

ANALYSIS OF INTEREST IN BUYING MAYBELLINE COSMETICS WITH THE INFLUENCE OF SOCIAL MEDIA, PRODUCT QUALITY AND PRICE

Nur'aeni¹⁾, Agustini Tanjung²⁾, Dadang Heri Kusumah³⁾, Primaraga Sumantri Indra Wicaksana⁴⁾
^{1,2,3,4} Management, Faculty Economics and Business, Pelita Bangsa University

ARTICLE INFO

Keywords:

Buying interest,
Social media,
Price,
Quality

E-mail:

nur.aeni@pelitabangsa.ac.id
agustini.tanjung@pelitabangsa.ac.id
dadangherikusumah3@gmail.com
primaragasumantri@pelitabangsa.ac.id

ABSTRACT

For a woman appearance and beauty is one of the most important things. Maybelline is one of the favorite beauty cosmetic brands for some women in Indonesia. There are many cosmetic competitors in Indonesia, but still Maybelline is still one of the best-selling beauty products traded in Indonesia. This study aims to determine, examine, and analyze how the influence of social media, quality and price on buying interest. This research was conducted on people who live in South Cikarang. With a total of 112 respondents. This study uses a quantitative approach and the data used are primary data obtained from the distribution of questionnaires conducted online. The method used in this study is the multiple linear regression method using the IBM SPSS version 23 software application. The results of this study indicate that: (1) social media has a positive effect on buying interest, (2) quality does not have a positive effect on buying interest, (3) Price also has a positive effect on the interest in buying Maybelline cosmetics in the people of South Cikarang.

Copyright © 2023 Jurnal Ekonomi. All rights reserved.
is Licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

1. INTRODUCTION

In this advanced era where we are presented with several developments that have sped up. In the era of globalization, society is more modern than before. Community needs are increasing and can be obtained easily, with advanced technology now it is easier for people to get these needs. Various shopping trends have become people's habits, because people can shop via the internet or what we usually refer to as online shops. The use of the internet to carry out buying and selling transactions of goods may be being carried out by some people. Indonesian people with a population of more than 270 million people are used to using the internet. Internet users in Indonesia at the beginning of 2021 will reach 202.6 million people. This number increased by 15.5% or 27 million people when compared to last January 2020. The total population of Indonesia itself is currently 274.9 million people. This means that internet usage in Indonesia in early 2021 will reach 73.7%. HootSuite reports that internet users are aged 16 to 64 and are known to own several different electronic devices, including mobile phones (both smartphones and non-smartphones), laptops, tablets, smartwatches, and so on (Kompas.com).

Product search is easier to do using the internet by relying on social media. Social media that is often used by the public, for example, the Facebook application, Instagram, WhatsApp and online shop applications such as Shopee, Lazada, open stalls and so on. This online shopping application using social media makes it easier for the public. People can shop without leaving their homes using mobile phones. Many social media now sell some of the community's needs such as household needs, food, drinks, cosmetics, and many more. Cosmetic products are mandatory items for women. The development of cosmetic products in Indonesia is accelerating rapidly. This can be seen in the various cosmetic products from within and outside the country that attract people's attention. Many people are interested in buying beauty products at low prices with low quality, this is a negative point because people choose cheap products with side effects that can arise at any time. Side effects that will arise, for example, the face can have pimples, excess oil appears and other side effects. For this reason, people are asked to be more careful in choosing beauty products, it is better to choose products that are slightly more expensive and have been registered with BPOM Indonesia.

If a product has been registered with BPOM Indonesia, it means that the product has guaranteed composition and is safe for use by the public. BPOM does not carelessly give distribution permits if the product is not beneficial to society. The characteristics of buyers or consumers will influence consumer behavior in buying an item so that it will affect what goods or services they will buy. Director General of Small and Medium Enterprises and Various Industries (IKMA) of the Ministry of Industry Gati Wibawaningsih said that the cosmetics sector grew significantly in 2020. This can be seen from the growth performance of the chemical, pharmaceutical and traditional medicine industries, where cosmetics are included, grew 9.39 percent.

Product quality is an understanding that the product offered has a much higher selling value that is not owned by competing products. Therefore, beauty cosmetics manufacturing companies should focus more on product quality and compare it with the value of products produced by other beauty companies. The quality of a product is an additional value in itself to attract consumers to buy the product.

Buyers can identify and evaluate the products they have purchased whether the product is satisfactory or not. If the product purchased is not satisfactory then someone will tend to feel disappointed and will not buy it again. Meanwhile, if the product is satisfactory then a consumer will certainly make a repeat purchase. The price of a product also has an effect on attracting people's buying interest. The price of a product depends on the quality of the item. The better the item, the more expensive the item. This also applies to beauty products, but many beauty products sell counterfeit or non-original items on the market. These goods are sold with a different composition from the original and are sold at the same price as the original. Therefore, people must be more careful and more thorough in choosing the right cosmetic products and not to choose the wrong one.

In Indonesia itself, there are many brands of beauty products that are widely used and are in great demand. There are several well-known brands of beauty cosmetics that are well-known and attract public interest in buying, for example, products issued by the companies Wardah, Emina, Maybelline, Garnier and many other brands that are guaranteed to be safe to use. Of the several brands, of course, have advantages and disadvantages of each. Products from several well-known brands in Indonesia are certainly competing so that their beauty products can be purchased by the public.

Many cosmetics originating from abroad have succeeded in stealing the public's attention and competing with the cosmetics market in Indonesia. But only a few cosmetic brands are the people's choice because the prices are more affordable. It has been 20 years that Maybelline has graced the cosmetic competition in Indonesia. Maybelline Indonesia is a subsidiary of the Maybelline company from New York, where every Maybelline product is managed by a Loreal group company. The Loreal Group of Companies is the group of companies that takes charge of overall operational control of the buying and selling of Maybelline cosmetics. Some of Maybelline's products in Indonesia are Lip & Eye Makeup Remover, Instant Age Rewind Eraser Dark Circles Treatment Concealer, Baby Skin Instant Pore Eraser, Fit Me Foundation, Master Chrome Highlighter, Fit Me Concealer, Falsies Lash Lift Mascara and many more. . (Source: www.maybelline.co.id).

Bekasi is one of the urban districts on the island of Java. Bekasi is one of the most densely populated industrial cities on the island of Java. Many people choose to find work and move to Bekasi. Within the district of Bekasi consists of several districts. South Cikarang is one of the sub-districts in Bekasi Regency. South Cikarang has a population of 143,030 in 2020. The following is the population of South Cikarang.

2. METHOD

The type of research used in this study is a quantitative method. This study uses a quantitative method that uses multiple linear regression methods to estimate whether there is an influence between the dependent and independent variables. Survey data collection method in the form of distributing questionnaires. The purpose of using the questionnaire is to dig deeper into the respondents' answers about variables. The analytical method used is validity test, reliability test, classical assumption test, multiple linear analysis and hypothesis testing. The population to be studied in this study were all Maybelline consumers in the South Cikarang community with a total sample of 112 people.

3. RESULT AND DISCUSSION

Validity Test Result

Tests in this study used a significance level of 5% with test criteria if the value of $r_{count} > r_{table}$, it was concluded that the question items were valid. However, if the value of $r_{count} < r_{table}$ then the item is said to be invalid. The r_{table} in this study uses a 95% confidence level, $e = 5\%$, $df N-2$ or $100-2 = 98$ and the r_{table} value is 0.1857. Based on the validity test of all instruments, the results of R_{count} on all variables

have a value greater than r table so it can be concluded that the results of the validity test can be said to be valid in this study and it can be said that the respondents in filling out the questionnaire statement revealed that all variables in this study were feasible to be used.

Reliability Test Result

Reliability test is the extent to which measurement results using the same object will produce the same data. If the correlation is 0.60 or more then the item is said to provide a fairly high level of reliability, but conversely if the correlation value is below 0.60 then the item is said to be less reliable. The test results show that the value of Cronbach's Alpha for all instruments is greater than 0.60 for each statement item. So it can be concluded that the measuring instruments in the research instrument as a whole can be declared reliable to use.

Multiple Linear Regression Analysis Test Result

Multiple linear regression analysis is a linear relationship between two or more independent variables with the dependent variable. This analysis is to determine the direction of the relationship between the independent variable and the dependent variable whether it has a positive or negative effect.

Table 1. Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
		1	(Constant)	6.890		
	Social Media	0.106	0.080	0.106	1.322	0.189
	Quality	-0.028	0.076	-0.030	-0.374	0.709
	Price	0.597	0.072	0.628	8.332	0.000

a. Dependent Variable: Buying Interest

Constant value (a) = 6.890. This shows that without the Social Media (X1), Quality (X2) and Price (X3) factors, all of them are considered 0 (zero), then customer satisfaction shows a constant value of 6.890. The coefficient value (b1) on the variable (X1) is 0.106 indicating that social media can increase buying interest or every time there is a one-time increase in social media it will increase by 0.106. And conversely if there is a one-time decrease in social media it will decrease social media by 0.106, assuming other assumptions are constant. The coefficient value (b2) on the variable (X2) is 0.028 indicating that quality can increase buying interest or every time there is a one-time increase in quality it will increase by 0.028. And conversely, if there is a one-time decrease, the quality will decrease by 0.028 with other assumptions being the same. The coefficient value (b3) on the variable (X3) is 0.597 indicating that prices can increase buying interest or every time there is a one-time increase in price it will increase by 0.597. And vice versa if there is a one-time decrease in the price it will decrease by 0.597 assuming other assumptions are the same.

F Test Result (Simultaneous)

The F test is a test to determine the effect of the independent variables namely social media, quality and price simultaneously on the dependent variable, namely buying interest. The criteria for testing the hypothesis are, hypothesis testing to find out the truth of the hypothesis in this study by comparing f count with F table.

Table 2. F Test

Model		Anova ^a			F	Sig.
		Sum of Squares	df	Mean Square		
1	Regression	191.052	3	63.684	23.241	.000 ^b
	Residual	295.939	108	2.740		
	Total	486.991	111			

a. Predictors: (Constant), Social Media, Quality, Price

Based on the table above, it shows that the results of data processing for all variables (X1), (X2) and (X3) obtained Fcount results of 23.241 > Ftable 2.70. So it can be concluded that all variables have a simultaneous (together) effect on buying interest in Maybelline cosmetic products.

T Test (Partial)

The results of data processing for the Social Media variable (X1) obtained a tcount of 1.322 > a table of 1.662. It can be concluded that the Social Media variable has a positive effect on the buying interest of Maybelinne cosmetic product users. The results of data processing for the Quality variable (X2) obtained a tcount of 0.374 < a ttable of 1.662, so it can be concluded that the Product Quality variable has no partial effect on the buying interest of Maybelline cosmetic product users. The results of data processing for the price variable (X3) obtained tcount of 8.332 > ttable of 1.662, it can be concluded that the price variable has a positive effect on the buying interest of Maybelline cosmetic product users.

DISCUSSION

The results of testing the first hypothesis that social media has an effect on purchase intention and is evidenced by the results of SPSS 23 data processing which states that variable X1 obtained a tcount of 1,322 and a ttable of 1.662 with a significance level of 0.189 with a significance limit of 0.05 which means it is smaller than 0.05 so Ho is rejected and H1 is accepted. So the results of this study can be concluded that social media has a positive and significant effect on the purchase intention of users of Maybelline cosmetic products.

The results of testing the second hypothesis that promotion has an effect on customer satisfaction and is evidenced by the results of SPSS 23 data processing which states that variable X2 obtained tcount of 0.374 and ttable of 1.662 with a significance level of 0.739 with a significance limit of 0.05 which means greater than 0.05 so that Ho accepted and H1 is rejected. So the results of this study can be concluded that quality has no positive and significant effect on the purchase intention of users of Maybelline cosmetic products. The results of testing the third hypothesis that price affects the variable of purchase intention and is proven by the results of SPSS 23 data processing which states that variable X3 obtained a tcount of 8.332 and a ttable of 1.662 with a significance level of 0.000 with a significant limit of 0.05 which means smaller than 0.05 so that Ho is rejected and H1 is accepted. So the results of this study can be concluded that price has a positive and significant effect on the buying interest of Maybelline cosmetic product users.

4. CONCLUSION

The women in Indonesia certainly will not be separated from the world of beauty. However, true beauty will be seen from individual attitudes and behavior, because the beauty of each individual is not only from the outer physique but can be seen from within each individual. With regard to the use of cosmetics in different communities, this is what is considered for research. After analyzing the results and discussing the results, the researcher was able to compile managerial implications, namely this study showed that quality did not have a positive and significant effect on people's buying interest in Maybelline cosmetic products, while social media and prices had a positive and significant effect on buying interest in Maybelline cosmetics. Simultaneously, social media variables (X1), quality (X2) and price (X3) proved to have a positive effect on Purchase Intention (Y) for Maybelline cosmetics users. The author's hope for further research can improve the limitations in this study and then it is hoped that it can develop researchers by adding other research variables besides social media, product quality, and price. This is so that the information obtained is more complete about the variables that influence buying interest.

REFERENCES

- [1] Ahmad Fauzan dan Abdul Rohman (2019) Pengaruh harga dan kualitas produk terhadap minat beli sepeda motor kawasaki. Jurnal ekonomi, bisnis dan manajemen Vol 9 No 2.
- [2] Annisa Khairiyah Lubis (2019) Pengaruh kualitas produk, harga dan promosi terhadap keputusan pembelian pada produk hand and body citra. Skripsi, Universitas Pembangunan Panca Budi, Medan.
- [3] Arief Adi Satria (2017) Pengaruh harga, promosi dan kualitas produk terhadap minat beli konsumen pada perusahaan A-36. Jurnal manajemen dan start-up bisnis Vol 2 No 1.
- [4] Badan Pusat Statistik (BPS) Kab Bekasi. (<https://bekasikab.bps.go.id/>)
- [5] Dian Aprilliana (2021) Pengaruh kualitas produk, harga, selebrity endorser dan brand image terhadap minat beli kosmetik emina dikota Palembang. Skripsi STIE multi data Palembang.
- [6] Endro Arifin dan achmad Fachroji (2015) Pengaruh persepsi kualitas produk, citra merek dan promosi terhadap minat beli konsumen ban achilles dijakarta selatan. Jurnal MIX Vol V No 1.

- [7] Hendy Suryawijaya, Farid Rusdi (2021), Pengaruh Daya Tarik Iklan di Media Sosial Instagram terhadap Minat Beli Konsumen (Survei Terhadap Produk Sepatu Brodo di Kalangan Anak Muda Jakarta Barat) Vol 5 No 1, Jurnal prologia 60-66.
- [8] Kenly Hermanto, Irvan Cahyadi (2015) pengaruh kualitas produk dan harga terhadap minat beli ulang fast food ayam goreng tepung dikalangan mahasiswa universitas kristen petra Surabaya. Jurnal Hospitality dan manajemen jasa Vol 3 No 2.
- [9] Lili Salfina dan Heza Gusri (2018) Pengaruh citra merek, kualitas produk dan harga terhadap minat beli pakaian anak-anak. Jurnal indovisi Vol 1 No 1 Hal 83-100.
- [10] Marchelyno Sundalangi, Silvy L. Mandey, dan Rotinsulu Jopie Jorie (2015) Kualitas produk, daya tarik iklan, dan potongan harga terhadap minat beli konsumen pada pizza hut Manado. Jurnal EMBA Vol 2 No 1.
- [11] Mila Setiawati (2015), Pengaruh media sosial terhadap minat beli konsumen. Jurnal mahasiswa prodi manajemen.
- [12] Maybelline Indonesia. (www.maybelline.co.id)
- [13] Nico Rifanto Halim, Donant Alananto Iskandar (2019) Pengaruh kualitas produk, harga dan persaingan terhadap minat beli. Jurnal riset manajemen dan bisnis Vol 4 No 3.
- [14] Nurmin Arianto dan Sabta Ad Difa (2020) Pengaruh kualitas pelayanan dan kualitas produk terhadap minat beli konsumen pada PT Nirwana Gemilang Properti. Jurnal Diskrupsi Bisnis Vol 13 No 2.
- [15] Noverita Wiryanthy dan Singgih Susanto (2018) Pengaruh harga, citra merek dan kualitas terhadap minat beli produk privat lebel. Jurnal riset manajemen dan bisnis dewantara Vol 1 No 2.
- [16] Rizky Anugerah Pratama (2014) Analisis pengaruh citra merek, daya tarik iklan dan harga terhadap minat beli smartphone nokia lumia. Skripsi, Universitas Diponegoro, Semarang.
- [17] Reni Masruroh dan Tri Sudarwanto (2020) Pengaruh Beauty Vlogger Review dan kualitas produk terhadap keputusan pembelian, Vol 8 No 1
- [18] Umar Bakti, Hairudin dan Maria Srptijantini Alie (2020), Pengaruh kualitas pelayanan, produk dan harga terhadap minat beli pada toko online lazada di Bandar Lampung. Jurnal ekonomi Vol 22 No 1.
- [19] Yemima Marvell Geraldine, Ari Susanti (2021) Pengaruh Citra Merek, Kualitas Produk, Media Sosial Dan Harga Terhadap Minat Beli Konsumen Pada Produk Brand Wardah. Jurnal ekonomi dan manajemen Vol 3 No 1.