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The Impact Of Price, Product Quality, And Electronic Word Of Mouth On Purchase Decisions For Bening's Kincare Products In Karawang

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Received:
9 January 2024

Revised:
11 September 2024

Accepted:
30 September 2024

Abstract

The objective of this study is to ascertain the impact of price, product quality, and electronic word of mouth on the purchasing decisions regarding Bening's skincare products in Karawang. Employing quantitative research with hypothesis testing, the research involved a sample of 105 consumers of Bening's Skincare products in Karawang. The analytical methods applied include multiple linear regression analysis, coefficient of determination (R2), partial correlation coefficient, t-test, F-test, and classical assumption tests using SPSS version 20 statistical software. Primary data for the study were obtained through a questionnaire. The findings of this research affirm that the price significantly influences the purchasing decisions for Bening's Skincare products in Karawang. Moreover, product quality plays a significant role in influencing the decision to purchase Bening's skincare products in Karawang. However, electronic word of mouth does not exhibit a significant impact on purchasing decisions for Bening's skincare products in Karawang. Additionally, the combined influence of price, product quality, and electronic word of mouth simultaneously affects the purchasing decisions for Bening's Skincare products in Karawang.

Keywords: Price, Product Quality, Electronic Word of Mouth, Purchasing Decisions.

Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh harga, kualitas produk, dan electronic word of mouth terhadap keputusan pembelian produk skincare Bening's di Kabupaten Karawang. Menggunakan penelitian kuantitatif dengan uji hipotesis, penelitian ini melibatkan sampel sebanyak 105 konsumen produk skincare Bening's di Kabupaten Karawang. Metode analisis yang digunakan meliputi analisis regresi linier berganda, koefisien determinasi (R2), koefisien korelasi dan determinasi, uji t, uji F, dan uji asumsi klasik dengan menggunakan software statistik SPSS versi 20. Data primer untuk penelitian diperoleh melalui kuesioner. Temuan penelitian ini menegaskan bahwa harga berpengaruh signifikan terhadap keputusan pembelian produk skincare Bening's di Kabupaten Karawang. Selain itu, kualitas produk juga mempunyai peranan yang cukup besar dalam mempengaruhi keputusan pembelian produk skincare Bening's di Kabupaten Karawang. Namun electronic word of mouth tidak memberikan pengaruh yang signifikan terhadap keputusan pembelian produk Skincare Bening di Kabupaten Karawang. Selain itu, pengaruh gabungan harga, kualitas produk, dan electronic word of mouth secara simultan berpengaruh terhadap keputusan pembelian produk skincare Bening's di Kabupaten Karawang.

Kata Kunci: Harga, Kualitas Produk, Electronic Word of Mouth, Keputusan Pembelian

At-Tadbir: Jurnal Ilmiah Manajemen
Vol. 8, No. 2, 2024, 217 – 332
DOI: 10.31602/atd.v8i2.13820

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1. INTRODUCTION

In this era of globalization, increasingly fierce business competition has resulted in consumers becoming more careful in choosing products. Tight business competition is a trigger for innovation, encouraging companies to continue to improve the quality of their products, services and operational processes while still paying attention to price competitiveness. This dynamic creates a diverse market, giving consumers many choices. To stand out against the competition, companies need to differentiate themselves through unique value propositions, pricing strategies, and improved customer experience.

There are various strategies that businesses can implement to continue to grow and attract consumer attention. One effective approach involves continuous improvement in product quality, accompanied by competitive pricing commensurate with the perceived benefits to consumers. Recognizing the important role of price in buyers' decisions, as stated by Philip Kotler (2008), it has become common knowledge that price reflects the overall value exchanged for ownership of goods or services.

The relationship between perceived quality and price is often closely related, with consumers tending to associate higher prices with better quality and expect premium products or services. Conversely, lower prices may be associated with lower quality. Although these perceptions vary across industries and products, they have a significant impact. Determining the price of a product or service involves considerations such as the sacrifices required in its production and the expected profits. Therefore, pricing becomes a crucial issue for companies, because it can affect the company's survival, profitability and overall success, as highlighted by Lubis in (2004).

Although consumers often look for the best value for their money, value is not simply determined by the lowest price. Quality plays an important role in the perceived value of a product or service. Consumers who are more selective in their choices give companies the opportunity to compete by offering products that suit the needs and desires of potential buyers (Rahmatika and Indayani, 2022). Consumers are willing to pay more if they believe they will receive superior quality, durability, or additional features. Quality is measured by the extent to which a product can meet specific customer expectations (Suyanto, 2007:111). Products must have a certain level of quality because they are made to satisfy the tastes of consumers or users (Sartama and Setiawan, 2019). If the product quality is good and meets the buyer's expectations, price becomes less relevant, and buyers will not consider the sacrifices made to buy the product as something disappointing (Sari and Prihartono, 2021).

With the rise of social media, online reviews, and other digital platforms, consumers now have access to more information and opinions than ever before. In the digital era, consumer decision making is greatly influenced by Electronic Word of Mouth (EWOM). Electronic Word of Mouth (EWOM) refers to positive or negative statements made by potential, actual, or former customers regarding a product or company, which can be accessed by many people and institutions via the Internet (Hennig-Thurau et al., 2004). Before buying a product, consumers often do research, including reading online reviews or comments (Lestari and Widjanarko, 2023).

While EWOM can be a significant strength, it is not without challenges. Misinformation, fake reviews and biased opinions can make things difficult on digital. Businesses must navigate this landscape with caution, responding to negative feedback transparently, and encouraging honest, unbiased reviews. In response, consumers need to develop an intelligent attitude to sort credible information from potentially false information.

Consumer purchasing decisions are a complex process influenced by many factors, including

price, product quality, and electronic word of mouth (EWOM). The consumer decision-making process reflects the steps taken by customers when purchasing a product (Yogesh and Yesha, 2014). In this complex consumer decision-making process, price, product quality, and electronic word of mouth play a key role.

The cosmetics and skin care industry has become an attractive business, characterized by rapid growth from year to year. This growth reflects the potential of Indonesian cosmetic products to compete in the global market. One of the skincare businesses that is currently developing is Bening's Skincare, which in 2022 won the award as Superbrand 2022 in the Skincare and Beauty Clinic category (Fikri, 2022).

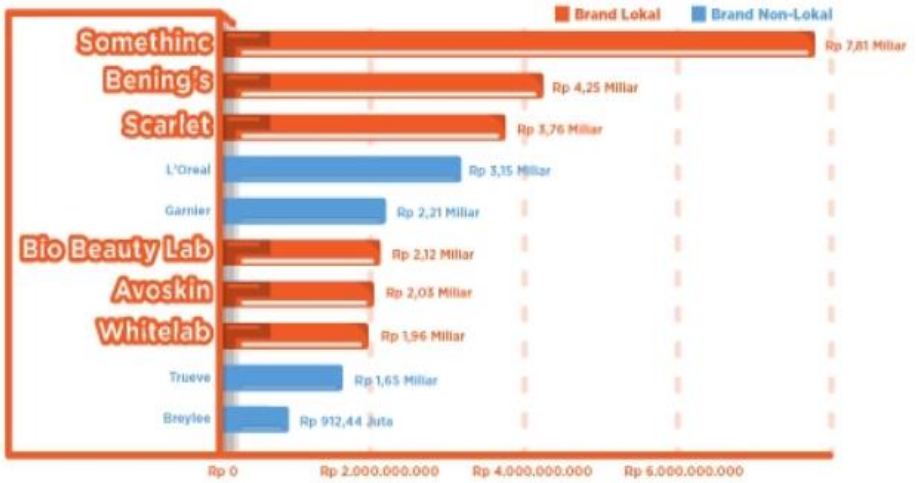


Figure 1. Top brands of facial serum on the Shopee platform, June 2021
Source: Kompas.com

Bening's Skincare managed to reach second place as Top Brand, outperforming several other leading brands, especially with its serum products which recorded total sales of IDR 4.25 billion. This data is concrete evidence of the quality of Bening's Skincare and strengthens its position as a highly trusted provider of skin care products in Indonesia.

Several studies have explored various combinations of the aforementioned factors. Research by Purba, Listyorini, and Pradhanawati (2023) investigated the impact of Brand Image and Price on Purchase Decisions for Natasha Skincare in Semarang. The results show that both factors have a positive influence, with Brand Image having the most significant influence. Another research conducted by Rahmatika and Indayani (2022), which focused on the Beauty Glow skincare product in Sidoarjo, revealed that product quality and price play a role in shaping purchasing decisions. Dwi (2021) reviewed product quality and price, by including discount factors, and concluded that product quality had no impact on purchasing decisions for Maharani Prima skincare, while price influenced purchasing decisions.

Lestari and Widjanarko (2023) simultaneously examined the Electronic Word of Mouth variable and price perception, concluding that Electronic Word of Mouth had a significant influence on purchasing decisions, while price perception had no influence. In contrast, the results of research by Luthfiyatillah et al. (2020) shows different findings, namely that Electronic Word of Mouth does not have a direct impact on purchasing decisions, but has a significant influence if it is aimed at purchasing intention.

Given the mixed results targeting various objects and products, it is important to reevaluate

whether the factors of product quality, price, and Electronic Word of Mouth jointly influence consumer purchasing decisions. This research focuses specifically on purchasing decisions regarding the Bening's Skincare brand, with the hope of providing insight for developing marketing strategies in the future.

2. LITERATURE REVIEW

2.1. Purchase Decision

The purchasing decision stage involves consumers in an evaluation process, where they compile a priority list of selected items. This evaluation stage, as explained by Defi (2022), creates a desire to make a purchase. Tjiptono, as quoted in Sukmawati, Mathori, and Marzuki (2022), explains purchasing decisions as a process in which buyers identify problems, search for information about a particular product or brand, evaluate various alternatives to overcome the problem, and finally reach a purchasing decision. Kotler (2015) identifies five main indicators that influence purchasing decisions:

1. Problem Introduction: The purchasing process begins with recognizing a problem or need (recognition of need). Buyers are aware of the difference between the actual situation and the desired situation.
2. Information Search: Interested consumers may seek more information. If the consumer's drive is strong and a satisfactory product is easily accessible, the consumer's likelihood of purchasing is high. If not, consumers can store needs in memory or search for information (information research) related to these needs.
3. Evaluate Alternatives: Marketing professionals need to know how consumers evaluate alternatives, realizing that evaluation processes vary and are not applied uniformly in all purchasing situations.
4. Buying decision: In the evaluation stage, consumers give priority to their choices and form the intention to make a purchase.
5. Post Purchase Behavior: After purchasing a product, consumers can feel satisfied or dissatisfied, which is reflected in post-purchase behavior. Consumer satisfaction is the result of the extent to which buyers' expectations of a product are in line with the perceived benefits of the product.

2.2. Price

Kotler, as mentioned in (Desy and Rahmat, 2017), explains that price functions as a measure of the monetary value given to a good or service, or as an assessment of the value obtained from cash spent for various purposes since the acquisition of a good or service. . Apart from that, Kotler and Keller in (Dwijantoro, Dwi, and Syarief, 2022), emphasize that price is a component of the marketing mix that produces income, while other components produce results related to costs. This variable is included in the realm of aspects that can be controlled and plays an important role in determining the acceptance of a product by consumers. Pricing depends solely on company policy, taking into account various factors. Therefore, it is important to compare the prices of similar products offered by other companies. In essence, companies must consistently monitor competitors' pricing strategies to ensure their prices remain competitive and are not too high or too low (Khasanah, 2022).

According to Kotler (2009), the main indicators of pricing include:

1. Price Affordability: Consumers anticipate prices that fit their budget constraints before making a purchase. Consumers tend to look for products at prices that are within their financial reach.
2. Price Compatibility with Product Quality: For certain products, consumers may be willing to pay a relatively higher price if the product is of excellent quality. However, consumers generally prefer products that offer a balance between low price and high quality.
3. Prices according to ability or competitiveness: Companies determine the selling price of a product by considering the prices of similar products offered by competitors, with the aim of ensuring competitiveness in the market.
4. Price Compatibility with Benefits: Consumers sometimes ignore the price of a product, prioritizing their focus on the benefits and perceived value of the product.

2.3. Product quality

Product quality refers to the way a product is described and its ability to provide something that satisfies consumers. This is an important element that every company must strive for if it wants its products to remain competitive in the market and meet the needs and desires of consumers. According to Tjiptono (2014), quality is a combination of traits and characteristics that determine the extent to which a product can meet the prerequisites of customer needs or fulfill their desires. Kotler and Armstrong, as mentioned in (Sipahutar, Surbakti, and Hasibuan, 2023), emphasize that product quality is the main positioning tool for marketers, which has a direct impact on the performance of a product or service. Tjiptono (2014) explains that product quality is measured through the following indicators:

1. Performance: Represents the operational characteristics and core functions of the purchased product, such as speed, ease of use, and comfort.
2. Features: Involve additional attributes that complement the basic function of a product.
3. Conformity to Specifications: Assessing the extent to which design and operational characteristics comply with previously established standards, such as operational characteristics standards.
4. Durability: Relates to the length of time a product can be used, including technical and economic life.
5. Reliability: Indicates the low probability of the product experiencing damage or failure during use.
6. Serviceability: Involves speed, competence, comfort, ease of repair, and satisfactory complaint handling, from pre-sales service to after-sales service, including repair services and availability of required components.
7. Aesthetics: Relating to the product's appeal to the five senses, such as the beauty of the product design, the uniqueness of the product model, and the overall aesthetic combination.

2.4. Electronic Word of Mouth (EWOM)

The influence of interpersonal communication through word of mouth is widely recognized in consumer literature (Arndt, 1967; King and Summers, 1970; Herr, Kardes, and Kim, 1991). With the advent of the Internet, consumer influence through word of mouth communication has been further strengthened. Electronic Word of Mouth (EWOM) communication includes positive or negative statements made by potential, current, or former customers about a product or company on

the Internet (Hennig-Thurau et al., 2004). Consumers now have the ability to share opinions, comments, and product reviews on e-commerce platforms, social media sites, and various digital platforms.

As expressed by Oktavia & Sutarwati (2023), the term Electronic Word of Mouth (EWOM) refers to communication and exchange of information between current and potential customers using technological advances such as online discussion forums, news groups, blogs, review sites, and social media. Platforms such as Instagram, Twitter, Facebook, and TikTok facilitate the exchange of information between communicators. Satisfied customers are more likely to recommend products to others in their community, either through word of mouth or through social media and online forums (WOM and EWOM). In essence, customers are indirectly involved in promoting products based on their positive experiences, and positive WOM and EWOM can contribute to increased sales (Shifa, 2021). On the other hand, Ismagilova et al. (2017) highlights several indicators of Electronic Word of Mouth:

1. Content: Refers to the information contained in a product or service review, making it easier for readers to understand the details of a product.
2. Recommendation consistency: Reviews written by multiple consumers simultaneously increase the credibility of the information, allowing readers to compare the consistency of opinions about the product.
3. Rating: The rating given by consumers to a product helps readers evaluate and consider their preferences for the product.
4. Quality: The quality of the information in online reviews must be relevant and accurate to instill trust in potential consumers, thereby influencing their purchasing decisions.
5. Volume: Represents the number of online reviews posted. A high EWOM volume indicates the popularity of a product or service and thus shapes consumer perceptions.

2.5. HYPOTHESIS DEVELOPMENT

Listyorini and Pradhanawati (2023) explored how the pricing factor affects purchase decisions for Natasha Skincare in Semarang. The findings revealed a positive influence of price on consumer decisions. The connection between perceived quality and price is often intertwined, as consumers commonly link higher prices to superior quality and anticipate premium products or services. While these perceptions may vary across industries and products, their impact is substantial. Setting the price of a product or service involves considering factors such as production sacrifices and expected profits. Consequently, pricing emerges as a critical concern for companies, influencing their survival, profitability, and overall success, as emphasized by Lubis (2004).

H1: Price influences the Purchasing Decision for Bening's Skincare

A study carried out by Rahmatika and Indayani (2022), focusing on the Beauty Glow skincare product in Sidoarjo, uncovered that both product quality and pricing are influential factors in shaping consumer purchasing decisions. The significance of quality extends to the perceived value of a product or service. Consumers who exhibit selectivity in their choices provide companies with the opportunity to compete by offering products that align with the needs and desires of potential buyers (Rahmatika and Indayani, 2022). When consumers believe they will receive superior quality, durability, or additional features, they are willing to pay a higher price. The assessment of quality is based on how well a product can meet specific customer expectations (Suyanto, 2007:111). Products

are required to meet a certain standard of quality to cater to the preferences of consumers or users (Sartama and Setiawan, 2019).

H2: Product Quality influences Bening's skincare Purchasing Decisions

Lestari and Widjanarko (2023) conducted a simultaneous examination of the Electronic Word of Mouth (EWOM) variable and price perception, and their findings indicated that EWOM significantly influenced purchasing decisions. The advent of social media, online reviews, and various digital platforms has empowered consumers with unprecedented access to information and opinions. In this digital age, consumer decision-making processes are notably shaped by Electronic Word of Mouth (EWOM). EWOM encompasses positive or negative statements made by potential, current, or past customers about a product or company, which can be accessed by a broad audience through the Internet (Hennig-Thurau et al., 2004). Before making a purchase, consumers frequently engage in research, which may include reading online reviews or comments (Lestari and Widjanarko, 2023).

H3: Electronic Word of Mouth influences Bening's Skincare Purchasing Decisions

The process of consumer purchasing decisions is intricate, impacted by various factors such as price, product quality, and electronic word of mouth (EWOM). The steps involved in the consumer decision-making process represent the actions taken by individuals when acquiring a product (Yogesh and Yesha, 2014). Within this intricate consumer decision-making framework, price, product quality, and electronic word of mouth assume pivotal roles.

H4: Price, product quality and electronic word of mouth influence the Purchasing Decision for Bening's Skincare

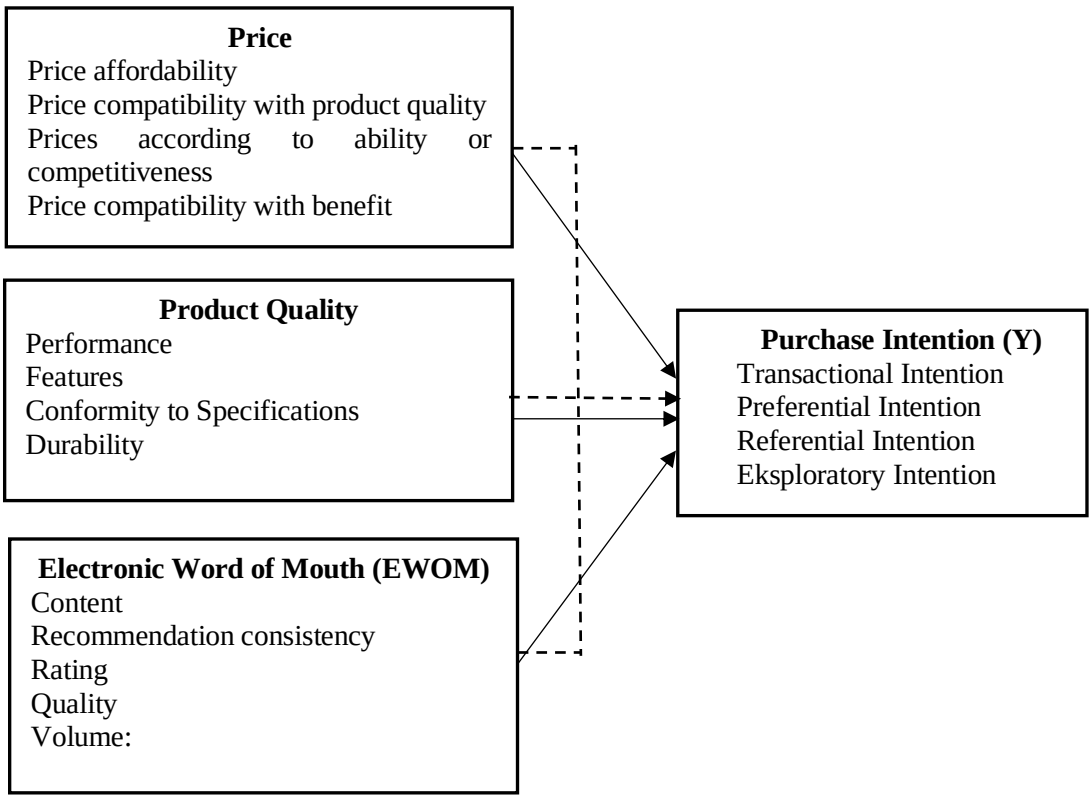


Figure 2. Research Framework
Source: Data processed by researchers, 2023

3. RESEARCH METHODS

3.1. Type of research

The methodology applied in this research is quantitative and associative. According to Siyoto & Sodik (2015:17), quantitative research involves extensive use of numerical data, including in the process of data collection, interpretation and presentation of results. Meanwhile, an associative approach is used to identify significant relationships between two or more variables (Sugiyono, 2017).

3.2. Population and sample

The population size for this study is unknown because the number of people who buy Bening skin care products in Karawang is very large and not limited. Therefore, to determine the minimum sample size required, the calculation formula recommended by Hair et al. (2011), as described by Fitriadi and Rini (2019), was applied—that is, by multiplying the number of research indicators by a factor between 5 and 10. Thus, the sample size determined for this research is explained as follows:

Sample = Number of indicators x 5
= 21 x 5
= 105

So, based on these calculations, the researchers determined the number of samples to be 105, which came from consumers who had purchased Bening's skincare products. The sampling technique applied in this research is non-probability sampling with a convenience sampling method, where researchers select respondents based on affordability or dependability, namely respondents who are easiest to find.

3.3. Data collection

Data calculations were carried out using the SPSS 20 application. The calculated data came from primary data obtained through distributing questionnaires to respondents included in the research sample, using an interval scale.

3.4. Data analysis

Next, the data that has been collected is tested using the multiple linear regression data analysis method, which begins by carrying out validity and reliability tests, followed by classical assumption tests which include normality and multicollinearity tests. After that, the hypothesis was tested using the F test simultaneously and the T test partially.

4. RESULTS AND DISCUSSION

4.1. Results

4.1.1. Sample Description

From the results of the questionnaire, several characteristics can be presented as visualized in the Table 1. Regarding gender characteristics, this study obtained a sample with 100% women covering various age ranges. There was a sample between the ages of 17-20 years at 16.19%, 21-25 years at 57.14%, ages 26-30 years at a percentage of 23.81%, and finally those aged over 30 years at 2.86%. Furthermore, characteristics based on status show that the majority of the sample is working people, reaching 72.38%, while those who do not work are 1.90%, students are 20.95%, and housewives are

4.76%. In terms of characteristics based on education, the majority of the sample had a bachelor's degree at 40.00%, followed by high school with a percentage of 30.48%, Diploma which dominated at 25.71%, and junior high school and master's degree at 1.90% each.

Table 1. Description of Respondents

No.	Criteria	Total	Percentage	No.	Criteria	Total	Percentage
1	**Gender :**			3	**Status:**		
	Woman	105	100%		Employed	76	72.38%
	Man	0			Unemployed	2	1.90%
					Students	22	20.95%
					Housewife	5	4.76%
2	**Age :**			4	**Education :**		
	17-20 Years	17	16.19%		Junior High	2	1.90%
	21-25 Years	60	57.14%		School		
	26-30 Years	25	23.81%		Senior High	32	30.48%
	> 30 Years	3	2.86%		School		
					Diploma	27	25.71%
					Bachelor	42	40.00%
					Master	2	1.90%

Source: Data processed by researchers, 2023

4.1.2. Validity test

Table 2. Price Variable Validity Test Results

Instrument	r Count	r Table	Sig.	Explanation
Statement 1	0,444	0.1900	0,000	Valid
Statement 2	0,611	0.1900	0,000	Valid
Statement 3	0,676	0.1900	0,000	Valid
Statement 4	0,534	0.1900	0,000	Valid
Statement 5	0,698	0.1900	0,000	Valid
Statement 6	0,607	0.1900	0,000	Valid
Statement 7	0,678	0.1900	0,000	Valid
Statement 8	0,543	0.1900	0,000	Valid
Statement 9	0,607	0.1900	0,000	Valid
Statement 10	0,667	0.1900	0,000	Valid

Sumber : Data diolah peneliti, SPSS 20

Table 3. Validity Test Results for Product Quality Variables

Instrument	r Count	r Table	Sig.	Explanation
Statement 1	0,746	0.1900	0,000	Valid
Statement 2	0,824	0.1900	0,000	Valid
Statement 3	0,630	0.1900	0,000	Valid
Statement 4	0,670	0.1900	0,000	Valid

Source: Data processed by researchers, SPSS 20

Table 4. Validity Test Results for Electronic Word of Mouth Variables

Instrument	r Count	r Table	Sig.	Explanation
Statement 1	0,565	0.1900	0,000	Valid
Statement 2	0,673	0.1900	0,000	Valid
Statement 3	0,564	0.1900	0,000	Valid
Statement 4	0,702	0.1900	0,000	Valid
Statement 5	0,647	0.1900	0,000	Valid

Source: Data processed by researchers, SPSS 20

Table 5. Validity Test Results for Purchasing Decision Variables

Instrument	r Count	r Table	Sig.	Explanation
Statement 1	0,558	0.1900	0,000	Valid
Statement 2	0,534	0.1900	0,000	Valid
Statement 3	0,430	0.1900	0,000	Valid
Statement 4	0,562	0.1900	0,000	Valid
Statement 5	0,548	0.1900	0,000	Valid
Statement 6	0,562	0.1900	0,000	Valid
Statement 7	0,631	0.1900	0,000	Valid
Statement 8	0,751	0.1900	0,000	Valid
Statement 9	0,655	0.1900	0,000	Valid
Statement 10	0,648	0.1900	0,000	Valid

Source: Data processed by researchers, SPSS 20

Sugiyono (2017:177) explains that the validity test assesses the accuracy between the actual data observed on the object and the data collected by the researcher. To establish the validity of an item, researchers correlate the item score with the item total. An instrument item is said to be valid if its validity index value is equal to or greater than 0.30, in accordance with Sugiyono's standards (2017:179). The results presented in Table 2-5 show that all variables in the research are valid, meeting the specified validity criteria, where the value obtained is above 0.30.

4.1.3. Reliability Test

The reliability test measures the consistency of measurement results when using the same object, as explained by Sugiyono (2017:177). The reliability of the questionnaire in this study was assessed through statistical tests using the Cronbach Alpha value. Based on the results presented in Table 6, all variables in this study are reliable. This conclusion can be obtained because the results of Cronbach Alpha (α), the three variables namely Price (0.809), Product Quality (0.687) and Electronic Word of Mouth (0.622) exceed the standard value (0.60) so they are considered reliable (Sugiyono, 2017).

Table 6. Reliability Test Results

Variables	*Cronbach's Alpha*	Cut-offß Value	Results
Price	0,809	0,6	Reliable
Product Quality	0,687	0,6	Reliable
Electronic Word of Mouth	0,622	0,6	Reliable
Purchase Decision	0,790	0,6	Reliable

Source: Authors, 2024

4.1.4. Coefficient of Determination

Table 9. Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,800[a]	,640	,629	1,680

Source: Authors, 2024

The findings show that the correlation between the variables price, product quality, electronic word of mouth, and purchasing decisions is 0.800. Calculation results with an error level of 5% or α = 0.05 indicate a very strong correlation.

As explained by Sugiyono (2008:261), this stage aims to determine the percentage contribution of the independent variable to the dependent variable which is expressed through the coefficient of determination (R2), indicating which variable has the dominant influence. The higher the coefficient of determination, the better the independent variable's ability to explain the dependent variable. Table 8 shows that the R Square value is 0.640 or 64%. It can be concluded that the results of the coefficient of determination contribute 64% in explaining the influence of price, product quality and electronic word of mouth variables on purchasing decisions, while the difference (100% - 64%) = 36% is influenced by other factors not examined in the research.

4.1.5. Multiple Linear Regression Analysis

According to Sugiyono (2016), to answer the hypothesis using multiple linear regression analysis which aims to see the direct influence of several independent variables. Based on the results in the table above, the regression model for three predictors, namely price, product quality, and electronic word of mouth, can be seen as follows:

$$Y = a + b1X1 + b2X2 + b3X3 + e$$

Table 10. Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,808	2,833		3,109	,002
	Price	,552	,080	,607	6,930	,000
	Product Quality	,385	,165	,201	2,333	,022
	Electronic Word of Mouth	,142	,120	,077	1,178	,242

Source: Authors, 2024

The results obtained from Table 10 can be expressed through the following equation:

Y = 8.808 + 0.552 Price + 0.385 Product Quality + 0.142 Electronic Word of Mouth

Constant: The constant value is a positive number of 8.808. This means that a positive constant value means that the variables product quality, price and electronic word of mouth are considered constant with a purchasing decision value of 8.808. In other words, if the independent variable maintains a constant value then the dependent variable is 8.808.

Price: This coefficient shows a positive value of 0.552 between price and purchasing decisions. Therefore, it can be concluded that if the price variable increases by one unit, the purchasing decision variable will increase by 0.552.

Product quality: This coefficient shows a positive value of 0.385 between the product quality variable and purchasing decisions. Thus, it can be concluded that if the product quality variable increases by one unit, the purchasing decision variable will increase by 0.385.

Electronic Word of Mouth: This coefficient shows a positive value of 0.142 between the Electronic Word of Mouth variable and Purchasing Decisions. This shows that if the Electronic Word of Mouth variable increases by one unit, the purchasing decision variable will increase by 0.142.

4.1.6. Hypotheses Testing Results

To assess each variable individually, a T-test statistical test is carried out to determine whether the independent variable has a significant influence on the dependent variable. Referring to table 10:

Price (X1) to Purchase Decision (Y): The results of the research show that the calculated t value is 6.930 with a significance value of 0.041. This means that the calculated t is higher than the t table (6.930 > 1.983) and is supported by a significance value of less than 0.05 α (0.000 < 0.05). This means that the price variable has a significant influence on the purchasing decision variable for Bening's skincare products in Karawang.

Product Quality (X2) on Purchasing Decisions (Y): The findings show that the calculated t value is 2.333 with a significance value of 0.000. This shows that the calculated t is higher than the t table (2.333 > 1.983) and is supported by a significance value of less than 0.05 α (0.022 < 0.05). This means that the Product Quality variable has a significant influence on the purchasing decision variable for Bening's skincare products in Karawang.

Electronic Word of Mouth (X3) on Purchasing Decisions (Y): The results of the research show that the calculated t value is 1.178 with a significance value of 0.041. This shows that the calculated t is lower than the t table (1.178 < 1.983) with a significance value of more than 0.05 α (0.242 > 0.05). This means that the Electronic Word of Mouth variable does not have a significant influence on the purchasing decision variable for Bening's skincare products in Karawang.

4.1.7. F-Test

Table 12. F Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	506,856	3	168,952	59,876	,000[b]
	Residual	284,991	101	2,822		
	Total	791,848	104			

a. Dependent Variable: Total_Y

b. Predictors: (Constant), Total_X3, Total_X2, Total_X1

Source: Authors, 2024

To assess whether the proposed hypothesis is accepted or rejected, the research variables are tested together using the F-statistical test, which aims to explain the influence of the independent variable on the dependent variable.

In the table presented, the calculated F value reaches 59.876 with a significance value of 0.000.

For comparison, the F table value at a significance level of 5%, with degrees of freedom K=3 and df2 = (105 -3 - 1 = 101), is 2.699. This shows that the calculated F value is higher than the table F value (59.876 > 2.699), and the significance value is smaller than α, (0.000 < 0.05). Thus, it can be concluded that the fourth hypothesis (H4) is accepted, indicating that there is a significant influence between the variables price, product quality, electronic word of mouth simultaneously on purchasing decisions for Bening's skincare products in Karawang. Based on table 10, the F test results show a calculated F value of 59.876 > F table of 2.699, confirming the feasibility of the model or acceptance of the F test and stating that the independent variable is suitable for explaining the dependent variable being analyzed.

4.2. Discussion

4.2.1. The Influence of Price on Purchasing Decisions

Based on the multiple linear regression test, the calculated t result exceeds the t table (6.930 > 1.983), and the significance value is smaller than the α value (0.000 < 0.05), indicating that there is a significant influence of the price variable on purchasing decisions for Bening's skincare products in Karawang. This finding is in line with previous research by Purba, Listyorini, and Pradhanawati (2023) which emphasized that price, together with brand image, is a crucial factor that influences consumer purchasing decisions. Overall, factors such as affordability, suitability for product quality, competitiveness, and benefits play an important role in shaping consumer decisions. Prices that are too high can limit market reach, while affordable prices expand accessibility to a wider consumer segment. Furthermore, the importance of matching prices to product quality cannot be ignored. Consumers tend to look for value for the money they spend. Therefore, setting prices that reflect the quality offered by the product is key. Adjusting prices to capabilities or competitiveness is the essence of business continuity. Prices that are not in line with consumer purchasing power or are not competitive with competitors can harm the company's position in the market. Ultimately, matching price with benefits involves the art of conveying a product's value clearly to consumers. The price paid must be commensurate with the benefits received by consumers.

4.2.2. The Influence of Product Quality on Purchasing Decisions

Based on the multiple linear regression test, the results of the t calculation exceed the t table value (2.333 > 1.983), and the significance value is lower than the α value (0.022 < 0.05), indicating that there is a significant influence between product quality variables on purchasing decisions for Bening's skincare products. in Karawang. These findings support the results of previous research by Rahmatika and Indayani (2022) which emphasized the important role of product quality factors in shaping consumer behavior in purchasing decisions, especially for skincare products. In the context of skin care, where products interact directly with skin and health, product quality is crucial in shaping consumer preferences. Consumers of skin care products generally look for products that are effective and provide the desired results. High-quality skin care products guarantee their effectiveness in providing benefits such as better skin care, rejuvenation, or solving certain skin problems. High-quality skin care products generally provide consistent results over time. The reliability of a product to provide benefits consistently influences consumer purchasing decisions. Product quality in skin care also involves texture, aroma and comfort of use. Products that provide a pleasant user experience, are easy to apply, and provide a good sensation when used can increase the likelihood of consumer purchase.

4.2.3. The Influence of Electronic Word of Mouth on Purchasing Decisions

Based on the multiple linear regression test, the results of the t calculation are smaller than the t table value (1.178 < 1.983), and the level of significance exceeds the α value (0.242 > 0.05), indicating that the Electronic Word of Mouth variable does not have a significant influence on purchasing decisions Bening's skincare products in Karawang. This finding is contrary to research by Lestari and Widjanarko (2023) which concluded that EWOM influences purchasing decisions, and is in line with the results obtained by Luthfiyatillah, Millatina, Mujahidah, & Herianingrum (2020), where Electronic Word of Mouth did not have a direct influence on decisions. purchase. This is because consumers have become smarter in evaluating and filtering reviews posted by other people on electronic platforms. Consumers tend not to easily trust reviews written by individuals in electronic media, due to the phenomenon of widespread fake reviews, especially if they are foreigners. The reliability of such reviews is often questioned by consumers, who may wonder whether the review is genuine or whether the reviewer was paid to provide positive feedback. Especially for skin care products, the suitability of raw materials varies for each skin type. Consumers tend to want to prove it for themselves. It may be that a skin care ingredient is suitable for another person, but not for another individual. The suitability of skin care ingredients needs to be tested directly.

5. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

Based on the findings and discussions described previously, the following conclusions can be drawn. First, The results of hypothesis testing show that the price variable has a significant influence on purchasing decisions for Bening's skincare products in Karawang. Second, findings from hypothesis testing show that product quality variables play a significant role in influencing purchasing decisions for Bening's skincare products in Karawang. Third, the results of hypothesis testing demonstrate that the electronic word of mouth variable does not have a significant impact on purchasing decisions for Bening's skincare products in Karawang. Fourth, the results of hypothesis testing confirm that the variables price, product quality, and electronic word of mouth together have an influence on purchasing decisions for Bening's skincare products in Karawang.

5.2. Suggestions

Researchers recommend that Bening skincare continue to maintain and improve the quality of its products in order to maintain consumer interest and loyalty, especially amidst competition with other businesses. It is also recommended that Bening skincare maintain product prices to remain reasonable, so as to ensure continued accessibility for consumers. Regular adjustment of product prices according to the quality of skin care is also recommended to prevent consumers from switching to other manufacturers.

Additionally, for future research, it is recommended to explore additional factors that may contribute to consumer behavior in purchasing decisions, such as brand awareness and social media marketing. The current research has limitations in terms of geographical coverage, so future researchers are expected to conduct research in wider areas or with significant skin care consumption patterns.

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