
The Effect of Brand Image, Product Differentiation, Perceived Price and Personal Selling on Consumer Purchase Decisions on PT Immortal Cosmedika Indonesia Manado Area Products

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Abstract: Cosmetics are one of the most important elements in the world of beauty. Cosmetics are a component that plays an important role in people's lives, where certain people depend heavily on cosmetic preparations at every opportunity. In the market in general, Cosmetics are a component that plays an important role in people's lives, where certain people depend heavily on cosmetic preparations at every opportunity. The purpose of this study was to determine and analyze the influence of Brand Image, Product Differentiation, Perceived Price and Personal Selling on Consumer Purchase Decisions on PT Immortal Cosmedika Indonesia Manado Area products. The sampling technique used in this study is a saturated sample where the sample taken here is 112 respondents. The analytical method used in this research is Multiple Linear Regression Analysis, equipped with the calculation of Validity and Reliability Tests, Classical assumption tests and Coefficient r Hypothesis testing partially with the t test and simultaneously with the F test. The results of the study are Brand Image Variables, Product Differentiation, Price Perceptions and Personal Selling simultaneously or Simultaneously have a positive and significant effect on Purchasing Decisions at PT. Immortal Cosmedika. To improve purchasing decisions for existing products at PT. Immortal Cosmedika should further improve product differentiation.

Key words: Brand Image Variables, Product Differentiation, Personal Selling Price Perceptions, Buying decision.

INTRODUCTION

Background

Cosmetics are a component that plays an important role in people's lives, where certain people depend heavily on cosmetic preparations at every opportunity. In further developments, a cosmetic preparation will be added with an additional substance or added that will add artistic

value and selling power to the product, one of which is by adding a whitening agent. So many cosmetic products are offered that provide benefits in the use needed by consumers, triggering producers to seize business opportunities to obtain maximum profits.

In determining purchasing decisions, consumers usually make perceptions of the goods to be purchased, for example the perception of the price of an item or service in making a purchase. Each individual's perception of an object will certainly vary. According to Schiffman and Wisenblit (2015) Price Perception is the customer's view of the value received from a purchase.

On the other hand, consumer purchasing decisions are also influenced by product differentiation. Product differentiation is a company's strategy to make its product different from competitors' products, where the value of the difference can be seen from the products and services of a company. Differentiating products, of course, has many aspects and characters to make products different from products produced by competitors so that they influence consumer purchasing decisions.

Likewise with Personal Selling, according to Ardianto (2015), Personal Selling is one of the variables in the marketing mix which is carried out orally to one or more prospective buyers which is carried out with the aim of creating a transaction. The advancement of technology and civilization today, consumer market tastes are increasingly advanced and consumers are increasingly critical day by day. They demand quality, service, speed, flexibility and competitive prices. So that today's entrepreneurs or producers tend to pay more attention to the interests of consumers in terms of marketing products.

In this study, the cosmetic manufacturers selected were cosmetic products from PT. Immortal Cosmedika Indonesia. In the midst of increasingly fierce competition in the cosmetic industry, PT. Immortal Cosmedika Indonesia has a strategy to maintain its existence.

PT Immortal Cosmedika Indonesia is trying to continuously improve and develop every aspect of its business. One of these aspects is promoting the product more broadly to areas targeted by the company, for example the Manado area. For the Manado area, the company has started to occupy its employees since 2006. First, in promoting immortal products, not many consumers know what these products are, so over time, Immortal employees have tried various steps to achieve the targets set, starting from promotions to doctors. as well as the existing pharmacies. Employees must also be aware of existing competitors, for example Wardah, Maybeline, Oriflame and other cosmetic products.

Based on table 1, sales data for January has the most withdrawals in 2021, while sales data for May has the least sales due to Covid-19. From year to year the level of product sales of PT Immortal Cosmedika Indonesia has increased, especially in the Manado area. And also for the price issue there are middle to lower and also middle to high. But there are several obstacles that affect the promotion carried out because there are some goods that are late to the consumer. This condition requires the distribution division of PT Immortal Cosmedika Indonesia to make improvements to the pre-delivery process in order to achieve the promised quality targets. The success of achieving these quality targets is very important for performance appraisal in the distribution department and maintaining the quality of service to customers (customer satisfaction).

Table 1. Buyers of PT. Immortal Cosmedika Indonesia 2021

No.	Month	Amount
1	January	25
2	February	15

3	March	10
4	April	10
5	May	8
6	June	15
7	July	10
8	August	13
9	September	10
10	October	15
11	November	15
12	December	10
Total		156

Source: PT Immortal Cosmedika Indonesia, 2021

In the Manado area, employees do not yet have an office. The Sulawesi regional branch office is located in Makassar. Usually there is a delay in the delivery of goods to consumers because they do not have stock in the Manado area. Especially during the pandemic, sales in Manado had dropped by more than 50%.

Based on the background above, the writer is interested in conducting research with the title "The Effect of Brand Image, Product Differentiation, Perceived Price and Personal Selling on Consumer Purchase Decisions on PT Immortal Cosmedika Indonesia Manado Area Products.

Research purposes

1. To analyze the influence of Brand Image, Product Differentiation, Perceived Price and Personal Selling simultaneously on Consumer Purchase Decisions on PT Immortal Cosmedika Indonesia Manado Area products?
2. To analyze the effect of Brand Image partially on Consumer Purchase Decisions on PT Immortal Cosmedika Indonesia Manado Area products?
3. To analyze the effect of Product Differentiation partially on Consumer Purchase Decisions on PT Immortal Cosmedika Indonesia Manado Area products
4. To analyze the influence of Price Perception partially on Consumer Purchase Decisions on PT Immortal Cosmedika Indonesia Manado Area products?
5. To analyze the influence of Personal Selling partially on Consumer Purchase Decisions on PT Immortal Cosmedika Indonesia Manado Area products?

LITERATURE REVIEW

Marketing Management Theory

According to Lancaster and Lester (2015) "marketing is one of the main activities that needs to be carried out by a company, be it a goods or service company, in an effort to maintain the viability of its business. This is because marketing is one of the company's activities, which directly relates to consumers. According to Kotler and Keller (2012) Marketing management is the art and science of choosing target markets to get, keep and grow customers by creating, delivering and communicating superior customer value.

The definitions stated above can be concluded in a scope of marketing management as a combination of science and art implementing every management function in terms of the exchange of goods and services products that are distributed by producers to group consumers in a satisfactory way.

Brand Image

According to Tingkir (2014) mentions brand image is a series of associations that exist in the minds of consumers for a brand, usually organized into a meaning. According to Kotler and Keller (2009), brand image is the process by which a person selects, organizes, and interprets information input to create a meaningful image. Kertajaya (2012) expressed his opinion that what is meant by brand image is the excitement of all associations related to a brand that already exist in the minds of consumers. According to Ratri (2012), brand image is an association of all available information about products, services and companies from the brand in question. This information is obtained in two ways, the first is through direct consumer experience, which consists of functional satisfaction and emotional satisfaction.

Product Differentiation

Product differentiation is the creation of a product or product image that is quite different from existing products with the intention of attracting consumers (Griffin 2011). Product Differentiation is an activity carried out by a company in producing and marketing a product that is different from competitors' offerings. The difference created has superior value and more benefits to meet customer needs.

Price Perception

Price is an amount of money (monetary unit) and / other aspects (non-monetary) that contain certain utilities / uses needed to obtain a service (Tjiptono, 2011). Pricing is a critical decision that supports the successful operation of both profit and non-profit organizations. If the price set by the company is right and in accordance with consumer purchasing power, then the selection of a particular product will be dropped on that product (Basu Swastha and Irawan, 2001).

Kotler and Keller (2009) explain that price is an element of the marketing mix that generates revenue, other elements generate costs. Companies usually develop pricing structures that reflect geographic variations in demand and costs, market segment needs, timing of purchases, order levels, delivery frequency, warranties, service contracts, and other factors. How consumers arrive at price perceptions is an important marketing priority.

According to Shichiffman and Kanuk (2012) perception is a process of an individual in selecting, organizing, and translating incoming information stimuli into an overall picture, price perception is how consumers see prices as high, low and fair prices. This has a strong influence both on purchase intention and satisfaction in purchasing.

Personal Selling

According to Sistaningrum (2012), is a form of personal promotion with oral presentations in a conversation with prospective buyers aimed at stimulating purchases. According to Kotler (2012) face-to-face selling (personal selling) is defined as follows: Personal selling is face to face interaction with one or more prospective purchases for the purpose of making presentations, answering questions, and procuring sales orders.

According to Shimp (2013) Personal selling is a form of person-to-person communication in which a salesperson or salesperson deals with prospective buyers and tries to influence them to buy the company's products or services. Meanwhile, according to Ardianto (2015), face-to-face selling is one of the variables in the marketing mix which is carried out verbally to one or more

prospective buyers with the aim of creating a transaction. In face-to-face sales, the promotion tool is human and this is very important for companies to offer their products.

Consumer Purchase Decision

Assauri (2013) states that purchasing decisions are a process of making decisions about purchases that include determining what to buy or not to make purchases and the decision is obtained from previous activities. Nickels et al, (2009), the consumer decision-making process is that there are many influences on consumers when they decide on the goods and services to be purchased.

The process of making consumer buying decisions includes five stages, namely problem recognition, information search, evaluation of alternatives, purchase decisions and post-purchase behavior. Kotler and Keller (2009) define the buying decision-making process as having a five-stage model, namely problem recognition, information search, evaluation of alternatives, purchase decisions and post-purchase behavior.

Previous Research

Julia and Gen (2018), conducted a study entitled Difference in Beauty Products. The main goal of product differentiation is to create customers. In terms of creating customers, the company needs to analyze the customer value of the product. Customer value is the combination of quality, service and price of a product offering. The results of the study show that currently many companies are merging or merging because they are unable to control the market and lose the competition. In facing competition, each brand needs to create superiority from its products and continue to innovate to win the competition.

Rosa and Suci (2019), conducted research entitled The Influence of Product Quality and Brand Image on Purchasing Decisions for Wardah Cosmetics Pt Paragon Tehnology And Innovation. The purpose of this study was to determine the effect of product quality and brand image on purchasing decisions for Wardah cosmetics at PT. Paragon Technology and Innovation simultaneously. The results showed that Product Quality and Brand Image had a positive and significant simultaneous effect on Wardah Cosmetics Purchasing Decisions.

Saktiana and Miftahuddin (2020), conducted research entitled The Influence of Consumer Attitudes, Perceived Prices and Perceived Risk on Purchase Decisions for Cosmetics Labeled Halal (Studies on Consumers Using Cosmetics with Halal Labels in Purwokerto). This study aims to determine the effect of Consumer Attitudes, Perceived Prices and Perceived Risk On Purchasing Decisions. The results of the study show that the simultaneous test (F test) of Consumer Attitudes, Perceived Price and Perceived Risk simultaneously has a significant effect on purchasing decisions, while the partial test (t test) obtained that Consumer Attitude has a significant negative effect on purchasing decisions, Perceived Prices and Perceived Each risk has a significant positive effect on purchasing decisions.

Ulfa (2017), conducted research entitled The Influence of Product Differentiation, Brand Image and Advertising Attractiveness on Purchasing Decisions of Wardah Cosmetics at Centro Ambarrukmo Plaza Yogyakarta. Purpose of this Research to determine the effect of product differentiation, brand image and advertising attractiveness on purchasing decisions of wardah cosmetics at Centro Ambarrukmo Plaza Yogyakarta simultaneously and partially. The results of the study concluded that partially product differentiation has a positive effect on purchasing decisions. Brand image has a positive effect on purchasing decisions and advertising attractiveness has a positive effect on purchasing decisions. While simultaneously product differentiation, brand

image and advertising attractiveness are able to show their influence together on purchasing decisions.

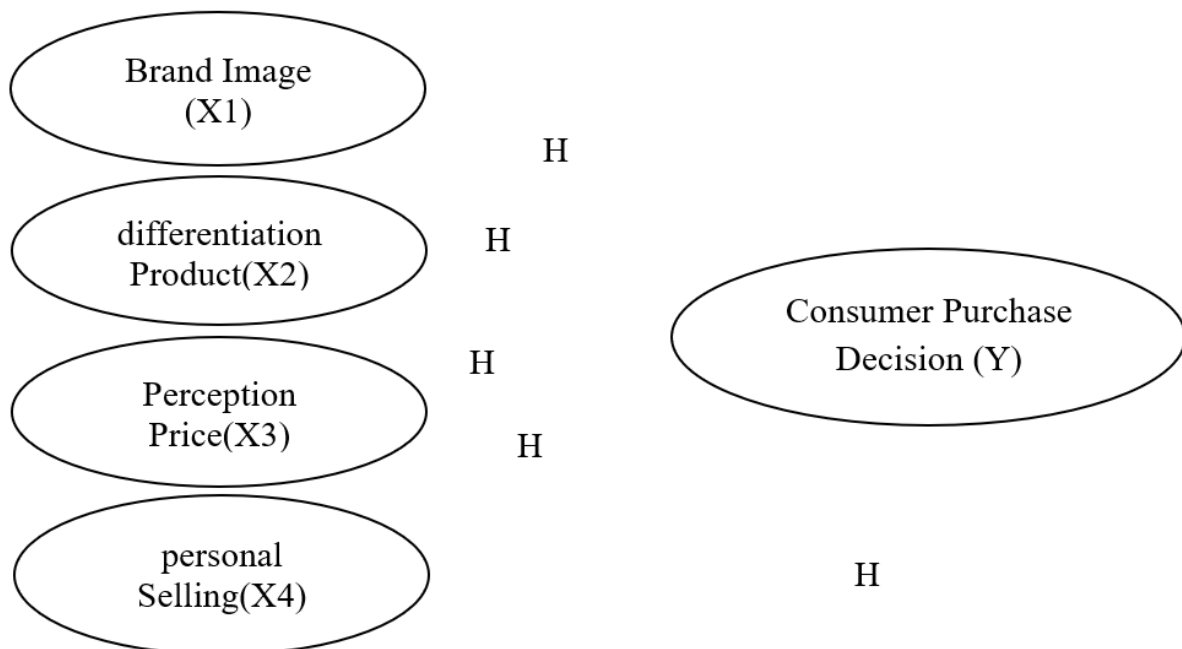
Artini, Astrama and Premayani (2021), conducted a study entitled The Effect of Brand Image, Price and Personal Selling on Purchase Decisions for Oriflame Brand Products. The purpose of this study was to determine the effect of Brand Image, Price, and Personal Selling on Purchase Decisions for Oriflame Brand Products in Denpasar City. The results showed that brand image had a significant positive effect on purchasing decisions, price had a significant positive effect on purchasing decisions, personal selling had a significant positive effect on purchasing decisions, and simultaneously brand image, price, and personal selling had a significant effect on purchasing decisions.

Agustine, Astuti and Sembiring (2021), conducted research entitled The Role of Brand Image and Price in Purchase Decisions for Creative Domain Services in Jabodetabek. This study aims to determine the effect of brand image and price on purchasing decisions for creative services in Jabodetabek. The results of the analysis of the data obtained in this study are that brand image influences purchasing decisions, prices affect purchasing decisions. Simultaneously, brand image and price influence purchasing decisions.

Kasmiri and Dini (2021), conducted research entitled The Decision to Purchase Wardah Cosmetic Products in Suryakencana University Students and the Factors That Influence It. This research will focus on consumer purchasing decisions and the factors that influence them, namely product quality and price. The results of the study show that product quality and price level partially have a significant effect on the decision to purchase Wardah cosmetic products. Then, the two factors studied simultaneously (simultaneously) also significantly influence the decision to purchase wardah cosmetic products.

MODEL AND RESEARCH HYPOTHESIS

Figure 3.2 Research Model



Source: Data Processed by Researchers, 2021

Based on the picture of the research model above, the hypothesis is formulated as follows:

H1: Allegedly Brand Image, Product Differentiation, Perceived Price and Personal Selling have a positive and significant effect on Consumer Purchase Decisions on PT. Immortal Cosmedika Indonesia Area Manado.

H2: It is suspected that Brand Image has a positive and significant effect on Consumer Purchase Decisions on PT. Immortal Cosmedika Indonesia Area Manado.

H3: Allegedly Product Differentiation has a positive and significant effect on Consumer Purchase Decisions on Consumer Purchase Decisions on PT. Immortal Cosmedika Indonesia Area Manado.

H4: Allegedly Price Perception has a positive and significant effect on Consumer Purchase Decisions on Consumer Purchase Decisions on PT. Immortal Cosmedika Indonesia Area Manado.

H5: It is suspected that Personal Selling has a positive and significant effect on Consumer Purchase Decisions on PT. Immortal Cosmedika Indonesia Area Manado.

RESEARCH METHODS

Types of research

The type of research that will be used is quantitative analysis (data in the form of numbers) with multiple regression methods. Associative research is research that aims to determine the relationship between two or more variables. This research has the highest level when compared to descriptive and comparative research with this research so that a theory can be built that can function to explain, predict, and control a phenomenon.

Location and Time of Research

This research took place in Manado City, North Sulawesi Province. This research was conducted for 1 month (April 2023).

Method of collecting data

The data in this study were obtained directly through questionnaires, interviews and literature study by reading and studying various literature related to the research being conducted.

Population and Sample

Population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono, 2007). According to Sekaran and Bougie (2017) population is defined as a group of people, events, or interesting things where the researcher wants to form an opinion (based on sample statistics). Based on the definition above, the population in this study is consumers who have used products from PT Immortal Cosmedika Indonesia Area Manado.

The sample according to Sugiyono (2007) is part of the number and characteristics possessed by the population. The required sample size is largely determined by the degree of accuracy required by the researcher in estimating the population mean from his sample observations. The sample is part of the number and characteristics possessed by the population (Sugiyono, 2010). According to Sekaran (2010) provides a general reference for determining sample size: A sample size of more than 30 and less than 500 is appropriate for most studies, if the sample is broken down into subsamples (male/female, junior/senior, and so on), the minimum sample size 30 for each category is appropriate, in a multivariate study (including multiple regression analysis), the sample size should be 10x larger than the number of variables in the study. Based on the theory above, the research sample obtained at an interval of 1 month is 112 samples.

RESEARCH RESULTS AND DISCUSSION

Research result

Validity and Reliability Test

The instrument used in this research is a questionnaire. Whether the data is valid or not, the research instrument must be tested first using validity and reliability tests. Test the validity of using the correlation coefficient *pearson*. If the correlation value is above 0.3 or has two asterisks indicating the instrument used is valid. The reliability test uses Cronbach's alpha coefficient. If the alpha value is above 0.6 it indicates that the instrument used is reliable (Table 2).

Table 2. Validity and Reliability test

Variable	Items	R	r Table	Status	Croncbach Alpha
X1 = Brand Image	X1.1	0.800	0.000	<i>Valid</i>	0.824
	X1.2	0.674	0.000	<i>Valid</i>	
	X1.3	0.612	0.000	<i>Valid</i>	
	X1.4	0.782			
X2 = Product Differentiation	X2.1	0.819	0.000	<i>Valid</i>	0849
	X2.2	0.551	0.000	<i>Valid</i>	
	X2.3	0.803	0.000	<i>Valid</i>	
	X2.4	0.776	0.000	<i>Valid</i>	
	X2.5	0.763	0.000	<i>Valid</i>	
	X2.6	0.421	0.000	<i>Valid</i>	
	X2.7	0.652	0.000	<i>Valid</i>	
	X2.8	0.748	0.000	<i>Valid</i>	
X3 = Perceived Price	X3.1	0.763	0.000	<i>Valid</i>	0.789
	X3.2	0.797	0.000	<i>Valid</i>	
	X3.3	0.786	0.000	<i>Valid</i>	
	X3.4	0.715	0.000	<i>Valid</i>	
X4 = Personal Selling	X4.1	0.753	0.000	<i>Valid</i>	0.801
	X4.2	0.796	0.000	<i>Valid</i>	
	X4.3	0.758	0.000	<i>Valid</i>	
	X4.4	0.734	0.000	<i>Valid</i>	
Y = Purchase Decision	Y. 1	0.717	0.000	<i>Valid</i>	0.724
	Y.2	0.679	0.000	<i>Valid</i>	
	Y.3	0.723	0.000	<i>Valid</i>	
	Y.4	0.711	0.000	<i>Valid</i>	

Source: Processed Data, 2023.

Based on the data from the above test results on the variables Brand Image, Product Differentiation, Perceived Price and Personal Selling concluded to be Valid and Reliable.

Classic assumption test

Multicollinearity Test

Multicollinearity test was conducted to determine the magnitude of the intercorrelation between the independent variables in this study. If there is a correlation, then it is called a multicollinearity problem. To detect whether there is multicollinearity, it can be seen in the value *tolerance* and VIF. If the tolerance value is above 0.1 and the VIF value is below 10, multicollinearity does not occur. The results of the multicollinearity test for the regression model in this study are presented in the table below:

Table 3. Multicollinearity Test

<i>Model</i>	<i>Collinearity Statistics</i>	
	<i>tolerance</i>	<i>VIF</i>
1 (Constant)		
Brand Image	.536	1,864
Product Differentiation	.536	1,864
Price Perception	.386	2,590
<i>Personal Selling</i>	.414	2,415

a. Dependent Variable: Revisit_Intention

Source: processed data, 2023.

From the table above it can be seen that the Tolerance values of all dimensions, namely Brand Image, Product Differentiation, Perceived Price and Personal Selling > 0.10 and VIF < 10, it can be concluded that in the regression model there is no multicollinearity. has a tolerance value above 0.1 and a VIF value below 10, so it can be concluded that the regression model in this study did not occur multicollinearity.

Heteroscedasticity Test

Heteroscedasticity testing aims to test whether there is inequality in the regression model *variances* from the residual of one observation to another observation.

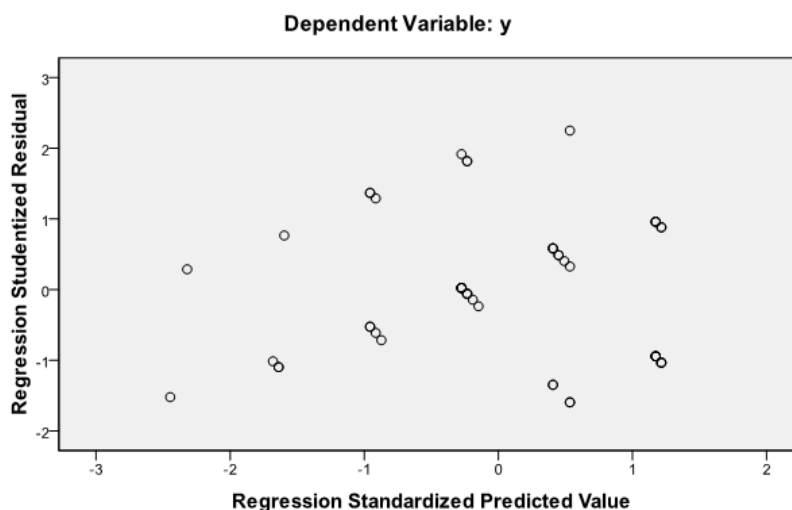


Figure 1. Scatterplots

Source: Processed Data, 2023.

From the Scatterplot graph shown for the heteroscedasticity test, it shows that the points spread randomly and no clear patterns are formed and in the distribution the points spread below and above the number 0 on the Y axis. This indicates that there is no heteroscedasticity in the regression model. so that the regression model is feasible to use to predict the Purchasing Decision variable (Y).

Normality test

Normality test is conducted to find out whether a regression model, independent variable, dependent variable, or both have a normal distribution or not. The normality test can be carried out through a graphical approach (histogram and P-Plot). The normality test aims to test whether in the regression model, the independent variables have a normal distribution. If this assumption is violated, the statistical test becomes invalid, especially for small samples. A good regression model, is to have a normal data distribution or close to normal. The normality test was carried out through a graphical approach (histogram and P-Plot) the results are as follows:

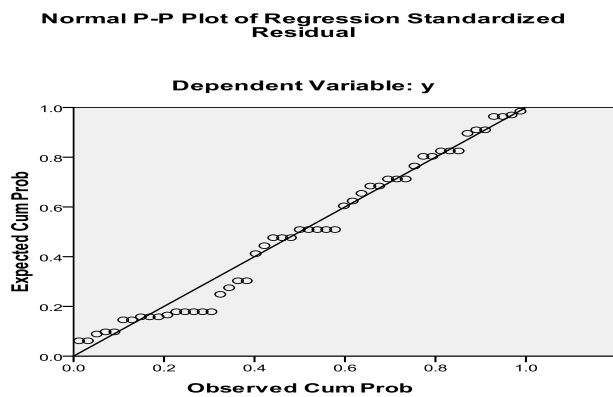


Figure 2. Normality Test

Source: Processed Data, 2023.

From the picture above, it shows that the Normal P-Plot of Regression Standardized Residual graph describes the distribution of data around the diagonal line and the distribution follows the direction of the diagonal line of the graph, so the regression model used in this study fulfills the normality assumption.

Multiple Linear Regression Analysis

Table 4. Multiple Regression Results

Model Variables	Regression Coefficient	Standard Std. Error	Beta Probability
Brand Image (X1)	.857	.074	.923
Product Differentiation (X2)	.050	.044	.578
Price Perception (X3)	.287	.126	.290
Personal Selling(X4)	.661	.124	.621
Constant :	3,229		
Correlation coefficient :	1,864		
Number of Samples N :	112		

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The regression equation $Y = 3.229 + 0.857 X1 + 0.050 X2 + 0.287 X3 + 0.661 X4 + e$ illustrates that the independent variables (independent) Brand Image (X1), and Product Differentiation (X2), Perceived Price (X3) and Personal Selling (X4) in the regression model it can be stated that if one independent variable changes by 1 (one) and the other is constant, then the change in the dependent variable (Y) is equal to the value of the coefficient (b) of the value of the independent variable.

Hypothesis Testing

Correlation Test Between Variables

The magnitude of the correlation of Brand Image (X1), Product Differentiation (X2), Perceived Price (X3) and Personal Selling (X4) variables on the Purchase Decision variable (Y) can be seen in table 5.6 below:

Table 5. Correlations Analysis

		Buying decision	Brand Image	Product Differentiation	Price Perception	Personal Selling
<i>Pearson Correlation</i>	Buying decision	1,000	.689	.723	.680	.620
	Brand Image	.689	1,000	.619	.653	.711
	Product Differentiation	.723	.619	1,000	.548	.701
	Price Perception	.680	.653	.548	1,000	.635
	<i>Personal Selling</i>	.620	.711	.701	.635	1,000
<i>Sig. (1-tailed)</i>	Buying decision	.000	.000	.000	.000	.000
	Brand Image	.000	.	.000	.000	.000
	Product Differentiation	.000	.000	.	.000	.000
	Price Perception	.000	.000	.000	.000	.000
	<i>Personal Selling</i>	.000	.000	.000	.000	.000
N	Buying decision	112	112	112	112	112
	Brand Image	112	112	112	112	112
	Product Differentiation	112	112	112	112	112

	Price Perception	112	112	112	112	112
	Personal Selling	112	112	112	112	112

Correlation is significant at the 0.01 level (1-tailed).

Source: Processed Data, 2023

Thus the correlation between the variables Brand Image (X1), Product Differentiation (X2), Perceived Price (X3), Personal Selling (X4) Purchase Decision (Y) is in the category of strong correlation: ranging from $>0.5 - 0.75$. Variables X1, X2, X3 X4 and Y have unidirectional coefficient significance (positive correlation coefficient) and significant (sig number <0.05).

Statistical t-test (Partial Test)

The t test is used to determine whether there is a partial influence of the independent variable on the dependent variable. as the calculated t value which will be compared with the t table value. If the calculated t value exceeds the t table value, it can be concluded that the independent variables analyzed partially have a significant effect on the contract preparation process, whereas if the calculated t value is less than the t table value, it can be concluded that the independent variables analyzed have no significant effect on contract preparation process. The calculated t value of the results of the regression analysis can be seen from the coefficient table.

Table 6. T test

Model		Q	Sig.
1	(Constant)	3.306	.000
	Brand Image	9,623	.000
	Product Differentiation	.561	.578
	Price Perception	2,322	0.24
	Personal Selling	5,243	.000

Source: Processed Data,, 2023.

From the results of the t test in the table above, it can be seen that Significant Brand Image (X1) p-value = $9,623 > 2,008$, it can be concluded that H_a is accepted and rejects H_0 or Brand Image (X1) has a significant effect on Purchase Decision (Y). From the results of the t test in the table above it can be seen that Product Differentiation (X2) has a significance p-value = $0.561 < 2.008$, it can be concluded that H_a is accepted and rejects H_0 or Product Differentiation (X2) has no positive effect on Purchase Decision (Y). the results of the t test in the table above can be seen that Perceived Price significance (X3) p-value = $2.322 > 2.008$, it can be concluded that H_a is accepted and rejects H_0 or Perceived Price (X3) has a significant effect on Purchase Decision (Y).

Test F-test Statistics

Table 7. F test

ANOVAa						
Model		Sum of Squares	Df	MeanSquare	F	Sig.
1	Regression	521,903	3	173,968	37,063	.000b
	residual	450,607	96	4,694		
	Total	972510	99			

Source: Processed Data, 2023

The F test is used to determine whether there is a simultaneous influence of the independent variables on the dependent variable. To test the effect of the independent variable on the dependent variable simultaneously or simultaneously, the F test is used. The table above shows the calculated F value of 37,063 with a significance of 0.000, because the significance is less than 0.05 ($0.000 < 0.05$) and F count greater than F table ($37.063 > 2.70$), then Brand Image, Product Differentiation, Perceived Price and Personal Selling simultaneously have a significant effect on Purchase Decision.

Analysis of the Coefficient of Determination (R²)

The coefficient of determination explains the magnitude of the contribution made by each independent variable to the dependent variable. To find out the magnitude of the coefficient of determination of the independent variables in a regression model, one can look at the R square value contained in the model summary table. The following is a model summary table of the results of the regression analysis.

Table 8. Model Summary b

Model	R	R Square	Adjusted R Square	std. Error of the Estimate	Durbin-Watson
1	.892a	.796	.787	.539	1,756

a. Predictors: (Constant), Brand Image, Product Differentiation, Perceived Price, Personal Selling

b. Dependent Variable: Revisit_Intention

Source: Processed Data, 2023.

The R Square number (coefficient of determination) is 0.796. This means that 79.6% of the magnitude of the influence, while the remaining 20.4% ($100\% - 79.6\%$) is caused by other factors outside the variables Brand Image, Product Differentiation, Perceived Price, Personal Selling.

Discussion

Influence of Brand Image, Product Differentiation, Perceived Price, Personal Selling Against Purchasing Decisions

It can be seen that the results of the Simultaneous F test the calculated F value is 37,063 with a significance of 0.000, because the significance is less than 0.05 ($0.000 < 0.05$) and the calculated F is greater than the F table ($37,063 > 2.70$, the test results show that brand image, product differentiation, perception Price and Personal Selling Personal Selling has a Significant Positive Effect Simultaneously or together on Purchasing Decisions, This is because the better the Brand Image, Product Differentiation, Perceived Price and Personal Selling Personal Selling, the purchasing decision will increase.

The Effect of Brand Image on Purchasing Decisions

Based on the results of the Partial T Test, it shows a significant value (X1) p-value = $9,623 > 2,008$, then Test results show that Brand Image has a significant effect on Purchase Decision, so that Ho which reads that there is no significant influence between the Brand Image dimension (X1) on the Purchase Decision variable (Y) is rejected. So partially the brand image dimension (X1) has a significant effect on purchasing decisions (Y). For every change from the Brand Image, the indicators will affect the Purchase Decision. Brand image is a representation of the overall perception of the brand and is formed from information and past experiences with the brand. Brand image is related to attitudes in the form of beliefs and preferences for a brand.

Effect of Product Differentiation on Purchasing Decisions

From the results of the t test in the table above it can be seen that Product Differentiation (X2) has a significance p-value = 0.561 < 2.008, then Test results show that product differentiation has no positive effect on purchasing decisions. so that H_a which reads there is no significant effect between the dimensions of Product Differentiation (X2) on the Purchase Decision variable (Y). So partially Product Differentiation (X2) has no positive effect on Purchase Decision (Y). For any changes from Product Differentiation that will only affect Purchase Decisions, which means Purchase Decisions will increase by assuming other independent variables ($X_2 = 0$) or *Ceteris Paribus*. Product differentiation is a company's attempt to differentiate its product from competitors' products in a trait that makes it more desirable. Some products are differentiated by competitors by their quality.

The Effect of Perceived Price on Purchasing Decisions

It can be seen that the perceived price is significant (X3) p-value = 2,322 > 2,008. The test results show that the perceived price has a significant effect on the purchase decision, so that the H_0 reads that there is no significant effect between the dimensions of price perception (X3) on the variable purchase decision. (Y) rejected. So partially the perceived price dimension (X3) has a significant effect on purchasing decisions (Y). For any changes in Price Perceptions whose indicators will affect Purchase Decisions. Price Perception is how consumers see prices as high, low and fair prices. This has a strong influence both on Purchasing Decisions. Price perception is related to how price information is fully understood and gives deep meaning to consumers.

The Effect of Personal Selling on Purchasing Decisions

It can be seen that Personal Selling is significant (X4) p-value = 5.243 > 2.008, Test results show that Personal Selling has a significant effect on Purchase Decisions, so that H_0 which reads there is no significant influence between Personal Selling dimensions (X4) on Purchasing Decision variables (Y) rejected. So partially the Personal Selling dimension (X4) has a significant effect on Purchase Decision (Y). For any changes from Personal Selling whose indicators will affect Purchase Decisions. Personal selling is sales promotion that is carried out in two directions and is considered more effective in marketing products, because the ultimate goal in a promotion is to make sales.

CLOSING

Conclusion

From the results of the research, it can be concluded as follows:

1. Variable Brand Image, Product Differentiation, Perceived Price and Personal Selling simultaneously or Simultaneously have a positive and significant effect on Purchasing Decisions at PT. Immortal Cosmedika.
2. Brand Image Variable has a positive and significant effect on Purchasing Decisions at PT. Immortal Cosmedika.
3. Product Differentiation Variable Has No Positive and Significant Influence on Purchasing Decisions at PT. Immortal Cosmedika.
4. Price Perceived Variable has a positive and significant effect on Purchasing Decisions at PT. Immortal Cosmedika.

5. Personal Selling Variables have a positive and significant effect on Purchasing Decisions at PT. Immortal Cosmedika.

Suggestion

Based on the results of the discussion in this study, the authors provide the following suggestions:

1. To improve purchasing decisions for existing products at PT. Immortal Cosmedika should further improve product differentiation.

2. PT. Immortal Cosmedika can apply Product Differentiation, so that the company underway has product advantages compared to other cosmetic companies through the company's efforts to create product prices that are cheaper and can compete with prices offered by other competitors.

3. PT. Immortal Cosmedika should realize product excellence that is able to describe the appearance and feeling of the product for buyers, especially if the product is able to give a distinct impression when using it and will have an impact on their lifestyle

4. For future researchers who want to research similar objects, it is suggested that they can develop this research by adding variables, or examining other variables related to purchasing decisions that have not been studied.

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