



PRODUCT PURCHASING DECISIONS AS A RESULT OF PRODUCT INNOVATION AND SALES PROMOTION

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Abstract: Purchasing decisions greatly affect the success of a business, if purchasing decisions increase, the sales volume will increase, which will have a positive impact on the company to continue to maintain the business. This study aims to determine that purchasing decisions of Wardah Cosmetic Products as a result of Product Innovation and Sales Promotion. This study also to find out how big the influence of product innovation on purchasing decisions, the effect of sales promotion on purchasing decisions, the effect of product innovation and sales promotion on purchasing decisions of wardah cosmetic products. The research method used in this study is descriptive and verification methods using path analysis techniques. The research results stated that the Product Innovation was in a good category, the Sales Promotion was in a good category, and the Purchase Decision was in a good category. The results of the t-test carried out show that the Product Innovation variable affects Purchase Decisions, and the Sales Promotion variable affects Purchase Decisions. The results of the f-test that were carried out showed that Product Innovation and Sales Promotion on Purchase Decisions.

Keywords: Product Innovation; Purchase Decision; Sales Promotion

INTRODUCTION

In the era of globalization that we live in, competition between companies is getting tougher both in the national market and in the world market. All community needs, whether primary, secondary, or tertiary, cannot be avoided and must always be met. Over time, cosmetics are one of the most important needs for women. Without realizing it, women cannot be separated from cosmetics, from morning to night, cosmetics are always used according to their respective needs.

Cosmetics products are currently a trend or lifestyle that is not only used by women, thus making the cosmetic industry in Indonesia able to make a significant contribution to foreign exchange through the achievement of its export value which penetrated USD 317 million in the first semester of 2020 or an increase of 15 percent compared to 2019 <https://kemenperin.go.id/>. The cosmetic trend in Indonesia has resulted in the birth of various types of cosmetics and various brands that are available in the community. The tight competition in the cosmetic industry in Indonesia can be seen in the various awards won by a brand.

Table 1. Top Brand Cosmetics

	Lipstick	Compact Face Powder	Face Powder	Foundation
1.	Wardah 33,5%	Wardah 27,6%	Wardah 20,0%	Revlon 14,9%
2.	Revlon 8,8%	Pixy 10,8%	Marcks 18,3%	Wardah 12,2%
3.	Maybelline 6,1%	Caring 7,5%	Viva 6,6%	La Tulipe 11,5%
4.	Pixy 5,4%	Maybelline 4,7%	Pixy 5,2%	L'Oreal 9,4%
5.	Viva 4,1%	Viva 4,3%	Sariayu 4,6%	Make up For Ever 7,4%

Source: Top Brand Award (2020)

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Based on data from top brand awards, it can be seen that Wardah's cosmetic products are, on average, in the top 3 best cosmetic products in each category. Wardah cosmetic products have the trust of the amount the public, especially with the first halal label in Indonesia. Wardah Cosmetics was founded by the company PT. Paragon Technology and Innovation was founded on February 8, 1985, with the initial name PT. Mother's Tradition Heritage and changed its name to PT. Paragon Technology and Innovation in 2011.

Cosmetics products currently have more than 300 kinds of products that have been produced including skincare, decorative, hair care, and body care. Wardah is a cosmetic product that is not foreign to women. Wardah can meet the needs and desires of women, therefore women, in particular, are familiar with Wardah products. However, along with the development of the times, cosmetic products are increasing, of course adding to the tough competition in the cosmetic industry.

One of the challenges that every company has to face to survive in its business is knowing how to dominate market share. The more cosmetic manufacturers in Indonesia, the tighter the competition in the cosmetic industry. This causes a decrease in the number of consumers of a company. With so many competitors in the cosmetic industry, consumers easily choose other cosmetic alternatives to meet their needs, so this will affect consumers' decisions to buy Wardah products.

Purchasing decisions greatly affect the success of a business, if purchasing decisions increase, the sales volume will increase, and this will have a positive impact on the company to continue to maintain the business. What companies can do to see purchasing decisions is to look at sales fluctuations in a place that contributes a lot to the company. In this case, the researcher has interviewed Marketing DC Bandung that the sales volume is mostly done in Griya/ Yogya Group. One of the houses that have contributed a lot is Griya Cicalengka.

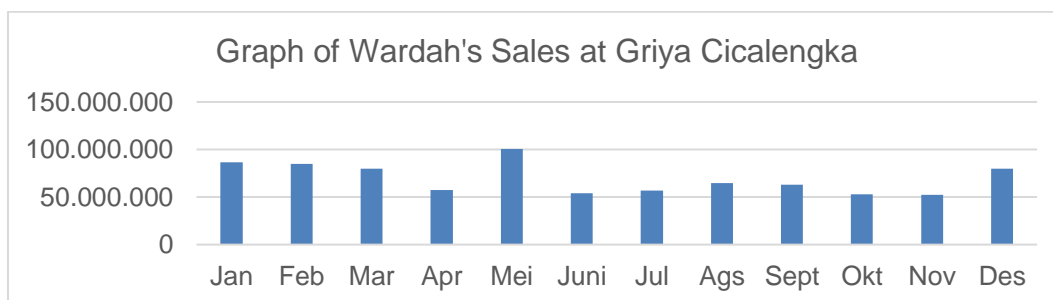


Figure 1. Wardah's Sales

Source: Data processed by researchers (2020)

From the graph, sales decreased not only due to the Covid-19 factor, but several other factors influenced the decline in Wardah's sales at Griya Cicalengka. According to Assasuri (2019), the purchase decision is a process that restore purchasing decisions. This includes deciding what to buy and what not to buy, and those decisions stem from previous activities. According to Kotler & Keller (2016), purchasing decisions are consumer decisions to buy a product or not. Consumers will be more careful in purchasing and determining the desired product. This shows that even though there are consumers, every consumer will consider several things, according to one of Wardah's Beauty Advisors at Griya Cicalengka before making a purchase: (1) Consumers only buy basic needs; (2) Consumers compare price discounts with competitors' products; (3) Consumers have tried Wardah products but there is an incompatibility with the skin.



Companies must be able to create strategies to be able to carry out marketing strategies to maintain their business. Innovation must be able to provide a different assessment in the eyes of consumers so that they feel interested in trying innovations from a company. When consumers feel interested in the innovation made, a purchase decision will occur. Myers and Merquis in Kotler & Armstrong (2016) state that product innovation is a combination of various processes that influence each other for product development that can be adjusted by changing product attributes and generating interest in making purchases. This is reinforced by the research of Ativandara (2020) which states that there is a significant effect of product innovation on purchasing decisions. Hutagulung & Hermawan (2018) stated that innovation is a discovery that is different from before in the form of thoughts and ideas that can be developed and applied to feel the benefits.

Creating new products that suit the needs and desires of consumers can be a guide in making purchasing decisions for these products. If the company continues to innovate in its business, the company will be able to maintain its business for a long time, but if not, it will be displaced by similar companies. Under these circumstances, consumers tend to try new products from competitors, if competitors are satisfied with new products issued by competitors when Wardah releases new products, it will be difficult to attract consumers to try new products that are similar to products issued by competitors. Then another driving factor that can convince consumers to try new products/product innovations from Wardah is Sales Promotion.

According to Malau (2018) sales promotion is a form of trust that includes various measurable incentives to encourage people to buy products directly or to increase the number of products that customers buy. According to Firmansyah (2019) sales promotions encourage someone to buy products at retail and try by offering gifts, price reductions, or similar, most sales immediately make consumers aim to change. The goal is to encourage more frequent purchases among users to drive more purchases. This statement shows that there is a relationship between sales promotion and purchasing decisions. This research has also been carried out by previous researchers, namely Abdillah (2019) who stated that the promotion variable had a positive and significant effect on buying decisions.

Wardah needs to know the things that are considered in consumer purchasing decisions. Product innovation is what consumers want, and after the product innovation is realized, the company can plan sales promotions to be carried out, which results in a decision to buy Wardah products. So, researchers are interested in further research on product purchasing decisions as a result of product innovation and sales promotion. This study aims to determine that purchasing decisions of Wardah Cosmetic Products as a result of Product Innovation and Sales Promotion. This study also to find out how big the influence of product innovation on purchasing decisions, the effect of sales promotion on purchasing decisions, the effect of product innovation and sales promotion on purchasing decisions of wardah cosmetic products. then the hypothesis in this study is: (1) Product innovation at Wardah is quite good; (2) Sales promotion at Wardah is quite good; (3) The purchase decision at Wardah is quite good; (4) Product innovation at Wardah has an effect on purchasing decisions; (5) Sales promotions at Wardah have an effect on purchasing decisions; (6) Product innovation and sales promotion at Wardah have an effect on purchasing decisions.

METHODS

According to Sugiyono (2018), research methods are generally defined as scientific methods to obtain data for certain purposes and purposes. The scientific method means research activities are based on rational, empirical, and systematic



scientific characteristics. The research method used in this research is descriptive and verificative with a quantitative approach and the existing problems are limited by the formulation of the problem.

This research uses the path analysis technique. The target population in this study is consumers who use Wardah products at Griya Cicalengka. The sample used is non-probability sampling with incidental sampling where the sampling technique is based on chance, that is, anyone who coincidentally/incidentally meets the researcher can be used as a sample if it is considered that the person who happened to be met is suitable as a data source with a total of 100 people with distributing questionnaires. Incidental sampling in this study was Wardah consumers at Griya Cicalengka.

The descriptive method is used to answer the problem formulation of how consumers respond to purchasing decisions as a result of Wardah Cosmetics Product Innovation and Sales Promotion at Griya Cicalengka and can explain the state of the data and facts collected and then compiled systematically and then analyzed to get the conclusions needed in research.

According to Sugiyono (2017), the verification method is a study to determine the relationship between two or more variables. This method tests theory and research and produces information in the form of results that indicate whether the hypothesis can be accepted. In this verification study, it will be tested whether purchasing decisions are an impact on Product Innovation and Sales Promotion.

According to Sugiyono (2018) the method of data collection can be done in 2 ways, namely: (1) Interview: in this technique, the researcher uses a structured interview type where the researcher has prepared written questions in which alternative answers have been prepared; (2) Questionnaire: A questionnaire is a data collection technique that is done by giving a set of questions or written statements to respondents to answer. The list of questions or statements that the researcher provides includes an overview, concerns, and opinions of respondents regarding Purchase Decisions as a result of Product Innovation and Sales Promotion.

RESULTS AND DISCUSSION

Descriptive Research Results

In this study, the results of descriptive research are convey the calculation results with the value of the frequency, percentage, and average of each indicator that supports variables through dimensions. The details of the variables in the support of each indicator are as follows: (1) Product Innovation Variable; (2) Sales Promotion Variable; (3) Purchase Decision Variables. The following are the results of distributing the Product Innovation variable questionnaire to 100 respondents:

Table 2. Recapitulation of Respondents' Responses Regarding Product Innovation

Dimension	No	Statement	Recapitulation of Respondents' Answer Score					Actual Score	Average	Category
			5	4	3	2	1			
New products for the world	1.	Have a product that competitors don't have	45	26	24	4	1	410	4,10	Good



	2.	The benefits of wardah product content are very good	49	28	16	6	1	418	4,18	Good
New product line	3.	Wardah has make up expert	39	24	31	3	3	393	3,93	Good
	4.	Wardah has makeup with different skin types	42	28	25	2	3	404	4,04	Good
Additional lines on existing products	5.	Availability of new products in the best seller series	41	37	17	2	3	411	4,11	Good
	6.	Each series of wardah already has product completeness	45	23	27	2	3	405	4,05	Good
Improvements and revisions existing products	7.	Wardah products fulfill my wishes	41	28	29	1	1	407	4,07	Good
	8.	Wardah products have been designed simply	51	27	21	1	0	428	4,28	Very Good
Reassignment	9.	Products with packaging small make I'm more interested	54	24	21	1	0	431	4,31	Very Good
	10.	Wardah products have different textures with the same benefits	48	29	21	1	1	422	4,22	Very Good
Cost Reduction	11.	Wardah products have good product quality and affordable prices	44	33	20	2	1	417	4,17	Good
	Total		499	307	252	25	17	4546	4,132	
	Percentage (%)		38	31	26	2,8	2,6			
	Standard Deviation				0,010			3,976	3,992	
	Category									Good

Source: Processed questionnaire (2021)



Can be seen from the table above, it is concluded that the Product Innovation variable consists of 13 statements with frequency details as follows: the number of questionnaire answer items obtained states that respondents who answered scale one amounted to 17 or 2.6%, scale two amounted to 25 or 2.8, scale three amounted to 252 or 26%, scale four amounted to 307 or 31%, scale five by 499 or 38%. This means that the data radiates from the smallest to the largest with a general average value of 4,132 obtained from the total average divided by the number of statements with a standard deviation of 0.010 with a good category. This shows that the number one hypothesis that states consumers' perceptions of cosmetic product innovation is quite good, following the results of descriptive analysis for product innovation variables, then the hypothesis is accepted.

Here are the results of the distribution of sales promotion variable questionnaires given to 100 respondents:

Table 3. Recapitulation of Respondents' Responses Regarding Sales Promotion

Dimension	No	Statement	Recapitulation of Respondents' Answer Score					Actual Score	Average	Category
			5	4	3	2	1			
Offers	1.	Wardah products provide attractive discounts	43	28	24	2	3	406	4,06	Good
	2.	The discounts provided by wardah are better compared to competitors	37	29	30	3	1	398	3,98	Good
	3	The product prizes given by wardah are very interesting	44	26	25	5	0	409	4,09	Good
	4	The cosmetic bag gift given by Wardah is very interesting	46	24	24	4	2	408	4,08	Good



	5	Minigold prizes given by wardah are very interesting	37	33	25	1	4	398	3,98	Good
Premi	6.	<i>Cashback</i> is required for me when making a purchase	43	26	24	5	2	403	4,03	Good
	7.	<i>Cashback</i> with a minimum of purchases is well liked by me	36	31	29	2	2	397	3,97	Good
	8.	Special prices for packages are very attractive	30	38	28	2	2	392	3,92	Good
Sample	9.	<i>Lipstick</i> Sample make You are the best to buy	43	21	30	5	1	400	4,00	Good
	10.	<i>Sachet skin care</i> sample required for new users	48	27	18	5	2	414	4,14	Good
Total			407	283	257	34	19	4025	4,025	
Percentage (%)			40,7	28,3	25,7	3,4	1,9			
Standard Deviation					0,007			4,018	4,032	
Category										Good

Source: Processed questionnaire (2021)

It can be seen from the table above, it is concluded that the Sales Promotion variable consists of 10 statements with frequency details as follows: the number of questionnaire answer items obtained states that respondents who answered scale one amounted to 19 or 1.9%, scale two amounted to 34 or 3.4%, scale three amounted to 257 or 25.7%, scale four amounted to 283 or 28.3%, scale five by 407 or 40.7%. This means that the data radiates from the smallest to the largest with a general average value of 4,025 obtained from the total average divided by the number of statements with a standard deviation of 0.007 with a good category. This shows that hypothesis number two which states the promotion of sales of cosmetic products is quite good, following the results of descriptive analysis for sales promotion variables, then the hypothesis is accepted.

Here are the results of the distribution of the Purchasing Decision variable questionnaire given to 100 respondents:



Table 4. Recapitulation of Respondents' Responses to Purchasing Decisions

Dimension	No	Statement	Recapitulation of Respondents' Answer Score					Actual Score	Average	Category
			5	4	3	2	1			
Product Choice	1.	Wardah is a good quality product	47	25	20	5	3	408	4,08	Good
	2.	Wardah products provide good benefits	49	31	16	1	3	422	4,22	Very Good
Brand Choice	3.	There is interest in buying wardah products	49	26	21	0	4	416	4,16	Good
	4.	Buying a commonly purchased product	47	23	26	1	3	410	4,10	Good
	5.	Buy wardah products according to the desired price	48	24	25	2	1	416	4,16	Good
Dozens of Distributors	6.	Wardah products are always available and complete	42	27	25	3	3	402	4,02	Good
	7.	The service provided is very satisfactory	46	27	23	2	2	413	4,13	Good
	8.	Availability of wardah goods is always good	48	33	17	0	2	425	4,25	Very Good
Purchase Amount	9.	Buy more wardah products if offered	44	27	22	0	7	401	4,01	Good
	10.	Buying wardah products as stock	41	20	31	3	5	389	3,89	Good
Purchase Time	11.	The product I need is on	44	28	22	4	2	408	4,08	Good



		the wardah product								
	12.	The product I need is on the wardah product	50	28	20	1	1	425	4,25	Very Good
Payment Method	13.	Wardah product purchase transaction very easy	48	27	17	2	6	409	4,09	Good
Total			603	346	285	24	42	5344		4,110
Percentage (%)			43,5	27,8	23,7	1,8	3,2	4,118		4,102
Standard Deviation					0,008					
Category					Good					

Source: Processed questionnaire (2021)

It can be seen from the table above, it can be concluded that the purchase decision variable consists of 13 statements with frequency details as follows: the number of questionnaire answer items obtained states that respondents who answered scale one amounted to 42 or 3.2%, scale two amounted to 24 or 1.8%, scale three amounted to 285 or 23.7%, scale four amounted to 346 or 27.8%, scale five by 603 or 43.5%. This means that the data radiates from the smallest to the largest with a general average value of 4,110 obtained from the total average divided by the number of statements with a standard deviation of 0.008 with a good category. This shows that hypothesis number three which states the consumer's perception of the purchase decision of cosmetic products is quite good, following the descriptive analysis for the purchase decision variable, then the hypothesis is accepted.

Based on the results of descriptive data processing that has been done, it can be seen that Wardah's Product Innovation is included in the good category, this can be seen from the results of the overall recapitulation of respondents' responses regarding Product Innovation. Based on the results of the study, it can be explained that the dimension that occupies the lowest position is a new product line, this is related to the indicator where Wardah products have make-up experts, this is because there are still many respondents who think that Wardah products do not have make-up experts, even though in reality that Wardah has always innovated and continued to develop make-up experts but it has not been following what the respondents expected, where the make-up experience issued by Wardah is still the same in its assessment of ordinary make-up.

While the dimension that occupies the highest position is re-determination, where the majority of respondents answered agree when Wardah products create products with small sizes, this shows that Wardah products provide convenience for consumers who are just trying the wardah product. Although the Product Innovation variable is in a good category, the Wardah company must still pay attention to the factors that are still considered lacking, where it affects the dimensions of product innovation in the future, and maintains the factors that are considered good to make consumers interested and not hesitate to buy Wardah cosmetic products.

Based on the results of data processing, descriptive analysis in research that has been done regarding sales promotion that the sales promotion variable is in a good category, this can be seen from the results of the overall recapitulation of respondents' responses regarding Sales Promotion. Based on the results of the study, it can be explained that the dimension that occupies the lowest position is the premium dimension,



this is related to the special price indicator for packages, this is because Wardah provides special prices with conditions for purchasing packages, which consumers are more interested in cashback without certain conditions because it does not many consumers who buy wardah products per package and consumers are more likely to buy wardah products per pics, especially new users.

While the dimension that occupies the highest position is the sample dimension with the indicator of the skincare sachet sample, this is because the skincare sachet sample makes consumers feel confident about purchasing the product. To achieve maximum sales, efforts are being made to complete the samples available at the counter. Although the Sales Promotion variable is in a good category. Wardah company must continue to pay attention to the factors that are still considered lacking, where which affect the dimensions of the upcoming Sales Promotion, and must maintain the factors that are considered good so that consumers are interested and loyal to buying Wardah products.

In purchasing Wardah cosmetic products at Griya Cicalengka, respondents took various actions before deciding to purchase a product, starting with product choice, brand choice, dealer choice, purchase amount, time of purchase and payment method. Based on the results of descriptive data processing that has been done, it can be seen that the purchasing decisions of Wardah products are included in the good category, this can be seen from the results of the overall recapitulation of respondents' responses to purchasing decisions.

Based on the results of the study, it can be explained that the dimension that occupies the lowest position is the number of purchases with the indicator of buying Wardah products like stock, this is because most consumers buy products when the products commonly used are completely exhausted and buy products according to the required quantity because consumers think that cosmetic products are products that are long out of stock.

While the dimension that occupies the highest position is the time dimension of purchase, where the majority of respondents agree with the required product indicators in Wardah products, this shows that Wardah products are available when consumers need them. Even though the Purchasing Decision variable is in a good category, the Wardah company must maintain the factors that are still considered lacking, where which affects the Purchasing Decision on Wardah products and maintains the factors that are considered good to make consumers make more purchases to increase sales volume for the company.

Verificative Research Results

The verification analysis is carried out using path analysis to analyze the relationship between variables to determine whether there is a direct or indirect influence on the independent variable, namely Innovation. Product and Sales Promotion on the dependent variable, namely the Purchase Decision. Correlation coefficient analysis is used to determine the strength of There is a linear relationship between variables whether there is a relationship between the independent variables and the dependent variable because in this study using the path analysis method, it is necessary to calculate the Product Moment Correlation Coefficient first to determine the relationship between X_1 and X_2 .



Table 5. Person Correlation

		Product Innovation	Sales Promotion
Product Innovation	Pearson Correlation	1	.699**
	Sig. (2-tailed)		.000
	N	100	100
Sales Promotion	Pearson Correlation	.699**	
	Sig. (2-tailed)	.000	
	N	100	100

**Correlation is significant at the 0.01 level (2-tailed).
 Source: Processed data (2021)

It can be seen that the close relationship between Product Innovation (X_1) and Sales Promotion (X_2) variables is expressed by the correlation coefficient ($r_{x_1x_2}$) is 0.699 or 69.9% which is included in the category of moderate correlation relationship.

The results of these calculations will be used in the calculation of determination to calculate the magnitude of the indirect effect of the independent variable on the dependent variable. After the correlation coefficient, the next step is to calculate the path analysis.

Table 6. Coefficients^a

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3.557	3.811		.933	.353
	Product Innovation	.590	.111	.451	5.320	.000
	Sales Promotion	.573	.116	.419	4.944	.000

a. Dependent variable: Purchase Decision
 Source: Processed data (2021)

In the table above in the Standardized Coefficients column, there are respective path coefficients for the X_1 and X_2 variables to Y . The path coefficient of the Product Innovation variable (X_1) on Purchase Decision (Y) is py_{x_1} of 0.451 or 45.1%. And the Sales Promotion variable (X_2) on the Purchase Decision (Y) of 0.419 or 41.9%.

Table 7. Coefficient of Determination

Model	R	R Square	Model Summary	
			Adjusted R Square	Std. Error of The Estimate
1	.802	.643	.636	4.77708

a. Predictors: (Constant), Sales Promotion, Product Innovation
 Source: Processed data (2021)

$$py\varepsilon = \sqrt{(1 - R^2)yx_1\dots xn}$$

$$= \sqrt{1 - 0,643} = 0,357$$

Based on the table above, the magnitude of R Square is 0.643 which indicates that the contribution of X_1 and X_2 to Y is 0.643 or 64.3%, and the remaining 0.357 or 35.7% is the contribution of other variables not included in this study.

The framework of the empirical causal relationship between X_1 and X_2 to Y can be seen as follows:

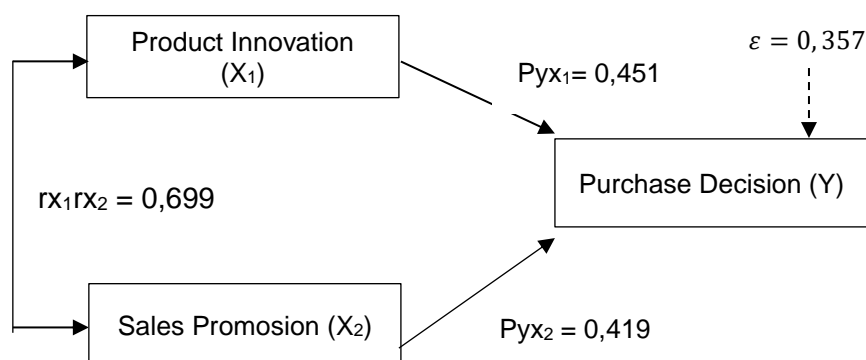


Figure 2. Path Diagram of the Empirical Casual Relationship of X1 and X2 to Y
 Source: Processed data (2021)

Through the path diagram, the influence of each variable is then calculated as follows:

The Effect of Variable X_1 on Y	
The direct effect of X_1 on Y	$= 0.451 \cdot 0.451 = 0.204$
Effect of X_1 on Y through X_2	$= 0,451 \cdot 0,699 \cdot 0,419 = 0.132 +$
Total Effect	$= 0.335$
The Effect of Variable X_2 on Y	
The direct effect of X_2 on Y	$= 0.419 \cdot 0.419 = 0.175$
The effect of X_2 on Y through X_1	$= 0,419 \cdot 0,699 \cdot 0,451 = 0.132 +$
Total Effect	$= 0.307$
Total Effect of Variables X_1 and X_2 on Y	
The Effect of X_1 on Y	$= pyx1 = 0.335$
The Effect of X_2 on Y	$= pyx2 = 0.307 +$
Total Effect	$= 0.642$

Through the path diagram, it is known that the total contribution of the independent variables is 0.642 or 64.2%, while seen from each variable, Product Innovation (X_1) contributed more, namely 33.5%, and, Sales Promotion (X_2) contributed about 30.7%, other variables outside the variables studied were 35.8%. Hypothesis testing is conducted to prove whether Product Innovation and Sales Promotion have an effect both simultaneously and partially.

Table 8. Partial Testing of Purchase Decisions as Impact of Product Innovation and Sales Promotion

Structural	Path Coefficient	t_{count}	t_{table}	P _{value}	Conclusion
pyx_1	0.451	5.320	1.985	0.000	H_0 rejected, there is an effect between X_1 and Y
pyx_2	0.419	4.944	0.000	0.000	H_0 rejected, there is an effect between X_2 and Y

Source: Processed data (2021)

T_{count} of X_1 is 5.320, which is greater than t_{table} , which is 1.985, which means that there is an influence between X_1 and Y. Based on the data above, according to the test



criteria, if $t_{count} > t_{table}$, then H_0 is in the rejection area, meaning that H_0 is accepted and X_1 and Y have an influence. Based on this, hypothesis No. 4 is assumed to be Product Innovation (X_1) has a partial effect on Wardah's Cosmetic Product Purchase Decision.

T_{count} of X_2 which is 4.944 is greater than t_{table} of 1.985 which means that there is an influence between X_2 on Y . according to the test criteria if $t_{count} \geq t_{table}$ then H_0 is in the area of rejection, meaning that H_0 accepted and X_2 and Y have an influence. Based on this, hypothesis No. 5 is assumed to be Sales Promotion (X_2) has a partial effect on Wardah's Cosmetic Product Purchase Decision.

Table 9. Simultaneous Testing of the Effect of Product Innovation and Sales Promotion Variables on Purchase Decisions

ANOVA ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	3995,054	2	1997,527	87,532	.000 ^b
Residual	2213,586	97	222,820		
Total	6208,640	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Sales Promotion, Product Innovation

Source: Processed data (2021)

Testing Criteria: (1) If $F_{count} > F_{table}$ then H_0 in the rejection area, which means that H_{a1} is accepted, namely variables X_1 and X_2 on variable Y there is an effect; (2) If $F_{count} < F_{table}$ then H_0 is in the reception area, which means H is rejected, namely between X_1 and X_2 on the Y variable, there is no effect. There is a distribution table for F with the following conditions, $\alpha = 0.05$ and dk the numerator of k (2) and the denominator $dk = (nk-1)$ or $100-2-1 = 97$, which is 3.09. In the ANOVA table, the F value is 87.532 with a probability value (sig) = 0.000, because $T_{calculated}$ is greater than the F_{table} , namely $87.532 > 3.09$. Based on the results of these tests, hypothesis No.6 is suspected that Product Innovation (X_1) and Sales Promotion (X_2) affect Purchase Decisions (Y).

The theory put forward by Myers and Merquis in Kotler & Armstrong (2016) states that product innovation is a combination of various processes that influence each other for product development that can be adjusted by changing product attributes and generating interest in making purchases. Product innovation in a business is very important, in addition to being able to compete with other brands, it also attracts new consumers and retains existing consumers so that they make more and more continuous purchasing decisions. Research that supports the effect of Product Innovation on Purchasing Decisions from Ativandara (2020) which states that there is a positive relationship between Product Innovation and Purchase Decisions, this is due to the existence of a product innovation that is carried out by adjusting consumer needs, will lead to consumer interest in trying the product. that make consumers make purchases.

Based on the results of the partial test analysis (t-test) that has been carried out on Wardah consumers at Griya Cicalengka, it shows that there is a positive influence of Product Innovation on Purchase Decisions, which means that Purchase Decisions are the impact of Product Innovation which will then increase sales volume, because with the Innovation Consumer products that initially did not match Wardah's products became suitable because these innovations made the product even better, following what consumers expected.

The theory put forward by Kotler & Keller (2016) is a communication goal that originates from the basic marketing objective which is to encourage more frequent purchases, and purchases of larger units among users. Sales promotion is very



important in doing a business because sales promotions such as giving discounts, gifts or samples will encourage consumers' desire to make purchases, encourage consumers to buy more products, bring in new users, and make loyal consumers stay. using Wardah products.

Research that supports the influence of Sales Promotions on Purchase Decisions from Abdillah (2019) which states that there is a positive relationship between Sales Promotions and Purchase Decisions, this is because sales promotions carried out by companies such as offerings, premiums, and giving samples to consumers open the company's leisure to make consumers more confident and confident to make purchasing decisions.

Based on the results of the partial test analysis (t-test) that has been carried out on Wardah consumers at Griya Cicalengka, it shows that there is a positive influence of Sales Promotion on Purchase Decisions, which means that Purchase Decisions are the impact of Sales Promotions which will increase sales volume, because with sales promotions will encourage consumers to buy Wardah products, either trying to buy or buying more Wardah products because of sales promotions carried out by the company.

Product innovation and sales promotion have a simultaneous influence on purchasing decisions because consumers can easily try wardah products with sizes that are affordable by all consumers and with sales promotions encouraging consumers to buy products, the availability of participating samples encourages consumers to feel confident to buy the product. wardah. This is in line with the theory put forward by Thomas in Nurdin (2016) product innovation is the launch of something new that must be driven by sales promotions that aim to cause major changes to purchase decisions.

Based on the results of the simultaneous test analysis (f test) that has been carried out on Wardah consumers at Griya Cicalengka that there is an effect of Product Innovation and Sales Promotion on Purchase Decisions or Purchase Decisions the impact Product Innovation and Sales Promotion. In this study, the variable that has a major influence is the Product Innovation variable on Purchase Decisions, this is due to the intense competition and the increasing number of cosmetic industries making consumers compare products that can provide benefits to consumers. Because Wardah continues to innovate products, consumers do not feel bored with existing products and continue to increase consumer curiosity about product innovations that are created so that it has an impact on decisions.

Purchases that increase sales volume. This shows a positive influence that the better Wardah does Product Innovation, the higher the Purchase Decision. The influence of Product Innovation and Sales Promotion on Purchase Decisions is strengthened by Putra & Handayani (2020) who state that there is a significant influence of Product Innovation and Sales Promotion on Purchase Decisions, as evidenced by the R-value of product innovation showing the number 0.617 and the R-value of promotion showing 0.433 points This shows that product innovation has a greater influence on purchasing decisions.

CONCLUSION

In this study, it can be concluded that the variables of Product Innovation, Sales Promotion, and Purchase Decisions are in either category. Even though it is in a good category, some values are still considered low indicators of new product lines because some respondents think that there are no makeup experts created by Wardah products. In addition, respondents also thought that Wardah's makeup was not according to different skin types because respondents thought that makeup Wardah's. In addition, respondents also consider that they do not like cashback with a minimum purchase, which is very liked by respondents, this is because respondents buy Wardah products in



small amounts. And the value that is still considered low is the indicator of the number of purchases where consumers mostly rarely buy products as stock and prefer to buy products that are out of stock or try to buy new products. In addition, the value that is still low is in buying more wardah products if offered, this is because respondents buy if there are discounts offered by wardah products.

Based on the results of the partial test analysis (t-test) that has been carried out on Wardah consumers at Griya Cicalengka, it shows that there is a positive effect of Product Innovation on Purchase Decisions and sales promotion on purchasing decisions. Based on the results of the simultaneous test analysis (f test) that has been carried out on Wardah consumers at Griya Cicalengka that there is an effect of Product Innovation and Sales Promotion on Purchase Decisions or Purchase Decisions impact of Product Innovation and Sales Promotion.

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