

The Influence of Product Quality, Price, and Celebrity Endorsers on Decisions Purchase Wardah Beauty Products at The Lariss Store Tlogosari City Semarang

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ABSTRACT

This research aims to determine the influence of product quality, price, and celebrity endorsers on the best-selling Tlogosari store. The population in this research is consumers who buy Wardah products at the Lariss Tlogosari store, the number of which is not known for certain. The sampling technique uses non-probability sampling, where the sample does not provide a chance of being selected as a member of the sample. Based on the results of the analysis, it shows that the Product Quality variable (X1) has a positive and insignificant effect on purchasing decisions (Y), price (X2) has a positive and significant effect on purchasing decisions (Y), Celebrity Endorser (X3) has a negative and insignificant effect on decisions. Purchase (Y), then simultaneously and together it can be concluded that Product Quality (X1), Price (X2) and Celebrity endorser (X3) have a positive and significant effect on purchasing decisions (Y).

Keywords: Product Quality, Price, Celebrity Endorsement, Purchase Decision

INTRODUCTION

In Indonesia, beauty is synonymous with women. Beauty has long been constructed by society and has become a social control for women. Therefore, many manufacturers are competing to make a variety of products, starting from unique marketing and advantages in providing functions for consumers. Looking at the phenomenon of business competition, the beauty industry is starting to produce various types of products that are produced both domestically and abroad. Purchasing decisions are a concept of individual thinking to evaluate various options and make them choose a product from many choices (Yusuf, 2019). According to Kotler and Armstrong (2012) in (Fitriani, 2019) stated that "purchasing decisions are the final purchasing behavior of consumers, both individuals and households, who provide goods and services for their personal consumption."

Product quality is the quality of a product provided to consumers. According to (Philip, 2009) defines that product quality has the characteristics of the goods and services used so that needs can be met in accordance with what is stated. Meanwhile, according to (Fatmaningrum et al., 2020) good product quality will greatly influence consumer purchasing decisions. (Amstrong, Gary & Philip, 2012a) states that price is the amount of money charged for a product or service or the amount of value exchanged for customers to gain benefits from owning a product or using a product and service. The prices applied by the Company greatly influence the products being bought and sold. Celebrity Endorsement is a contemporary concept that is able to convey a message or propose to buy a product. According to (Sidi, 2022) states that the use of celebrity endorsements has several elements, namely visibility, credibility, attraction, and power to carry out promotional activities that can attract consumers to buy products.

Lariss Tlogosari shop which sells various beauty products, especially Wardah products. The Lariss Tlogosari shop is open every day which makes Wardah consumers very interested in buying Wardah products at the Lariss shop, the Lariss shop itself provides very affordable prices for all groups, and Wardah products themselves provide safe and quality products that make people make purchasing decisions. Through this celebrity endorsement, Wardah is growing rapidly by creating several new products that are not inferior to other skincare products. With the current conditions, as time goes by, Wardah expands its market segment, which cannot be separated from the quality of the products and prices offered to consumers. According to (Haque, 2020), product quality and price greatly influence purchasing decisions. This is because product quality is very important in determining a price, the better the quality provided, the more expensive the price offered. This statement is supported by (Fadlurahman Salsabillah et al., 2021) that good product quality can be seen by consumers who have provided testimonials for the product, while providing the right price for a product offered has a big influence on purchasing decisions. According to (Zahidah et al., 2023) the use of celebrity endorsements is very influential in increasing sales of a product, celebrity endorsements can also influence the price and quantity in circulation of an item. Celebrity endorsements have a big influence on purchasing decisions. Meanwhile, according to (Ristauli Hutagaol & Safrin, 2022), several consumers are interested in using these products not because of celebrity endorsements but rather because of the quality of the product, therefore celebrity endorsements do not have a positive or significant effect on purchasing decisions.

LITERATURE REVIEW

Buying decision

Purchasing decisions are decisions taken by consumers before buying a product through the steps they go through before deciding to buy. Including perceived desires and pre-purchase behavior, usage behavior, and post-purchase feelings (Keller, 2012). According to (Armstrong, 2014) "Consumer buyer behavior refers to the buying behavior of final consumers individuals and households that buy goods and services for personal consumption", stating hereby that to a large extent consumer purchasing decision behavior refers to the final buying behavior of individual consumers, or personally. According to (Kotler, 2007) purchasing decisions are a purchasing decision making process where consumers must actually buy. This process is the completion of the purchasing decision process and the process of making purchasing decisions.

Product quality

According to Kotler and Armstrong (2008), product quality is the quality of goods or services that depends on the ability of the goods or services to meet customer needs explicitly or implicitly. Level and consistency are the two main dimensions of product quality. Marketing must choose quality standards that can support the product's position in the target market when developing the product. In this context, product quality consists of performance quality, namely the ability of the product to perform its function, and high quality can also mean the consistency of high standards.

Price

According to Armstrong, Gary, and Philip (2012b), price is the amount spent on a product or service. In a broader sense, price is a value given to obtain benefits from a product or service. The only marketing that generates revenue for an organization is price. However, the decision regarding price is a difficult one. High prices can increase profits in the short term, but on the other hand, it will be difficult to attract customers. Pricing strategies are very important for providing value to consumers because they influence consumers' mindsets about products and purchasing decisions.

Celebrity Endorser

Successful advertising or promotions do not depend on the presence of advertising stars, also known as endorsers, in promoting the product brand. This especially applies to advertisements broadcast on television media. An alternative strategy for introducing products to customers is to use advertising stars on television media (Celebrity Endorser). Namely a speaker who conveys a message and/or displays goods or services (Belch, GE., Belch, 2009). Apart from that, supporters are also defined as people chosen to represent the product's image or picture, because public figures usually have prominent characters and strong appeal.

Relationship between variables

- a. Product quality on purchasing decisions
Research by (Ariella, 2018) states that product quality has a significant influence on purchasing decisions. In the regression model formed, the influence of product quality on purchasing decisions is positive.
- b. Price on purchasing decisions
From research conducted by (Authors & Gunawan, 2017) states that price is very significant in purchasing decisions. Prices that are in line with community preferences will increase product purchases.
- c. Celebrity Endorsements on purchasing decisions
From research conducted by (Handayani & Kosasih, 2020) it is stated that celebrity endorsers have a positive and significant influence on purchasing decisions.

- d. Product Quality, Price, Celebrity Endorsements on purchasing decisions
This research by (Fadlurahman, 2021) aims to determine the influence of celebrity endorsement, product quality and price on purchasing decisions. Consumers who have previously purchased and used Biarnyaman products. So it can be concluded that quality, product, price, and celebrity endorsements have a positive influence.

RESEARCH METHOD

Independent variable (Independent Variable)

Is a variable that influences or is the cause of changes or emergence of the dependent (dependent) variable which is symbolized by (x), which includes: Product quality which is symbolized (X1), Price which is symbolized (X2), Celebrity Endorses which is symbolized (X3)

Dependent Variable (Dependent Variable)

In this research, the dependent variable is the purchasing decision, which is represented by the letter (Y), which is a variable that is influenced by the independent variable.

Population

Population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions about them. Population also includes the qualities or traits possessed by the object or subject being studied (Sugiyono 2007). The target of this research is customers who buy Wardah products at the best-selling Tlogosari store in Semarang, but the number is unknown.

Sample

The sample is part of the number used in this research because the sample consists of the population and its characteristics (Sugiyono 2007). If the population is large and the researcher does not have sufficient funds, energy or time to study all its aspects, the researcher can use samples taken from that population (Sugiyono 2007).

Based on sample calculations, the required sample size is 96 respondents; This number was then rounded up to 100 respondents in this study.

Method of collecting data

This method is to find out about the data and information needed in research. So the data collection method is as follows:

Questionnaire

In collecting data through questionnaires, researchers used a Likert scale. This scale is a psychometric scale that can be applied in questionnaires and surveys. According to (Sugiyono, 2019) "The answers to each instrument that uses a Likert scale have a gradation from very positive to very negative, which are in the form of words and then given a score."

Analysis Methods

In this research, the analysis was carried out using SPSS. This will process the data into tables, graphs and conclusions, which will be used to determine the results of the analysis.

RESULTS

Description of Research Objects

Shop Lariss Tlogosari is a shop that offers various kinds of cosmetics from several well-known brands. One of them is the Wardah product brand. This best-selling shop has very cooperative service towards every visitor. Plus, the price of each cosmetic in this shop is quite affordable, suitable for those of you who want to buy cosmetics but can still save money. This popular shop not only sells various cosmetics, it also sells women's changing care, hair color, bath care, etc.

Respondent Description

The data used in this research is primary data, which includes respondents' responses regarding product quality, price, and star perceptions regarding their purchasing decisions. In addition, data regarding the identity of respondents includes their direct responses via questionnaires distributed to one hundred respondents.

Table 1. Age Categories of Respondents

No	Age	Amount	Prosentase (%)
1.	18-22	16	16%
2.	23-27	25	25%
3.	28-32	15	15%
4.	33-37	12	12%
5.	38-42	18	18%
6.	43-47	8	8%
7.	48-52	6	6%
Total		100	100%

Source: processed primary data, 2024

Based on table 1, it can be seen that the majority of respondents were aged between 23-27 years, namely 25 respondents with a percentage of 25%.

Description of Respondents Based on Gender

Table 2. Gender of Respondents

No	Gender	Number of Respondents	Prosentase (%)
1.	Man	28	28%
2.	Woman	72	72%
Total		100	100

Source: processed primary data, 2024

From the table above, it can be seen that there were 28 male respondents, and 72 female respondents or 72%.

Description of Respondents Based on Occupation

Table 3. Based on Occupation

No	Gender	Number of Respondents	Prosentase (%)
1.	Student	38	38%
2.	Housewife Ladder	25	25%

3.	Self-employed	20	20%
4.	civil servants	17	17%
Total		100	100%

Source: processed primary data, 2024

From the table above, it shows that the most common jobs are students, with 38 respondents or 38%.

Validity test

Table 4. Validity test results

No	Variables/Indicators	r count	r table	Information
Product quality				
1.	X1.1	0.884	> 0,165	Valid
	X1.2	0.771	> 0,165	Valid
	X1.3	0.821	> 0,165	Valid
	X1.3	0.839	> 0,165	Valid
Price				
2.	X2.1	0.907	> 0,165	Valid
	X2.2	0.841	> 0,165	Valid
	X2.3	0.768	> 0,165	Valid
	X2.4	0.451	> 0,165	Valid
Celebrity Endorsement				
3.	X3.1	0.789	> 0,165	Valid
	X3.2	0.933	> 0,165	Valid
	X3.3	0.877	> 0,165	Valid
Buying decision				
4.	Y.1	0.778	> 0,165	Valid
	Y.2	0.715	> 0,165	Valid
	Y.3	0.803	> 0,165	Valid
	Y.4	0.896	> 0,165	Valid

Source: processed primary data, 2024

From the table above it can be seen that all the indicators used to measure the variables used in this research have a correlation coefficient greater than $r_{table} = 0.165$ (r_{table} value for $n = 100$). So all these indicators are valid. This shows that the questionnaire used is good or good.

Reliability test

Table 5. Reliability test results

No	Item	Cronbach's Alpha	Criteria	Conclusion
1	Product quality (X1)	.847	>0,70	Reliabel
2	Price (X2)	.727	>0,70	Reliabel
3	Celebrity Endorsement (X3)	.836	>0,70	Reliabel
4	Buying decision (Y)	.802	>0,70	Reliabel

Source: processed primary data, 2024

The results of the reliability test above show that all variables have a fairly large Alpha coefficient, namely above 0.70, so it can be said that all measurement concepts for each variable from the questionnaire are reliable. Then, the items in each variable concept are suitable for use as measuring tools.

Hypothesis testing

Test T

The t test is used to test the significant level of influence between the independent variable and the dependent variable.

Table 6. T test results

Model	t	Sig.
product quality	7.312	.000
Price	8.038	.000
Celebrity Endorsement	1.485	.141

Source: processed primary data, 2024

- a. Hypothesis Test 1 (Effect of product quality on purchasing decisions)
Results of testing hypothesis 1 regarding the influence of product quality on purchasing decisions. The calculated t value is 7.312, with a significance of 0.000, the significance value of the results is smaller than 0.05. This shows that hypothesis 1 in this research is accepted, which means that partially the product quality variable has a significant effect on purchasing decisions.
- b. Test Hypothesis 2 (Effect of Price on Purchasing Decisions)
The results of testing hypothesis 2 regarding the influence of price on purchasing decisions obtained a positive direction regression coefficient and a calculated t value of 8.038, with a significance of 0.000. The significance value of the results is smaller than 0.05. This shows that hypothesis 2 in this research is accepted, which means that the price variable partially influences purchasing decisions.
- c. Test Hypothesis 3 (Effect of Celebrity Endorsement on Purchasing Decisions)
The results of testing hypothesis 3 regarding the influence of Celebrity endorsements on purchasing decisions obtained a regression coefficient in a positive direction and a calculated t value of 1.485, with a significance of 0.141. The significance value of the results is greater than 0.05. This shows that hypothesis 3 in this research is rejected, which means that partially the celebrity endorsement variable has no effect on purchasing decisions.

F test

Table 7. F Test Results

		ANOVA ^a				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	356.387	3	118.796	90.964	.000 ^b
	Residual	125.373	96	1.306		
	Total	481.760	99			

a. Dependent Variable: Purchase decision

b. Predictors: (Constant), Celebrity endorsements, Product quality, Price

Source: processed primary data, 2024

The results of the F statistical test obtained a calculated F value of 90.964, meaning that there is a significant influence between the independent variable and the dependent variable.

Coefficient of Determination (R²)

Table 8. Determination test results

Model Summary ^b					
Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate

1	.860 ^a	.740	.732	1.143
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a. Predictors: (Constant), Celebrity endorsements, Product quality, Price

b. Dependent Variable: Purchase decision

Source: processed primary data, 2024

In the table above it is shown that the Adjusted R Square value obtained is 0.740, which means that 74% of the variation in purchasing decisions can be explained by the independent variables product quality, price and celebrity endorsement. Meanwhile, the remaining 26% is explained by other factors.

DISCUSSION

The Influence of Product Quality Variables on Consumer Purchasing Decisions

The research results show product quality on purchasing decisions. The calculated t value is 7.312, with a significance of 0.000, the significance value of the results is smaller than 0.05. This shows that the product quality in this study is acceptable, which means that partially the product quality variable has a significant effect on purchasing decisions. It can be assumed that the products sold in this best-selling shop have very good product quality, the more they sell products that are good quality and have BOMN, the more they will increase consumer purchasing decisions. This is in line with research conducted by (Ariella, 2018) on the influence of product quality, price and design on consumer purchasing decisions. Mazelnid stated that product quality has a significant positive effect on purchasing decisions.

The Influence of Price Variables on Consumer Purchasing Decisions

The results of the research show that the influence of price on purchasing decisions obtained a regression coefficient in a positive direction and a calculated t value of 8.038, with a significance of 0.000. The significance value of the results is smaller than 0.05. This shows that the price in this study is acceptable, which means that the price variable partially influences purchasing decisions. It can be assumed that consumers buy Wardah products at this best-selling shop because for them the price offered by this best-selling shop is relatively cheap, the price offered is in accordance with the consumer's ability to buy the product, which will increase purchasing decisions at the best-selling shop. This is in line with research conducted by Yohana Dian Puspitas, Ginanjar Rahmawan 2021 that price has a positive and significant effect on purchasing decisions.

The Influence of Celebrity Endorsement Variables on Consumer Purchasing Decisions

The results of the research show that Celebrity endorsement on purchasing decisions obtained a positive direction regression coefficient and a calculated t value of 1.485, with a significance of 0.141. The significance value of the results is greater than 0.05. This shows that the Celebrity endorsement hypothesis in this research is rejected, which means that partially the celebrity endorsement variable has no effect on purchasing decisions. It can be assumed that most people buy products at popular stores because they see celebrity endorsements, they still pay attention to celebrity endorsements but they are more interested in the benefits or uses of the product. This is in line with research conducted by Ika Putri Kusuma, Ita Purnama (2023) stating that celebrity endorsers have no influence on purchasing decisions.

The Influence of Product Quality, Price, and Celebrity Endorsement Variables on Consumer Purchasing Decisions

The results of the research that has been carried out show that the calculated F value from the simultaneous influence of product quality, price and celebrity endorser from the results of the F statistical test obtained a calculated F value of 90,964 and a significance value of 0.000. A significance value of less than 0.05 indicates that the regression model is significant and can be used to predict the dependent variable. The results of the research above show that product quality, price and celebrity endorser have a positive influence on purchasing decisions. This shows that the better the quality offered, the relatively lower the price and the celebrity endorsement to support purchasing decisions. Therefore, best-selling stores must frequently update whenever there are changes that occur in society so that they can always develop and improve purchasing decisions at that store. This is in line with research conducted by Moh. Fadlurahma, Nobelson Syarief, Heni Nastiti (2021) that product quality, price and Celebrity Endorser together have a significant influence on purchasing decisions.

CONCLUSION

1. Product quality variables influence purchasing decisions. This means that the better the quality of the products provided by Toko Lariss Tlogosari, the greater the consumer purchasing decisions.
2. The price variable has a significant effect on purchasing decisions. This means that the better the prices provided by the Lariss Tlogosari Store, the greater the consumer purchasing decisions.
3. The celebrity endorsement variable has no effect on purchasing decisions.
4. The variables product quality, price, and celebrity endorsement simultaneously influence purchasing decisions.

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