas	t	Sig.	tolerance	VIF
1	(Constant)	3,937	1,330		2,961	0.004		
	Product	-0.013	0.062	0.022	2,218	0.008	0.188	5.305
	Price	0.464	0.118	0.462	3,924	0.000	0.141	7,098
	Location	0.245	0.180	0.134	2,364	0.016	0.203	4,924
	Promotion	0.412	0.117	0.366	3,504	0.001	0.180	5,569

a. Dependent Variable: Purchase intention

Based on Table 4 it shows that the tolerance value for the product variable is 0.188; price variable is 0.141; location variable is 0.203 and promotion variable is 0.180. The product variable VIF value is 5.305; price variable is 7.098; place variable is 4.924 and promotion variable is 5.569. Because the tolerance value for each variable is > 0.10 and the VIF value is < 10, it can be concluded that there is no multicollinearity.

Normality Test

Table 5.

Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		98
Normal Parameters [a,b]	mean2	0.0000000
	std. Deviation	1.69244005
2Most Extreme Differences	absolute	0.130
	Positive	0.084
	Negative	-0.130
Statistical Test 2c		0.130
asymp. Sig. (2-tailed)		,061[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Based on Table 5, the Asymp test results. Sig. (2-tailed) of 0.061 which means greater than 0.05. So, it was concluded that the data in this study were normally distributed.

Partial Hypothesis Test (t test)

The t test is used to determine whether the independent variable (x) can affect the dependent variable (y).

- If the sig value < 0.05 and t count > t table (significant positive effect)
- If the sig value > 0.05 and t count < t table (no effect)

Table 6.

Test Results t

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	std. Error	Betas	t	Sig.
1	(Constant)	3,937	1,330		2,961	0.004
	Product	0.013	0.062	0.022	2,218	0.008
	Price	0.464	0.118	0.462	3,924	0.000
	Location	0.245	0.180	0.134	2,364	0.016
	Promotion	0.412	0.117	0.366	3,504	0.001

a. Dependent Variable: Purchase intention

2

Based on Table 6 above, the explanation of each variable on buying interest is as follows:

1. Product Variables

   The tcount value of the product variable is 2.218 where t count > t table (2.218 > 1.985) with a significance value of 0.008 <0.05. Then H0 is rejected and Ha is accepted. So, it

can be concluded that the product has a positive and significant effect on purchase intention.

2. Price Variable

   The tcount value of the price variable is 3.924 where t count > t table (3.924 > 1.985) with a significance value of 0.000 <0.05. Then H0 is rejected and Ha is accepted. So, it can be concluded that price has a positive and significant effect on buying interest.

3. Location Variable

   The tcount value of the place variable is 2.364 where t count > t table (2.364 > 1.985) with a significance value of 0.016 <0.05. Then H0 is rejected and Ha is accepted. So, it can be concluded that location has a positive and significant effect on purchase intention.

4. Promotion Variable

   The tcount value of the promotion variable is 3.504 where t count > t table (3.504 > 1.985) with a significance value of 0.001 <0.05. Then H0 is rejected and Ha is accepted. So, it can be concluded that promotions have a positive and significant effect on buying interest.

Simultaneous Test (TEST F)

The F test is used to determine whether all the independent variables (x) used in the model have a joint or simultaneous effect on the dependent variable (y).

- If sig value < 0.05 and F count > F table (simultaneous effect)
- If the sig value > 0.05 and F count < F table (simultaneous no effect)

Table 7.
F Test Results

ANOVAa

Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	1250,617	4	312,654	104,652	,000b
	residual	277,842	93	2,988		
	Total	1528,459	97			

a. Dependent Variable: Y

b. Predictors: (Constant), Promotion, Location, Product, Price

Based on the results of Table 7, it can be seen that the value of Fcount > Ftable (104.652 > 2.701) with a significance value of 0.000 < 0.05, it can be concluded that there is a joint or simultaneous effect between Product (X1), Price ($_X2_)$, Location (X_3), and Promotion (X_4) on buying interest (Y).

Determination Coefficient Test (R^2)

Table 8.
Test Results for the Coefficient of Determination

Summary Model [b]

Model	R	R Square	Adjusted R Square	std. Error of the Estimates
1	,905a	0.818	0.810	1,728

a. Predictors: (Constant), Promotion, Location, Product, Price

b. Dependent Variable: Y

In Table 8 it can be seen that the R square value is 0.818. This explains that product (X_1), price (X_2), location (X_3), and promotion (X_4) have an influence on buying interest (Y) of 81.8% and the remaining 18.2% is explained by other factors outside the variables used in this study. Other factors referred to include taste, customer loyalty, customer satisfaction, facilities, word of mouth, service quality and so on.

Multiple Linear Regression Analysis

Table 9.

Results of Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients std. Error	Standardized Coefficients Betas	t	Sig.
1	(Constant)	3,937	1,330		2,961	0.004
	Product	0.013	0.062	0.022	2,218	0.008
	Price	0.464	0.118	0.462	3,924	0.000
	Location	0.245	0.180	0.134	2,364	0.016
	Promotion	0.412	0.117	0.366	3,504	0.001

a. Dependent Variable: Purchase intention

Based on the results of the regression analysis in Table 9, it can be seen that the regression equation is as follows:

$Y = 3.937 + 0.013X_1 + 0.464X_2 + 0.245X_3 + 0.412X_4$

The explanation of the regression model equation above can be described as follows:

a. 3.937 = The value that shows the regression coefficient of buying interest, which means that if the value of the other variables is fixed or zero (constant), the buying interest is 3.937 units.
b. $20.013X_1$ = The value indicating the product regression coefficient (X_1), which means that every increase in one unit of product will increase buying interest.
c. $0.464X_2$ = The value that shows the price regression coefficient (X_2), which means that an increase in one unit price will increase buying interest.
d. $0.245X_3$ = Value indicating the location regression coefficient (X_3), which means that every increase of one unit of place will increase buying interest.
e. $0.412\ X_4$ = Value indicating the location promotion regression coefficient (X_4), which means that every increase of one promotion unit will increase buying interest.

CONCLUSION

Based on the data that has been obtained, it can be concluded that there is an influence of product, price, location and promotion on the interest in buying Wardah cosmetic products at the Suzuya Mall Rantauprapat outlet. The magnitude of the effect is 81.8% and the remaining 18.2% is explained by other factors outside the variables used in this study. Other factors referred to include service quality, customer satisfaction, WOM, and so on.

REFERENCES

Alma, B., & Hurriyati, R. (2016). *Manajemen Corporate & Strategi Pemasaran Jasa Pendidikan*.

Elina, N. Z., Simanjorang, E. F. S., & Asnora, F. H. (2022). Pengaruh Diferensiasi Produk, Kualitas Produk Dan Citra Merek Terhadap Loyalitas Konsumen Pada Kue Tradisional Serabi Pak Raja Di Negeri Lama. *Journal of Educational and Language Research*, *1*(11), 1529–1538.

Ferdinand, A. (2014). *Metode penelitian manajemen: Pedoman penelitian untuk penulisan skripsi tesis dan desrtasi ilmu manajemen*.

Herdiana, N., & Sanusi, A. (2015). Manajemen strategi pemasaran. *Bandung: Pustaka Setia*.

Hermawan, A. (2013). Promosi dalam prioritas kegiatan pemasaran. *Jakarta. PT Buku Seru. Hal*, *38*.

Julianti, M., & Zulaikha, Z. (2014). *Analisis Faktor–Faktor Yang Mempengaruhi Kepatuhan Wajib Pajak Orang Pribadi Untuk Membayar Pajak Dengan Kondisi Keuangan Dan Preferensi Risiko Wajib Pajak Sebagai Variabel Moderating (Studi Kasus pada Wajib Pajak yang Terdaftar di KPP Pratama Candisari S*. Fakultas Ekonomika dan Bisnis.

Kotler, P., & Armstrong, G. (2010). *Principles of marketing*. Pearson education.

Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2013). *Marketing management: a South Asian perspectives*. Pearson.

Mursid, A., & Suhartono, E. (2014). Faktor determinan nasabah dalam pemilihan bank syariah. *JDM (Jurnal Dinamika Manajemen)*, *5*(1).

Simanjorang, E. F. S. (2020). Analisa Faktor-Faktor yang Mempengaruhi Keputusan Pembelian Kopi pada Warkop On Mada Rantauprapat. *Ekonomi Bisnis Manajemen Dan Akuntansi (EBMA)*, *1*(1), 91–101.

Simanjorang, E. F. S., & Chindi. (2022). *Pengaruh Harga, Kualitas Produk, Kualitas Layanan Dan Kelengkapan Produk Terhadap Loyalitas Pelanggan Umkm (Studi Pada Toko Perabot Alumanium "SAS" Rantauprapat)*. Jurnal Manajemen Akuntansi (JUMSI). https://jurnal.ulb.ac.id/index.php/JUMSI/article/view/2487

Tjiptono, F. (2015). Kewirausahaan, Kinerja Keuangan, dan Kelanggengan Bisnis. *Jurnal Manajemen Indonesia*, *15*(1), 17–26.

Tjiptono, F. (2017). *Pelanggan puas? Tak cukup!*

Wibisono, D. (2003). *Riset bisnis panduan bagi praktisi & akademisi*. Gramedia Pustaka Utama.