PRODUCT DIVERSITY, PRODUCT QUALITY AND PRODUCT BRAND ON PURCHASING DECISIONS WITH WORD OF MOUTH AS MODERATION: CASE STUDY OF MALLICA GLOW IN JAMBI

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Abstract

This research aims to analyze the influence of product diversity, product quality and product brand on purchasing decisions with word of mouth as a moderating variable for Mallica Glow products in Jambi City. This research uses a quantitative method with a Partial Least Square (PLS) approach. Data was collected through a questionnaire distributed to Mallica Glow consumers in Jambi City. The research results show that product diversity, product quality, and product brand have a significant and positive effect on purchasing decisions. However, word of mouth does not have a significant effect on purchasing decisions and does not moderate the influence of product diversity, product quality and product brand on purchasing decisions. Thus, companies are advised to continue to increase product diversity, product quality and product brands to increase consumer purchasing decisions, as well as continue to manage word of mouth effectively even though it is not a significant moderating factor.

Keywords: Product Diversity, Product Quality

Introduction

Economic recovery requires continuous innovation and creativity (Yannan et al., 2022). The cosmetics industry is one of the right places to encourage product innovation, brand development and the use of advanced technology. Support for this sector can encourage sustainable economic growth, increase global competitiveness, and create new opportunities in the field of research and development (Syafaah & Santoso, 2022). In efforts to recover the economy, the cosmetics industry sector can be a major contributor in increasing exports and improving the country's trade balance. Cosmetic products with quality that meet international standards can expand Indonesia's export market, increase foreign exchange earnings and reduce the trade deficit.

The cosmetics industry is a labor intensive sector, both in the fields of research, production, distribution and marketing (Sonia Cipta Wahyurini & Trianasari, 2020). In economic recovery, the cosmetics industry has an important role in creating new jobs for the community, reducing unemployment rates, and increasing social welfare. The cosmetics industry sector has great potential in contributing taxes and income to the Indonesian economy. The cosmetics industry provides opportunities for the development of a wider value chain industry in Indonesia (Latief & Ayustira, 2020). Economic recovery can be encouraged through increasing the added value of local products and integrating the cosmetics industry sector with other sectors.

The Indonesian cosmetics market is increasingly crowded with the presence of various locally made cosmetic brands that are increasingly present in the country (Sumaryanto et al., 2022). In the midst of the country's economic decline due to the Covid-19 pandemic, the cosmetics industry, especially local brands, has been able to survive and even continue to grow by launching various new product lines. It can be said that the quality of various local cosmetic brands is equivalent to brands made abroad. A number of them have gone viral and gained a lot of attention from cosmetics lovers in Indonesia.

Purchasing decisions refer to the process by which a person or organization selects and purchases a particular product (Riadi, 2020). The purchasing decision making process usually involves the process of identifying the need or problem that you want to solve by purchasing a product. Consumers will look for information about various existing product choices. Product information is obtained through various channels such as the internet, friends or family, advertisements, or direct visits to physical stores. After obtaining the necessary information, consumers will evaluate various alternatives based on relevant criteria such as price, quality, brand, features, and product reviews from other users. Marketers continue to strive to understand and influence these factors in their efforts to influence and meet consumer needs (Marbun et al., 2022).

The diversity of cosmetic products often presents problems for consumers in making purchasing decisions. One of the problems that often occurs is that there are too many product choices which make consumers confused in choosing, for example when buying face cream they will encounter various types of face cream with various benefits. Consumers will then have difficulty choosing the product that best suits their needs and preferences. The diversity of cosmetic products can also cause consumers to tend to make impulse purchases because they are tempted by the large number of choices which in the end can have a negative impact on their finances.

Problems related to the quality of cosmetic products also often influence consumer purchasing decisions. Poor quality, such as products that break down quickly or don't last long, can make consumers feel

disappointed and dissatisfied with their purchase. Not only does this directly influence consumer purchasing decisions, but it can also negatively impact brand perception and company reputation. Apart from that, variations in quality between the same product also often cause consumer confusion. For example, there are shoe brands that sell shoes of different qualities, ranging from low quality to very good. Consumers will then have difficulty determining the product that best suits their needs and budget.

Literature Review

The marketing mix can be interpreted as internal elements that are very important for forming a marketing program (Utami & Firdaus, 2018). Furthermore, the key for companies to gain profits is by deciding on the right marketing strategy to increase consumer purchasing decisions. According to Kotler and Armstrong (2018) the marketing mix is "a series of marketing tools (marketing mix) used by a company to achieve company goals in the target market".

Product

A product is "anything that can be offered to a market for attention, acquisition, use, or consumption that can satisfy a want or need", according to Kotler and Armstrong (2018). Companies need to know product levels to make purchasing decisions for high-intensity products to plan market offerings. There are three product levels according to Kotler and Armstrong (2018).

Product Classification

Kotler and Armstrong (2018) classify products into two product characteristics; consumer and industrial products. Consumer products are products purchased by final consumers for personal consumption. Consumer products are divided into three, namely as follows Daily necessities products (convenience products) are products that consumers need and are often purchased by consumers immediately and with effort the comparison and manufacturing process requires minimal time. Shopping products are customers comparing the suitability, price, quality and style of products more carefully when purchasing shopping products, and they spend a lot of time and effort to collect information and make comparisons when purchasing shopping products. Specialty products are products that have brand identification or unique characteristics, for which there is a large group who are willing to make special purchasing efforts. Industrial products, on the other hand, are goods purchased by individuals and businesses for further processing or use in commercial activities.

Word of Mouth

The definition of Word of Mouth (WOM) is defined as a form of conversation between one person and another regarding a product or service where when conveying the message the information giver or recipient of the information is not aware of it (Li & Jaharuddin, 2021). Pratiwi (2020) states that Word of Mouth (WOM) is word of mouth communication regarding the assessment of a product or service which aims to provide information both individually and in groups. Word of Mouth (WOM) can be used as a strategy to build consumer trust in consumer decisions to use products or services.

Purchasing Decision

A purchasing decision is a series of processes that begin with the consumer recognizing the problem, looking for information about a particular product or brand and evaluating the product or brand as to how well each alternative can solve the problem, which then leads to a series of processes leading to a purchasing decision (Wibowo, 2021) . Furthermore (Kotler & Keller, 2021) added that the purchasing decision process is a five-stage process that consumers go through, starting from recognizing the problem, searching for information, evaluating alternatives that can solve the problem, purchasing decisions, and post-purchase behavior.
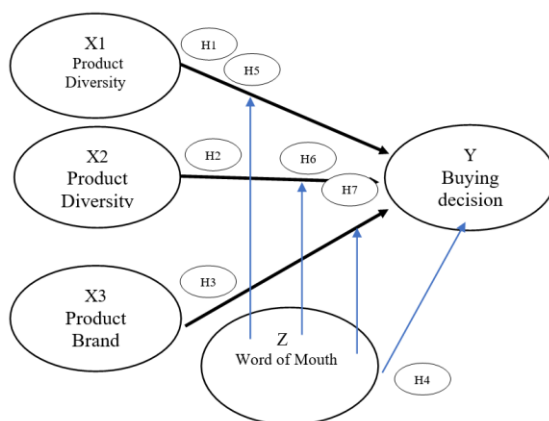

Figure 1. Proposed Conceptual Framework

H1 : It is suspected that there is a significant influence between product diversity on purchasing decisions.
H2 : It is suspected that there is a significant influence between product quality on purchasing decisions.
H3 : It is suspected that there is a significant influence between product brands on purchasing decisions.
H4 : It is suspected that there is a significant influence between WOM on purchasing decisions.
H5 : It is suspected that there is a significant influence between product diversity on purchasing decisions with word of mouth as moderation.
H6 : It is suspected that there is a significant influence between product quality on purchasing decisions with word of mouth as moderation.
H7 : It is suspected that there is a significant influence between product brand on purchasing decisions with word of mouth as moderation.

Methods

This research uses a quantitative descriptive approach. This descriptive method involves collecting data to test hypotheses or answer questions about people's opinions on an issue or topic. Quantitative research is research that is based on collecting and analyzing data in the form of numbers (numerics) to explain, predict and control phenomena of interest. Quantitative research emphasizes the analysis. According to Sugiyono (2018) quantitative methods are research methods based on the philosophy of positivism which are used to research certain populations or samples, collecting data using research instruments, quantitative/statistical data analysis with the aim of testing predetermined hypotheses.

The population is the totality of the elements that are used as a generalization area, the population element is the entire subject or unit that will be studied by Sugiyono (2018). The population in this study is all consumers of Mallica Glow products in Jambi City, the number of which is unknown. The sample is part of the number and characteristics of the population.

Measures, Partial Least Square (PLS) is a variance-based structural equation analysis (SEM) which can simultaneously test the measurement model as well as test the structural model (Abdillah & Jogiyanto, 2019). The measurement model is used to test validity and reliability, while the structural model is used to test causality (testing hypotheses with prediction models). There are several reasons why PLS is used in research.

The method used to analyze data in this research is descriptive statistical analysis. According to Sugiyono (2018) descriptive analysis is statistics used to analyze data by describing or illustrating the data that has been collected as it is without the intention of making general conclusions or generalizations. Descriptive analysis is research carried out to determine the value of the independent variable and the dependent variable.

Result and Discusssion
Demographics

The description of the data that will be presented below is to provide a general overview of the data distribution that has been carried out in the field. The research was conducted from January to February 2024. The research was carried out by distributing questionnaires to collect data aimed at Mallica Glow consumers in Jambi City. The data was collected and then processed first in Microsoft Excel, then processed into SmartPLS 4.0. Descriptive analysis of the data in this research is as follows:
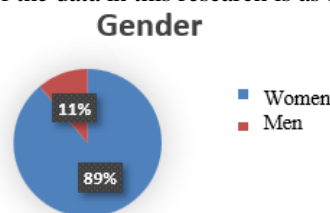

Figure 2. Gender

Based on gender, the picture shows that the majority of respondents are female as many as 111 respondents or 89%, while the respondents are male as many as 14 respondents or 11%.
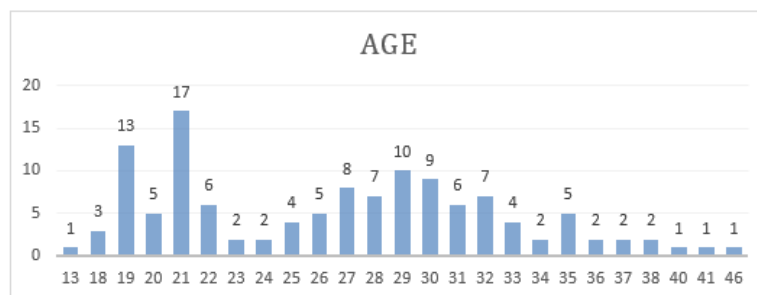

Figure 3. Age

Based on age, the picture shows that the most respondents were 21 years old with 17 respondents, followed by 13 respondents aged 19 years and 10 respondents aged 29 years.
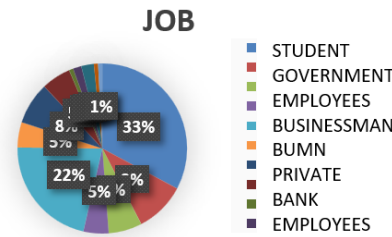

Figure 4 : Job Criteria

Based on job criteria, respondents according to type of work show that the majority of respondents in the sample in this study were 41 respondents or 33% students, 27 respondents with private jobs or 22%, 10 respondents with honorary jobs. respondents or 8%.

Table 1. Characteristics of Respondents Based on Income

Income	Amount	Percentage
<2 million	45	36%
2 - 3 million	27	22%
> 3 million	53	42%
Total	125	100%

From the table above, it can be seen that there were 45 respondents with an income of less than IDR 2,000,000 per month or 36%. Respondents with income between IDR 2,000,000 – IDR 3,000,000 per month numbered 27 or 22%. Respondents with income above IDR 3,000,100 per month numbered 53 or 42%. Thus, it can be stated that the majority of respondents who use Mallica Glow products have incomes above IDR 3,000,000 per month, which is 42% of all respondents.

Measurement Model Assessment

The criteria for using data analysis techniques with SmartPLS 4.0 in assessing the inner model is the bootstrapping process, the T-statistic test parameters are obtained to predict the existence of a causal relationship. The results of the analysis using SmartPLS are presented in the following figure 5:
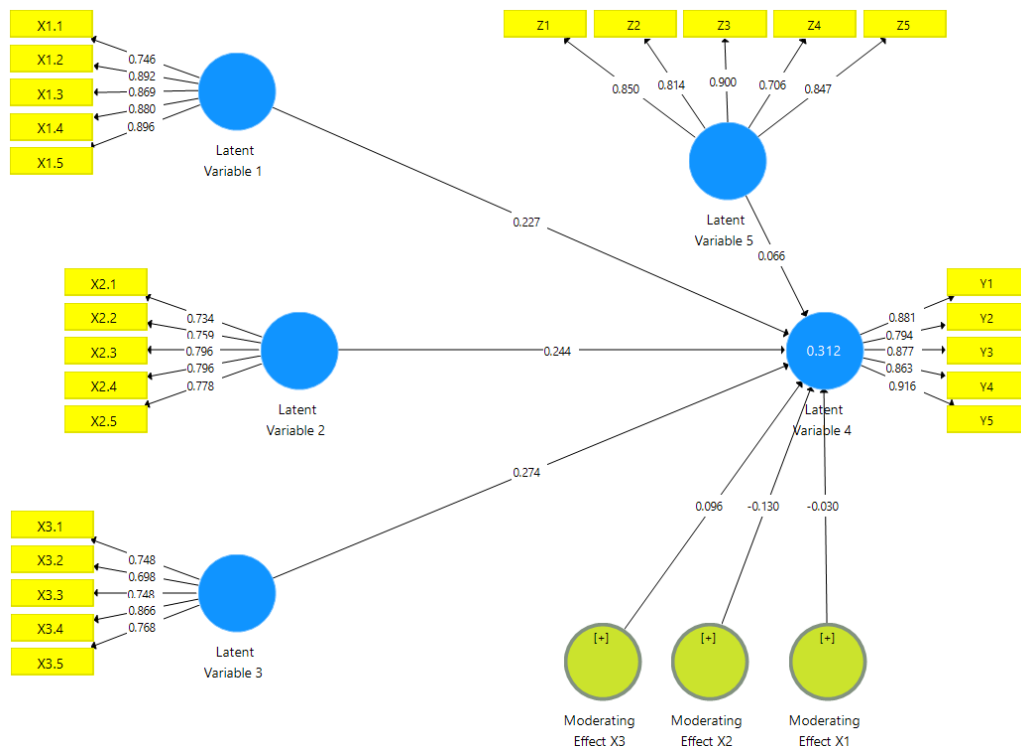

Figure 5 : Outer Model (Convergent Validity Test Results)

Table 2 . Average Variance Extracted and Discriminant Validity

Variable	Average variance extracted (AVE)	Result
Product Diversity	0,737	Valid
Product quality	0,598	Valid
Product Brand	0,648	Valid
Buying decision	0,752	Valid
Word of Mouth	0,682	Valid

All variables have a good level of convergent validity. The recommended AVE value for convergent validity is at least 0.5. All variables have AVE values that far exceed this threshold value. This shows that all variables effectively measure the construct referred to in the research. Thus, these variables are considered valid in the context of convergent analysis in the model used.

Result of Structural Model

Testing the direct and indirect influence of product diversity variables (X1), product quality (X2), product brand (X3), on purchasing decisions (Y1), with word of mouth moderation (Z1). Model evaluation is carried out by looking at significance to determine the influence between variables through bootstrapping or jackknifing procedures, hypothesis testing is carried out by looking at t-statistics values and P-Values. The path or inner model coefficient value shows the level of significance in hypothesis testing. The path or inner model coefficient score indicated by the t-statistic value must be above 1.96 for the two tailed hypothesis for testing at 5% alpha or you can also see a p value < 0.05 indicating the variable is significant so there is an influence latent variable against other latent variables (Abdillah & Jogiyanto, 2019).
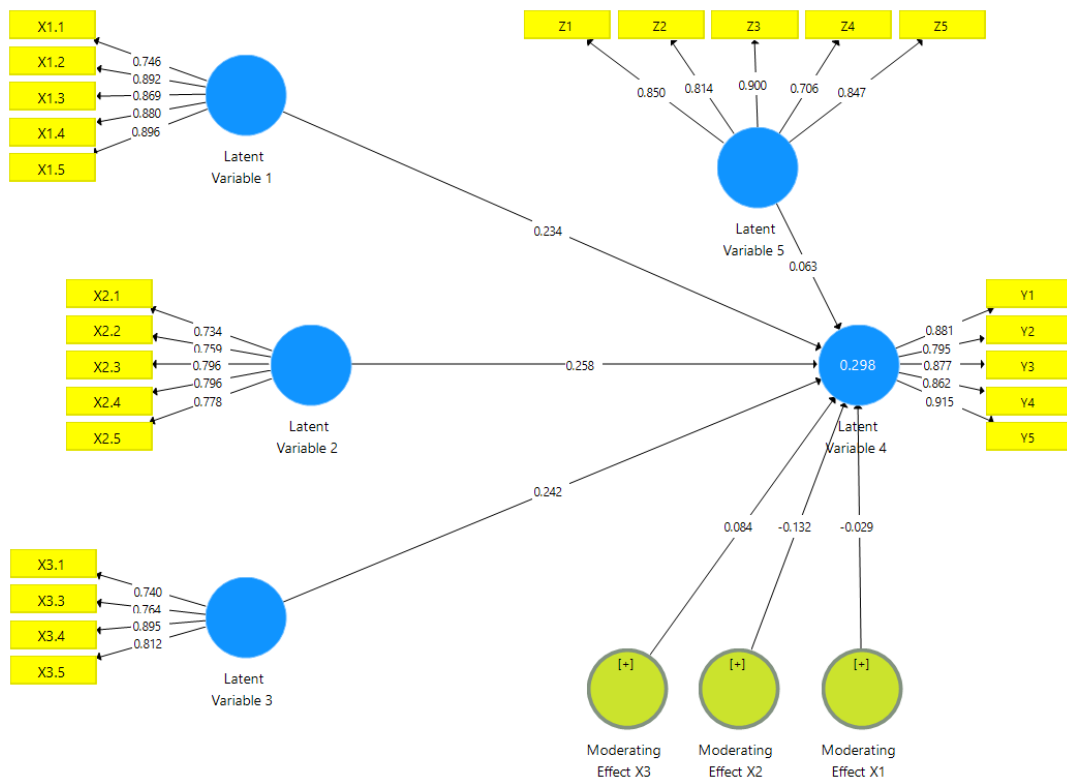

Figure 6 : Bootsrapping and hyopothesis test result

The influence of product diversity (X1) on purchasing decisions (Y), Based on the results of the hypothesis test carried out, a P value of 0.013 and a T-statistic of 2.485 were obtained, as well as a positive path coefficient value of 0.234, which shows that product diversity has a significant and positive effect on purchasing decisions. This result is in accordance with the rule of thumb where the P-Values value is 0.013 > 0.05 and the T-statistic value is 2.485 < 1.96. With a P-Values value of more than 0.05 and a T-statistic value of less than 1.96 (T-table) it can be stated that the hypothesis is accepted. The influence of product quality (X2) on purchasing decisions (Y), based on the results of the hypothesis test carried out, obtained P-values of 0.008 and T-statistics of 2.669, as well as a positive path coefficient value of 0.258, which shows that product quality has a significant effect and positive towards purchasing decisions. This result is in accordance with the rule of thumb where the P-Values value is 0.008 < 0.05 and the T-statistic value is 2.669 > 1.96. With the

results and P-Values less than 0.05 and the T-statistic value greater than 1.96 (T-table), it can be stated that the hypothesis is accepted.

The influence of the product brand (X3) on purchasing decisions (Y). Based on the results of the hypothesis test carried out, a P-value of 0.020 and a T-statistic of 2.335 was obtained, as well as a positive path coefficient value of 0.242, which shows that the product brand has a significant effect and positive towards purchasing decisions. This result is in accordance with the rule of thumb where the P-Values value is 0.020 < 0.05 and the T-statistic value is 2.335 > 1.96. With the results of a T-statistic value that is greater than 1.96 (T-table) and a P-Values value of less than 0.05. Based on this, it can be stated that the hypothesis is accepted.

The influence of word of mouth (Z) on purchasing decisions (Y), based on the results of the hypothesis test carried out, obtained a P-value of 0.468 and a T-statistic value of 0.726, as well as a positive path coefficient value of 0.489, which indicates that word of mouth has no significant effect and has a positive relationship on purchasing decisions. This result is in accordance with the rule of thumb where the P-Values value is 0.468 > 0.05 and the T-statistic value is 0.726 > 1.96. With the results of the P-Values being greater than 0.05 and the T-statistic being smaller than 1.96 (T-table), it can be stated that the hypothesis is rejected.

The influence of product diversity (X1) on purchasing decisions (Y) with word of mouth moderation (Z). Based on the results of the hypothesis test carried out, the P-values were obtained at 0.794 and the T-statistic at 0.262, as well as a negative path coefficient value of - 0.029, which indicates that word of mouth does not significantly moderate the influence of product diversity on purchasing decisions. This result is in accordance with the rule of thumb where the P-Values value is 0.794 > 0.05 and the T-statistic value is 0.262 > 1.96. With the results of the P-Values being more than 0.05 and the T-statistic being smaller than 1.96 (T-table), it can be stated that the hypothesis is rejected.

The influence of product quality (X2) on purchasing decisions (Y) with word of mouth moderation (Z). Based on the results of the hypothesis test carried out, the P-values were obtained at 0.220 and the T-statistic at 1.228 and the negative path coefficient value was -0.132, which shows that word of mouth does not significantly moderate the influence of product quality on purchasing decisions. This result is in accordance with the rule of thumb where the P-Values value is 0.220 > 0.05 and the T-statistic value is 1.228 > 1.96. With the results of the P-Values being more than 0.05 and the T-statistic being smaller than 1.96 (T-table), it can be stated that the hypothesis is rejected.

The influence of the product brand (X3) on purchasing decisions (Y) with word of mouth moderation (Z). Based on the results of the hypothesis test carried out, P-values were obtained at 0.458 and T-statistics at 0.742 and a positive path coefficient value at 0.084. which shows that word of mouth does not significantly moderate the influence of the product brand on purchasing decisions with moderation not having a significant and positive effect on purchasing decisions. This result is in accordance with the rule of thumb where the P-Values value is 0.458 > 0.05 and the T-statistic value is 0.742 < 1.96. With the results of the P-Values being more than 0.05 and the T-statistic being smaller than 1.96 (T-table), it can be stated that the hypothesis is rejected.

Discussion

These findings suggest that increasing product diversity, quality, and brand can directly improve consumer purchasing decisions. Even though the role of word of mouth as a moderating variable is not significant, its management is still important in the overall marketing strategy. This suggests that although consumers rely on product attributes and brand strength, word of mouth alone does not significantly change their purchasing decisions in this context.

The results of this study are not in line with the research of Fadhilah et al. (2022), that product quality has a significant effect on purchasing decisions with WOM moderation. Then this research is in line with research by Kaban & Khong (2022) with the result that WOM does not significantly moderate the relationship between product quality and purchasing decisions. If the majority of respondents are regular users, this may indicate that the product brand has gained loyalty from consumers. In this context, word of mouth may not play a significant role in moderating the influence of product brands on purchasing decisions, because purchasing decisions are based more on consumer loyalty to the brand. The results of this research are not in line with research by Kaban & Khong (2022), that product brands have a significant influence on purchasing decisions with word of mouth moderation.

Conclusion

This research confirms the importance of product diversity, quality and brand in driving purchasing decisions for Mallica Glow in Jambi. Although word of mouth does not moderate this relationship, its effective management remains important. Companies must focus on continuous improvement of product offerings and brand strength to maintain consumer interest and drive sales.

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