



The Effect of Experiential Marketing, Perceived Quality, as Well Advertising of Purchase Decisions (Study on Wardah Cosmetics User in Kadipaten District)

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ABSTRACT

Purchasing decisions are very important in marketing. Users who fail in deciding their purchase, this is found by several factors. This study aims to see the effect of Experimental Marketing, Perceived Quality and Advertising on purchasing decisions for users of Wardah Cosmetics products in Kadipaten District. The method used in this research is a survey method with descriptive and verification approaches. The population in this study were unknown users of Wardah Cosmetics products in the Kadipaten District, so the sample in this study used simple random sampling of 100 people. The type of data used is primary data obtained from questionnaires that are collected for all samples. The data analysis used descriptive analysis and regression analysis including classical assumption test, multiple linear regression analysis, analysis of the coefficient of determination and model feasibility test. Hypothesis testing using the t test. The results of descriptive analysis show that Marketing Based on Experience, Perceived Quality, Advertising and purchase decisions have good criteria. The results of the verification analysis show that partially the Experimental Marketing, Perceptions of Quality and Advertising have a positive and significant effect on purchasing decisions for users of Wardah Cosmetics products in Kadipaten District.

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1. Introduction

Cosmetics are a unique product because apart from having the ability to fulfill women's basic needs for beauty. Often it becomes a means for consumers to clarify their identity socially in the eyes of the community. Along with the times, cosmetics seem to be a primary need for some women. Cosmetics are one of the most important needs for a woman. Whether we realize it or not, in everyday life women cannot be separated from cosmetics. This body care product is used by most women from morning to night. Therefore, many companies are trying to meet the need for cosmetics with a variety of product innovations (Ade Candra Gunawan, 2017).

Purchasing decisions according to Assauri (2015: 139) include when the purchase is made, in what quantity the purchase is made, and where the purchase is made. Then according to (Tjiptono, 2016: 22) Purchasing decisions are one part of consumer behavior. Consumer behavior is an action that is directly involved in obtaining, determining products and services, including the decision-making process that precedes and follows these actions.

Wardah as a product brand of a cosmetics manufacturer PT. Paragon Technology Innovation is a local cosmetics that has a variety of personal care products and women's make-up. Where the advantages and privileges of Wardah compared to other cosmetics lies in the "halal" cosmetic label from LP POM MUI (Institute for the Study of Drug and Cosmetics of the Indonesian Ulema Council) in collaboration with the Ministry of Health (Depkes) and the Ministry of Religion (Depag) and Wardah also received International Halal Award from the World Halal Council as a pioneer of halal cosmetics in the world.

Halal products are not only an issue in Islam but have become an issue in the fields of business and trade. The halal guarantee of a product has become a global symbol that the quality of the product concerned is guaranteed. Simply put, with this advantage the consumer can be calmer because consuming products that have been tested for quality standards and avoid products that are risky to health. Initially carrying the cosmetic label "halal" made Wardah very limited space. However, now Wardah is growing to be the largest halal cosmetics in Indonesia and the world. With the label "halal", this product uses a veiled female ambassador. This is done to attract consumers in Indonesia, who are mostly Muslim women, so that with such a strategy it can attract consumers to buy their products. This will make this product sell well in the market because with the halal label it is highly sought after by Muslim women from young to older women.

Wardah is very familiar with young people who have been looking for safe and halal cosmetic products, so that they generate thoughts and actions through Experiential Marketing aimed at making consumers have the experience to beautify themselves by using cosmetic products from Wardah, then with Perceived Quality, how are consumers' perceptions about this product and later will bring up purchasing decisions and advertising with advertising how consumers respond to this product, what is the meaning of the message content from this ad to consumers properly and finally decided to buy.

Wardah has a variety of products, and each product has its own charm. So that each product will occupy different consumer choices. Several wardah products occupy the first position as TOP cosmetic brands that are widely chosen by the public.

Wardah also markets its products in Kadipaten Subdistrict, Majalengka Regency, starting from pharmacies, grocery stores and official wardah stores. Wardah marketing in the Duchy has decreased in the last few months, this is summarized from the average sales data of each Wardah product seller in the Duchy:



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Table 1

Wardah Sales Average, Kadipaten Subdistrict

Month	Month Average target each Store	Average Sales of Each Store	Percentage
May	300 Product	324 Product	108%
June	300 Product	283 Product	94,33%
July	300 Product	254 Product	84,67%
August	300 Product	221 Product	73,67%

Source: Wardah Sales Data in Kadipaten District, 2020

Based on the table above, it is known that there was a decline in sales where in May 2020 the target percentage was achieved, namely 108%, decreasing in June 2020 to 94.33%, decreasing again in July 2020 to 84.67% and finally in August 2020 it decreased. back to 73.67%. This decline suggests that the decline in purchasing decisions from wardah consumers and this decline is indicated to be caused by the spread of the Covid-19 virus and the large number of consumers who get fake wardah products. This may also be due to reduced advertising or promotional activities carried out by Wardah so that marketing activities are disrupted and the presence of counterfeit products decreases consumer perception of the quality of Wardah's products.

2. Research Methods

The method used in this research is a survey method with descriptive analysis methods and verification with a quantitative approach. The research instrument was tested using the validity test, the reliability test and the data normality test, while the data analysis used multiple regression and the coefficient of determination. Hypothesis testing uses the t test for partial tests

3. Results and Discussion

3.1 The Influence of Experiential Marketing on Purchasing Decisions of Wardah Cosmetics Users

Based on the t test, it is obtained tcount $3,758 > 1,985$, this indicates that Experiential Marketing has a positive and significant effect on Purchasing Decisions, meaning that Experiential Marketing is a driving factor in increasing Purchasing Decisions where the better Experiential Marketing, the higher the Purchasing Decision with the influence of the contribution of 26.94% . Thus, the hypothesis regarding the effect of Experiential Marketing on Purchasing Decisions can be verified. The results of this study are in line with the theory expressed by Peter and Olson in Eli Nurelina (2019: 34) which has become a general opinion that if consumers are satisfied with a product or brand, then they tend to continue to buy and use and tell other people about the experience (experience) those whofun with the product. From this opinion, it can be concluded that experience is a determinant of customer satisfaction.

Arnould in Eli Nurelina (2019) also states that consumer experience is the most important thing in consumer behavior. Because the consumer's experience is related to a person's emotions, where the consumer does not only consider the features and benefits aspects of making a purchase, but something else such as a pleasant experience when interacting with a product or service. Satisfaction refers to a person's feelings after comparing the performance or results he feels with his expectations. Consumers who are satisfied with a product or service will tend to continue to buy and use and inform others. The results of this study are in line with research conducted by Anshella Ismi (2017) with the title "The Influence of Experiential Marketing, Perceived Quality, and Advertising on Purchasing Decisions of Wardah Cosmetics Products (Case Study of FISIPOL students." Wardah cosmetic product purchasing decisions. From existing data, the three variables, namely Experiential Marketing (X1), Percived Quality (X2), and Advertising (X3) have a significant effect on the dependent variable, namely Purchase Decision (Y).

The difference with this research is the location of the research.

Based on the results of the research by distributing questionnaires to 100 Wardah Cosmetic Users, it shows that Experiential Marketing has good criteria. This indicates that the wardah product design is very attractive, the colors of each wardah product variant are attractive, users are comfortable using all Wardah products, users feel safe when using Wardah products, users are proud to have Wardah products, sales promotion of all Wardah Manarik products, advertisements provided by All Wardah products are memorable, all Wardah products are easy and effective in their use, users like to give recommendations to others foruse all Wardah products and the seller interacts well with users when purchasing all Wardah products. The lowest score of the response regarding Experiential Marketing is the indicator of Comfort in using the product, this shows that some users are uncomfortable with some products from Wardah cosmetics. While the highest score is the indicator of attractive product body design, it shows that all Wardah cosmetic products have packaging with a design that attracts users.

3.2 The Effect of Perceived Quality on Purchasing Decisions of Wardah Cosmetics Users

Based on the t test, it is obtained tcount $5,259 > 1,985$, this indicates that Perceived Quality has a positive and significant effect on Purchasing Decisions, meaning that Perceived Quality is a driving factor in increasing Purchasing Decisions where the better Perceived Quality the Purchasing Decision will be higher with the contribution of the effect of 51.84% .. Thus, the hypothesis about the effect of Perceived Quality on Purchasing Decisions can be verified.



The results of this study are in line with the theory that in essence perception will be related to a person's behavior in making decisions about what is desired. One way to determine consumer behavior is to analyze consumer perceptions of the product. With consumers' perceptions, it can be seen that the things that are the strengths, weaknesses, opportunities or threats of a product so that it will affect the purchase decision later.

The results of this study are also in line with Anshellia Ismi's (2017) study entitled "The Influence of Experiential Marketing, Perceived Quality, and Advertising on Purchasing Decisions of Wardah Cosmetics Products (Case Study on FISIPOL students)." Wardah cosmetic products From the available data, Percived Quality has a significant effect on the dependent variable, namelyBuying decision. The difference with this research is the location of the research.

Based on the results of the research by distributing questionnaires to 100 Wardah Cosmetics users, it shows that Perceived Quality has good criteria. This indicates that the appearance of all Wardah products is very attractive, Wardah products have a long expiration time, the complaint handling for all Wardah products is satisfying, Wardah products are easy to find everywhere, Wardah product packaging is safe and strong, Wardah products can always keep up with the trends of the times, all Wardah products have additional features when buying them and all Wardah products are in accordance with consumer expectations. The lowest score of responses regarding Perceived Quality is the indicator of satisfactory product complaint handling, this shows that some users complain about unsatisfactory handling of product complaints by Wardah cosmetics sellers. While the highest score is the indicator of safe and strong product packaging, this shows that Wardah cosmetic products have packaging that is safe and strong for daily use.

3.3 The Effect of Advertising on Purchasing Decisions of Wardah Cosmetics Users

The results of this study are in line with the theory that consumers consider advertising as a window of information as a combination in selecting products. In the producer environment, advertising is a promotional media about the quality and characteristics of the product to the community, both parents and children. As a potential customer, of course you need clear information about the advertised product. Through clear information, prospective customers will undoubtedly have a decision to buy. In deciding to consume a product, it can be influenced by the product information advertised, the appearance of attractive advertisements and the models in the advertisement. This shows that advertising has a very strong role in persuading consumers who are netted in their circle of sedated to follow the product that is informed.

Information on advertising media that is fluent and easily understood by the public (consumers) will provide a positive response for consumers. Information that is clear visually or verbally and does not offend consumers will benefit the producer. Positive expectations in the hearts of the people are the main goal of producers in offering their products, so that they can be accepted in the market. Various ways for producers to promote their products through advertising are expected to get a positive image of consumers.

The results of this study are also in line with the research of Ade Candra Gunawan (2018) entitled "The Effect of Advertising and Prices on Purchasing Decisions of Maybelline Cosmetic Products in the City of Padang". The results showed that advertising variables and price had a positive effect on purchasing decisions for Maybelline Cosmetics products in the city of Padang. This means that the better the level of promotion in product advertising, the impact on the increase in purchasing decisions. There is a similarity, namely examining advertising variables and jointly examining cosmetic products on purchasing decisions.

Based on the results of the research by spreading the revolutionary to 100 Wardah Cosmetics users, it shows that advertising on has good criteria. This indicates that the advertisements for Wardah products caught my attention, the advertisements for Wardah products highlight the words that sell, the advertisements for Wardah products made me interested in buying, the advertisements for Wardah products stimulated me to want to know more, the advertisements for Wardah products moved my desire to have them, Wardah product advertisement convinced me that I needed its product, Wardah product advertisement created a sense of trust in me as a potential buyer and Wardah product advertisement persuaded me to immediately take a purchase action. This shows that some Wardah cosmetic product advertisements do not motivate the desire of people to buy Wardah cosmetic products. While the highest score is on indicators of stimulating peopleTo want to know more, it shows that Wardah cosmetic product advertisements always stimulate people to buy Wardah cosmetic products. Based on the t test, it is obtained tcount $5,259 > 1,985$, this indicates that Advertising has a positive and significant effect on Purchasing Decisions, meaning that Advertising is a driving factor in increasing Purchasing Decisions where the better Advertising, the Purchasing Decision will be higher with the contribution of the effect of 39.19%. Thus, the hypothesis regarding the effect of Advertising on Purchasing Decisions can be verified.

4. Conclusion

Based on the results of research on the influence of Experiential Marketing, Perceived Quality and Advertising on Purchasing Decisions for Wardah Cosmetics Users, some conclusions can be taken as follows:

- a. Experiential Marketing has a positive and significant effect on Purchasing Decisions for Wardah Cosmetics Users. This indicates that if Experiential Marketing is done the better, the Purchasing Decision will be higher because marketing uses an attractive product design, so users will feel interested and decide to buy.
- b. Perceived Quality has a positive and significant effect on Purchasing Decisions on Wardah Cosmetics Users. This indicates that the better the perceived quality is, the better the purchasing decision will be, because the safe and strong product packaging according to the user makes the user decide to buy the product.



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- c. Advertising has a positive and significant effect on Purchasing Decisions for Wardah Cosmetics Users. This indicates that the better the advertising is done well, the buying decision will be higher because the advertisement will stimulate people to buy the product, the user will decide to buy the product.

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