The Influence of Product Quality, Price, Brand Image, E WoM and WoM on Purchase Decisions of Oriflame Products at SPO Amalia Kartika Putri Situbondo

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Abstract

This study aims to analyze the effect of product quality, price, brand image, E WoM and WoM on purchasing decisions for Oriflame products. Case studies at SPO Amalia Kartika Putri Situbondo.This type of research is included in the type of quantitative research.The sample used was 40 respondents with a purposive sampling technique. The data analysis method used is Multiple Linear Regression analysis.the influence of WoM on Purchase Decision shows that there is a positive and significant influence. Purchases show no negative and significant influence. the effect of Price on Purchase Decision shows that there is a positive and significant influence; Brand Image on Purchasing Decisions shows a positive and significant influence; E-WOM on Purchase Decision shows a positive and significant influence; the influence of WOM on Purchase Decision shows that there is a positive and significant influence. the influence of Product Quality, Price, Brand Image, E-WOM, and WOM shows that there is a positive and significant influence.

Keywords: Product Quality, Price, Brand Image, E WoM ,WoM , Purchase Decision

INTRODUCTION

The economy in Indonesia is currently recovering as the 19 pandemic subsides. This is in line with the development of internet technology which encourages society to progress.SWord of mouth communication strategies are recognized as playing a significant role in influencing and shaping consumer attitudes and potential consumer behavior (Jalilvand and Samiei, 2012). Several studies have shown that word of mouth communication strategies are more influential than other communication sources, such as advertising (Jalilvand and Samiei, 2012). With the development of internet technology, the spread of word of mouth is not only limited to face-to-face communication, but has developed into electronic word of mouth (Samuel and Lianto,2014). The concept of electronic word of mouth itself is in the form of an idea for a product or company that is actually expressed by potential consumers through social networks (Thurau, et al, 2004).

Some things that consumers measure in choosing products are electronic word of mouth (E-WOM), brand image, product quality and price. Therefore, promotions carried out by a company are very important to instill the advantages of a product in the minds of consumers compared to its competitors. In addition, product quality and price also determine consumer decisions in buying.

E-WOM in the world of marketing along with the rapid growth of the internet. Indonesian people are quite literate about the internet and technology, this makes E-WOM a fairly important element in marketing. In marketing products, companies must form a brand image in the minds of consumers that has the goal of attracting the attention of potential consumers to a product. A product quality influences consumers to consider whether consumers will be interested in buying so that it influences the buyer's decision.

Oriflame is present in more than 60 countries with more than 3 million consultants generating annual sales of around € 1.4 billion and 12 Oriflame branch offices spread throughout Indonesia. Indonesia is ranked sixth which is growing rapidly. Oriflame is a Multi Level Marketing (MLM) company registered with APLI (Indonesian Direct Selling Association). APLI is an organization that is a forum for unity and unity where direct selling companies gather, including companies that carry out sales with a Multi Level Marketing (MLM) tiered system in Indonesia with the company name, namely PT. Orindo Alam Ayu.

PT. Orindo Alam Ayu (Oriflame) is a company that strives to create quality products. The following are the products owned by Oriflame, namely make-up, skin care, body care, shampoo, accessorie, nutrishake and perfume, with this product choice consumers can choose products according to their wishes and needs. Oriflame products can be used by various groups of people, such as children, adolescents, adults and the elderly.

Product Quality according to Assauri. (2015), is a statement of the level of ability of a particular brand or product in carrying out the expected functions and as an ingredient to meet basic human needs. Price according to Sudaryono. (2016), is an exchange rate that can be equated with money or other goods for the benefits obtained from an item or service for a person or group at a certain time. Price is a value for money that is sacrificed by consumers which functions as a medium of exchange to get back expected product or service.

Brand image according to Adi Setiadi. (2015), is a representation of the overall perception of the brand and is formed from information and past experience of the brand. Brand image is related to attitudes in the form of beliefs and preferences for a brand. Consumers who have a positive image of a brand will be more likely to make a purchase. *Electronic Word Of Mouth* according to Henning-Thurau and Gwinner et al. (2004) in Ekawati et al., (2014), is a form of marketing communication that contains positive or negative statements made by potential customers, customers and former customers about a product or company, which is available to many people or institutions through internet media. Electronic Word Of Mouth (eWOM) is different from WOM which can be differentiated based on the media used, the use of traditional WOM is more face to face, while eWOM communication is online through cyberspace.

Word Of Mouth (WOM) according to Goyette, Richard, Bergeron, and Marticotte. (2010). Defined as the exchange, flow of information, or conversation between two individuals. Word of mouth communication is a communication channel that is often used by many companies, because this communication is considered very effective in expediting the marketing process and is able to provide benefits to the company.

Purchasing decisions according to Schiffman and Kanuk. (2007), meaning that consumer decisions in buying or not from products or services are important for most marketers. Consumers can make decisions when there are several alternative purchase options that are in accordance with their perceptions, expectations, and beliefs about a product or service.

Purchasing decisions are made due to several factors, including product quality, price and brand image on purchasing decisions, including Oriflame products. Based on the background of the problems that have been described above, the researchers drew several problem formulations in this study, namely as follows:

a. Does product quality have a partial effect on purchasing decisions for Oriflame products at SPO Amalia Kartika Putri Situbondo?

b. Does price have a partial effect on purchasing decisions for Oriflame products at SPO Amalia Kartika Putri Situbondo?

c. Does brand image have a partial effect on purchasing decisions for Oriflame products at SPO Amalia Kartika Putri Situbondo?

d. Does electronic word of mouth have a partial effect on purchasing decisions for Oriflame products at SPO Amalia Kartika Putri Situbondo?

e. Does word of mouth have a partial effect on purchasing decisions for Oriflame products at SPO Amalia Kartika Putri Situbondo?

f. Do product quality, price, brand image, e-WOM, and WOM simultaneously influence the decision to purchase Oriflame products at SPO Amalia Kartika Putri Situbondo?

While the objectives in this study are:

a. To find out and analyze the effect of product quality on purchasing decisions for Oriflame products at SPO Amalia Kartika Putri Situbondo.

b. To find out and analyze the effect of price on purchasing decisions for Oriflame products at SPO Amalia Kartika Putri Situbondo.

c. To find out and analyze the effect of brand image on purchasing decisions for Oriflame products at SPO Amalia Kartika Putri Situbondo.

d. To find out and analyze the effect of electronic word of mouth on purchasing decisions for Oriflame products at SPO Amalia Kartika Putri Situbondo.

e. To find out and analyze the influence of word of mouth on purchasing decisions for Oriflame products in Situbondo.

To find out and analyze the effect of product quality, price, brand image, electronic word of mouth, and word of mouth on purchasing decisions for Oriflame products at SPO Amalia Kartika Putri Situbondo.

LITERATURE REVIEW

Purchasing Decision

Purchasing decision according to Kotler and Armstrong (2012), is to buy the most preferred brand from various existing alternatives, but two factors can exist between purchase intention and purchase decision. The first factor is the attitude of other people and the second factor is the situational factor.

Purchasing decisions according to Peter and Olson (in Mahendrayasa et al., 2014), are integrated processes carried out to combine knowledge in order to evaluate two or more alternatives and choose one of them, so that purchasing decisions can be interpreted as making choices by consumers for two or more alternative choices. to meet his needs.

This is related to Marketing according to Kotler and Armstrong. (2012). Is a series of processes carried out by companies to create value for customers by creating, delivering, and communicating superior customer value. One of the cosmetic industries

that is experiencing rapid development in Indonesia is Oriflame products. Access to information via the internet or known as the Electronic Word Of Mouth (E-WOM).

Hennig et al. (2004) in their research discussing the motivation of consumers to carry out E-WOM communication, in their research stated that E-WOM is a statement of likes or dislikes made by consumers who have previously used a product. It can be said that EWOM is a review made by a user of a product and then the review is communicated via the internet. Thus it can influence consumer decisions in purchasing products. Consumer assessment through internet media is an external stimulus that can foster consumer desire to buy.

Product quality according to Kotler (2009), is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs. According to Nurhayati. (2011), product quality is product suitability with market or consumer needs. Meanwhile, Arumsari's opinion (2012). Product quality is the factors contained in an item or result that causes the item or result to be in accordance with the purpose for which the item or result is intended. So it can be concluded that product quality can be expressed as a condition where consumers feel compatible with the product or in accordance with the wishes expected to meet their needs.

Good product quality will certainly attract consumers to buy because consumers want quality products. Although the price of these products is quite expensive, the most important thing is that the quality of the product is guaranteed according to the price given. Therefore, the products offered by manufacturers must be of high quality, not only to speed up purchases but also to create satisfaction for customers. Quality reflects all dimensions of product offerings that generate benefits for customers.

Price

A company produces products according to the wants and needs of consumers in order to gain market share and profit (profit). In addition to paying attention to the wants and needs of consumers, producers must also pay attention to the selling price of these products.

Price according to Kotler and Keller (2007), is an element of the marketing mix that generates income while the others generate costs. Price is one of the factors that can influence a person to make a purchasing decision, because if the pricing of a product is not in accordance with the market, the possibility is very small that the product will sell and sell well in the market. Hasan. (2008). Argues that price is all forms of monetary costs

sacrificed by consumers to obtain, own, utilize a number of combinations of goods and services from a product.

There are some products that are sold at very high prices and there are also products that are sold at very low prices. Where price is the money paid for a good or service received. Price according to Kotler and Armstrong (2011), can be defined narrowly as the amount of money billed for a product or service or the amount of value exchanged by customers to obtain the benefits of having or using a product or service.

Brand Image

Brand according to Surachman (2008), is one of the important factors in marketing activities because the activity of introducing and offering products and services is inseparable from a reliable brand. This means that the brand does not stand alone. The brand must match the other components of the marketing process.

Brand image according to Ratri (2007), is an association of all available information about products, services and companies from the brand in question. This information is obtained in two ways, the first is through direct consumer experience, which consists of functional satisfaction and emotional satisfaction. Second, the perception formed by the company from the brand through various forms of communication, such as advertising, promotion, public relations, logos, and so on.

E-WOM

E-WOM according to Meuthia (2017), is an important tool used by consumers in obtaining information about the quality of services provided and product quality. Looking at current consumer behavior, they prefer and are interested in practical ways of getting something, whether information or products and services they want, so that electronic word of mouth is able to provide convenience for consumers.

E-WOMaccording to Aprilio and Wulandari (2018), is the whole of information communication aimed at consumers via internet technology relating to the use, characteristics, and services of goods and services. Comments that are positive and become material for evaluation in making purchases and determining choices.

According to Sutrisna and Pawitra (2011), WOM is consumer knowledge of various kinds of product brands due to word of mouth communication. Word of Mouth (WOM), according to Schiffman and Kanuk (2010), is a marketing effort that triggers consumers to always talk about, promote, recommend and sell products or brands to other consumers.

WOM communication occurs when consumers provide suggestions or opinions and share experiences with other consumers about a product, service or brand.

RESEARCH METHODS

This type of research is quantitative research, namely research that requires the use of numbers a lot, starting from data collection, interpretation and display of result files (Sugiyono, 2014). In this research, what is studied isProduct Quality (X1), Price (X2), Brand Image (X3), E-WOM (X4), and WOM (X5). Purchase Decision (Y). Samples taken in this studyin this research istaken as much as 10 times the number of variables studied. So that the results obtained by researchers in determining the sample with a total of 10 x 5 variables studied were 50 respondents.The sampling technique in this study was purposive sampling, purposive sampling according to Sugiyono. (2010), is a technique for determining research samples with certain considerations that aim to make the data obtained later be more representative. Respondent criteria in this study are: a. Respondents aged over 17 years, which at that age is an age that is quite mature and understands in response to various questions that will be asked by researchers, b. Consumers who have made purchases of Oriflame products at SPO Amalia Kartika Putri Situbondo with at least 2 purchases.

The data analysis method used is multiple linear regression analysis (). Tests performed Test Instrument Data, (Validity Test Reliability Test, Classical Assumption Test; Test Coefficient of Determination (R2); t test (Partial Test): f test (Simultaneous Test)

RESULT AND DISCUSSION

Analysis of Research Results

Instrument Test

The research instrument used in this study was a questionnaire or questionnaire which was created and distributed by the researchers themselves. The use of research instruments aims to collect data and information used to analyze research.

Validity Test

According to Sugiyono (2017) suggests that the instrument is valid, meaning that the measuring instrument used to obtain (measure) data is valid. Whether an item is valid or not is known by comparing the product moment correlation coefficient index (r) with its

critical arithmetic value. Basis for decision making from the validation test according to Sugiyono (2017):

1. If r count > r table (2-sided test with a significance level of 5%) then the question or indicator is declared valid.

2. if r count < r table (2-sided test with a significance level of 5%) then the question or indicator is declared invalid. The validity test is carried out on each question item that forms the research variables namely Product Quality, Price, Brand Image, E- WOM and WOM. To measure validity, the correlation of person correlations is used, if the person correlation between each question with a total score produces a correlation value of r count greater than r table or r count > r table then the question item is declared valid.

Validity Test Results as follows:

Table 1 Validity Test Results

Variable	Items	Rtable	Count	Sig	Information
Product Quality (X1)	X1.1	0.278	0.782	0.000	Valid
	X1.2	0.278	0.492	0.000	Valid
	X1.3	0.278	0.869	0.000	Valid
	X1.4	0.278	0.723	0.000	Valid
	X1.5	0.278	0.750	0.000	Valid
	X1.6	0.278	0.787	0.000	Valid
Price (X2)	X2.1	0.278	0.818	0.000	Valid
	X2.2	0.278	0.728	0.000	Valid
	X2.3	0.278	0.803	0.000	Valid
	X2.4	0.278	0.794	0.000	Valid
	X2.5	0.278	0.712	0.000	Valid
	X2.6	0.278	0.802	0.000	Valid
Brand Image (X3)	X3.1	0.278	0.659	0.000	Valid
	X3.2	0.278	0.646	0.000	Valid
	X3.3	0.278	0.791	0.000	Valid
E-WOM (X4)	X4.1	0.278	0.811	0.000	Valid
	X4.2	0.278	0.854	0.000	Valid
	X4.3	0.278	0.862	0.000	Valid
	X4.4	0.278	0.873	0.000	Valid
	X4.5	0.278	0.797	0.000	Valid
	X4.6	0.278	0.911	0.000	Valid
WOM (X5)	X5.1	0.278	0.844	0.000	Valid
	X5.2	0.278	0.714	0.000	Valid
	X5.3	0.278	0.801	0.000	Valid
	X5.4	0.278	0.866	0.000	Valid
	X5.5	0.278	0.818	0.000	Valid
	X5.6	0.278	0.882	0.000	Valid
Purchase Decision	Y1	0.278	0.642	0.000	Valid

Variable	Items	Rtable	Count	Sig	Information
(Y)	Y2	0.278	0.731	0.000	Valid
	Y3	0.278	0.838	0.000	Valid
	Y4	0.278	0.826	0.000	Valid
	Y5	0.278	0.863	0.000	Valid
	Y6	0.278	0.861	0.000	Valid

In table 10 it can be seen that the correlation between each variable indicator of Product Quality (X1), Price (X2), Brand Image (X3), E-WOM (X4), WOM (X5) and Purchase Decision (Y) shows that r count > r table and Sig < 0.05. This shows that all the question items variable Product Quality (X1), Price (X2), Brand Image (X3), E-WOM (X4), WOM (X5) and Purchase Decision (Y) are declared valid and can be used as research data.

Reliability Test

Reliability Test is a tool for measuring a questionnaire which is an indicator of the variable or the extent to which measurement results using the same object will produce the same data. SPSS provides Brand Image to measure reliability with the Croanbach Alpha statistical test.

To find out whether a variable is reliable or not, a statistical test is carried out by looking at the Cronbach Alpha value, while the criteria that can be used are as follows Ghozali (2016)

1. If the Cronbach Alpha value is > 0.60 then the questions used to measure this variable are reliable.

2. If the Cronbach Alpha value is <0.60 then the questions used to measure this variable are not reliable.

The results of the Reliability Test are as follows:

In table 4.10 it can be seen that the correlation between each variable indicator of Product Quality (X1), Price (X2), Brand Image (X3), E-WOM (X4), WOM (X5) and Purchase Decision (Y) shows that r count > r table and Sig < 0.05. This shows that all the question items variable Product Quality (X1), Price (X2), Brand Image (X3), E-WOM (X4), WOM (X5) and Purchase Decision (Y) are declared valid and can be used as research data.

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2. If the Cronbach Alpha value is <0.60 then the questions used to measure this variable are not reliable.

The results of the Reliability Test are as follows:

Table 2. Reliability Test Results

Research variable	Cronbach's AlphaIf ItemDeleted	reliability standard	Information
Product Quality (X1)	0.791	0.60	Reliable
Price (X2)	0.794	0.60	Reliable
Brand Image (X3)	0.802	0.60	Reliable
E-WOM (X4)	0.812	0.60	Reliable
WOM (X5)	0.810	0.60	Reliable
Purchase Decision (Y)	0.803	0.60	Reliable

Table 2 shows the results of reliability testing on the instrument variables Product Quality (X1), Price (X2), Brand Image (X3), E-WOM (X4), WOM (X5) with a Cronbach's Alpha value or r alpha above 0.60. This proves that the research instrument in the form of a questionnaire is reliable because the r alpha is greater than 0.60.

Classic assumption test

The study used IBM SPSS 23.0 software to test the classical assumptions. In this classic assumption test, researchers only use three tests, namely as follows:

Normality test

The normality test according to Ghozali (2018) is carried out to test whether in a regression model, an independent variable and a dependent variable or both have a normal or abnormal distribution. If a variable is not normally distributed, the statistical test results will decrease. In the data normality test, it can be done using the One Sample Kolmogorov

Smirnov test, namely with the provision that if the significance value is above 5% or 0.05, the data has a normal distribution. Meanwhile, if the results of the One Sample Kolmogorov Smirnov test produce a significant value below 5% or 0.05, then the data does not have a normal distribution.

The results of the model normality test are as follows:

Table 3 Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Standardized Residuals
N		50
Normal Parameters, b	Means	,0000000
	std. Deviation	,94760708
Most Extreme Differences	absolute	,138
	Positive	.081
	Negative	-,138
Test Statistics		,138
asymp. Sig. (2-tailed)		,068c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Appendix (processed)

Based on table 3 it is known that the sig (2-tailed) significance value of 0.068 is greater than 0.05 , then according to the basis for decision making in the Kolmogorov-Smirnov normality test above, it can be concluded that the data is normally distributed. Thus the normality assumptions or requirements in the regression model have been fulfilled.

Multicollinearity Test

Multicollinearity test aims to test whether the regression model found a correlation between independent variables. A good regression model should not have multicollinearity. If the independent variables are correlated, then these variables are not thogonal. Othogonal variables are independent variables whose correlation values among independent variables are equal to zero. Multicollinearity can be detected by looking at the VIF tolerance value (Variance Inflation Factor), tolerance measures the variability of the selected independent variables which are not explained by other independent variables. So a low tolerance value is the same as a high VIF value (because VIF = 1/tolerance).

Multicollinearity occurs when the tolerance value is less than 0.10 and the VIF value is greater than 10.00. (Ghozali 2016).

The results of the multicollinearity test are as follows:

Table 4 Multicollinearity Test Results

Model	Collinearity Statistics		Information
	tolerance	VIF	
1 (Constant)			
Product Quality (X1)	0.137	7,281	There is no multicollinearity
Price (X2)	0.176	5,687	There is no multicollinearity
Brand Image (X3)	0.249	4,009	There is no multicollinearity
E-WOM (X4)	0.182	6,027	There is no multicollinearity
WOM (X5)	0.299	3,098	There is no multicollinearity

Based on the analysis resultsCollinearity Statisticswhich can be seen in table 13 it is known that the model does not have multicollinearity. This is indicated by the VIF value < 10 and tolerance > 0.10. Thus it can be concluded that in this study there was no multicollinearity.

Heteroscedasticity Test

Heteroscedasticity test according to Ghozali (2016) Heteroscedasticity test is used to test whether in a regression model there is an inequality of variance and residuals from one observation to another observation remains, so it is called heteroscedasticity. A good regression model is one that has heteroscedasticity or does not have heteroscedasticity.

To see the existence of heteroscedasticity, it is done by using statistical tests. The selected statistical test is the Glejser test which includes:

When sig. 2 – tailed < a = 0.05, heteroscedasticity occurs.

If sig.2 – tailed > a = 0.05 then heteroscedasticity does not occur.

Table 5 Heteroscedasticity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	-3,208	1,600		-2.006	.051
	Product Quality (X1)	-,172	,148	-,122	-1.163	,251
	Price (X2)	,074	,118	.058	0.624	,536
	Brand Image (X3)	1,083	,219	,387	4,950	,000
	E-WOM (X4)	,391	,115	,420	3,401	,001
	WOM (X5)	,279	,118	,292	2,358	.023

Source:Appendix (processed)

Based on Table 5 of the data from Glejser's results above, it can be interpreted that in the regression analysis there are 3 variables that have symptoms of heteroscedasticity with a significance value smaller than 0.05, namely the variable Brand Image (X3) 0.000, E-WOM (X4) 0.001, WOM (X5)), 0.023. While the other 2 variables are Product Quality (X1) 0,251, Price (X2) 0.536, does not experience heteroscedasticity because of its significant profitability value which is above 0.05 or 5%.

Multiple Linear Regression Analysis

Multiple Linear Regression Analysis aims to determine the effect of the dependent variable (Y) on the independent variable (X). The results of multiple linear regression analysis are as follows:

Table 6 Results of Multiple Linear Regression Analysis

Variable	Regression Coefficient	Sig.	Information
(Constant)	-3,208	.051	-
Product Quality (X1)	-,172	,251	Significant
Price (X2)	,074	,536	Significant
Brand Image (X3)	1,083	,000	Significant
E-WOM (X4)	,391	,001	Significant
WOM (X5)	,279	.023	Significant

a. DependentVariable:Total_Y

b. Predictors : (Constan), Total_X_1, Total_X_2, Total_X_3, Total_X_4, Total_X_5

Source: Appendix 7 (processed).

Based on Table 15, the results can be obtained multiple linear regression equation as follows:

Y=-3.208-0.172X1+0,074X2+1,083X3+0,391X4+0,279X5

1. Constant Value

From the equation above, a constant value of 5.668 is obtained, which means that if the value of the independent variables Product, Price, Brand Image and E-WOM is equal to zero, then the Purchase Decision (Y) will decrease by a constant of -3.208.

2. Product Quality (X1)

The coefficient value of the Product Quality variable is negative, which means that if the Product Quality variable decreases, then the Purchase Decision variable will also decrease. Conversely, if the Product Quality variable decreases, then the Purchasing Decision will also decrease.

3. Price (X2)

The coefficient value of the Price variable is positive, which means that if the Price variable is increased, the Purchase Decision variable will also increase. Conversely, if the price variable is increased, the purchasing decision will also increase.

4. Brand Image (X3)

The coefficient value of the Brand Image variable is positive, which means that if the Brand Image variable is increased, the Purchase Decision variable will also increase. Conversely, if the Brand Image variable is increased, the Purchase Decision will also increase.

5. E-WOM (X4)

The coefficient value of the E-WOM variable is positive, which means that if the E-WOM variable is increased, the Purchase Decision variable will also increase. Conversely, if the E-WOM variable is increased, the Purchase Decision will also increase.

6. WOM(X5)

The coefficient value of the WOM variable is positive, which means that if the WOM variable is increased, the Purchase Decision variable will also increase. Conversely, if the WOM variable is increased, then the Purchase Decision will also increase.

Hypothesis Testing

The hypothesis test is used to statistically test the truth of a statement and draw conclusions whether to accept or reject the statement. t test (partial test). The t test is used to test the hypothesis which states that there is a significant influence between the independent variable (X) on the dependent variable (Y) together. The results of the t test can be seen as follows:

Table 7 Test Results t

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	std. Error	Betas		
1	(Constant)	-3,208	1,600		-2.006	.051
	Product Quality (X1)	-,172	,148	-,122	-1.163	,251
	Price (X2)	,074	,118	.058	0.624	,536
	Brand Image (X3)	1,083	,219	,387	4,950	,000
	E-WOM (X4)	,391	,115	,420	3,401	,001
	WOM (X5)	,279	,118	,292	2,358	.023

Criteria for decision making on the t test:

1. if the significance probability value is > 0.05, then the hypothesis is rejected. The rejected hypothesis means that the independent variable has no significant effect on the dependent variable.

2. if the probability value is significant, <0.05, then the hypothesis is accepted. The hypothesis cannot be rejected which means that the independent variable has a significant effect on the dependent variable.

Based on table 7, it can be seen that the influence of each independent variable on the dependent variable is as follows:

1. Product Quality Variable (X1) to Purchase Decision Variable (Y)

The results of multiple regression analysis t test, shows that the t count on the Product Quality variable (X1) is equal to-1.163and t table of 2.015. This shows that t arithmetic-1.163<t table 2.015 and sig 0,251> 0.05, then H0 is rejected and Ha is accepted, meaning that there is no linear effect between the dependent variable and the independent variable, so that partially the product quality variable does not have a significant and negative effect on the Purchase Decision of Oriflame Products at SPO Amalia Kartika Putri Situbondo

2. Price Variable (X2) to Purchasing Decision Variable (Y)

The results of multiple regression analysis t test, shows that the t count on the price variable (X2) is equal to0.624and t table of 2.015. This shows that t arithmetic0.624<t table 2.015 and sig 0,536> 0.05, then H0 is rejected and Ha is accepted, meaning that there is a linear influence between the dependent variable and the independent variable, so that partially the price variable has a significant and positive effect on purchasing decisions for Oriflame products at SPO Amalia Kartika Putri Situbondo.

3. Brand Image Variable (X3) to Purchasing Decision Variable (Y)

The results of multiple regression analysis t test, shows that the t count on the Brand Image variable (X3) is equal to4,950and t table of 2.015. This shows that t arithmetic4,950> t table 2.015 and sig 0.000 <0.05, then H0 is accepted and Ha is rejected, meaning that there is a linear effect between the dependent variable and the independent variable, so that partially the Brand Image variable has a significant and positive effect on the Purchase Decision of Oriflame Products at SPO Amalia Kartika Princess Situbondo.

4. E-WOM variable (X4) to Purchase Decision variable (Y)

The results of the t-test multiple regression analysis show that the t count on the E-WOM variable (X4) is equal to3,401and t table of 2.015. This shows that t arithmetic3,401> t table 2.015 and sig 0.001 <0.05, then H0 is accepted and Ha is rejected, meaning that there is a linear effect between the dependent variable and the independent variable, so that partially the E-WOM variable has a significant and positive effect on the Decision to Purchase Oriflame Products at SPO Amalia Kartika Putri Situbondo.

5. WOM variable (X5) to Purchase Decision variable (Y)

The results of multiple regression analysis t test, shows that the t count on the WOM variable (X5) is equal to3,401and t table of 2.015. This shows that t arithmetic3,401> t table 2.015 and sig 0.001 <0.05, then H0 is accepted and Ha is rejected, meaning that there is a linear effect between the dependent variable and the independent variable, so that partially the WOM variable has a significant and positive effect on the Purchase Decision of Oriflame Products at SPO Amalia Kartika Putri Situbondo.

F Test (Simultaneous Test)

The F test is carried out to test the regression coefficients together, namely to test whether there is a significant effect of all the independent variables together - the dependent variable together. The results of the F test can be seen as follows:

Table 8 F Test Results

ANOVA

Model		Sum of Squares	Df	MeanSquare	F	Sig.
1	Regression	813,426	5	162,685	122,668	0.000b
	residual	58,354	44	1.326		
	Total	871,780	49			

Source: Appendix (processed).

Decision-making criteria for testing F:

1. If F count > F table or probability < significant value (sig <0.05), then the research model can be used.

2. If F count < F table or probability > significant value (sig <0.05), then the research model cannot be used.

Based on Table 8, the following results are obtained. To test whether the independent variables simultaneously have an influence on the dependent variable or have no effect, the F test (F test) is used by comparing F count with F table. The test criteria are if F count > F table then Ho is rejected and Ha is accepted.Test resultsi F obtained F count122,668> F table2.43and significant 0.000 <0.05, it can be concluded that the research hypothesis (H2) causesso variableQualityProduct (X1), Price (X2), Brand Image (X3), E-WOM (X4), and WOM (X5)effect simultaneously onDecision to Purchase Oriflame Products at SPO Amalia Kartika Putri Situbondo.

Analysis of the Coefficient of Determination

Coefficient of Determination To measure how much or percentage of the contribution of the independent variables Product Quality (X1), Price (X2), Brand Image (X3), E-WOM (X4), WOM (X5) to Purchase Decision (Y) as independent variables. The result of the coefficient of determination is givenut:

Table 9 Results of Determination Coefficient Analysis

ModelSummaryb

Model	R	R Square	Adjusted R Square	std. Error of the Estimate	Change Statistics				
					R Square Change	FChange	df1	df2	Sig. FChange
1	,966a	,933	,925	1.152	,933	122,668	5	44	,000

a. Predictors: (Constant), X5, X3, X2, X1, X4

Model	R	R Square	Adjusted R Square	std. Error of the Estimate	Change Statistics				
					R Square Change	FChange	df1	df2	Sig. FChange
1	,966a	,933	,925	1.152	,933	122,668	5	44	,000

b. Dependent Variable: Y

Based on table 9 above shows the value of R = 0.966 and Adjusted R Square (R2) of 0.925. This shows that the variable Purchase Decision (Y) is influenced by 92.5% by the variables Product Quality (X1), Price (X2), Brand Image (X3), E-WOM (X4), WOM (X5). While the remaining 100% -92.5% = 8.5% is explained by other variables that were not examined in this study such as location, market opportunities, advertising, promotions and others.

Interpretation

Interpretation is an activity that aims to combine the results of the analysis with various kinds of questions, criteria and certain standards in order to be able to create a meaning from a data that has been collected by researchers, the interpretation of this research is as follows:

1. The Effect of Product Quality on Purchase Decisions for Oriflame Products at SPO Amalia Kartika Putri Situbondo

   The results of multiple regression analysis in the t test for the first hypothesis (H1) show that product quality partially does not have a significant and positive effect on purchasing decisions, meaning that the less attractive the product form, the purchasing decisions will decrease (H1 is rejected).

   From the research results it was found that there was no significant and positive effect of the Product variable on the Purchasing Decision Variable. products have a significant and positive effect on purchasing decisions because selling products that are less attractive according to consumer expectations, attractive products such as shapes, colors, graphics, brands, illustrations, letters, unique designs and packaging as well as product layouts on shelves will be different in each class can influence consumer purchasing decisions. In addition to selling products that are more prominent than similar products to meet consumer needs, so that consumers can assess the benefits of the product and know the advantages / disadvantages in using the product. Based on the results of this study, it can

be concluded that the quality of Oriflame products at SPO Amalia Kartika Putri Situbondo partially does not have a significant and positive effect on purchasing decisions. With the results of this study it is expected that Oriflame products at SPO Amalia Kartika Putri Situbondo will improve and continue to increase to achieve the product's main goals. oriflame at SPO Amalia Kartika Putri Situbondo.

2. The Effect of Price on Purchase Decisions for Oriflame Products at SPO Amalia Kartika Putri Situbondo

The results of multiple regression analysis on the t test on the second hypothesis (H2) show that the price partially has a significant and positive effect on the Purchase Decision, meaning that the higher the price, the Purchase Decision will increase (H2 is accepted). From the research results it was found that there was a significant and positive effect of the Price variable on the Purchasing Decision Variable. This is in accordance with the results of research from Cici Suasti Ningsih, Lik Anah (2021) which stated that Price had a positive and significant effect on purchasing decisions, a factor that causing price to have a significant and positive effect on purchasing decisions, because in SPO Amalia Kartika Putri Situbondo it pays attention to how many market competitors there are in the same type of product. Based on the results of this study, it can be concluded that the price of Oriflame products at SPO Amalia Kartika Putri Situbondo partially has a significant and positive effect on purchasing decisions.

3. The Effect of Brand Image on Purchase Decisions for Oriflame Products at SPO Amalia Kartika Putri Situbondo

The results of multiple regression analysis in the t test for the third hypothesis (H3) show that brand image partially has a significant and positive effect on purchasing decisions, meaning that the more adequate the brand image is given, the purchasing decisions will increase (H3 accepted).

From the research results it was found that there was a significant and positive effect of the Brand Image variable on the Purchasing Decision Variable. This is in accordance with the results of research from Arisca Adelia Septiana's research (2021) which stated that Brand Image had a positive and significant effect on purchasing decisions. Factors that cause Brand Image have a significant and positive effect on Purchasing Decisions. Because the brand image is adequate, healthy is able to meet hygiene standards such as bathroom amenities (Gell Wash, Shampoo, Conditioner, Body Shower). Based on the results of this study, it can be concluded that the brand image of Oriflame products at SPO

Amalia Kartika Putri Situbondo partially has a significant and positive effect on purchasing decisions.

4. Influence E-WOMon the Decision to Purchase Oriflame Products at SPO Amalia Kartika Putri Situbondo

The results of multiple regression analysis on the t test on the fourth hypothesis (H4) show that E-WOM partially has a significant and positive effect on Purchasing Decisions, meaning that the better the employee service provided, the Purchasing Decision will increase (H4 accepted).

From the research results it was found that there was a significant and positive effect of the E-WOM variable on the Purchasing Decision Variable. This is in accordance with the results of research from Natasha Valentina, Rezi Erdiansyah (2021) which stated that E-WOM had a positive and significant effect on purchasing decisions , the factors that cause E-WOM to have a significant and positive effect on Purchasing Decisions, because at SPO Amalia Kartika Putri Situbondo the service provided by traders is very fast to such as when buyers buy Oriflame products via internet media. Another factor that causes E-WOM to influence Purchasing Decisions is because the services provided are good, such as being able to answer consumer desires and questions with good ethics and communication, being able to convey product value, Being friendly, polite makes consumers comfortable when shopping. Based on the results of this study, it can be concluded that the Quality of Service at SPO Amalia Kartika Putri Situbondo partially has a significant and positive effect on purchasing decisions, with the results of this study it is hoped that E-WOM at SPO Amalia Kartika Putri Situbondo will get better and continue to improve creating loyal and consistent consumers to achieve the main goals at SPO Amalia Kartika Putri Situbondo.

5. Influence WOMon the Decision to Purchase Oriflame Products at SPO Amalia Kartika Putri Situbondo

The results of multiple regression analysis on the t test on the fifth hypothesis (H5) show that WOM partially has a significant and positive effect on purchasing decisions, meaning that the better the employee service provided, the purchasing decisions will increase (H5 accepted).

From the research results it was found that there was a significant and positive influence of the WOM variable on the Purchase Decision Variable. This is in accordance with the results of research from Lusiana Riski Setiani's study (2019) which stated that

WOM had a positive and significant effect on purchasing decisions, the factors that cause WOM to influence significantly and positively on purchasing decisions, because Oriflame products at SPO Amalia Kartika Putri Situbondo have services provided by employees very quickly to the needs of buyers, such as when buyers come to make payments. Another factor that causes WOM to influence purchasing decisions is because the services provided are good, such as being able to answer consumer desires and questions with good ethics and communication. can convey product value, be friendly, polite make consumers comfortable when shopping. Based on the results of this study, it can be concluded that the quality of service at SPO Amalia Kartika Putri Situbondo partially has a significant and positive effect on purchasing decisions. With the results of this study, it is hoped that WOM at SPO Amalia Kartika Putri Situbondo will get better and continue to increase in order to create consumers who are loyal and consistent to achieve the main goals at SPO Amalia Kartika Putri Situbondo.

6. The Influence of Product Quality, Price, Brand Image, E-WOM and WOM on Purchasing Decisions at Spo Amalia Kartika Putri Situbondo

The results of multiple regression analysis in Test F on the sixth hypothesis (H6) show that Product Quality, Price, Brand Image, E-WOM and WOM simultaneously have a significant and positive effect on Purchase Decision, meaning that the better Product Quality, Price, Brand Image, E- WOM and WOM are given, the Purchase Decision will increase (H6 is accepted).

From the research results it was found that there was a significant and positive effect of the variables Product Quality, Price, Brand Image, E-WOM and WOM on Purchasing Decision Variables. This is in accordance with the results of research from all previous studies which found that Product Quality, Price, Brand Image, E-WOM and WOM have a positive and significant effect on purchasing decisions. Based on several variables that influence Purchase Decisions including Product Quality, Price, Brand Image, E-WOM and WOM that simultaneously these five variables influence Purchase Decisions at SPO Amalia Kartika Putri Situbondo, because every consumer feels the impact of Product Quality, Price, Brand Image, E-WOM and WOM on Purchasing Decisions, it can be said that many consumers are satisfied and will buy goods again at SPO Amalia Kartika Putri Situbondo. If these five variables are really implemented properly and in accordance with the objectives of SPO Amalia Kartika Putri Situbondo. Based on the results of this study, it can be concluded that Product Quality, Price, Brand Image, E-WOM and WOM

simultaneously have a significant and positive effect on Consumer Purchasing Decisions of Oriflame products at SPO Amalia Kartika Putri Situbondo remain constant or increase in order to have a greater impact good again for oriflame products at SPO Amalia Kartika Putri Situbondo.

CONCLUSION

Based on the discussion of research in general regarding it can be concluded that:

a. QualityProduct on Purchase Decision shows no negative and significant effect. This proves that products that do not meet consumer expectations will reduce or not increase the decision to purchase Oriflame products at SPO Amalia Kartika Putri Situbondo.

b. Price on Purchase Decision shows that there is a positive and significant influence. This proves that good prices for consumers will increase purchasing decisions for Oriflame products at SPO Amalia Kartika Putri Situbondo.

c. Brand Image on Purchase Decision shows that there is a positive and significant influence. This proves that a good brand image for consumers will increase purchasing decisions for Oriflame products at SPO Amalia Kartika Putri Situbodo.

d. E-WOM on Purchase Decision shows that there is a positive and significant influence. This proves that E-WOM that is good for consumers will increase the decision to purchase Oriflame products at SPO Amalia Kartika Putri Situbondo.

e. WOM on Purchase Decision shows that there is a positive and significant influence. This proves that good WOM towards consumers will increase the decision to purchase Oriflame products at SPO Amalia Kartika Putri Situbondo.

f. QualityProduct, Price, Brand Image, E-WOM, and WOM show a positive and significant influence. This proves that Product Quality, Price, Brand Image, E-WOM, and WOM improve Purchase Decisions for Oriflame Products at SPO Amalia Kartika Putri Situbondo.

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