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Marketing Mix Analysis in Buying Halal Beauty Products in Bogor City

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ABSTRACT

The purpose of this study was to analysis the effect of product, price, promotion, and location on product purchasing decisions Halal Beauty Product in Bogor. This type of research is descriptive using a quantitative approach. In this study, the population used were customers/members of the Halal Beauty Product in Bogor, totaling 147 customers and a sample of 100 respondents, using purposive sampling. From the data of multiple linear regression analysis which has a coefficient of determination (Adjusted R Square) of 0.406, which means that the marketing mix has an effect on purchasing decisions of 40.6%, while the remaining 60.4% is influenced by other variables. Furthermore, hypothesis testing was carried out using the F test and t test where the F count was 39.798 with a significance value of 0.000 which was smaller than the significance level of = 0.05. Then the hypothesis is accepted, it is proven that there is a significant influence between the service marketing mix variables consisting of product (X1), price (X2), promotion (X3), location (X4), on purchasing decisions (Y). Meanwhile, based on the t-test, the most dominant variable influencing purchasing decisions is price with the largest regression coefficient value of 0.216 compared to other independent variables.

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INTRODUCTION

This increasingly sophisticated and modern movement has caused the beauty business to grow in the community. This raises very tight competition between beauty Products with one another. Management must be prepared for competition between similar businesses, namely beauty Products which are sometimes in tight competition so that innovative and creative management knowledge is needed to win business competition (Satyarini, 2016). Therefore, business managers must always understand consumer behavior, which is always changing at any time, because many factors influence consumer behavior in buying goods and services. Understanding good marketing management science, especially regarding consumer behavior, will be able to provide input in planning marketing strategies (Astuti et al., 2019).

Marketing strategy is a marketing mindset that will be used to achieve its marketing goals. The marketing strategy contains specific strategies for determining the positioning of the marketing mix and the amount of marketing expenditures. Marketing strategy is a fundamental tool planned to achieve a company by developing a sustainable competitive advantage through the markets entered and marketing programs used to serve these target markets (Handoko, 2015). As a form of marketing strategy, namely the marketing mix strategy. The marketing strategy is set so that the desired goals can be achieved. Halal Beauty Product is a beauty care business that covers face, body and hair care. Marketing mix consisting of product, price, promotion, and location (Susanto et al., 2016).

The marketing mix is a set of tools that can be used by a marketer in shaping product characteristics that will be offered to consumers, which consists of four things, namely, product, price, promotion, and location. Products are the result of processing or production processes by human or machine hands. The notion of product begins to narrow down to whatever is produced (anything produced) and narrows back to something that is produced (Mayarani et al., 2019). A product is something that can be offered to a market for attention, possession, use or consumption so as to satisfy wants and needs. Broadly speaking, products include anything that can be marketed, including physical objects, human services, places, organizations and ideas or ideas (Fitriyani, 2020).

Price is an important component of a product, because it will affect the producer's profit. Price is also a consideration for consumers to buy, so special consideration is needed to determine the price. price is the amount of money charged for the product, or the amount of value exchanged by consumers for the benefits of owning or using the product. Price is a monetary unit or other measure including other goods and services that are exchanged in order to obtain the right to own or use an item or service. Price is a component that has a direct effect on company profits (Aribowo & Tombilayuk, 2021).

Promotion is a communication technique designed to stimulate consumers to buy. Companies use promotional methods to convey four things to potential customers, namely making them aware of the existence of a product, getting to know them more, persuading them to like the product and finally persuading them to buy the product (Sutito, 2021). Promotion is one of the variables used by companies to communicate with their market, the aim is to inform that a product exists and introduce the product and provide confidence in the product to buyers or prospective buyers (Andri & Sanjaya, 2016). The purpose of promotional activities is to attract consumers to make purchases, a promotion is carried out with the aim of attracting consumers to make purchases for it, promotions must be interesting and unique so that they can stimulate consumer curiosity so that they are interested in making purchases (Siregar & Winita, 2017).

Location is an activity carried out by a company to make its product easy to obtain and available to consumers. An entrepreneur may not commit acts of tyranny against other people, bribes to smoothen his marketing channels. In determining places or distribution channels,

companies must also prioritize places that are in accordance with the target market so that they can be effective and efficient (Estefany et al., 2022). Location relates to where the company should be headquartered and carry out its operations or activities. Location is one of the most important factors influencing the development of a business, including minimarkets. A strategic location will bring in many consumers so as to be able to increase sales and turnover graphs (Zahrah et al., 2021).

The beauty and personal care industry in Indonesia in the last 10 years has grown by an average of 12% with a market value of IDR 33 trillion in 2016. In 2020 the beauty industry in Indonesia is predicted to experience the largest growth compared to other countries in Southeast Asia . Data on the development of the cosmetic industry market in Indonesia can be seen in the following table:

Table 1.

Development of the Beauty Industry Market in Indonesia

Market Year (Trillion) Increase (%)	**Market Year (Trillion) Increase (%)**	**Market Year (Trillion) Increase (%)**
2015	7,6	4%
2016	8,1	5%
2017	8,9	6%
2018	8,5	7%
2019	9,7	7%
2020	9,8	8%
Annual Average Increase		7%

Source: Ministry of Industry, 2021

Table 1 explains that in 2015 the national cosmetics market is expected to grow 4% with a value of Rp. 7.6 trillion, an increase compared to the previous year, namely in 2016 of Rp. 8.1 trillion. During the 2015-2020 period, the market for the beauty and cosmetics industry increased by an average of 7% per year. The total population of Indonesia aged 15-55 years in 2015 reached 80.09 million people and will reach 8% in 2020. The size of the cosmetic beauty industry market is estimated at Rp. 9.8 trillion in 2020. Indonesia is a potential market for beauty industry entrepreneurs with a total cosmetic market of Rp. 9.8 trillion both from within and outside the country.

Analysis of the marketing mix carried out by the company will create a feeling that consumers have their own experience in buying a product, so that all the information they get will be processed and evaluated along with the consumer's experience in using these beauty products. So that in the end consumers will be free to choose and compare these factors including products, prices, promotions and locations that influence product purchasing decisions (Hidayat, 2020).

METHOD

This type of research used by researchers is a type of descriptive research that is causal, because this research aims to determine the effect between variables, namely the service marketing mix and purchasing decisions. While the approach used in this study is a quantitative approach that aims to calculate the influence of the service marketing mix on purchasing decisions. This research is a type of quantitative research with an explanatory method, namely research that looks at the influence between variables.

Data collection methods in this study were questionnaires and documentation studies. Methods of data analysis using descriptive methods and quantitative methods, namely with Multiple Linear Regression Analysis. The research location is a place used by researchers to obtain primary data. The location of this research was at Halal Beauty Product Cileungsi, Bogor Regency. The population in this study were 147 customers of Halal Beauty Product at Bogor City. The sampling technique is to use purposive sampling, the sampling technique uses the slovin formula with a total sample of 100 people.

RESULTS AND DISCUSSION

Multiple Linear Regression Analysis

Based on the results of multiple linear regression analysis tests, the equation model is obtained as follows:

Y=0.518+0.153X1+0.219X2+0.137X3+0.130X4 It can be explained as follows: a= The value of this constant indicates if the variable Product (X1), Price (X2), Promotion (X3), Location (X4) changes or do not change, the purchase decision will still occur. This means that even though the four variables of the marketing mix have not been improved or evaluated and are in a steady state, customers will still buy Halal Beauty Product.

b1X1 = The value of the regression coefficient for the product variable (X1) is 0.153. The positive coefficient indicates that the Product variable (X1) has a unidirectional relationship with the purchase decision (Y), meaning that if product quality is improved, for example, with more sophisticated technology, there are more types of treatment. This further increases the decision to purchase Halal Beauty Product.

b2X2=Regression coefficient value for the Price variable (X2) is 0.219. The positive coefficient indicates that the price variable (X2) has a unidirectional relationship with the purchase decision (Y), meaning that if the Halal Beauty Product increases the discount, the product price becomes more affordable. This further increases the decision to purchase products at NanisaBeauty & Dental Product.

b3X3 = The regression coefficient value for the Promotion variable (X3) is 0.137. This positive coefficient indicates that the product variable (X1) has a unidirectional relationship with the purchase decision (Y), meaning that if promotional activities are increased or promotional activities are more intense. This further increases the decision to purchase Halal Beauty Product at Bogor City.

b4X4 = The regression coefficient value for the location variable (X4) is 0.130. This positive coefficient indicates that the location variable (X4) has a unidirectional relationship with the purchase decision (Y), meaning that if the company chooses a strategic location that is easily accessible to customers. This further increases the decision to purchase Halal Beauty Product at Bogor City.

t test (Partial Test)

Table 2. Test Results t

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	22,423	3,493		6,420	,000
	Product	,177	,194	,173	,879	,363
	Price	,160	,163	,185	2,411	,013
	Promotion	,127	,175	,169	2,331	,003
	Location	,468	,182	,480	2,413	,017
a. Dependent Variable: Buying decision						

Source: Data processed

Based on the table above, the results of the hypothesis test showed that the training t test was 0.911, the t table was 1,653. Then H1 is accepted and Ha is rejected, meaning that there is no significant effect between the product variables on the decision to purchase the Halal Beauty Product at Bogor City. Meanwhile t count the price of 2.413 t table of 1.653. Then H2 is rejected and Ha is accepted, meaning that there is a significant influence between career development on the decision to purchase Halal Beauty Product at Bogor City.

Uji F (Uji Simultan)

To test the effect of independent variables jointly tested using the F test. The results of simultaneous regression calculations obtained the following table:

Table 3. Simultaneous Test Results (Test F)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4853,716	2	2426,858	66,479	,000[b]
	Residual	6424,943	176	36,505		
	Total	11278,659	178			

Source: Data processed

Based on the table, it is known that the results of sig. of 0.000. Because the value of sig. 0.000 < 0.05, then according to the basis of decision making in the F test it can be concluded that the hypothesis is accepted or in other words the Product (X1), Price (X2) Promotion (X3) Location (X4) variables simultaneously influence the decision to purchase Halal Beauty Products (Y) at Bogor City.

Based on the SPSS output table above, it is known that the calculated F value is 66.479. Because the calculated F value is 66.479 > F table 3.05, as the basis for decision making in the F test it can be concluded that the hypothesis is accepted or in other words Product (X1), Price (X2) Promotion (X3) Location (X4) simultaneously influences purchasing decisions Halal Beauty Product (Y) at Bogor City.

CONCLUSION

Based on the data that has been collected and the tests that have been carried out on the problem using multiple linear regression models, it can be concluded that the marketing mix consisting of product, price, promotion, and location simultaneously has a significant effect on the decision to purchase Halal Beauty Product at Bogor City with the obtained F count of 40.789 with a significance value of 0.000 where the F count is smaller than the significance level $\alpha = 0.05$.

The marketing mix consisting of product, price, promotion, and location variables has a significant effect on the decision to purchase Halal Beauty Product at Bogor City. The product variable has a significant effect on purchasing decisions with a regression coefficient value of 0.148. This shows that the Halal Beauty Product at Bogor City have many treatment options according to their needs and influence consumers' purchasing decisions for Halal Beauty Product at Bogor City.

The price variable has a significant effect on purchasing decisions with a regression coefficient value of 0.198. This shows that the price of Halal Beauty Product at Bogor City is very affordable and in accordance with reality, consumer expectations and has an influence on purchasing decisions for Halal Beauty Product at Bogor City. The promotion variable has a significant effect on the decision to purchase Halal Beauty Product at Bogor City with a regression coefficient of 0.157. This shows that the promotion of Halal Beauty Product at Bogor City through brochures has hit the hearts of consumers. The location variable has a significant effect on purchasing decisions with a regression coefficient value of 0.130. This shows that the location of

Halal Beauty Product at Bogor City has a very strategic location so consumers can easily find the location of Halal Beauty Product at Bogor City.

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