THE ANALYSIS OF MARKETING MIX (4Ps) INFLUENCES TOWARD CONSUMER PURCHASE DECISION

(A Case Study of Revlon at Pasar Baru, Bekasi)

By

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This thesis entitled “THE ANALYSIS OF MARKETING MIX 4Ps INFLUENCES TOWARDS CONSUMER PURCHASE DECISION” prepared and submitted by Novita Elisa in partial fulfillment of the requirements for the degree of Bachelor of Economics has been reviewed and found to have satisfied the requirements for a thesis fit to be examined. I therefore recommend this thesis for Oral Defense.

Cikarang, Indonesia, March 13, 2013

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DECLARATION OF ORIGINALITY

I declare that this thesis, entitled “THE ANALYSIS OF MARKETING MIX 4Ps INFLUENCES TOWARDS CONSUMER PURCHASE DECISION (A Case Study of Revlon at Pasar Baru, Bekasi)” is, to the best of my knowledge and belief, an original piece of work that has not been submitted, either in whole or in part, to another university to obtain a degree.

Cikarang, Indonesia, March 13, 2012

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The Panel of Examiners declares that the thesis entitled “THE ANALYSIS OF MARKETING MIX 4Ps INFLUENCES TOWARDS CONSUMER PURCHASE DECISION (A Case Study of Revlon at PasarBaru, Bekasi)” that was submitted by Novita Elisa majoring in Management from the Faculty of Economics was assessed and approved to have passed the Oral Examinations on

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ABSTRACT

The competition in Cosmetic business between brands has become very tight. Because so many cosmetic company launch many variant types of cosmetic, and most of the product have the same variant of product. Revlon already existed around 80 years in cosmetic field and Revlon innovations bring Revlon to the one of famous brand. Revlon now has developed their products and strategy in attract new consumer. The research is to aim to analyze of influences of marketing mix 4Ps toward consumer purchase decision. The research is conducted in Pasar Baru, Bekasi, Indonesia. In this research, researcher uses questionnaire as the instrument. The research methodology that used in this research is quantitative research. By using marketing mix 4Ps, it is possible for researcher to identify what factor is the most influences in purchasing decision of Revlon cosmetic. Based on analysis of the result using marketing mix 4Ps, researcher found that in general the most influences factor in purchasing decision is price, place and promotion. Overall the other factors in marketing mix 4Ps have influences also towards the purchasing decision, but the most influence factors are price, place and promotion.

Key word: Product, Price, Place, Promotion, Purchase Decision, Marketing
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CHAPTER 1

INTRODUCTION

1.1 Background of Study

Make up now a day is growing so fast and become a part of something needed in every time. Make up or cosmetic is being used in fashion show, makeup artist, daily activities and any level of people using make up. Modern make up has been used mainly by women traditionally, gradually an increasing number of males are using cosmetics usually associated to women to enhance or cover their own facial feature. Cosmetic are increasingly used by girls at young age. Most female using cosmetic in their daily activities like go to work they have to used make up to make good appearance when meet people, and like model or artist they should have good appearances when they have fashion show or acting and etc.

In this globalization era, the competition of product is become tighter. There are so many big companies that launch the cosmetic product. For the example there are top 20 companies in the world like L’Oreal, Proctor and Gamble, Unilever, Estee Lauder, Avon, Kao, Oriflame, Revlon and etc. For the companies creating new innovation product is a must, because there are many competitors that over new innovation of cosmetic. Before they want to make new product, they should make a research about what product that they want to launch. For the example about skin type, not all people have the same skin type. So after they know about the differences of people skin, they made the new cosmetic for each type of skin like for dry skin, oily skin, normal skin, and sensitive skin.
In Indonesia, demand for the cosmetic product is higher too. Based on overall demand of cosmetics in Indonesia will continue to increase substantially, despite the extremely tight competition. Many companies comes from international brands that already known by the cosmetic user. Not only international brand that had success enter the market but also the domestic product that successfully in the middle and low market segment and supply most of the local demand. Cosmetic market in Indonesia grow more that 16.9% in 2012 according to industry association (http://en.indonesiafinancetoday.com). The increasing is boosted by the usage of domestic cosmetic product following the strengthening of consumer purchasing power.

The cosmetic product or more known as skin care product not only women can used but now the companies have innovative to make for men too. Business sector predict that the market size and sale for skin care product will continue to increasing due to the growing awareness of the value of skin care treatment for both males and females. An increasing number of men, as well as working women, are more concerned about the skin care, as well as anti aging and skin whitening products and demand for men oriented product. The market for domestic product and imported skin care product still have potential to grow.

The growth potential can be seen in men’s cosmetic are becoming popular and the potential large. Men’s personal grooming products have shown an increase in recent years, a sign that this segment of the Indonesia cosmetics market is growing. Most Men’s cosmetic product can we get in department store, in market that sell cosmetic product and etc. the growth potential is also affected by increasing demand from the service industry such as beauty parlors and spas. Spas and salons offering treatment programs have increased in number. More people seek professional help for the facial and skin treatment, stimulating the growth in sales for skin care product.
Based on chairman of trade division at the Indonesia Cosmetic manufactures association (perkosmi), said that the growth of Indonesia cosmetic market in 2012 was made by referring to the national cosmetic average growth which has exceeded 15% in the last three years (http://en.indonesiafinancetoday.com). Now so many brands from multinational companies enter to Indonesia market. Like L’Oreal, Unilever, Proctor and Gamble, Oriflame, Revlon, Johnson and Johnson and etc. there also local brand cosmetics like PT Martha Tilaar, PT Martina Berto, PT Mandom Indonesia.

Now in Indonesia there are so many variant for cosmetic, from the high class until the middle-low class cosmetic standard, range of the price also from the expensive until the standard price for cosmetic product. Because the competition between the competitors in cosmetic industry, they try their best to get attention from the customers, because if they didn’t get customer, the company will go down and the product will wasted and can create a bankruptcy.

All companies have their own marketing division. Of course the sales marketing in the company have their own strategy to attract the customer. They used basic marketing strategy to promote their product to the public. Before they promote their product, they will set the target to the customer. What product the companies will sell and the target of the market. After they know and sure with their plan, they will promote the product to the public, for the example they used advertising. They hire the model or artist that has popularity in entertainment to get attention from the customers. Besides the basic marketing strategy, there is important point that the promotion. How the companies convey brand benefits to the customers and influence the customer to buy the product.

Nowadays trend in the world easily change and the changing impact to the make up too. The companies also have to more pay attention and concern to the customer taste and the companies have to work hard to ensure if they are understand with the customer opinion and realize that to become more effective rather than the competitors. Now we can see from international brand of cosmetic Revlon, the company already exists from 1932. This company has a great
reputation in cosmetic industry; during the time goes until 2012 Revlon have increasing sales in Indonesia. Most people in Indonesia already know about Revlon. Revlon already have a place in consumer heart because the quality of the product. Revlon has many kind of cosmetic product. The product have a good quality and can we say for the price expensive because the quality also good. We already know in Indonesia nowadays rather difficult to make money because of the unstable economy in Indonesia. So this research is necessary would like to know and understanding what factor that affecting customer purchase decision toward the product.

1.2 Company Profile

Revlon was founded in 1932 by Charles Revson, his brother Joseph, and a chemist Charles Lachman, who contributed the “L” in the Revlon name. The first cosmetic product from Revlon was Nail Enamel, where this long lasting and opaque, it was an improvement over the transport. Revlon’s nail polish owed its superiority to use of pigments, which also allowed a wider color range than the light red, medium red and dark red then available. In 1931 Charles Revson began to work as a sales representative to supply the nail polish to beauty salons. However within one year, Charles Revson decided to open his own nail polish company, going to partnership with his brother and a nail polish supplier named Charles R. Lachman, who contributed the “L” to the Revlon name. Revlon was formed on March 1, 1932.

In 1937 Revlon started selling the polishes in the department store and drug stores. In the 6 years, the company became a multimillion dollar organization. Advertising helped Revlon to raise the popularity. Revlon began by labeling his nail enamels with evocative names such as fatal Apple and Kissing Pink, which served both to describe a particular color while offering the promise of novelty at the same time. The company’s first commercial advertisement appeared in The New Yorker in 1935. Aimed carefully at the upper income
clientele Revson was trying to attract, the advertisement came with a price tag $335. By 1940; Revlon offered an entire manicure product. Lipstick, Revlon’s next major item also appeared in 1940. Revson made sure that its quality was the best he could produce. During the World War II brought shortages of glass bottle and metal lipstick cases. Paper had to be substituted; also in short supply were aromatic oils, fixatives, and packaging materials, which had previously been imported from Italy, Ethiopia, and France. Since the shortages affected the entire industry, secrecy was replaced by mutual cooperation, new synthetics and domestic sources of supply were shared and a new US aromatic industry was born.

By the end of the war, Revlon listed itself as one America’s top 5 cosmetic houses. In 1952, the Fire and Ice promotion was one of the most successful. Its features included the cooperation of Vogue magazine, which planned its November issue around the lipstick and nail enamel. The company received the next boost from its 1959 sole sponsorship of the CBS television show. As the 1960s began, Charles Revson became aware that his company was in danger of looking itself into a narrow, upper-middle class image that could restrict sales. To avoid this he borrow a technique from General Motors and segmented his product into six principal cosmetic houses, each with its own price range, advertising program, and image.

By 1962 when Revlon debuted in Japan, there were subsidiaries in France, Italy, Argentina, Mexico and Asia. Revlon’s entrance into the Japanese market was typical of its international sales strategy. Instead of adapting its ads and using Japanese models, Revlon chose to use it basic US advertising and models. Japanese woman loved the American look, and the success of this bold approach was reflected in the 1962 sales figure. By 1967, expending worldwide markets produced sales increase. In 1973 Revlon introduced Charlie, a fragrance designed for the working woman budget. Charlie was a instant success, helping to raise Revlon’s net sales figure in 1973. In 1974 was a difficult year, Charles Revson was diagnosed with pancreatic cancer. Determined to leave a worthy successor,
he picked Michel Bergerac, a president of International Telephone and Telegraph’s European operations.

By the late 1970s, company pharmaceutical research and development had extended into plasma research and new drugs for the treatment of osteoporosis and hypertension. The markets for soft contact lenses and their rinsing solutions were also growing. Bergerac compounded a successful 1979 by buying Technician Corporation, a leading maker of diagnostic and laboratory instruments for both domestic and international markets, in 1980. In 1983 the company attempted an unsuccessful hostile takeover of Gillette. In 1989, Revlon became one of the first companies to replace animal tests with alternative safety testing methods. Revlon also sought to improve the company image when it signed supermodels Cindy Crawford and Claudia Schiffer for its advertising in the late 1980s and early 1990s. Revlon Vision is to provide glamour, excitement, and innovation to consumers through high-quality products at affordable prices. Revlon Mission is to emerge as the leader in cosmetic and personal care throughout the world. (www.Revlon.com)

Additional make-up lines were purchased for Revlon: Max Factor in 1987 and Betrix in 1989 later sold to Procter & Gamble in 1991. Also in 1991, Revlon sold the Clean & Clear brand to Johnson & Johnson. In late 2003, the company launched Destination Model, a business plan designed to get profits back on track. The model's strategies were based on improving promotional and advertising success, reducing manufacturing and supply chain costs, and developing successful new products while effectively managing current products. Despite its financial position, Revlon management remained optimistic about its future. Regardless of what happened in the years to come, Revlon's brands would no doubt continue to be recognized across the globe.
1.3 Problem Identified

The problem that happens in Revlon cosmetic is very simple. In Indonesia there were rarely see Revlon advertising on television, but from where consumer knows about Revlon and still purchase this product?

The researcher has chosen the problem about analysis about does Marketing mix promotion, product, price, place, positioning, packaging, and people influencing customer purchase decision. And the researcher chooses Pasar Baru Bekasi where Pasar Baru is semi modern market that started became modern market and many traders sell cosmetic product. In pasar baru bekasi the population is unknown because many people are coming and leaving at the same time. The researcher will spread the questionnaire and ask the customer fulfill the questionnaire about does Product, Price, Promotion and Place influencing customer to purchase Revlon product?

Here some comparison about the sales revenue for Revlon and the competitor per quarter in 2012

<table>
<thead>
<tr>
<th></th>
<th>Quarter 1</th>
<th>Quarter 2</th>
<th>Quarter 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>L'Oreal</td>
<td>31-Mar-12</td>
<td>30-Jun-12</td>
<td>30-Sep-12</td>
</tr>
<tr>
<td></td>
<td>5.643 Billion</td>
<td>5.570 Billion</td>
<td>5.519 Billion</td>
</tr>
<tr>
<td>Estee Lauder</td>
<td>2.248 Billion</td>
<td>2.251 Billion</td>
<td>2.550 Billion</td>
</tr>
<tr>
<td>Avon</td>
<td>2.575 Billion</td>
<td>2.592 Billion</td>
<td>2.551 Billion</td>
</tr>
<tr>
<td>Revlon</td>
<td>330,7 Million</td>
<td>357,1 Million</td>
<td>347 Million</td>
</tr>
</tbody>
</table>

Source: [www.4trades.com](http://www.4trades.com), [www.Ycharts.com](http://www.Ycharts.com)
Based on the data in the table, the researcher get the data that Revlon sales revenue is the lowest than Revlon competitors. In Indonesia Revlon already entered Indonesia market more than 10 years. So, the researcher want to know, why Revlon sales down and what the factor that influences purchasing decision of Revlon product. So from this research, researcher can find the answer of this case.

1.4 Statement of Problem

Hence from the identified problem, researcher states the problem:

1. Does Marketing Mix (Product, Price, Place, and Promotion) influence Customer Purchase decision of Revlon Cosmetic?

2. Which factor of Marketing Mix (Product, Price, Place, and Promotion) influence the most of customer purchasing decision of Revlon Cosmetic?

1.5 Research Objective

This research purposed to what factor is influencing in buying decision of Revlon cosmetic. The research methodology that the researcher used in this case is quantitative analysis method.

From the explanation above, the objective of this research are:

1. To know whether marketing mix 4Ps has influences toward the consumer buying decision of Revlon Cosmetic

2. To know which factor is influences the most of consumer purchasing decision of Revlon Cosmetic
1.6 Significance of the study

Based on the objective of the research, this research is meant to be able to give benefit and contribution both in academic and professional practice.

1. Theoretical Significance

Theoretical function from this research is to give information and give more knowledge for people who need this. The research gives the contribution and hopefully can be used as the references for the development of science of beauty care industry about what kind of product that market wants.

2. Practical Significance

For Revlon Inc, This research give contribution for additional information about dominant factors in purchasing decision on Revlon product by using variables product, price, place, and promotion. Do those factors have influence in this case or not? The researcher hope through this information, company can know what factor that became the weakness in the product and try to give new innovation and new idea to decrease the weakness and the consumer can still used the product.

3. Academic Significant

For President University

This research can be used as references of literature review for student in order to gain deeper understanding about cosmetic or beauty industry and about the dominant factor which influence purchasing decision on Revlon product where the factor will use variable product, price, place and promotion.
1.7 Theoretical Framework

The theoretical framework that researcher used was Philip Kotler theory as drawn as follow:

Figure 1.1 Theoretical Frameworks

![Diagram showing the theoretical framework with Product, Price, Place, Promotion, and Purchase Decision]

**Source:** Conducted by Researcher and Adapted Philip Kotler, Principle of Marketing, 2009

From the figure 1.1, the researcher gives an overview of how this thesis will be done. To know what dominant variable that influence purchasing decision, there are three factors that influence purchasing decision there are Product, Price, Place and Promotion. First factor is Product. Product is refers to packaging, quality, variety of product, and the brand name of product. Second is price. Price
refers to amount of money which the consumer spend money for bought the product. Third is Place. Place is physical location where the product is sold. The location for sell the product is depending on the varieties product. Forth is Promotion. Promotion is the basic thing when companies want to sell the product. Promotion refers to the way the companies promote their product to the market. The promotion can through advertising on television, billboard, flyers, magazines and etc.

By giving the questionnaires to the respondent, the researcher more focuses on customer who already knows and ever used Revlon cosmetic. The area for this research will held in Pasar Baru Bekasi. In the questionnaire the researcher will ask about the product of Revlon, Price where consumer already known that Revlon is a bit high, place where Revlon product are sold, and about the promotion of Revlon already done in market.

1.8 Scope and Limitation of the Study

In this research, the researcher focuses on the respond for promotion, product quality and price on Revlon cosmetic product. The scope in this study is about to analyze does Product, Price, Place and Promotion influences in purchase decision on Revlon product. In this research, the researcher uses population in Pasar Baru Bekasi. Pasar Baru Bekasi is a semi modern market and the population in that location is unknown because many people coming and leaving every minutes. By using quantitative analysis with limited question in the questionnaire, total number of sample is 100 peoples.
1.9 Assumption and Hypothesis

According to what researcher stated on statement of problem of this research, the researcher take the hypothesis as the follow:

a. Marketing mix (Product, Price, Place, and Promotion) influences customer purchase decision of Revlon cosmetic.

1.10 Definition of Term

**Cosmetic:** It refers to something that is commonly used by the average woman in the world to beautify their appearance and appear to be different.

**Market:** It refers to the set of all actual and potential buyers of product or service.

**Marketing:** It refers to a social and managerial process of individuals and groups obtain what they need and what though creating and exchanging product and value in other.

**Marketing Strategy:** It refers to the marketing logic by which the business unit hopes to achieve its marketing objective.

**Product:** It refers to kind of goods, service or idea that is marketed to fill what consumer needs and wants.

**Price:** amount of money charged or a product or service, or the sum of the values that customers exchange for the benefit of having or using the product or service.

**Place:** The place is the physical location where the product is sold.

**Promotion:** Promotion could be in terms or making a new product popular amongst a particular group or it could even be for re-introducing an old product.

**Consumer Behavior:** The buying behavior of final consumer, individuals and household who buy goods and services for personal consumption.
CHAPTER II

LITERATURE REVIEW

2.1 Definition of Marketing

There are many definitions of marketing which have been stated by the expert person, which the statement is basically the same meaning in marketing.

The definition of marketing according to Philip Kotler (2009, p.5):

*Marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return.*

The definition of marketing according to David L. Kurtz (2012, p.45):

*Marketing is an organizational function and a set of process for creating, communicating, and delivering value to customers and for managing customer relationship in ways that benefit the organization and its stakeholders.*

From those theories above, marketing is one process which is more oriented to customer. The company should be aware about the consumer needs. Through this knowledge the company can understand about creating a useful product, the effective way to communicate to the consumer and the company knows what kind of value that can make consumer willing to use and buy the product and can help the company gain the customer satisfaction. Target of the marketing itself are looking for new consumer by giving them product and
promising quality of the product better than the competitor and keep and maintaining the trust and loyalty of the current customer for using the product.

2.1.1 Marketing Mix

Every marketer should select their target market. The marketer directs the company activities toward profitability satisfying the segment. The marketer must manipulate thousands of variables to reach the goal. Marketing mix is established in marketing strategy. The marketing mix has many variables that should be work together to reach the goal. The variable can be an ever changing combination of variables to achieve success.

According to David L. Kurtz (2012, p.86):

*The blend of four strategic elements: product, distribution, promotion and pricing to fit the needs and preferences of a specific target market.*

According to Philip Kotler (2009):

*Marketing mix is a set of controllable tactical marketing tools-product, price, place, and promotion-that the firm blends to produce the response it wants in the target market.*

Those variables in marketing are very important for creating an effective marketing strategy in order to deliver a new product to the market. Those variables in marketing mix have connection to each other so it’s mean the variables should have balancing contribution in marketing strategy in order to reach the goal from this strategy. In marketing mix there is has four element are Product, price, place, promotion
2.1.1.1 Product

As the product is the item being sold to the customer, the thing that will bring in money, its features and design need careful consideration. Whether the firm is manufacturing the product or purchasing the product for resale. They need to determine what product features will appeal to their target market.

There are several attribute of product:

a. Variety

Variety refers to variety of the product from the company made. Consumer usually more concern to the unique variety of the product. Variety is a innovation from the product and will offer to the market.

b. Quality

The group of features and characteristics of a saleable good which determine its desirability and which can be controlled by a manufacturer to meet certain basic requirements. Most businesses that produce goods for sale have a product quality or assurance department that monitors outgoing products for consumer acceptability. The quality of the product must be worth how much the consumer pay for it.

c. Design

A combination of how the product looks and how it performs. Design product is the process of creating a new product to be sold by a business to its customers. It is the efficient and effective generation and development of ideas through a process that leads to new products.

d. Features

A function of an item which is capable of gratifying a particular consumer need and is hence seen as a benefit of owning the tem. In business, a product features is one of the distinguishing characteristics of a product or service that helps boost its appeal to potential buyers, and might be used to formulate a
product marketing strategy that highlights the usefulness of the product to targeted potential consumer.

e. Brand Name

A brand is a name, term, sign, symbol, or design or a combination of these elements that identifies the maker or seller of a product or service. Brand name is important part of product and contributes to its personality and perceived value. The power of brand name cannot be underestimated, many people buy on the strength of brand alone with no regard for price or performance.

f. Packaging

Packaging incorporates the wrapper or container for the product. It serves to protect the product, ensuring it reaches the buyer in good condition and also conveys the personality of the brand and important safety and statutory information. There are two levels of packaging, the primary packaging containing each individual product and secondary packaging which contains a quantity of products.

g. Service

The process of creating and changing the information about the company's catalog of offerings, for example, many business websites have a product service specialist who maintains their online catalog according to the current list of products and services that the company provides to customers.

According to Kotler and Keller (2009) there are several classifications of product:

a. Goods

Goods is a product which has physical form which means it can be seen, touched, moved, saved, etc. The example of goods is car. The user can see the form of car and also drive it to somewhere they want to go. After the user get back to home, Car can be saved to be used for long term.
b. Service

Service is an activities, benefit, or satisfaction which offered by the seller where the customer can get it after pay for it. Service itself cannot be saved. The example of service is service in restaurant. The waitress in restaurant will deliver the food to the customer’s table and bring all of stuffs that customer need for the meal but before feel this service customer should order the food first which means they will pay for it. After customers have finished with their meals in the restaurant, the service of the waitress also will be finished which means it cannot be saved.

2.1.1.2 Price

Price is amount of money charged for a product or service or the sum of the values that consumers exchange for the benefits of having or using the product or service. Price is also on of the flexible marketing mix elements. Unlike product features and channel commitments, price can be changed quickly. At the same time price is number one problem facing many marketing executives, and many companies do not handle pricing well. There are lots different pricing strategies but every strategy must cover at least your costs unless the price is being used to attract customers to the business. A product is only worth as much as people are prepared to pay for it.

There are several attribute of price:

a. List Price

List price refers to analyze the cost, price offering of competitor to finally get the final price for the product.
b. Discount

Discount is reduced prices or something being sold at a price lower than that item is normally sold for. Discounts on the product are used occasionally to obtain more consumers.

c. Allowances

Amount paid to employees as part of their salary package or to defray their out of pocket expenses incurred on behalf of the firm.

d. Payment period

There are terms of payment for the consumer. They must pay the correct amount when they are asked, or there could be problems.

e. Credit Terms

Sometimes when buying an expensive product or service, the consumer can pay for it over a certain amount of time instead of just handing over the money at the time of purchase.

Kotler and Keller (2009) stated about the process of company in determining the price of products where it should follow these 6 Procedures:

1. Company choose the purpose of pricing
2. Company estimates curve of demand, probability quantity which can be sold for each price probability.
3. Company estimate how variation cost on various level of production and on various level of accumulation production experience.
5. Company selects pricing method.
2.1.1.3 Place

The place element of the marketing place is about where the product is made, where is it stored and how is it transported to the customer. The place for each of these things should ensure that the product gets to the right place at the right time without damage or loss.

There are several attributes of place:

a. Channels

How the product will be delivered/ distributed to where it is going to be sold. This may include means of transport such as ferry, train, or plane.

b. Coverage

Coverage is refers to protection provided against risks or a risk often as specified.

c. Assortments

The collection of goods or service that business provides to consumers. The main characteristics of a company’s product assortment are length or number of product and consistency or how products relate to each other in a retail environment.

d. Locations

Locations refer to the physical place to sell the product to the consumer in the market. For example like department store, Modern market, etc.

e. Inventory

Inventory is often the largest item in the current assets category and must be accurately counted and valued at the end of each accounting period to determine a company profit or loss.
f. Transportation

Transportation is refers to how the consumer come to the place that in the place is selling the product what consumer wants. Usually consumers come to the place using public transportation, private transportation, etc.

g. Logistic

Logistic is how the company plan, implement and control the physical flow of raw materials, final products or service and related information from the business or source of supply, to the final end user (consumer).

2.1.1.4 Promotion

A successful product or service means nothing unless the benefit of such a service can be communicated clearly to the target market. Promotion is any activity to raise awareness of a product or to encourage customers to purchase the product. Advertising is a form of promotion but not all promotions are advertisement.

There are several attributes of promotion:

a. Advertising

Print media, Television, radio are effective ways to entice customers and make them aware of the brand’s existence. Billboards, hoardings, banners installed intelligently at strategic locations like heavy traffic areas, crossings, railway stations, bus stands attract the passing individuals towards a particular brand. Taglines also increase the recall value of the brand amongst the customers.
b. Personal Selling

Personal presentation by the firm’s sales forces for the purpose of making sales and building customer relationship.

c. Sales promotion

Short term incentives to encourage the purchase or sale of a product or service.

d. Public relations

Building good relationship with the company’s various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories, and events. Can be work effectively in order to stimulate the customer to buy and the company also can know about the customer’s response toward the product.

2.2 Purchasing decision

According to Kotler & Armstrong (2004) in creating purchasing decision, there will be five-stage model of process which will be concerned where it called as five-stage model of consumer purchasing process:

2.2.1 Need Recognition

Need recognition is the buyer recognizes a problem or needs. In this stage the marketer should research consumers to find out what kinds of needs or problems arise, what bought the about, and how they lead the consumer to this particular product. At this stage the problem or need from consumers is able to be started from both internal and external stimuli which will shape first perspective
of problem or need recognition. Hence, marketers are supposed to conducts kinds of research to find out the information which leads them to get attention of public as the beginning stage.

2.2.2 Information research

The consumer may simply have heightened attention or may go into active information research. An interested consumer may not search for more information. If the consumer drive is strong and a satisfying product is near at hand, the consumer is likely to buy it then. The consumer can obtain information from any of several sources. These include personal sources, public sources, commercial sources and experiential sources.

a. Personal sources can be from family, friends, neighbor, and etc.

b. Public sources can be from mass media, consumer rating organizational.

c. Commercial sources are from advertising, salesperson, dealers, packaging, and display.

d. Experiential sources are from handling, examining and using the product.

To keep consumers informed, commercial sources plays important roles in order to deliver the intentional messages from the marketers. Otherwise, personal resources seem to be the most effective ones which may help consumers legitimate or evaluate products for buyers. People tend to ask for consultancy from their relatives, friends. Therefore, many companies are building and using one of the most common methods to reach their objectives, which is world of mouth.

At the end of this step, full information required by consumers will increase their awareness and knowledge about the specific product. Hence, they are pushed to move on another stage of purchase decision process.
2.2.3 Evaluation of alternative

The customer used the information to evaluate alternative brands in the choice set. In some cases, consumers use careful calculation and logical thinking. At other times, the same consumer do little thing or no evaluating instead they buy on impulse and rely on intuition. Sometimes consumers make buying decision by their own; sometimes they turn to friends, consumer guides, or salespeople for buying advice. Variety of brands in currents market is giving consumer various source of information. Thus, the consumers arrive at attitudes toward difference brads offered by the producers.

Sometimes, consumer can make their own decision based on their logical thinking or careful calculation. Every consumer have different evaluation alternative. Some in Asian consumer are known and love to shop in modern shopping mall. Asian consumers take crowdedness as a sign of good product quality and more importantly, of good value. However, the buying situation gets ability to influence buyer decision. Turing product of friends, consumer guides or buying advice from sales person included in purchase situation have such strong influence to make consumer get a product.

2.2.4 Purchase Decision

Purchase decision is about which brand to purchase. Purchase decision can be understood as the buyers decision about which brands to purchase. Consumer will make their purchase choice on the most satisfied product. After passing the evaluation stage, consumers may have purchase intention which can be used to become purchase decision. In generally, the consumer will buy the most preferred brand but two factors can come between the purchase intention and the purchase decision. The two factors are attitudes of other and unexpected situational factors.

The first factor is attitudes of other. This factor appear from influences that come from someone who important for the consumer. So the consumer will
follow what their friend or their family said. People tend to ask for other recommendation or to be influenced by others attitudes toward a product. That will form or shape their perception about that product to make their final purchase decision or not.

The second factor is unexpected situational factor. The consumer may form a purchase intention based on factors such as expected income, expected price, and expected product benefits. Unexpected situational can come suddenly and change the purchase intension, then lead them to purchase a product instead of previously chosen product.

2.2.5 Post purchase behavior

Post purchase behavior which the consumers take further action after purchase based on their satisfaction or dissatisfaction. Consumer satisfaction is one of the most important requirements from producers. However, there is always a gap between the consumer’s expectation and product perceived performance. The larger this gap can be the greater probability may reach to make consumer dissatisfaction. So, the producers are supposed to eliminate this kind of gap as much as they can in order to attract the new consumers and retain their own customers.

It is obviously expensive to reach this goal, because cognitive dissonance is the element always happening during product performance process. Cognitive dissonance is the buyer discomfort caused by post purchase conflict. Consequently, elimination this dissonance will be golden key to make consumer satisfied. As long as consumers can be satisfied, they will become company retained customers who can be used for word of mouth method for free. Those consumers will become the company public image which can attract the new consumer from outside factors.
Figure 2.1 Five stage Model of the consumer Purchasing Process

Source: Conducted by Researcher and Adapted Kotler and Armstrong, Principle of Marketing, 10th Edition, 2004
CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Method

There are two basic types of variables: qualitative and quantitative (Lind, Marchal, Wathen, 2010)

Qualitative analysis includes an array of interpretive techniques which seek to describe, decode, translate, and otherwise come to terms with the meaning, not the frequency, of certain more or less naturally occurring phenomena in the social world. Qualitative techniques are used at both the data collection and data analysis stages of a research project.

Quantitative analysis is the scientific approach to managerial decision making. The approach starts with data. These data are manipulated or processed into information that is valuable to people making. Quantitative analyses are either discrete or continuous. Discrete variables can assume only certain values, and there are gaps between the values. Continuous variable can assume any value within a specific range.

This part will describe the research method and procedure will be use in this research. In doing this research, researcher choose quantitative method to analyze the data for this topic where quantitative method will done by using numerical data and it will be analyzed by using mathematical models, theories and formula.
The process of measurement is central to quantitative research because it provides the fundamental connection between empirical observation and mathematical expression of quantitative relationship. The theory will use as the basic guidance for doing this research and the theories used in this research are related with this case in this topic.

3.2 Research Instrument

3.2.1 Data Collection

In this research, the researcher will calculate the data using SPSS version 16.0 and Microsoft excels 2007 to find the influence response in purchasing decision. For doing research, the researcher need data to manage to have a result, so data can be divided into two categories:

1. Primary Data

Primary data is “provide the ‘raw data’ that you use first to test the working hypothesis and then as evidence to support your claim…”(Wayne C. Booth et al. *The Craft of Research*. Univ. of Chicago Press, 2008)

2. Secondary data

Secondary data is “research reports that use primary data to solve research problems, written for scholarly and professional audiences. Researchers read them to keep up with their field and use what they read to frame problems of their own by disputing other researchers’ conclusions or questioning their methods. You can use their data to support your argument, but only if you cannot find those data in a primary source”. (Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams, *The Craft of Research*. University of Chicago Press, 2008)
3.2.2 Measurement Scale

3.2.2.1 Measurement Scale

In this research, the researcher used primary data as the source and the questioner as the instrument. The question of the questionnaire will represent each of variables. The questionnaire was conducted in Indonesian language to make it easier for the respondents. The questionnaire was distributed to 110 respondents.

The researcher is using five-Likert scale to score the questionnaire. Likert scale is the most frequently used variation of the summated rating scale. The respondents were asked to indicate the degree of their agreement or disagreement with each item, using five-Likert scale rating form 1-5

1= strongly Disagree (sangat tidak setuju)
2= Disagree (tidak setuju)
3= Neutral (netral)
4= Agree (setuju)
5= Strongly agree (sangat setuju)

3.3 Sampling Design

3.3.1 Sample Size

According to Roscoe the sample size is greater than 30 and less 500 is enough for most research. In the multivariate study the sample size should be several times (preferably 10x or more) than the number of variable in the study.
3.3.2 Sampling Technique

The researcher using convenience sampling technique to doing this research. Convenience is a technique in choosing the sample; the researchers had no other consideration except by convenience only. Someone sampled by chance people had been there or he happened to know the person.

3.3.3 Margin of Error

The margin of error is the percentage of allowance for no precision or error that occurs due to the use of sample instead of population. In the margin error, there are two level of percentage that usually many people used. There are 0.01 percent and 0.05 percent. Although 0.01 percentage level margin of error is more accurate than 0.05 percent, however in this research, the researcher used the 0.05 percentage margin or error in which means that in this study or research the level of error is will be 5% and with the confidence level of 95%.

3.4 Research Time and Place

This research conducted has been started since December 2012 where for the first month the researcher preparing all of the data for supporting the problem and variable and the end in December 2012. The researcher started for conducting the pre-Questioner and distributed it until the third week of January 2013.

3.5 Statistical Statement

Statistical package for Social Science (SPSS) V. 16.0

Refers to the free library by Farlex about Statistical Package for Social Science (SPSS) is the most widely program or software that used to analyze data; for example basic statistical procedures such as frequencies, t-test, linear
regression, multiple regression, mean, factor analysis, and so on. In this research, the researcher will use SPP to analysis the data that get from the questionnaire.

3.5.1 Validity Test

Refers to Cooper & Schindler p.765, validity is a characteristic of measurement concerned with the extent that a test measures what the researcher actually wishes to measure; and that differences found with a measurement tool reflect true differences among participant drawn form a population.

The Pearson’s correlation coefficient is using to measure the validity of variables in research. The coefficient of correlation of Pearson Product Moment can be based on the actual values of X and Y. The equation as follow:

\[ r = \frac{n (\Sigma XY) - (\Sigma X)(\Sigma Y)}{\sqrt{(n \Sigma X^2 - (\Sigma X)^2)(n \Sigma Y^2 - (\Sigma Y)^2)}} \]

Source: [http://web2.uvcs.uvic.ca/courses/rns/resources/analysis.htm](http://web2.uvcs.uvic.ca/courses/rns/resources/analysis.htm)

Where, 
\( n \) = the number of paired observations
\( \Sigma X \) = the X variable summed
\( \Sigma Y \) = the Y variable summed
\( \Sigma X^2 \) = the X variable squared and then summed
\( \Sigma Y^2 \) = the Y variable squared and then summed
\( (\Sigma X)^2 \) = the X variable summed and then squared
\( (\Sigma Y)^2 \) = the Y variable summed and then squared
\( \Sigma XY \) = the sum of the product X and Y
3.5.2 Reliability Test

Reliability test was used in order to find out how strong the consistency of the answer from the questions that will be distributed for the second time or more. According to Uyanto, 2006, p.240:

*Questioner said reliable or reliable if someone answers to questions consistent from time to time. Questioner said reliable if Cronbach alpha greater than 0.7*

For finding cronbach alpha in a question, researcher used the formula below:

\[
\alpha = \frac{K \cdot r}{1 + (K-1)r}
\]

Where,

- \(\alpha\) = Instrument reliability’s coefficient
- \(r\) = mean correlation coefficient between variables
- \(k\) = number of questions

These are the indicators to evaluate the result of cronbach’s alpha:

- If \(\alpha > 0.9\) means the level of reliability is excellent
- If \(\alpha\) between 0.7 - 0.9 means the level of reliability is high
- If \(\alpha\) between 0.7 – 0.5 means the level of reliability is average
- If \(\alpha < 0.5\) means the level of reliability is low

3.5.3 Data Classic Assumption

a. Normality test

Normality test have to be done in order to determine whether the sample data taken from a normally distributed population, so it can be used in parametric statistics (inferential statistics) where this process will have great analysis of correlation and regression.
b. Multicollinearity test

This test is important to be done in order to analyze the correlation among independent variables in this research. When a situation of two or more independent variables are highly correlated which each other, collinear variables do not provide unique information, and becomes difficult to separate the effect of such variables on the dependent variables (Levine et al, 2011).

One method of measuring collinearity is the variance inflationary factor (VIF) for each independent variable.

- If a set of independent variables is uncorrelated, each VIF is equal to 1 (VIF = 1, uncorrelated).
- If a set is highly correlated, then the VIF might even exceed 10. Manquardt suggests that if VIF is greater than 10, there is too much correlation between one of the variable X to other independent variables (VIF > 10, high correlation) (Levine et al, 2011).

c. Heteroscedasticity test

This test has to be done in order to see the pattern of residual variance from one observation to other observations. If the variance of residual is same means that homoscedasticity occurs and if the variance from observation is different means that heteroscedasticity occurs. A proper multiple regression model should not have heteroscedasticity in it. (http://www.konsultanstatistik.com/2011/08/autokorelasi.html)
3.5.4 Multiple Regression

This test become is important since it has purpose to analyze the relationship between independent variable and dependent variable which is become the main problem in this research. According to Wijaya, 2011, p.91 the formula for processing this test as following below:

\[ Y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4X_4 \]

Where:

Y = Purchasing Decision
A = Constant
X1 = Product
X2 = Price
X3 = Place
X4 = Promotion

3.5.5 Hypothesis Test

Hypothesis test used in order to know whether the total of sample in the research has already strong enough to describe the population or not. Requirement that used for this test is \( p \text{ value (sig)} < \alpha \), since the \( \alpha \) in this research is 5% so \( \alpha = 0.05 \). This requirement use to reject \( H_0 \) and accept \( H_1 \).
a. **F Test**

The aim of this test is to know whether all of independent variables (X) simultaneously give significant effect to dependent variable (Y) or not. The criteria that used to reject $H_0$ and accept $H_1$ is $F$ computation $> F$ table and the formula to know value of $F$ table is

$$F\text{ table } = F_{\alpha} (V_1) (V_2)$$

Where:

$V_1 = df$ numerator = amount of variables ($k$) – 1

$V_2 = df$ denominator = amount of respondents ($n$) – $k$

b. **T Test**

The aim of this test is to know whether each of independent variable (X) has significant effect to dependent variable (Y) or not. The following below is the criteria which used for this test:

- $t$ computation $> t$ table, $H_0$ rejected, $H_1$ accepted
- $-t$ computation $< -t$ table, $H_0$ rejected, $H_1$ accepted
- $-t$ table $< t$ computation $< t$ table, $H_0$ accepted, $H_1$ rejected

For 2 tailed test, value of $\alpha$ also should be divided into 2. To determine the value of $t$ table, the formula is $t_{\alpha/2} (n-k)$. For determining the decision for hypothesis on this test can use the value of significance on coefficients table with the criteria:

- If sig. $< \alpha$, $H_0$ rejected, $H_1$ accepted
- If sig. $\geq \alpha$, $H_0$ accepted, $H_1$ rejected
3.6 Limitations

1. In this research population limitation is in Pasar Baru, Bekasi

2. The sample taken is people who using cosmetic and have experience in using Revlon cosmetic product and randomly spread the questioners
CHAPTER IV

ANALYSIS OF DATA AND INTERPRETATION OF RESULTS

In this chapter will be provided for analyzing all of extensive data which related to this research. This data have taken from processing data from final questioner which filled correctly according to the requirement of scope and limitation.

4.1 Validity and Reliability Result

The table below shows the result from pre-testing which distributed to 20 respondents on Pasar Baru, Bekasi. The questions on the questionnaire cover all of the variables which are used in this research.

a. Validity Result

According to the theory Dr Sugiyono standard of validity test is 0.3. The table below shows the result of validity test:
Table 4.1 Table Result of Validity Test

Result of Validity Test

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>X1.1</td>
<td>0.376</td>
<td>0.3</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.2</td>
<td>0.479</td>
<td>0.3</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.3</td>
<td>0.53</td>
<td>0.3</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.4</td>
<td>0.205</td>
<td>0.3</td>
<td>Invalid</td>
</tr>
<tr>
<td>X1.5</td>
<td>0.03</td>
<td>0.3</td>
<td>Invalid</td>
</tr>
<tr>
<td>X1.6</td>
<td>0.537</td>
<td>0.3</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.7</td>
<td>0.486</td>
<td>0.3</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.8</td>
<td>0.546</td>
<td>0.3</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.9</td>
<td>0.589</td>
<td>0.3</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.10</td>
<td>0.39</td>
<td>0.3</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.11</td>
<td>0.508</td>
<td>0.3</td>
<td>Valid</td>
</tr>
<tr>
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<td>0.3</td>
<td>Valid</td>
</tr>
<tr>
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<td>0.67</td>
<td>0.3</td>
<td>Valid</td>
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<tr>
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<td>0.3</td>
<td>Valid</td>
</tr>
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<td>X2.3</td>
<td>0.222</td>
<td>0.3</td>
<td>Invalid</td>
</tr>
<tr>
<td>X2.4</td>
<td>0.413</td>
<td>0.3</td>
<td>Valid</td>
</tr>
<tr>
<td>X2.5</td>
<td>0.56</td>
<td>0.3</td>
<td>Valid</td>
</tr>
<tr>
<td>X3.1</td>
<td>0.203</td>
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<td>Invalid</td>
</tr>
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<tr>
<td>X3.3</td>
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<td>Valid</td>
</tr>
<tr>
<td>X3.4</td>
<td>0.201</td>
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<td>X3.5</td>
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<td>X4.2</td>
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<td>0.3</td>
<td>Valid</td>
</tr>
<tr>
<td>X4.3</td>
<td>0.512</td>
<td>0.3</td>
<td>Valid</td>
</tr>
<tr>
<td>Y1.1</td>
<td>0.414</td>
<td>0.3</td>
<td>Valid</td>
</tr>
<tr>
<td>Y1.2</td>
<td>0.43</td>
<td>0.3</td>
<td>Valid</td>
</tr>
<tr>
<td>Y1.3</td>
<td>-0.161</td>
<td>0.3</td>
<td>Invalid</td>
</tr>
<tr>
<td>Y1.4</td>
<td>0.506</td>
<td>0.3</td>
<td>Valid</td>
</tr>
<tr>
<td>Y1.5</td>
<td>0.464</td>
<td>0.3</td>
<td>Valid</td>
</tr>
<tr>
<td>Y1.6</td>
<td>0.213</td>
<td>0.3</td>
<td>Invalid</td>
</tr>
</tbody>
</table>
From the table above, there are three statements that are not valid, where the results of their r computation are smaller than standard value which are X1.4= 0.205, X1.5= 0.030, and X2.3= 0.222, X3.1= 0.203, X3.4= 0.201, X3.6= 0.296, Y1.3= -0.161, Y1.6= 0.213, Y1.7= 0.075, Y1.10= 0.298. Therefore those three statements were eliminated in final questioner for analyze next statistical thing.

b. Reliability Result

In chapter 3, already mention that standard of reliability test is 0.7. If after test the validity and the score is 0.7 or more than 0.7, it means the question in the questioner can be defined acceptable for being distributed more than once. And from the reliability statistic below show that the cronbach’s alpha of reliability test for the questioner is the research is 0.908 which mean the cronbach’s alpha of reliability for each question is more than 0.9 and it can be used for the final questioner where those question are good because the result >0.9.

Table 4.2 Table Reliability Statistic

<table>
<thead>
<tr>
<th>Reliability Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cronbach's Alpha</td>
</tr>
<tr>
<td>.908</td>
</tr>
</tbody>
</table>

Source: SPSS V 16.0
4.2 Respondent’s Profile

A. Age

Figure 4.1 Respondents Age

Source: Conducted by Researcher

For this research, total respondent who fill the questioner are 100 persons who ever use and knowing about Revlon cosmetic product. From figure 4.1 above shows that 49 respondent comes from 16-25 years old (49%), 30 respondent comes from 26-35 years old (30%), and 21 respondent comes from > 35 years old (21%). So the dominant respondent comes from 16-25 years old.
B. Income

Figure 4.2 Respondent Incomes per Month

From this figure 4.2 above shows that 72 respondent comes from Rp 1.000.000-Rp 3.000.000 (72%), then 25 respondents comes from Rp 3.100.000-Rp 5.000.000 (25%), 3 respondents comes from Rp 5.100.000-Rp 7.000.000 (3%) and last for > Rp 7.000.000 no respondent.

C. Knowledge and experience the Product

Figure 4.3 Respondent Experience

Source: Conducted by Researcher
For the knowledge and experience about Revlon product, from 100 respondents that fill the questionnaire, all the respondent know and ever used Revlon cosmetic, because the location for the research is in modern market and in that modern so total percentage for the knowledge and experience about Revlon product 100%.

4.2.1 Variable Frequency

In this part, the researcher will shown the survey result of each variable. In this part will shown 8 figure where will shown the percentage of the respondent answer in the questioner.

4.2.1.1 X1 (Product)

First variable is product which consists of 9 statements that related to Revlon cosmetic product. This statement comes after eliminated statement that not valid through the validity process

Figure 4.5 X1 Product

Source: Primary Data Microsoft Excel 2007
The four statements are X1.1 “Revlon product type varies” from the table can be seen that more than 60% respondent answers agree and strongly agree. it means all Revlon variant of product is known by the respondents, X1.2 “Revlon product types are very attractive” more than 50% respondent answer agree and strongly agree, X1.3 “Types of products Revlon cosmetics more than others”, more than 50% respondent answer is agree and strongly agree, X1.6 “Revlon product quality trustworthy and high quality” in this statement more than 60% respondents answer agree and strongly agree,

X1.7 “Revlon product packaging attract attention” in this statement more than 60% answer agree and strongly agree, X1.8 “Revlon product packaging practical and simple” more than 50% respondents answer agree and strongly agree, X1.9 “Revlon product packaging has its own characteristics (in terms of color)” more than 60% answer agree and strongly agree, X1.10 “Revlon brand has been known by the public” more than 60% answer agree and strongly agree, and X1.10 “Revlon brand easily recognizable” more than 60% answer agree and strongly agree.

4.2.1.2 X2 (Price)

Second variable is price which consist 4 statements that related to Revlon cosmetic product. This statement comes after eliminated that not valid through the validity process.

In this figure 4.6 can be seen that for statement X2.1 “Revlon cosmetics affordable prices” more than 50% respondents answer is agree and strongly agree, X2.2 “Price Revlon products can compete with the class (MAC, PAC, L'Oreal)” for this statement, respondent answer is more than 50% agree, X2.4” Discount given very interesting” for this statement also respondent answer is neutral for 37%, X2.5 “Discount given sufficiently profitable” from this statement, more than 50% respondents answer is agree.
4.2.1.3 X3 (Place)

Third variable is place which is consists of 3 statements that related to Revlon cosmetic product. This statements comes after eliminated statement that not valid through the validity process.
From figure 4.7 can be seen that, X3.1 “Revlon product sales locations scattered throughout the modern market / department store” from the table can be seen that more than 50% respondents answer agree, X3.2 “Location Revlon product sales can be achieved easily” for this statement, more than 60% respondents answer is agree. X3.3 “Revlon product sales locations in strategic places” more than 50% respondents’ answers agree.

4.2.1.4 X4 (Promotion)

Figure 4.8 X4 Promotion

![Promotion Chart]

Source: Primary Data Microsoft Excel 2007

Nowadays, so many place that sold many kind of thing and many place that sold cosmetic product, for first statement X4.2 “Revlon advertisements often appear in the electronic media and magazines” based on the percentage that mostly respondents answer 43% for agree and 19% for strongly agree it means that Revlon promotion can influences consumer to buying Revlon, X4.3 “Revlon offers packet/merchandise attractive to consumers Revlon product” for this statement, respondents answer more than 50% for agree, X4.5 “The SPG Revlon
understand about all the ways to use and benefit from Revlon products” more than 50% respondent answers agree and strongly agree.

**4.2.1.8 Y1 (Purchase Decision)**

In purchasing decision consists 8 statements that related to Revlon cosmetic product. This statement comes after eliminated statement that not valid through the validity process.

![Figure 4.12 Y1 Purchase Decision](image)

Source: Primary Data Microsoft Excel 2007

In this segment will be explained about the percentage of consumer buying decision toward Revlon product. Y1.1 “I bought Revlon because I need make up” in this statement more than 50% respondents answer is agree and strongly agree, Y1.2 “I bought Revlon because I want to use makeup” based on the table can be seen that the answer of the respondents is more than 50% for agree and strongly disagree answer, Y1.4” I bought Revlon because I heard from
a friend and I saw a friend or family use” most respondents answer 50% is agree and strongly agree,

Y1.5 “I bought Revlon because they have experience and already it myself” in this statement most respondents answer 50% is agree, Y1.8 “I bought Revlon for providing high quality products” in this statement most respondents answer 40% is agree, Y1.9 “I bought the Revlon because the price is affordable” most of 40% respondents answer is agree, Y1.10” I would buy again because they feel satisfied Revlon” most of 40% respondents answer is agree, last statement Y1.12 “I would recommend friends and family to buy and use Revlon” more than 40% respondents answer agree.

4.3 Multiple Regressions

4.3.1 Normality Test

In this research, the researcher used histogram and P-P plot to test the normality of each data.

Figure 4.13 Histogram

![Histogram](image)

Source: SPSS V 16.0
Figure 4.14 Normal P-P Plot of Regression Standardized Residual

Source: SPSS V 16.0

From the figure above for the histogram, the data is normally distributed and the line of the histogram depicts in the form bell shape which means that the data is normally distributed. For the P-P Plot can be seen that the data is that the data are spread along the diagonal line which goes from the lower until upper.
4.3.2 Multicollinearity Test

In order to do the Multicollinearity test, the researcher used variance inflation factor or (VIF) to check. Variance inflation factor or (VIF) has function to measure how much the variance of the estimated coefficients is increased over the case of no correlation among the variables.

<table>
<thead>
<tr>
<th></th>
<th>X1</th>
<th>1.721</th>
</tr>
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<tr>
<td>2</td>
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<td>1.561</td>
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<tr>
<td>3</td>
<td>X3</td>
<td>1.477</td>
</tr>
<tr>
<td>4</td>
<td>X4</td>
<td>1.365</td>
</tr>
</tbody>
</table>

Source: Conducted by Researcher

From the table 4.3 Shows that all the variables have variance inflation factor (VIF) values which less than 10. It means that in this regression model there is no multicollinearity exists.

4.3.3 Heteroscedasticity Test

From figure 4.15 It shows that there is no patter that occurs inside. The plots were spread randomly. The Data are scattered above zero. Therefore, it concludes that there is no heteroscedasticity exist or occurs between independent variables and dependent variable.
4.3.4 Partial Regression Plot

Partial regression plot is used in order to know there is any heteroscedasticity occurred on each independent variable (promotion, product, price, place, packaging, positioning, and people) toward purchasing decision or not because scatter plot only show the result from all of independent variable simultaneously toward purchasing decision so to make it become more confidence, researcher use plot regression partial from each variable as following below:

Partial regression plot is used in order to know there is any heteroscedasticity occurred on each independent variable toward purchasing decision or not because scatter plot only show the result from all of independent variable simultaneously toward purchasing decision so to make it become more
confidence, researcher use plot regression partial from each variable as following below:

Figure 4.16 Partial Regression Plot (Product)

Figure 4.17 Partial Regression Plot (Price)

Source: SPSS V 16.0
Figure 4.18 Partial Regression Plot (place)

Source: SPSS V 16.0

Figure 4.19 Partial Regression Plot (Promotion)

Source: SPSS V 16.0
4.3.5 Interpretation of Result

4.3.5.1 Testing the Hypothesis Result

In chapter I already state the problem in this research. The researcher has made some hypothesis which will become the result of this research. So this test used in order to determine the accepted and rejected hypothesis. In this research, the researcher used F-Test and T-Test.

4.3.5.1.1 F-Test

Table 4.4 Regression ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>11.082</td>
<td>4</td>
<td>2.771</td>
<td>21.075</td>
<td>.000∗</td>
</tr>
<tr>
<td>Residual</td>
<td>12.358</td>
<td>94</td>
<td>.131</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>23.440</td>
<td>98</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Place, Price, Promotion, Product
b. Dependent Variable: Purchase

Source: SPSS V 16.0

From the table ANOVA above, can seen that the value of F is 21.075 and the significant is 0.000, where the requirement on F-Test that the significant should below 0.05 and the value in column F should above 1.96, and because the significant value is below 0.05, independent variables have significant relationship with dependent variable. The F in the table also greater than 1.96, hence null hypothesis (H₀) is rejected and accepts the alternative hypothesis (H₁).
4.3.3.1.2 T-Test

In this T-Test will determine is there any correlation from each independent variable toward purchasing decision where it can be determined by focusing in table t that the value should greater than 1.96 and the value of sig should below 0.05.

The hypotheses are following:

a. H0.1: Marketing mix of product has no influence on the Revlon cosmetic consumer buying decision

b. H1.1: Marketing mix of product has influence on the Revlon cosmetic consumer buying decision

c. H0.2: Marketing mix of price has no influence on the Revlon cosmetic consumer buying decision

d. H1.2: Marketing mix of price has influence on the Revlon cosmetic consumer buying decision

e. H0.3: Marketing mix of place has no influence on the Revlon cosmetic consumer buying decision

f. H1.3: Marketing mix of place has influence on the Revlon cosmetic consumer buying decision

g. H0.4: Marketing mix of promotion has no influence on the Revlon cosmetic consumer buying decision

h. H1.4: Marketing mix of promotion has influence on the Revlon cosmetic consumer buying decision
## Table 4.5 Regression of T-Test

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>.995</td>
<td>.328</td>
<td>3.034</td>
</tr>
<tr>
<td></td>
<td>Product</td>
<td>.064</td>
<td>.103</td>
<td>.061</td>
</tr>
<tr>
<td></td>
<td>Price</td>
<td>.269</td>
<td>.080</td>
<td>.314</td>
</tr>
<tr>
<td></td>
<td>Promotion</td>
<td>.145</td>
<td>.071</td>
<td>.185</td>
</tr>
<tr>
<td></td>
<td>Place</td>
<td>.266</td>
<td>.067</td>
<td>.345</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Purchase

Source: SPSS V 16.0

From the table above, it has show each significant value of each independent variables, here are the result as following:

a. Product has significant value of 0.534 which is greater than 0.05. it means that product is not significance toward the dependent variable of Revlon cosmetic consumer buying decision and H$_{0}$ is accepted and rejected H$_{1}$ from the hypothesis.

b. Price has significance value of 0.001 which is less than 0.05. it means that price is significance toward the dependent variable of Revlon cosmetic consumer buying decision and H$_{0}$ is rejected and accept H$_{1}$ from the hypothesis.
c. Place has significance value of 0.000 which is greater than 0.05. It means that place is significance toward the dependent variable of Revlon cosmetic consumer buying decision and $H_{0.3}$ is accepted and rejected $H_{1.3}$ from the hypothesis.

d. Promotion has significance value of 0.045 which is greater than 0.05. It means that place is significance toward the dependent variable of Revlon cosmetic consumer buying decision and $H_{0.4}$ is accepted and rejected $H_{1.4}$ from the hypothesis.

### 4.3.5.2 Multiple Regression Model

For measuring the influence that given by independent variables which is promotion, product, price, place, packaging, positioning, and people toward the dependent variable which is purchasing decision. The table below shows that only two independent variables are significant and five independent variables are not significant.

#### Table 4.6 Table of Significant Value

<table>
<thead>
<tr>
<th>Model</th>
<th>Coefficients$^a$</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>.995</td>
<td>.328</td>
<td></td>
<td>3.034</td>
</tr>
<tr>
<td></td>
<td>Product</td>
<td>.064</td>
<td>.103</td>
<td>.061</td>
<td>.624</td>
</tr>
<tr>
<td></td>
<td>Price</td>
<td>.269</td>
<td>.080</td>
<td>.314</td>
<td>3.352</td>
</tr>
<tr>
<td></td>
<td>Promotion</td>
<td>.145</td>
<td>.071</td>
<td>.185</td>
<td>2.034</td>
</tr>
<tr>
<td></td>
<td>Place</td>
<td>.266</td>
<td>.067</td>
<td>.345</td>
<td>3.946</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Purchase

Source: SPSS V 16.0
There is one independent variable which eliminated, Product (X1). The remaining variables will be put in the multiple regression models.

\[ Y = 0.526 + 0.269X_2 + 0.145X_3 + 0.266X_4 + \epsilon \]

Where:

\( X_2 = \text{Price} \)
\( X_3 = \text{Promotion} \)
\( X_4 = \text{Place} \)
\( \epsilon = \text{Random Error term/ Residual} \)

### 4.3.5.3 Measuring the Variability of Regression Model

For measuring should be done in order to know how far the independent variables which are Product, price, place and promotion and give description about purchasing decision. This table below is the result of measurement the variability of regression model:

<table>
<thead>
<tr>
<th>Model Summary(^b)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Model</strong></td>
</tr>
<tr>
<td>1</td>
</tr>
</tbody>
</table>

\( a. \) Predictors: (Constant), Place, Price, Promotion, Product

\( b. \) Dependent Variable: Purchase

Source: SPSS V 16.0
It can be seen from the table model summary above describe that $R$ explain about coefficient or correlation where $R$ value is 0.688. It means there are strong correlation between independent variables and dependent variable. For adjusted $R$ square value in table above is 0.450. The value means that the independent variables in this research can describe or explain 45% about purchasing decision and the rest which is explain by the other factors.

4.3.5.4 Interpretation Results

From the result of the research, the researcher get two variables are significance from seven variables (Product, Price, Place, and Promotion). The variables that significance are price, place and promotion and the other variables not significance.

First variable is product. From the result, product has no significance, where it means that the product has no big influence for consumer to buy Revlon cosmetic product. In Revlon product, they have a good quality. Most consumers know the Revlon product is from the first product that had they produce is nail polish. Revlon has entered to Indonesia market more than 10 years.

But back to the competitor, they have the same kind cosmetic like Revlon and most of the products of Revlon, the competitor also have it. For Revlon cosmetic, based on the research product has no significant toward the consumer buying decision.

Second variable is price. From the result, price of Revlon product has significance, where it means that the price has big influence for consumer to buy Revlon product. Actually price of Revlon cosmetic product is quite high, but the other brands that in the same class with Revlon also have a quite high price also. Now a days, so many kind of cosmetic brand, variety, and quality. For this consumer more see in the price of product, because if the price in the product high, consumer will think again to buy the product, but when the price is
reasonable, the consumer will have passion to buy the product. So for price, there has big influence for consumer buy decision.

Third variable is place. From the result, place that sell Revlon product has significance, where it means that the place has big influence for consumer to buy Revlon cosmetic product. Place for sell Revlon product actually already available in the cosmetic shop, department store for cosmetic stand, and etc. consumer is more concern to the place that they can get what they want in that place. Like in this research, consumer come to semi modern market to buy clothes, shoes, cosmetics and the other daily needs. So the result is the place where sell Revlon product is have a big influence to consumer to buy Revlon product.

Forth variable is promotion. From the result, promotion has significance, where it means that the promotion has big influence for consumer to buy Revlon product. Revlon cosmetic using international artist for promotes their product. In the other cosmetics brand, they also using local artist for promote their company product. The Revlon promotion have big different from the other company promotion. So promotion has big influence for the consumer to buy the Revlon cosmetic product.
5.1 Conclusion

In this research, the researcher used marketing mix 4ps (Product, Price, Place and Promotion). The researcher doing the research with spread the questioner and doing testing to know what variable have influence consumer purchase decision. After the researcher know the result, here the conclusion from the result:

From the result, there are three variables are significance, there are price, place and promotion. It means, price has influences toward consumer purchasing decision.

1. From the view of price, Revlon cosmetic gives reasonable price and interesting discount to the consumer, and therefore the price has been successful in influencing consumer purchase of Revlon cosmetic.

2. From the place point of view, this result in the place results has an influence on consumer purchase decision. It means Revlon has chosen right place to sell their product to the consumer.

3. From Promotion point of view, promotion result has influences to the consumer purchase decision, because the Revlon cosmetic have promote their product through advertising, their sales person, and etc.

Overall the variables in marketing mix 4ps (Product, price, place and promotion) have influences toward purchasing decision of Revlon cosmetic, but from 4 variables only three variables is more influences consumer to purchase decision. Hence, four Ps still has influences toward purchase decision of Revlon cosmetic,
5.2 Recommendation

A. For Revlon

For Revlon company in the future may the company can more stress out For the product, Revlon can have new innovation like create new variant of product and perhaps Revlon can create new innovation terms of design or packaging can play with colors on the packaging. The promotion like more often shows the advertisement and Revlon Company maybe can give a training fist to the sales girl or to the sales boy and give brief explanation about Revlon product and how to give influence to consumer to buy the product. For the price of Revlon product it may be tailored to the local market purchasing power. For the place, because it is much modern semi market, Revlon may be starting to break into the semi-modern market.

B. For Future Research

In the future, if there will be some researchers interested with influences marketing mix 4p’s (Product, Price, Place, and Promotion) in consumer purchase decision, the following recommendation is given.

1. This research is only a case study. It is suggested for the future research to elaborate the research in a bigger volume of population and sample, so the researcher can get a more exact and full understanding about the topic.

2. The researcher recommends in taking the company that have a specific target market and doing the research on the target market. Research on the specific target may give more accurate data and the consumer can specify on evaluating the product which is familiar with them.
REFERENCES

Books


Variables Entered/Removed\(^b\)

<table>
<thead>
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<th>Model</th>
<th>Variables Entered</th>
<th>Variables Removed</th>
<th>Method</th>
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a. All requested variables entered.
b. Dependent Variable: Purchase

Model Summary\(^b\)

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a. Predictors: (Constant), Place, Price, Promotion, Product
b. Dependent Variable: Purchase

ANOVA\(^b\)

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<td>11.082</td>
<td>4</td>
<td>2.771</td>
<td>21.075</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>12.358</td>
<td>94</td>
<td>.131</td>
<td></td>
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<td></td>
<td>Total</td>
<td>23.440</td>
<td>98</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Place, Price, Promotion, Product
b. Dependent Variable: Purchase
### Coefficients

<table>
<thead>
<tr>
<th>Model</th>
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<th>Standardized Coefficients</th>
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<td>.328</td>
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<td>Product</td>
<td>.064</td>
<td>.103</td>
</tr>
<tr>
<td></td>
<td>Price</td>
<td>.269</td>
<td>.080</td>
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<td></td>
<td>Promotion</td>
<td>.145</td>
<td>.071</td>
</tr>
<tr>
<td></td>
<td>Place</td>
<td>.266</td>
<td>.067</td>
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</table>

*a. Dependent Variable: Purchase*

### Collinearity Diagnostics

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</table>

*a. Dependent Variable: Purchase*

### Residuals Statistics

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<th>Mean</th>
<th>Std. Deviation</th>
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<td>99</td>
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<tr>
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<td>.0000</td>
<td>.35510</td>
<td>99</td>
</tr>
<tr>
<td>Std. Predicted Value</td>
<td>-3.977</td>
<td>1.983</td>
<td>.000</td>
<td>1.000</td>
<td>99</td>
</tr>
<tr>
<td>Std. Residual</td>
<td>-2.473</td>
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<td>.000</td>
<td>.979</td>
<td>99</td>
</tr>
</tbody>
</table>

*a. Dependent Variable: Purchase*

1. Umur
   a. 17-25 tahun       b. 26-35 tahun       c. lebih dari 35 tahun

2. Pengeluaran untuk membeli cosmetic
   a. Kurang dari Rp 100.000  
   b. Rp. 100.000 - Rp 200.000 
   c. Rp 200.000 - Rp 300.000 
   d. Lebih dari Rp 300.000

3. Saya mengetahui dan pernah menggunakan produk Revlon
   a. Ya       b. Tidak
Berikanlah tanda check list (✓) pada jawaban anda dengan pemberikan penilaian angka yang sesuai dengan pendapat anda pada kolom penilaian.

Catatan:

* Pilihan akan menggunakan angka yang mempunyai penilaian berbeda-beda, dibawah ini adalah petunjuk penilaian.

1= Sangat Tidak Setuju (STS)  
2= Tidak Setuju (TS)  
3= Netral (N)  
4= Setuju (S)  
5= Sangat Setuju (SS)

* Setiap pertanyaan wajib dijawab

<table>
<thead>
<tr>
<th></th>
<th>Product</th>
<th>STS</th>
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<th>N</th>
<th>S</th>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Jenis product revlon sangat menarik</td>
<td></td>
<td></td>
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<td>Jenis produk revlon lebih banyak daripada kosmetik yang lain</td>
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<td>5</td>
<td>kualitas product revlon dapat bersaing dengan kosmetik sekelasnya (MAC, PAC, L’Oreal)</td>
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<td>Kualitas produk revlon dapat dipercaya dan berkualitas tinggi</td>
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<td>Kemasan product revlon menarik perhatian</td>
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<td>kemasan product revlon praktis dan simple</td>
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<td>Merek Revlon sudah diketahui oleh masyarakat</td>
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### Promotion

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<td>18</td>
<td>Iklan revlon kosmetik dimedia elektronik, media cetak tergolong menarik perhatian konsumen</td>
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<td>Iklan revlon sering muncul di media elektronik dan majalah</td>
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<td>20</td>
<td>Revlon menawarkan paket-paket/merchandise yang menarik kepada konsumen produk revlon</td>
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<td>21</td>
<td>Para SPG revlon selalu memakai pakaian yang bersih dan rapi</td>
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<td>22</td>
<td>para SPG revlon mengert tentang semua cara menggunakan dan manfaat dari produk revlon</td>
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<td>23</td>
<td>Jika melewati counter/pameran product revlon, para SPG akan menawarkan produk dan memberikan brosur produk revlon</td>
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<td>24</td>
<td>Lokasi penjualan product revlon tersebar di seluruh modern market/department store</td>
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<td>Lokasi penjualan produk revlon dapat dicapai dengan mudah</td>
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### Consumer Buying Decision

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<td>saya membeli revlon karena mempunyai pengalaman tentang revlon dan sudah memakainya sendiri</td>
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<td>saya membeli revlon karena revlon bisa memberikan hasil yang lebih memuaskan</td>
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<td>33</td>
<td>saya mambeli revlon karena revlon mempunyai harga yang terjangkau dan kualitas yang bagus daripada kosmetik yang lain</td>
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<td>saya akan merekomendasikan teman dan keluarga untuk membeli dan menggunakan revlon</td>
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