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**THE EFFECT OF ADDRESSING ATTRACTION, PRICE PERCEPTION
AND ELECTRONIC WORD OF MOUTH (EWOM) ON THE PURCHASE
DECISION OF YOU BRAND COSMETICS**

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ABSTRACT

This study examines the effect of advertising attractiveness, price perception, and electronic word of mouth (ewom) on the purchasing decision of YOU . brand cosmetics This research was conducted at the Balqis Cosmetics Shop in the city of Limpung. The population in this study were consumers who had bought YOU cosmetic products at the Balqis Kosmetik store and the sample was set at 100 respondents. Primary data was obtained by using a questionnaire through the media google form. Answer using a Likert scale from one to five. The results are all valid and reliable questions. The regression results show that the advertising attractiveness and price perception variables are positive and significant, while the electronic word of mouth (ewom) variable is negative and insignificant. Based on the results of the model test, the three independent variables were only able to explain 48.5 percent of the purchase decision.

Gel Classification:

Keywords: Advertising attractiveness, Price Perception, Electronic word of mouth, Purchase Decision.

INTRODUCTION

Entering the millennial generation and generation z in modern times and technological advances today, many companies are competing fiercely in improving company products, manufacturers are required to be more sensitive, reactive to changes that occur around society. Convenience and practicality are presented to the public as well as in care and cosmetic products. Cosmetic products are currently a major need for most people regardless of gender, both male and female, although there are not many types of cosmetic products that can be used by men compared to women, many use beauty products to support their daily appearance, increase self-confidence, and popularity. Many business actors are competing to issue beauty products with functions and materials that can meet consumer needs and satisfaction. Balqis Store is a cosmetic shop that sells various types of beauty products and brands located on Jl. Diponegoro, Limpung, Batang Regency, Central Java. One of the products sold at the balqis shop is YOU brand cosmetics.

YOU, which stands for Youthful, Outstanding, and Unique, is a local Indonesian cosmetic which consists of makeup and skincare. Although it is not yet the main choice of consumers and is still growing YOU continue to improve their promotional strategies to attract more consumers. It is proven that there is an increase in consumers who come to buy YOU products at the balqis store in 2021.

Table 1
Consumer data arriving as of (June-September 2021)

No	Month	Customers who come
1	June	83
2	July	92
3	August	112
4	September	155

source: interview with balqis cosmetic shop owner

From the results of the data obtained, it shows an interesting business phenomenon to be discussed, namely the increase in consumers who come from June to September at the Balqis cosmetic shop to buy YOU products. YOU cosmetic products consistently increase every month. The increase in July to 14 percent percent of people who come to the store to buy YOU products. In August, the increase was not too significant, only 10 percent from 92 consumers to 112 consumers, according to sources, usually the year before the pandemic in August was a month that experienced a rapid increase because many people shopped for cosmetics for August needs or to commemorate independence day. Indonesia by holding various events and carnivals. The month of September experienced an increase of almost 50 percent of consumers from 112 to 155 consumers who came. Thus, the researchers concluded that consumers who come are consistent in buying YOU products at balqis cosmetics stores. Consumers' interest and interest in YOU cosmetic products can be seen through offers from advertising attractiveness, price perception and electronic word of mouth (ewom).

Advertising appeals are messages that can be conveyed in different delivery styles, namely by displaying product images, music to further liven up the message, scientific evidence of product superiority, evidence of testimonies from famous people, when an advertisement has attractiveness as well. can generate interest in the product. In addition to advertising to create consumer interest, it can also be done verbally, namely electronic word of mouth. According to Kotler and Keller (2009: 512), electronic word of mouth is a marketing activity through person-to-person intermediaries either orally, in writing, or electronic communication tools related to the experience of purchasing services or experiences using products or services. Furthermore, to make purchasing decisions in addition to the attractiveness of advertising and electronic word of mouth, namely the price. According to Tjiptono, et al (2008) price is the amount of money (monetary unit) and/or other aspects (non-monetary) that contain certain utilities/usages needed to get a product.

Research conducted by Aprilia A Jacob et al (2018), Daniel Tampi, Agus Supandi Soegoto and Jacky SB Sumarauw (2016) states that the attractiveness of advertising has a positive and significant effect on consumer purchasing decisions. Meanwhile, Indah arini (2019) that the attractiveness of advertising has no influence on purchasing decisions. Research by Fitri Novita (2018), Fatin fadila (2019), Khamdi and Soliha (2016) states that price has a positive effect on purchasing decisions. In contrast to research by Anwar (2015) which states that price has a significant and negative effect

on purchasing decisions. Research conducted by I Kadek Rumpana, I Wayan Suartina, IA. Mashyuni (2021), Tommi Wijaya and Eristia Lidia Paramita (2014) state that electronic word of mouth has a significant positive effect on purchasing decisions.

RESEARCH METHODS

Object of research

The study in this study took the object of the target was Balqis Kosmetik shop consumers located in the Limpung sub-district who used YOU cosmetics. The sampling technique used purposive sampling with the following criteria:

1. Consumers who visited the Balqis Cosmetics shop, Limpung who had purchased YOU brand cosmetic products.
2. Consumers of balqis cosmetics shop are at least 17 years old.

So that the research sample used is 100 consumers at the Balqis Cosmetics Shop.

Types, Sources and Techniques of Data Collection

The type of data used in this research is primary data. Primary data is data obtained directly from the original source (Sugiyono, 2015: 193). The technique used in data collection is a questionnaire, namely the acquisition of data by providing a list of questions that will be filled out or answered by the respondents, the answers given by the respondents are then given a score with reference to the Likert scale, where each item is available 5 (five) answer choices as following :

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Doubtful or Neutral
- 4 = Agree
- 5 = Strongly Agree

Definition of Variable Concept

Purchase Decision

The purchasing decision process consists of a sequence of events of need recognition, information seeking, alternative evaluation, purchase decisions and post-purchase behavior (Kotler and Armstrong, 2008).

Ad Attractiveness

advertising appeals must be meaningful, believable, consumers must believe that the product provides correct information, and has distinctive and distinct characteristics. (Kotler and Armstrong (2004:643)).

Price Perception

Price perception relates to how price information is fully understood by consumers and gives deep meaning to them (Peter & Olson, 2008).

Electronic word of mouth (Ewom)

The ewom dimension reflects the intensity, namely the feasibility of consumers in providing information, interactions, and opinions between consumers on social networking sites. valance of opinion consumer interest in the product based on the opinions of others. Content is a product information. (Goyette et al., 2010).

RESULTS AND DISCUSSION

Respondent Description

Based on the questionnaires that have been collected by researchers, most of the respondents are female, namely 88%, aged between 17 – 26 years which amounted to 86% of respondents. most of the respondents were among students, which amounted to 74% of respondents. And most of the respondents have high school education or high school, which amounts to 65% of respondents. And with income ranging from less than Rp. 3,000,000

Validity test

Table 2 Testing the Validity of Research Variables

Variable	KMO (>0.5)	Indicator	Loading Factor (>0.4)	Results
Ad Pull Data	0.632	X1.1	0.747	Valid
		X1.2	0.861	Valid
		X1.3	0.776	Valid
Price Perception	0.583	X2.1	0.693	Valid
		X2.2	0.660	Valid
		X2.3	0.838	Valid
		X2.4	0.827	Valid
<i>Electronic Word of Mouth (Ewom)</i>	0.681	X3.1	0.808	Valid
		X3.2	0.858	Valid
		X3.3	0.799	Valid
Buying decision	0.669	Y.1	0.858	Valid
		Y.2	0.883	Valid
		Y.3	0.783	Valid
		Y.4	0.622	Valid

Source: Processed primary data, 2021

It can be explained that all KMO values > 0.05 and the loading factor (component matrix) value is greater than 0.4. Thus, it can be concluded that all items in the variable indicators of advertising attractiveness, price perception, electronic word of mouth are valid. Valid means that the level of suitability of the questionnaire or questionnaire used by researchers to obtain data from respondents is appropriate.

Table 3 Reliability Test

Variable	Cronbach's Alpha . value	Limit Value	Description
Ad Attractiveness (X1)	0.698	0.60	Reliable
Price Perception (X2)	0.748	0.60	Reliable
<i>Electronic Word of Mouth (X3)</i>	0.722	0.60	Reliable
Purchase Decision (Y)	0.788	0.60	Reliable

Source: data processed 2021

Based on the reliability test, it can be seen that advertising attractiveness, price perception, electronic word of mouth (ewom) variables, and purchasing decisions have Cronbach's Alpha values greater than 0.6. So it can be concluded that the instrument used in this study is reliable.

Table 4 Regression Test Results

Model	Adjusted	F Uji test	t test	Note:
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	R2	F	Sig	β	t	Sig	
Advertising attractiveness (X1) on Purchase Decision (Y)	0.485	32,134	0.000	0.457	5,810	0.000	Hypothesis 1 is accepted
Perception of price (X2) on purchasing decisions (Y)				0.339	4,243	0.000	Hypothesis 2 is accepted
Electronic Word of Mouth (X3) on purchasing decisions (Y)				0.114	1,452	0.227	Hypothesis 3 is rejected

Source: Primary Data processed in 2021

The value of standard coefficients Beta which is positive and significant is the advertising attractiveness variable (X1) of 0.457 with a significance level of 0.000 < 0.05 and a price perception variable (X2) of 0.339 with a significance level of 0.000 < 0.005. As for the results of *electronic word of mouth (ewom)* (X3) has an insignificant positive value of 0.114 with a significance level of 0.150 > 0.05. From these results can be included in the regression equation as follows:

$$Y = 0.457 X1 + 0.339 X2 + 0.114 X3 + e$$

Where Y (purchase decision) is positively influenced by advertising attractiveness of 0.457, positively influenced by price perceptions of 0.339, and positively influenced by electronic word of mouth (ewom) of 0.114. Based on the regression equation above, it can be seen that advertising attractiveness is the most dominant variable in influencing purchasing decisions, followed by price perception variables and electronic word of mouth (ewom).

CONCLUSION

The attractiveness of advertising has a positive and significant effect on purchasing decisions. The advertising attractiveness variable has a significance value of 0.000 < 0.05 and a standard beta coefficient of 0.457.

Price perception has a positive effect on purchasing decisions, the price perception variable has a significance value of 0.000 < 0.05 and a standard beta coefficient of 0.339.

Electronic Word of Mouth (EWOM) has a negative and insignificant effect on purchasing decisions. The electronic word of mouth (ewom) variable has a significance value of 0.227 > 0.05, meaning that the hypothesis is rejected and the standard beta coefficient is 0.114.

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