The Effect of Product Quality, Service Quality, Innovation, Price, and Celebrity Endorser on Wardah Wonosobo Purchasing Decisions

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Abstract. Consumers evaluate products based on a variety of criteria, including the product's ability to meet their needs, its alignment with their desires, and whether it fulfills their expectations. This study aims to explore the various factors that contribute to consumer decisions to purchase Wardah products. To achieve this, a survey of 50 respondents will be conducted. Data analysis was conducted using SPSS version 26, which involved assessing the validity and reliability of the data, checking for violations of classical assumptions such as normality, multicollinearity, and heteroscedasticity, performing multiple linear regression analysis to identify the relationship between variables, and testing the significance of the regression coefficients. The results of the study demonstrate that product innovation has the strongest influence on purchasing decisions for Wardah products. While factors such as product quality, service quality, price, and celebrity endorsements also play a role, their impact is less significant compared to product innovation..

Keyword. Product Quality, Service Quality, Product Innovation, Price, And Celebrity Endorser.

1 Introduction

Looking attractive and beautiful is the dream of all women. For that, they use beauty products that suit their needs and desires. In choosing beauty products, women must be observant and careful in order to get the right product. Beauty products are currently in great demand by women, resulting in competitive competition in the cosmetics and care industry. As evidenced by various types in the world of cosmetics sold. Over time, product quality, service quality, innovation, price, and reputation are increasing. This allows business people to identify the needs and desires of the community, including the needs and desires for wardah beauty products.

Product quality is an important factor that can influence someone's buying interest. Quality products are one of the considerations whether someone will buy or not. Therefore, a business entity must pay more attention and prioritize the quality of an output before marketing it. Customers will get satisfaction if the company's output they are looking for meets their expectations, so these consumers will recommend their products to others to buy. Thus, the business will grow and can achieve its profit goals [1] which includes [2] desribes "impulse buying, specifically as the tendency of consumers to buy something spontaneously, without thinking, hastily, impulsively, psychologically when persuaded". [3] argues,

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"consumers will value products with the best quality, performance and new innovations". Essentially, quality output is output that provides valuable uses and benefits to users. In accordance with the findings conducted by [4] this indicates that "product quality has the greatest influence in the decision to buy".

The next element that is taken into consideration in buying Wardah products is service quality. Service quality aims to make it easier for customers when purchasing Wardah. Service quality is very important in purchasing decisions because customer satisfaction with service will affect repeat purchases and increase sales. A strong bond between customers and an company can also be established due to the quality of the company's offerings. Comparison of customer perceptions between the services they receive and their expectations of these services is an understanding of how service quality exists.

Price has a significant share and is an important factor in determining consumer purchasing decisions. In general, consumers tend to assume that products with high costs are of high quality, while products with lower prices are of poor quality. The production manager of a company plays a significant role in determining costs. The agreed price must can measure up to the prices of market rivals and gain market share. This is important to ensure the company's continued existence.

There are various ways that companies can attract consumers' attention, including by providing any information about their products. This information can be delivered through various media, such as advertisements, brochures, or websites. "The support of advertising stars is one way that product information can be provided as a messenger in advertising. Celebrities are individuals (actors, artists or athletes) who are known to the public for their achievements and act as product spokespersons and can ultimately influence consumer attitudes and behavior towards the products they provide" [5].

2 Literature Review

2.1 Product Quality

Product quality as a consequence of combination various factors, including durability, reliability, and precision, which work synergistically to achieve optimum performance [6]. Product quality is a collection of characteristics that make an item able to fulfill its production purpose [7].

Based on these two expert opinions, good product quality is a must or condition in the case of product has the ability meet or even exceed consumer expectations and needs. In more detail, product quality includes product capability, fulfillment of needs, and competitive advantage.

2.2 Service Quality

Service quality is a systematic effort that aims to meet and exceed customer or employee expectations [8]. Customer satisfaction will be realized if their hopes and expectations are met. Service quality assesses the effectiveness of a service meets customer expectations [9].

Based on these two expert opinions, service quality is an action to realize and even exceed customer expectations.

2.3 Innovation

Quoted from Law number . 19 of 2002, "Novel depelopment of a variety of research, development, and/ or engineering work activities or activities conducted to be able to create

functional applications of value and also the framework of emerging understanding, or also innovative applications of established scientific and technological principles to products or manufacturing methods.". "Innovations are all new ideas or ideas that are applied to improve products and services"[10].

Based on these two expert opinions, innovation is a continuous activity or outcome that involves the application of new ideas in order to create something different.

2.4 Price

Kotler argues that "Price is the monetary value assigned to a product or service, or the equivalent value exchanged by consumers for its utility." [11]. Price is the monetary cost required to obtain some variants of products and services [12].

Based on the views of the two experts, price is the amount of value that must be expended by consumers in order to have the requested product or service.

2.5 Celebrity Endorser

Celebrities are often featured in the media and their personal lives are always in the spotlight [13]. Meanwhile, endorsers or other terms spoken persons are someone who communicates the messages they want to convey about a product or service [14].

Celebrity endorser is a famous figure who is trusted to carry the name and become the face of a consumer who represents the product or service of a company [15].

2.6 Purchase Decision

The consumer buying process consists of identifying needs, searching for information, and evaluating alternatives to make informed choices [16]. A range of factors, such as economic trends, technological innovations, political stability, and cultural values, influence consumer purchasing behavior. Furthermore, a range of additional factors, including product attributes, pricing strategies, distribution networks, promotional campaigns, store image, customer service quality, and the ease of the transaction process, influence consumer purchasing behavior [17].

Two experts have suggested that consumers' decisions to purchase a company's products are influenced by a variety of factors.

3 Research Methods

A quantitative research methodology is adopted for this study. The target population for this research consists of residents of Wonosobo city. A non-probability sampling technique, where participants were not selected randomly, was used for this study. The study involved a sample size of 50 participants.

4 Result and Discussion

4.1 Result

Hypothesis test

Coefficients[a]					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
(Constant)	4.904	2.15		2.281	0.028
Product Quality	0.278	0.26	0.167	1.068	0.292
Service Quality	0.127	0.109	0.164	1.169	0.249
Innovation	0.525	0.143	0.517	3.664	0.001
Price	0.161	0.194	0.119	0.831	0.411
Celebrity Endorser	-0.163	0.206	-0.112	-0.791	0.434

Fig. 1. Dependent Variable: Purchase decision

4.2 Discussion

a. The Effect od Product Quality on Purchasing Decisions for Wardah Products in Wonosobo City

The table above shows data showing that product quality has a negative impact on the decision to buy Wardah in Wonosobo City, so H1 is rejected. This is contrary to research conducted by [18], which states that product quality has a positive effect on purchasing decisions for Wardah products. The results of this study prove that product quality factors do not always have a positive effect on wardah purchasing decisions.

b. The Effect of Service Quality on Purchasing Decisions for Wardah Products in Wonosobo City

The table above shows data indicating that service quality has a negative impact on purchasing decisions for Wardah products in Wonosobo City, so hypothesis H2 is rejected. These results contradict research conducted by [19], which states that service quality has a positive impact on purchasing decisions for Wardah products. However, the findings of this study are consistent with previous research by [20] which showed similar results. This study proves that service quality factors do not always have a positive influence on purchasing decisions for Wardah products.

c. The Effect of Product Innovation on Purchasing Decisions for Wardah products in Wonosobo City

The table above displays data showing that product innovation has a positive impact on the decision to buy Wardah products in Wonosobo City, so hypothesis H3 is accepted. These results are consistent with a study conducted by [21], which states that product innovation has a positive effect on the decision to buy Wardah products. The results of this study indicate that product innovation has a positive impact on purchasing decisions for Wardah products.

d. The Effect of Price on Purchasing Decisions for Wardah Products in Wonosobo City

The table above displays information showing that price has a negative impact on the decision to buy Wardah products in Wonosobo City, so hypothesis H4 is not accepted. This result is different from the study conducted by [18], which says that price has a positive impact on purchasing decisions for Wardah products. The results of this study prove that the price factor does not always have a positive influence on purchasing decisions for Wardah products.

e. The Effect of Celebrity Endorsers on Purchasing Decisions for Wardah Products in Wonosobo City

The table above shows data indicating that celebrity endorsers have a bad influence on purchasing decisions for Wardah products in Wonosobo City, so hypothesis H5 is rejected. This finding contradicts research conducted by [22], which states that celebrity endorsers have a good effect on purchasing decisions for Wardah products. This study shows that the

influence of celebrity endorser factors does not always have a positive impact on purchasing decisions for Wardah products.

5 Conclusion and Implication

5.1 Conclusion

The results of this study entitled "The Effect of Product Quality, Service Quality, Innovation, Price, and Celebrity Endorser on Wardah Wonosobo Purchasing Decisions" show that product quality, service quality, price, and celebrity endorsers have a negative and insignificant effect on purchasing decisions for Wardah products in Wonosobo City. On the other hand, service quality has a positive and significant influence on purchasing decisions for Wardah products in Wonosobo City.

5.2 Implication

Based on the findings of the research that has been carried out, there are several recommendations that can be considered, namely:

1. For further researchers, it is recommended that they further explore previous studies regarding the elements of needs that can increase buyer satisfaction after they buy a product.
2. In terms of data collection, it is better to use efficient and optimal methods so that the necessary data can be obtained more easily.

6 References

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