

## QUALITATIVE STUDY OF CUSTOMERS PURCHASE DECISION OF WARDAH COSMETICS IN MANADO

### STUDI KUALITATIF KEPUTUSAN PEMBELIAN PELANGGAN PADA KOSMETIK WARDAH DI MANADO

by:  
**Brenda V. Bokko<sup>1</sup>**  
**Ferdinand J. Tumewu<sup>2</sup>**

<sup>12</sup>Faculty of Economics and Business, Management Department  
Sam Ratulangi University, Manado

E-mail:

<sup>1</sup>[vaniabrendabokko@gmail.com](mailto:vaniabrendabokko@gmail.com)

<sup>2</sup>[Ferdinandtumewu04@gmail.com](mailto:Ferdinandtumewu04@gmail.com)

**Abstract:** Purchase decision is a person's activity when making a decision to buy a product that is needed and in accordance with the wishes. Someone will feel satisfied if the product used has good quality at an affordable price. That is why customer decisions are important because as a problem-solving decision in buying a desired product. The purpose of this study was to find out how customer buying decisions on Wardah cosmetic products to achieve these goals researchers obtained information from 10 informants using a qualitative study which was an in-depth interview. Meanwhile, in-depth interviews were used to collect data among respondents who were Wardah's cosmetics. From the results, many respondents gave positive reviews but some of them gave negative reviews about Wardah cosmetics. Some recommendations were submitted for customers, it is good to know about customers' buying decisions because they need to understand what factors make them buy Wardah products. This research might be useful to reduce the bad things from customers and to improve the quality of Wardah products.

**Keywords:** customer purchase decision, availability of product

**Abstrak:** Keputusan pembelian merupakan aktivitas seseorang ketika mengambil keputusan untuk membeli suatu produk yang dibutuhkan dan sesuai dengan keinginan. Seseorang akan merasa puas jika produk yang digunakan memiliki kualitas yang baik dengan harga yang terjangkau. Itulah mengapa keputusan pelanggan menjadi penting karena sebagai keputusan pemecahan masalah dalam membeli produk yang diinginkan. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana keputusan pembelian konsumen atas produk kosmetik Wardah untuk mencapai tujuan tersebut peneliti memperoleh informasi dari 10 informan dengan menggunakan studi kualitatif yang merupakan wawancara mendalam. Sedangkan wawancara mendalam digunakan untuk mengumpulkan data pada responden yang merupakan kosmetik Wardah. Dari hasil penelitian, banyak responden yang memberikan review positif namun ada juga yang memberikan review negatif tentang kosmetik Wardah. Beberapa rekomendasi disampaikan kepada pelanggan, ada baiknya mengetahui keputusan pembelian pelanggan karena perlu memahami faktor apa saja yang membuat mereka membeli produk Wardah. Riset ini mungkin bermanfaat untuk mengurangi hal-hal buruk dari pelanggan dan meningkatkan kualitas produk Wardah.

**Kata Kunci:** keputusan pembelian pelanggan, ketersediaan produk.

## INTRODUCTION

### Research Background

As a developing country Indonesia becomes one of the high potential target markets to the world. The phenomenon portrays the conditions of today's business world which increasingly stringent in the competition. In terms of facing this tough competition, companies nowadays are forced to create their own uniqueness to grow the positive image of the products that is expected to be the superiors among the competitors'. Due to the Indonesian economic condition and society's lifestyle today, which are increasingly intelligent and always looking for new innovations every time, marketers have to be smart in attracting consumers attention and meet customers and to know what customers need and wants, especially for cosmetic products. Cosmetics are one of the most important elements in the beauty world. Beauty lifestyle that grows and develops over time is no longer a desire, but it has become a necessity that ultimately affects the growth of cosmetic industry developments. It also becomes an important thing for men and women who are increasingly aware to the importance of cosmetics which support their daily performance. For some people makeup can improve their appearance and make them feel more confident. Indonesia also is a country that cannot be separated from modern life, not even only women who use makeup but also today men are care about their performance with makeup as well. Cosmetics can be manufactured in organic and hypoallergenic form to meet the demands of users. Now Indonesia's cosmetic industry remains attractive to foreign and domestic investors. The development of cosmetic production in Indonesia is not less competitive with the imported cosmetics that are qualified and according to the needs of Indonesian; although there are many imported products sold in the Indonesian market. Now, Indonesia has a variety of local products such as Wardah, makeover, Viva, Mustikaratu and etc, which have the best local quality. Most women looking for cosmetics that are really popular with their brands but how can they recognize the quality of a product just by looking at the brand of the product itself. Now, there are also many consumers that consider the product quality very carefully. They usually decide whether a product can meet their need and wants or not.

The existence of intense competition in the local cosmetics industry gave rise to various brand names from various companies both local products and products from abroad such as Wardah, Make Over, Maybelline, NYX, Revlon, and so on. The intense competition in this industry makes consumers have too many choices of local cosmetic products from various kinds of local cosmetic brands must always innovate to win the competition in the strict cosmetics industry. Not only innovating, local cosmetic brands must also maintain the quality and safety of their products to be able to compete with global cosmetic brands Wardah cosmetic products have passed the BPOM (Food and Drug Monitoring Agency) and LPPOM MUI (Food and Drug Assessment and Medicines Research Institute of Indonesia Ulama Council), so that Wardah cosmetic products are safe to use (Pratiwi, 2018). The World Halal Council has also named Wardah as a pioneer in the world halal cosmetics brand since 1999 (Actual, 2017). According to research conducted by Sigma Research Indonesia in 2017 the halal label is included in the top five reasons for Indonesian women to choose cosmetic products (GBG Indonesia, 2018). That is not surprising that Wardah cosmetic products are in great demand by women in Indonesia and the image as halal cosmetics is very much attached to Wardah cosmetic products.

Wardah is one of Indonesia's local cosmetic brands that was quite popular in 2015, showing Wardah was on the list of the top 10 most popular cosmetic brands in Indonesia and ranked first (GBG Indonesia, 2018). Wardah has been produced by PT Paragon Technology and Innovation (PT. PTI) since 1995. Wardah's popularity is inseparable from its affordable price but has excellent product quality. Wardah cosmetic products are also quite complete starting from lipstick, foundation, BB and CC cream, two-way cake powder, eyebrow pencil, eyeliner, eyeshadow, mascara, la-tulip palette. Not only cosmetic products, wardah also issued skin care, body care, and hair care products. The growth of imported goods is predicted to increase along with the ability of multinational companies to fulfill the desires and needs of the national market. Based on the data above, it can be seen that the top ranking of cosmetic sales in Indonesia is occupied by European, Chinese, US, etc., and Wardah is ranked second. With the increase in cosmetic competition in Indonesia, knowledge of market demand needs to be known to business people to increase the intensity of purchases of products or services marketed. In addition, the company must also have a good brand image because brand image is one of the valuable assets of the company because a good brand image will have an impact on customer perceptions. Where customers will have a positive impression of the brand, this is one of the ways the brand has a strategic position and is able to survive in the market for a long time and can compete with other brands.

### Research Objective

1. To analyze customers purchase decision of Wardah cosmetics in Manado

## THEORETICAL REVIEW

### Marketing

In this era marketing approach is one of the most important things that matter for people. Marketing activities become common, that can be easily found those in people daily life. The definition of marketing itself does not define just as the activities of selling and promoting products but more than that. Marketing is the process by which companies engage customers, build strong customer relationships, and create customer value to capture value from customers in return. Kotler and Armstrong (2018).

### Consumer behavior

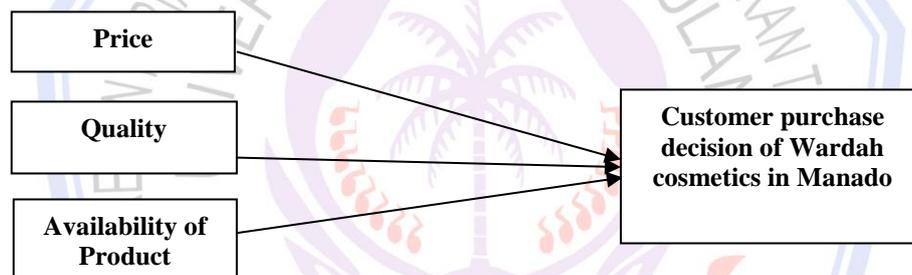
Consumer behavior is an action that is directly involved in the activities of consuming products and services. It is also an action that is included in the processes of decision making that is preceding and overtakes the action of consuming. The terms of behavior have a close relation with the object which its studies are directed to the marketing problems that happen in Indonesia.

### Purchase Decision

Purchase decision as a buyer's decision-making stage wherein an individual decides to actually buy the product being considered. Purchase decision is the decision regarding a brand to be purchased, Kotler and Armstrong (2014).

### Conceptual framework

Explains about the relation between the variables in this research



**Figure 1. Conceptual Framework.**

*Source: Data Processed 2019*

## RESEARCH METHOD

### Research Approach

This research uses qualitative research methodology to analysis of customer purchase decision of wardah product, Denzin and Lincoln (1994). Qualitative research involves the use of the studied and collection of various empirical materials (case studies, personal experiences, introspective, life stories, interviews, observational text, historical, interaction, and visuals) that depict routine, moments and the problematic meaning in an individual's life.

### Population, Sample and Sampling Technique

The population could be defined as research targets, respondents or participants who assisted researchers by providing information relating to research topics. In this case, the population will be all the people in Manado that are using or have used Wardah's products. The sample size of this study was 10 respondents, these were 10 respondents who consume wardah as a domestic product.

### **Data Collection Method**

Data collection method is important by providing useful information to understand the process before gaining the result. Data collection method is divided into primary and secondary.

### **Instrument Testing**

The key instrument of this research is the researcher. The researcher is trained and has understanding of all aspects of this research. The researcher was equipped with a notebook, a recorder, and a camera in conducting an interview.

### **Data Analysis Method, Validity and Reliability**

In this qualitative data analysis, there are explanations in detail of the process after collecting data until getting conclusions. Miles and Huberman in Sekaran and Bougie (2010: 46), there are generally steps in qualitative data analysis: data collection, data reduction, data display, drawing and verifying conclusion. Reliability is the overall consistency of a measure and is a way of assessing the quality of the measurement procedure used to collect data. Also, the reliability in qualitative data analysis includes category and interjudge reliability. Validity is the extent to which a concept, conclusion, or measurement is well-founded and corresponds accurately.

## **RESULT AND DISCUSSION**

### **Result Informant 1**

Informant 1 mentioned she mostly used lipstick and BB cream from Wardah's product, the informant mostly used lipstick and BB cream from Wardah's product, the informant like this local product because of the affordable prices especially for her current status as a college student that still rely on parent's or relatives. This became one the main reason for the informant to use Wardah's product, the other reason is because the accessibility of finding the products. The informant can find the product in many cosmetics' outlet; even in Manado there are outlets that specifically sell product from Wardah. The informant said that price not only the major factor of buying the product; but it also the packaging from the product as well. The informant like the packaging because it is unique, the informant also said that the affordable prices of Wardah's product act as the main factor for her to buy the product again in the future.

### **Informant 2**

Informant 2 mentioned that she uses 2 products currently which are lipstick and cushion. However, about the quality of the products the informant prefers the quality of lipstick more rather than the cushion, the informant prefer this product because it is easy to find in many cosmetics outlets in the city. It became easier for the informant because now the products can be found in several mini market such as Indomart, Alfamart and other. The informant at first know about the products from her friend that live in the village which already used the products several times before, her friends also said the products have affordable prices and also good quality as well.

### **Informant 3**

The informant used many types of the products such as powder, lipstick, eye shadow, blush on and foundation. The informant already used the products for 3-4 years now, the informant stated that she is satisfied with the products because the product is match with her skin condition and she does not get any allergies that usually come from cosmetics which can damage her skin. The informant's type of skin is matched with the products; for example, powder and foundation have variants of colors for each type of skins. Because the Wardah offer the variety of products for different skin type, the informant feels happy with the offered products. The informant buys the products on Wardah's own outlet and she said it is easy to find the products that she needed; the main factor that make the informant want to buy the products are the affordable price

### **Informant 4**

The informant used the wardah products such as BB Cream, lipstick and olives oil. The informant like the quality of the products compares to other products produce by different manufacture; the type of lipsticks from Wardah has many colors that she likes. The factors that made the informant choose the products are the affordable

prices and also the products which fulfill many needs of customers as well. The informant said Wardah offered 56 almost every variant that possible for skin, face and also hair. The informant like the current prices that Wardah offered for their products and also satisfied with the quality as well; she is willing to consider buying from other manufacture if Wardah choose to raises the current prices even just for a little. The informant also chooses to use products from Wardah because of the reviews from other users and also the ingredients that used within the products; it matched with the quality and the prices that being offered. The informant also prefers the packaging of Wardah because it followed the current trend; the packaging is simple yet elegant at the same time. The informant is satisfied with the overall quality of the products because the products meet the current needs of the informant.

#### **Informant 5**

The informant ever used one product which is BB Cream for 1 month but decide not to use it anymore because the product is not matched with her type of skin; the informant stated that she purchases the product from one of the Wardah's outlet located in Manado Town Square. The informant wants to try the product at first because of several friends that used the products and feel happy with the result as well; the informant willing to try the products afterward. However, after the informant use the products there are many pimples that came out and eventually, she stop using the products; the informant also willing to try the product because of the affordable price. But eventually according to the informant the ingredients from the product is not suitable for her type of skin; she stated that the packaging of 57 Wardah is good and in line with the prices that being offered to the customers. To conclude, the informant stated that she is not satisfied with the products because of the effect that the product did to her skin. There are many pimples and the skin looked dull according to the informant; thus, the informant stop using the products from Wardah.

#### **Informant 6**

The informant used several products such as BB Cream and Lisptick. The informant likes the product because of the affordable price which is suitable with her current financial state; the informant buys the products in several super market such as Indomart, Alfamart and other. The informant stated that prices, qualities and also the ease to find the products are the main reasons why she used these products. The informant stated that the product such as the BB Cream and Lipstick are suitable because they have many variants with good qualities and colors according to the preferences. The packaging of the product also good and it make the products stay in shape and will not spilled out from the container; the model is also elegant considering the price that being offered. The informant is satisfied with the products because of the affordable prices and she is willing to keep using products from Wardah.

#### **Informant 7**

The informant 7 already used several products from Wardah such as Day Cream, powder and lipstick. The informant already used the products from Wardah for 4-5 years now; she prefers using Wardah because the products are suitable with her skin and face condition. Until now the informant still using it and the products don't create the sense of addiction to its user as well; she used to buy the products at the drug store or Wardah's outlet nearby. The informant stated that it is easy to find the variants of products because there are many stores that currently sell Wardah's product; the factors that made the informant purchase the product is because of the affordable price which suitable with her status as college student and a good quality from the product as well. The informant stated that price really have a big role for her in choosing products and the price also determine the quality of the products; the informant at first got offered from her friends to use Wardah's products. At first the informant use BB Cream and she is happy with the result; the packaging of the product also good. The informant is satisfied with the result from using the products and until now she still used the products because it is suitable for her skin; the products don't create any allergies for the informant until now which she very much preferred.

#### **Informant 8**

The informant used products such as BB Cream, Lipstick and Compat Powder from Wardah. The informant stated that her skin become softer and brighter compare than using other local products, this is one of the main reasons for the informant to use Wardah's 59 products. The informant stated the reasons for her to buy the products of Wardah are because the product is suitable for Asian skins and have variants of colors which vary from the darkest one to the brightest one. The informant also stated that many friends and family already used the products; most of them satisfied with the products and there are no allergies caused by the products as well. The

affordable prices also have a big part in the informant's decision to buy the product, the quality of the products also good considering the prices that being offered. The packaging of the product is also eye pleasing for the customer according to the informant; overall, she is satisfied with the Wardah's products because of the prices and the qualities. The prices are affordable but the qualities are still good overall.

### **Informant 9**

The informants said that she used vitamin C serum. The informant bought the product at Wardah's outlet and at first, she used the product because of her friends and the advertisement that she saw; the informant also said the affordable prices were tempting enough for her and she decided to buy the products. After using the products, the informant said that her face looked dull and full with pimples too; because of this reason the informant decides to stop using the product. The informant stated that the product is not suitable with her type of skin; however, the packaging of Wardah's product is eye catching according to her. But still the content of the product is not suitable for the informant in the end, overall, the informant decides to not use the product 60 anymore because of the pimples that come out on her face and she will not use the product in the near future.

### **Informant 10**

The informants 10 she used several products from Wardah which are BB Cream, BB Cushion and Lipstick Matte. The informant used the products for 5 years now and she used to buy the products at mall or supermarket such as Indomart; she also stated that there are many places that also sell products from Wardah outside of supermarket and their own outlet. The reasons on why the informant choose Wardah's products because of the affordable price, have the label of "halal" (kosher), have longevity of usage and also many variants of shades with good quality. The informant also like to buy the products because of many promos that being offered for the products; according to the informant the packaging of the product in this case BB Cushion look elegant and expensive as well considering the affordable price. Products from Wardah also have "halal" (kosher) certificate which different from other domestic products; the prices are in line with the quality as well. The longevity of the products has a big role for the informant in choosing the products; the Wardah's products are much more durable compare to other domestic products which make these products used by many people.

### **Discussion**

The current status quo; the use of cosmetics continues to grow every year; cosmetic sales competition shows good prices and quality to make customers interested and continue to use the desired product as they needed. It is because of the need of people that used cosmetics more regularly rather than previous era; meaning that cosmetics also has a paradigm shift in term of its interpretation. Cosmetics that used to be the type of wants become needs for many people nowadays; it can be in line with the likes of food and shelter for instance. In Manado itself, the number of cosmetics used is quite growing because many people use cosmetics not only mature women but nowadays many teenagers used cosmetics too. That we can just see in life around us has been using cosmetics for a long time; it proves on the improvement of cosmetic in Manado. With the types of people that nowadays living in Manado; cosmetics become one of the main desires for woman. The usage of cosmetics has been spread to many types of ages; not only toward the adult but also to teenagers. The situation nowadays saw cosmetics as one of the main staples for woman; with also the type of cosmetics that keep on growing now meaning that all ages of woman can use cosmetics including teenagers. However, because of the variety of products nowadays; there are many cosmetics that try the best effort in order to gain customers and even loyal customers. The type of strategies that implemented by the company can make customers switch products to other brand; so that it can create difficulties in sales development. It needed to be stressed how important customer involvement toward the brand; the right strategy can win the brand numbers of customers. The wrong one will only lead them toward losing to other brands; it is the nature of cosmetics industry nowadays that every product will always try to evolve and try to gain upper hand from other products. Swastha and Irawan (2012) purchase decision has six dimensions as follows:

1. Product type decisions that is conditions when the product has different types.
2. Brand decisions which are circumstances when customers compare with other brands.
3. The seller's decision, namely the situation when the customer feels comfortable with the seller who is informative in explaining the product he sells.
4. Decision on the number of products which is the situation when the customer feels comfortable with the seller who has available product inventory.
5. Purchase decision which is the condition when the customer chooses the right time to make a purchase.

6. Decision on how to pay which is the condition when the customer chooses the method of payment according to his wishes.

### **Product**

Product is something that can be offered to the market to be noticed, used, owned, or consumed so that it can satisfy the wants or needs of customers. Many people think that a product is a tangible offer, but the actual product can be more than that. Product is everything that can be offered to the market to satisfy the wants or needs of consumers. Completeness of products, namely the diversity of products sells, the variety of products sell, the availability of products sells, the types of brands available. Basically, the product purchased by the customer because it can meet the needs as desired. From the interviews all informants showed positive results of Wardah products. The informants gave many statements about how they felt and used some wardah products, many of them liked the product because not only was the cheap price, it was widely available in various cosmetics sales, but also because the quality showed quite good results. Kotler (2000) Product is anything that can be offered to get attention, skill, use, or consumption that might satisfy a need and desire. Kotler (2000) The components contained in the product are diversity (Product variety), quality (quality), design (design), shape (features), brand (brand), packaging (packing), size (sizes), service (services), guarantees (warranties) and returns. Meanwhile, Kotler and Keller in the book *Marketing Management Volume 1* (2016). Raharjani (2005:8) in Alreza Anan Hafidzi (2013: 20) suggests that product completeness variables include the diversity of goods sold in supermarkets and the availability of these items in supermarkets. Meanwhile Ma'ruf (2005) states that the completeness of the product is the procurement of goods in accordance with the business undertaken by the store (food-based products, clothing, home goods, general products, etc. or combinations) to be provided in the shop at the right amount, time, and price to reach the target shop or retail company.

### **Quality**

For the quality, people tends to choose Wardah product because it has a quality that matches Asian skin and Wardah products" made from safe materials and have a Halal certificate from MUI. This is a showing on of how the quality of product can be the main aspect of the customer purchase decision. According to Wisnalmawati (2005), Service quality is the level of excellence expected by consumers to meet consumer desires. If the service received is as expected, service quality is perceived as good and satisfying. By taking the findings into consideration; it can be concluded that the quality of Wardah product meet the customer"s desire. This condition make the customer decision making toward Wardah"s product become bigger; the better the quality of products meaning that the tendency of using the products become bigger. The conclusion is the quality in terms of products in this case is good; therefore most of the informants are satisfied with the products which eventually affect their purchase decision. There are so many internal and external factors that support them to buy and use Wardah cosmetics products; the research also shows that many of the buyers become loyal customers of Wardah cosmetics and have become regular customers. From this study showed positive results regarding the connection between quality and customer purchase decision; not only that but most of the customers become loyal toward the brand in which give advantage to the Brand"s popularity. The customer purchase decision eventually can be decided by the quality of the products; it need to be noted that the nature of the customer is to find the best products that can be use. Therefore the best parameter to find the right products will be the quality of products; the better the quality meaning that the sense of trust from the customers will be bigger thus making the customer purchasing decision will be tend toward choosing Wardah products in this particular case.

### **Availability of product**

The availability of products is when a company or consumer must provide or meet the needs of goods or services to customers so that they are easy to find and their presence in marketing is there whenever they are needed. As in the current research it shows that availability can affect the purchase decision of Wardah products because the products are easy to find. The products can be found in almost all shops in Manado; from the small one to the big supermarket sell Wardah"s products. And according to Kotler and Keller (2006) understanding the availability of the number of units on one occasion; the completeness of the product is the procurement of goods in accordance with the business undertaken by the store (food-based products, clothing, home goods, general products, etc. or combinations) to be provided in the shop at the right amount, time, and price to reach the target shop or retail company. By providing the products on the right amount and also on the right time will give sense of availability to the customers; meaning that customers will have no problem in finding the products thus creating a better chance for the product to be purchased. The findings within the research are in line with the previous

researches that stated the availability will eventually affect the customers; because at the end customers will surely choose products that available rather than to wait for other products. The nature of the customer itself is the sense of emergence itself; customers need to buy specific products that can be use right away. Therefore the availability have a close relation with the customer purchase decision; in this case about Wardah's product.

### Previous Research

While in some previous research they discussed purchase decisions with various objectives. All previous journals, also have different findings, even previous studies discuss purchase decisions but still have different variables as this study focuses on the purchase decision of Wardah cosmetics in Manado, previous studies have different variables compared to current research. Some of the results of previous 69 studies that discuss purchase decisions with different goals and objectives such as several journals / previous findings that have research and results that are different from current research that is connected with satisfaction and desire for Wardah cosmetic products and quality, and in this study the results show the purchase decision of wardah by 10 informants, that 2 out of 10 informants are dissatisfied with the quality of wardah because when using these products the faces of both informants become dull and acne, but different from 8 of their 10 informants very satisfied with Wardah cosmetics that are suitable for Asian skin and do not irritate their faces. In this case most of the customer's attention is only on quality, product and product availability. In this study also, the researcher wants to analyze customer buying decisions on wardah products, after interviews with all informants and arranging informants' answers and coding, it can be concluded that almost all informants are interested in buying and using Wardah cosmetics, because the price is very affordable, especially for students.

There are so many internal and external factors that support them to buy and use wardah cosmetics products specifically 8 out of 10 informants have also become loyal customers of Wardah cosmetics and have become regular customers. From this study showed positive results, they said that as customers they were satisfied because they could find domestic products that have good products and quality so that they could meet the daily beauty needs of each customer. It also has a price commensurate with quality which is why most of them have used wardah products for more than 1 year. Although there are so many other brands of cosmetics for sale, they say that they feel more comfortable with Wardah cosmetics because they are different from other 70 cosmetics, they have a strong involvement and a strong purchase decision since they first saw the price and quality after using. The explanation above proves that Wardah cosmetics are one of the best cosmetics in the country among all informants as consumers, and besides Wardah is also a cosmetic that almost suits everyone.

## CONCLUSION AND RECOMMENDATION

### Conclusion

From interviews with 10 informants who are buyers and users of Wardah cosmetic products, the researcher concluded that these customers' purchasing decisions are very effective. Purchasing decisions are important because from previous experience they learn about a certain product, quality, product availability, and the price offered which seems very influential for customers. Customers will increasingly determine in choosing the product or service they need, but currently in making decisions, customers consider many factors such as price, quality, and the product itself. Customers are more interested when they get a price that is in accordance with their finances, a lot of availability in every cosmetics sale, and a quality that matches the customer's skin when using a product where there is no dependency or irritation on the skin so that it keeps customers from using the product.

The presence of customer decisions as a new way of marketing strategy provides business opportunities and the benefits of growing sales because the need to beautify themselves can be the target of their marketing targets. Wardah cosmetics products always offer and exclude all the needs that customers need, especially for women who like to use cosmetics as in the interview, they say that Wardah releases 72 several variants ranging from the colors, benefits, and uses that are needed, such as lipstick, cushion, compact powder that emits several color variants that can be selected according to the customer's skin color. Customers also feel happy because the price offered is very affordable, especially for informants who work as students, and about good wardah quality even though the price is quite cheap but does not bring out cheap quality for customers.

Many respondents issued positive reviews but few of them gave negative reviews about wardah cosmetic products. However, there were several informants who explained that they felt unsatisfied using Wardah products, it was proven Wardah cosmetics products still needed to improve their quality and needed to improve the factors

that made customers feel unsatisfied with the product. So that's where Wardah products must know and improve the quality of customer satisfaction, so that making customer decisions continue to buy and use these products.

### Recommendation

This research has been carried out to explore customer buying decisions on Wardah cosmetic products. As well as getting a good understanding of customer knowledge and decisions regarding the purchase of Wardah as a cosmetic product in the country. Here are some recommendations for consumers, marketers, companies, and also for the government.

1. For customers, it's good to know about buying decisions because they need to understand what factors make them get good results.
2. For Wardah cosmetic products, this research might be useful to reduce the bad things from customers and to improve the performance of Wardah companies. Creating an understanding of how to deal with bad experiences if bad experiences arise in the future. Learn and accept suggestions as valuable feedback, not as criticism. Make notes that can be used to analyze the possibility of improving products, prices, and quality in the future.
3. For universities, especially economics and business must provide more information or education about customer experience and other marketing strategies because it can motivate each student to buy or use a product. Customer purchasing decisions are the latest and are probably the best marketing strategy but there is not a lot of information or education that is easily accessed by students.
4. For future researchers who want to do similar research about customer purchasing decisions. Hopefully this research will help in conducting their research using findings on the topic and even help as a guide in choosing research methods about customer purchasing decisions.

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