

The Influence of Price, Product Quality, and Product Design on Repeat Purchase Decision of Emina Brand Cosmetic Products in Batam City

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Abstract. The purpose of this study is to determine whether price, product quality, and product design partially and simultaneously influence the purchase decision of Emina cosmetics. This study uses explanatory research through a quantitative approach. Data collection techniques in this study used a questionnaire. The population in this study are users of Emina products in the city of Batam. The sampling technique in this study used a purposive sampling technique. The number of samples in this study was 100 respondents. The data analysis method of this research is multiple regression analysis. The results of this study indicate that partially price, product quality, and product design have a significant effect on the decision to buy Emina products. The results also show that simultaneously price, product quality, and product design have a significant effect on the decision to buy Emina's products.

Keywords: Price, Product quality, Product design, Repeat purchase decision.

1 Introduction

In this era of globalization in an increasingly modern world, developments in the business world are also increasing. It can be seen from the number of companies that produce cosmetics and launch various types of cosmetics with different prices and have good quality and hygiene of these products by having the advantages of each product so that it can attract consumer interest in these products. Especially women who want to maintain their appearance and take care of themselves by buying cosmetic tools with various cosmetic brands available.

Cosmetics is one of the products offered in order to meet the needs of women, because according to women, cosmetics are one of the important parts for women to be used to beautify themselves and make good skin as women dream of and also to increase self-confidence. Of course, in the selection of a cosmetic product, consumers for sure look at the good quality of the product and also the affordability of the price.

With the passage of time in Indonesia for cosmetic products, many cosmetic products have been marketed and many cosmetic companies produce cosmetics with different brands from other competitors with many innovations and benefits contained in the content of cosmetic products according to consumer needs, so that they have begun to be widely known by the public, especially women.

According to [2], repeat purchases are buying back products that have been previously purchased based on consumer satisfaction, if consumers are comfortable and satisfied with the cosmetics, of course they want to make repeat purchases of these cosmetics. Repeat purchase decisions are activities where we have bought a product and we will repurchase a product with the same one without following the wishes of others but feeling satisfied with the product.

Emina Cosmetics brand always releases products with unique designs. At this time, Emina products are very easy to get in Indonesia, starting from e-commerce and also all Indonesian cosmetic shops, one of which is in Batam City, for Emina brand cosmetic products in Batam City are already available in cosmetic shops, Alfamart, Indomaret, supermarkets, and hypermart at an affordable price. Previous research examined by [5] revealed that price and product quality partially have a significant positive effect on repeat purchase decisions.

Build upon the background of the previous explanation, the author is pleased and wants to carry out research using the influence of price, product quality, product design to see repeat purchase decisions. Thus, the researchers conducted a study entitled: **“The Influence of Price, Product Quality, and Product Design on Repeat Purchase Decision of Emina Brand Cosmetic in Batam City”**.

2 Literature Review

Literature review is a study obtained from observation. The literature review includes the understanding of each variable used in a study.

2.1 Price

Price is the amount of material in the form of money that can be used as a means of payment after making the purchase, with the amount of the price that has been set by the seller to the buyer to meet needs through the purchase of products or services [10].

Price is a measurement value used by customers to buy a product. Price serves as a distribution among consumers in the market, by this the price acts as an indicator of supply demanded and supplied or available.

2.2 Product Quality

Product quality is one of the capabilities that must be owned by the industry in order to be able to provide a difference from other products such as the good nature or benefits of each of these products so that consumers can recognize and distinguish these products from other products [8].

Product quality is the most important part in every company in producing a product, if you want the products that have been produced can be marketed and can meet demand according

to consumer needs. With this it can be stated actually that product quality acts as a feature of a product or service with the ability to satisfy consumer needs.

2.3 Product Design

Product design or product packaging is to attract consumer interest in a product, product appearance with packaging that is as attractive as possible so that it can be seen by consumers to be able to inspire consumers from sensational packaging models to make consumers interested in product performance [11].

From that, the design or packaging of the product form so that it greatly influences consumer decisions in making repeated purchases of a product.

2.4 Repeat Purchase

Repeat purchase is the attitude of consumer behavior to buy products that have been purchased before, where they have made a purchase of a product more than once. After the consumer buys the product, the consumer can be satisfied or dissatisfied and can determine the decision in purchasing [4].

3 Research Method

The author of this study uses an explanatory research type with a quantitative method. According to [9], explanatory research is a method of explaining the position of the relationship between one variable and another. This study focuses on the influence of price (X1), product quality (X2), product design (X3) and repeat purchase decisions (Y).

3.1 Data Type and Source

3.1.1 Primary Data

Primary data is data obtained directly by researchers from respondents using instruments listed and given to adolescents and adults in Batam, especially women and these data can be processed by researchers.

3.1.2 Secondary Data

Secondary data is data obtained by researchers who come from various existing information or reports related to the object of research. Researchers conducted a literature study of secondary words such as articles, journals of previous researchers, sites related to the discussion of this research.

3.2 Population and Sample

This study determines the population, namely users of Emina products in Batam City, whose number is not yet known. The study used a sample of 100 respondents and this research was carried out by explanatory research and using the purposive sampling method. Purposive sampling method is a way to determine a sample that refers to certain considerations. The criteria in this research sample are :

1. Domiciled in Batam City
2. The sample is female
3. The sample is at least 17 years old
4. Minimum 2 times purchase of Emina products

4 Result and Discussion

This study utilizes multiple linear regression aims to determine the relationship between the independent variables on the dependent variable. The steps taken are starting from the classical assumption test, multiple linear regression analysis, and hypothesis test.

4.1 Instrument Test Result

4.1.1 Validity Test

The validity test is useful for measuring the validity of the statement indicators in this research questionnaire. The validity test in this study was carried out by considering between r count and r table, the value of r table with a sample of 100 respondents with a significance level of 5% ($df = 100-2$) is 0,1966.

4.1.1 Reliability Test

This test is used by research to see the consistency of the indicator variables of a measurement. The measurement of the reliability test of the questionnaire statement indicator can be done using the Cronbach Alpha formula, the minimum is 0,60. If the number is $> 0,60$, it can be explained that the questionnaire is reliable. The result of reliability test in this inquiry are as follows :

Table 1. Reliability Test Result

Variable	Alpha Cronbach	Standard Value	Description
Price (X1)	0,745	0,60	Reliable
Product Quality (X2)	0,885	0,60	Reliable
Product Design (X3)	0,794	0,60	Reliable
Repeat Purchase Decision (Y)	0,775	0,60	Reliable

Source: Data Processing Result (2022)

4.2 Classic Assumption Test

4.2.1 Normality Test

This study utilize the Kolmogorov-Smirnov test in test for normality based on the criteria in decision making, if the sig > 0,5 then the data is normal, otherwise if the sig < 0,5 then the data is not normal.

4.2.2 Multicollinearity Test

This test intends to find out whether the independent variables or independent variables are correlated with each other or not. This multicollinearity test can be seen by means of the VIF (Variance Inflation Factor) value, if the tolerance value is > 0.1 and VIF < 10 then the research data is free from the multicollinearity test. The outcome to the multicollinearity test in this inquiry are presented as follows :

Table 2. Multicollinearity Test Result

Model	Unstandardized Coefficients		Collinearity Statistics	
	B	Std. Error	Tolerance	VIF
1 (Constant)	2.366	1.112		
Price	.279	.123	.406	2.465
Product Quality	.276	.068	.341	2.930
Product Design	.376	.111	.403	2.481

Source : Data Processing Result (2022)

Build upon Table 2, it able to sight that all repeat purchase decision variables have an tolerance value > 0.1 and VIF < 10 and it can be explained that the price (X1) is 0.406 > 0.1 and 2.465 < 10, on product quality (X2) 0.341 > 0.1 and 2,930 < 10 and in product design (X3) 0.403 > 0.1 and 2.481 < 10. This is able to explain that in this study there is no multicollinearity problem.

4.2.3 Heteroscedasticity Test

The heretoscedasticity test in this research was carried out with the aim of knowing whether there was a residual variance inequality to the observations of other regression models. To determine the heteroscedasticity in a data can be done with a scatterplot on the SPSS output. The outcome of the heteroscedasticity test in this inquiry are presented as follows :

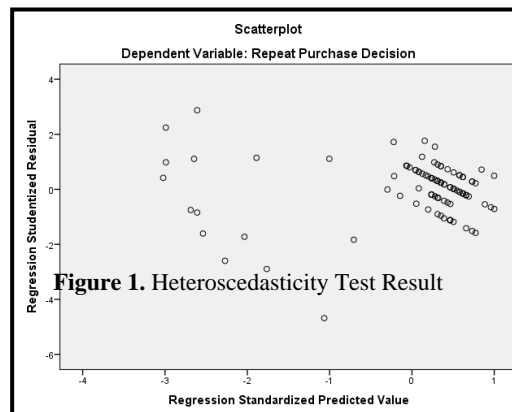


Figure 1. Heteroscedasticity Test Result

Source : Data Processing Result (2022)

Build upon the figure, it able to sight that there is no particular pattern in the scatterplot graph. Therefore, it can be explained in this study that there were no problems or signs of heteroscedasticity.

4.2.4 Linearity Test

This test intends to determine whether the independent variable and the dependent variable have a linear relationship or not. The criteria for making this decision are, if the Deviation from Linearity value is $> 0,05$. Then, there is a significant relationship between the variables. The outcome of the linearity test in this inquiry can be viewable as follows :

Table 3. Uji Linearity Test Result

Variable	Sig
Repeat Purchase Decision ----> Price	0,472
Repeat Purchase Decision ----> Product Quality	0,230
Repeat Purchase Decision ----> Product Design	0,073

Source : Data Processing Result (2022)

Build upon the outcomes in Table 3, it shows that the Deviation from Linearity value for the price, product quality, and product design variables on the repeat purchase decision variable has a number $> 0,05$ so that it can be explained that each independent variable in this study has a significant relationship.

4.3 Multiple Linear Regression Analysis

The author in this study used multiple linear regression as hypothesis testing. From the research results, the regression equation model is obtained, namely:

$$Y = 2,366 + 0,279X_1 + 0,276X_2 + 0,376X_3 + e$$

The interpretation of the form of the regression equation is :

1. The constant is 2,366 which means that if the price, product quality, product design are 0, then the repeat purchase decision (Y) is worth 2,366.
2. The price has a regression coefficient of 0,279 and is positive, meaning that if the independent variable has a fixed value or does not change, then the increase in one unit of repeated purchase decisions will increase by 0,279.
3. Product quality has a regression coefficient of 0,276 and is positive, meaning that if the independent variable has a fixed value or does not change, then the increase in one unit of repeated purchasing decisions will increase by 0,276.
4. Product design has a regression coefficient of 0,376 and is positive, meaning that if the independent variable has a fixed value or does not change, the increase in one unit of repeated purchase decisions will increase by 0,376.

4.4 Hypothesis Test

4.4.1 t-Test

The t-test is used in carrying out the test in a study in order to find the magnitude of the partial influence of each independent variable from dependent variable.

Table 4. t-Test Result

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
	(Constant)	2.366	1.112		2.127	.036
1	Price	.279	.123	.204	2.265	.026
	Product Quality	.276	.068	.399	4.074	.000
	Product Design	.376	.111	.307	3.403	.001

Source : Data Processing Result (2022)

1. Price (X1)

The t_{count} value obtained in the variable X1 (price) is 2,265. So it can be interpreted that the t_{count} value is $2,265 > t_{table}$ value is 1,98 and the sig number is $0,026 < 0,05$. From that explanation, it can be stated that partially the variable X1 (price) has a positive influence at the repeat purchase decision variable. So it can be concluded that partially the variable X1 (price) has a positive and significant effect on the repeat purchase decision variable which means that hypothesis 1 (H1) is accepted.

2. Product Quality (X2)

The t_{count} value obtained in the variable X2 (product quality) is 4,074. Then it can be interpreted that the value of t_{count} 4,074 $> t_{table}$ value of 1,98 and the sig number of $0,000 < 0,05$. From that explanation, it can be stated that partially the variable X2 (product quality) has a positive and significant influence on the repeat purchase decision variable which means that hypothesis 2 (H2) is accepted.

3. Product Design (X3)

The t_{count} value obtained for the variable X3 (product design) is 3,403. So it can be interpreted that t_{count} value is $3,403 > t_{table}$ value is 1,98 and the sig number is $0,001 < 0,05$. From that explanation, it can be stated that partially the variable X3 (product design) has a positive and significant influence on the repeat purchase decision variable which means that hypothesis 3 (H3) is accepted.

4.4.2 F Test

The F test is also known as the simultaneous test in a research to see the extent to which independent variables can simultaneously affect the dependent variable, the correlation coefficient can be generalized or not. The outcome of the F test in this inquiry can be sighted as follow :

Table 5. F Test Result

	Sum of Squares	df	Mean Square	F	Sig.
Regression	591.511	3	197.170	69.659	.000 ^b
Residual	271.729	96	2.831		
Total	863.240	99			

Source : Data Processing Result (2022)

Build upon the results in the table above, it can be stated that the F count obtained is 69,659 and it can be stated that the value is $> F$ table 2,70 and the Sig 0,000 $< 0,05$ is obtained. This is able to explain that the submission of the fourth hypothesis (H4) from this study is accepted.

4.5 Coefficient of Determination Test

Coefficient of Determination (R²) used in order to sight how well between two or more variables are used in order to see the value of the contribution of the X variable to the variation in the up and down of the Y variable. The results of the coefficient of determination in this study will be sighted in the following table :

Table 6. Coefficient of Determination Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.828 ^a	.685	.675	1.682

Source : Data Processing Result (2022)

Based on the results in the table above, it is able to describe that the effect of all independent variables in this study is 68,5% on the variable of Emina cosmetic repeat purchase decision (Y).

4.6 Discussion

1. Price has an influence on the repeat purchase decision of Emina cosmetics, the outcome of hypothesis test (H1) show that the price has a significant effect on the repeat purchase decision of Emina cosmetics in Batam City. This illustrates that the more affordable the price of Emina's cosmetic products, the higher the decision to repurchase Emina's cosmetic products in Batam City will increase.
This result is in line with the research of Isfiandi & Amirudin M. Amin [3] which states that price has a significant effect on the decision to repurchase noble ceramic tiles.
2. Product quality has an influence on repeat purchase decision of Emina cosmetics, the outcome of hypothesis test (H2) indicate that product quality has a significant effect on repeat purchase decision of Emina cosmetic products in Batam City. This illustrates that the better the product quality of Emina's cosmetic products, the higher the decision to purchase Emina's cosmetic products in Batam City will increase.
These results are consistent with the research of [6], and [1] who describe that product quality has a positive and significant influence on repeat purchase decisions.

3. Product design has an influence on repeat purchase decision of Emina cosmetics, the outcome of hypothesis test (H3) show that product design has a significant effect on repeat purchase decisions for Emina cosmetic products in Batam City. This illustrates that the better the product design of Emina's cosmetic products, greater the decision to repurchase Emina brand cosmetic products in Batam City will increase.
4. Price, product quality and product design has an influence on the decision to repurchase Emina cosmetics, the outcome of hypothesis testing (H4) describe that price, product quality and product design simultaneously have a significant influence on the decision to repurchase Emina brand cosmetic products in Batam City. This illustrates that the more affordable the price and the good quality & product design of Emina's cosmetic products, greater the decision to repurchase Emina brand cosmetic products in Batam City.
These results are consistent with the research of [5], and [7] which explains that price, product quality and product design have an influence on repeat purchase decisions.

5 Conclusion

5.1 Conclusion

The conclusion that can be obtained from the results of this study are :

1. Price has an significant effect on Emina's cosmetic repeat purchase decision.
2. Product quality has an significant effect on Emina's cosmetic repeat purchase decision.
3. Product design has an significant effect on Emina's cosmetic repeat purchase decision.
4. Price, product quality, and product design has an significant effect on Emina's cosmetic repeat purchase decision

5.2 Recommendation

5.2.1 Practical Recommendation

As for some practital recommendation that the author can convey are :

1. To company and distributors of Emina cosmetics so that they can jointly maintain price stability and make prices more affordable so that every consumer from the lower class to the middle class can use Emina cosmetics as a necessity.
2. The company should be able to make effective communication with distributors or customers so that the quality of Emina's cosmetic products is maintained.
3. To the company in order to always develop the latest product designs so that the level of sales has the opportunity to continue to increase.

5.2.2 Theoretical Recommendation

As for some theoretical recommendation that the author want to convey as follows :

1. It is recommended for further researchers to be expert to increase the number of other independent variables to conduct research on repeat purchase decisions so that more detailed research results can later be found.

2. It is recommended for further researchers to use the discussion of other cosmetic products so that later the differences or comparisons between the results of future research and current research can be known.

5.2.3 Limitation

There are several limitations experienced by author from the beginning to the end of making research, namely :

1. The scope of research subjects is fairly broad so that before distributing the respondents, they must sort the respondents according to the research criteria that have been previously determined.
2. The distribution of the questionnaires is only carried out online through the google form so that it cannot interact directly with the respondents.

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