Analysis of Product Quality and Price, on Interest in Buying Wardah Cosmetics in Tiktok Shop

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A R T I C L E I N F O	A B S T R A C T
  	This study aims to determine the effect of product quality and price on the intention to buy Wardah cosmetic products. The sample in this study were 40 respondents. Data obtained by interview in the form of a questionnaire. Data analysis techniques in this study used quantitative analysis in the form of validity tests, reliability tests, coefficient of determination or R-square, compatibility tests through the F test, and t tests to find out whether it was significant or not. The results of this study are in accordance with the T test of product quality variable comparison of the value of T count 0.018 > t table = 2.030, so there is no significant effect on purchase intention. Price has a substantial impact on customers' propensity to purchase wardah cosmetic products from E-Commerce TikTok Shops, as shown by the calculated T value comparison of 2.886 > ttable = 2.030

INTRODUCTION

According to the Statista analysis, the Beauty & Personal Care industry will generate US$7.23 billion or Rp. 111.83 trillion in sales in 2022 (At an exchange rate of Rp. 15,467.5 to 1 dollar). From 2022 to 2027, the market is anticipated to expand by 5.81% annually (CAGR, or annual growth rate).

The personal care category, with a market volume of US$3.18 billion in 2022, is the biggest market segment. Skin Care came in second with US$2.05 billion, followed by cosmetics ($1.61 billion) and perfumes ($39 million).

In terms of population, Indonesia will create US$25.90 in revenue from the personal care and cosmetics industry in 2022. In the Beauty & Personal Care industry, internet sales will account for 15.8% of total revenue by 2022.

The product categories that customers find most appealing while buying online are changing, according to survey data from Sirclo and the Katadata Insight Center (KIC) in 2021. During the Covid-19 epidemic, there were 40.1% more transactions for health and beauty items. Compared to 2019, when its figure was just 29.1%, it has grown.

Increasing sales of cosmetics and health products outside of the fast-moving consumer goods (FMCG) segment. Only a little increase in FMCG transactions, from 30.5% in 2019 to 31.2% in 2020–2021, was seen. The fact that individuals are spending more time at home is the reason for the large volume of transactions for FMCG and health and beauty items. In addition, the COVID-19 epidemic has raised people's awareness of health issues.

In the midst of a downturn in the economy during the Covid-19 pandemic, various local cosmetic brands are increasingly existing and are able to compete with foreign brands in the Indonesian market. The Indonesian cosmetics market is getting busier with the presence of various locally made cosmetic brands that are increasingly existing in the country. In the midst of the country's declining economy due to the Covid-19 pandemic, the cosmetics industry, especially local brands, can survive and even continue to grow by launching various new product lines.

It can be said that the quality of various local cosmetic brands is on par with brands made in foreign countries. A number of them have gone viral and received a lot of attention from cosmetic lovers in Indonesia.

Some of the things that attract the attention of the Indonesian people to local cosmetic brands include quality, innovation, price, and attractive packaging. The survey conducted by Populix revealed a list of the most used local cosmetic brands in 2022.
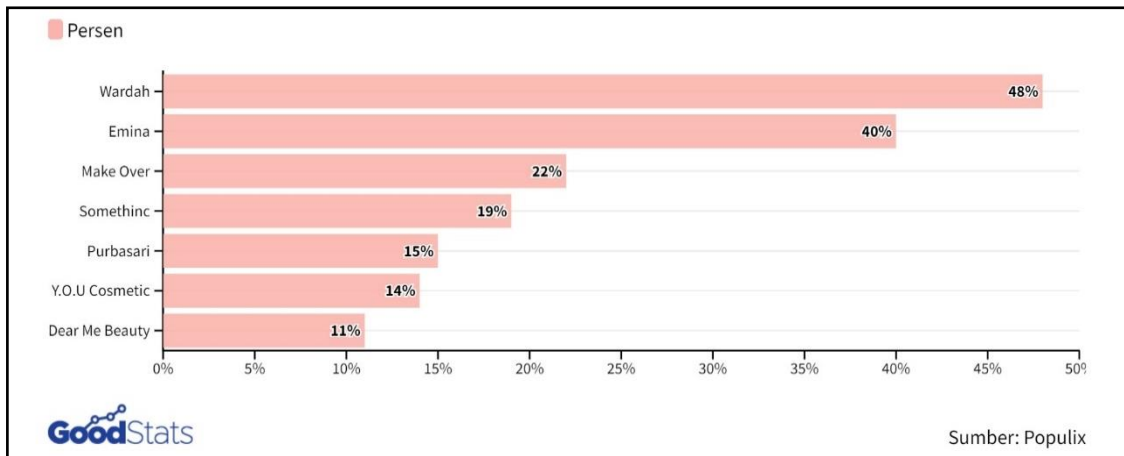
Figure 1. Most Used Local Cosmetic Brands in Indonesia 2022
Source: Populix 2022

Prices mainly affect the purchasing interests of Tiktok Shop online store users. However, if the price offered is too cheap or affordable, it will attract people to research and buy the product. In addition, the function of tiktok store can also attract the interest of consumers, also offer relatively affordable prices and offer offers or discounts for cheaper postage.

The Tiktok store can also be an added value related to shopping, because the goods sent are of high quality, in addition, the Tiktok store can also increase trust with a refund guarantee if the product offered has errors or damages, so that people trust it and do not hesitate to buy . One of the most widely used apps in the world is TikTok. Due to its appealing style and features, this brief video application has been able to grab the interest of many people, particularly young people. In the first quarter of 2022, TikTok will have 1.4 billion monthly active users (MAU) over the age of 18 worldwide, predicts a report by We Are Social. Users have climbed by 15.34% over the previous quarter, when there were 1.2 billion of them.

The United States has the most active TikTok user base globally by country. There will be 136.4 million people on Earth in April 2022. With 99.1 million active TikTok users, Indonesia is second. The average monthly usage time for Indonesian users of TikTok is 23.1 hours.
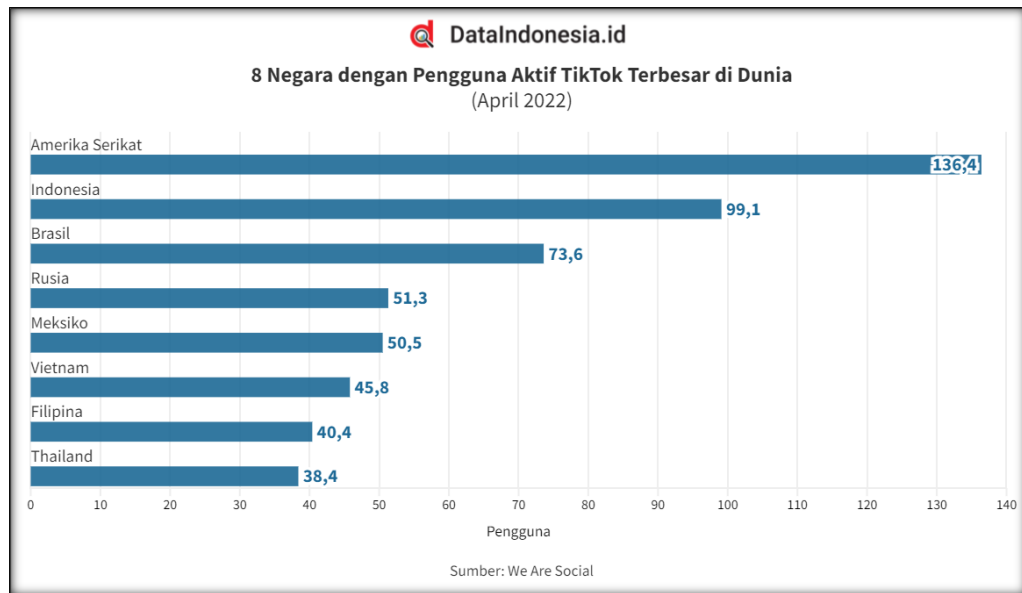
Figure 2. Countries with the World's Highest Tiktok Usage Rates
Source: Data Indonesia.id 2022

With 73.6 active TikTok users, Brazil comes in second. Then there are 50.5 million people in Mexico and 51.3 million active TikTok users in Russia. There are 45.8 million active TikTok users in Vietnam. There are 40.4 million active TikTok users in the Philippines. Thailand is ranked seventh on this list. In the kingdom of white elephants, TikTok has 38.4 million active users. As a result, e-commerce now has significant influence over how people act. The author is interested in doing a study named "Product Quality and Price Analysis on Purchase Interests of Wardah Cosmetics" based on the information provided above.

LITERATURE REVIEW
Product

Product is the most basic tool of the marketing mix, where the consumer has expectations to fulfill his needs and wants through the product. That the fulfillment of their needs and desires is closely related to the quality of the product. From the consumer's point of view, quality has different characteristics among consumers. Fandy Tjiptono (2012: 121) argues that quality is as follows. The traditional definition of quality is a direct description of a product, such as efficiency, reliability, ease of use, aesthetics, etc. In the strategic definition, quality is anything that can satisfy the wants or needs of customers (consumers). Indicators: Product durability shows the age of the product, namely the number of uses of a product before the product is replaced or damaged.

a. Product attributes Consumer perception of the benefits or superiority of a product.
b. Product reliability Was a functional and basic product purchased?
c. Technical compliance Technical compliance, ie. the extent to which the design and performance meet the predetermined standards. d. Product aesthetics Product aesthetics, namely the appeal of the product to the five senses.

Price

Price is the value of a product because it impacts the producer's profit, claim Kotler and Armstrong (2012: 347). Price has a significant impact on consumer purchases as well, thus pricing must be done carefully. Revenues and earnings are intimately correlated with prices. Price is the component of the marketing mix that brings in money for the business, which has an impact on profit margins and market share. Price indicators include, for instance. Costly costs Everyone who purchases something from a business-from the rich to the middle class to the working class-can afford it if it charges fair costs.

Price composition with product quality Product quality compatible with the marketed price of the company.

a. Price competitiveness The price set by the company can be very different from the price of other companies selling the same product.
b. Price discount The company must give this discount to attract the attention of consumers so that they want to buy their products.
c. Compatibility of the price with the benefits of the product The price of the product or item also depends on how useful the product is for consumers when the consumer buys it. Purchase rate

Interest in Buying

Interest in Buying is part of the behavioral component of consumer attitude. Purchase interest is, according to (Kotler and Keller, 2009: 137), consumer actions taken in reaction to products that the buyer expresses a desire to buy. The worth of the product under consideration affects the decision to buy. The perceived benefits are greater than the sacrifice to obtain them, the desire to buy them is greater. On the contrary, if the benefit is less than the sacrifice, the buyer usually refuses to buy and usually goes to evaluate other similar products. According to (Kotler and Keller, 2010: 5), buying interest can be identified by the following indicators:

a. Transactional interest, or the propensity for a person to purchase a good.
b. A person's propensity to recommend a product to others, or referral interest.Primary interest, namely the interest that describes the behavior of a person who mainly prefers a product. This setting can only be changed if something happens to the preferred product.

c. Research interest, this interest describes the behavior of a person who continuously seeks information about a product of interest to them and looks for evidence to back up the advantages of the product.

Table 1. Operational Indicators, Sub-Indicators and Variables

No	Variable	Indicator	Sub Indicator
1.	Product Quality	a. Endurance	a. WardahCosmetic products have long shelf life
		b. Privileges	b. Wardah Cosmetic products have advantages over other cosmetics
		c. Reliability	c. Every product from Wardah Cosmetics is reliable, which draws customers in.
		d. Compliance with specifications	d. Wardah Cosmetics products have specifications according to the wishes of consumers
		e. Product Aesthetics	e. The packaging of this product is able to attract the attention of consumers.
2.	Price	a. Price Affordability	a. Prices for goods are affordable to all student groups.
		b. Price conformity with product quality	b. The product's pricing is in line with the price being given.
		c. Price competitiveness	c. Comparing this product's pricing to its rivals, it is reasonable.
		d. Discounts	d. often provide discounts during specific times
		e. Price conformity with product benefits	e. The price is in accordance with the benefits of the product that consumers want
3.	Interest in Buying	a. Transactional interest	a. The propensity of customers to constantly repurchase the goods they have used
		b. Refrential interest	b. Consumers recommend products that have been consumed to others
		c. Preferential interest	c. Consumers who make the product they have consumed as the main choice..
		d. Explorative interest	d. Product Purchase Decision

METHODOLOGY

This study uses quantitative research methods and explanatory research types. Quantitative research is research that reports results obtained using statistical methods and approaches that emphasize testing theories or hypotheses by measuring research variables in the form of numbers (Sujarweni, Wiratna, 2015). Explanatory research is research that tests hypotheses between hypothesized variables (Sani, Achmad, & Vivin, 2013). IBM students from the D3 Office Administration study program participated in this study. According to Sugiyono (2007), a population is a generalized area consisting of objects or subjects with certain features and characteristics that researchers have set up for study and conclusions. The sampling technique uses non-probability sampling. According to Simamora (2004), non-probability sampling means that not all populations have an equal chance of becoming respondents, and sampling is based on the opinions of the researcher. The sample was created using the random sampling technique, in which the researcher visited the samples and then chose possible respondents who occurred to match the research requirements while the study was being conducted. The samples obtained in this study were 40 respondents. Data collection methods using survey techniques by asking respondents questions in the form of a questionnaire. The instrument used in this study was a Likert scale questionnaire where each question had 5 (Five) options, namely: strongly agree (SS) score 5, agree (S) score 4, fairly (C) score 3, disagree (TS) score 2 and strongly agree (STS) score 1. Data analysis technique is SPSS for Windows version

In this study, quantitative analysis was used to determine the significance of each coefficient of the independent variable in relation to the dependent variable using the validity test, reliability test, coefficient of determination or R-square, goodness-of-fit test by F-test, and t-test.

RESULT AND DISCUSSION
Validity

With the help of the validity test, it is found out whether the measuring device has fulfilled its function to its full potential (Sugiyono, 2015). A validity test measures whether a study is valid or not. Testing using a two-sided significance level of 0.05 or = 5% gives an r table of 0.312. The instrument is recognized as valid if r arithmetic > r table and vice versa if r arithmetic andlt; The r table is invalidated.

Reliability

Reliability is a tool used to measure questionnaires that are indicators of a variable or construct (Ghozali, 2013). Reliability is an index of the extent to which a measurement is reliable or trustworthy and the extent to which measurement results remain consistent when two or more measurements of the same symptoms are made using the same measure (Sekaran, 2000). . The reliability of the questionnaire in this study was tested using the Alpha Cronbach coefficient formula. Nyt (2000) divides the level of reliability of indicators by the following criteria: when alpha or r is calculated: 0.8 - 1.0 = good reliability, 0.6 - 0.799 = acceptable reliability, and below 0.6 = poor reliability

Table 2. Variable Reliability Test
Reliability Statistics

Cronbach's Alpha	N of Items
,959	46

Source: Processed Data, 2023

Based on the test results obtained with SPSS software, it is known that all the phrases consisting of 3 variables with 14 statements show a Cronbach's alpha value of 0.959, which means that 46 statements are recognized as reliable and have good reliability.

Statistics Test

Determination Coefficient Test (R2)

The coefficient of determination (R^2) quantifies how well the independent factors can account for the dependent variable. Sugiyono (2008) interprets this to suggest that all independent factors have a decreasing impact on the dependent variable as the value of the regression coefficient of determination diminishes and approaches zero.

Table 3. Determinasition Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.701[a]	,491	,433	,49493

Source: Processed Data, 2023

Table 3 above demonstrates the following:

     1) The correlation coefficient (R) is 0.701, which indicates that there is a significant correlation between the independent and dependent variables.

     2) The coefficient of determination (R2) is 0.491, which means that the proportion of independent variables affects the dependent variable by 49.1%, while the remaining 50.9% is the influence of other variables or other factors.

     Based on the test results obtained by SPSS software, it is known that all the phrases with 14 statements consisting of 3 variables show a Cronbach's alpha value of 0.959, which means that the 14 statements are recognized as reliable and have good reliability.

F Test

     According to Sugiyono (2008) the statistical value of F is to show whether all the independent variables referred to in the regression equation simultaneously affect the dependent variable. Ghozali (2013) states that if the significance value is > 0.05 then the hypothesis is rejected (regression coefficient is not significant), but if the significance value is <0.05 then the hypothesis is accepted (regression coefficient is significant).

Table 4. F Test

ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	8,274	4	2,069	8,445	.000[b]
Residual	8,573	35	,245		
Total	16,848	39			

Source: Processed Data, 2023)

     Based on the F test above, it can be seen that the Sig. 0.000 < 0.05, it can be concluded that there is a jointly significant influence between the dependent variable (Purchase intention) and the independent variables (Product quality and price).

T test

     The t-test demonstrates how much the dependent variable can be explained by the impact of only one independent variable. The t-test, according to Ghazali (2011), is carried out by contrasting the variance of one mean with the standard errors of the two sample means. Ha is rejected and H0 is accepted, indicating that the independent variable has no impact on the dependent variable, if t count > t table or probability significant > significant threshold (Sig > 0.05). The T-table value in this study was 2.030 since there were 40 respondents, 3 research variables, and this study.

Table 5. T Test

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 Constant)	,602	,954		,631	,532
X1	,006	,365	,004	,018	,986
X2	,443	,154	,510	2,886	,007

Source: Processed Data, 2023

Based on Table 5 it can be concluded that:

1. Variable X1 (Product Quality) = T-value 0.018 < T> 0.05, which means that there is a positive and insignificant effect between product quality (X1) and purchase intention (Y).
2. Variable X2 (Price) = T-score 2.886 > T-table 2.03011, then H1 is accepted or it is shown that X2 affects the dependent variable Y (Purchase time). A t-value of 2.886 means that the effect is positive. Based on the above T-test results, conclusions can be drawn in tabular form as per Table 5 below.

Table 6. Conclusion of T Test Results

VARIABLE	T		Sig.		Conclusion
	t_{count}	t_{table}	Result	α = 5%	
Product Quality	0,018	< 2,03011	,986	>0,05	Rejected
Price	2,886	> 2,03011	,007	<0,05	Accepted

Source: Processed Data, 2023

The first hypothesis, according to which product quality has a positive and significant effect on purchase intention, was not proven. It is based on the results of data processing, the t-value of 0.018 is lower than the t-table of 2.03011. This shows that product quality has a minor effect and relationship on purchase intention. These results can also be seen from the significance value of 0.986 for the product quality variable, which is greater than 0.05, which means that it is not significant. Thus, it can be said that product quality has a positive and insignificant effect on business continuity. Thus, the first hypothesis that "product quality has a positive and significant effect on the existence of the company" is rejected. The second hypothesis, according to which price has a positive and significant effect on purchase intention, was also proven. It is based on the results of data processing, the t-number value of 2.886 is higher than the t-table 2.03011. This shows that price has a positive effect and a significant

relationship with purchase intention. These results can also be seen from the significance value of the price variable at 0.007 which is greater than 0.05 which means that it is significant. Thus, it can be concluded that price has a positive and significant effect on purchase interest. Thus, the second hypothesis that "price has a positive and significant effect on purchase intention" is accepted.

CONCLUSION

Based on the results of the study and discussion, it can be concluded that: (1) product quality has a positive and not significant effect on purchase intention; (2) Price has a positive and significant effect on purchasing interest. Thus, of the two variables (Product quality and price), only the price variable has a positive and significant effect on the intention to purchase Wardah cosmetics. The purchase intentions of Wardah cosmetics are not significantly impacted by the product quality variable.

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