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THE INFLUENCE OF PRODUCT QUALITY AND PRICE PERCEPTION ON THE DECISION TO PURCHASE PIXY COSMETIC PRODUCTS IN WATSON, EAST JAKARTA

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Abstract

The aim of this research is to determine the influence of product quality and price perception on purchasing decisions for Pixy cometics products at Watson, East Jakarta. The analysis method in this research uses primary data. The test stages carried out were validity tests, reliability tests, classical assumption tests (normality test, multicollinearity test, heteroscedasticity test), multiple linear regression analysis tests, T test, F test, and coefficient of determination test (R2). The data used in this research used a questionnaire questionnaire via Google Form and consisted of 100 respondents. The sampling method in this research is non-probability sampling with a purposive sampling technique. The testing tool used in this research is IBM SPSS 26 software. The results of this research show that simultaneously the product quality variable and the price perception variable have a significant influence on purchasing decisions for Pixy cosmetic products at Watson, East Jakarta. Partially, the product quality variable has a positive and significant effect on purchasing decisions, and the price perception variable has a positive and significant effect on purchasing decisions for consumers of Pixy cosmetic products at Watson, East Jakarta.

Keywords: *Product Quality, Perceived price, Purchase Decision.*

1. INTRODUCTION

The cosmetics industry in Indonesia continues to experience rapid development. Various cosmetic brands are starting to emerge to meet increasing consumer demand (Zuhdi, 2017). One cosmetic brand that is well known in Indonesia is Pixy. Pixy is a local cosmetic brand that is able to compete with imported cosmetic brands. In maintaining its existence in the market, Pixy must pay attention to product quality and appropriate pricing strategies in order to attract consumers' interest in making purchases (Ocilia & Bintari, 2021).

Purchasing decisions are a complex process that is influenced by various factors, including product quality and price perceptions. Product quality plays an important role in meeting consumer needs and desires, while price perceptions influence purchasing decisions by influencing the perception of product value. In this research, we will examine the influence of product quality and price perceptions on purchasing decisions for Pixy cosmetic products at Watson, East Jakarta.

Product quality has an important role in influencing purchasing decisions, because quality products can meet consumer needs and desires. Product quality can also influence consumer satisfaction, which in turn influences purchasing decisions (Putra et al., 2022). Therefore, this research will examine how product quality influences purchasing decisions for Pixy cosmetic products at Watson, East Jakarta.

According to research conducted by Sirait, product quality and price perception are two important factors that influence consumer purchasing decisions. This research found that product quality and price perception influence purchasing decisions through interest in purchasing Dinawa Magetan sponge bread products. The better the price perception, the higher the consumer's buying interest which will have an impact on the decision to buy the item (Sirait et al., 2022). Good product quality can create consumer satisfaction, thereby encouraging consumers to make repeat purchases (Putlia & Alphin, 2021). Apart from that, the perception of price in accordance with product quality can also influence consumer purchasing decisions.

In several studies, product quality and price perception were found to be important factors influencing consumer purchasing decisions. Product quality influences purchasing interest, while price perception influences purchasing decisions through purchasing interest. Therefore, improving product quality and price perception can improve consumer purchasing decisions.

The purchasing decision is defined as the stage in the buyer's decision-making process where the consumer actually buys. The purchasing decision process involves several stages, including need recognition, information search, evaluation of alternatives before purchase, purchase, consumption, and evaluation of alternatives after purchase (Wibawanto, 2013). In this stage, consumers decide what to buy, how much to buy, where to make the purchase, when to make the purchase, and how the purchase will be made.

Product quality is a product's ability to perform its functions, including durability, reliability, accuracy and ease of operation as well as other valuable attributes. In the marketing view, product quality is measured in terms of the buyer's perception of the quality of the product. Consumers want quality products to meet their expectations and satisfaction, so product quality has a significant influence on purchasing decisions. Product quality also influences consumer satisfaction and their loyalty to a product. Prime quality products can increase sales volume and influence purchasing decisions. Therefore, companies must always improve the quality of their products or services to meet consumer needs and desires.

Price perception is a consumer's view or perspective on the price of a product. Prices that match the benefits of the product will create a positive perception in the minds of consumers and encourage purchasing decisions. Research conducted by (Mitariani & Imbayani, 2020) shows that price perceptions have a positive effect on purchasing decisions for customers at Gallery Smartfren. The results of this research show that consumers who have price perceptions that are in line with product quality tend to make more positive

purchasing decisions. Other research conducted by Novia Clarita and Jamaludin Khalid also shows that price perceptions have a significant effect on purchasing decisions. The results of this research show that consumers who have price perceptions that are in line with product benefits tend to make more positive purchasing decisions (Clarita & Jamaludin Khalid, 2023).

2. RESEARCH METHOD

This research uses a quantitative approach with survey methods. The population in this study were consumers of Pixy cosmetic products at Watson, East Jakarta. The sampling technique used was purposive sampling. Sample criteria were determined based on consumers who had purchased Pixy cosmetic products at Watson, East Jakarta.

Method of collecting data

The data collection technique was carried out by distributing questionnaires directly to respondents. A questionnaire is a survey method used to collect data from respondents. In this research, a questionnaire was used to collect data from consumers of Pixy cosmetic products at Watson, East Jakarta. Questionnaires can be given directly to respondents, either face to face, telephone, or post, and can be closed or open questions. In this questionnaire, variable measurements are made using a Likert scale. Likert scale, which is a scale used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena.

Table 1. Likert Scale Instrument

No	Skala	Skor
1	Sangat Setuju (SS)	5
2	Setuju (S)	4
3	Kurang Setuju (KS)	3
4	Tidak Setuju (TS)	2
5	Sangat Tidak Setuju (STS)	1

Source: Data Processed, 2024

Data analysis method

The Descriptive Analysis Method is used in processing data to provide a general description of the object under study. The purpose of descriptive analysis is to describe or describe the data that has been collected by displaying the data in the form of frequency distribution tables, histogram tables, mean values, standard deviation values, etc (Soendari, 2012). The statistical method used to analyze data by describing or illustrating the data that has been collected as it is without intending to make general conclusions or generalizations is descriptive analysis. Descriptive analysis involves collecting, interpreting, analyzing, and disseminating data to display data in the form of graphs, tables, or diagrams. The main goal

of descriptive analysis is to make data easier to read and understand, not to draw general conclusions.

The operational variables in this research are presented in the following table:

Table 2. Variable Operational Table

Variabel	Definisi	Indikator	Skala Pengukuran
Kualitas Produk (X_1)	Kualitas dapat diartikan sebagai kemampuan suatu produk baik barang maupun jasa dalam memenuhi kebutuhan konsumen.	1. Kinerja (Performance) 2. Daya Tahan (Durability) 3. Kehandalan (Reliability)	Skala Likert
Persepsi harga ($X_{2)}$	Harga satuan moneter atau ukuran lainnya yang ditukar agar memperoleh hak kepemilikan atau penggunaan suatu barang atau jasa	1. Keterjangkauan harga 2. Kesesuaian harga dengan kualitas produk 3. Kesesuaian harga dengan manfaat 4. Harga sesuai kemampuan daya saing harga	Skala Likert
Keputusan Pembelian (Y)	Keputusan pembelian merupakan bagian dari perilaku konsumen yaitu studi tentang bagaimana individu, kelompok, dan organisasi memilih, membeli, menggunakan dan bagaimana barang, jasa, ide atau pengalaman untuk memuaskan kebutuhan dan keinginan mereka.	1. Membutuhkan pengakuan 2. Pencarian informasi 3. Mengevaluasi alternatif 4. Keputusan pembelian 5. Perilaku pasca pembelian	Skala Likert

3. RESULTS

3.1 Descriptive Analysis of Respondent Identity

Descriptive analysis was carried out to get a general picture of the characteristics of the respondents. Based on the results of research data obtained through questionnaires distributed to respondents who are customers and users of Pixy cosmetics at Watson, East Jakarta, which were filled in by 100 respondents. So the characteristics can be grouped as follows:

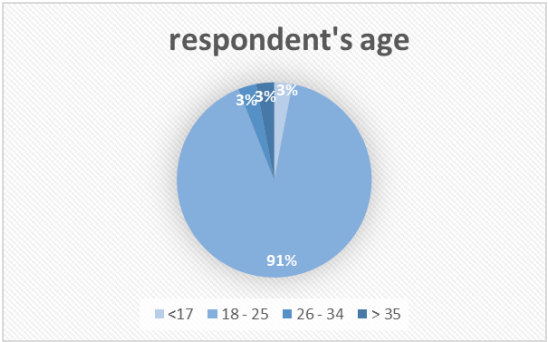

Figure 1. Characteristics of Respondents based on age

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Based on the graphic image above obtained from the results of distributing the questionnaire, respondents aged <17 years were 3 respondents (3%), those aged 18-25 years were 91 respondents (91%), those aged 26-34 years were there were 3 respondents (3%), then the last one was >35 years old, namely 3 respondents (3%). Based on the results of the questionnaire data, it can be concluded that the respondents who purchased Pixy cosmetic products at Watson, East Jakarta were predominantly in the age range 18-25, namely 91 people (91%).

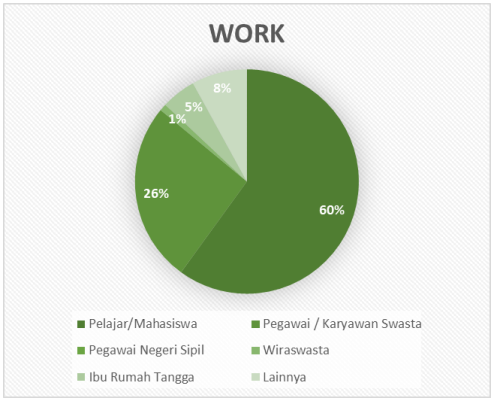

Figure 2. Characteristics of Respondents Based on Occupation

Based on the graphic image above obtained from the results of distributing the questionnaire, respondents who work as students are 60 respondents (60%), who work as civil servants/private employees, namely 26 respondents (26%), who work as civil servants. Civilians are 0%, those who work as entrepreneurs are 1 respondent (1%), those who work as housewives are 5 respondents (5%), and those who work as others are 8 respondents (8%). Based on the results of the questionnaire data, it can be concluded that the majority of respondents who purchased Pixy cosmetic products at Watson, East Jakarta worked as students, 60 people (60%).

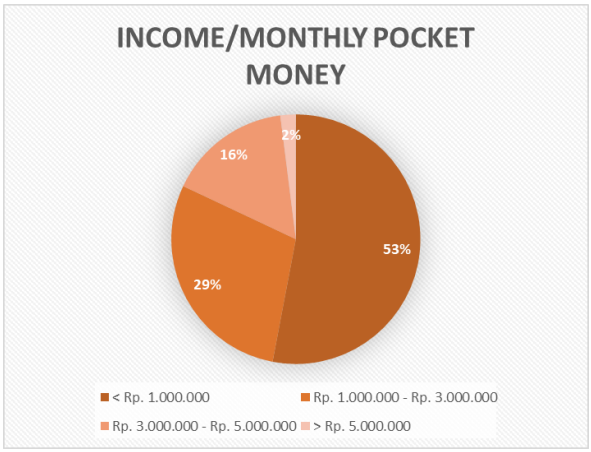

Figure 3. Characteristics of respondents based on monthly income/pocket money

Based on the graphic image above obtained from the results of distributing the questionnaire, respondents had income < Rp. 1,000,000, namely 53 respondents (53%), who earn Rp. 1,000,000 - Rp. 3,000,000, namely 29 respondents (29%), who earn Rp. 3,000,000 – Rp. 5,000,000, namely 16 respondents (16%), and those with income > Rp. 5,000,000, namely 2 respondents (2%).

3.2 Descriptive Analysis of Variable

Based on the results of distributing questionnaires on research variables, which consist of product quality variables (X1), and price perceptions (X2), on purchasing decisions (Y). So the responses from respondents can be seen as follows:

Table 3. Descriptive Table of Product Quality Variables

No	Question	Scale in percent (%)					Largest Remarks %
		STS 1	TS 2	KS 3	S 4	SS 5	
1.	Pixy cosmetic products are safe and easy to apply (use)	0 0%	0 0%	4 4%	52 52%	44 44%	52%
2.	Pixy Cosmetic products have good durability	0 0%	0 0%	13 13%	51 51%	36 36%	51%
3.	Pixy cosmetic products increase my confidence when used	0 0%	0 0%	16 16%	45 45%	39 39%	45%

Based on the results from table 3, it can be seen from the product quality variable that in the first question the majority of respondents answered in the affirmative, namely 52 respondents (52%). The second question with the majority of respondents answering in the affirmative was 51 respondents (51%). And to the third question, the majority of respondents answered in the affirmative, 45 respondents (45%). It can be concluded that the product quality offered by Pixy cosmetic products is able to meet consumer expectations with good quality in terms of performance, durability and reliability.

Table 4. Descriptive Table of Price Perception Variables

No	Question	Scale in percent (%)					Largest Remarks %
		STS 1	TS 2	KS 3	S 4	SS 5	
1.	Pixy cosmetic products have affordable prices	0 0%	1 1%	7 7%	52 52%	40% 40%	52%
2.	The prices of Pixy cosmetic products are in accordance with the quality of the products offered	0 0%	0 0%	13 13%	42 42%	45 45%	45%
3.	The price of Pixy cosmetic products is in accordance with the benefits I receive	0 0%	1 1%	19 19%	44 44%	36 36%	44%
4.	The prices of Pixy cosmetic products are able to compete with other cosmetic products that offer similar products	0 0%	2 2%	13 13%	41 41%	44 44%	44%

Based on the results from table 4. it can be seen from the price perception variable that in the first question the majority of respondents answered in the affirmative with 52 respondents (52%). The second question with the majority answering strongly agree was 45 respondents (45%). The third question with the majority of respondents answering in the affirmative was 44 respondents (44%). And the fourth question with the majority of respondents answering strongly agree was 44 respondents (44%).

Table 5. Descriptive Purchase Decision Variables

No	Question	Scale in percent (%)					Largest Remarks %
		STS 1	TS 2	KS 3	S 4	SS 5	
1.	I purchased Pixy cosmetic products because I already knew the product's advantages	0 0%	1 1%	13 13%	47 47%	39 39%	47%
2.	I purchased Pixy cosmetic products because it was easy to get information	0 0%	1 1%	16 16%	48 48%	35 35%	48%
3.	I purchased Pixy cosmetic products because they are better than other similar cosmetic products.	0 0%	4 4%	24 24%	45 45%	27 27%	45%
4.	I purchased Pixy cosmetic products because of suggestions/recommendations from other people	0 0%	3 3%	15 15%	42 42%	40 40%	42%
5.	I purchased Pixy cosmetic products because I was satisfied with the quality of the products they offered	0 0%	0 0%	12 12%	49 49%	39 39%	49%

From the information in table 5, we can see that most people said yes to the first, second, third, fourth, and fifth questions. For example, 47 out of 100 people said yes to the first question, which is 47%. In the second question, 48 people said yes, which is 48%. And so on for the other questions.

3.3 Classic assumption test

a. Normality test

The normality test in this research was used via the One Sample Kolmogorov Test, namely if Sig (2-tailed) > α (0.05) then it can be said to be normally distributed. In other words, if the significance value is above 0.05, then the data has a normal distribution, whereas if the significance value is below 0.05, then the data does not have a normal distribution.

Table 6. Normality Tests

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			100
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		2.00400501
Most Extreme Differences	Absolute		.095
	Positive		.062
	Negative		-.095
Test Statistic			.095
Asymp. Sig. (2-tailed)			.026[c]
Monte Carlo Sig. (2-tailed)	Sig.		.306[d]
	99% Confidence Interval	Lower Bound	.294
		Upper Bound	.318

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Based on 10000 sampled tables with starting seed 2000000.

Source: SPSS 26 data processing results

Based on the normality test table 4.6 above using the one sample Kolmogorov approach, the result of the Monte Carlo sig (2-tailed) is 0.306. Greater than the 0.05 (5%) significance level. Because 0.306 > 0.05, it can be concluded that the data is normally distributed.

b. Multicollinearity Test

Table 7. Multicollinearity Test

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Product quality	.555	1.801
	Price Perception	.555	1.801

a. Dependent Variable: Keputusan Pembelian

Based on the multicollinearity test table 4.7 above, the tolerance value for the product quality (X1) and price perception (X2) variables is 0.555 ≥ 0.10. And the VIF value for the product quality (X1) and price perception (X2) variables is 1.801 ≤ 10. These two things show that there is no multicollinearity between the independent variables in the regression model

c. Heteroscedasticity Test

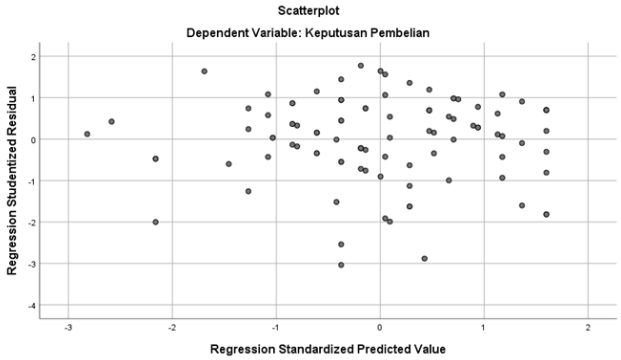

Figure 4. Heteroscedasticity test

Based on the heteroscedasticity test table 4.8 above, it can be seen that the points are spread above and below the number 0 on the Y axis and do not form a clear pattern. So it can be concluded that heteroscedasticity does not occur in the regression model.

3.4 Multiple Linear Regression Analysis

Table 8. Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.997	1.943		2.057	.042
	Product quality	.752	.182	.423	4.145	.000
	Price perception	.416	.141	.302	2.958	.004

a. Dependent Variable: Keputusan Pembelian

3.5 Hypothesis test

a. T Test (Partial Test)

Table 9. T test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	3.997	1.943		2.057	.042
	Product quality	.752	.182	.423	4.145	.000
	Price Perception	.416	.141	.302	2.958	.004

a. Dependent Variable: Keputusan Pembelian

b. F Test (Simultaneous Test)

Table 10. F Test

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	312.122	2	156.061	38.074	.000[b]
	Residual	397.588	97	4.099		
	Total	709.710	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Persepsi Harga, Kualitas Produk

c. Coefficient of Determination Test (R^2)

Table 4. 11 Determination coefficient tests (R^2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.663[a]	.440	.428	2.025

a. Predictors: (Constant), Persepsi Harga, Kualitas Produk

b. Dependent Variable: Keputusan Pembelian

The test showed that 44% of the connection between how good a product is and how much people think it costs when they decide to buy it can be explained. The other 56% is because of things we didn't look at in the study.

4. DISCUSSION

4.1 Effect of Product Quality (X1) on Purchasing Decisions (Y)

The results of the regression test show that the product quality regression coefficient value is 0.752, which means that product quality has a significant positive effect on purchasing decisions for Pixy cosmetic products at Watson, East Jakarta. This indicates that the higher the product quality, the higher the purchasing decision for Pixy cosmetic products. This is in line with previous research conducted by Yaumil entitled The Influence of Product Quality and Price on Purchasing Decisions for Wardah Cosmetic Products (Case Study at Carrefour Panakkuang Makassar), which states that product quality has a significant positive effect on purchasing decisions (Yaumil, 2019).

4.2 Influence of Price Perception (X2) on Purchasing Decisions (Y)

The results of the regression test show that the price perception regression coefficient value is 0.416, which means that price perception has a significant positive effect on purchasing decisions for Pixy cosmetic products at Watson, East Jakarta. Indicates that if the price is affordable to the consumer's ability, it will increase consumer purchasing decisions. This is in line with previous research conducted by Umm Habibah & Sumiati entitled The Influence of Product Quality and Price on Purchasing Decisions for Wardah Cosmetic Products in Bangkalan City, Madura, which states that the price offered has a significant influence on purchasing decisions for Wardah cosmetics (Habibah & Miati, 2016).

5. CONCLUSION

Product quality has a positive and significant effect on purchasing decisions for Pixy cosmetic products at Watson, East Jakarta. This is known through data analysis which shows that product quality has a significant effect on purchasing decisions. Good product quality can increase consumer confidence and influence their purchasing decisions. Therefore, Pixy must ensure that their products are of excellent quality to improve consumer purchasing decisions. Price perception also has a positive and significant influence on purchasing decisions for Pixy cosmetic products at Watson, East Jakarta. Prices that are reasonable and in line with product quality can increase consumer confidence and influence purchasing decisions. The perception of a higher price can increase consumer confidence in product quality, but if the price is too high, it can reduce purchasing decisions. Product quality and price perception jointly influence the decision to purchase Pixy cosmetic products at Watson, East Jakarta. Good product quality and reasonable prices can increase consumer confidence and influence purchasing decisions. Therefore, Pixy must ensure that their products have excellent quality and reasonable prices to improve consumer purchasing decisions.

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