

# The Influence of Price Perception, Product Quality, Promotion, Brand Image on Repurchase Intention of Wardah Lipstick Products (Study on Customers of UD. Ghaisani cosmetics Rantau Prapat)

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## **Abstrak**

*The use of cosmetics is increasing along with the number of influencers and public figures who exemplify the results of the use of cosmetic products. In the Indonesian context, of course, halal cosmetics are an important consideration in choosing cosmetics. In this study, the researcher intends to examine one of the halal cosmetic products from the Wardah brand. This study intends to examine the effect of perceived product price, product quality, promotion and brand image on consumer repurchase intentions from UD. Ghaisani Cosmetics. This study uses a quantitative approach and data collection is carried out using an online questionnaire. The sample in this study were women who had bought wardah brand lipstick products at UD. Ghaisani Cosmetics. The results of this study indicate that all predictors of variables affect consumer intention to repurchase Wardah brand lipstick at UD. Ghaisani Cosmetics.*

**Keywords :** Price Perception, Product Quality, Promotion, Repurchase

## **I. INTRODUCTION**

The cosmetics sector has been identified as one of the lucrative industries in developing countries, generating strong revenue and profitability (Hassali et al., 2015). The market value of the Asia Pacific cosmetics industry has grown to more than USD 70 billion, the second highest in Western Europe (Li, E. P et al., 2008). The cosmetic market and consumer behavior are dynamic. Therefore, researchers in the field of marketing and consumer behavior are trying to find out the actual conditions, novelties and actual phenomena in the behavior of cosmetic consumers today. Cosmetics are unique products because apart from being able to fulfill women's basic needs for beauty, they are also often a means for consumers to clarify their social identity in the eyes of the public. Cosmetics have usage risks that need to be considered considering that the chemical content does not always give the same effect to all consumers. In the field of marketing, a topic related to consumer behavior that is often studied and received great attention is brand loyalty, which includes the behavior of repurchasing a cosmetic product. The behavior of consumers who repurchase a product can be categorized as loyal consumers. Getting loyal customers is a goal that every company wants to achieve, because it can increase the company's revenue as well as reduce promotional costs.

The explanation above shows that the topic related to repurchase interest is an important topic to research. Furthermore, the antecedents that lead to the emergence of interest in making repeat purchases really need to be known and tested to get a correct understanding of how to get loyal customers. Previous research has proven that the following antecedents have an influence on product buying behavior, namely price (Harlofida et al., 2020), product quality (Nilsson et al., 2001), promotion (Rusfian & Ahmaddien, 2022), and brand image (Diallo et al. , 2013) Price is the amount of value (money) that must be paid by consumers to obtain the desired product (Kotler and Armstrong, 2008). Therefore, companies must be able to set the right price in the market so that consumers can determine which product to buy in the buying decision process. Product quality is the product's ability to meet consumer needs or desires (Nilsson et al, 2001). According to Kotler and Keller (2008), product quality is the ability of a product to perform its functions, including durability, reliability, ease of operation and enhancement, as well as other valuable attributes. The

quality of the products offered by Cosmetics is more defined as reliability, high aesthetics, where the products offered are based on natural ingredients that are safe to use in the long term and do not cause adverse side effects.

Promotion is an activity carried out to provide information, introduce and make consumers and potential consumers interested in a product (Kotler and Armstrong, 2008). Sales promotion is an attempt to provide a product or service to attract potential customers. To attract customers to buy the goods/services offered, in addition to competitive prices, good promotions and competitive prices are also important. Diallo et al (2013) Prioritizing brand image as the basis for consumer understanding of certain types of brands. According to Phau & Lau (2000), the right brand image must be introduced to consumers continuously to form an inherent memory of consumers. According to Kotler and Armstrong (2013), the definition of brand image is a set of beliefs about a brand called brand image. So we need a good marketing strategy to show the quality of products and services offered by Cosmetics as a benchmark to improve brand image. In the context of Indonesia, which has a majority Muslim population. Consumers will pay great attention to the halal aspects of the products they consume, including cosmetic products. The demand for halal cosmetic products seems to be a demand for companies engaged in the beauty sector to provide halal cosmetic products that are suitable for consumers in the Indonesian market. In this study, researchers examined one of the most well-known halal cosmetics provider trademarks in Indonesia, namely Wardah. This study aims to examine, analyze, and explain the effect of price, product quality, promotion and brand image on the interest in repurchasing lipstick products from the Wardah brand. From the description above, the research that will be carried out is entitled "The Influence of Price Perception, Product Quality, Promotion, Brand Image on Repurchase Interest of Wardah Lipstick Products (Study on Customers of UD. Ghaisani Kosmetik Rantau Prapat)".

## II. RESEARCH METHOD

### a. Research Design

This research is a quantitative research that aims to test hypotheses, is deductive in nature, and is based on theory. The unit of analysis in this study is at the individual level, namely the consumer. The type of data is cross-sectional. Cross-sectional data is a type of data that captures a phenomenon at one point in time (Cooper & Schindler, 2014)

### b. Population and Sample

Population refers to the entire group of people, events, or interesting things that the researcher wants to investigate (Sekaran and Bougie, 2016). The population in this study were all customers of UD. Ghaisani Cosmetics with totaling 1,260 people. The sample is part of the population. The sample consists of several members selected from the population (Sekaran and Bougie, 2016). The sample in this study were women who had bought wardah brand lipstick products at UD. Ghaisani Kosmetik. The sampling technique used in this research is purposive sampling, which is the selected sample. This technique was chosen because the population and samples taken had certain characteristics. In this study, the sample size was determined based on the Slovin formula, which was 304 people.

### c. Instrument Validity Test

Validity is defined as the extent to which the research is accurate (Hair et al., 2014). The validity test aims to test the extent to which a scale or series of measures can accurately measure the concept being measured (Hair et al., 2014). According to Arikunto (2000) validity is the term used to state the extent to which the data contained in a questionnaire or measure what you want to measure. After the r value (correlation coefficient) is obtained, the next step is to compare the results of the r value contained in the critical value table. According to Mason quoted by Sugiyono (2004:124) that if the correlation coefficient is  $> 0.3$  and significant ( $p < 0.05$ ), then the instrument is declared valid. Testing the reliability and validity of the instrument in this study used the help of a computerized software program SPSS 23 for windows.

#### d. Reliability Test

The reliability test aims to test the level of measurement consistency (Hair et al., 2014). Cronbach's alpha coefficient is an estimate commonly applied in testing reliability (Hair et al., 2014). The rule for reliability estimation is 0.7 or higher to indicate good reliability (Hair et al., 2014). High construct reliability indicates that there is internal consistency, which means that all steps consistently represent the same construct (Hair et al., 2014).

#### e. Classic assumption test

To obtain an unbiased measurement value from the multiple linear regression equation, it is necessary to carry out a classical assumption test which includes normality test, multicollinearity test, heteroscedasticity test. This classical assumption test is intended to determine whether the regression model is suitable for use on the variables used in the study. The following is a description of the classical assumption test:

##### Heteroscedasticity Test

Heteroscedasticity test is used to see whether there is an inequality of variance from the residuals of one observation to another. Heteroscedasticity detection test can also be done using a graph method, namely by looking at the graph plot between the predicted value of the dependent variable, namely ZPRED and the residual SRESID. Detection of the presence or absence of heteroscedasticity can be done by looking at the presence or absence of a certain pattern on the scatterplot graph between SRESID and ZPRED where the Y axis is the predicted Y, and the X axis is the residual (Y predicted – Y actually).

##### Multicollinearity Test

Multicollinearity test aims to determine the relationship between some or all of the variables that become the regression model. A good regression model is a model that has no correlation between the independent variables. This causes the variance (standard error) of the sample regression coefficient to have an infinite value. So that the regression coefficient will not be significantly different from zero, Augusty (2006).

There are several indications of multicollinearity, namely:

- a. If the F statistic is significant but the t statistic is not significant
- b. If R<sup>2</sup> is relatively large but the t statistic is not significant

#### f. Data analysis technique

Multiple regression analysis is used to examine the strength of the relationship between the independent variable and the dependent variable, so in this study the regression is as follows (Sugiyono, 2005:250).

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + \dots + b_nX_n + e$$

Information:

Y = The dependent variable, namely the purchase decision

a = coefficient constant

b = direction number or regression coefficient, which shows the increase or decrease in the dependent variable based on the independent variable. If b (+) then it increases, and if (-) it decreases.

X = Independent variable, includes:

X<sub>1</sub> = Price Perception

X<sub>2</sub> = Product Quality

X<sub>3</sub> = Promotion

X<sub>4</sub> = Brand Image

e = error or residual

#### g. Hypothesis test

##### a. F Test (Simultaneous Test)

It is used to determine whether the independent variable coefficients have a significant effect or not on the dependent variable, Sugiyono (2005:250).

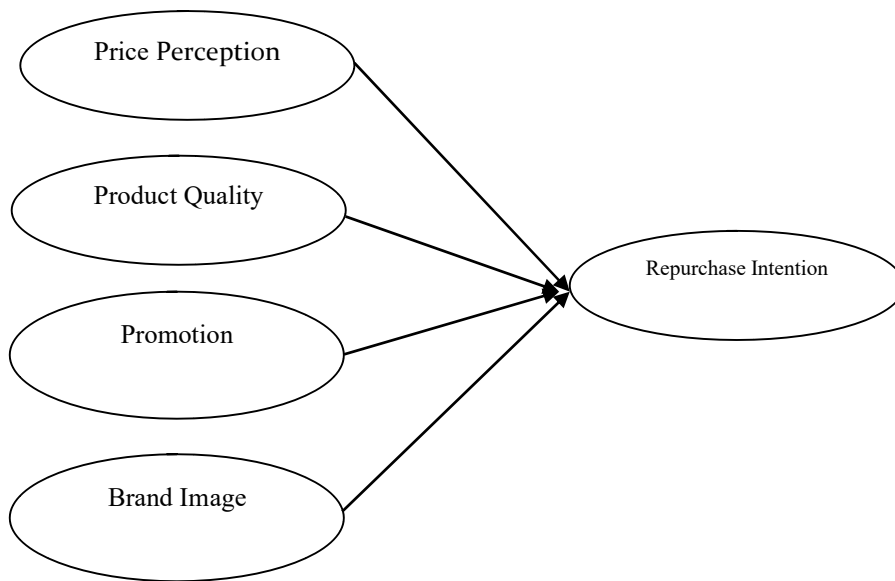
If the value of F table > F count at an error rate of 5%, then Ho is accepted and Ha is rejected. However, if F table < F count then Ho is rejected and Ha is accepted.

**b. Partial Test / t-test (t-test)**

This statistical test is used to prove whether or not the influence of the independent variable is significant on the dependent variable individually with a 95% confidence level and an error rate of 5%.

If t count > t table at an error rate of 5% (0.05) this means Ho is rejected which means that there is a significant influence between the independent variable, namely X and the dependent variable, namely Y. Conversely, if t count < t table then Ho is accepted, meaning no there is a significant effect between the independent variable and the dependent variable.

**h. Conceptual framework**



**i. Research Hypothesis**

- H1: Price Perception has a positive and significant effect on the repurchase intention of Wardah brand lipstick in UD. Ghaisani Kosmetik.
- H2: Product quality has a positive and significant effect on the repurchase intention of Wardah brand lipstick in UD. Ghaisani Kosmetik.
- H3: Promotion has a positive and significant effect on the repurchase intention of Wardah brand lipstick in UD. Ghaisani Kosmetik.
- H4: Brand image has a positive and significant effect on the repurchase intention of Wardah brand lipstick in UD. Ghaisani Kosmetik.

**III. RESULTS AND DISCUSSIONS**

**a. Instruments test**

**i. Validity Test**

**Table 1.** Validity Test Results

Items	Significance	Description
X1.1	0,000	Valid
X1.2	0,000	Valid
X1.3	0,000	Valid
X1.4	0,000	Valid
X2.1	0,000	Valid
X2.2	0,000	Valid
X2.3	0,000	Valid
X3.1	0,000	Valid

X3.2	0,000	Valid
X3.3	0,000	Valid
X4.1	0,000	Valid
X4.2	0,000	Valid
X4.3	0,000	Valid
Y1.1	0,000	Valid
Y2.2	0,000	Valid
Y2.3	0,000	Valid
X1.1	0,000	Valid

Source: Data Processed by Researchers, 2022

Based on the table above, it can be seen that all items used as measuring instruments in this study are valid based on a significance value less than 0.05. So it can be concluded that all of the question items are valid and can be analyzed further.

**ii. Reliability Test**

**Table 2.** Reliability Test

Variables	Cronbach's Alpha	Description
Price Perception	0,907	reliable
Product Quality	0,938	reliable
Promotion	0,901	reliable
Brand Image	0,904	reliable
Repurchase Intention	0,900	reliable

Source: Data Processed by Researchers, 2022

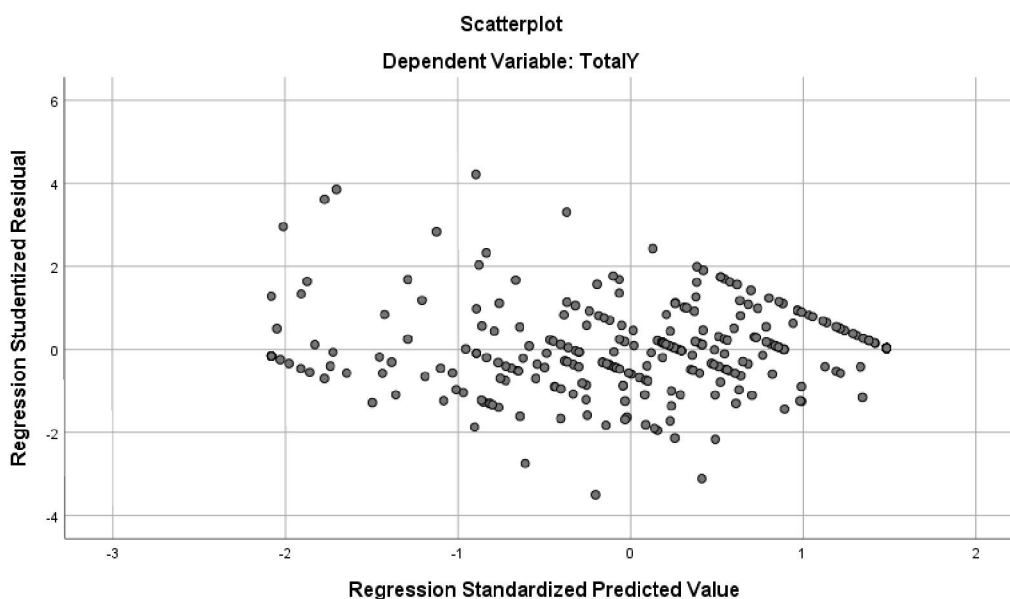
Based on the table, it is known that the value of Cronbach's alpha on the dependent and independent variables is above 0.6, so it can be concluded that the variable is reliable and can be analyzed further.

**b. Classic Assumption Test**

**i. Heteroscedasticity Test**

Heteroscedasticity test is used to see whether there is an inequality of variance from the residuals of one observation to another. Heteroscedasticity detection test can also be done using a graph method, namely by looking at the graph plot between the predicted value of the dependent variable, namely ZPRED and the residual SRESID. Detection of the presence or absence of heteroscedasticity can be done by looking at the presence or absence of a certain pattern on the scatterplot graph between SRESID and ZPRED where the Y axis is the predicted Y, and the X axis is the residual (Y predicted – Y actually). The test results using the graphical method are as follows:

**Fig 1.** scatter plot heteroscedasticity test



Source: Data Processed by Researchers, 2022

**ii. Multicollinearity Test**

**Table 3. Multicollinearity Assumption Test**

Coefficients <sup>a</sup>							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.534	.469		1.138	.256		
Price Perception	.251	.042	.326	6.013	.000	.278	3.598
Product Quality	.170	.034	.186	4.962	.000	.584	1.713
Promotion	.306	.057	.308	5.325	.000	.244	4.098
Brand Image	.159	.059	.153	2.718	.007	.258	3.871

a. Dependent Variable: TotalY

Source: Data Processed by Researchers, 2022

Based on the table above, it can be seen that the independent variables in this study have a Variance Inflation Factor smaller than 10, so it can be said that there are no symptoms of multicollinearity between the independent variables in this study.

**c. Multiple Linear Regression Analysis**

The results of multiple linear regression analysis can be seen in the following table:

**Table 4. Multiple Linear Regression Analysis Summary**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.534	.469		1.138	.256
	Price Perception	.251	.042	.326	6.013	.000
	Product Quality	.170	.034	.186	4.962	.000
	Promotion	.306	.057	.308	5.325	.000
	Brand Image	.159	.059	.153	2.718	.007

a. Dependent Variable: TotalY

Source: Data Processed by Researchers, 2022

The dependent variable in this regression is repurchase interest (Y) while the independent variables are price perception (X1), product quality (X2), promotion (X3), and brand image (X4). The regression model based on the results of the above analysis are:

$$Y = 0.534 + 0.251X1 + 0.170X2 + - 0.306X3 + 0.159X4 + e$$

The interpretation of the equation is as follows:

1.  $b_0 = 0.534$

This constant value indicates that if there are no independent variables (Price Perception, Product Quality, Promotion and Brand Image) then the variable of repurchasing interest is 0.534. In the sense that repurchase interest is worth 0.534 before or without the price, product quality, promotion and brand image variables (where  $X_1, X_2, X_3, X_4 = 0$ ).

2.  $b_1 = 0.251$

The parameter value or regression coefficient  $b_1$  shows that each price variable increases by 1 unit, then repurchase interest will increase by 0.251 times or in other words, for every increase in repurchase interest, a price perception variable of 0.345 is required assuming the other independent variables remain ( $X_2, X_3, X_4 = 0$ ).

3.  $b_2 = 0.170$

The parameter value or regression coefficient  $b_2$  shows that each product quality variable increases by 1 unit, then repurchase interest will increase by 0.170 times or in other words, every increase in repurchase interest requires a product quality variable of 0.170 assuming the other independent variables remain ( $X_1, X_3, X_4 = 0$ ).

4.  $b_3 = 0.306$

The parameter value or regression coefficient  $b_3$  shows that each promotion variable increases by 1 unit, then repurchase interest will increase by 0.306 times or in other words, every increase in repurchase interest requires a promotion variable of 0.306 assuming the other independent variables remain ( $X_1, X_3, X_4 = 0$ )  
 5.  $b_4 = 1.59$

The parameter value or regression coefficient  $b_4$  indicates that each brand image variable increases by 1 unit, then repurchase interest will increase by 0.159 times or in other words, every increase in repurchase interest requires a brand image variable of 0.159 assuming the other independent variables remain ( $X_1, X_3, X_4 = 0$ )

**d. Hypothesis test**

**i. T Test (Partial Test)**

The t-test was used to determine whether the independent variables were price perception ( $X_1$ ), product quality ( $X_2$ ), promotion ( $X_3$ ), and brand image ( $X_4$ ). has a significant effect on the dependent variable Buying Interest ( $Y$ ).

- Based on the results of the regression analysis, the following results were obtained:
- The price perception variable ( $X_1$ ) has a tcount value of 6.013 with a significance of 0.000. Because  $t_{count} > t_{table}$  ( $6.013 > 1.655$ ) or  $sig. t < 5\%$  ( $0.000 < 0.05$ ), it can be concluded that partially the price perception variable ( $X_1$ ) has a significant effect on the repurchase interest variable ( $Y$ ).
- Product Quality Variable ( $X_2$ ) has a tcount value of 4.962 with a significance of 0.000. Because  $t_{count} > t_{table}$  ( $4,962 > 1,655$ ) or  $sig. t < 5\%$  ( $0.000 < 0.05$ ), it can be concluded that partially the Product Quality variable ( $X_2$ ) has a significant effect on the repurchase interest variable ( $Y$ ).
- Promotion variable ( $X_3$ ) has a tcount value of 5.325 with a significance of 0.000. Because  $t_{count} > t_{table}$  ( $5.325 > 1.655$ ) or  $sig. t < 5\%$  ( $0.000 < 0.05$ ), it can be concluded that partially the Promotion variable ( $X_3$ ) has a significant effect on the repurchase interest variable ( $Y$ ).
- Brand Image Variable ( $X_4$ ) has a tcount value of 2.718 with a significance of 0.000. Because  $t_{count} > t_{table}$  ( $2,718 > 1,655$ ) or  $sig. t < 5\%$  ( $0.000 < 0.05$ ), it can be concluded that partially the Brand Image variable ( $X_4$ ) has a significant effect on the repurchase interest variable ( $Y$ ).

Based on the explanation above, it can be seen that all variables consisting of price, product quality, promotion and brand image have a significant influence on repurchase interest.

**ii. F Test (Simultaneous Test)**

**Table 5.** F Test (Simultaneous Test)

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7274.316	4	1818.579	231.200	.000 <sup>b</sup>
	Residual	2351.882	299	7.866		
	Total	9626.197	303			
a. Dependent Variable: TotalY						
b. Predictors: (Constant), TotalX4, TotalX2, TotalX1, TotalX3						

Source: Data Processed by Researchers, 2022

From the SPSS test output above, the calculated F value is  $231,200 >$  from F table 2.63 and the significance value is  $0.000 < 0.05$ . This shows that together the independent variables consisting of price perception ( $X_1$ ), product quality ( $X_2$ ), promotion ( $X_3$ ), brand image ( $X_4$ ) have a significant effect on the variable of repurchase interest ( $Y$ ).

**Table 5.** Coefficient of determination

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.869 <sup>a</sup>	.756	.752	2.805
a. Predictors: (Constant), X4, X2, X1, X3				
b. Dependent Variable: Y				

Source: Data Processed by Researchers, 2022

Based on the table above, it can be seen that the value of R square is 0.752, which means that the independent variable used in this study can affect the independent variable by 75%, the remaining 25% is influenced by other variables not used in this study.

#### IV. CONCLUSION

Based on the results of the analysis in the previous section, we can conclude that all hypotheses in this study are supported and have a significant influence on the repurchase intention of Wardah brand lipstick products in the context of women in UD. Ghaisani Kosmetik. The following is a summary of the conclusions in this study :

1. The price perception proved to have a positive and significant effect on the intention to repurchase the Wardah brand lipstick in UD. Ghaisani Kosmetik.
2. Product quality has been shown to have a positive and significant effect on the repurchase intention of wardah brand lipstick in UD. Ghaisani Kosmetik.
3. Promotion proved to have a positive and significant effect on the repurchase intention of Wardah brand lipstick in UD. Ghaisani Kosmetik.
4. Brand image is proven to have a positive and significant effect on the repurchase intention of Wardah brand lipstick in UD. Ghaisani Kosmetik.

#### V. ACKNOWLEDGEMENTS

Wardah cosmetics are cosmetics that are well known throughout Indonesia. Consumers who use products from the Wardah brand must have spread throughout the country. Rantauprapat is no exception, there are a lot of fans of Wardah lipstick, especially Muslim women. This research is limited to a cosmetic shop with the name UD. Ghaisani Cosmetics which sells wardah lipsticks. Advice from researchers at UD. Ghaisani Cosmetics is to continue to strive to maintain product quality because the product undergoes a delivery process from the production center to Rantauprapat which requires a long time, it is not impossible if there are defective goods in the delivery process, then the task of UD. Ghaisani Cosmetics to do quality control in this case. Then related to product image, in this case, of course, depends on the performance of Wardah's company, which is the most important in assessing brand image in society, UD. Ghaisani Cosmetics only needs to keep the items being sold in good condition and also have competitive prices.

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