The Effect of Price and Product Quality on Purchasing Decision for Somethinc Brand Products

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ABSTRACT

This study aims to determine the effect of price and product quality on purchasing decisions. The research data was obtained by distributing questionnaires about price, product quality and purchasing decisions to 77 respondents who had / at least once used cosmetic products from Somethinc. The data analysis technique in this study used path analysis using SPSS version 22 for mac. The results showed that the price and product quality influenced the purchase decision of Somethinc cosmetics.

Keywords: Price,Quality, Purchasing Decision

Contents

CHAPTER I   INTRODUCTION

1.1 Background

Nowadays, in the market a tremendous growth is experienced by the beauty products and has become one of the leading industries in the world. The cosmetic industry is competing to develop creativity, and the latest innovations from the products produced to be superior to competing products. There are many marketing strategies that must be carried out by a cosmetic product industry to provide the best product quality. The success of a business is how the company provides understanding, quality and influences consumers to meet their goals. Thus, companies can compete by maximizing quality to consumers. If you explore the domestic cosmetic industry, you are never sluggish. Various companies continue to develop their products to suit the trends and tastes of the market.

The company's competition in creating highly competitive companies requires companies to improve the performance of their products to increase the number of people's purchases. In essence, the purchase decision is an action or consumer behavior so whether or not to make a purchase or transaction, whether or not the number of consumers in making decisions becomes one of the determinants of achieving or not achieving company goals. Consumers are often faced with several choices in using a product. This causes consumers to consider carefully before making a decision to buy.

Seeing the market which is quite wide and diverse, it is not surprising that local cosmetic brands are popping up every day. Every new cosmetic brand that is present in the Indonesian cosmetic industry must always present quality products, such as Somethinc. Somethinc is the most popular local brands in Indonesia. Somethinc was born in 2016 with the aim of satisfied people needs for halal certified and high quality beauty products with affordable price. Somethinc is produced by PT. Nose Herbalindo. Established since 2016. In order to meet the needs of its customers, Somethinc is always updating its quality to be better, so that it can become the most favorite and quality cosmetic brand.

With intense competition in the cosmetic sector, consumers have broad opportunities to get cosmetic products that suit their needs and desires. So that the task of marketing is no longer just

how the product reaches consumers but also focuses on whether the product has been able to meet the demands in accordance with the needs and desires of consumers.

Cosmetics come from the Greek "kosmetikos" which means expertise in decorating and kosmos means decoration. Efforts to maintain healthy skin and beautify themselves for women have been around for thousands of years. In the past, beauty treatments could only be owned by nobles. Over time, everyone can get it. In today's era, the younger generation is increasingly aware of prioritizing skin care. In general, they are easily open and influenced by new product innovations. The younger generation often changes in various kinds of products. This is because the younger generation feels that there is no effect when they use these beauty products. Cosmetics in the current era can be said to be an important need for the younger generation to be a supporter in helping their appearance to beautify themselves.

Cosmetics in the social community are consumptive products because cosmetics are a woman's basic need for the importance of beauty. Women's daily life can not be separated from cosmetics. Cosmetic products used by most women have various kinds. The emergence of digitalization at this time has made the business world experience very significant developments in all fields of industry. Especially in the field of beauty. This makes competition in the business world very competitive. It can be said that the beauty industry is the oldest industry that continues to exist and is growing until now.

Consumers of course want products that have good quality according to the price paid. Not a few consumers also think that expensive products are quality products, but although Somethinc always puts the quality of its products first, the prices offered by Somethinc are relatively affordable. The price set by Somethinc with good quality is expected to improve consumer purchasing decisions. The process of making a purchase decision starts from when a consumer has a need, until the consumer is interested in a product to buy. However, before making a purchase, consumers are certainly looking for information about the product they are going to buy. Therefore, product quality and also the price of a product have an important influence on product decisions. Consumers do not stop at purchasing decisions only, consumers must carry out the decisions that have been taken. To respond to consumer demands, a number of companies are growing and increasing, giving rise to competition. The factor of good product quality and also low prices are important factors.

1.2 Problem Formulation

Based on the description of the background that has been stated previously, the problems posed by this research are:

1. Does the price of a product affect the decision to buy skincare brand Somethinc in the younger generation?
2. Does the quality of a product affect the decision to buy skincare brand Somethinc in the younger generation?

1.3 Research Objective

Based on the formulation of the problem above, the objectives of this study are:

1. To determine the effect of product prices on purchasing decisions for Somethinc skincare products for the younger generation.
2. To determine the effect of quality on purchasing decisions for Somethinc skincare products in the younger generation.

1.4 Benefits of Research

This research is expected to add insight and knowledge about the factors that influence consumer decisions in purchasing products, and is also expected to be a means of developing knowledge theoretically studied in lectures.

In addition to the theoretical benefits that have been stated above, this research also has practical meanings. That is expected to contribute and be a consideration for the management regarding the factors that can influence consumer behavior in product purchasing decisions.

1. for the company brand

This research is expected to contribute and be a consideration for the management regarding the factors that can influence consumer behavior in product purchasing decisions

2. for academics

This research is expected to be a reference and reference in further research.

CHAPTER II. LITERATURE REVIEW AND HYPOTHESIS

2.1 Conceptual Overview

This section is considered important for research because it provides form and structure for research. To define the concept, it is important to make a clear definition of the research subject matter (Fisher, 2007). The conceptual framework was developed from previous theories of equity that can influence the decision-making process - presented in the diagram and discussed. Kotler and Keller (2012) customer purchasing decision process idea was used, and customer purchasing decision process was used from Kotler (2011).

Swastha and Irawan (2000) state that the price is a number of sacrifices made to obtain a combination of goods and services. In making price decisions, it is an important consideration, because consumers certainly expect the money they spend in accordance with what they get. It is important for companies to set prices that are appropriate or reasonable with the value of their products. In the current era of competition, companies are required to offer quality products and have more value with the aim of creating and retaining customers, because in this case the customer is a source of profit. By improving the quality of a product produced by a company, it will create product value that looks different from competing products. In conditions of intense competition, the main thing that must be prioritized by cosmetic companies is to provide consumer satisfaction in order to survive, compete and dominate market share so that later consumers are expected to be interested and can make purchases of the products offered by the company.

Purchase decisions are a series of processes experienced by consumers to make decisions to buy a product (Swasta Basu and Handoko, 1997). According to Buchari Alma (2013), the purchase decision is a consumer decision that is influenced by the financial economy, technology, politics, culture, product, price, location, promotion, physical evidence, people and process. So as to form an attitude in consumers to process all information and draw conclusions in the form of responses that appear what products to buy.

Based on the description described above, in this case what will be discussed is the influence of price and product quality on the purchase decision of Somethinc skincare with the following framework:
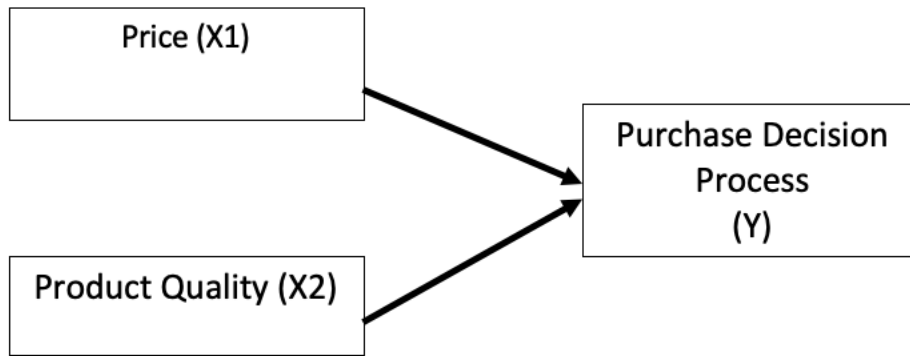
Fig1 : Research Model

1. There is a significant influence between the price of a product on the purchasing decision process
2. There is a significant influence between the quality of a product on the purchasing decision process.

2.2 Factors That Influence Purchasing Decisions

2.2.1 PRICE

Price is one of the determining factors for buyers in determining a purchase decision for a product or service. Price is a monetary unit or other measure (including other goods or services) that are exchanged in order to obtain ownership rights or use of an item or service. Price is often used as an indicator of value when the price is associated with perceived benefits or an item or service. Entrepreneurs need to pay attention to prices, because in business competition, the prices offered by competitors can be lower with the same quality or even with better quality. Price is one of the factors considered by consumers in buying products in addition to product quality, brand and so on, therefore retailers should set the most appropriate price in the sense that it can provide profits in the short and long term. Meanwhile, price determines or influences market demand. According to Kotler and Armstrong (2013), the amount of money that charged for a good or service or the amount of the value of money exchanged. According to Samsul Ramli (2013), the notion of price is stated as the relative value of the product and not a definite indicator in showing the magnitude the resources needed to produce the product. According to Tjiptono (2008) "Price is

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the amount of money (monetary units) and or other aspects (non-monetary) that contain certain utilities or uses that are treated to obtain a product". According to Private Basu (2005) price is the amount of money needed to get a combination of goods and services. Based on the understanding of the price described above, it can be concluded that the price is a relatively good amount of compensation in the form of money or goods to obtain benefits, profits, or ownership of an item or service determined by the seller in a certain place and time with full common sense and positive considerations for the sake of sustainable economic processes.

2.2.2 Quality

The product is the core of a marketing activity because the product is the result of a company from one of the company's activities or activities that can be offered to the target market to meet the needs and desires of consumers. Basically, in buying a product, a consumer not only buys the product, but the consumer also buys the benefits or advantages that can be obtained from the product he buys. Therefore, a product must have advantages over other products, one of which is in terms of the quality of the products offered. Product quality is one of the keys to competition among business actors offered to consumers.

According to the Society of Quality Control (Kotler and Keller, 2008), quality is defined as the totality of features and characteristics of a product or service that affect its ability to satisfy stated or implied needs. Product quality is a characteristic of a product or service that depend on its ability to meet the needs of customers who stated or implied, (Kotler and Armstrong 2015).

Peter and James (2004) in Wibowo & Karimah (2012) describes that the purchasing decision is the process by which consumers make the decision to purchase a variety of products and brands that began with the introduction of needs, information research, evaluation of information, making purchase and then evaluate the decision after purchasing. There are five stages of the process level model in consumer purchasing decision: problem introduction, information search, alternatives evaluation, purchasing decision and post-purchasing behavior.

According to Berkowitz, et al (1989) the factors that influence consumer decisions in making purchases include psychological factors, situation factors, socio-cultural factors and marketing mix factors. According to Kotler (2009) to arrive at the purchase stage, there are several steps in the purchasing process. The decision-making process includes the following stages, problem recognition, information seeking, alternative evaluation, purchasing decisions, and post-purchase behavior.

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2.3 Summary of Literature

The price of a product is the size of the consumer to make a purchase. Price itself is one of the determining factors of buyers in determining a purchasing decision on a product or service. According to Kotler and Armstrong (2013) Price is the amount of money charged for a good or service or the amount of the value of money that consumers exchange for benefits from owning or using a product or. The price is used for these services as a benchmark for the suitability of product benefits. According to Philip Kotler (2012) price is the amount of money that customer has to pay. Then according to Simamora (2017) price is a number of values exchanged to obtain a product. Thus, the price of an item is a determinant of the purchase of goods by consumers. According to Purnama (2006) product quality is the conformity between the needs and desires of the product into the specificity of the resulting product. According to Kotler (2005) product quality is the overall characteristics and of a product or service on the ability to satisfy the stated needs. Product quality is the understanding that the product is an opportunity offered by the seller has more selling value that is not owned by the competitor's product. Therefore, the company tries to focus on the quality of the product and compare it with the products laughed at by competing companies. Purchasing decisions are several stages carried out by prospective consumers before making a decision to buy a product. The definition of consumer purchasing decisions according to Kotler and Armstrong (2008) is the most preferred brand.

2.4 The Influence of Price on Purchasing Decisions

According (Samuelson, 2009), the price is a factor that is determined by the interaction between demand and supply in the factors of production. price is also the amount of money that is used as a tool of exchange to obtain a product or service.

Price can be interpreted as the amount of money (monetary unit) and or other aspects (non-monetary) that contain the utility or utility needed to get a product (Tjiptono, 2012). Purchase decisions are based on how consumers perceive prices and what current actual prices they are considering, not marketers' stated prices. Customers may have a lower price limit where a price lower than that limit indicates poor quality or unacceptable quality, and also a price upper limit where a price higher than that limit is considered too excessive and not worth the money spent (Kotler and Keller, 2016). According to (Armstrong, 2012) pricing decisions are ahead on a series

of environmental forces and competition that are very complicated. The company not only set a single prices, but setting in the form of a structure pricing structure that includes different items in each product line. The items that can be used for measuring the price are Fair Price, Fix Price, Reliable Price and Relative Price.

Companies must be good at adjusting product prices to the market share to be targeted. Price is something that can be controlled and determines whether a product is accepted or not by consumers. If the price is too high, it will get short-term profit, but on the one hand, consumers will find it difficult to reach the products being sold. On the other hand, if the price is too cheap or affordable, the market share can increase. However, if the company sets a low price, the contribution margin and net profit obtained can be small, even not sufficient to support organizational growth or expansion (Tjiptono, Chandra and Adriana, 2008). Cheap or high price of a product is very relative in nature. Thus, an appropriate pricing strategy is needed. The right price is a price that is in accordance with the quality of the product of an item and that price can provide satisfaction to consumers.

Staton in Lembang (2010) states that the price dimension consists of:

1. Price affordability
2. Price match with product quality
3. Price competitiveness

Based on the consequences of hypothetical examination as well as several previous studies, the researcher found several research hypotheses that can be defined:

H1: Price has a significant positive effect on the decision of a purchase

2.5 The Influence of Product Quality on Purchasing Decisions

Product quality is one of the factors that can affect the purchase decision, where the product seller must produce a good quality product and in accordance with applicable regulations, this will increase the reputation of the product seller by itself, the product seller will get a good predicate in the eyes of the customer.

According to experts Kotler and Keller (2011) product quality is the ability of an item to provide results or performance that are appropriate and even exceed what is desired. According to Tjiptono in (Kuspriyono, 2016) "Product quality is quality which includes efforts to meet or exceed

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customer expectations: quality includes products, services, people, processes, and the environment: quality is an ever-changing condition (for example, what is considered quality today may less qualified in the future).

According to Kotler in (Roisah & Riana, 2016) states that "Product quality is the ability of a product to perform its functions, this includes overall durability, reliability, accuracy, ease, operation and product repair as well as other product attributes". P. Priyanga1, Dr. R. Krishnaveni (2016) states that, when a women consumer turns brand loyal it is due to the quality of beauty care product. High quality cosmetics help to build and maintain the confidence of targeted customers and convince them to purchase it. Customers are concerned about the quality of cosmetic products before deciding to purchase them. To remain competitive among the competitors' cosmetic firms should increase and concentrate more on improving the quality of products.

Consumers when deciding to buy these items will certainly see in terms of the quality of their products (Suryani, 2008). According to Fatmawati et al. (2017) consumer perceptions of product quality will form preferences and attitudes which will ultimately influence the decision to buy or not. Product quality is a very important thing to be considered by companies because good product quality will give satisfaction to consumers. This good product quality will give confidence to consumers in its use which then becomes the motivation of consumers to buy or enjoy the product. It can be said that if the quality. of the product produced is good and guaranteed, sales will increase, whereas if the quality of the product produced is not good, people tend not to decide to buy the item, the sales will decrease. From several definitions that have been described above, it can be concluded that the quality of a product plays an important role in attracting consumers to make a purchase. In addition, it is also closely related in creating profits for the company. The higher the quality of the products offered by the company, the higher the satisfaction felt by consumers (Lasander, 2013). A good assessment of product quality in accordance with the level of consumer wants and needs will encourage consumers to make product purchases. According to Mantauv (2013) and Liwe (2013) indicate that product quality influences purchasing decisions. Consumer experience in using products and services will result in consumer assessments, if the products and services satisfy consumers, consumers will make purchases, so as to build consumer loyalty.

Based on the consequences of hypothetical examination as well as several previous studies, the researcher found several research hypotheses that can be defined:

H2: The quality of a product has a significant positive effect on the decision of a product

CHAPTER III   RESEARCH METHODS

3.1 Research Design

Research design or research design is a plan and structure of an investigation that is structured in such a way that the researcher will be able to obtain answers to his research questions. The plan is a comprehensive scheme that includes a research program (Kerlinger, 2000). The research design was made to enable the researcher to answer the researcher's questions as validly, objectively, as quickly and efficiently as possible (Kerlinger, 2000). The research design is a research approach model which is also a data analyst design. In addition, with the research design, the determination of the sample has been given direction by the research design (Wisadirana, 2005).

This research is quantitative research. Using factor analysis method that is confirmatory which establish or strengthen (Malhotra, 2009: 288). The quantitative method is called the traditional method, because this method has been used for a long time so that it has become a tradition as a method for research. This method is a scientific/scientific method because it has complied with scientific principles, namely concrete/empirical, objective, measurable, rational and systematic. This method is called the quantitative method because the research data is in the form of numbers and the analysis uses statistics (Sugiyono, 2016). This study emphasizes the calculation of statistical data in the form of the number of certain numbers using the quantitative correlation method which aims to find out whether there is an influence between two or more variables.

Based on the above understanding, it can be understood that quantitative correlation research is a research conducted to find relationships or correlations that occur on situations or events in the form of statistical data in the form of certain numbers. The research that the researcher will do is a quantitative correlation research that the researcher will do is a quantitative correlation research that will look for the presence or absence of a causal relationship that occurs between the influence of price and the quality of SomeThin's products on purchasing decisions, namely whether students' purchasing decisions are based on price and product quality supplied by the brand Somethinc.

3.2 Model Building

The research model is an abstraction of the realities that is being researched. In this study, according to the title of the Thesis "The Effect of Price and Product Quality on Purchasing Decision for SomeThinc Brand Products". Then the research model can be described as follows:

3.2.1 Data and Variables

1. Data

   Data collection techniques were used to determine the data to complete the proof of the problem, so in this study the researchers used primary data sources. Primary data collection in this study was done by distributing questionnaires directly to parties related to research conducted on students using the Somethinc skincare brand in Indonesia.

2. Variable

   According to Silaen (2018: 69) revealed that research variables are concepts that have various values or have varying values, namely a trait, characteristic or phenomenon that can show something to be observed or measured whose values vary or vary. According to Silaen (2018: 69) revealed that research variables are concepts that have various values or have varying values, namely a trait, characteristic or phenomenon that can show something to be observed or measured whose values vary or vary. The variables used in this study are as follows:

1. Independent Variable (X)

   In this study, the variables used were independent variables (independent variables) affecting the dependent variable (independent variables).

1. Price (X1)

   Price is a monetary value determined by the company in exchange for goods or services traded and something else that is held by a company to satisfy customer desires. Prices are flexible, meaning they can change quickly.

2. Product Quality (X2)

   Product quality is the physical condition, function and nature of a product, either goods or services based on the level of quality expected such as durability, reliability, accuracy, ease of operation, product repair and other product attributes with the aim of meeting and satisfying consumer or customer needs, with alternative answers consisting of of of 5 options, namely:

a) Strongly Agree (SS) is given a score of 5.

b) Agree (S) given a score of 4.

c) Neutral (N) is given a score of 3.

d) Disagree (TS) is given a score of 2.

e) Strongly Disagree (STS) is given a score of 1.

2. Bound Variable(Y)

Purchasing decision (Y) is a consumer decision-making process for purchasing that combines knowledge to choose two or more alternative available products influenced by several factors, including quality, price, location, promotion, convenience, service and others, with alternative The answer consists of 5 choices, namely:

a) Strongly Agree (SS) is given a score of 5.

b) Agree (S) given a score of 4.

c) Neutral (N) is given a score of 3.

d) Disagree (TS) is given a score of 2.

e) Strongly Disagree (STS) is given a score of 1.

3.2.2 Test Model

3.2.2.1 Validity Test

Validity is a measure that shows the level of validity or validity of an instrument. Therefore, a valid instrument will have high validity, on the other hand, a less valid instrument will have low validity. An instrument is said to be valid if it is able to measure what is desired with the aim of measuring it will produce low validity (Arikunto, 2006). The basic guidelines for decision making in the Pearson validity test, namely;

$$r = \frac{N \sum XY - (\sum X)(\sum Y)}{\sqrt{(N \sum X^2 - (\sum X)^2)(N \sum Y^2 - (\sum Y)^2)}}$$

Where :

N= number of respondents

X = variable score (respondent's answer)

Y = total score of the variables (respondents' answers)

The terms of an instrument can be said to be valid if the value of rcount is greater than rtable (rcount rtable). If an rcount value is less than rtable (rcount rtable) then the instrument is said to be invalid and cannot be used in the study.

3.2.2.2 Reliability Test

Reliability is to determine the extent to which the measurement results remain consistent, if two or more measurements are made of the same symptoms using the same measuring instrument (Siregar, 2010:173). The concept of reliability is in line with construct or quantitative validity. A valid construct is definitely reliable, on the other hand a reliable construct is not necessarily valid. Therefore, in general, researchers prioritize the achievement of construct validity rather than reliability. When construct validity is not achieved, the researcher then hopes to at least achieve reliability. Here are some techniques in testing reliability.

In this study, the author uses the Cronbach's Alpha reliability test technique because this technique can determine whether a research instrument is reliable or not, here is the Crobach alpha formula with the following formula (Sugiyono, 2014):

$$r_1 = \left[\frac{k}{k-1}\right]\left[1 - \frac{\sum \sigma_b^2}{\sigma_t^2}\right]$$

Where :

$\sigma_t^2 =$ Variance total

$\sum \sigma_b^2 =$ sum variance items

k = number of question items

r1 = instrument reliability coefficient

The condition of an instrument is said to be reliable when r11 (Cronbach's Alpha) is greater than 0.6 (r11 > 0.6). If r11 (Cronbach's Alpha) is less than 0.6 (r11≤0.6) then the instrument is rejected and cannot be used in the study.

3.2.2.3 Likert scale

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The Likert scale is used to measure attitudes, opinions and perceptions of a person or group of people about a social phenomenon where this social phenomenon is specifically determined by researchers and hereinafter referred to as research variables (Sugiyono, 2014).

The Likert scale was first developed by Rensis Likert in 1932 to measure people's attitudes. Likert scale is a research scale used to measure the attitudes and opinions of respondents about an event. With this Likert scale, respondents are asked to complete a questionnaire that requires them to indicate their level of agreement with a series of questions.

Table 3.2 Likert Skala Scale

Repondent's answer criteria	Repondent's answer score
Strongly Agree	5
Agree	4
Neutral	3
Disagree	2
Strongly Disagree	1

3.2.3 Sample Description

According to Sugiyono (2018) the sample is part of the number and characteristics possessed by the population.

The sample is a research activity that has the aim of reducing the object of research from a large number of populations. This is because researchers only need some to be researched (Hadi, 2004). The purpose of sampling is as a savings in various things such as time, energy and also the cost of conducting research. In addition, there is an assumption that all parts of the population have the same characteristics or have in common. So, by taking the sample, it is considered to be representative of the large group. A population that is too large makes it difficult to reach it due to various factors such as the area. Therefore, sample collection is a method that can be used to conduct research with ease and also results that are almost accurate based on calculations.

In this study, researchers used the Random Sampling technique. According to Sugiyono (2018: 120) Random sampling is said to be simple (simple because the sampling of sample members from the population is carried out randomly without regard to the strata that exist in the population. This method is carried out when members of the population are considered homogeneous. This sampling technique is named so because in taking For example, the researcher

"mixes" the subjects in the population so that the subjects in the population are considered the same, while the method is by giving a questionnaire to students who use the Somethinc skincare brand who meet directly with the researcher.

The formula for calculating the sample size, the researcher uses the Slovin formula, which is as follows:

$$n = \frac{N}{N\,(d)^2 + 1}$$

Information :

n = sample size sought

N = population size

d = percent allowance for inaccuracy due to sampling error that is still tolerable or desirable, for example 10%.

Thus obtained the number of samples of:

n= $\frac{320}{320(0,1)^2 + 1}$

n=$\frac{320}{4.2}$

n=76,19

Based on the results of the slovin formula, a total sample size of 77 was obtained from the number of students who used the Somethinc brand of skincare products.

3.3 Data Analysis Techniques

The steps in the analysis technique that will be done are as follows:

1. Conduct descriptive analysis

According to Sugiyono (2014: 206) descriptive analysis is: "Statistics used to analyze data by describing or describing data that has been collected as is without intending to make conclusions that apply to the public or generalizations". The population in this study was all students of the faculty of business and economics of the Islamic University of Indonesia Yogyakarta who used Somethinc cosmetic products. Then that is taken as sample; Some students of the Faculty of Business and Economics, Universitas Islam Indonesia Yogyakarta who use Somethinc brand cosmetics. The results of the study from 77 sample respondents can be described as follows:

a. karateristi description of respondents by gender

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b. Characteristic description of respondents by age

2. Multiple Linear Regression Analysis

Multiple linear regression equations are linear regression equation models with more than one free variable (Kurniawan, 2014).

This analysis is used to test hypotheses and to determine the influence of each free variable, namely price (X1) and product quality (X2) on the bound variable i.e. purchasing decision (Y). to test the model then used double linear regression analysis with the following formula:

$$Y1 = _{B0}+B1X1+B2X2+e$$

Where:

Y = purchase

A= constant

B1.b2 = regression line coefficient

X1 = Price

X2 = Product quality

a. Test F

The F-test can be used to evaluate the influence of all varieble independents on variebel dependent, the statistical F-test in multiple linear regression can be used to test the coeffesian significance of R^2 determination. The value F statistic can thus be used to evaluate the hypothesis that whether there is no variable indpendent that explains the variation of Y around its average value with a certain degree of k-1 and n-k degrees. This test can be done using the formula Sugiyono (2014)

$$F = \frac{R^2/k}{(1-R^2)/(n-k\,1)}$$

Information:

R^2 = Coefficient of determination

k = Number of independent variables

n = Number of data members or cases

F results of this calculation compared to those obtained using the risk level or significant level of 5% or with degree freedom = k (n-k-1) with the following criteria:

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- H0 is rejected if F count > F table or sig value < α

- H0 is accepted if F count < F table < or sig value > α

In the event of H0 acceptance, it can be interpreted as not having a significant effect on the multiple regression model obtained so as to result in insignificant also the influence of free variables simultaneously on the bound variables. 1. Determination of the degree of significance

Hypothesis testing will be carried out using a significance level of 0.05 (α=0) or a confidence level of 0.95. In the social sciences the significance level of 0.05 is commonly used because it is considered appropriate enough to represent the inter-variable relationship studied. 2. Determination of criteria for acceptance and rejection of hypotheses

Predefined hypotheses are tested using the statistical testing methods of the t test and the F test with the following criteria for acceptance and rejection of the hypothesis:

Test t:

-    H0 is accepted if the value – t table < t count < t table

-    H0 is rejected if the value –t count < t table or t count < t table

Test F:

-    H0 rejected if F count > F table

-    H0 accepted if F count ≤ F table

Chapter IV RESULTS OF THE RESEARCH

Data collection is carried out through the dissemination of questionnaires to Somethinc cosmetic customers who study at the Indonesian Islamic University. The presentation of data on the identity of respondents is intended to provide an overview of the respondent's self-condition, which includes gender, age, amount of income and what type of cosmetics are usually They use it.

4.1 Description of Respondent Characteristics

The following is a description of the identity of the study respondents consisting of the gender and age of the respondents.

41.1 Description of Respondents by Gender

The following table 4.1 presents the results of the respondent description test by gender.

Table 4.1 The Description of Respondents By Gender

Gender	Number (Person)	Percentage
Male - male	12	15. 59%
Woman	65	84. 41%
Total	77	100%

Source : Research 2022

Table 4.1 above shows that male respondents are 12 people or 15. 59% and female respondents 65 people or 84.41%. Thus, it can be known that the most respondents in this study were dominated by the female sex as much as 84.41%. This proves that the majority of users who buy Somethinc brand cosmetic products are women, while men who buy Somethinc cosmetic products are quite a bit because Somethinc cosmetic products are more aimed at attracting the attention of female consumers,because facial treatments are more advanced for women.

41.2 Description of Respondents By Age

The following table 4.2 presents the results of the respondent description test based on the respondent's age.

Table 4.2 The description of Respondents By Age

Age	Sum	Percentage
18 - 20 Years	3	3.90%
20 - 25 Years	74	96.10%
25 - 30 Years	0	0
30 - 34 Years	0	0
Total	77	100%

Source: Researcher 2022

Table 4.2 above obtained information that most of the respondents aged between 20 -25 years, namely as many as 74 people or as many as 96.10%, while the age of 18 - 20 years as much as 3.90%, age 25-30 0 people, and 30-34 years 0 people.   Thus it can be known that the distribution of respondents based on age in this study was dominated by the age group between 20-25 years as much as 96.10%. This is also because researchers distributed this questionnaire to final-level students , where the majority of their ages were 20-25 years old. It can be concluded that the majority of consumers who buy Somethinc cosmetic products are young people, generally somethinc brand cosmetic consumers buy Somethinc brand products. Because they want to appear with a more radiant face.

4.2 Research Instrument Test

4.2.1 Validity Test

Validity Test is a test of the investigative instrument used in research, whether it can measure what to be measured or not. To find out the data required validity test according to Sudjana (2012:

91), a valid instrument has a high validity and vice versa an instrument that is less vald means it has a valid validity that is low. To find out the accuracy of the data is treated validity test technique. The validity test is used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. Validity test calculated by comparing r_{count} values (correlated item-total correlations) with a r_{table}value. If r_{count} > from r_{table} (at the 5% signification level), the statement is declared valid.

The results of the questionnaire validity test can be seen in the following table:

Table 4.3 Validity Test to price (X1)

No.	**Question** items	**r count**	**r table**	**Information**
1	Question 1	1	0.220	Valid
2	Question 2	0.496	0.220	Valid
3	Question 3	0.450	0.220	Valid
4	Question 4	0.407	0.220	Valid
5	Question 5	0.433	0.220	Valid

Source : primary processed data 2022

Based on Table 4.3 the validity test results for product variables (X1) r count smaller and r tables are larger, then r tables are all larger than r count and it can be concluded that all product variables (X1) are said to be Valid.

Table 4.4   Validity Test to quality (X2)

No.	**Question** items	**r count**	**r table**	**Information**
1	Question 1	0.521	0.220	Valid
2	Question 2	0.388	0.220	Valid
3	Question 3	0.383	0.220	Valid
4	Question 4	0.353	0.220	Valid

Source : primary processed data 2022

Based on Table 4.4 the validity test results for the price variable (X2) r count smaller and r table is larger, then r table is all larger than r count and it can be concluded that all price variables (X2) are said to be Valid.

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Table 4.5   Validity Test of purchasing decisions (Y)

No.	**Question** items	r count	r table	Information
1	Question 1	0.584	0.220	Valid
2	Question 2	0.338	0.220	Valid
3	Question 3	0.371	0.220	Valid
4	Question 4	0.364	0.220	Valid

Source : primary processed data 2022

Based on Table 4.5 the validity test results for the price variable (X2) r count is smaller and r the table is larger, then the table r is all larger than the calculated r and it can be concluded that all price variables (X2) are said to be Valid.

4.2.2 Reliability Test

A reliability test is a tool for measuring a questionnaire that is an indicator of a variable or construct. Questionnaire items are said to be reliable or reliable if a person's answer to the questionnaire is consistent. In this study to determine reliable or unreliable questionnaires using alpha cronbach. Reliable questionnaire if alpha cronbach >0.60 and not reliable if the same knows below 0.60.

The following is a view of the results of the reliability test that explains that the reliability test is carried out to find out the extent of the reliability of the data obtained for research.

Table 4.6   Rehabilitation Test Results

No.	Variable	Standard Alpha	*Cronbach Alpha*	Information
1	Price (X1)	0.60	0.772	Reliabel
2	Quality (X2)	0.60	0.891	Reliabel

| 3 | Purchasing Decision (Y) | 0.60 | 0.813 | Reliabel |

Source: Primary processed data (2022)

Based on table 4.9 it can be seen that the results of the reliability test show the cronbach alpha values of all variables > 0.60 and it can be concluded that all variables can be trusted and reliable for it is used as a variable measuring tool and can be used for further testing.

4.3 Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the magnitude of the influence of free variables (price and quality) on bound variables (purchasing decisions). Multiple linear regression analysis is used to determine the magnitude of the influence of free variables on variables bound by the following formula:

$$Y = a + b1X1 + b2X2$$

Table 4.7   Multiple Regression Analysis Results

	Unstandardized Coefficients	Standardized Coefficients		t	Sig.
	B	Std. Error	Beta		
	3.115	1.102		2.826	.006
Price (X1)	.201	.067	.252	3.019	.003
Quality (X2)	.593	.076	.653	7.816	.000

a. Dependent

So the calculations in this study are as follows:

$$Y = 3,115 + 0.201X1 + 0.593X2$$

a = Constant

b = Regression Coefficient

X1 = Price

X2 = Quality

The large constant of 3.115 with the price complexity of X1, Quality X2 is worth zero (0), then obtained a purchase decision of 3.115 units. This means that even if the values of X1 and X2

against Y are zero (0), the value of the purchase decision remains positive.   Product regression efficiency (X1) of 0.201 is positive, then each addition of one unit of product score (X1) will increase the purchase decision score by 0.201 assuming varieble Other independents remain. Quality regression coeffesien (X2) of 0.593 is positive, so each addition of one unit price score (X2) will increase the purchase decision score by 0.593 assuming other independent variables remain.

4.4. Hypothesis Test

4.4.1 R Square Determination Coefficient Test (R^2)

   This determination coefficient test is used to determine the magnitude of the contribution of each variable.

Table 4.8   Determination Coefficient Test Results Summary Model

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.840a	.706	.698	1.310	

a. Predicitons : (Constant), Quality (X2), Price (X1)

b. Dependent Varieble : totally

   Table 4.8 showed that price and quality variables affected 0.698 or 69% on purchasing decisions, while the remaining 0.302 or 31% was influenced by other varibels not studied in the study.

4.4.2T Test (Partial)

   The T (Partial) test is used to find out whether in the independent variable regression model (price and quality) it partially affects and significantly affects the dependent variable (purchasing decision). The T test is measured by comparing the calculation t with the table t. If t calculates > t table, then partially independent variables affect dependent variables, and vice versa, if t calculates < t table, then partially independent variables have no effect on dependent variables.

4.4.3 Test F (Simultaneous)

   The F test is performed to determine the influence between independent variables on dependent variables together using a significant rate of 0.05.

Table 4.9 F Test Results

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Type	Sum of Squares	Df	Mean Square	F	Sig.
Regression	305.330	2	152.665	88.931	.000b
Residual	127.034	74	1.717		
Total	432.364	76			

a. Predictors : (Constant), totalx2,totalx1

b. Dependent Varieble : totally

Source : Primary Data Processed, 2022

In this study compared the magnitude of the number F count with F table. F calculates from spss processing obtained a value of 88,931. Furthermore F table can be searched on the statistical table at signification 0.05 with the formula df = n – number of variables. Obtained number F table of 3,119. Based on the results of SPSS processing obtained number F calculate > F table or 88,931> 3,119. Based on the F test that has been conducted, it is obtained that the influence between independent variables (price and quality) on dependent variables (purchasing decisions) is proven and affects together (simultaneously). This can be seen in the F test which shows the F count > F table or 88,931> 3,119 and the signification level of 0.000 < 0.05 whose price and quality affect together on consumer purchasing decisions.

Based on theoretical explanations and research results in accordance with the first hypothesis, pricing (X1) proved to have an effect on purchasing decisions. Obtained a t_{count} value of 3.019 with a sig value of 0.0000. this shows that the value of T count is greater than the value of ttabel of 1,665. the comparison of T_{count} with t table obtained a result of 3,019 > 1,665 or tcount > ttabel. While the comparison of the significance value obtained 0.000 < 0.05. this indicates a smaller degree of significance than the error rate, So H0 is rejected and Ha is accepted which means that the price has a partial effect on the purchase decision.

Based on the table above obtained a T count value of 7,816 with a value of Sig 0.000. This shows that the tcount value is greater than the tcount value of 1,665. The comparison of? with t table obtained a result of 7,816 > 1,665 or tcount > ttabel. While the comparison of the significance value obtained 0,000 < 0.05. This indicates a smaller degree of significance than the error rate. So H0 was rejected and Ha was accepted which means it has a partial effect on the purchase decision.

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CHAPTER V CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

Research on the influence of Price and Product Quality on Somethinc Cosmetic Purchase Decisions can be drawn to the following conclusions:

1. Based on the results of the partial signification test (t-test) obtained that Price Perception has a positive and significant effect on purchasing decisions. This means that the better the perception of price will increase the purchase decision.

2. Based on the results of the partial signification test (t-test) obtained that Product Quality has a positive and significant effect on the Purchase decision. This means that the better the quality of the product, the higher the purchasing decision.

5.2 Suggestions

The advice submitted based on the results of the research obtained is:

1. In the price perception variable, the price indicator offered by Somethinc brand cosmetics can compete with other cosmetic brands to get the lowest average value of other indicators, therefore the company must pay attention to price conformity in order to compete with other cosmetic products. If consumers feel that the price is not appropriate or more expensive than the place of competitors, consumers will automatically prefer to buy other products that are cheaper with comparable quality. Therefore, the price offered can cause perception so that consumers decide to buy.

2. On the product quality variable, researchers suggest cosmetics company Somethinc maintains by continuing to maintain product quality and provide new inivasi? then it is expected to increase purchasing decisions by consumers.

3. for further research it is expected to be able to add some variables beyond other free variables more varied to find out the variables influences of purchasing decisions in more depth to add perfection of research in making purchasing decisions on Somethinc brand cosmetics and the results may be different. Then the next researcher can also use other methods to determine the decision of purchases.

5.3 Purchase Limitations

This research has various limitations as follows:

a. Respondent in this study is only within the scope of students who are users of Somethinc brand cosmetics, so the results of this study cannot be generalized for purchasing decisions in any circle.

b. This Research only use variables in price and product quality. It is hoped that the next researcher will use other variables other than variables in this study to perfect the research.

c. It is not easy to find samples in accordance with research criteria with a very short time.
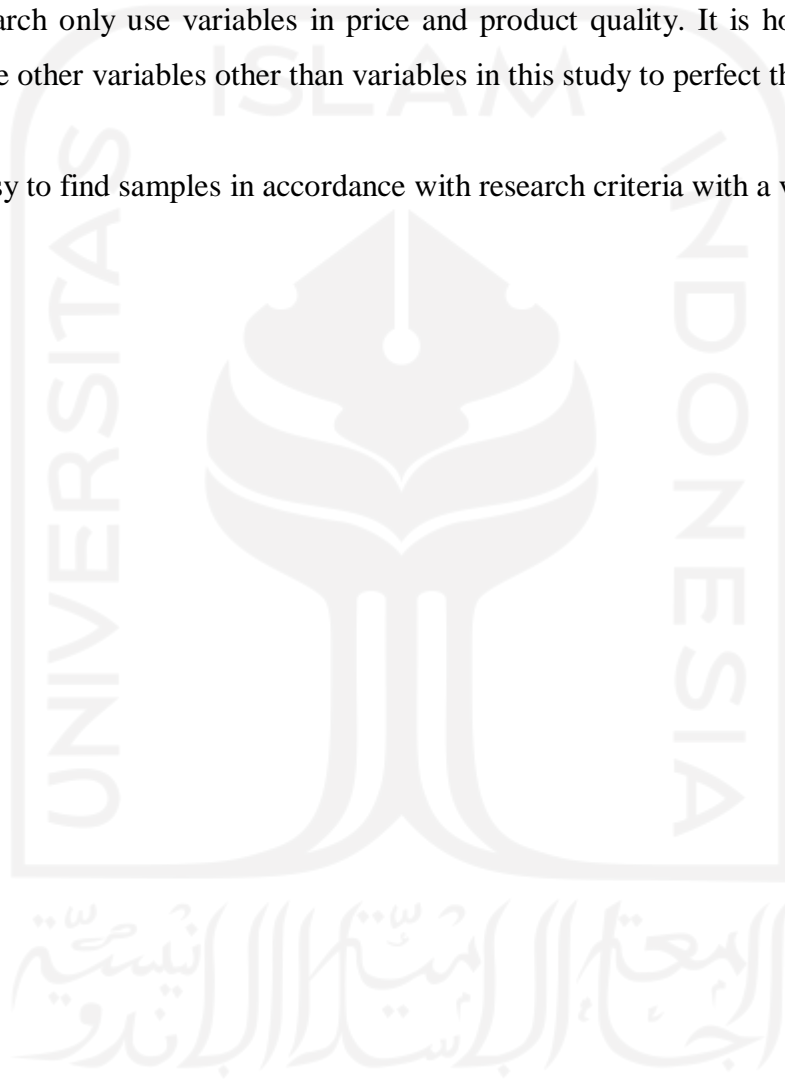
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