

# **INTENSITY OF REPURCHASE OF MADAM GIE COSMETIC PRODUCTS BASED ON CONSUMER PERSPECTIVE (ESPECIALLY BEAUTY VLOGGER IN BANDUNG CITY)**

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## **Abstract**

*Cosmetics is one of the most important needs for womens in Indonesia, especially in the city of Bandung. With the development of time, the use of cosmetic products tends to increase. One of the most popular cosmetic brands for Indonesian women is Madam Gie Cosmetics. This study aims to determine what factors influence consumers' decisions to buy Madam Gie's cosmetic products. Determining the number of samples in this study using the Accidental Quota Sampling method so that 75 respondents were obtained, mostly consisting of teenagers/students while the rest were entrepreneurs and influencers. For processing and analyzing data in this study, using SPSS 20 as software to process data. The data obtained is by using a random sampling technique, then an analysis of the data obtained with qualitative data is carried out. Quantitative analysis includes: Multiple regression analysis, hypothesis testing through t test, and simultaneous hypothesis testing. Based on the results of the study it can be concluded that the price variable has a positive influence, means Price has no significant effect on the repurchase intention of Madam Gie's cosmetic products. On the other hand, product quality has an influence on repurchase intention. Affect positively and influential means product quality has a significant effect on repurchase intention.*

*Keywords: Price, Quality of Product, Repurchase Intention*

## **RESEARCH BACKGROUND**

With the development of science and technology, the needs and desires of consumers also develop. To be able to know the needs and desires of consumers, companies need to understand consumer behavior. According to Kotler and Keller (2016: 181) Consumer behavior describes a continuous process, starting from when consumers have not made a purchase, when making a purchase, and after the purchase occurs so that the relationship between one stage and another describes the approach to the decision-making process by consumers.

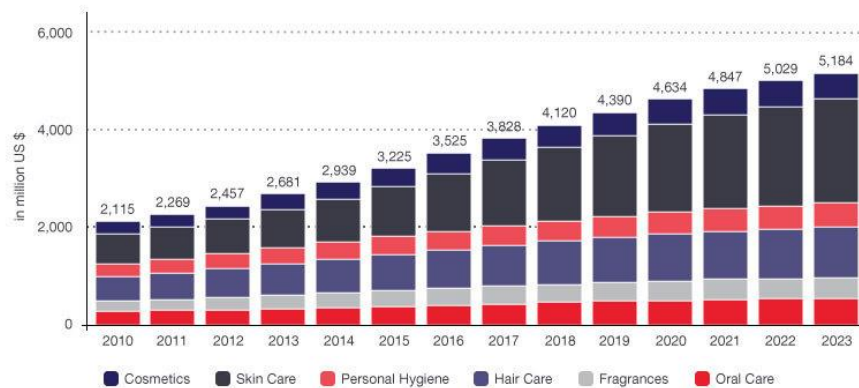
The behavior pattern of today's society is also influenced by the life of modern society towards purchasing. Modern life is often followed by a lifestyle that always follows the times or trends. In these conditions, the decision to choose a brand is in a modern lifestyle, so that the desire to buy a product also colors a person's consumption pattern. According to Aaker (2018: 9) Brand is a distinguishing name and/or symbol (such as a logo, stamp, or packaging) with the intention of identifying the goods or services of a particular seller or group of sellers, thereby making it easier to differentiate goods and services from competitors. These brands compete in the minds of consumers to be the best. An established brand is usually used as a symbol as a successful product, so that brand equity also affects the emotional condition of consumers. Although there are many similar products circulating in the market, especially competing products, it will all depend on the consumer's equity in

the brand. This means that if consumers understand correctly about the brand they believe in, then the brand personality in the minds of consumers becomes stronger. Brand equity is a consumer's total perception of a brand that can be formed through information either from friends' opinions or their own experiences. This means that if consumers understand correctly about the brand they believe in, then the brand personality in the minds of consumers becomes stronger. Brand equity is a consumer's total perception of a brand that can be formed through information either from friends' opinions or their own experiences. This means that if consumers understand correctly about the brand they believe in, then the brand personality in the minds of consumers becomes stronger. Brand equity is a consumer's total perception of a brand that can be formed through information either from friends' opinions or their own experiences. If consumers have a good perception of the brand, it can influence the formation of product choices to be purchased, which in turn will form a positive attitude which in turn will influence purchasing decisions.

This consumer desire should be captured by producers as much as possible to be used as a reference to always improve their products or issue new products. At this time, business people are competing to create products. Among other beauty products or can be called cosmetics. Cosmetics is a product that offers the needs and desires of consumers to look beautiful and attractive. Someone buying cosmetics means that consumers are indirectly buying beauty as well. Each cosmetic has different uses and benefits in meeting the needs and desires of consumers. Therefore, consumers are required to always be careful in choosing cosmetics in order to get maximum satisfaction.

In Indonesia, the cosmetic business is growing from time to time. Local cosmetics in Indonesia are increasingly emerging and beauty-conscious women are choosing products according to what they want and need. The total female population of 133.54 million people makes Indonesia a very promising market for cosmetic companies. The products offered also vary from skincare, bodycare, to makeup. Based on data from the Ministry of Industry, the domestic cosmetic market in 2018 rose 20% or four times the national economic growth in 2017. The trend for the cosmetic market growth continues to this day, which last year grew 9% compared to the same period the previous year. Unfortunately, the increase was not fully enjoyed by local producers. Meanwhile, the Central Statistics Agency released data on the import value of cosmetics and toilet equipment, including beauty equipment, skin-care, manicure/pedicure, up to US\$22.674 million (exchange rate of Rp. 14,500 = around Rp. 3.29 trillion). This can be seen in table 1.1 below:

**TABLE 1.1**  
**Prediction of Growth in Cosmetics Market Value in [Indonesia 2010-2023](#)**



Source: <https://technobusiness.id/insight/spire-insight/2020/10/30/spire-insight-potensi-pasar-kosmetik-indonesia/>

Based on table 1.1, it can be seen that this amount increased by almost 30% compared to the value of cosmetic imports in 2016 which recorded a figure of US\$175.48 million (Rp2.54 trillion). The Central Statistics Agency said that the import value of beauty products, including cosmetics, care products, and soaps, for the January-July 2018 period reached US\$431.2 million, an increase of 31.7% compared to the previous year. The results of the analysis conducted by Worldpanel Indonesia show that the loyalty of Indonesian consumers is low. Opportunities to switch brands for better products tend to be higher than the percentage to be loyal to a particular brand.

The behavior of the cosmetic market that likes to change brands (brand switching) is driven by at least 88% of consumers in Indonesia who prefer to experiment with different brands for the same product. The occurrence of brand switching is supported by the globalization of information networks, so that catalogs or information on an item can be obtained easily, both from mass media and electronic advertisements as well as the internet. Cosmetics in Indonesia which is experiencing an increase in encouraging companies to compete in creating products with the advantages possessed by the company to attract consumers. Not inferior to foreign brands, this local brand has a wide variety of cosmetic choices. This can be seen in table 1.2 below:

**TABLE 1.2**  
**Local Make Up Brands in Indonesia**

<b>Brand</b>	<b>Since</b>
<b>Viva Cosmetics</b>	<b>1962</b>
<b>Inez Cosmetics</b>	<b>1998</b>
<b>Pixy Cosmetics</b>	<b>1969</b>
<b>Emina Cosmetics</b>	<b>2015</b>
<b>Purbasari</b>	<b>1993</b>
<b>Mizzu Cosmetics</b>	<b>2012</b>
<b>YOU</b>	<b>2018</b>
<b>Madam Gie Cosmetics</b>	<b>2018</b>

One of the cosmetic brands favored by Indonesian women is Madam Gie Cosmetics, which is a product issued by the artist Gisella Anastasia. Madame Gie is a cosmetic product that provides a wide range of the best products for all people. This product is in demand by makeup lovers because of its affordable price. Although the price is affordable, Madam Gie's product has been registered with BPOM. So it is certain that this product is safe to use. This brand is different from other artists' cosmetics, which are usually priced at the upper middle class. Currently, Madam Gie is claimed as a local cosmetic brand with the most types of products. Its reach is wide because it can be found in e-commerce, cosmetic stores and drug stores. Madam Gie also received good testimonials from the public, for example a beauty vlogger named Tasya Farasya. In her youtube video, Tasya tests Madam Gie's products in terms of the durability of the make-up she uses. And the results are very satisfying because the products are considered inexpensive, but the durability of the makeup is comparable to international brands.

## **LITERATURE REVIEW**

### **Price**

Price is something that has a nominal or monetary value that must be given to the seller for offering products or services purchased by consumers. According to Kotler and Keller in Herviana and Anik, (2018), argues that price is the amount of money billed to get a product or service, and can be stated with another explanation that price is the sum of all values provided by the seller for customers to benefit and benefit. from the seller or use a product or service that has been received from the

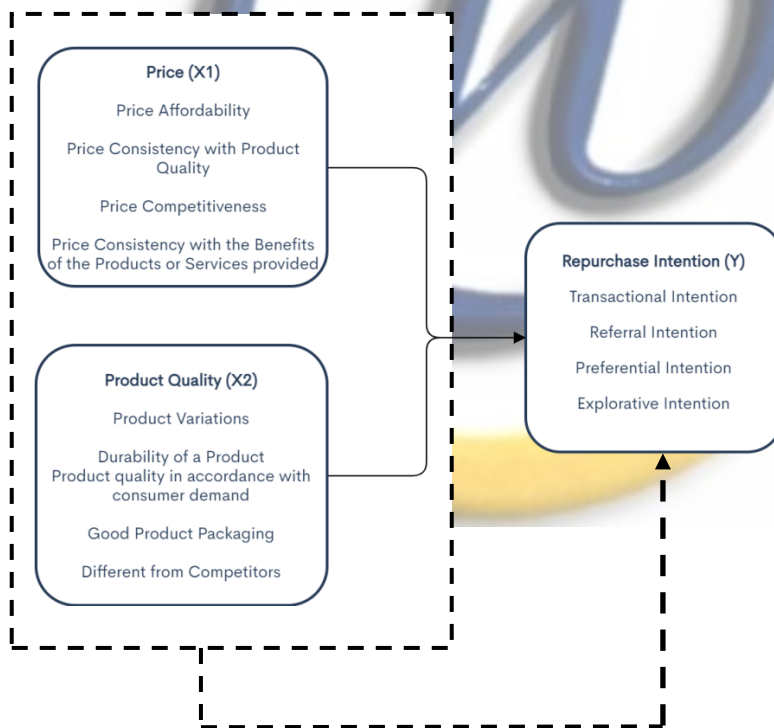
exchange of prices with products or services. Prices have several indicators, namely price affordability, price consistency with product quality, price competitiveness, and price consistency with the benefits of the product or service provided.

### Product quality

According to Kotler (2019), states product quality as a complete feature that has the characteristics of a product or service in accordance with the needs that consumers are looking for. Product quality is knowledge about the value of a product or service that can distinguish the products of one company from another. The value of the product or service provided, the buyer can focus on several products and can attract buyers from competitors with the products offered by the seller by offering the best quality, performance, and innovation from the quality of the products sold. (Lupiyoadi and Hamdani, 2019). There are five indicators according to (Gito Sudarma, 2018) namely the large variety of products offered, the durability of a product, product quality in accordance with consumer demand, good and attractive product packaging,

### Repurchase Intention

The repurchase intention is an individual's consideration to repurchase the appointed service from the same company, taking into account the current situation and circumstances that may occur (Heller et al. in Bhasyar, 2016). According to Ferdinand in Ain and Ratnasari (2015), repurchase intentions can be measured through several dimensions, namely transactional intentions, referential intentions, preferential intentions and exploratory intentions.



**Figure 2.1**  
**Research paradigm**

### Hypothesis

1. H1 : Price has a partial effect on the repurchase intention of Madam Gie's cosmetic products.
2. H2 : Product quality has a partial effect on the repurchase intention of Madam Gie's cosmetic products.
3. H3 : Price and Product Quality have a simultaneous effect on the repurchase intention of Madam Gie's cosmetic products.

### RESEARCH METHODOLOGY

The method used in this research is descriptive and verification method. The descriptive method aims to make a systematic, actual and accurate description of the facts, characteristics and influences between the phenomena studied. While the verification method is used to re-examine the results of previous studies with the aim of verifying the truth of the research results. According to Sugiyono (2019:126) population is a generalization area consisting of: objects or subjects that have certain quantities and characteristics set by researchers to be studied and then drawn conclusions. According to Sugiyono (2019:127) the sample is part of the number and characteristics possessed by the population. The population of respondents in this study were mostly teenagers/students while the rest consisted of entrepreneurs and influencers, with the technique of determining the number of samples using the Accidental Quota Sampling method which obtained 75 respondents while the data collection technique used the random sampling method.

### Respondent Profile

**Table 3.1**  
**Respondents By Gender**

Question	Answer	Amount	%
Gender	Woman	60	80%
	Man	15	20%
	<b>Total</b>	<b>75</b>	<b>100%</b>

The table above describes the results of respondents based on gender with a total of 75 respondents studied, 60 people (80%) of whom are women who use Madam Gie products and 15 people (20%) of whom are men who use Madam Gie products. This can be said to be reasonable because women are more interested and want to try new products from a product.

**Table 3.2**  
**Respondents by Age**

Question	Answer	Amount	%
Age	15-20 years	25	0.3333
	21-25 years old	35	0.4667
	26- 35 years old	15	0.2000
	<b>Total</b>	<b>75</b>	<b>100%</b>

The table above describes the results of respondents based on age, with a total of 75 respondents being studied. Most of the respondents aged 21-25 years were 35 people (46.67%), the second highest frequency was 15-20 years old as many as 25 people (33.33%), and the respondents were at least 26-30 years old as many as 15 people (20 %). This can be said to be reasonable because at the age of 21-25 years is the age level where women feel they want to beautify themselves using make-up.

**Table 3.3**  
**Respondents by Occupation**

Question	Answer	Amount	%
Work	Student	10	0.1333
	Entrepreneur	20	0.2667
	Influencer	45	0.6000
	<b>Total</b>	<b>75</b>	<b>100%</b>

The table above describes the results of respondents based on age, with a total of 75 respondents being studied. Most of the respondents worked as an Influencer is 45 people (60%), the second highest frequency worked as entrepreneurs is 20 people (26.67%), and the least respondents as a students is 10 people (13.33%). This can be said to be reasonable because it is for students because basically Madam Gie's product segmentation is intended for students.

**Table 3.4**  
**Respondents Based on Income**

Question	Answer	Amount	%
Income	less than IDR 2,000,000	10	0.4667
	IDR 2,000,000 - 6,000,000	25	0.3333
	IDR 6,000,000 - 10,000,000	35	0.1333
	More than IDR 10,000,000,-	5	0.0667
	<b>Total</b>	<b>75</b>	<b>100%</b>

The table above describes the results of respondents based on income, with a total of 75 respondents being studied. Most respondents earn less than Rp 2,000,000 as many as 10 people (46.67%), the second highest frequency earns Rp 2,000,000 – 6,000,000 as many as 25 people (33.33%), the third highest frequency earns Rp 6,000,000 – 10,000,000 as many as 35 people (13.33%), and the respondent at least earning more than Rp. 10,000,000 as many as 5 people (06.67%). This can be said to be reasonable because the selling price of Madam Gie's products is affordable and most consumers with high income prefer to buy this product.

**Table 3.5**  
**Respondents Based on Purchase Frequency**

Question	Answer	Amount	%
Purchase Frequency	less than 3 times	5	0.0667
	3-6 times	50	0.6667
	more than 6 times	20	0.2667
	<b>Total</b>	<b>75</b>	<b>100%</b>

The table above describes the results of respondents based on the frequency of purchases, with a total of 75 respondents being studied. Most of the respondents with a purchase frequency of 3-6 times as many as 50 people (66.67%), the second highest frequency with a purchase frequency of more than 6 times as many as 20 people or (26.67)%, and the least respondents with a frequency of less than 3 times as many as 5 people 906.67%. This can be said to be reasonable because basically women, especially in Bandung, feel like always trying new products and there are many competitors for Madam Gie's products, one example is Marshwillow.

## DISCUSSION

### The Influence Of Prices For Purchase Of Madam Gie Cosmetic Products In Bandung City

This section will describe descriptively the recapitulation of indicators in price variables that influence consumer decisions to purchase madam gie cosmetic products that have been processed through questionnaires that have been distributed previously, the following table is the result of the analysis according to the results of the questionnaire.

**Table 3.6**  
**Recapitulation of Indicators in Price Variables**

No.	Statement/Question	Score	Category
1.	Are Madam Gie's products affordable?	300	In accordance
2.	Is the price of Madam Gie's products in line with your expectations?	314	In accordance
3.	Is the price of Madam Gie's products in accordance with the quality?	273	Not suitable
4.	Are the prices and quality of Madam Gie's products in line with what is offered?	310	In accordance
5.	Is the price of Madam Gie's products cheaper than other products?	300	In accordance
6.	Are Madam Gie's products able to compete and in accordance with the ability or purchasing power of the people?	318	In accordance
7.	I feel the price of the product from Madam Gie is in accordance with the benefits that I get.	301	In accordance
8.	Are the products from Madam Gie suitable for your skin type even though they are affordable?	297	Not suitable
<b>Total</b>		<b>2413</b>	<b>In accordance</b>

The results of the analysis are based on the table above, where the table is the result of research questionnaires that have been distributed to respondents in this study. The highest score of 318 on the results of the recapitulation of Indicators in Price Variables, Madam Gie's products are able to compete and in accordance with the ability or purchasing power of the people while the lowest score is 273 shows that the quality of Madam Gie's products is not commensurate with the selling price.

### Influence Of Product Quality For Purchase Of Madam Gie Cosmetic Products In Bandung City

This section describes descriptively the recapitulation of indicators in product quality variables that influence consumer decisions to purchase madam gie cosmetic products that have been processed through previously distributed questionnaires, the following table is the result of the analysis according to the results of the questionnaire.

**Table 3.7**  
**Recapitulation of Indicators in Product Quality Variables**

No.	Statement/Question	Score	Category
1	Do Madam Gie products only produce beauty products?	307	In accordance
2	I feel Madam Gie's products are varied.	301	In accordance
3	Is the durability of Madam Gie's products in line with what is	317	In accordance

No.	Statement/Question	Score	Category
	offered?		
4	The durability of Madam Gie's products is very good.	278	Not suitable
5	Madam Gie's product quality is as you would expect.	311	In accordance
6	How Madam Gie's products realize consumer demand	160	It is not in accordance with
7	Does Madam Gie's packaging attract consumers' attention?	266	Not suitable
8	Is the packaging of Madam Gie's products easy to carry anywhere?	275	Not suitable
9	According to experience, in terms of quality, it is very good even though the price is affordable.	296	Not suitable
10	The quality of products from Madam Gie provided to consumers is good and different from competitors.	281	Not suitable
<b>Total</b>		<b>2792</b>	<b>In accordance</b>

The results of the analysis are based on the table above, where the table is the result of research questionnaires that have been distributed to respondents in this study. The highest score of 317 shows that the durability quality of Madam Gie's products is comparable to that offered, while the lowest score is of 160 this is because madam gie's products in realizing consumer demand are not in accordance with what consumers want.

### **The Effect Of Repurchase Intention For Purchase Of Madam Gie Cosmetic Products In Bandung City**

This section will describe descriptively the Recapitulation of Indicators in Repurchase Intention Variables that influence consumer decisions to purchase Madam Gie cosmetic products that have been processed through questionnaires that have been distributed previously, the following table is the result of the analysis according to the results of the questionnaire.

**Table 3.8**  
**Recapitulation of Indicators in Repurchase Intention Variables**

No.	Statement/Question	Score	Category
1	I would consider repurchasing Madam Gie's products.	324	In accordance
2	I will repurchase Madam Gie's products when they are used up.	315	In accordance
3	I would recommend Madam Gie's products to my friends who haven't tried them yet.	280	Not suitable
4	I got a reference to Madam Gie's product from an advertisement.	302	In accordance
5	Are the products produced by Madam Gie in line with people's tastes?	295	Not suitable
6	In my opinion, Madam Gie's products use color references that match consumer tastes.	289	Not suitable
7	Have you always looked for information about Madam Gie's products	307	In accordance

No.	Statement/Question	Score	Category
	that you are interested in?		
8	I am looking for information to support the positive qualities of Madam Gie's products.	292	Not suitable
<b>Total</b>		2404	In accordance

The results of the analysis are based on the table above, where the table is the result of research questionnaires that have been distributed to respondents in this study. The highest score of 324 this can indicate that Madam Gie product users will consider making repeat purchases while the lowest score of 280 This shows that Magam Gie consumers do not necessarily recommend to friends who have not tried Madam Gie's products.

### Multiple Regression Test

**Table 4.1**  
**Multiple Regression Test Results**

#### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	19,473	3.978		4.895	.000
1 Price	.014	.095	.016	.148	.882
Product quality	.326	.073	.465	4.446	.000

a. Dependent Variables:Repurchase Intention

Based on the table above, the following equation is obtained:

$$Y = 19.473 + 0.014X_1 + 0.326X_2$$

### Coefficient of Determination Analysis

$$K_d = r^2 \times 100\%$$

Information:

Independent Variable	R
Price (X <sub>1</sub> )	0.709
Product quality (X <sub>2</sub> )	0.000

Based on the table above, it can be concluded that:

1. Price Coefficient (X<sub>1</sub>) to Repurchase Intention is 50.27%
2. Product Quality Coefficient (X<sub>2</sub>) on Repurchase Intention of 0.00%

Based on the results of SPSS output, the R square value is 0.217 or 21.7%. So Simultaneously the effect of Price ( $X_1$ ) and Product Quality ( $X_2$ ) on Repurchase Intention (Y) on Madam Gie's products together is 21.7%. While the remaining 78.3% is influenced by other variables not examined in this study.

**T-test Result**

**Table 4.2**  
**Hypothesis Test Results Partially Variable Price and Product Quality on Repurchase Intention Coefficientsa**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	19,473	3.978		4.895	.000
1 Price	.014	.095	.016	.148	.882
Product quality	.326	.073	.465	4.446	.000

a. Dependent Variables: Repurchase Intention

Based on the table above, the t table is stated at 1.9935. It means:

1. The value of t count at the price ( $X_1$ ) is smaller than t table (t count < t table,  $0.148 < 1.9935$ ). This means that  $H_0$  is accepted and  $H_1$  is rejected. So Price has no significant effect on the repurchase intention of Madam Gie's cosmetic products.
2. The value of t count on product quality ( $X_2$ ) is greater than t table (t count > t table,  $4.446 > 1.9935$ ). This means that  $H_0$  is rejected and  $H_2$  is accepted. So Product quality affects the repurchase intention (Repurchase Intention) of Madam Gie's cosmetic products.

**Simultaneous Hypothesis Test**

**Table 4.3**  
**Hypothesis Test Results Simultaneously Variable Price and Product Quality Against Repurchase Intention ANOVAa**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	153.951	2	76,976	9.971	.000b
Residual	555.835	72	7,720		
Total	709,787	74			

a. Dependent Variable: Repurchase Intention

b. Predictors: (Constant), Product Quality, Price

Based on the table above, it can be determined the value of Ftable using df1, df2 with the result of Ftable of 3.13. That way  $F_{table} < F_{count} = 9.971$ . This means that  $H_0$  is rejected and  $H_3$  is accepted. So, Price ( $X_1$ ) and Product Quality ( $X_2$ ) together have a significant effect on Repurchase Intention (Y).

## CONCLUSIONS AND SUGGESTIONS

In general, based on the discussion and results above, it can be concluded that:

1. The price of the product has an influence on the intention to repurchase. Affect positively and influence by 21.7% and partially  $H_0$  is accepted and  $H_1$  is rejected. So Price has no significant effect on the repurchase intention of Madam Gie's cosmetic products. Price has no effect on repurchase intentions because basically Indonesian people, especially Bandung residents, prefer to always try other brand cosmetic products.
2. Product quality has an influence on repurchase intention. Affect positively and influence by 21.7%. And partially  $H_0$  is rejected and  $H_2$  is accepted. So Product quality affects the repurchase intention (Repurchase Intention) of Madam Gie's cosmetic products. Product quality has an effect on repurchase intentions because product quality is one of the reasons for creating customer loyalty.
3. For simultaneous testing of two variables, namely product quality and price, it has a positive effect on the variable of repurchase intention of 21.7%. On the other hand, 78.3% is influenced by other factors that are not included in the variables tested.  $H_0$  is rejected and  $H_3$  is accepted. So, Price ( $X_1$ ) and Product Quality ( $X_2$ ) together have a significant effect on Repurchase Intention ( $Y$ ). Price and product quality together have a significant effect on repurchase intention because these two variables can attract customers to repurchase intention.

## SUGGESTION

Suggestions that we can give to Madam Gie based on the results of the above data processing are:

1. Madam Gie's cosmetic products should still maintain an affordable price.
2. To attract consumers to be loyal to Madam Gie's cosmetic products, promotions should be carried out according to customer tastes.
3. In addition, Madam Gie's cosmetic products must be able to provide advantages that other similar cosmetic products do not have, for example by issuing body mist products, products with a multifunctional concept such as 3in1 can be used as lipstick, blush, and eye shadow.

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