

Analysis Influence Marketing Mix on Purchase Decision Wardah Skincare Brand

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Abstract: Due to the large number of requests, Wardah expanded sales of its products in Baubau City to traditional markets, supermarkets and mini markets, one of which is Toko Liwanda. Skincare sales at the Liwanda Store are very rapid, including Wardah products. This is evidenced by the achievement of its sales target in January-July 2022, Wardah products sold at the Liwanda Store always reach their sales target. However, in May-July it experienced active fluctuations. Wardah Brand Skincare products have a sales target above the dominance of 60%, meaning that Wardah Skincare has an active role in selling wardah products at the Liwanda Store. Good sales will affect marketing both in terms of the marketing mix or the decisions of buyers. This study aims to determine and analyze the influence of the marketing mix on purchasing decisions of Skincare Brand Wardah at Liwanda Stores. The population in this study was 1,058 people. By determining the sample using non-probability sampling and the slovin formula to get a total of 91 respondents. Methods of data collection using a questionnaire or questionnaire. The analytical method in this study uses simple linear regression. The results of the research on testing the marketing mix variable hypothesis show that the t_{count} value is greater than t_{table} , ($2.171 > 1.662$), or sig smaller than α ($0.003 < 0.05$), so the marketing mix partially has a real influence on Wardah Skincare purchasing decisions in Liwanda shop.

1. Introduction

Competition makes companies very careful and observant in determining the marketing strategy and marketing mix used (Dewi, 2018). In preparing the marketing strategy, factors of price competition, service quality and promotion are things that must be maintained and taken into account. The marketing mix consists of product, price, place and promotion. Doing a marketing mix that is right on target will further increase the number of consumers. Because the marketing mix is a factor that can encourage and change consumer decisions to use a particular product or service which will ultimately have an impact on increasing the number of sales.

The demand for Brand Skincare (skin care) is increasing with the trend of using Skincare which is currently busy in various circles of society, this has made many

manufacturers work in this Skincare field. In Indonesia, the skin care market itself is showing a positive trend of market development. This is indicated by the increasing consumer demand for products related to skin care which is getting higher. Everyone has a desire for their skin to look healthy, this is an opportunity for skincare manufacturers to compete in providing the best products to meet consumer needs (Andriani & Setiawan, 2020). The use of Skincare in Indonesia itself is very large and is one of the quite large Brand Skincare markets so this business will be prospective and promising for producers who want to develop it domestically. There are many leading Brand Skincare manufacturers in the Indonesian market, one of which is Wardah. Wardah has earned a special place in the hearts of Indonesian consumers. This is proven by the research results of researchers who are looking for information about consumer interest in Wardah Skincare products. Results as in the table below:

Tabel 1. Survey Top Brand 2021

No	Brand	TBI
1.	Wardah	21,4%
2	Pond's	20.8%
3	Garnier	10.8%
4	Citra	10,2%
5	Nivea	3,7%

Data source: <http://www.topbrand-award.com>

It can be seen that the wardah brand is in the top level position with a Top Brand Index figure of 21.4%. Top Brand can be used as a parameter of brand success in product performance, but when viewed from the point of view of products in the skincare category, Wardah has less enthusiasts, as evidenced by the results of the Top Brand Index 2022.

Tabel 2. Survey Top Brand 2022

No	Brand	TBI
1.	Nivea	29,5%
2	Vaseline	20.4%
3	Oriflame	16.5%
4	Wardah	14,0%
5	Pond's	3,7%

Data source: <http://www.topbrand-award.com>

It can be seen that the Wardah brand is in fourth position in the top brand survey. This is because consumers decide to buy Skincare sometimes because they see the benefits offered by the product, the price, the delivery of the product in the form of promotions, and how the distribution channels are. The main key to winning the competition is to understand and satisfy consumer needs, so that consumers do not switch to other products and companies must make every effort to meet consumer needs and desires in order to earn profits.

Wardah Skincare enthusiasts in Bau-Bau City are very large, from teenage women to adult women, even many men who use Wardah products. Due to the large number of requests, Wardah expanded sales of its products in Bau-Bau City to traditional markets, supermarkets and mini markets, one of which is the Liwanda Shop. Toko Liwanda is a mini market that operates retail and was founded in 1999, and has become one of the fast growing shops in Baubau City. The Liwanda store is able to meet the needs of the people of Baubau City by

providing several types of products including basic necessities, clothing, ATK, cosmetics, skincare, and others.

Skincare sales at the Liwanda Store are very rapid, including Wardah products. This is evidenced by the achievement of its sales target in January-July 2022:

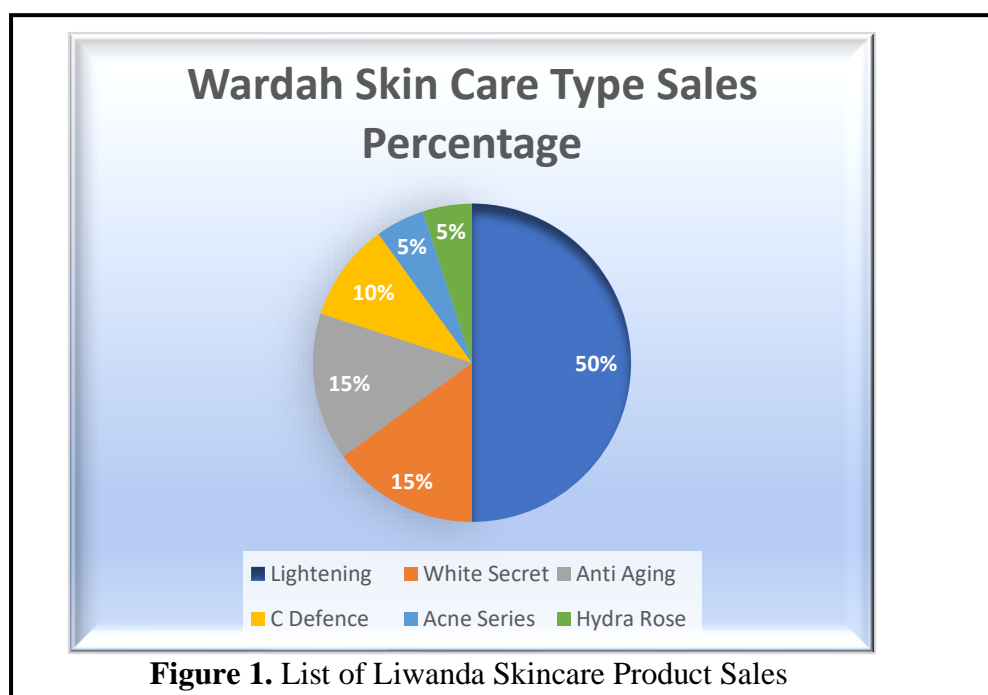
Table 3. Wardah Toko Liwanda Product Sales Data for January-July 2022

Month	Target (Rp)	Achievement (Rp)
January	80.000.000	80.000.000
February	80.000.000	80.000.000
March	80.000.000	80.000.000
April	80.000.000	80.000.000
May	80.000.000	112.000.000
June	80.000.000	74.000.000
July	80.000.000	94.000.000

Data source: Liwanda Store Sales

From the table above it can be seen that sales of Wardah products sold at Liwanda stores always reach their sales target. However, in May-July it experienced active fluctuations. Wardah Brand Skincare products have a sales target above the dominance of 60%, meaning that wardah skincare has an active role in selling wardah products at the Liwanda store. The completeness of Wardah products at Toko Liwanda prioritizes the availability of products that are quite complete, not inferior to Wardah products at other cosmetic stores such as Nadel and Beauty Shops.

Consumers certainly want to get good quality goods and in accordance with the nominal money that will be issued. Some Liwanda shop consumers think that an expensive product is a product that has good quality. Like Wardah, which always prioritizes the quality of its products and the prices offered are relatively affordable for all groups so that they can get quite a lot of interest from customers. The following is a list of sales of Skincare products in the Liwanda Store.



Data source: Liwanda Store Sales

Based on the picture above, it is known that Wardah Skin Care sales at the Liwanda Store are the Lightening type that is most in demand with the highest percentage of sales, namely 50% of the various Wardah Skin Care types at the Liwanda store. This is also inseparable from product quality and affordable prices as well as excellent distribution.

In addition, company owners must also choose a location or distribution channel that is easy to access and comfortable when making shopping transactions. based on the results of interviews with consumers of Wardah Skincare Users, Liwanda Stores have a less extensive parking area, different from other stores, this will also affect consumers in making purchases.

2. Literature Review

Marketing Management Concept

The marketing concept is basically a philosophy in a business which can be expressed as an effort to distribute goods or services to consumers. Basically the marketing process includes three main factors, including: (1) the orientation of all planning activities and company activities must be focused on consumers or markets; (2) sales volume is not intended for personal gain, but for corporate purposes; (3) all marketing activities within the company must be coordinated and integrated in an organized manner (Kotler and Armstrong, 2012).

Kotler and Keller (2016) reveal that marketing management is a combination of art and science that involves selecting target markets and efforts to get, retain and increase the number of consumers by providing and communicating superior value to consumers. The purpose of marketing activities is to understand the target market so that consumers are interested in getting to know the products or services offered, as well as fulfilling their needs properly so that companies can provide satisfaction to consumers. Success in terms of marketing will contribute to the company's progress towards better conditions.

According to Kotler and Keller (2016) Marketing management is the planning and execution of the conception, pricing, promotion and distribution of ideas of goods and services to create exchanges that satisfy individual and organizational goals. So it can be concluded that the concept of marketing management is a basis for planning and determining in terms of price, promotion and distribution of goods in order to achieve certain goals of an organization or company.

Marketing Mix

Marketing mix is the term used to describe the mix of four inputs that is the core of an organization's marketing system. The four elements are product offerings, price structures, promotional activities and distribution systems (Stanston, 2013). The marketing mix is a device/tool for marketers consisting of various elements of a marketing program that need to be considered so that the implementation of the marketing strategy and determining the position determined can be successful (Lupiyoadi, 2013). The selection of distribution channels concerns the provisions regarding the use of dealers (traders, retailers, retailers, agents, marketers), and how to cooperate with these dealers. Location has an influence on purchasing decisions, where the right location, an outlet will be more successful than other outlets that are located less strategically, even though both sell the same product. The distribution channel indicators used according to Bygrave in (Sa'adah 2017) are strategic store locations, transportation and service levels.

Expenditure Provisions

Purchase decision is the stage in the buyer decision-making process where consumers actually buy with the process of information recognition, information search, purchase decision and post-purchase behavior (Kotler and Armstrong, 2012). Decision making is the selection of certain behavioral alternatives from two or more existing alternatives. The determination of spending occurs when a person is faced with several alternative choices to meet his needs (M. Iqbal Hasan, 2002). Purchase decisions can be said to be the attitude of a consumer in the decision-making process related to the choice to buy between two or more alternative choices (Sangadji, 2019). Purchasing determination is a series of processes that start with the consumer recognizing the problem, seeking information about a particular product or brand and evaluating the product or brand how well each of these alternatives can solve the problem, which then leads to a purchase decision (Tjiptono, 2018).

Skincare Brand Wardah

Skincare refers to a series of skin care consisting of various products used to maintain the health and appearance of facial skin. Skin care is not only limited to diet, but also involves external care. There are various methods of facial skin care that can be done using products such as facial cleansers, serums, moisturizers, and sunscreens. One brand of skin care products that can help treat skin problems such as dryness, excess oil, acne, signs of premature aging, black spots, acne scars, breakouts, and various other skin problems is Skincare Wardah (Ayu Isti, 2021).

According to Alvin Saputra (2022) there are a variety of skincare products offered by various well-known brands which are of particular interest to consumers among the people of our country. The following are various types of skincare products and their benefits: 1) Micellar Water: This product is used to remove dust, dirt, and daily makeup residue that sticks to facial skin; 2) Facial Wash: Is a facial cleanser that effectively cleans the skin from all kinds of dirt that sticks to it; 3) Exfoliating Toner: This product is claimed to be able to remove dead skin cells, overcome fine lines on facial skin, as well as overcome skin irritation and other problems; 4) Serum: This skincare helps treat skin problems such as dull, dry skin, acne, blemishes, signs of premature aging, and others; 5) Moisturizer: This product is useful for keeping the skin moist so that the skin looks healthier and well cared for; 6) Sunscreen: Is a very important product to protect facial skin from direct UV exposure. Using sunscreen can prevent problems such as dark spots, uneven skin tone, and other adverse effects.

3. Methodology

The type of data the author took in this study was quantitative (Wiratna Sujarweni, 2015). Quantitative research is a type of research that produces findings that can be achieved (obtained) using statistical procedures or other means of quantification (measurement). The population in this study is data on the number of consumers buying Wardah skincare at Liwanda Figures in 2021, namely 1,058 people. The sample used in this study were 91 respondents. Data collection method is a method used by a researcher to collect data needed in conducting research. The data collection method used in this study are: 1) Observation, 2) Questionnaire, and 3) Documentation. The method used in this study is simple linear regression analysis to examine the relationship between the independent variables and the dependent variable. The aim is to determine whether the relationship is positive or negative, and predict the value of the dependent variable when the independent variable increases or decreases (Wiratna, 2015).

$$Y = a + bx$$

Information

Y = Purchase decision

X = Brand equity

a = Constant (value of Y if X = 0)

b = Regression Coefficient (positive or negative effect)

e = term error

Validity Test and Reliability Instruments

The validity test is a measuring tool with what you want to measure, meaning a measuring tool that will be used in measurements that can be used to measure what you want to measure. So validity is how far the tool can be measured regarding the thing or subject you want to measure. The correlation technique used to test the validity of the question notes in this study is product item correlation using the formula shown below:

$$R_{xy} = \frac{N\sum XY - (\sum x)(\sum y)}{\sqrt{\{N\sum X^2 - (\sum X)^2\}\{N\sum Y^2 - (\sum Y)^2\}}}$$

Information

R_{xy} = Correlation

X = X acquisition score

Y = Y acquisition score

N = Number of respondents or number of samples

Validity test should be done on each question item given. The results of rcount are compared with rtable where df = n-2 with an effect of 5%. If the results obtained are rcount > rtable, then the instrument is valid. In an effort to test the validity of this, the researcher will use the SPSS 20 computerized method. The Reliability Test is a measure of the stability and consistency of the respondents in answering matters related to the question items which are the dimensions of a variable and arranged in a questionnaire form (Sugioyono, 2017). In terms of the reliability test, it is used by computerizing the SPSS 23 program using the alpha cronbach technique. If the result value on reliability > 0.60 then the reliability of the statement will be accepted, but conversely if the result value reliability < 0.60 then the result referred to is not reliable or not accepted.

Determination Test R²

The correlation coefficient test is used to measure how much influence the independent variables studied have on the dependent variable. (Kuncoro 2013: 240) reveals that the correlation coefficient (R²) has a value between -1.00 to +1.00. The closer (R²) to 1.00, it can be interpreted that the influence between the independent variables and the dependent variable is getting stronger and negative and vice versa.

Table 4. Interpretation of the Correlation Coefficient

Interval Koefisien	Relationship Level
0,00 – 0,199	Very low
0,20 – 0,399	Low
0,40 – 0,599	Currently

0,60 – 0,799	Strong
0,80 – 1,000	Very strong

Uji Parsial (t)

Partial test (t) is an individual partial regression coefficient test that is used to determine whether the independent variable (X) individually affects the dependent variable. The t test is used to determine the effect of the dependent variable partially. Specifications for testing criteria (α) = 0.05. The test can be explained as follows

1. If $t_{count} > t_{table}$ then the variable H_0 is rejected and H_a is accepted, then the independent variable partially has a real influence on the dependent variable.
2. If $t_{count} < t_{table}$, then H_0 is accepted and H_a is rejected, so the independent variables partially have no real effect on the dependent variable (Wiratna, 2015).

4. Results and Discussion

4.1 Results

Results can be presented in the form of tables of figures, graphs, verbal descriptions, or a combination of the three. Table, graphs, or images shouldn't be too long, too large, or too many. Writers should use variations in the presentation of tables, graphics, or verbal descriptions. The tables and graphs presented must be referred to in the text. The way of writing the table is shown in Table 1.

Deskriptif Data Penelitian

The data obtained from the results of the questionnaire for each variable of the marketing mix are measured using indicators, namely product, place (distribution channel), price, mix and promotion on spending decisions by using a Likert scale, where alternative answers to respondents are given a score of 1 to 5, then the values of the respondents' answers are summed based on the weight of the value. The frequency distribution of respondents' answers from the results of the tabulation of data scores is based on the formula used, namely:

$$C = \frac{\text{Highest Scale} - \text{Lowest Scale}}{\text{Number of Classes}}$$

$$C = \frac{5 - 1}{5}$$

$$5 = 0,80$$

The results of calculating the scale range show a value of 0.80, so that the scale range can be explained by its numerical value, which is like the table below (Yoga, 2017)

Table 5. Overview of the Variable Scale Range

Range	Information	Score
$1 \leq X < 1,80$	Very Low (SR)	1
$1,80 \leq X < 2,60$	Low (R)	2
$2,61 \leq X < 3,40$	Medium (S)	3
$3,41 \leq X < 4,20$	Height (H)	4
$4,21 \leq X < 5$	Very High (ST)	5

Data source: Yoga (2017)

Results of Data Analysis

The results of data analysis in this study are as follows:

1. Validity Test

The validity test is used to evaluate whether a statement in the questionnaire can be considered valid or valid in measuring the concept you want to measure. If the statistical value called *r*count exceeds the critical value called *r*table, and has a positive value, it can be concluded that the statement or indicator is stated to be valid. In the validity test, if *r*count exceeds the *r*table value (with degrees of freedom $df = n-2$ at the 5% level of influence), then the statement is considered valid. Given the validity test, it can be observed that for each research variable item, the value of *r*count exceeds *r*table at an effect level of 5% with $n = 91$ ($N = 91 - 2 = 89$) and *r*table = 0.206. This shows that the *r* value for each research variable item exceeds the specified *r*table value, which is 0.206. Therefore, it can be concluded that all of the research variable items are valid to be used as instruments in research. Statements submitted to respondents through these items can be used effectively to measure the variables to be studied.

2. Reliability Test

Reliability is a tool for measuring a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if one's answers to the questions are consistent or stable from time to time. SPSS provides facilities for measuring reliability with the Cronbach Alpha (α) statistical test. A variable or construct is said to be reliable if the value (α) is 0.60. The Marketing Mix is 0.798 and the Provision of Spending is 0.662 which has a fairly large Alpha coefficient that is above 0.60 so that it can be said that all measuring concepts contained in this questionnaire are considered reliable, so that items related to each of these variable concepts are considered reliable as proper measuring tool.

Linear Regression Test

Simple linear regression analysis is an analysis that is used to measure the influence of variable X (marketing mix) on variable Y (purchasing decisions).

Table 6. Regression Equation Testing

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	20.871	4.684		4.455	.000
	Marketing Mix	.226	.104	.224	2.171	.003

Source: Results of 2023 SPSS Data Processing

From the table above it can be determined the constant and B values from the general regression equation, namely $Y = a + bX$, so the following calculations can be obtained:

$$Y = a + bX$$

$$Y = 20,871 + 0,226X$$

Where Y is the determination of spending, while X is the marketing mix. Based on the equation can be analyzed as follows: 1) If the marketing mix (X) is 1, it can be estimated that the expenditure ratio will increase to $20.871 + 0.226(1) = 21.097$, and 2) If the marketing mix (X) has a value of 0, then the expenditure determination will still be worth 20.871.

Test of Determination (R^2)

Koefisien R^2 , also known as the coefficient of determination, is a metric that evaluates the quality of fit by expressing the proportion and overall variability of the dependent variable (Y) that can be explained by the independent variable (X). It serves as an indicator of the strength of the linear relationship and indicates how effectively the regression line aligns with the data.

Table 7. Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.423 ^a	.528	.396	3.32980

a. Predictors: (Constant) BUYING DECISION

The correlation coefficient value (R) is 0.423. This value indicates that the relationship between the marketing mix variable and the consumer decision variable is low because the value is in the interval 0.10-0.423. While the value of the coefficient of determination (R-square) used to determine the percentage of influence of the independent variable (X) on the dependent variable (Y) is 0.528. This means that it can explain the Marketing Mix (R-square x 100%) = $0.528 \times 100\% = 52.8\%$ of the expenditure determination and the remaining 47.2% is influenced by factors not examined.

Statistic test t (Partial Test)

The t test is used to test the partial effect of the independent variables on the dependent variable. This test provides information about the effect of the dependent variable partially. Tests were carried out using specification criteria (α) = 0.05. The statistical test results can be found in Table 7 which was mentioned earlier.

Tabel 8. Uji Statistik Parsial (t)

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	20.871	4.684		4.455	.000
	MARKETING MIX	.226	.104	.224	2.171	.003

a. Dependent Variable: PURCHASE PROVISIONS

Source: Results of SPSS 2023 data processing

Based on Table 8. the results of the t (partial) test on the independent variables are described as follows:

1. Determine the statistical hypothesis

H_0 : The marketing mix has no effect on spending decisions

H_a : The marketing mix has an effect on spending decisions

2. Calculating t_{count} and effect

From table 8 it is known that the t_{count} is 2.171 and the effect is 0.003

3. Define t_{table}

Look for a t_{table} with degrees of freedom $n-k = 91-2 = 89$, at an alpha (α) level of 0.05, 2-sided testing, then get $t_{table} = 1.662$.

4. Test criteria

If $t_{count} > t_{table}$ then the variable H_0 is rejected and H_a is accepted, then the independent variable partially has a real influence on the dependent variable.

If $t_{count} < t_{table}$, then H_0 is accepted H_a is rejected, so the independent variable partially has no real effect on the dependent variable.

5. Comparing t arithmetic and t table and significance with alpha

The marketing mix variable produces a t_{count} that exceeds the t_{table} , ($2.171 > 1.662$), in other words, sig is less than α ($0.003 < 0.05$), so the marketing mix partially has a real influence on spending decisions.

6. Conclusion

H_a received for the marketing mix affects the determination of spending

4.2 Discussion

This study aims to determine whether the marketing mix influences the decision to purchase Wardah Skincare Brand at Liwanda Stores. Based on the statistical test results, it can be seen that the independent variable, namely the marketing mix, towards the dependent variable, spending decisions shows different results, namely as follows. From the findings, there are several characteristics of respondents in data collection including respondents based on age, respondents based on gender and respondents based on work. The characteristics of the age respondents who visited the Liwanda Store were 2% for 17-25 years, 65% for 26-31 years, and 33% for >32 years. On the characteristics of respondents based on gender who visited the Liwanda Store, namely for men by 14%, and for women by 86%. On the characteristics of respondents based on work who visited the Liwanda Shop, namely civil servants by 27%, entrepreneurs by 12%, students by 51%, and others by 10%.

Based on table 4.5, it can be seen that of the 91 respondents who answered the questionnaire with 15 statement items, it can be seen that usually the respondents' responses to the statement items in the marketing mix variable are in the high scale range area (T) with an average score of 4.06 which means that the respondents gave good responses to the marketing mix. While table 4.6, based on the responses from 91 respondents who answered the questionnaire with 8 statements, it can be concluded that usually the respondents' responses to the statement items in the expenditure determination variable are in the high scale range (T). The average score given by respondents was 3.87, indicating that respondents had a good response to the shopping decision process.

The findings of the validity test revealed that all research variable items had $r_{count} > r_{table}$, namely at an effect level of 5% and $n = 91$ ($N = 91 - 2 = 89$) obtained $r_{table} = 0.206$, it can be seen that the results of each item > 0.206 , so that it can be seen that all research variable items are valid to be used as instruments in research or statements submitted to respondents and can be used to measure the variables to be studied. It is known that the findings of the reliability test show that all marketing mix variables are 0.798 and spending decisions are 0.662 which has a fairly large alpha coefficient that is above 0.60 so that it can be said that all measuring concepts for each variable from the questionnaire are reliable so that for the next items on each of these variable concepts is appropriate to be used as a measuring tool. This finding uses a simple linear regression analysis which is an analysis used to measure the influence of variable X (marketing mix) on variable Y (purchasing decisions). Where Y is the determination of spending, while X is the marketing mix. If the marketing mix (X) is 1, it can be estimated that the determination of spending will increase

to $20.871 + 0.226 (1) = 21.097$ If the marketing mix (X) has a value of 0, then the determination of spending will still be worth 20.871.

The correlation coefficient (R) is 0.423 or 42.3%. This value indicates that the relationship between the marketing mix variable and the consumer decision variable is moderate because the value is in the interval 0.10-0.423. The coefficient of determination (R-square) used to determine the percentage of the independent variable (X) on the dependent variable (Y) is 0.528. This means that it can explain the influence of the marketing mix on spending decisions or $(R\text{-square} \times 100\%) = 0.528 \times 100\% = 52.8\%$. Thus it can be concluded that the influence between the marketing mix and the determination of spending is moderate because it is in the interval 0.10-0.528. and the remaining 47.2% is influenced by factors not examined.

Partial test (t) is used to determine the effect of the dependent variable. Specifications for testing criteria $(\alpha) = 0.05$. Determining the statistical hypothesis H_0 : It is suspected that the marketing mix has no effect on the decision to spend, H_a : It is suspected that the marketing mix has an effect on the decision to spend. Where it is known that the tcount is 2.171 and the effect is 0.003. Look for a ttable with degrees of freedom $n-k-1 = 91-2 = 89$, at an alpha (α) level of 0.05, 2-sided testing, then get ttable = 1.662. Furthermore, comparing tcount and ttable results of this study it is known that the independent variable is the marketing mix (X) and the dependent variable is the decision to spend (Y) partially showing the marketing mix has an effect on the decision to spend it is known in the hypothesis test (t), namely the marketing mix variable shows the value of tcount exceeds ttable, $(2.171 > 1.662)$, with $\text{sig} < \alpha$ $(0.003 < 0.05)$, so the marketing mix has an influential influence on spending decisions.

This research is supported by research conducted by Charis Tuwaidan, et al (2022). "The Influence of the Marketing Mix on Purchasing Decisions of PT. Brilliant Research Power." Where in this study it is known that the independent variable is the marketing mix (X) and the dependent variable is the decision to spend (Y) partially showing a positive influence and influencing the variable decision to spend. To see how influential the marketing mix is on consumer spending decisions at PT Daya Kaji Cemerlang, the author has distributed questionnaires to every PT Daya Kaji Cemerlang consumer who buys products from PT Daya Kaji Cemerlang. based on the results of the simple correlation coefficient, it can also be seen that the marketing mix variable partially influences the decision to spend where the coefficient interval value of variable X marketing mix and variable Y spending determination is 0.727 which means that between variables X and Y have a strong level of relationship from the findings that have been obtained were tested using SPSS software version 25. Therefore the researcher has obtained the result that is "Marketing Mix Partially Affects Purchase Decisions."

The decision to spend is influenced by the final result of the analysis regarding the influence of the Wardah Skincare Brand marketing mix at Liwanda Stores. Where this discussion shows that this research is in accordance with the three previous studies where there is an influence on the marketing mix variable on spending decisions. So this research deserves to be maintained and developed to serve as a future reference.

5. Conclusion

Based on the findings obtained, it can be concluded that the independent variable, namely the marketing mix, has an effect on or the decision to purchase Wardah Skincare at the Liwanda Store. Where the findings on testing the marketing mix variable hypothesis show

that the tcount value exceeds ttable, ($2.171 > 1.662$), or sig smaller than α ($0.003 < 0.05$), so the marketing mix is partially.

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