

ANALYSIS OF THE EFFECT OF PRODUCT QUALITY, PRICE, BRAND IMAGE AND PERSONAL SELLING ON PURCHASE DECISIONS ON ORIFLAME PRODUCTS CONSUMERS (Oriflame Customer Study in Rawamangun, East Jakarta)

1st Eva Diah Vepri Purniawati, *2nd* Lina Noersanti, S.Si., MSi.
Sekolah Tinggi Ilmu Ekonomi Indonesia, Jakarta
Jl.Palad Kamp. Bulak Baru V Rt.009 Rw.03 No.25
Kec. Pulogadung, Jakarta Timur
evadiyah76@yahoo.com, lina_noersanti@stei.ac.id

Abstract - This study aims to determine wheter there is a partial and simultaneous influence on Product Quality, Price, Brand Image and Personal Selling on purchasing secisions on Oriflamers in Rawamangun.

The research strategy uses quantitative methods with quantitative descriptive approach. The population is consumers who make purchases at the Oriflame Rawamangun East Jakarta branch office, and the number of samples is determination using the Moe formula. The result of the calculation of the formula., the sample in this study were 97.06 respondens and rounded up to 97 respondenst.

Based on the result and hypothesis testing shows that product quality has a positive influencer on purchasing decisions Oriflame product at Rawamangun branch office ; price has a positive influence on purchasing decisions Oriflame product at Rawamangun branch office ; brand image has a positive influence on purchasing decisions Oriflame product at Rawamangun branch office ; personal selling has a positive influence on purchasing decisions Oriflame product at Rawamangun branch office ; and product quality, price, brand image and personal selling has a positive influence on purchasing decisions Oriflame product at Rawamangun branch office ;.

Keywords: Product Quality, Price, Brand Image, Personal Selling, Purchase Decisions

Abstrak– Penelitian ini bertujuan untuk mengetahui apakah terdapat pengaruh Kualitas Produk, Harga, Citra Merek dan Personal Selling secara parsial dan simultan terhadap keputusan pembelian makanan cepat saji di Burger King cabang Duren Sawit

Strategi penelitian ini menggunakan metoda kuantitatif dengan pendekatan dekriptif kuantitatif. Populasinya adalah para konsumen yang melakukan pembelian di kantor cabang Rawamangun Jakarta Timur, dan konsumen Oriflame tidak diketahui jumlahnya secara pasti. Penentuan jumlah sampel ditentukan dengan menggunakan rumus Moe. Hasil perhitungan rumus, sampel dalam penelitian ini sebanyak 96,04 responden dan dibulatkan menjadi sebanyak 97 responden.

Berdasarkan hasil dan pengujian hipotesis menunjukkan bahwa kualitas produk mempunyai pengaruh positif terhadap keputusan pembelian produk Oriflame di kantor cabang Rawamangun ; harga mempunyai pengaruh positif terhadap keputusan pembelian produk Oriflame di kantor cabang Rawamangun ; Citra merek mempunyai pengaruh positif terhadap keputusan pembelian produk

Oriflame di kantor cabang Rawamangun ; personal selling mempunyai pengaruh positif terhadap keputusan pembelian produk Oriflame di kantor cabang Rawamangun ; serta kualitas produk, harga, citra merek, dan personal selling mempunyai pengaruh yang positif positif terhadap keputusan pembelian produk Oriflame di kantor cabang Rawamangun.

Kata Kunci : Kualitas Produk, Harga, Citra Merek, Personal Selling, Keputusan Pembelian

I. PRELIMINARY

The oriflamme company, founded in Sweden in 1967 by two brothers and their friends, is currently an international beauty company with direct sales operations in more than 60 countries around the world. An extensive portfolio of natural, innovative Swedish beauty products is marketed through a sales force of approximately 36 million independent consultants, who together make annual sales. Oriflamme wants to create a cosmetics company that offers a different type of cosmetics, which contains natural ingredients. Oriflamme is a direct selling company or a company with a direct sales system that depends on distributors who play an active role in marketing products from ordering via the website to distribution to customers.

Table 1.3 Cosmetic Product Ratings in the Top Brand Index

No.	2013	2014	2015
1	The Body Shop	The Body Shop	Shepora
2	Oriflame	Shepora	The Body Shop
3	The Face Shop	The Face Shop	Innisfree
4	Nu Skin	Oriflame	Nu Skin
5	Innisfree	Nu Skin	Oriflame
6	Skin Food	Innisfree	The Body Shop

Source: www.topbrand-award.com, accessed 22 October 2016

Based on the background described above, the author wants to do research with the title "Analysis of the Effect of Product Quality, Price, Brand Image and Personal Selling on Purchasing Decisions of Oriflame Product Consumers (Studies on Oriflamme Customers in Rawamangun, East Jakarta)".

1.1. Formulation of the problem

Based on the background of the problems described above, the problems in this study are:

1. Does product quality have an influence on consumer purchasing decisions for Oriflamm products in Jakarta?
2. Does price have an influence on consumer purchasing decisions on Oriflamm products in Jakarta?

3. Does brand image have an influence on consumer purchasing decisions for Oriflamm products in Jakarta?
4. Does personal selling have an influence on consumer purchasing decisions on Oriflamm products in Jakarta?
5. Do product quality, price, brand image and personal selling have an influence on consumer purchasing decisions for Oriflamm products in Jakarta?

1.2. Research purposes

Based on the formulation of the problem above, the research objectives to be achieved are:

1. To find out how much influence Product Quality has on purchasing decisions on Oriflamm products in Jakarta.
2. This is to find out how much influence price has on purchasing decisions for Oriflamm products in Jakarta.
3. To find out how much influence the Brand Image has on purchasing decisions for Oriflamm products in Jakarta.
4. To find out how much influence Personal Selling has on purchasing decisions on Oriflamm products in Jakarta.
5. To find out how much influence the product quality, price, brand image and personal selling have on purchasing decisions on Oriflamm products in Jakarta.

II. LITERATURE REVIEW

2.1. Understanding Marketing Management

According to Kotler and Keller (2009: 27). Marketing management is a combination of the art of selecting target markets and building profitable relationships with them. Based on the above understanding, marketing management covers a complete range of activities, starting with market analysis which is intended to seek out existing business opportunities by using planning that is in accordance with organizational goals. The finished plan is then implemented so as to produce production in accordance with market demand

2.2. Product quality

According to Kotler and Keller (2009: 80), product quality is a characteristic of a product or service that emphasizes the ability of the product or service to satisfy or meet customer needs. One of the main values that customers expect from producers is the highest quality of products and services

2.3. Price

According to Tamrin and Francis (2012: 171), it is said that pricing is a problem when companies have to determine prices for the first time. This occurs when a company develops or acquires a new product, when it introduces its old product as a whole new distribution or into a new geographic area, and when making a tender enters a new contract offer.

2.4. Brand Image

According to Hribar in Nugroho (2011: 11), brand image is what consumers perceive a brand. Hribar in Nugroho (2009: 63), argues that a brand is a name, sign, symbol or design or even a combination of these, which is intended to mention the goods or services of all or groups of sellers so that they are distinguished from their competitors..

2.5. Personal Selling

According to Winardi, personal selling is a promotion carried out by the seller by conducting personal communication which is used to stimulate other parties to make purchases. Personal selling in building confidence and stimulating consumers to make purchases through communication consisting of direct confrontation, building relationships with consumers and getting direct responses from consumers.

2.6. Customer Decision

According to Engel (2014: 56), a purchase decision is the process of formulating various alternative actions to make a choice of one particular alternative to make a purchase

2.7. Relationship Between Research Variables

2.7.1 Effect of Product Quality on Purchasing Decisions

According to Kotler and Keller (2009: 143), product quality is a product characteristic that is a product or service characteristic that combines with its ability to satisfy stated or implied needs. Products that prioritize safety for skin and have been proven by the existence of a certificate on the product, the quality of the product is said to be very good. So that the better the quality of a product will affect consumer purchasing decisions. From research conducted by Nuraini (2015), it shows that product quality variables have a direct effect on purchasing decisions.

2.7.2 Effect of Price on Purchasing Decisions

Deni Nurdiansyah (2017: 22), price is a determining factor for consumers in determining a purchase decision for a product or service. Consumers will really pay attention to the price if the product or service to be purchased is a daily necessity, research that has been conducted by Diah Kartoka (2017: 66) shows that the price variable has a direct effect on purchasing decisions.

2.7.3 The Influence of Brand Image on Purchasing Decisions

Brand image is the perception and beliefs held by consumers as what is reflected in the associations embedded in the consumer's memory (Kotler and Keller 1009: 403). Products that have an attractive appearance, have many color variations will have a good brand image for consumers. So the better the brand image of a product, it will be able to increase consumer purchasing decisions. From research conducted by Stefani (2013), it shows that brand image variables have a direct effect on purchasing decisions.

2.7.4 The Influence of Personal Selling on Purchasing Decisions

In a market with a fairly high level of competition, more and more companies are offering their products with various advantages and disadvantages. Face-to-face selling or personal selling is the only promotional tool used to communicate with potential customers directly.

The proper application of personal selling in marketing products, consumers will feel more cared for and easier to understand the products offered. So in that way consumers can be sure to make a purchase decision for a product.

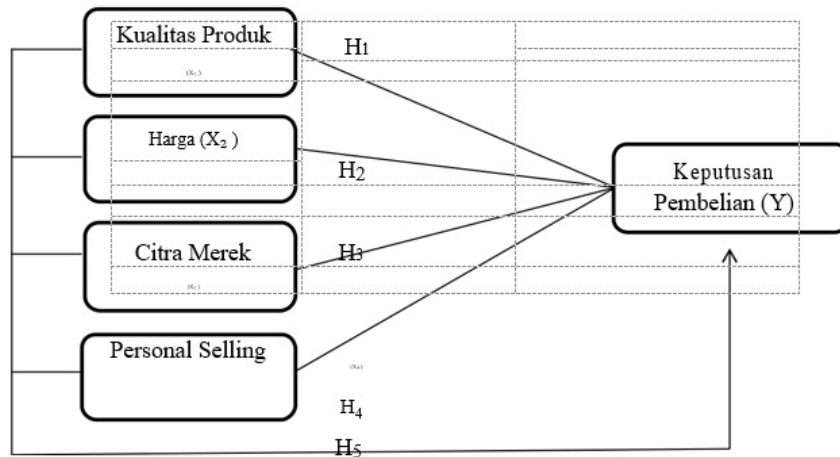
2.8. Research Hypothesis Development

This hypothesis is a temporary answer to a problem whose truth remains to be tested. Based on the description above, the hypothesis of this study is "It is suspected that product quality, price, brand image, personal selling have a positive effect on purchasing decisions on Oriflamme products in Jakarta".

2.9. Research Conceptual Framework

In this study, the influence between variables can be described in a conceptual framework as follows:

Figure 2.5. Research Conceptual Framework



III. RESEARCH METHOD

3.1. Research Strategy

The strategy used in this research is associative strategy. The associative strategy is a research problem formulation that asks about the relationship between two or more variables. This associative research strategy consists of symmetrical, causal and interactive or reciprocal relationships. In this study, the associative strategy used is a causal relationship, namely a causal relationship

3.2. Population and Sample Research

The population in this study were consumers who made purchases at the Oriflame Rawamangun Branch Office. The population size in this study is not known with certainty

The sample is part of the number and characteristics of the population. In this study, the population taken was large and the number was not known with certainty. If the population is large and the number is unknown, the formula for determining the sample is used:

$$n = \frac{Z^2}{4 (\text{Moe})^2}$$

Information :

N = Number of samples

Z = Z value with certain confidence

Moe = Margin of Error Max, which is the maximum level of error in sampling that can be tolerated or desired. With a confidence level (\bar{y}) of 95% or Z = 1 and Moe of 5%, the number of samples can be determined as follows:

$$n = 1,962$$

$$4 (0.05)^2$$

$$n = 384.16$$

From the results of the above calculations, the number of samples in this study were 384.16 respondents and rounded up to 384 respondents and because the number of represented populations was increasing so that the statistical power was getting better.

3.3. Data and Data Collection Methods

3.3.1. Research data

According to Sugiyono (2014: 3) the definition of data sources is a data source that directly provides data to data collectors. Based on the source, the data can be divided into two, namely:

1. Primary data

According to (Sugiyono 2008: 137) primary sources are data that directly provide data to data collectors. Primary data collection in this research is by distributing questionnaires and conducting direct interviews with parties related to the research being carried out.

2. Secondary data

According to Sugiyono (2008: 137) secondary data are as follows. Secondary sources are sources of data obtained by reading, studying and understanding through other media which are sourced from literature, books, and company documents.

The data source used in the research conducted by the author is the primary data source. Primary data is data obtained from questionnaires and direct interviews with respondents.

3.4. Methods and Data Analysis

3.4.1. Data analysis

The data collected from the questionnaire was tabulated, then processed. To make it easier to manage data, researchers used SPSS version 22.0 software, so the results were faster and more precise. data is presented in table form with the aim of making the data easy to read and understand.

According to Hasan (2006: 24), data processing is a process in obtaining summary data using certain methods or formulas. And in this study the authors use the tools SPSS 22.0 for windows and Microsoft Excel to facilitate data processing, the author will take the following steps:

1. Editing

The first step taken is editing, the purpose of this editing is to remove data that cannot be used due to various factors, ranging from not being filled with sampling instructions, unreadable data, table columns not completely filled, mismatched answers and answers. which cannot be understood.

2. Coding

The steps for coding both in letters and numbers in predetermined categories, in this case the coding is based on the provisions of the Likert scale.

3. Tabulation

Enter the data that has been separated based on the code into columns according to the predetermined category.

3.4.2. Presentation of Data

To make it easier to present the data, the processed data is presented in a certain form. The forms that will be used in this research are as follows:

1. Data table

Tables that contain numbers and sentences that can make it easier for what is written to be easily understood. Based on the data regulation and in its presentation, several types of data tables will be used, including the correlation table

3.4.3. Statistical Analysis of Data

The data analysis method was selected and adjusted to the research objectives. The statistical analysis of the data used in the study is the coefficient. Statistical analysis of the data used in this study is the coefficient of determination (partial and multiple) and hypothesis testing (partial and simultaneous).

1. Analysis of the coefficient of determination (KD)

According to Priyatno, the coefficient of determination (KD) is to measure how much influence the independent variable contributes to the dependent variable. The value of the determinant coefficient from 0 (zero) to 1 (one). The small value of KD means the ability of the independent variables, namely product quality, price, brand image and personal selling in explaining the dependent variable, namely the purchase decision is very limited, while the value close to 1 (one) means that the free variable provides the information needed to predict the dependent variable. .

In order to measure the amount of the independent variable on the dependent variable partially or multiple, the coefficient of determination (KD) will be used with the formula:

$$KD = R^2 \times 100\%$$

Where :

KD = Coefficient of Determination

R² = Correlation Coefficient

1. Partial Determination Coefficient

- a. The effect of X₁ (product quality) on Y (purchase decision), where X₂, X₃ and X₄ are constant.

$$KD_{y1.234} = (r_{y1.234})^2 \times 100\%$$

$$r_{y1.234} = \frac{r_{y1} - (r_{y2}r_{y3}r_{y4}r_{1234})}{\sqrt{((1 - (r_{y2})^2) \cdot (1 - (r_{y3})^2) \cdot (1 - (r_{y4})^2) \cdot (1 - (r_{1234})^2))}}$$

- b. The effect of X₂ (price) on Y (purchase decision), where X₁, X₃ and X₄ are constant.

$$KD_{y2.134} = (r_{y2.134})^2 \times 100\%$$

$$r_{y2.134} = \frac{r_{y2} - (r_{y1}r_{y3}r_{y4}r_{1234})}{\sqrt{((1 - (r_{y1})^2) \cdot (1 - (r_{y3})^2) \cdot (1 - (r_{y4})^2) \cdot (1 - (r_{1234})^2))}}$$

- c. The effect of X₃ (brand image) on Y (purchase decision) where X₁, X₂ and X₄ are constant.

$$KD_{y3.124} = (r_{y3.124})^2 \times 100\%$$

$$r_{y3.124} = \frac{r_{y3} - (r_{y1}r_{y2}r_{y4}r_{1234})}{\sqrt{((1 - (r_{y1})^2) \cdot (1 - (r_{y2})^2) \cdot (1 - (r_{y4})^2) \cdot (1 - (r_{1234})^2))}}$$

- d. The effect of X₄ (personal selling) on Y (purchasing decisions) where X₁, X₂ and X₃ are constant.

$$KD_{y4.123} = (r_{y4.123})^2 \times 100\%$$

$$r_{y4.123} = \frac{r_{y4} - (r_{y1}r_{y2}r_{y3}r_{1234})}{\sqrt{((1 - (r_{y1})^2) \cdot (1 - (r_{y2})^2) \cdot (1 - (r_{y3})^2) \cdot (1 - (r_{1234})^2))}}$$

2. Simultaneous Determination Coefficient

The effect of X₁ (product quality), X₂ (price), X₃ (brand image), X₄ (personal selling) on Y (purchase decision).

$$KD = r^2 \times 100\%$$

$$KD_{y1234} = (r_{y1234})^2 \times 100\%$$
$$r_{y1234} = \frac{(r_{y1})^2 - (r_{y1.r2} \cdot r_{y3.r4.r1234})}{\sqrt{((1 - (r_{y1})^2) \cdot (1 - (r_{y2})^2) \cdot (1 - (r_{y3})^2) \cdot (1 - (r_{y4})^2))}}$$

3. Hypothesis test

This test is conducted to determine the effect of the independent variable on the dependent variable, either partially (with the t test) or jointly or simultaneously (with the F test).

In this study, the influence of the independent variable on the dependent variable is seen from the value of the coefficient of determination (KD) which is the square of the correlation coefficient (r). therefore, testing this hypothesis is tested against ρ .

1. Partial hypothesis testing

a. Formulate a hypothesis

- a) The effect of X1 (product quality) on Y (purchase decision) to buy oriflamme products.

Population correlation coefficient between qualities

Ho: $\rho_{y1.234} = 0$: n products with a purchase decision to buy oriflamme products are not significant.

Population correlation coefficient between qualities

Ha: $\rho_{y1.234} \neq 0$: products with a significant purchase decision to buy oriflamme products

- b) The effect of X2 (price) on Y (purchase decision) to buy oriflamme products.

Population correlation coefficient between prices

Ho: $\rho_{y2.134} = 0$: with the purchase decision to buy the product oriflamme is insignificant.

Population correlation coefficient between prices

Ha: $\rho_{y2.134} \neq 0$: with a significant purchase decision to buy oriflamme products.

- c) The effect of X3 (brand image) on Y (purchase decision) to buy oriflamme products.

Population correlation coefficient between brand images

Ho: $\rho_{y3.124} = 0$: with the purchase decision to buy oriflamme products not significant.

Population correlation coefficient between brand images

Ha: $\rho_{y3.124} \neq 0$: with the purchase decision to buy a significant oriflamme product.

- d) The influence of X4 (personal selling) on Y (purchase decision) to buy Oriflamm products.

Population correlation coefficient between persons

Ho: $\rho_{y4.123} = 0$: selling with the purchase decision to buy oriflamme product is not significant.

Population correlation coefficient between persons

Ha: $\rho_{4.123} \neq 0$: selling with a significant purchase decision to buy oriflamme products.

- b. Determine the real level (α) of 5% (0.05)
- c. Test criteria: H0 is rejected, if the significance $t < 0.05$
H0 is accepted, if Significance $t > 0.05$
- d. Calculating the value of Significance t is obtained by computerized calculations using the SPSS version 22.0 program
- e. Conclusion

2. Simultaneous hypothesis testing

- a. The influence of X1 (product quality), X2 (price), X3 (brand image), X4 (personal selling) on Y (purchase decision) to buy oriflamme products.

Population correlation coefficient between qualities

Ho: $\rho_{1234} = 0$: product, price, brand image and personal selling with the purchase decision to buy oriflamme products are not significant.

Population correlation coefficient between qualities

Ho: $\rho_{1234} = 0$: product, price, brand image and personal selling with a significant purchase decision to buy oriflamme products.

- b. Determine the real level (α) of 5% (0.05)
- c. Testing criteria: H0 is rejected, if Significance $F < 0.05$
H0 is accepted, if Significance $F > 0.05$
- d. Calculating the value of Significance F is obtained by computerized calculations using the SPSS version 22.0 program
- e. Conclusion

If the calculation of the hypothesis, either partially or simultaneously, Ho is ditolak, in other words the population correlation coefficient is significant, it means that the value of KD can be used to explain the effect of changes in the independent variable on the dependent variable.

3.5.5. Testing Instruments Validity and Reliability

3.5.5.1 Validity test

The validity test is to measure whether a questionnaire is valid or not. The questionnaire or research instrument is said to be valid for research if it has a validity (rcount) greater than 0.30, so that the factor is a strong construction or has good construction validity, and vice versa if the value of validity (critical) is less than the value of 0.30 the research instrument is said to be invalid.

$$R_{hitung} = \frac{n \sum x_i y_i - (\sum x_i) (\sum y_i)}{\sqrt{(n \sum x_i^2 - (\sum x_i)^2) (n \sum y_i^2 - (\sum y_i)^2)}}$$

Information :

- rhitung = The coefficient of the validity of the question items being sought
- n = Number of samples (respondents)
- X = The score obtained by the subject of all items
- Y = The total score obtained from all items

3.5.5.2 Reliability Test

The reliability test is used to measure the consistency of the questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if someone's answer to a statement is consistent or stable over time. The instrument reliability test was carried out using the split half technique using the Superman Brown formula:

$$r = \frac{2 \cdot r_b}{1 + r_b}$$

Information :

- n = Instrument reliability
- rb = Person Product Moment correlation coefficient

The rb value can be obtained by the formula:

$$r_b = \frac{n \sum XY - (\sum X)(\sum Y)}{\sqrt{[n(\sum X^2 - (\sum X)^2)] [n(\sum Y^2 - (\sum Y)^2)]}}$$

Information :

- ri = Instrument reliability
- rb = Simple Correlation Coefficient
- n = Sample
- X = Total Item Score Odd
- Y = Total Item Item Score Even

This research instrument is said to be reliable if the reliability value of the research instrument is greater or equal to the correlation coefficient value of 0.6.

IV. RESULTS AND DISCUSSION

4.1. Description of Research Object

Oriflamme was founded in 1967 by two brothers and their friends. Oriflamme is currently an international beauty company with a direct sales system with operations in more than 60 countries around the world. An extensive portfolio of natural Swedish beauty products, marketed through an Oriflame Independent sales force of approximately 3.6 million which together make annual sales exceed 1.5 billion. Oriflamme offers business opportunities for people all over the world, who want to start earning from day one and work towards realizing their dreams and ambition to follow the company's unique business concept. Make Money Today and Fulfit Your Dreams Tomorrow. Respect for humans and nature is a basic principle of oriflamm, which is reflected in many social and environmental policies,

4.2. Description of Respondent Characteristics

The general description of respondents in the study is a characteristic of respondents who are considered to represent the entire population type with a predetermined sample, the characteristics of the respondents in this study were 384 respondents, as shown in the table below:

Table 4.1. Data on the Characteristics of Research Respondents by Age for Oriflame Consumers

No.	Age	Number of Respondents	
		Person	Presentation
1.	17 Years - 27 Years	341	88.80%
2.	28 Years - 38 Years	43	11.19%
	amount	384	100%

Source: Data processed (2019)

Based on table 4.1. It can be concluded that most of the respondents in this study were aged 17 years - 27 years as many as 341 (88.80%) because they tend to be at that age they want to be seen to be more attractive to many people and want to look younger. Oriflame is a cosmetic product that uses scientifically plant-based ingredients.

Table 4.2. Data on the Characteristics of Research Respondents by Gender for Oriflame Consumers

No.	Gender	amount	Presentation
1.	Women	379	98.69%
2.	Woman	5	1.30%
	amount	384	100%

Source: Processed Data 2019

Based on table 4.2. It can be seen that most of the respondents are female, as many as 379 (98.68%) people, so women tend to pay more attention to body care, attract attention and look perfect. Oriflame products are 80% predominantly for skin care for women, the rest for men's care and webelling (health).

Table 4.3. Data on the Characteristics of Research Respondents by Income for Oriflame Consumers

No.	Income	Number of Respondents	
		Person	Percentage
1.	<Rp. 2,000,000	7	1.82%
2.	Rp. 2,100,000 - Rp. 3,500,000	75	19.53%
3.	Rp. 3,600,000 - Rp. 4,500,000	279	72.65%
4.	> Rp. 4,600,000	23	5.98%
	amount	384	100%

Source: Processed Data (2019)

Based on table 4.3, it can be concluded that respondents with the age of 17 - 27 years are dominant because in addition to using Oriflamm products they also become sales marketing as members.

4.3. Data analysis method

4.3.1. Validity test

According to Sugiyono (2013: 133), the validity test is a measuring tool that is considered valid if the level of accuracy and accuracy of measurement is reliable and is used to determine the extent to which the measuring device (questionnaire) measures what is desired. The instrument is determined by collecting the value obtained on each item of the statement or a total score. The total score is the sum of all statement scores. To determine whether or not each research instrument question is valid, a validity test is carried out per item. Testing using the product moment formula, with the help of the SPSS program version 22.0.

The data obtained were tabulated and factor analysis was carried out with the construct validity method using the simple correlation method. The research instrument is said to be valid (accurate) for research if the correlation coefficient value is greater or

equal to 0.30 and vice versa if the correlation coefficient value is smaller than 0.30 then the research instrument is said to be invalid.

Based on data processing, the results of the validity test for Product Quality Variable (X1) were declared valid, along with the results of processing product quality variable data.

Table 4.4. Instrument Validity per item for Product Quality (X1)

No. Statement	rhitung	critical	Buying decision
1	0.738	0.30	Valid
2	0.798	0.30	Valid
3	0.810	0.30	Valid
4	0.836	0.30	Valid
5	0.654	0.30	Valid
6	0.461	0.30	Valid

Source: Results of SPSS 22 (2019) Data Processing

Based on data processing, the validity test results for Variable Price (X2) are declared valid, here are the results of variable price data processing

Table 4.5. Instrument Validity per item for Price (X2)

No. Statement	rhitung	critical	Buying decision
1	0.494	0.30	Valid
2	0.744	0.30	Valid
3	0.831	0.30	Valid
4	0.434	0.30	Valid
5	0.675	0.30	Valid
6	0.405	0.30	Valid

Source: Results of SPSS 22 (2019) Data Processing

Based on data processing, the results of the validity test for the Brand Image Variable (X3) were declared valid, here are the results of the brand image variable data processing.

Table 4.6. Instrument Validity per item for Brand Image (X3)

No. Statement	rhitung	critical	Buying decision
1	0.549	0.30	Valid
2	0.349	0.30	Valid
3	0.479	0.30	Valid
4	0.667	0.30	Valid
5	0.816	0.30	Valid
6	0.807	0.30	Valid

Source: Results of SPSS 22 (2019) Data Processing

Based on data processing, the results of the validity test for the Personal Selling Variable (X4) were declared valid, along with the results of the personal selling variable data processing.

Table 4.7. Instrument Validity per item for Personal Selling (X4)

No. Statement	rhitung	critical	Buying decision
1	0.502	0.30	Valid
2	0.603	0.30	Valid
3	0.535	0.30	Valid
4	0.549	0.30	Valid
5	0.575	0.30	Valid
6	0.554	0.30	Valid

Source: Results of SPSS 22 (2019) Data Processing

Based on data processing, the results of the validity test for the Purchasing Decision Variable (Y) were declared valid, the following were the results of the purchase decision variable data processing.

Table 4.8. Instrument Validity per item for Purchasing Decisions (Y)

No. Statement	rhitung	critical	Buying decision
1	0.458	0.30	Valid
2	0.388	0.30	Valid
3	0.399	0.30	Valid
4	0.546	0.30	Valid
5	0.387	0.30	Valid
6	0.434	0.30	Valid

Source: Results of SPSS 22 (2019) Data Processing

4.3.2. Reliability Test

According to Sugiyono (2016: 136), the instrument reliability test is carried out on valid statement items. Instrument reliability testing is intended to ensure that the instrument has consistency as a measuring tool so that the level of reliability can show consistent results. The reliability test in this study used internal consistency, which is testing the instrument only once and then measured using the Cronbach alpha coefficient, if the alpha coefficient is greater than 0.60 it is stated that the instrument used in this research is reliable. Reliability testing is done by using internal consistency with split half technique, which is analyzed using the Spearman Brown formula.

After conducting the validity test, then for a valid statement, the reabilitis test is carried out using the Cronbach Alpha method > 0.60 to be declared reliable Sugiyono (2016: 137)

Table 4.9. Reliability Test

Variable	Cronbach Alpha	Provisions	Decision
Product quality	0.786	0.60	Reliable
Price	0.670	0.60	Reliable
Brand Image	0.695	0.60	Reliable
Personal Selling	0.607	0.60	Reliable
Buying decision	0.603	0.60	Reliable

Source: Results of SPSS 22 (2019) Data Processing

Based on the table above, product quality (X1), price (X2), brand image (X3), personal selling (X4) and purchasing decisions (Y) are declared reliable because the Cronbach Alpha value is > 0.60

4.4. Statistical Analysis of Data

According to Priyanto, the coefficient of determination (KD) is to measure how much influence the independent variable contributes to the dependent variable. The value of the coefficient of determination from 0 to 1. The small value of KD means the ability of the independent variables, namely product quality, price, brand image and personal selling in explaining the dependent variable, namely the purchase decision is very limited, while the value close to 1 (one) means the independent variable provides the information needed to predict the dependent variable

In order to measure the magnitude of the influence of the independent variable on the dependent variable partially or multiple, the coefficient of determination (KD) will be used with the formula:

(1) Partial determination between X1 to Y (X2, X3 and X4 constant)

$$KD1.234 = rY1.2342 \times 100\%$$

(2) Partial determination between X2 against Y (X1, X3 and X4 constant)

$$KD2.134 = rY2.1342 \times 100\%$$

(3) Partial determination between X3 against Y (X1, X2 and X4 constant)

$$KD3.124 = rY3.1242 \times 100\%$$

(4) Partial determination between X4 against Y (X1, X2 and X3 constant)

$$KD4.123 = rY4.1232 \times 100\%$$

(5) Multiple determinations between X1, X2, X3 and X4 against Y

$$KD1.2.3.4 = rY12342 \times 100\%$$

Information :

KD	=	Coefficient of Determination
X ₁	=	Product quality
X ₂	=	Price
X ₃	=	Brand Image
X ₄	=	Personal Selling
Y	=	Buying decision

4.4.1. Partial Determination Coefficient Analysis

Based on the results of data processing, the partial coefficient between X1 and Y is -0.023. Thus the coefficient of determination of product quality on purchasing decisions can be calculated as follows:

$$KDy1234 = (r1234)^2 \times 100\%$$

$$KDy1234 = -0,0232 \times 100\%$$

$$KDy1234 = 5.29\%$$

These results indicate that the effect of product quality on purchasing decisions is 5.29%. This figure means that the effect of product quality on purchasing decisions is 5.29%, while the rest is influenced by other variables.

Based on the results of data processing, the partial coefficient between X2 and Y is -0.050. Thus the coefficient of price determination on purchasing decisions can be calculated as follows:

$$KDy1234 = (r1234)^2 \times 100\%$$

$$KDy1234 = -0,0502 \times 100\%$$

$$KDy1234 = 2.5\%$$

These results indicate the effect of price on purchasing decisions by 2.5%. This figure means that the effect of price on purchasing decisions is 2.5%, while the rest is influenced by other variables.

Based on the results of data processing, the partial coefficient between X3 and Y is 0.031. Thus the coefficient of determination of brand image on purchasing decisions can be calculated as follows:

$$KDy1234 = (r1234)^2 \times 100\%$$

$$KDy1234 = 0.0312 \times 100\%$$

$$KDy1234 = 9.61\%$$

These results indicate that the effect of product quality on purchasing decisions is 9.61%. This figure means that the effect of brand image on purchasing decisions is 9.61%, while the rest is influenced by other variables.

Based on the results of data processing, the partial coefficient between X4 and Y is 0.156. Thus the coefficient value of personal selling determination on purchasing decisions can be calculated as follows:

$$KDy1234 = (r1234)^2 \times 100\%$$

$$KDy1234 = 0.1562 \times 100\%$$

$$KDy1234 = 2.43\%$$

These results indicate that the effect of product quality on purchasing decisions is 92.43%. This figure means that the effect of personal selling on purchasing decisions is 2.43% while the rest is influenced by other variables.

4.4.2. Simultaneous Determination Coefficient Analysis

Simultaneous determination coefficient aims to determine the magnitude of the influence between variables together. Based on the results of data processing, the r_{1234} value is 0.165 (Appendix 13). From the results of the data obtained for the simultaneous coefficient of determination as follows:

$$KDy_{1234} = (r_{y1234})^2 \times 100\%$$

$$KDy_{1234} = 0.0172 \times 100\%$$

$$KDy_{1234} = 2.89\%$$

4.4.3. Hypothesis test

Hypothesis testing is used to determine the significant effect of the independent variable on the dependent variable, partially or simultaneously. The results of testing the hypothesis in the study are:

1. Partial hypothesis testing

To test the effect of independent variables with the dependent variable partially, it can be seen from the significance value compared to the real level (α) 5% (0.05) with the following criteria:

H_0 is rejected, if significance = 0.05
 H_0 is accepted, if the significance is \neq 0.05

a. Effect of product quality (X1) with purchasing decisions (Y)

$H_0: \rho_{y1234} = 0$ (partially there is no significant influence between product quality and purchasing decisions)

$H_0: \rho_{y1234} \neq 0$ (partially there is a significant influence between product quality and purchasing decisions)

Testing criteria

H_0 is rejected if Significance $t = 0.05$

H_0 is accepted if Significance $t \neq 0.05$

Table 4.10 Partial Correlation of X1 to Y

Correlations			x1	Y
Contro Variables				
		Correlation	1,000	-.023
x1		Significance (2-tailed)	.	.653
		Df	0	379
x2 & x3 & x4		Correlation	-.023	1,000
	Y	Significance (2-tailed)	.653	.
		D	379	0

Source: Data processed with SPSS 22.0 (2019)

The results of data processing for the partial correlation coefficient of product quality (X1) with a purchase decision of -0.023, which means that the effect of product quality with purchasing decisions is low, with a negative and insignificant effect. The results of this test can mean that product quality cannot be an additional reference for potential consumers and become a consideration for the desired product because the Oriflame brand is a beauty product that has a pioneer brand with natural ingredients that stick in the minds of consumers.

Obtained a significance $t > 0.05$ with a sig value of 0.653 then H_0 is accepted. H_a is rejected. It can be concluded that partially there is no significant influence between product quality variables and purchasing decisions. This means that product quality is not a consideration in purchasing decisions.

b. Effect of price (X2) with purchase decisions (Y)

$H_0: \rho_{y1234} = 0$ (partially there is a significant effect between price and purchase decisions)

H0: $\rho_{1234} \neq 0$ (partially there is a significant effect between price on purchasing decisions)

Testing criteria

H0 is rejected if Significance $t = 0.05$

H0 is accepted if Significance $t \neq 0.05$

Table 4.11 Correlation of X2 to Y
Correlations

Control Variables		x2	Y
x2	Correlation	1,000	-.050
	Significance (2-tailed)	.	.329
	Df	0	379
x1 & x3 & x4	Correlation	-.050	1,000
	Significance (2-tailed)	.329	.
	Df	379	0

Source: Data processed with SPSS 22.0 (2019)

From the results of data processing for the correlation coefficient of price (X2) with purchase decisions (Y), amounting to -0.050, which means that the effect of price with purchasing decisions is moderate with a positive and insignificant effect. That is, if consumers do not provide discount prices for their products or consumers are not members, it will affect the purchase decision.

Obtained a significance $t > 0.05$ with a sig value of 0.329 then H0 is accepted. Ha is rejected. It can be concluded that partially there is no significant effect between price variables and purchasing decisions. This means that price is not a consideration in purchasing decisions.

c. Effect of brand image (X3) on purchasing decisions (Y)

H0: $\rho_{1234} = 0$ (partially there is a significant effect between price and purchase decisions)

H0: $\rho_{1234} \neq 0$ (partially there is a significant effect between price on purchasing decisions)

Testing criteria

H0 is rejected if Significance $t = 0.05$

H0 is accepted if Significance $t \neq 0.05$

Table 4.12 Partial Correlation X3 Against Y
Correlations

Control Variables		x3	Y	
x1 & x2 & x4	x3	Correlation	1,000	.031
		Significance (2-tailed)	.	.545
		Df	0	379
	Y	Correlation	.031	1,000
		Significance (2-tailed)	.545	.
		Df	379	0

Source: Data processed with SPSS 22.0 (2019)

The results of the data for the partial correlation coefficient of brand image (X3) with purchase decisions (Y) of 0.031, which means that the effect of brand image with purchasing decisions is low with a positive and significant effect. So, the brand image of oriflame in the eyes of consumers is good, but there are also those who do not know the oriflame brand image / product in some circles of society.

Obtained a significance $t > 0.05$ with a sig value of 0.545, then H_0 is accepted. H_a is rejected. It can be concluded that partially there is no significant influence between brand image variables and purchasing decisions. This means that brand image is not a consideration in purchasing decisions.

d. Effect of personal selling (X4) on purchasing decisions (Y)

$H_0: \rho_{1234} = 0$ (partially there is a significant influence between personal selling and purchasing decisions)

$H_0: \rho_{1234} \neq 0$ (partially there is a significant influence between personal selling on purchasing decisions)

Testing criteria

H_0 is rejected if Significance $t = 0.05$

H_0 is accepted if Significance $t \neq 0.05$

Table 4.13 Partial Correlation of X4 to Y
Correlations

Control Variables		x4	Y	
x1 & x2 & x3	x4	Correlation	1,000	.156
		Significance (2-tailed)	.	.002
		Df	0	379
	Y	Correlation	.156	1,000
		Significance (2-tailed)	.002	.
		Df	379	0

Source: Data processed with SPSS 22.0 (2019)

The results of data processing for personal selling partial correlation (X4) with purchase decisions (Y) of 0.156, which means the effect of personal selling with low purchasing decisions with a positive and significant influence. This means that the seller increases sales personally to increase buyer interest in Oriflame products.

Obtained a significance $t > 0.05$ with a sig value of 0.002 then H_0 is accepted. H_a is rejected. It can be concluded that partially there is no significant influence between personal selling variables and purchasing decisions. This means that personal selling is a consideration in purchasing decisions.

2. Simultaneous testing

To test the effect of the independent variable with the dependent variable partially, it can be seen from the significant value of F compared to the real level (α) 5% (0.05) with the following criteria:

H_0 is rejected, if the significance $F < 0.05$

H_0 is accepted, if the significance $F > 0.05$

a. Determine the hypothesis

The Influence of X1 (Product Quality), X2 (Price), X3 (Brand Image) and X4 (Personal Selling) On Y (Purchase Decision)

H0: $\rho_{y1234} = 0$ There is no significant influence between product quality, price, brand image and personal selling on purchasing decisions.

H0: $\rho_{y1234} \neq 0$ There is no significant influence between product quality, price, brand image and personal selling on purchasing decisions.

Table 4.14 Correlation of Product Quality, Price, Brand Image and Personal Selling with Purchasing Decisions. ANOVAa

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	15,486	4	3,871	2,654	.033b
	Residual	552,824	379	1,459		
	Total	568,310	383			

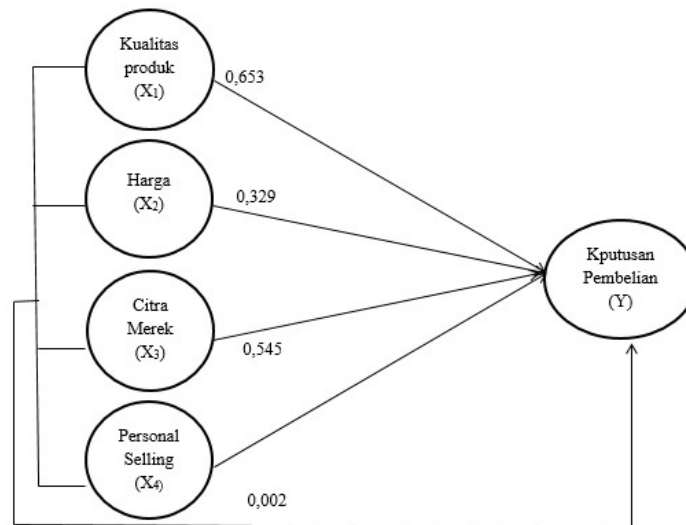
a. Dependent Variable: y

b. Predictors: (Constant), x4, x1, x3, x2

Based on the results of calculations using SPSS, the value of significance F was obtained at 0.033. In conclusion, H0 is rejected so that Ha is accepted because the significance value of F is smaller than the level (α) = 5% or 0.05, it means that simultaneously KD1234 can be cursed to explain the influence of the purchasing decision variable.

4.5. Research Findings

In the main research problem in Chapter 1, it is stated whether there is an influence on orthodic quality, price, brand image and personal selling on purchasing decisions of consumers of oriflamm products. In testing the hypothesis it can be seen that partially the product quality does not have a significant effect on purchasing decisions at the Rawamangun branch office. Partially the price also does not have a significant effect on purchasing decisions at the Rawamangun branch office, while the brand image variable has a significant influence on purchasing decisions at the Rawamangun branch office and personal selling variables have a significant effect on purchasing decisions at the Rawamangun branch office



Gambar 4.4. Interpretasi Variabel

The influence between product quality and purchase decisions

Product quality has no significant effect on purchasing decisions at the Oriflame Rawamangun branch office, the correlation coefficient value of product quality with purchasing decisions is very strong. Based on the results of hypothesis testing in this study, the researcher found that partially there was a significant influence between the product quality variable and the purchase decision at the Oriflame Rawamangun branch office. This means that consumers have their own considerations on product quality to make purchasing decisions. This means that the quality of the product is very good, made from natural ingredients, does not contain substances that are harmful to facial care for women and men.

1. The influence between price and purchase decisions

Prices have no significant effect on purchasing decisions at the Rawamangun oriflame branch office, the value of the partial correlation coefficient of prices with purchasing decisions at the oriflame rawamangun branch office is quite weak. Based on the results of hypothesis testing in this study, researchers found that partially there is no significant influence between price variables and purchasing decisions at the Oriflame Rawamangun branch office. That is, Oriflamm consumers do not really consider price as one of their considerations in making product purchase decisions.

2. The influence of brand image with purchasing decisions

Brand image does not have a significant effect on purchasing decisions at the Oriflame Rawamangun branch office, the value of the partial correlation coefficient of brand image with purchasing decisions at the Oriflame branch office is strong. Based on the results of hypothesis testing in this study, the researcher found that partially there was a significant influence between the brand image variable and the purchase decision at the Oriflame Rawamangun branch office. That is, consumers make brand image as one of the factors to buy or use Oriflame products which do have a good and positive brand image in the eyes of users.

3. The influence of personal selling with purchase decisions

Personal selling has a significant influence on purchasing decisions at the Oriflame Rawamangun branch office, the correlation coefficient between personal selling and purchasing decisions is very weak. Based on the results of hypothesis testing in this study, the researcher found that partially there was a significant influence between personal variable selling and purchasing decisions at the Oriflame Rawamangun branch office. This means that consumers do not think much about the personal selling that the seller makes to increase their personal sales.

4. The influence of product quality, price, brand image and personal selling on purchasing decisions

Product quality, price, brand image and personal selling together have a significant influence on purchasing decisions. This means that consumers do not only see one variable, but also all the variables to decide on a purchase.

V. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

Based on the results of the above calculations, the conclusions in this study are as follows:

1. Product quality does not have a significant effect on purchasing decisions. The results showed that consumers have their own considerations on product quality to make purchasing decisions. This means that the quality of the

product is very good, made from natural ingredients, does not contain substances that are harmful to facial care for women and men.

2. Price does not have a significant effect on purchasing decisions. The results of the study indicate that Oriflamme consumers do not really consider price as one of their considerations in making product purchase decisions.
3. Brand image does not have a significant influence on purchasing decisions. The results of the study indicate that consumers make brand image as one of the factors to buy or use Oriflamme products which do have a good and positive brand image in the eyes of its users.
4. Personal selling has a significant influence on purchasing decisions. The results of the research show that consumers do not think too much about personal selling made by sellers to increase their personal sales.
5. Product quality, price, brand image and personal selling together have a significant influence which is seen simultaneously. This means that consumers do not only see one variable, but consumers also see all the variables to decide to buy a product.

5.2. Suggestion

Based on the research results obtained, the researcher can provide suggestions that can be taken into consideration by the Oriflamme party in making policies in improving consumer / customer purchasing decisions. The following are suggestions from researchers:

1. For the Company
 - a. Based on the results of respondents' research, the price variable is in the quite weak category, but there are still those who give the lowest score on the statement about the product packaging as practical as possible so that consumers are even more interested in buying Oriflame products.
 - b. Based on the results of the study, it is known that the respondent's research on personal selling variables is in the very low category when seen from statement number 6 which states that the power of the seller is to attract the attention of consumers, but there are still those who give the lowest score on the statement of the power of the seller to attract the attention of consumers. Therefore, Oriflame should further increase its personal sales directly or indirectly.

5.3. Purchasing Limitations and Expansion

5.3.1. Research Limitations

1. This study only uses the variable product quality, price, brand image and personal selling to measure purchasing decisions. Meanwhile, there are many other variables that can be used to measure purchasing decisions.
2. This study uses a questionnaire in collecting data which has deficiencies, namely that respondents are often not careful in answering so that there are questions / statements that are answered in an authoritative manner.

5.3.2. Further Research Development

1. For further researchers, other variables can be used to measure consumer purchasing decisions, for example, location, service quality.
1. For further research, researchers can provide direction to respondents in terms of filling out the questionnaire, so that respondents can fill out the questionnaire correctly.

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