

***THE INFLUENCE ANALYSIS OF PRICE, PRODUCT DESIGN, BRAND IMAGES AND CELEBRITY ENDORSER ON PURCHASE INTEREST OF FOCALLURE COSMETICS
(A CASE STUDY ON PT HEXINDO ADI PERKASA, TBK)***

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Abstract - *This study aims to determine the influence of price, product design, brand image and Celebrity Endorsers on the purchase interest of Focallure cosmetics at PT Hexindo Adi Perkasa, Tbk.*

The measurement scale in this study uses a Likert scale and the data is processed using the SPSS (Statistical Package for Social Science). The populatin of the study is female employees who actively worked at the head office of PT Hexindo Adi perkasa, the sample is determined based on a saturated sampling method with a total sample of 45 respondents. Data collection techniques using questionnaire methods. Hypothesis testing using t-statistic , f-statistic and R².

The results of this study can be concluded that, (1) Price partially had a significant effect on Purchase Interest, (2) Product Design partially had no significant effect on Buy Interest, (3) Brand Image had a partially significant effect on Buy Interest, (4) Celebrity Endorsers partially does not significantly influence Buy Interest. (5) Price, Product Design, Brand Image and Celebrity Endorsers simultaneously had significant effect on Purchase Interest..

Keywords : Price, Product Design, Celebrity Endorsers, Brand Image, and Purchase Interest

Abstrak– Penelitian ini bertujuan untuk mengetahui pengaruh harga, desain produk, citra merek dan bintang iklan terhadap minat beli kosmetik Focallure pada PT Hexindo Adi Perkasa, Tbk.

Skala pengukuran dalam penelitian ini menggunakan skala likert dan data diolah menggunakan metoda SPSS (*Statistical Package for Social Science*). Populasi dari penelitian ini adalah karyawan wanita yang aktif bekerja di kantor pusat PT Hexindo Adi Perkasa, sampel ditentukan berdasarkan teknik sampling jenuh yang dimana semua anggota populasi digunakan sebagai sampel yang berjumlah 45 responden. Teknik pengumpulan data menggunakan metoda kuisioner. Pengujian hipotesis menggunakan t-statistik , f-statistik dan R².

Hasil dari penelitian ini dapat disimpulkan bahwa, (1) Harga secara parsial berpengaruh signifikan terhadap Minat Beli, (2) Desain Produk secara parsial tidak berpengaruh signifikan terhadap Minat Beli, (3) Citra Merek secara parsial berpengaruh signifikan terhadap Minat Beli, (4) Bintang Iklan Produk secara parsial tidak berpengaruh signifikan terhadap Minat Beli. (5) Harga, Desain Produk, Citra Merek dan Bintang Iklan secara simultan/bersama-sama berpengaruh signifikan terhadap Minat Beli.

Kata Kunci: Harga, Desain Produk, Citra Merek, Bintang Iklan, dan Minat Beli

I. PRELIMINARY

The cosmetics industry that is growing rapidly in Indonesia is not only domestically produced cosmetics but also imported cosmetics. The Central Bureau of Statistics (BPS) noted that during the first quarter of 2019 the pharmaceutical, chemical drug and traditional medicinal products grew by 8.12% on an annual basis with a Gross Domestic Product (GDP) value of IDR 21.9 trillion. The Indonesian Cosmetics Companies Association (Perkosmi) said that currently 80 percent of the raw materials for cosmetics are still imported from abroad. Based on the Ministry of Industry's records, exports of cosmetic products during 2018 were valued at US \$ 556.36 million, an increase compared to the previous year which was valued at US \$ 516.88 million. Although there was an increase in exports, on the import side, it also increased from US \$ 631.66 million to US \$ 850.15 million over the past year. (<https://ekonomi.bisnis.com>)

Focallure is dedicated to spreading thoughts about beauty and boundless love by presenting the highest quality products at affordable prices that are luxuriously formulated with reliable technology. Recently, Focallure has collaborated with a beauty vlogger in marketing their products by releasing a new cosmetic variant, the palette 'The Needs Face palette x Tasya Farasya', which certainly attracts women in trying to dress up in this beauty vlogger style. By bringing one of these beauty icons, the company hopes that its products can be known and used by the general public.

Based on the description above, this research seeks to conduct research on "Analysis of the Influence of Price, Product Design, Brand Image, and Celebrity Endorsers on Purchase Interest in Focallure Cosmetics (Case Study: PT Hexindo Adi Perkasa, Tbk)"

1.1. Formulation of the problem

Based on the background of the problems described above, the main problems that will underlie this research can be formulated, namely:

1. Does price affect the interest in buying Focallure cosmetics?
2. Does product design affect the interest in buying Focallure cosmetics?
3. Does brand image influence the buying interest of Focallure cosmetics?
4. Do commercials affect the interest in buying Focallure cosmetics?
5. Do prices, product design, brand image, and advertisement stars affect the purchase intention of Focallure cosmetics?

1.2. Research purposes

Based on the background and subject matter stated above, the objectives of this study can be formulated, including:

1. To find out the effect of price on buying interest in Focallure cosmetics.
2. To find out the effect of product design on buying interest in Focallure cosmetics.
3. This is to determine the effect of brand image on buying interest in Focallure cosmetics.
4. This is to determine the effect of commercials on buying interest in Focallure cosmetics.
5. To determine the effect of price, product design, brand image, and advertising stars on buying interest in Focallure cosmetics

II. LITERATURE REVIEW

2.1. Marketing

The definition of marketing can be divided into social meaning and managerial meaning. According to Kotler in Hendra (2015) socially, marketing is a social process in which individuals and groups get what they need and want by creating and freely exchanging products of value with certain parties.

2.2. Price

In research (Ian Antonius and Sugiono Sugianto, 2013) in order to be successful in marketing a good or service, every company must set its price appropriately. Price is the only element of the marketing mix that provides income or revenue for the company, while the other three elements (product, distribution, and promotion) cause costs (expenses). According to (Kotler and Armstrong, 2008) from a narrow sense, the price (price) is the amount billed for a product or service. More broadly, price is the sum of all the value provided by the customer to benefit from owning or using a product or service. In other words, the price is the amount of money charged for a product or service, or the amount of value that customers are exchanging for the benefit of owning or using a product or service. (Onigbinde Isaac Oladepo and Odunlami Samuel Abimbola, 2015) argue that price is an important factor in persuading customer decisions to buy products and services.

2.3. Product Design

According to Rosnani (2010) argues that design can be interpreted as one of the broad activities of design and technological innovation that are initiated, created, exchanged (through sale and purchase transactions) and functional.

2.4. Brand Image

Image according to Kotler and Keller (2009) is a number of beliefs, ideas, and impressions that a person holds about an object. Meanwhile, brand image is the perception and belief held by consumers, as reflected in the associations embedded in consumers' memories. In research (Ian Antonius and Sugiono Sugiharto, 2013) stated that Brand Image is the result of consumer perceptions and understanding of the brand of a product that is seen, thought about or imagined. In addition, Onigbinde Isaac Oladepo and Odunlami Samuel Abimbola (2015) stated that in the modern era, brands play an important role in improving the country's economy. Brands are the only tool that can change buyer behavior

2.5. Ad Star (Celebrity Endorser)

According to Terence A. Shimp (2010) states that endorsers are ad supporters or ad stars in supporting product advertisements. Celebrity Endorser is defined as a figure who is well known to the public and portrays himself as a consumer in advertisements. Celebrities include film and television stars, sports stars, singers and certain other influential people (Sidharta, 2014).

2.6. Interests Buy

According to Kotler & Keller (2013) consumer behavior is the study of how individuals, groups and organizations choose, buy, use and how goods, services, ideas or experiences satisfy their needs and desires.

2.7. Relationship Between Research Variables

2.7.1. The effect of price on purchase intention

Price is one of the determining factors in product selection related to consumer buying decisions. Zeithmal (1988) states that price is something that is sacrificed by consumers to get a product. Dodds (1991) states that consumers will buy a branded product if the price is considered appropriate by them. The opinion of Sweeney, et al (1998) also states the same thing that in buying a product, consumers do not only consider its quality, but also think about its price worthiness.

In accordance with research conducted by Lestari, Sri Puji (2019) which states that the results of his research show: price has a significant effect on purchase interest.

2.7.2. The influence of product design on purchase intention

Product design is a creative planning stage regarding the properties or characteristics of the finished product with the intention that there is a relationship between the parts and their respective functions that will convince consumers to purchase a product. Product design is everything that is attached to and accompanies the product such as lifestyle, features and shape or appearance of the product (Kotler and Armstrong, 1996). Design is very important for consumers in determining their choice of a product, the better the design of a product, the better the product will be in the eyes of consumers so that it attracts interest in buying the product.

In accordance with research conducted by Alfin NF Mufreni (2016) which states that the results of his research: product design has a significant effect on purchase intention.

2.7.3. The influence of brand image on purchase intention

Consumers who have a positive image of the brand tend to choose the brand in their purchase interest. (Tatik Suryani, 2013) said that Brand Image has an important role in influencing purchasing behavior. Creating an impression is one of the basic characteristics of a modern marketing orientation, namely through paying more attention and creating a strong brand. The implication of this is that the brand of a product creates an image of the product itself in the minds of consumers and makes the basic motivation for consumers in choosing a product to switch to competitors and vilify the products they buy to others (Kotler and Armstrong, 2008).

In accordance with research conducted by Aisyah, Yolanda (2019) which states that the results of her research: brand image has a significant effect on purchase interest.

2.7.4. The influence of ad stars (celebrity endorser) on purchase interest

The use of celebrities in an advertisement has been done by many marketers. According to Sumarwan (2004) purchasing products and services and choosing brands from celebrities can have a strong influence on consumers. Sutisna (2001) states that using opinion makers will be very effective in building common ground for consumers. Humans usually imitate what is done by people who are considered greater than themselves or people they admire. As a proponent of advertising, endorsers must be able to influence consumers and attract consumers to buy the products they advertise.

According to research conducted by S. Dinesh Kumar, DR. V. Hemant Kumar, Sri Sai Ram (2015) which states that the results of their research show that advertising stars (celebrity endorsers) have a significant effect on purchase interest.

2.7.5. The effect of price, product design, brand image and celebrity endorser on purchase interest

According to Peter and Olson (2007) desire is a plan to engage in a specific behavior in order to achieve a goal. Behavior always appears in a situation and at a certain time. The relationship between price, product design, brand image and advertising stars will be able to generate consumer buying interest in a product.

In accordance with research conducted by Kartika Rose Rachmadi, Nurhajati (2018), Juliana, Arifin Djakasaputra, Ira Brunchilda Hubner, Themmy Noval (2018), Nadia Maudita Deatam, Imroatul Khasanah (2019), who stated that the results of their research indicated that the price, product design, brand image and advertising stars have a significant effect on purchase intention.

2.8. Research Hypothesis Development

Hypothesis is a proportion or assumption that may be true, and is often used as a basis for decision making or problem solving or for the basis of further research. The assumptions or assumptions of the hypothesis are also data, but because they may be wrong,

if they are used as a basis for decision-making, they must be tested first using observational data (Supranto, 2013).

Based on the existing research objectives, the following hypothesis can be formulated:

H1 : It is suspected that there is an effect of price on the purchase interest of Focallure cosmetics.

H2 : It is suspected that there is an influence of product design on interest in purchasing Focallure cosmetics.

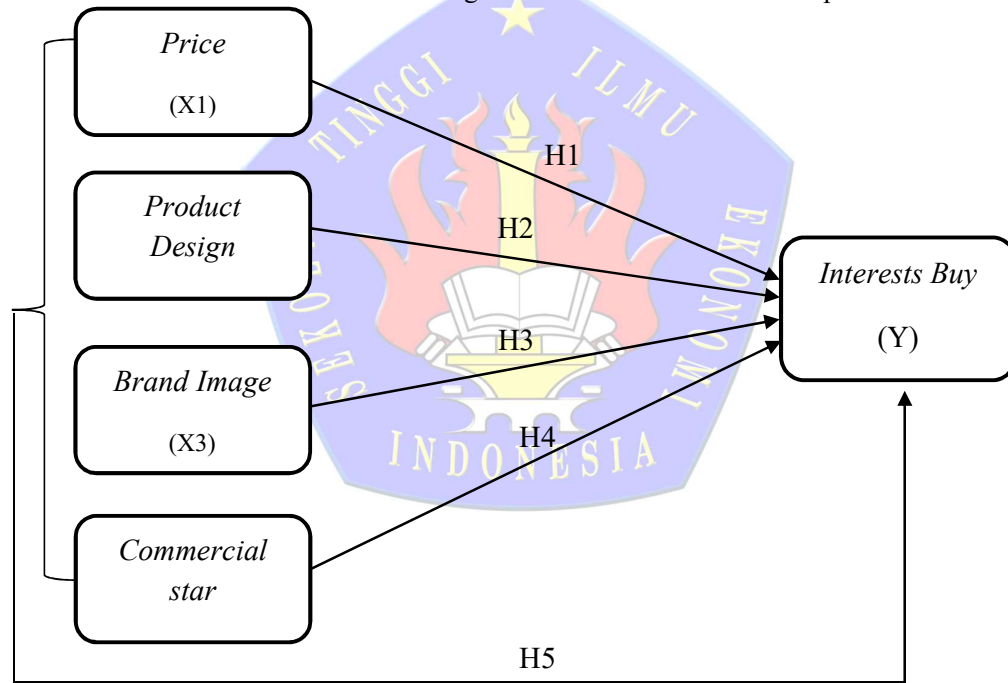
H3 : Presumably there the influence of brand image on interest in purchasing cosmetics Focallure.

H4 : Supposedly there is the influence of advertising stars on the interest in purchasing cosmetics Focallure.

H5 : Supposedly there is the effect of price, product design, brand image and advertising stars on the purchase interest of Focallure cosmetics

2.9. Research Conceptual Framework

Based on the description of the relationship between variables, it shows that price, product design, brand image and advertising stars can be used as consideration for buying interest in Focallure cosmetics. The following is the framework for the description.



Judging from the conceptual framework above, that the purpose of this study is to see whether price (X1) affects purchase intention (Y), whether product design (X2) affects purchase intention (Y), whether brand image (X3) affects purchase intention (Y), do the advertising stars (X4) affect the purchase intention (Y), and do the price, product design, brand image, and advertising stars affect the purchase intention.

III. RESEARCH METHOD

3.1. Research Strategy

The strategy used in this study is an associative or influence research strategy, which aims to determine the relationship between two or more variables. With this research strategy, a theory can be built that can serve to explain, predict, and control a symptom (Sugiyono, 2016). This method was chosen with the aim of the research characteristics to be achieved, namely to determine how the effect of price (X1), product design (X2), brand image (X3) and advertising stars (X4) on purchase intention (Y).

3.2. Population and Sample Research

According to Sugiyono (2015) that: "Population is a number of individuals who at least have the same characteristics and will be investigated". The population can be divided into two types, namely the sampling population or study population and the target population or target population, where the target population has a size greater than the size of the sampling population. Still, according to Sugiyono (2015), the definition of population sampling is a unit of analysis that provides information or data required by a study or research. While the target population is all units of analysis within the research area. The population in this study were 45 female employees at the head office of PT Hexindo Adi Perkasa, Tbk

Based on the description above, the sample in this study is in the form of questionnaire data that has been filled in by female employees at the head office of PT Hexindo Adi Perkasa, Tbk, totaling 45 people.

3.3. Analysis Method

Data analysis was performed by computer using the Statistical Package for Social Science (SPSS) Ver. 24.00. This is done so that researchers get faster and more precise statistical data results.

3.3.1. Likert scale

The Likert scale is a type of scale used to measure research variables such as attitudes, opinions and social perceptions of a person or group (Sugiyono, 2011). The Likert scale used in this study is a Likert scale 1-5 with the following information:

- Score 5 for answers Strongly Agree (SS)
- Score 4 for the answer Agree (S)
- Score 3 for the answer Neutral (N)
- Score 2 for answers Disagree (TS)
- Score 1 for Strongly Disagree (STS) answers

3.3.2. Validity test

Validity is a measure that shows the level of validity of an instrument (Arikunto, 2016). The purpose of the validity test is to measure whether a questionnaire is valid or not. The questionnaire or research instrument can be declared valid if the validity value (r) is 0.30 (r) or more, and it can be continued to the next data processing stage. To calculate the validity of a questionnaire, you can use the Pearson Correlation / Product Moment technique (Sarwono, 2015) explaining the formula for the product moment validity test as follows: $r_{hitung} > r_{kritis}$

$$r_{hitung} = \frac{(n \cdot \sum XY) - (\sum X \cdot \sum Y)}{\sqrt{[(n \cdot \sum X^2) - (\sum X)^2] \cdot [(n \cdot \sum Y^2) - (\sum Y)^2]}} \dots \dots \dots (3.1)$$

Information:

- r_{hitung} : The correlation coefficient, the validity of the statement items sought
- n : The number of research samples
- X : Score statement obtained by subjects from all items

Y : The total score obtained for all items

The provisions of a statement item are said to be valid (Sarwono, 2015) if:

- The coefficient rcount must be positive. If the result is negative then the statement is invalid and must be removed for further analysis.
- The coefficient rcount value must be greater than the coefficient r table. If the rcount value is less than the rtable value, then the statement item is invalid and must be removed for further analysis.

3.3.3. Reliability Test

Arikunto (2016) states that "Questionnaires can be said to be reliable if they are trustworthy, consistent, and when used to measure the same subject it gives results that are not much different". The research instrument can be said to be reliable if the reliability value of the research instrument is greater than the correlation coefficient value. (Testing the reliability of this study uses the Cronbach's alpha formula, which is as follows: $r_i > 0,60$)

$$r_i = \frac{2 \cdot r_b}{1 + r_b} \dots \dots \dots (3.2)$$

Value can be obtained by the formula: r_b

$$r_b = \frac{n \sum XY - (\sum X)(\sum Y)}{\sqrt{(n \sum X^2 - (\sum X)^2) \cdot (n \sum Y^2 - (\sum Y)^2)}} \dots \dots \dots (3.3)$$

Information:

- r_i : Instrument reliability
- r_b : Simple correlation coefficient
- n : Samples
- X: The total item score is odd
- Y: Total score of even items

3.3.4. Hypothesis Test (t test)

The t test is used to test the partial effect of the independent variable {price (X1), product design (X2), brand image (X3) and advertising stars (X4)} on the dependent variable {purchase interest (Y)} by comparing (t) table and (t) arithmetic. The significance rate used is 0.05 ($\alpha = 5\%$). The following is the t test formula, namely:

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}} \dots \dots \dots (3.4)$$

Information:

- t = T test value
- r = Correlation coefficient
- r^2 = Coefficient of determination

The t test criteria are:

1. If t count > t table then H_0 is rejected and H_a is accepted (independent variable X affects the dependent variable Y)
2. If t count < t table then H_0 is accepted and H_a is rejected (the independent variable X has no effect on the dependent variable Y).

3.3.5. Hypothesis Test (Test F)

The F test is used to test whether there is a significant effect simultaneously from the independent variable {price (X1), product design (X2), brand image (X3) and advertising stars (X4)} on the dependent variable {purchase intention (Y)}. If the

significance value generated by the F test is less than 0.05, it can be concluded that all independent variables as a whole have an effect on the dependent variable. Before calculating the F value of the statistic, you must first calculate the value of the coefficient of determination (R^2) obtained by dividing the number of squares of regression (ESS) by the total number of squares (TS), the value of R^2 will then be used in testing the closeness of the independent and dependent variables. The significance rate used is 0.05 ($\alpha = 5\%$). The calculated F test or f statistical test can be calculated using the following formula:

$$F = \frac{R^2/k}{(1 - R^2)/(n - k - 1)} \dots \dots \dots (3.5)$$

Information:

- F = Fcount which is then compared with Ftable
- R^2 = Predetermined correlation coefficient
- k = Number of independent variables
- n = Number of sample members

3.3.6. Coefficient of Determination (R^2)

The coefficient of determination is the level of contribution / percentage of independent variables to the dependent variable. The coefficient of determination is denoted by R^2 . This value states the proportion of the overall variation in the value of the dependent variable which can be explained or caused by a linear relationship with the independent variable (Neolaka, 2014). The coefficient of determination is between zero and one. If R^2 is greater than the value of one, the model is more precise. From this it is known how much the dependent variable can be explained by the independent variable, while the rest is explained by other causes outside the model. The formula used is:

$$KD = r^2 \times 100\% \dots \dots \dots (3.6)$$

Information:

- KD = coefficient of determination
- 3.4.r = regression coefficient

IV. RESULTS AND DISCUSSION

4.1. Description of Research Object

PT Hexindo Adi Perkasa was founded on November 28, 1988 and started its commercial activities in 1989. Hexindo has its head office located at Pulogadung Industrial Estate, Jl. Pulo goat II Kav. I-II No. 33 and has several branch offices spread across 20 cities in Indonesia. Hexindo is engaged in the procurement of heavy equipment such as Mini / Medium / Large Excavators, Wheel Loaders, Rigid Frame Trucks and Bell Dump Trucks, and Hitachi and Bell branded spare parts in Indonesia which has several business segments of heavy equipment sales, spare parts supply, full service contract maintenance, remanufacturing and training center

Focallure is a cosmetic brand based in Guangzhou, China. This Chinese brand, founded in 2014 and growing on the Aliexpress platform. Focallure successfully registered a trademark in the United States in 2017 which became known worldwide as a professional makeup manufacturer. By formulating and producing exclusive in-house skin care and makeup products, Focallure does everything from product manufacturing to testing, manufacturing, packaging and shipping.

4.2. Respondent Description

Based on data collection using a questionnaire that has been given to 45 respondents describing characteristics such as age, education and income. As shown in the following table:

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

No.	Age (Years)	Number of people)	Percentage (%)
1	18-23	4	8.9
2	23-28	19	42.3
3	28-32	11	24.4
4	> 32	11	24.4
total		45	100

Source: Data processed (2020)

In this study, the highest number of respondents aged 23-28 years as many as 19 people or 42.3%. While the lowest number of respondents was 18-23 years or 8.9%. This shows that most of the female employees who work at PT Hexindo Adi Perkasa, Tbk are 23-28 years old.

Table 4.2. Data on the Characteristics of Research Respondents based on Education

No.	Age (Years)	Number of people)	Percentage (%)
1	High School equivalent	5	11.1
2	D3	13	28.9
3	S1	23	51.1
4	S2	4	8.9
total		45	100

Source: Data processed (2020)

In this study, the highest number of respondents based on education, namely S1 as many as 23 people or 51.1%. While the lowest number of respondents was S2 as many as 4 people or 8.9%. This shows that most of the female employees who work at PT Hexindo Adi Perkasa, Tbk have an undergraduate education.

Table 4.3. Data on the Characteristics of Research Respondents Based on Income

No.	Age (Years)	Number of people)	Percentage (%)
1	Rp. 3,000,000 - Rp. 5,000,000	5	11.1
2	Rp. 5,000,000 - Rp. 7,000,000	21	46.7
3	Rp. 7,000,000 - Rp. 10,000,000	15	33.3
4	> Rp. 10,000,000	4	8.9
total		45	100

Source: Data processed (2020)

In this study, the highest number of respondents based on income was Rp. 5,000,000 - Rp. 7,000,000 as many as 21 people or 46.7%. While the lowest number of respondents is Rp. 3,000,000 - Rp. 5,000,000 or 8.9%. This shows that most of the female employees who work at PT Hexindo Adi Perkasa, Tbk earn around Rp. 5,000,000 - Rp. 7,000,000 / month.

4.3 Data Description

The data used in this study were obtained from filling out a questionnaire that had been filled in by 45 respondents at the PT Hexindo Adi Perkasa Tbk office using a Likert scale as a measurement method where each statement had five alternative answers and had a score of provisions, namely strongly disagree (score 1), disagree (score 2), neutral (score 3), agree (score 4) and strongly agree (score 5).

The questionnaire statement distributed by the researcher contains the research variables. The research variables carried out were four independent variables, namely Price

(X1), Product Design (X2) Brand Image (X3) and Advertising Star (X4) and the dependent variable, namely buying interest (Y).

4.4 Results of Testing Research Instruments

4.4.1 Validity test

Validity is a measure that shows the level of validity of an instrument. The research statement is valid if the validity value (r) is 0.30 or more. Below are the results of data processing for the three variable price statements (X1): $r_{hitung} r_{kritis}$

Table 4.4. Price Validity Test (X1)

No. Statement	critical	rhitung	Decision
1	0.30	0.908	Valid
2	0.30	0.876	Valid
3	0.30	0.908	Valid

Source: Researcher Processed Data (2020)

As for based on data processing using SPSS Ver. 24.00, for the three statements of price variables (X1) have r count more than 0.30, so that the statement can be used in this study.

Below are the results of data processing for the six Product Design variable statements (X2):

Table 4.5. Product Design Validity Test (X2)

No. Statement	critical	rhitung	Decision
1	0.30	0.685	Valid
2	0.30	0.776	Valid
3	0.30	0.730	Valid
4	0.30	0.766	Valid
5	0.30	0.768	Valid
6	0.30	0.796	Valid

Source: Researcher Processed Data (2020)

As for based on data processing using SPSS Ver. 24.00, for the six statements of Product Design (X2) variables have r count more than 0.30, so that these statements can be used in this study.

Below are the results of data processing for the six statements of the Brand Image variable (X3):

Table 4.6. Brand Image Validity Test (X3)

No. Statement	critical	rhitung	Decision
1	0.30	0.663	Valid
2	0.30	0.838	Valid
3	0.30	0.684	Valid
4	0.30	0.612	Valid
5	0.30	0.872	Valid
6	0.30	0.804	Valid

Source: Researcher Processed Data (2020)

As for based on data processing using SPSS Ver. 24.00, for the six statements of the Brand Image variable (X3) has a count of more than 0.30, so that the statement can be used in this study.

Below are the results of data processing for the five Star Ad variable statements (X4):

Table 4.7. Ad Star Validity Test (X4)

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No. Statement	critical	rhitung	Decision
1	0.30	0.520	Valid
2	0.30	0.867	Valid

Table 4.7. Ad Star Validity Test (X4)

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No. Statement	critical	rhitung	Decision
3	0.30	0.802	Valid
4	0.30	0.737	Valid
5	0.30	0.712	Valid

Source: Researcher Processed Data (2020)

As for based on data processing using SPSS Ver. 24.00, for the six statements of the Ad Star variable (X4) have r count more than 0.30, so that the statement can be used in this study.

Below are the results of data processing for the four statements of Purchase Interest (Y) variables:

Table 4.8. Purchase Interest Validity Test (Y)

No. Statement	critical	rhitung	Decision
1	0.30	0.842	Valid
2	0.30	0.792	Valid
3	0.30	0.682	Valid
4	0.30	0.890	Valid

Source: Researcher Processed Data (2020)

As for based on data processing using SPSS Ver. 24.00, for the six statements of Purchase Interest (Y) variables have r count more than 0.30, so that the statement can be used in this study.

4.4.2 Reliability Test

Testing the reliability of this study using the Cronbach's alpha formula, where the research statement can be said to be reliable if the reliability value of the research instrument is greater than the correlation coefficient value. (Below are the results of data processing for all research variables: $r_i > 0,60$)

Table 4.9. Reliability Test of All Research Variables

No.	Variable	Provisions	Cronbach Alpha	Information
1	Price	0.60	0.875	Reliable
2	Product Design	0.60	0.849	Reliable
3	Brand Image	0.60	0.846	Reliable
4	Commercial star	0.60	0.749	Reliable
5	Interests Buy	0.60	0.809	Reliable

Source: Researcher Processed Data (2020)

Based on data processing using SPSS 24.0, the five research variables have a Cronbach's alpha value greater than 0.60, so that all research variables can be said to be reliable and used in this study.

4.5 Statistical Analysis of Data

4.5.1 Hypothesis Test (t test)

The t test is used to test whether the independent variable {Price (X1), Product Design (X2) Brand Image (X3) and Star Ads (X4)} has a partial effect on the dependent variable {purchase interest (Y)} by comparing (t) table and (t) arithmetic. The significance rate used is 0.05 ($\alpha = 5\%$).

Table 4.10. T-Count Test Results

		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta		
1	(Constant)	1.176	2.764		.426	.673
	HARGA	.498	.161	.362	3.100	.004
	DESAIN	.074	.104	.110	.711	.481
	CITRAMEREK	.320	.095	.518	3.384	.002
	BINTANGIKLAN	-.027	.129	-.025	-.210	.834

a. Dependent Variable: MINATBELI

Source: Researcher Processed Data (2020)

Table 4.11. Percentage Distribution T-Table

Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
Df	0.50	0.20	0.10	0.050	0.02	0.010	0.002
43	0.6802	1.3015	1.6810	2.0166	2.4162	2.6951	3.2908
44	0.6801	1.3010	1.6802	2.0153	2.4141	2.6922	3.2860
45	0.6799	1.3006	1.6794	2.0141	2.4121	2.6895	3.2814
46	0.6798	1.3002	1.6786	2.0129	2.4101	2.6870	3.2771
80	0.6775	1.2922	1.6641	1.9900	2.3738	2.6386	3.1952

Source: <http://junaidichaniago.wordpress.com>

1) Price Variable (X1)

Based on data processing in Table 4.10, it can be seen that the sig. variable price is 0.004 < 0.05 and the value of tcount (3.100) > t table (2.014). So it can be concluded that the price has a significant and positive effect on buying interest (Y).

2) Product Design Variable (X2)

Based on data processing in Table 4.10, it can be seen that the sig. product design variable is 0.481 > 0.05 and the value of tcount (0.711) < t table (2.014). So it can be concluded that the product design does not have a significant but positive effect on purchase intention (Y).

3) Brand Image Variable (X3)

Based on data processing in Table 4.10, it can be seen that the sig. the brand image variable is 0.002 < 0.05 and the value of tcount (3.384) > t table (2.014). So it can be concluded that brand image has a significant and positive effect on purchase intention (Y).

4) Advertising Star Variable (X4)

Based on data processing in Table 4.10, it can be seen that the sig. advertising star variable is $0.834 > 0.05$ and the tcount $(-0.210) < t_{table} (2.014)$. So it can be concluded that advertising stars do not have a significant and negative effect on purchase intention (Y).

4.5.2 Hypothesis Test (Test f)

The F test is used to test whether the independent variable {Price (X1), Product Design (X2) Brand Image (X3) and Star Ads (X4)} simultaneously affect the dependent variable {purchase interest (Y)} namely compare Ftable and Fcount. The significance rate used is 0.05 ($\alpha = 5\%$).

Table 4.12. Results of the F-Count Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	152.115	4	38.029	13.446	.000 ^b
	Residual	113.130	40	2.828		
	Total	265.244	44			

a. Dependent Variable: MINATBELI

b. Predictors: (Constant), BINTANGIKLAN, HARGA, CITRAMEREK, DESAIN

Source: Researcher Processed Data (2020)

Table 4.13. Percentage Distribution F-Table

df for the denomi	df for the numerator (N1)									
	1	2	3	4	5	6	7	8	9	10
1	161	199	216	225	230	234	237	239	241	242
2	18.51	19.00	19.16	19.25	19.30	19.33	19.35	19.37	19.38	19.40
3	4.07	3.21	2.82	2.59	2.43	2.32	2.23	2.16	2.11	2.06
4	4.06	3.21	2.82	2.58	2.43	2.31	2.23	2.16	2.10	2.05
5	4.06	3.20	2.81	2.58	2.42	2.31	2.22	2.15	2.10	2.05

Source: <http://junaidichaniago.wordpress.com>

Based on the results of data processing in Table 4.12, it can be seen that the significant value is 0.000 less than 0.05. Probability < 0.05 then H_0 is accepted. The value of F count $(13,446) > F_{table} (2.58)$, which means that price (X1), product design (X2), brand image (X3) and advertising stars (X4) together or simultaneously have a significant effect on purchase intention (Y). So it can be concluded that simultaneously a significant value is obtained from the price, product design, brand image and advertising stars on the purchase interest of Focallure cosmetics.

4.5.3 Coefficient of Determination (R^2)

4.5.3.1 Partial Determination Coefficient

1. The coefficient of determination of partial X1 against Y

Table 4.14. Price Determination Coefficient (X1)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.501 ^a	.251	.233	2.150

a. Predictors: (Constant), HARGA

Source: Researcher Processed Data (2020)

The results of the coefficient of determination simultaneously in Table 4.14 show that the value of Rsquare (R²) is 0.251. This shows that the contribution of the effect of price on buying interest is 25.10%, while the remaining 74.90% is the contribution of other variables not included in the study.

2. The coefficient of determination of partial X2 against Y

Table 4.15. Product Design Determination Coefficient (X2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.607 ^a	.368	.353	1.974

a. Predictors: (Constant), DESAIN

Source: Researcher Processed Data (2020)

The results of the coefficient of determination simultaneously in Table 4.15 show that the value of Rsquare (R²) is 0.368. This shows that the contribution of the effect of product design on buying interest is 36.80%, while the remaining 63.20% is the contribution of other variables not included in the study.

3. The coefficient of determination of partial X3 against Y

Table 4.16. Brand Image Determination Coefficient (X3)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.645 ^a	.417	.403	1.897

a. Predictors: (Constant), CITRAMEREK

Source: Researcher Processed Data (2020)

The results of the coefficient of determination simultaneously in Table 4.16 show that the value of Rsquare (R²) of 0.417. This shows that the contribution of the influence of brand image on purchase intention is 41.70%, while the remaining 58.30% is the contribution of other variables not included in the study.

4. The coefficient of determination of partial X4 against Y

Table 4.17. Ad Star Determination Coefficient (X4)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.352 ^a	.124	.104	2.325

a. Predictors: (Constant), BINTANGIKLAN

Source: Researcher Processed Data (2020)

The results of the coefficient of determination simultaneously in Table 4.17 show that the value of Rsquare (R²) is 0.124. This shows that the contribution of the influence of the advertising stars on buying interest is 12.40%, while the remaining 87.60% is the contribution of other variables not included in the study.

4.5.3.2 Simultaneous Determination Coefficient

The purpose of the multiple coefficient of determination (R²) test is to determine the level of closeness of the relationship (simultaneously) between two or more independent variables (X) to the dependent variable (Y). The results of the calculation of the multiple determination coefficient (R²) are as follows:

Table 4.18. Coefficient of Price Determination (X1), Product Design (X2) Brand Image (X3) and Star of Advertisements (X4)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.757 ^a	.573	.531	1.682

a. Predictors: (Constant), BINTANGIKLAN, HARGA, CITRAMEREK, DESAIN

Source: Researcher Processed Data (2020)

The results of the coefficient of determination simultaneously in Table 4:18 show that the value of Adjusted Rsquare (R²) is 0.531. This shows that the contribution of the effect of price, product design, brand image and advertising stars to purchase interest is 53.10%, while the remaining 46.90% is the contribution of other variables not included in the study.

4.6 Research Findings

In this study, the independent variables used are price, product design, brand image, and advertising stars which have their respective strengths and weaknesses to domination to influence the dependent variable, namely consumer buying interest, with these strengths and weaknesses, a deeper analysis is carried out in order to prove that which variables have a significant influence on consumer purchase interest. In this study, researchers conducted research using several methods, namely validity test, reliability test, hypothesis testing and determination coefficient analysis.

In conducting these tests, the researcher first carried out several steps, namely by collecting data using a questionnaire distribution technique, before distributing a questionnaire containing statements which would later be filled in based on consumer

opinion, the researcher first determined the population size and then reduced it to become sample, after the researcher determines the number of samples, then the researcher determines the criteria for consumers to be sampled with criteria that can help researchers to get accurate data for further investigation.

After the data collected using a collected questionnaire, the data is then used as a tabulation, where the tabulation is used to determine the layout of customer perceptions and is used as a reference as data processing material. From the results of research that has been done to determine the effect of price, product design, brand image, and advertisement stars on the interest in buying Focallure cosmetics for employees of PT Hexindo Adi Perkasa. Researchers have conducted several tests and analyzed the data discussed above. The test that has been done is the validity test, where the validity test is carried out to test the accuracy of the statement data that has been given to consumers. While the reliability test is carried out to test whether the statements that have been given to consumers are consistent or not.

The validity test was processed using a computer with the SPSS version of the program

24.0. To measure the validity level of the statement of the instrument, namely by comparing the rcount with rtabel. If rcount < rtabel then the statement is considered invalid, on the contrary, if rcount > rtabel then the statement is considered valid. The table of validity test results per item above is then summarized by looking at the total per item which will describe the level of validity of each item. The validity test that has been carried out on the five variables, namely price, product design, brand image, advertising stars and purchase interest, based on data processing, the results of the five variables are declared valid.

In the reliability test that has been tested on the four variables, namely service quality, product quality, brand image and customer satisfaction using Cronbach Alpha (α) statistics, the research instrument is said to be reliable if the Cronbach Alpha (α) value is 0.60 or more. The reliability test carried out in this study on the five variables, namely price, product design, brand image, advertising stars and purchase interest. Based on data processing and using the Cronbach Alpha (α) statistical formula, the five variables were declared reliable.

Based on the results of hypothesis testing and the coefficient of partial determination, it shows that the price variable has a positive and significant effect on buying interest in Focallure cosmetics. Based on the results of hypothesis testing, it shows that the product design variable is not significant to the purchase intention of Focallure cosmetics. Based on the results of hypothesis testing, it shows that the brand image variable has a positive and significant effect on buying interest in Focallure cosmetics. Based on the results of hypothesis testing, it shows that the advertising star variable does not have a significant effect on buying interest in Focallure cosmetics.

Based on the test results of the coefficient of determination simultaneously or together, it shows that price, product design, brand image and advertising stars have a significant effect on buying interest in Focallure cosmetics.

1. Based on the research results, related to the variable price, product design, brand image and advertising stars obtained from the opinion results and the results of the questionnaire, the researcher concluded that price and brand image are still the most important factors in determining consumer buying interest. And based on the results of simultaneous testing, it shows that all independent variables, namely price, product design, brand image and advertising stars have an effect on buying interest, so the author's research is answered. That the determination of the right price, attractive product design, having a good brand image, and choosing the right advertisement star such as a celebrity will build a common opinion for consumers, because humans usually imitate what people they admire do more, then these things will affect the interest in buying cosmetic products Focallure. For product design variables and advertising stars, because they are not significant due to other factors, consumers do

feel interested in making a purchase but do not really see it in terms of product design and advertising stars. Consumers see more in terms of price and a good impression brand image in attracting consumer buying interest.

V. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

Based on the results of the research and discussion used in accordance with the purpose of the hypothesis, basically in this study, the researcher tries to examine how the effect of price, product design, brand image and advertising stars on buying interest in Focallure cosmetics. After processing the data and discussion as described in the previous chapter, the following conclusions were obtained:

Based on the results of research conducted by researchers, it can be concluded as follows:

1. The results of the research on prices prove that the cheaper the price of a product the higher the consumer's buying interest. This is reasonable because affordable prices will easily attract consumers to buy.
2. The results of research from product design prove that the appearance of a product is not a consideration for consumers to buy a product because most consumers prioritize the quality of the product.
3. The results of research on brand image prove that a good brand image can make consumers confident and interested in making purchases because the first impression consumers see of a product is its brand image.
4. The results of research from advertising stars prove that advertising stars do not influence consumers to make purchases, meaning that in buying a product, consumers do not see the advertisement star as a reference for buying the product.
5. The results prove that when packaged together, both in terms of affordable prices, attractive product designs, the better the brand image, and the more attractive the advertising stars, the more consumers will be attracted to buy.

5.2. Suggestion

As for the suggestions that the researcher proposes to be used as useful input for interested parties, namely:

1. The effect of price on purchase intention is significant. For this reason, researchers suggest trying to do price promotions such as discounts or cashbacks by utilizing digital wallet facilities such as ovo, gopay, funds, etc. and also through giving free products with a minimum product purchase requirement (ex: buy 2 get 1 free) to attract more consumers.
2. The effect of brand image on purchase intention is significant. For this reason, researchers suggest raising the brand image to the public by increasing product quality so that consumer buying interest will also experience a real increase
3. The influence simultaneously or together shows that price, product design, brand image and advertising stars have a significant effect on purchase intention. For this reason, researchers suggest that buying interest increases companies must pay special attention to price variables, product design, brand image, and advertising stars. With the right selling price, attractive product design, maintained product quality will create a good brand image. This is a good asset for companies to use well-known advertising stars who have many followers, and later it can increase buying interest and be profitable for the company.

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