

## FACTORS INFLUENCING NIVEA FACE WASH PURCHASING DECISION IN CIKARANG

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### ABSTRACT

This study intends to find out what factors can influence consumer decisions to buy Nivea face wash soap in Cikarang. Quantitative research is the method used. Nonprobability sampling with accidental sampling methodology is a sampling technique with a sample size of 100 people. The general public in South Cikarang who use Nivea facial cleansing soap are the research samples. SPSS software version 25 was used in this investigation. The analytical approach used includes the normality test, multiple regression, t test, and the coefficient of determination. Based on all of the above tests regarding the effect of brand image on purchasing decisions, the results obtained are sig greater than 0.05, namely 0.157, and the t-count value is 1.426 with t-table less than 1.660, this indicates that this has a negative impact on the brand image but not significant to the purchase decision. Based on all the tests that have been carried out above concerning the effect of product quality on purchasing decisions, it can be seen from the research findings that there is a significant positive effect on product quality and the sig value of 0.001 is less than 0.05 and that the calculated t value is 3.557 with t table 1.660. Based on all the tests that have been carried out to determine the effect of price on purchasing decisions, it is clear from the findings of this study that there is a positive and significant price effect on the decision. The calculated t value is 5.720 with t table 1.660, and the sig value of 0.000 is less than 0.05.

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### 1. INTRODUCTION

Facial treatments are usually done by young women, but there are also many young men who take part in the treatment. Daily activities that are often carried out indoors and outdoors can make our faces look dull and insecure. Therefore, there are many treatments that teenagers can use in their daily lives. Cleaning your face can be done easily and doesn't take long. One of the ways teenagers take care of their faces is to clean their faces with facial cleansing soap. Over time, many product variants that are easy to use and practical are available on the market. So it is not difficult for consumers to buy these products (Puspita & Rahmawan, 2021).

The purchase decision is an important thing to pay attention to, because this will certainly be a consideration for choosing a product that is suitable for facial skin type. Therefore the producers set a marketing strategy for the products they sell. The company's success in influencing consumer purchasing decisions is strongly supported by the quality and quality that consumers like, efforts to connect with consumers, by branding consumers in their marketing strategies and innovating in new product variants. Complex decision-making processes often involve many decisions. Decision making involves choosing between two or more alternatives (Djunaidi, 2020).

Today's business competition is getting tougher, business actors, especially producers, are required to always innovate, think critically in developing a product, namely goods and services. All of that is because competition is getting tougher and changes over time are getting faster in all aspects. One of them is the cosmetic industry. With the development of the times, various kinds of beauty products are becoming popular. Some of them come from within and outside the country. The use of beauty products and public awareness is also increasing. In 2020, the use of beauty products was recorded at 5.9 percent and in 2021 there was an increase of 7 percent. It is estimated that it will continue to increase in 2022.

Brand image is one of the forces behind purchasing decisions. The brand of a product is a very important element in marketing success. If a product has a strong brand image, the product is increasingly attached to the minds of consumers (Parlina & Yanti, nd). Consumers can easily remember the brand of a product when it is embedded in the minds of consumers.

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Another aspect that makes consumers decide to make a purchase is product quality. Each manufacturer must provide a certain level of product quality because product quality contributes to marketing (Zulkarnain & Kasman, 2020). From a quality perspective, Nivea's products look good because they are made from ingredients that are safe for consumers. They can make the face look evenly bright by removing dead skin cells on the face and dealing with facial acne. Price is one aspect of consumer consideration in buying a product. Correct pricing is the key to producer success in increasing the number of products to be sold (Al Rasyid & Indah, 2018). So far, the average price for Nivea products can still be reached by all groups.

Based on the 7P analysis such as price, product quality, product variant, promotion, location, it shows that Nivea achieved the cheapest facial cleansing product at a price of Rp. 16,000 to Rp. 40,000, followed by Wardah at Rp. 16,000 to Rp. 45,000, Pond's at Rp. IDR 45,000, then Gatsby at IDR 23,000 and Biore at IDR 25,000 to IDR 51,000. From the quality of its products, Nivea facial cleansing soap is made from safe ingredients and is BPOM and HALAL certified. Then Wardah facial cleansing soap is made from ingredients that are safe and certified by BPOM and HALAL. Pond's facial cleansing soap is made from safe ingredients, has been registered with the MUI, and is BPOM and Halal certified. Gatsby facial cleansing soap is made from safe ingredients and is BPOM and HALAL certified. And Biore's facial cleansing soap is made from safe ingredients and is BPOM and HALAL certified. Of the product variants for facial cleansing soap, Nivea has 8 product variants, Wardah has 17 product variants, Pond's has 9 product variants, and Gatsby has 4 product variants, and Biore has 4 product variants. The promotions have in common, namely through social media and discount promos. Then the locations also have similarities, namely these products are marketed through cosmetic shops, minimarkets, and supermarkets. So it can be concluded that Nivea facial cleansing soap has a good product quality and a more affordable price compared to other brands.

## 2. METHOD

This research uses a quantitative approach. The analysis begins with a significance test by comparing the value of  $r$  count with  $r$  table for degree of freedom ( $df$ ) =  $n-2$ , in this case is the number of samples and  $\alpha = 0.05$  if  $r$  count is greater than  $r$  table and the value is positive, then the item or question or indicator is declared valid. The reliability test was carried out using the Cronbach's Alpha method, namely by looking at the Cronbach's Alpha value in the reliability analysis table. Then test for normality with the one-Sample Kolmogorov-Smirnov Test on the observed value and the predictive value of the independent variables on the dependent variable. Normality is fulfilled if the probability of calculating the test results is greater than the level of the research test. After the classical assumption test is fulfilled, multiple linear regression analysis is performed. The main results of the analysis are the value of the correlation coefficient  $R$ , the value of the coefficient of determination  $R$  Square ( $R^2$ ), and the multiple linear regression equation model ( $Y = a + b_1X_1 + b_2X_2 + b_3X_3$ ).

The  $t$  test in this case is used to determine whether brand image, product quality and price have a significant effect or not on purchasing decisions. The influence of the magnitude of the influence of the independent variable on the value of the dependent variable is indicated by the magnitude of the coefficient of determination ( $R^2$ ). The magnitude of the coefficient of multiple determination (Adjusted  $R$  Square) or  $R^2$  is between 0 and 1. The greater the  $R^2$  obtained from the calculation results (closer to one), it can be said that the contribution of the independent variable to the dependent variable is getting bigger. Conversely, if  $R^2$  is smaller (close to zero), then it can be said that the contribution of the independent variable to the dependent variable is getting bigger. The coefficient of determination is partially used to test the percentage influence of each independent variable on the dependent variable.

## 3. RESULT AND DISCUSSION

### Validity Test Result

Based on the validity test for all instruments, the results of  $R$  count on all variables have a value greater than  $r$  table, namely 0.187 so that 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 respondents in filling out questionnaire statements revealed that all variables in the study it's worth using.

### Reliability Test Result

Reliability test examiners are used to measure a questionnaire that has indicators of variables or constructs. The widely used Reliability Test method is Cronbach Alpha. A construct or variable is said to be reliable if it gives Cronbach Alpha  $> 0.6$ . The results of the reliability test stated that all instruments in this

study were valid because the test results obtained a Cronbach's Alpha value greater than the critical value (0.958 > 0.6) so that all variables that had been measured using statement items were reliable.

### Multiple Linear Regression Analysis Test Result

Multiple linear regression testing aims to measure how much influence Brand Image (X1), Product Quality (X2) and Price (X3) have on a Purchase Decision (Y). Based on the calculation of the linear regression equation analysis performed with SPSS 25.

Table 1. Multiple Linear Regression Analysis Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-2.547	4.928		-.517	.606
	Brand Image	-.021	.134	-.009	-.156	.877
	Product Quality	.418	.082	.428	5.111	.000
	Price	.672	.119	.485	5.646	.000

A constant value of  $a = -2.547$  means that Brand Image (X1), Product Quality (X2) and Price (X3) exist, so the Purchase Decision (Y) is negative. The regression coefficient value of Brand Image (X1) is  $b_1 = -0.021$  indicating that Brand Image (X1) influences Purchase Decision (Y) in a negative or opposite direction. The regression coefficient value of Product Quality (X2) is  $b_2 = 0.418$  indicating that Product Quality (X2) influences Purchase Decision (Y) in a positive direction. Price regression coefficient (X3) value of  $b_3 = 0.672$  indicates that Price (X3) influences Purchase Decision (Y) in a positive direction.

### T Test (Partial)

The t test is used to determine each independent variable on the dependent variable. If  $t_{count} > t_{table}$  or significant value  $t_{test} < 0.05$ , it can be concluded that individually the independent variables have a significant effect on the dependent variable.

It is known that the sig value for the influence of brand image on purchasing decisions is  $0.887 > 0.05$  and the T value is  $-0.156 < t_{table} 1.659$ , so  $H_0$  is accepted and  $H_a$  is rejected. This means that the brand image variable has a negative and insignificant effect on purchasing decisions for Nivea facial cleansing soap in Cikarang.

It is known that the sig value for the effect of product quality on purchasing decisions is  $0.000 < 0.05$  and the T-value is  $5.111 > t_{table} 1.659$ , so  $H_0$  is rejected  $H_a$  is accepted. This means that the product quality variable has a positive and significant effect on purchasing decisions for Nivea facial cleansing soap products in Cikarang, in this study it can be said that product quality greatly influences purchasing decisions for Nivea facial cleansing soap products in Cikarang because if the product is good and can make consumers satisfied then consumers will automatically buy the product again so that it becomes an increased purchase decision.

It is known that the sig value for the effect of price on purchasing decisions is  $0.00 < 0.05$  and the T-value is  $5.646 > t_{table} 1.659$ , so  $H_0$  is rejected  $H_a$  is accepted. This means that the price variable has a positive and significant effect on purchasing decisions for Nivea facial cleansing soap products in Cikarang. buy the product again so that it becomes an increased purchase decision.

### Coefficient of Determination Test Result

Table 2. Coefficient of Determination Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.863 <sup>a</sup>	.744	.737	4.527

a. Predictors: (Constant), Price, Brand Image, Product Quality

Based on the output above, it is known that it is 0.744, this means that the influence of variables X1, X2, X3 simultaneously on variable Y is 73.7%. So that the effect of brand image, product quality and price on purchasing decisions on Nivea facial cleansing soap products in Cikarang is 73.7% and the remaining 26.3% is influenced by other variables outside of this study.

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## DISCUSSION

Based on all the tests that have been carried out above regarding the effect of brand image on purchasing decisions, the sig results are greater than 0.05, namely 0.887 and the t-count value is -0.156 with t-table less than 1.659 so that this has a negative effect on brand image and is not significant on purchasing decisions. While product quality and price partially have a positive and significant effect on purchasing decisions because from the results of this study the sig value is less than 0.05 and the calculated t value is greater than t table 1.659.

## 4. CONCLUSION

Based on the research findings, it can be concluded that brand image is a factor that can be ignored and not significant in consumer decisions to buy Nivea face wash. This can be interpreted that consumers do not use brand reputation in supporting their decision to buy facial cleansing soap and that brand image is not what motivates them to buy the product. Product quality influences the purchase of Nivea facial cleanser in a profitable and significant way. Therefore, the quality of Nivea products has a significant influence on consumer purchasing decisions. The higher the perceived quality of Nivea products in the eyes of consumers, the more repeat purchases will be made by consumers so that they are motivated to buy Nivea facial cleansing products. The price of Nivea facial cleansing soap has a positive and significant effect on consumer purchasing decisions. This shows that the price set by Nivea has a significant influence on purchasing choices. Suggestions for companies, brand image does not significantly or favorably affect consumer decisions to buy Nivea face wash. By consistently providing the best customer service to every user of Nivea facial cleansing soap, the company hopes to develop consumer confidence in its products. Product quality has positive and significant implications for the reasons why people buy Nivea Facial Cleansing Soap, so it is very important for businesses to continue to focus on providing high quality products to consumers so as to increase sales in any available market. It is important to remember that price has a positive and significant effect on consumer decisions to buy Nivea facial cleansing products so that they are still interested in doing so. The author hopes that further research can use a larger population while still linking variables in the world of marketing. Future researchers should also be able to use other variables to continue their research and become increasingly aware of the factors that have the greatest impact on consumer behavior.

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