

THE INFLUENCE OF MARKETING MIX ON INTEREST IN BUYING SOMETHINC SKINCARE PRODUCTS ON E-COMMERCE SHOPEE

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Abstract

This research aims to find out whether product, price, distribution, and promotion influence interest in buying Somehinc skincare products on Shopee E-Commerce. This research is a type of quantitative research. This research was carried out at Makassar State University with a sample size of 100 people. The analytical method used in this research is hypothesis testing with multiple linear regression. Based on the results of the validity and reliability tests, it shows that the statement items in the questionnaire are declared valid and reliable. The results of the t-test show that products and promotions have an insignificant effect, while price has a negative effect and distribution has an effect on interest in buying Somehinc skincare products on Shopee E-Commerce. And distribution has a positive and insignificant influence on interest in buying Somethinc skincare products on E-Commerce Shopee.

Keywords: Product, Price, Distribution, Promotion, Purchase Interest.

INTRODUCTION

Currently, cosmetics and skin care have developed from a desire to a necessity for women. The cosmetics and skincare industry is one of the fastest-growing sectors in Indonesia and has consistently recorded increasing growth in recent years. The cosmetics industry in Indonesia has a rapid annual growth rate, namely 13%, and has become one of the leading industries in the world.

Somethinc is a local Indonesian skincare brand that was founded in 2019 to produce skincare and makeup products. Since the beginning of its existence, Somethinc has always presented the latest innovations with the best quality. This is proven by the development of Somethinc so far and continuing to show achievements. When it has only been active in the world of the cosmetics industry for just one year, Somethinc has attracted the attention of the Indonesian people. Based on the results of a survey conducted by Katadata which announced the top 50 brands in Indonesia in 2021. Based on this survey, Somethinc is included in the top 50 largest brands in Indonesia, along with other big brands such as Indomie, Aqua, Maspion, and others brands. another great one. Somethinc also won the TOP 1 skincare Brand Award on TikTok and the Best Beauty Brand Award on Tokopedia in 2020 and won 7 times in a row since April 2021 on one of the E-Commerce sites as TOP 1 best-selling skincare brand and TOP 1 best-selling skincare brand . Indonesia's largest digital market share in 2021.

The current online shopping phenomenon has encouraged the birth of a new economic paradigm which ultimately forms a virtual world in the world of commerce which is often called E-Commerce. The success of the online E-commerce trading system in Indonesia cannot be separated from the enthusiasm of the Indonesian people who crave practicality in shopping. One of the buying and selling sites that is currently enlivening the marketplace in Indonesia is Shopee.

Shopee was first launched in Singapore in 2015 as the first social-centric mobile marketplace where users can browse, shop, and sell at any time. Integrated with Logistics and payment support which aims to make online shopping easy and safe for both sellers and buyers. After that, Shopee, which was based in Singapore, expanded to other ASEAN countries and opened Shopee Indonesia, Shopee Malaysia, Shopee Thailand, Shopee Taiwan, Shopee Vietnam, and Shopee Philippines. At the end of the second quarter of 2020, Shopee Indonesia was in 1st place among all e-commerce with the number of visitors: 161,100,000 visits per month.

The growth of Shopee E-Commerce in Indonesia means that people's purchasing behavior has also increased. Based on data contained on the iPrice page (2020), currently, the Shopee platform as the most popular E-Commerce online shopping application is used based on Android and iOS. Online platforms Shopee has the highest number of active users because this application has an attractive appearance and is easy to use.

Shopee is the E-Commerce with the highest total number of application downloads in Southeast Asia with Lazada in second place. Shopee has a total UGM value in 2021 of US\$2.7 billion, up 153 percent from 2020. Shopee was awarded as one of the winners of "The Best in Marketing Campaign" in the prestigious 2021 Marketing Award event presented by Marketing Magazine last September 2021, p. This is done by the Shopee company as strategies to support activities to improve a good brand image (Shopee, 2021). As a marketplace, Shopee is fully aware of the importance of successfully creating a brand image that can support the excellence of their business.

The increasingly tight competition for skincare on Shopee E-Commerce means that brand owners are increasingly required to pay close attention to consumer behavior and the factors that influence purchasing interest in order to be able to compete with similar competitors in the fight for the target market.

Marketing needs serious attention, especially in the process of determining marketing strategies to penetrate the market. To achieve company goals, marketing strategy is an important aspect because it helps to analyze how far it is able to attract consumers. For this reason, efforts are needed through a marketing program called mix marketing. The marketing mix concept also serves as a tool used by organizations to survive in a competitive environment.

The marketing mix is a set of controllable tactical marketing tools, product, price, distribution, and promotion that a company combines to produce the desired response in the target market. The right marketing mix strategy will make it easier for companies to create, build and maintain better product marketing activities. So this marketing mix strategy is the most basic and important strategy that every company must have in overcoming the market competition it faces. The marketing mix is a way that entrepreneurs can influence consumers which requires comprehensive planning and supervision and the actions required consist of seven types, namely actions regarding the product (product), price (price), distribution or product placement (place), promotion (promotion), process (process), physical environment (physical evidence), and participants (people). The marketing mix can increase purchasing behavior which will be significant in purchasing interest.

Various studies on the marketing mix related to purchasing have been carried out; but lack a marketing mix complete, including Product, Price, Place, and Promotion have a positive and significant influence on consumer buying interest. The results of research (Masruhin, 2017) show that product, price, promotion, and distribution channels simultaneously have a significant effect on consumer buying interest. Research (Simangunsong, 2021) states that product, price, place, and people do not have a significant effect on buying interest, promotion, process, and physical evidence variables have a significant effect on buying interest. However, different analysis results (Windasari, 2021) show that product and place have a significant effect on consumer buying interest, while price and promotions do not have a significant effect on consumer buying interest. Thus, the novelty of this research will comprehensively reveal the 7P-marketing mix on consumer repurchase interest. Inconsistencies in previous research make this research important as a research gap filler.

Therefore, this research aims to determine the effect of the marketing mix on consumer buying interest. The subjects of this research are users of the Shopee application as a novelty for research. So this research is entitled, "The Influence Of Marketing Mix On Interest In Buying Somethinc Skincare Products On E-Commerce Shopee.

METHOD

The type of method used in this research is associative. The definition of associative research according to Sugiyono (2020) is a research title that intends to describe and test the hypothesis of the relationship between two or more variables. In this research, the associative method is used to determine the influence of the marketing mix on interest in purchasing skincare products on Shopee e-commerce.

According to Sugiyono (2020), quantitative methods can be interpreted as research methods that are based on the philosophy of positivism, used to research certain populations or samples, collect data, use research instruments, and analyze quantitative or statistical data with the aim of testing predetermined hypotheses. The type of research used in this research is quantitative research using survey methods. According to Kerlinger (in Sugiyono, 2020), survey research is research conducted on large or small populations, but the data studied is data from samples taken from that population, so that relative events, distributions, and relationships are found.

This research uses a survey method to draw generalizations from in-depth observations. According to Sugiyono (2020), although this survey method does not require a control group like the experimental method, the generalizations made can be more accurate if a representative sample is used. The data collection technique is by conducting a questionnaire.

RESULTS AND DISCUSSION

Validity test results

Table 1. Validity test results

Variable	Statement	R Count	R table	Description
Product	X1.1	0,686	0,1966	Valid
	X1.2	0,679	0,1966	Valid
	X1.3	0,632	0,1966	Valid
	X1.4	0,751	0,1966	Valid
	X1.5	0,629	0,1966	Valid
	X1.6	0,775	0,1966	Valid
Price	X2.1	0,539	0,1966	Valid
	X2.2	0,678	0,1966	Valid
	X2.3	0,709	0,1966	Valid
	X2.4	0,717	0,1966	Valid
	X2.5	0,689	0,1966	Valid
	X2.6	0,708	0,1966	Valid
Distribution	X3.1	0,648	0,1966	Valid
	X3.2	0,527	0,1966	Valid
	X3.3	0,721	0,1966	Valid
	X3.4	0,649	0,1966	Valid
	X3.5	0,575	0,1966	Valid
	X3.6	0,738	0,1966	Valid
Promotion	X4.1	0,556	0,1966	Valid
	X4.2	0,677	0,1966	Valid
	X4.3	0,625	0,1966	Valid
	X4.4	0,67	0,1966	Valid
	X4.5	0,567	0,1966	Valid
	X4.6	0,725	0,1966	Valid
Purchase Intention	Y.1	0,73	0,1966	Valid
	Y.2	0,661	0,1966	Valid
	Y.3	0,699	0,1966	Valid
	Y.4	0,704	0,1966	Valid
	Y.5	0,611	0,1966	Valid
	Y.6	0,741	0,1966	Valid

Source: (Processed using SPSS, 2023)

It can be seen from the table above, it is known that the results of the validity test for all statement items from the variables Product (X1), Price (X2), Distribution (X3), Promotion (X4), and Purchase Interest (Y), can be said to be completely valid. because all statement items have a value of $r_{count} > r_{table}$ or $r_{count} > 0.1966$ at a significance level of 0.05. Therefore, all questionnaire statements on each variable can be used as a measuring tool for the variables studied.

Reliability Test Results

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Description
Product (X1)	0,783	6
Price (X2)	0,761	6
Distribution (X3)	0,718	6
Promotion (X4)	0,710	6
Purchase Intention (Y)	0,781	6

Source: (Processed using SPSS, 2023).

It can be seen from the reliability test results table above that the 6 questionnaire statement items for the all the products variabel. This means that this variable has a Cronbach's Alpha value > 0.60 , which means that the statement items on this variable can be declared reliable as a research measuring instrument.

Classical assumption test results

Normality test results

Table 3. Normality Test Results

No.	Asymp. Sig.	Description
1.	0.200	Normal

Source: primary data processed, 2023.

Based on the table above, all research data shows that the value of Asymp. Sig. (2-tailed) $0.000 < 0.05$, so the conclusion from this distribution is that the data is not normally distributed.

Multicollinearity Test Results

Table 4. Multicollinearity Test Results

Variable	Collinearity statistics		Description
	Tolerance	VIF	
Product	0.328	3.053	free from multicollinearity
Price	0.536	1.866	free from multicollinearity
Distribution	0.189	5.297	free from multicollinearity
Promotion	0.163	6.151	free from multicollinearity

Source: (Processed using SPSS, 2023).

Based on the Coefficients output above, it is known that the Tolerance value for all variables is greater than > 0.10 and the VIF value for all variables is smaller than < 10.00 . Because the Tolerance value for all variables is greater than > 0.10 and the VIF value for all variables is smaller than < 10.00 , it can be concluded that there are no symptoms of multicollinearity.

Heteroscedasticity Test Results

Table 5. Heteroscedasticity Test Results

No.	Variable	Sig.	Keterangan
1.	Product	0.504	Free of heteroscedasticity symptoms
2.	Price	0.911	Free of heteroscedasticity symptoms
3.	Distribution	0.362	Free of heteroscedasticity symptoms

4.	Promotion	0.648	Free of heteroscedasticity symptoms
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Source: (Processed using SPSS, 2023).

Based on the data processing output in the table above, it is known that all independent variables have a Sig value. greater than 0.05, it can be concluded that there are no symptoms of heteroscedasticity.

Simple Linear Regression Analysis Test Results

$$\text{Purchase Intention} = 1,362 + 0,046 \text{ Product} - 0,036 \text{ Price} + 0,573 \text{ Distributin} + 0,304 \text{ Promotion} + \varepsilon$$

The simple linear regression analysis equation above can be interpreted as follows:

1. When the Product (X1), Price (X2), Distribution (X3), Promotion (X4) variables are equal to zero, then the value of the Purchase Interest Variable (Y) is 1.362.
2. When the Product variable (X1) increases by one unit, it will result in an increase in the value of the Purchase Interest variable (Y) by 0.046.
3. When the Price Compensation variable (X2) increases by one unit, it will result in a decrease in the value of the Purchase Interest variable (Y) by 0.036.
4. When the Distribution variable (X3) increases by one unit, it will result in an increase in the value of the Purchase Interest variable (Y) by 0.573.
5. When the Promotion variable (X4) increases by one unit, it will result in an increase in the value of the Purchase Interest variable (Y) by 0.304.

T Test Results (Partial)

Table 6. T Test Results (Partial)

Variable	t count	t table	Sig.	Description
Product	0.433	2,008	0,000	Nonpartial effect
Price	-0.425	2,008	0.672	Nonpartial effect
Distribution	3.668	2,008	0.000	Partial effect
Promotion	1.785	2,008	0.077	Nonpartial effect

Source: primary data processed, 2023

1. First Hypothesis Testing (Ha¹)

It is known that the Sig value. for the influence of the Product variable (X1) on the Purchase Interest variable (Y) is $0.666 > 0.05$ and the calculated t value is $0.433 < t \text{ table } 1.985$, so it can be concluded that Ha1 is rejected, because the effect is not significant between the Product variables (X1) partially to the Purchase Interest variable (Y). The magnitude of the influence of the Product variable (X1) on the Purchase Interest variable (Y) is 0.046.

2. Second Hypothesis Testing (Ha²)

It is known that the Sig value. for the influence of the Price variable (X2) on the Purchase Interest variable (Y) is $0.672 > 0.05$ and the calculated -t value is $-0.036 > -t \text{ table } -1.985$, so it can be concluded that Ha2 is accepted because it has a negative effect between the Price (X) variables partially on the Purchase Interest variable (Y). The magnitude of the influence of the Price variable (X2) on the Purchase Interest variable (Y) is 0.036.

3. Third Hypothesis Testing (Ha³)

It is known that the Sig value. for the influence of the Distribution variable (X3) on the Purchase Interest variable (Y) is $0.000 < 0.05$ and the calculated t value is $3.668 > t \text{ table } 1.985$, so it can be concluded that Ha3 is accepted, which means that the Distribution variable (X3) has a partial effect on Purchase Interest variable (Y). The magnitude of the influence of the Distribution variable (X3) on the Purchase Interest variable (Y) is 0.573.

4. Fourth Hypothesis Testing (Ha⁴)

It is known that the Sig value. for the influence of the Promotion variable (X4) on the Purchase Interest variable (Y) is $0.077 > 0.05$ and the calculated t value is $1.758 < t$ table 1.985, so it can be concluded that Ha4 is rejected, the effect of the Promotion variable (X4) is not significant partially on Purchase Interest variable (Y). The magnitude of the influence of the Promotion variable (X4) on the Purchase Interest variable (Y) is 0.304.

F Test Results (Simultant)

Table 7. F Test Results (Simultant)

F count	F table	Sig.	Description
46.013	2.47	0.000	Simultant effect

The results of the F test for the independent variable obtained an F value = 46.013 with a P value = 0.000. By using the significant limit $\alpha = 0.05$, the Ftable is 2.47 which is obtained from the Ftable (95%; 5-1: 100-4-1). It can be seen that Fcount (46.013) > (2.47) Ftable or Pvalue (0.000) < (0.05) α , which means H0 is rejected and Ha is accepted. Thus, together the Product Variables (X1), Price (X2), Distribution (X3), Promotion (X4) influence the Buying Interest variable (Y).

Test Results of the Coefficient of Determination (R2)

Table 8. Test Results of the Coefficient of Determination (R2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.812 ^a	.660	.645	1.60133
a. Predictors: (Constant), Promotion, Price, Product, Distribution				

Source: primary data processed, 2023.

The value of R Square = 0.660 means that the contribution of the variables Product (X1), Price (X2), Distribution (X3), Promotion (X4) to the variable Purchase Interest (Y) is 66.0%, while the remaining 34.0% is influenced by the variable -other variables not examined in the study. In other words, 66.0% of the variation in the Purchase Interest variable (Y) can be explained by the variation in the Product (X1), Price (X2), Distribution (X3), Promotion (X4) variables.

DISCUSSION

1. Product Influence on Purchase Intention

Based on the results of the data processing test, Product (X1), the t table test is 1.985, the calculated t for the product variable is 0.433. So it can be seen that t count < t table and the significant value of 0.666 is greater than 0.05 ($0.666 > 0.05$) which means that the product variable has no significant effect on interest in buying Somethinc skincare products on the Shopee application. This is in line with research conducted by (Sulpa 2022) showing that products have no significant effect on purchasing interest. From the results of this research, it can be seen that the Somethinc skincare products available on Shopee E-Commerce have not yet become top of mind for consumers in determining purchasing interest among Management Study Program students at Makassar State University. This can be caused because Somehinc products have a very strong influence among consumers.

2. Effect of Price on Purchase Intention

Based on the results of the data processing test, Price (X2), the t table test is 1.985, the calculated t for the product variable is 0.036. So it can be seen that t count < t table and the significant value of 0.672 is greater than 0.05 ($0.672 > 0.05$) which means that the price variable has a negative

effect on interest in buying Somethinc skincare products on the Shopee application. This is in line with research conducted by (M. Noorman Mulyadi 2022) showing that price has a negative effect on buying interest. From the results of this research, it can be seen that the Somethinc skincare products available on Shopee E-Commerce have not yet become top of mind for consumers in determining purchasing interest among Makassar State University Management Study Program students. This is because the price setting for a product must be appropriate and reasonable. The high price offered must be in accordance with the benefits that will be received by consumers who consume it. Prices that are too high or too low will affect consumer buying interest. A price that is too high will make consumers switch to another similar product but at a cheaper price, and vice versa, if the price offered is too low then consumers will doubt the quality of the product being offered, which will affect their interest in buying the product. The higher the price, the lower the buying interest.

3. Effect of Distribution on Purchase Interest

Based on the results of the data processing test, Distribution (X3), the t table test is 1.985, the calculated t for the distribution variable is 3.668. So it can be seen that $t_{count} < t_{table}$ and the significant value of 0.000 is smaller than 0.05 ($0.000 < 0.05$) which means that the distribution variable influences purchase interest in Somethinc skincare products on Shopee E-commerce. This is in line with research conducted by Nurmadina (2022) showing that products, prices, promotions, distribution, people, processes and the physical environment have a positive and significant effect on online buying interest. From the results of this research, it can be seen that students from the Makassar State University Management Study Program feel that distribution on Shopee ECommerce is faster and more effective.

4. Effect of Promotion on Purchase Interest

Based on the results of the data processing test, Promotion (X4), the t table test is 1.985, the calculated t for the Promotion variable is 1.758. So it can be seen that $t_{count} < t_{table}$ and the significant value of 0.077 is greater than 0.05 ($0.077 > 0.05$) which means that the Promotion variable has no significant effect on interest in buying Somethinc skincare products on E-Commerce Shopee. This is in line with research conducted by (Christian A.D Selang 2013) showing that products have no significant effect on purchasing interest. From the results of this research, it can be seen that the Somethinc skincare promotion on Shopee E-Commerce is quite influencing consumers in determining purchasing interest among Makassar State University Management Study Program students. This should Somethinc maintain and increase the role of promotions on Shopee E-Commerce.

5. Influence of Product, Price, Distribution and Promotion on Purchase Interest

Based on the results of the F test for the independent variable, the F value = 46.013 with a P value = 0.000. By using the significant limit $\alpha = 0.05$, the F_{table} is 2.47 which is obtained from $F_{table}(95\% ; 5-1 : 100- 4-1)$. It can be seen that $F_{count} (46.013) > (2.47) F_{table}$ or $P_{value} (0.000) < (0.05) \alpha$, which means H_0 is rejected and H_a is accepted. Thus, together the Product Variables (X1), Price (X2), Distribution (X3), Promotion (X4) influence the Purchase Interest variable (Y). Simultaneously, Product, Price, Distribution and Promotion influence interest in purchasing Skincare Somehinc products on Shopee E-Commerce.

CONCLUSION

Based on the research results and discussions described previously, it can be concluded that:

1. The product variable has no significant effect on interest in buying Somethinc skincare products on Shopee E-Commerce, this is proven by the significance value which is greater than 0.05.
2. The price variable has a significant negative effect on interest in purchasing Somethinc skincare products on Shopee E-Commerce, this is proven by the significance value which is greater than 0.05.
3. The distribution variable has a significant positive effect on interest in buying Somethinc skincare products on Shopee E-Commerce, this is proven by the significance value which is less than 0.05.
4. The promotional variable has no significant effect on interest in buying Somethinc skincare products on Shopee E-Commerce, this is proven by the significance value which is greater than 0.05.
5. Simultaneously, product, price, distribution and promotion variables influence interest in buying Somethinc skincare products on Shopee E-commerce.

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