

Comparative Study Of Perceived Quality Of Maybelline Cosmetics And Makeover

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Abstract: This study aims to find out how Perceived Quality is for Maybelline cosmetics and Make Over among women in Batam City, based on the perceived dimensions of product quality, namely performance, features, reliability, conformance, durability, serviceability, and Fit & finish. Collection technique the data was collected by means of a questionnaire with the number of samples used consisting of 100 consumers using Maybelline cosmetics and Make Over. This research uses quantitative methods using SPSS with Wilcoxon signed rank test. The results showed that there was no difference in perceived quality between Maybelline and Make over cosmetic brands.

Keywords: Perceived Quality, Maybelline Cosmetics, Make Over Cosmetics

1 Introduction

Globalization affects several fields, one of which is marketing. Global marketing is a business activity aimed at planning and determining prices, marketing and determining the direction of the flow of goods or services to consumers or users in various countries for business purposes [1].

As trade continues in the world market, many foreign companies are now coming to Indonesia and have marketed their products, products that are currently developing in Indonesia are now competitors with products managed by domestic companies. The high demand by local consumers for products with global or international brands is currently one of the reasons to buy good quality local cosmetics.

According to the Food and Drug Administration (FDA), the department that regulates the cosmetic industry, defines that the product in question is used in the human body which functions to clean, beautify, increase attractiveness in appearance, but not by affecting the structure or function of the body. Therefore, for some women cosmetics have become a primary need.

Katadata Insight Center (KIC), in collaboration with Kredivo, conducted a study that analyzed data from 16 million electronic samples in the five largest marketplaces in Indonesia and found that health and beauty products ranked as the third most purchased product. 13.9%, fashion and accessories products occupy the second position with a transaction share of 17.3%, Credit and Coupons are the products with the largest transaction share, namely 23.4%.

A company's success is not only based on how much money it makes or how many products it sells, but also how well consumers respond to those products. Companies need to understand what consumers want and how they feel about product quality.

Perception is a process which is usually used by everyone to select, determine, and interpret the input information obtained to create images or that have meaning [2].

Company success is not only based on how much money it makes or how many products it sells, but also how well consumers respond to these products [1]. Companies need to understand what consumers want and how they feel about product quality [4].

In the opinion of David A. Aaker the dimensions of perceived product quality (Perceived Quality) are divided into seven, namely

1. Performance is the main characteristic contained in the product content.
2. Features (features) can be said to be complementary.
3. Reliability (reliability) is the probability of failure rate of product use.
4. Conformance, which is a measure of how the design and operating characteristics are to strive for the standards set for the product.
5. Durability, namely the duration of time for the durability of the use of the product
6. Serviceability, namely the ease of communication both in terms of ease of maintenance and handling of complaints by product users.
7. Fit & finish, which refers to the appearance or feel of the quality felt when and after using the product.

Maybelline is a global brand product in the 5 Most Desired Cosmetics Brands category in Asia (source: asia.nikei.com) which has also entered the Indonesian market. Meanwhile in Indonesia, one of the products that has occupied the Top Brand to date is Make Over. (source: marketing.co.id).

Based on the description above, the researcher chose the two products to determine the comparison of consumers' perceived quality of global products and local products. From the above review, the author finally has an interest in conducting research with the following title "Comparative Study of Perceived Quality of Maybelline Cosmetics and Makeovers in Women in Batam City".

We hope that in the future local products will be able to improve product quality in order to compete comparatively with foreign (global) brands and products.

2 Research Methods

2.1 Population and Sample

A group of individuals who have characteristics or can be called a population, which are grouped for this study are women who live in Batam City, with criteria ranging from 18 to 40 years of age which is the early adulthood, and currently or have used Maybelline and Make Over products.

Because the number of this population cannot be known with certainty, according to [5] in determining the number in this study it can be calculated and analyzed with the following formula:

$$n = \left(\frac{Z_{\alpha/2}}{E} \right)^2 \quad (1)$$

n = Number of samples

Z $\alpha/2$ = level of confidence in determining the sample 95% = 1.96

E = determination level used by using the maximum error magnitude of 20%.

$$n = \left(\frac{1,96}{0,20} \right)^2 \quad (2)$$

The level of confidence used is equal to 95% or Z = 1.96 and E = 20 percent (0.20) results when the population is not known, then the number of samples available is 96 rounded off to the nearest 100 respondents. The data collection technique is using non-probability sampling because in this study the nominal amount of the population cannot be known.

3. Result and Discussion

3.1 Validity and Reliability Test

Validity test is a test that functions to see whether a measuring instrument is valid or not. The validity test used in this study is to use the Pearson product moment correlation technique. After conducting validity tests on Maybelline and Make Over cosmetic products, it can be concluded that the 20 question items in the research have a value of r count greater than r table (0.196), so all indicator question items can be used to measure each indicator of the research dimension.

Reliability test is a test used to find out whether the analysis used is truly reliable in analyzing the data you want to know. Cronbach's alpha method was used to test the reliability of this study. Based on the results of data processing using the reliability test on Maybelline cosmetics, it shows that the Cronbach's Alpha value is 0.897, which means that this research instrument can be analyzed further and is reliable because 0.897 > 0.70. Meanwhile, the reliability test on Make Over cosmetics showed that the Cronbach's Alpha value was 0.8987, which means that this research instrument is also acceptable and reliable because 0.887 > 0.70.

3.2 Descriptive Statistics

Descriptive statistical measurements on the Maybelline cosmetic product indicators and Make Over cosmetics were carried out to see an overview of the data such as the lowest (minimum), highest (maximum), average (mean), and standard deviation values of each indicator, namely performance, features, reliability, suitability, durability, serviceability, and Fit & finish.

The following results are descriptive analysis tables on Maybelline cosmetic indicators.

	N	Minimum	Maximum	Mean	Std. Deviation
Performance	100	6	15	11,38	1,890
Features	100	8	15	11,86	1,718
Reliability	100	5	10	8,01	1,210
Conformance	100	11	56	16,57	4,497
Durabilit	100	8	15	12,41	1,759
Serviceability	100	9	15	12,32	1,723
Fit_Finish	100	6	10	8,15	1,234
Valid N	100				



Fig. 1. Descriptive statistics of Maybelline cosmetics

Based on the results of the descriptive test above, it can be described that the distribution obtained by researchers for Maybelline cosmetics is:

a. performance, from these data it can be described that the minimum value is 6, while the maximum value is 15 and the average performance is 11,38. The data standard deviation is 1,890.

b. features, from these data it can be described that the minimum value is 8, while the maximum value is 15 and the average performance is 11,86. The data standard deviation is 1,718.

c. The reliability of the data can be described as a minimum value of 5, while the maximum value is 10 and the average performance is 8,01. The data standard deviation is 1,210.

d. conformance, from these data it can be described that the minimum value is 11, while the maximum value obtained is 56 and the average performance is 16,57. The data standard deviation is 4,497.

e. durability, from the data it can be described that the minimum value is 8, while the maximum value is 15 and the average performance of 12,41. The standard deviation of the data is 1,759.

f. serviceability, from these data it can be described that the minimum value is 9, while the maximum value is 15 and an average performance of 12,32. The data standard deviation is 1,723.

g. Fit & finish, from these data it can be described that value minimum 6, while the maximum value is 10 and an average performance of 8,15. The data standard deviation is 1,234. The following results are descriptive analysis tables on the Make Over cosmetic indicator.

	N	Minimum	Maximum	Mean	Std. Deviation
Performance	100	7	15	11,51	1,744
Features	100	8	15	11,89	1,517
Reliability	100	4	10	8,05	1,234
Conformance	100	12	20	16,44	1,924
Durability	100	8	15	12,44	1,597
Serviceability	100	9	15	12,39	1,639
Fit_Finish	100	6	10	8,22	1,186
Valid N (listwise)	100				

Fig. 2. Descriptive statistics of make over cosmetics

Based on the results of the descriptive test above, it can be described that the distribution obtained by researchers regarding Make Over cosmetic products is:

a. performance, from these data it can be described that the minimum value is 7, while the maximum value is 15 and the average performance is 11,51. The standard deviation of the data is 1,744.

b. features, from these data it can be described that the minimum value is 8, while the maximum value is 15 and the average performance is 11,89. The data standard deviation is 1,517.

c. reliability of the data can be described that the minimum value is 4, while the maximum value is 10 and the average performance is 8,05. The data standard deviation is 1,234.

d. conformance, from these data it can be described that the minimum value is 12, while the maximum value is 20 and an average performance of 16,44. The data standard deviation is 1,924.

e. durability, from the data it can be described that the minimum value is 8, while the maximum value is 15 and the average performance of 12,44. The standard deviation of the data is 1,597.

f. serviceability, from these data it can be described that the minimum value is 9, while the maximum value is 15 and an average performance of 12,39. The data standard deviation is 1,639.

g. Fit & finish, from these data it can be described that the minimum value is 6, while the maximum value is 10 and an average performance of 8,22. The data standard deviation is 1,186.

3.3 Classical Assumption Test

a. Normality test

The normality test is used to find out whether the distribution of data on variables or indicators is normally distributed or not, this can be analyzed by looking at the results of the significance values contained in the Kolmogorov-Smirnov table. The researcher conducted an analysis of the following normality tests using SPSS so that the results were accurate.

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	Df	Sig.
MAYBELLINE	0.094	100	0.029	0.974	100	0.042
MAKE_OVER	0.087	100	0.059	0.979	100	0.102

a. Lilliefors Significance Correction

Fig. 3. Normality Test Result

Based on the analysis output table above, it can be seen that the Sig. or the significance in the Kolmogorov-Smirnov column for Maybelline cosmetics is 0,029 and Make Over is 0,059. So the significance value for Maybelline cosmetics is said to be not normally distributed, because the significance value is less than 0,05. Meanwhile, the significance value of Make Over cosmetics is said to be normally distributed, because the significance value in the table above is greater than 0,05.

3.4 Wilcoxon Signed Rank Test

Wilcoxon Signed Rank Test, is part of the nonparametric statistical test which is a refinement of the sign test, useful as one of the tools used to analyze the comparison of two samples. The Wilcoxon test is used as an analytical test. If a data is not normally distributed, this test can be used as an alternative to the paired sample t-test.

In this study, the Wilcoxon test was used with the help of the SPSS release 20 program with the aim is to avoid calculation errors so that the results are more accurate.

		N	Mean Rank	Sum of Ranks
MAKE_OVER	Negative Ranks	28 ^a	27.66	774.5
	Positive Ranks	33 ^b	33.83	1116.5
MAYBELLINE	Ties	39 ^c		
Total		100		

Fig. 4. Wilcoxon signed rank test

In the Ranks output table, there are Negative Ranks or the (negative) difference between Maybelline cosmetics and Make Over, with an N value of 28, a Mean Rank of 27,66, and a Sum of Ranks of 774,50. From the results of the analysis it is said that there is a decrease (reduction) in the value of Maybelline and Make Over cosmetics.

Whereas on Positive Ranks or the (positive) difference between the Maybelline and Make Over values, there are 33 positive ranks data on N, which means there is an increase in the value of 33 respondents. The mean rank or average increase is 33,83, while the number of positive ranks in the table is 1.116,50.

Ties are similarities between Maybelline cosmetics and Make over, from the ranks table above it is 39, so it can be interpreted that there are 39 respondents with the same value.

MAKE_OVER –MAYBELLINE

Z	-1.233 ^b
Asymp. Sig. (2-tailed)	0.218

Figure 5. Output Statistics Wilcoxon signed rank test

Based on the Test Statistics output table above, it is known that Asymp. Sig. (2-tailed) is worth 0.218. Because the value of 0.218 is greater than 0.005, the conclusion from the results of the analysis is that "Hypothesis Rejected". This means that there is no difference in Perceived Quality (perceived quality) by consumers who use it Maybelline and MakeOver products in Batam City.

3.5 Discussion

There are differences in perceived quality between consumers who use Maybelline and MakeOver products. It can be seen whether there are differences in consumer quality perceptions when using Maybelline and Make Over products can be analyzed using the Wilcoxon Signed Rank Test method. Tests were conducted to compare the perceptions of the quality of Make Over cosmetic products and Maybelline New York cosmetics by using

indicators to measure quality, namely performance, features, reliability, conformance, durability, serviceability and fit & finish.

Testing is carried out in stages, starting with the validity test and then the reliability test, from the test results it can be interpreted that the questionnaire used is valid and reliable, then the questionnaire can be used to continue research analysis. After the number of respondents who filled out the required questionnaire for the study has been reached, the results of the questionnaire can be summarized and calculated using the Wilcoxon Signed Rank Test procedure to determine whether there are any differences seen from data analysis in the variables studied.

After calculating the data under study, the results of the analysis test and interpretation with the Wilcoxon Signed Rank Test obtained a significant value of $0,218 > 0,05$. This value can prove that the hypothesis is rejected, which means that there is no difference in perceived quality of Make Over and Maybelline New York cosmetic products in Batam City.

4. Conclusions

From the results of collecting, processing and also analyzing the data that has been carried out by the researchers above, it can be concluded that according to the formulation of the problem, it can be seen that there is no difference in the perception of the quality of Maybelline and the Make Over cosmetic brand for women in Batam City.

Suggestions from the author, companies are expected to understand, observe how Perceived Quality in products according to consumers and services provided so that these cosmetics can survive in the market. The company should continue to improve its strategy and always issue new innovations in building products that can create consumer buying interest but not reduce the quality of these products so that the company remains focused on product quality. In this study it is known that perceived quality is a reference to find out whether there are differences between Maybelline and Make Over products, so for further researchers it is possible to develop other variables or indicators that are also used to compare Make Over and Maybelline New York products, as well as other cosmetic products and also it does not rule out that every researcher can also produce different or better conclusions from his research.

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