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THE EFFECT OF PRODUCT QUALITY, INFLUENCERS, AND PRICE ON PURCHASING DESCISIONS FOR IMPLORA URBAN LIP CREAM MATTE (STUDY ON CONSUMERS OF IMPLORA PRODUCTS SERIES 12 BROWN SUGAR)

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ABSTRACT

This study aims to explore the influence of product quality, influencers, and price on consumer purchasing decisions for Implora Urban Lip Crean Matte series 12 Brown Sugar. In this study, product quality, as a major factor in purchasing decisions plays an important role in influencing consumer preferences. On the other hand, influencers have become an increasingly popular strategy in influencing consumer behavior. The influence of influencers in promoting Implora Urban Lip Cream Matte series 12 Brown Sugar can affect consumers' perception of product quality and value. Price also affects the buying process in the Implora Urban Lip Cream Matte 12 Brown Sugar series, so this study analyzes whether these three factors will be connected or influence the decision to purchase Implora Urban Lip Cream Matte products. The research method used in this research is quantitative in nature where using survey methods and sampling. The instrument in this study was a questionnaire involving 100 respondents who met the criteria with the conditions of adolescents to adults, had bought the product more than once and used Implora Urban Lip Cream Matte series 12 Brown Sugar products. Instrument testing is carried out by validity and reliability tests, then classical assumption tests, normality tests, multicollinearity tests, heteroscedasticity tests, multiple linear regression analysis, coefficient of determination tests, f tests and t tests. Based on the research and data processed, it can be concluded that although all independent variables together have an effect in explaining purchasing decisions, variable X_3 may have a smaller individual effect than X_1 and X_2. Nevertheless, its is important to consider that the three independent variables are still important to components in understanding and predicting purchasing decisions for Implora Urban Lip Cream Matte Series 12 Brown Sugar.

Keywords: product quality, influencers, price, purchasing decisions, influence

1. Introduction

In recent years, the cosmetics industry has experienced rapid development as people's awareness of the importance of aesthetics in self-care and appearance has increased. Many cosmetic products have emerged and are competing to offer varying quality and prices. Cosmetic products have become a necessity to fulfill the beauty image of facial appearance. The potential for the rapid spread of cosmetic products makes the Food and Drug Supervisory Agency (BPOM) increasingly strict in controlling the spread of cosmetic products that are not marketable.

Since 2002, CV Priskila Mandiri Utama has been marketing its products and has received a good response from consumers. With only his wife and two employees, Go Wie Liem started a fragrance business under the Implora brand. The fragrance received a good response from the public. CV Priskila Mandiri Utama began developing decorative products such as face powder, eyeshadow, and solid lip stick to adapt to the changing trends of women's needs. These products

were sold exclusively in Java and Bali. In 2017, CV Priskila Mandiri Utama launched Urban Lip Cream Matte, which received a positive response among beauticians and became women's best friend. In the same year, CV Priskila Mandiri Utama collaborated with PT Kapal Api Global, and changed its name to PT Implora Sukses Abadi which is now the new name. The company began to enter the personal care industry such as disinfectants and hand sanitizers rather than just producing perfumes. The company continues to innovate to create products that meet consumer needs.

2. Literature Review

Product quality according to Kotler and Keller (2016: 164) is the ability of an item to provide results or performance that matches and even exceeds customer desires. Product quality reflects how the product can perform its function in accordance with consumer expectations (Erdalina & Evanita, 2015). currently cosmetic products are increasingly gaining public interest. Implora releases cosmetic products that are easy to find and are often sought after by many women to meet their facial beauty needs.

People, especially women, are often influenced by others in buying something they want. Many contents related to business products such as on the TikTok and Instagram platforms have sprung up in gaining the interest of the audience to be interested in what is promoted on the business product.Influencer is a method of appointing people or figures who are considered to have influence among the public or target consumer segments to be addressed and are felt to be the target of promotion of the brand (Hariyanti and Wirapraja, 2018).In April 2022, Implora introduced Lyodra Ginting and appointed Mahalini as its new Brand Ambassador. Both Brand Ambassadors are singers and are considered the right person to represent Indonesian women who love themselves and never give up.

In general, when someone is looking to buy an item, they tend to evaluate price as an important factor in decision making. Gitosudarmo (2014: 271) argues that price is a measure of the size of the value of a person's satisfaction with the product he bought. Several previous researchers (Anggriani, Sumarsih, Supu, and Rivai, 2019; Apriliani, Ekowati, 2023; Aqilah, Cahyono 2023) stated that the variables of product quality, influencers, and price have a positive effect on purchasing decisions.

In the ever-evolving world of cosmetics, a deep understanding of the factors that influence consumer purchasing decisions is key for companies to successfully position and market their products effectively.Today, the cosmetics industry focuses not only on the product itself, but also on the consumer experience and overall brand image. Based on this gap, the problem formulation that can be built is whether product quality, influencers, and price have a simultaneous and partial effect on purchasing decisions.

The purpose of this study is to review the influence of product quality, influencer influence, and price on purchasing decisions, specifically in the context of products on Implora Urban Lip Cream Matte, not only important to understand the latest market trends, but also to reveal the dynamics underlying consumer behavior in this digital era.

3. Research Methods

The research conducted is quantitative and uses a survey method. Quantitative research is a research method based on the philosophy of positivism, used to research on certain populations or samples, data collection is quantitative or statistical, with the aim of testing the hypothesis set (Sugiyono, 2017: 8). This research instrument is a questionnaire which is then transformed into primary data, with 100 respondents each who meet the research criteria. The sampling technique in this study was purposive sampling. The criteria used are teenage to adult women, who have bought and used Implora Urban Lip Cream Matte series 12 Brown Sugar products.

Table 1

Variable	Definition	Indicator
Product Quality (X_1)	**Theoretical Definition:** Product quality according to Kotler and Keller (2016: 164) is the ability of an item to provide results or performance that matches and even exceeds customer desires. **Operational Definition:** Product quality is the skill of a product in providing product excellence Implora Urban Lip Cream Matte Brown Sugar series.	1. Durability 2. Reliability 3. Product Suitability 4. Ease of use and repair (Budiyanto, 2018)
Influencer (X_2)	**Theoretical Definition:** According to Nurhandayani et al (2019), an influencer is someone who is famous and has certain skills that they usually show on social media. **Operational Definition:** Influencer is a person or figure who can influence other people to be interested in a thing or item to make a purchase on Implora Urban Lip Cream Matte products.	1. Visibility 2. Credibility 3. Attractive 4. Power (Sartika, 2018)
Price (X_3)	**Theoretical Definition:** According to Kotler and Keller (2021: 278) price is an element of the marketing mix that provides benefits and generates costs. **Operational Definition:** Price is the amount or quantity that consumers must pay to buy Implora Urban Lip Cream Matte products.	1. Conformity of service prices with service quality 2. Price list 3. Special discounts 4. Perceived price (Kotler and Amstrong. 2016)
Purchase Decision (Y)	**Theoretical Definition:** According to Kotler and Armstrong (2016: 199) purchasing decisions are part of consumer behavior, consumer behavior, namely how individuals, groups and organizations choose, buy, use, and how goods, services, and ideas, or experiences satisfy their needs and desires. **Operational Definition:** Purchasing decisions are actions taken by buyers to get the goods they are looking for.	1. Steadiness in a product 2. Habit of buying a product 3. Giving recommendations to others 4. Decided to buy because they like the brand 5. Buying according to needs and desires

		6. Consumer loyalty not to change their purchasing decisions 7. Repeat purchase 8. Quality (Kotler and Amstrong, 2016)

3.1 Validity and Reliability Test

Validity and reliability tests are carried out for instrument testing. The validity test is an instrument to determine existing or valid data from the sample to collect the desired results. The questionnaire consists of questions that are intended to be answered by respondents to obtain results. The reliability test is carried out after conducting a validity test to ensure that the research conducted can be trusted. The basis for decision making in the validity test is to compare the calculated r value with the r table value. If the calculated r value is greater than or equal to the r table value, then an instrument is declared valid. Vice versa, if the calculated r value is smaller than the r table value, then an instrument is declared invalid. While the basis for decision making in the reliability test if the Cronbach's Alpha value> 0.60 then the questionnaire can be declared reliable or consistent, otherwise if the Cronbach's Alpha value <0.60 then the questionnaire is declared unreliable or inconsistent.

3.2 Classical Assumption Test

The classic assumption test is used to determine whether there is residual normality, multicollinearity, autocorrelation and heteroscedasticity in the regression model (Purnomo, 2017: 107).

3.3 Normality Test

The normality test is carried out to test whether in a regression model, an independent variable and the dependent variable or both have a normal or abnormal distribution (Ghozali, 2016). The data normality test can be done using the one sample kolmogorov smrinov test. If the significance value is above 5% or 0.05, the data has a normal distribution, but if the one sample komogorov smirnov test results produce a significant value below 5% or 0.05, the data does not have a normal distribution.

3.4 Mulitcolinearity Test

The mulitcolinierity test aims to find out whether the regression model found a correlation between independent variables or independent variables (Ghozali, 2016). In finding whether or not there is mulitcolinierity in the regression model, it can be seen from the tolerance value and the variance inflation factor (VIF) value. Based on the tolerance value, if the tolerance value is greater than 0.10, there is no multicollinearity, but if the tolerance value is less than 0.10, there is multicollinearity. Based on the VIF value, if the VIF value is <10.00, it means that there is no multicollinearity in the regression model, but if the VIF value is> 10.00, it means that there is multicollinearity in the regression model.

3.5 Heteroscedasticity Test

According to Ghozali (2016) a good research model is one that does not have heteroscedasticity. To determine the presence or absence of heteroscedasticity in a multiple

linear regression model, namely by looking at the scatterplot graph or from the predicted value of the dependent variable, namely SRESID with the residual error, namely ZPRED. The absence of heteroscedasticity can be concluded based on the absence of a certain pattern and does not spread above or below zero on the Y-axis.

3.6 Multiple Linear Regression Analysis

Sugiyono (2018: 307) says that multiple linear regression is used by researchers to predict how (up and down) the dependent variable or multiple linear regression is carried out when the number of independent variables is at least two, while according to Ghozali (2018: 95) the multiple linear regression analysis model is used to explain the relationship and how much influence the independent variables have on the dependent variable.

3.7 Coefficient of Determination

After testing the classical assumptions and the data is declared normal, there is no multicollinearity and there is no heteroscedasticity, the data can be processed further by testing the coefficient of determination, F test, t test. The coefficient of determination test in linear regression is defined as how bear the ability of all independent variables (product quality, influencer, price) to influence the dependent variable (purchase decision). In simple terms, the coefficient of determination is calculated by squaring the coefficient of correlation (R). The Adjusted R Square value can increase or decrease with the addition of new variables, depending on the correlation between the additional independent variable and the dependent variable. The Adjusted R Square value can be negative, so if the value is negative then the value is considered 0, or the independent variable is completely unable to explain the variance of the dependent variable.

3.8 F Test

According to Ghozali (2018: 98) the F test aims to determine the effect of independent variables together (simultaneously) on the dependent variable. Based on the Anova Output significance value, if the Sig value <0.05 then there is a simultaneous influence of X_1, X_2, and X_3 on Y. If the Sig value> 0.05 then there is no simultaneous influence of X_1, X_2, and X_3 on Y. Based on the comparison of the calculated F value with the F table, if the calculated F value> F table then there is a simultaneous influence of X_1, X_2, and X_3 on Y. If the calculated F value < F table then there is no simultaneous influence of X_1, X_2, and X_3 on Y.

3.9 T Test

According to Ghozali (2018: 152) the t test is used to determine each independent variable on the dependent variable. The basis for taking the parisal t test is based on the significance value (Sig.) if the significance value (Sig.) <0.05 then there is an influence of the independent variable (X) on the dependent variable (Y). If the significance value (Sig.) > 0.05 then there is no influence of the independent variable (X) on the dependent variable (Y). Based on the comparison of the t value with the t table, if the t value> t table then there is an influence of the independent variable (X) on the dependent variable (Y). If the value of t count < t table then there is no influence of the independent variable (X) on the dependent variable (Y).

4. Research Findings and Discussion

4.1 Validity and Reliability Test

4.1.1 Validity Test

The validity test is an instrument used to determine existing or valid data from the sample to collect the desired results. The basis for decision making in the validity test is to compare

the calculated r value with the r table value. If the calculated r value is greater than or equal to the r table value, then an instrument is declared valid.

In table 2, it can be seen that the value of r count on the product quality variable (X_1), influencers (X_2), and price (X_3), as well as the purchasing decision variable (Y)> r table value, it can be concluded that the data in this study is declared valid.

Table 2

Variable	Item	R count	R table	Description
Product Quality	X1.1	0,836	0,19	Valid
	X1.2	0,898	0,19	Valid
	X1.3	0,830	0,19	Valid
	X1.4	0,555	0,19	Valid
Influencer	X2.1	0,712	0,19	Valid
	X2.2	0,870	0,19	Valid
	X2.3	0,868	0,19	Valid
	X2.4	0,850	0,19	Valid
Price	X3.1	0,669	0,19	Valid
	X3.2	0,788	0,19	Valid
	X3.3	0,838	0,19	Valid
	X3.4	0,755	0,19	Valid
Purchase Decision	Y1.1	0,872	0,19	Valid
	Y1.2	0,888	0,19	Valid
	Y1.3	0,883	0,19	Valid
	Y1.4	0,891	0,19	Valid
	Y1.5	0,917	0,19	Valid

4.2 Reliability Test

The reliability test is carried out after conducting a validity test to ensure that the research conducted can be trusted. The basis for decision making in the reliability test is in the form of a Cronbach's Alpha value> 0.60, so the questionnaire can be declared reliable or consistent, otherwise if the Cronbach's Alpha value <0.60, the questionnaire is declared unreliable or inconsistent.

Based on table 3 on the reliability test results, it can be concluded that all independent and dependent variables have a Cronbach's Alpha value> 0.60 so that it can be stated that all questionnaire data can be declared reliable or consistent.

Table 3

Variable	Cronbach's Alpha	r-Table	Description
Product Quality	0,782	0,60	Reliabel
Influencer	0,843	0,60	Reliabel
Price	0,757	0,60	Reliabel
Purchase Decision	0,993	0,60	Reliabel

4.3 Normality Test

The data normality test can be done using the one sample Kolmogorov Smrinov test. If the significance value is above 5% or 0.05 then the data has a normal distribution, but if the

one sample komogorov smirnov test results produce a significant value below 5% or 0.05 then the data does not have a normal distribution.

Based on table 4, the significance value of the table is 0.105> 0.05, so the data can be concluded to be normally distributed.

Table 4

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		105
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.72442005
Most Extreme Differences	Absolute	.073
	Positive	.064
	Negative	-.073
Test Statistic		.073
Asymp. Sig. (2-tailed)		.200[c,d]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

4.4 Multicollinearity Test

In finding whether or not there is mulitcolinierity in the regression model, it can be seen from the tolerance value and the variance inflation factor (VIF) value. Based on the tolerance value, if the tolerance value is greater than 0.10, there is no multicollinearity, but if the tolerance value is less than 0.10, there is multicollinearity. Then based on the VIF value, if the VIF value is <10.00, it means that there is no multicollinearity in the regression model, but if the VIF value is> 10.00, it means that there is multicollinearity in the regression model.

Based on table 5, it can be seen that the tolerance value of the product quality variable (X_1), influencers (X_2), and price (X_3)> 0.10, it can be concluded that the data in this study does not occur multicollinearity.

The variance inflation factor (VIF) value listed on each variable (X_1, X_2, X_3) also shows < 10, so it can be stated that all data in the study does not occur multicollinearity with an overall VIF value of less than 10 and a tolerance value of more than 0.10 on each independent variable.

Table 5

Coefficients[a]					
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics

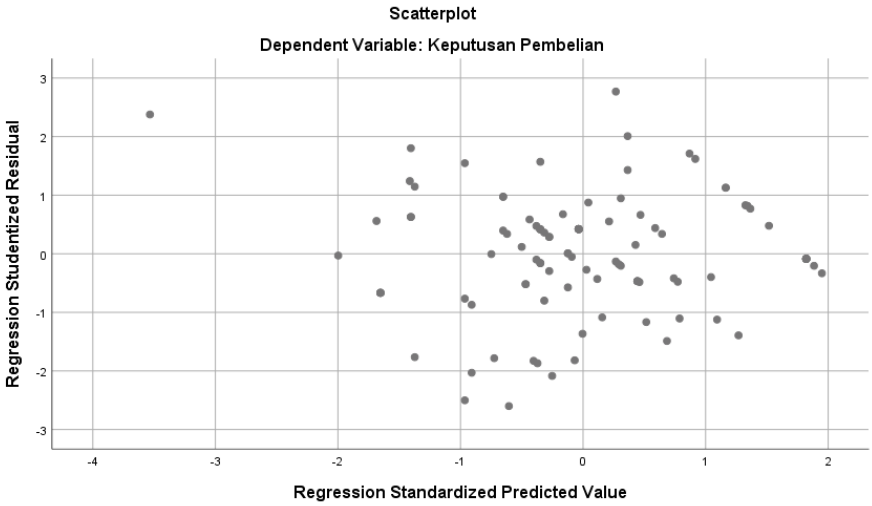
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-3.380	1.099		-3.075	.003		
	Product Quality	.481	.125	.290	3.836	.000	.395	2.529
	Influencer	1.091	.111	.690	9.842	.000	.460	2.174
	Price	-.101	.116	-.060	-.876	.383	.477	2.098
a. Dependent Variable: Purchase Decision								

4.5 Heteroscedasticity Test

In determining the presence or absence of heteroscedasticity in a multiple linear regression model, it can be done by looking at the scatterplot graph or from the predicted value of the dependent variable, SRESID, with the residual error, ZPRED. The absence of heteroscedasticity can be concluded based on the absence of a certain pattern and does not spread above or below zero on the y-axis.

In the scatteplot results below, it can be seen that the data points spread above and below on the Y axis, so it can be concluded that the data in this research does not occur heterocodeasticity.

Graphics 1



4.6 Multiple Linear Regression Test

Multiple linear regression is used by researchers to predict how (up and down) the dependent variable or multiple linear regression is performed when the number of independent variables is at least two.

Table 6

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.380	1.099		-3.075	.003

	Quality Product	.481	.125	.290	3.836	.000
	Influencer	1.091	.111	.690	9.842	.000
	Price	-.101	.116	-.060	-.876	.383
a. Dependent Variable: Purchase Decision						

$Y = a + b_1X_1 + b_2X_2 + b_3X_3$
$Y = -3,380 + 0,481 + 1,091 - 0,101$

- The cosntanta value is -3.380, this figure is negative and means that there is a decrease in purchasing decisions by -3.380.
- The coefficient value b1 is 0.481, meaning that if the product quality has an additional value of 1 unit, the purchasing decision will increase by 0.481 units, assuming that the other independent variables remain.
- The coefficient value of b2 is 1.091, meaning that if the influencer experiences an increase in value of 1 unit, the purchasing decision will increase by 1.091 units assuming other independent decisions remain.
- The coefficient value of b3 is -0.101, meaning that if the price increases in value by 1 unit, the purchasing decision will decrease by -0.101 units, assuming other variables remain constant.

4.7 Determination Coefficient Test

The coefficient of determination test in linear regression is defined as how much the ability of all independent variables (product quality, influencers, price) to influence the dependent variable (purchase decision).

Table 7

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.878[a]	.771	.765	1.74984
a. Predictors: (Constant), Price, Influencer, Product Quality				

Based on the table above, it is influenced by the R Square coefficient value of 0.771 or 77.1%. So that it can be concluded that the influence of the independent variables (X_1, X_2, X_3) on the dependent variable (Y) is 77.1%.

4.8 F Test

The F test is used to evaluate the feasibility or simultaneous influence between the independent and dependent variables in the study. Based on the Anova Output significance value, if the Sig value <0.05, there is a simultaneous influence of X_1, X_2, and X_3 on Y. If the Sig value> 0.05, there is no simultaneous influence of X_1, X_2, and X_3 on Y. Based on the comparison of the calculated F value with the F table, if the calculated F value> F table, there is a simultaneous influence of X_1, X_2, and X_3 on Y. If the calculated F value < F table, there is no simultaneous influence of X_1, X_2, and X_3 on Y.

Table 8

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1043.505	3	347.835	113.599	.000[b]
	Residual	309.257	101	3.062		
	Total	1352.762	104			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Price, Influencer, Product Quality						

In the Anova table, it can be seen that the sig value is <0.05, so it can be stated that the X_1, X_2, and X_3 variables simultaneously affect the Y variable.

Furthermore, the comparison of the values in the F count and F table is as follows:

DF 1 = k = 3
DF 2 = n-k-1 (105-3-1) = 101
F table = 3; 101 = 2.69
F count = 113.599 > 2.69

Then X_1, X_2, X_3 have a significant effect on variable Y because the calculated F value in the table is greater than the F table.

4.9 T Test

Based on the comparison of the t value with the t table, if the t value> t table then there is an influence of the independent variable (X) on the dependent variable (Y). If the value of t count < t table then there is no influence of the independent variable (X) on the dependent variable (Y).

Table 9

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.380	1.099		-3.075	.003
	Product Quality	.481	.125	.290	3.836	.000
	Influencer	1.091	.111	.690	9.842	.000
	Price	-.101	.116	-.060	-.876	.383
a. Dependent Variable: Purchase Decision						

The following is a comparison of the calculated t value with the t table:

T table = t (a/2; n-k-1)
A = 5% = t (0.05/2; 105-3-1)
= 0,025 ; 101

= 1,983

- The calculated t value on variable X_1 is 3.836> 1.983, it can be stated that the product quality variable has an influence on purchasing decisions.
- The t value on variable X_2 is 9.842> 1.983, it can be stated that the influencer variable has an influence on purchasing decisions.
- The calculated t value on variable X_3 is -0.876 < 1.983, it can be stated that the price variable has no influence on purchasing decisions.

5. Conclusion

Based on the results of data analysis, this study shows that the data used in this study are valid and reliable. This evident from the correlation values between variables X_1, X_2, and X_3 which indicate the validity of the data, as well as the Cronbach's Alpha value which exceeds 0.60, indivating the consistency or reliability of the questionnaire used. No multicollinearity problem was found because the Variance Inflation Factor (VIF) value on all variables was less than 10 and the tolerance value was more than 0.10. In addition, the scatterplot shows a pattern of data distribution that does not experience heteroscedasticity. The analysis also revealed that the independent variables have a significant influence on the dependent variable, with each independent variable (X_1, X_2, X_3) contributing differently to the purchasing decision (variable Y).

Overall, the independent variables simultaneously had a significant effect on the dependent variable in the ANOVA test. However, variable X_3 did not show a significant effect on variable Y as seen from its t value. Nonetheless, the analysis concluded that the magnitude of the influence of the independent variables on the dependent variable reached 77.1% indicating the importance of the independent variables in explaining variations in purchaisng decisions.

The decision in this study can be concluded that although all independent variables collectively play a significant role in explaining purchasing decisions, variable X_3 may have a lower individual impact compared to X_1 and X_2. However this can be considered because the three independent variables remain important factors in understanding and predictiong purchasing decisions.

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