

ANALYSIS OF FACTORS THAT AFFECTS PURCHASE DECISION OF IMPORTED FEMALE COSMETICS

Annathesiana¹ Ickhsanto Wahyudi²,

¹Universitas Esa Unggul, Jakarta

²Universitas Esa Unggul, Jakarta

Jln. Arjuna Utara No.9, RT 1/RW 2, Kel. Duri Kepa, Kec. Kebon Jeruk, Jakarta Barat, 11510

tasya.anna.at@gmail.com

ABSTRACT

This study aims to determine "Analysis of Factors That Affects Purchase Decision of Imported Female Cosmetics". Variable independent consisting of price, quality, and promotion variables dependent consists of Purchase decision of imported female cosmetics. The population in this study are consumers Who have Indonesia's female minimum at 15 years old, have used import cosmetics, or who is the distributor/ forwarder import cosmetics. The number of samples is 399 people with the technique of taking samples using the probability sampling with techniques cluster sampling techniques, the method used in this research is data collection using a questionnaire and using analysis techniques Multiple linear regression. The results of this study indicate that general the price has a positive effect and has a significant effect on purchase decision of imported female cosmetics. Generally, the quality has a positive effect and Significant towards effect on purchase decision of imported female cosmetics. Generally, promotion has a positive and significant effect on purchase decision of imported female cosmetics, and simultaneously price, quality, and promotion have a positive and significant effect on purchase decision of imported female cosmetics.

Keywords: Price, Quality, Promotion, And Purchase Decision of Imported Female Cosmetics

INTRODUCTION

Beauty awareness is one of the indicator of a growing cosmetic company in Indonesia, because beauty is something that Indonesia women are sought after and coveted. The current makeup trend or cosmetic using is strongly supported by the help of social media and mouth to mouth marketing, such as argument from responded interview regarding trend cosmetics or skincare recently as influence of movie from South Korean because beauty standard in Asia almost same which is have a white skin therefore the import demand of cosmetics from South Korea is a lot of in Indonesia, and other argument from responded, brand ambassador has an influence for people to trust the product and the selection of brand ambassador. In this era trend of cosmetics not only for beauty but is a necessary for skin protection because now the pollution in Indonesia isn't good for healthy skin, and the reason of women in Indonesia to use product import Indonesian people have a prespective that import product better than local. So, Responded interview are concludes that promotion from the brand ambassador, mouth to mouth preferences, and knowledge about ingredients affect increasing demand for import product because of the quality, therefore many people will be interested to try the product. Based on this research, the main point is the woman in Indonesia mostly pay the attention to the quality of their make-up because 5 of 6 answer are quality is the most important aspect to decide a product, so they feel import product have a better quality so 5 of 6 are prefer to use import product.

The growth of Indonesian cosmetics imports in 2015-2019 experienced an average increase of 8.95% (percent), and in 2018-2019 there was a decrease in imports by 0.87% (percent). In 2018 the amount of volume import cosmetics could decrease because the Indonesian Minister of Finance and Trade Minister has made all regulations on import tariffs since 2008 which have always been revised according to the conditions, if the condition of the import rate increases significantly, it requires updating then the regulation will be updated to maintain a balanced balance of payments as in 2018, the Ministry of Finance Sri Mulyani issued a Minister of Finance Regulation that raises the article 22 income tax rate on 1,147 imported goods. Of the thousands of goods, imported cosmetics are among the goods for which the tax rate will be increased. Which cosmetic goods are subject to income tax article 22 from 2.5% (percent) to 10% (percent) for each cosmetic item (Minister of Finance of the Republic of Indonesia, 2017).

Therefore, there are several factors that affect level of import cosmetics is consumer buying behaviour refers to the buying behaviour of final consumer individuals, and households who buy goods, and services for personal consumption (Kotler et al., 2018). From the previous researchers Sonia Cipta & Nurvita Trianasar (2020) regarding analysis halal label towards purchases on cosmetic wardah, in this research could show Halal labelling on product has a significant effect, which is the label halal same as the quality of product. So to take attention from consumer the producer should be have quality which necessary for majority.

While the research which was by Wahyu Erdalina (2018) towards Citra brand of handand body lotion shown product quality, price, and promotion has a significant effect on

LITERATURE REVIEW

Theory of Comparative Advantage

The pioneer of theory Comparative Advantage was David Ricardo which was published in Principles of Political Economy and Taxation in 1817. David Ricardo developed the classical theory of comparative advantage in 1817 to explain why countries engage in international trade even when one the country could provide all product, and the workers are more efficient at producing every single goods than other countries (Ricardo, 1821).

David Ricardo theory means the country has specialize product to improve amount of consumption and press the cost. Every single country needs to make engage with other countries because each country has the different relative cost of producing.

The Heckscher-Ohlin Theorem

According to theory H-O, worldwide exchange happens because of contrasts in the chance expense of an item between one country and another, trade can happen because of contrasts in the extent factor endowment, and production factors of each country (Ohlin, 1935). Which is that country has relatively many merchandise/ cheap productions factors in producing the will specialize in production and will export their goods. In other hand, a country will import certain merchandise if the country has relatively scarce/ expensive production factors.

Theory Leontief Paradox

In research have two possible methods for the investigation are the inductive inference and deductive inference. Inductive inference means doing research with develop the last theory such as theory of H-O which is Wassily Leontief make a new statement about H-O theory, and common called Leontief paradox.

The point in this theory is that have a large number of high skills, and education workers, amount of export is higher. Otherwise, if country not well skill, and educated workforce, so amount of export is smaller. Because only big amount of nature resources without good manage or innovation, so that the country cannot get the high earn from export, such as only can sell the raw material without add value to goods (gold ore be jewelry) (Leontief, 1953).

According to(Gkatsikos, 2021), the Leontief paradox is a useful tool to determine the efficiency of an economy but requires further extensions when it comes to environmental sustainability. On this side, because Leontief paradox can show which area needs water,12 and which area has a lot of water. So, Leontief Paradox still accurate in this era.

Factor Of Consumer Buying Behaviour

Consumer buying behaviour refers to the buying behaviour of final consumer individuals, and households who buy goods, and services for personal consumption.

Theory marketing stimuli (books of principle of marketing) have 4 contents product, price, place, and promotion. Other stimuli included significant forces and events in the buyer's environment such as economic, technological, political, and cultural (Garvin, 1996). All these stimuli have effect about buyer characteristics, and buyer decision process as called Buyer's black box, where they are turned buyers responded, divided be product choice, brand choice, dealer choice, purchase timing, and purchase amount.

Product (Quality)

Based on the book eight dimensions of product quality (Garvin, 1996), Garvin proposes eight important dimensions or quality categories that can serve as a framework for strategic analysis: performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality. And make sure the manager to combine on the chosen dimensions or categories they apply, because some of them always influence each other.

Such as A company have a good quality, and have a features, but their customers services is slow the possibility happen customers need the product quickly so the customers will run to B company although B company sell goods with standard quality, and features but customers services is quickly, so the company have a big threat to fulfil all of the 8 sidesas mention from Garvin to get attention from customers.

Price

Price is the amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefits of having or using the product or service (Garvin, 1996).

In this factor based on master company have to pay attention about price, because people more interest on lower price, but it difficult for company because the good raw material is so high, so it is a threat for company to make a goods with lower price, maybe the company must research more ingredients of product to make sure the ingredients of raw material of product have a good affect for customer, such as if the company need colour red from natural resources they can use

beetroot than dragon fruit, because beetroot can produce same as dragon fruit (red colour), because dragon fruit have a pricey.

Promotion

Based opinions of (Kotler et al., 2005) promotion reflect activities that communicate the product or service and its merits to target customers and persuade them to buy.

But, promotion is a part of a company that requires high expenses, in the fact promotion is the highest second expenses of company after salary expenses, from Kotler opinion company divided four promotion which is Advertising, Promotion, Personal selling, and publicity from four type of promotion company have a big threat because company need much spend money to make their goods is known by customer.

It's means company have big threat to choose what marketing strategy will use too avoid useless spend or not effectiveness, but the mission to persuade them to buy or known company product.

THE RELATIONSHIP BETWEEN VARIABEL AND HYPOTHESIS

The Influences Between Price and Purchase Decision on Imported Female Cosmetics.

Regarding the theory of consumer buying behaviour factors (Garvin, 1996), which one of it is the consumer determination to choose products or services depends on economics condition, age, etc. Such as teenager more attention on list of price, therefore the researcher approximately price has influences of Purchase Decision of Imported Female Cosmetics

Price is factoring a person to determining product choice, so there is an influence between price and purchase decision of imported female cosmetics. The relationship between the two has been explained in the study (Karlsson et al., 2005) that consumers are willing to make efforts to buy online to get price savings. This may be exacerbated by the RCEP agreement that Indonesia officially commits to operate in 2022 and offset by the fact that the internet can reduce costs in terms of time and effort before making a product purchase. And according (Rosida, 2018), the results of her research show that the price affects the intensity of purchasing cosmetics. Thus, the proposed hypothesis is

H1: Price has an influence to purchase decision of imported female cosmetics.

The Influences Between Product of Quality on Purchase Decision of Imported Female Cosmetics.

Based on the theory of consumer buying behaviour factors (Garvin, 1996), quality have a important role for marketing stimuli, because depend on interview performance of product will change consumer to choose product which is willing to pay, the researcher approximately price has influences of Purchase Decision of Imported Female Cosmetics based on the literature review, the quality has an influence on the volume of imports (Alfred, 2013) research which states that respondents agree that quality is the most important factor in purchasing products. This is also reinforced by a statement from (Phillip et al., 2003), that someone's interest in purchasing a product can occur if the company also improves service quality and customer satisfaction which is part of the quality of the product. Thus, the proposed hypothesis is

H2: Quality has an influence on purchase decision imported female cosmetics.

The Influences Between Promotion on Purchase Decision of Imported female Cosmetics.

According to theory of consumer buying behaviour factors (Garvin, 1996), promotion have a big impact for credibility company, which one can get trust consumer to use or buy product such as company use Korean figure for their brand, and the impact will happen is the followers of Korean figure will try their product. Because promotion is one of the important factors in the introduction of products to the community that can bedone, such as the literature review above.

In accordance with the previous researcher in the selection of a product that will be of interest and will then be purchased by consumers (Agatha, 2020). According to research results from (Lina,Intan Katrin, H.p Diyah Setyorini, 2015) stating that promotion has a very positive impact on product introduction, especially marketing by mouth-to-mouth compared to direct marketing Thus, the proposed hypothesis is

H3: Promotion has an influence on purchase decision of imported female cosmetics.\

The Influences Between Independent Variables of Dependent Variables

According to the understanding of consumer behaviour (Garvin, 1996), it affects the price, quality of a product, promotion of purchase decision of Imported Female Cosmetics. The prediction is strengthened because of human behaviour always want the best in every way and feels satisfied if good quality pair with low price due to promotion from the company.

Because after the researcher have been interviewed with responded, the researcher got conclusion female in Indonesia aware on 3 segment on product that is on the price of the product, the quality of the product they will buy, and promotions that convince them to buy or try the product.

H4: Price, product of quality,promotion has an influence on purchase decision of imported female cosmetics.

RESEARCH METHOD

Conceptual Framework

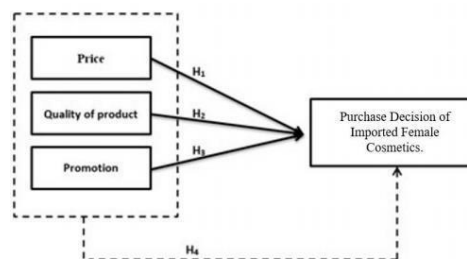


Figure 1. Conceptual Framework

Research Design

This research uses which qualitative approach. Which is this research shown purchase decision of imported female cosmetics as depend variable toward price, product quality, and promotion as independent variables. Data analysis is qualitative or statistical in order to test hypotheses. Data sources consist of primary and secondary data sources, the primary data used in study is sourced from distributing questionnaires directly to buyers, users, and those who have imported cosmetics, where the data is collected and processed by researchers, and for secondary data in this study is data obtained from the site www.bps.go.id, and various sources others such as journals, books, e-book, and theinternet.

Population, and Sampling

The population in this research is all women in Indonesia at seven Island in Indonesia are Sumatra Island, Java Island, The islands of Nusa Tenggara, Kalimantan Island, Sulawesi Island, Maluku, Island, and Papua Island. Population and Sample have the same characteristics. In this research the sample is 399.99 or 400 women in Indonesia. This sampling is in accordance with the technique used by the researcher namely Probability Sampling (cluster random sampling technique), with consideration of women, get thesame access to buy cosmetics. In this study the researcher used the Slovin's formula.

Sampling Technique

This study uses quantitative data in the form of primary and secondary data. The sampling technique used in this research is probability sampling with cluster sampling techniques. In this study, the samples were taken according to the criteria is Indonesia's female minimum at 15 years old, and have used import cosmetics, or who is the distributor/ forwarder import

cosmetics.

Data Analysis Technique

This research used primary and secondary data therefore analysis method used, first validity test to measure whether a questionnaire is valid or not (Ghozali, 2009), with criteria level of significance < 0.05 , it can be considered valid, but level of significance > 0.05 is invalid, In the validity test using statistical software the Pearson Bivariate (product-moment person) and corrected item to measure valid or not question of questionnaire. Second reliability to know the answer of respond is consistent power or stable over time. The reliability test generally uses the Cronbach Alpha test. From the results of reliability calculations based on the results of SPSS software data processing that have been used in testing, then harmonized with range values or provisions that are set statistically. Indicator of Cronbach's Alpha Ranges Information 0.0– 0.20 Very unreliable 0.21- 0.40 Unreliable 0.41- 0.60 Quite reliable 0.61- 0.80 Reliable 0.81- 1.00 Very reliable (Anindita, Rina, 2009), and multiple linear regression analysis is an analysis used to measure the extent to which the influence of one or more independent variables on the related variable, either partially or simultaneously.

Hypothesis Testing

This research used (F - Test) to test the variables independent in the regression model simultaneously affect to variable dependent, (T – Test) to partially test the variables independent effect on the dependent variable, and (R^2) to interpret the extent to which the relationship between the independent and depend variable.

RESULT

Validity Test

Statement that stated 30 questions to be spread to 30 respondents, namely consumers of cosmetic imports. Result validity test is said to be valid with a sig r value < 0.05 . The results of the table can be seen in the product moment r value. The validity test of 30 respondents it is explained that there are 30 valid statements, because they have a sig r < 0.05 so that all the statement items are suitable for use and can measure the indicators and variables to be measured.

Reliability Test

The results of the reliability test are seen from Cronbach Alpha, which is if Cronbach Alpha > 0.60 , so the statement on the questionnaire is declared reliable. The results of the reliability test on 30 respondents at the price variable has a Cronbach alpha result of 0.689, the promotion variable has a Cronbach alpha result of 0.736, and then the promotion variable has a Cronbach alpha result is 0.803 and the Purchase Decision of Imported Female Cosmetics variable has the result Cronbach's alpha 0.763. Then it can be concluded that all the variable has a Cronbach's alpha that exceeds 0.60 so that at in this research, all variable indicators are declared reliable or consistent.

Multiple Linear Regression Test

This analysis is used to determine the influence between the independent variables, namely Price (X1), Quality of product (X2), and promotion (X3) to the Purchase Decision of Imported Female products (Y).

$$y_i = \beta_0 + \beta_1 x_{i1} + \beta_2 x_{i2} + \dots + \beta_p x_{ip} + \epsilon_i$$

From the results, $Y = 93.726 + (-1.430) X_1 + (-1.266) X_2 + 0.910 X_3$. It show the regression equation has a constant value of 93.726, which means that if the variables of price, quality, and promotion. The consistency value of the purchase decision of imported female variable is 93.726. This equation also has a negative value on the coefficient of price of 1.430, which means that for every 1 unit increase in price, the purchase decision of imported female will

decrease by 1.430 and vice versa. The quality has a negative value at a coefficient of 1.266, which means that for every increase in quality of 1 unit, the purchase decision of imported female will decrease by 1.266 and vice versa. Furthermore, the promotion has a positive value at the coefficient of 0.910, which means that for every increase in promotion by 1 unit, the purchase decision of imported female will increasing by 0.910 and vice versa.

Hypothesis Testing

Test	Result	Information	Conclusion
Uji F	0.000	0.000	H4 = Hypothesis hasAccepted
Uji T	H1 = 11.025/0.000	Variables simultaneously has significant effect	H1 = Hypothesis hasRejected
	H2 = 15.312/0.000	Has a negative effect, and has influences	H2 = Hypothesis hasRejected
	H3 = 5.342/0.000	Has a positive effect, and has influences	H3 = Hypothesis hasAccepted

Table 1. Summary of Hypothesis Testing

First, hypothesis testing F-Test (Simultaneously Test), and T-Test (Partially Test). Based on result of F-Test is 0.000. Therefore value is $0.000 < 0.05$ so variables independent (price, quality, and promotion) has a positive and significant effect on purchase decision of imported female cosmetics.

Based on result of T-Test is 0.000 means the price variable partially has a negative and significant effect on the purchase decision of imported female cosmetics, quality of product variable has a negative and significant effect on the purchase decision of imported female cosmetics, and promotion variable has a positive and significant effect on the purchase decision of imported female cosmetics. Then the summary of T-Test H₁, H₂ has rejected, but H₃, and H₄ has accepted.

Test the coefficient of determination (R²) where the R square value is 42.2 percent. This shows that 42.2 percent of influence female imported product cosmetics is influenced by price, quality, and promotion, while the rest value at 74.5% can influenced by other factors.

DISCUSSION

The Influences of Price on Purchase Decision of Imported Female Cosmetics

Based results of this study indicate the partial price has a negative effect, and significant effect on purchase decision of imported female cosmetics, which means that the price has influences women in Indonesia to buy cosmetics import. This is supported by the partial test obtained significant values amounting to $0.000 < 0.05$ then H₁ is rejected. H₀ is accepted, it's shown there is a significant effect of price on purchase decision of imported female cosmetics product.

Therefore, cheaper cosmetics products so will be making increasing demand, and otherwise, if the cosmetics product offer more expensive so the demand has decreased. Thus, it can be interpreted that consumers consider these factors. Price factor has the most important for consumers in making a purchase, so has an impact of purchase decision of imported female cosmetics. This can be interpreted that women in Indonesia consider the price to make a decision to buy a product, because high price will make the number of unit products to be purchased becomes small while price is low so the number of unit product to be purchased becomes large.

This result is consistent with previous research conducted which shows that the price has

negative, and has a significant effect towards the purchase decision of imported female cosmetics (Anwar, 2019). Which states that low prices tend to be referred to as suitable prices as buyers so that if they feel suitable, they will tend to make decisions in the form of repeat purchases of the same product.

The Influences of Quality of Product on Purchase Decision Imported Female Cosmetics

Based results of this study indicate the partial quality of product has a negative effect, and significant effect on purchase decision imported female cosmetics, which means that quality of product has influences women in Indonesia willing to pay cosmetics import. This is supported by the partial test obtained significant values amounting to $0,000 < 0.05$ then H_2 is rejected H_0 is accepted, it's shown there is a significant effect of quality of product on purchase decision of imported female cosmetics product. Therefore, better quality of cosmetics products, should be influence to customers to try new product, and will be increasing demand, but in other hand, if the cosmetics product offer has a standard quality such as same as with domestic's quality, so the demand has not increased, or women are not interested to try, or buy cosmetics import. Thus, it can be interpreted that consumers consider these factors. Quality of product factor has one of the most important for consumers in making a purchase, so has an impact of purchase decision of imported female cosmetics product. This can be interpreted that women in Indonesia consider the quality to make a decision to buy a product, because high quality in product usually have a high price, therefore female in Indonesia prefer to use standard quality in their cosmetics product.

This result is consistent with previous research conducted by which shows that the quality of the product is significant effect, and has negative influenced towards the purchase decision of imported female cosmetics (Pandensolang & Tawas, 2015) which states that quality has a negative effect because the company has to charge it to the price, and sometimes the company does formulate low quality products for its target market.

The Influences of Promotion on Purchase Decision of Imported Female Cosmetics

Based results of this study indicate the partial promotion of product has a positive and significant effect on purchase decision imported female cosmetics, which means that the promotion of product has influences women in Indonesia willing to pay cosmetics import. This is supported by the partial test obtained significant values amounting to $0,000 < 0.05$ then H_3 is accepted. H_0 is rejected, it's shown there is a significant effect of promotion of product on purchase decision of imported female cosmetics. The promotion includes advertising, sales promotion, personal selling, and publicity so that it will affect the loyalty of Indonesian women to try new products or buy imported cosmetic products. Because the product will be trusted by women in Indonesia if the name of the product is well known or has a good image. Thus, it can be interpreted that consumers consider these factors. The product promotion factor is one of the most important factors for consumers in making purchases so that it has an impact on the import volume of cosmetic products. This result is consistent with previous research conducted by (Pratiwi, 2015), (Erdalina, 2018), and (Salim Khraim, 2011) which shows that the promotion of the product is influenced positive and significant towards the purchase decision of imported female cosmetics.

The Influences of The Influences of Price (X 1), Quality of Product (X 2) and Promotion (X 3) on Purchase Decision of Imported Female Cosmetics (Y)

Based on the results of this study indicate that simultaneously variable price, quality of the product, the promotion has a significant influence on the purchase decision of imported female cosmetics, this is supported by the results obtained from the simultaneous test, which obtained the calculated f value of 96.263 with a significant $0.000 > 0.05$ because the significant value is smaller than 0.05, it can be concluded that price, quality of the product, the promotion simultaneously have a significant influence on the purchase decision of imported

female cosmetics, which means the lower price, the better quality, and the good promotion with a well-known brand able to attract buying interest, so will be making an impact to the purchase decision of imported female cosmetics product.

FINAL INTERPRETATION

Result Hypotheses testing about the influences of Price, Quality of Product, and Promotion on Purchase Decision. Price (t value = -11.025, p= 0.000), quality of product (t value= -15.312, p= 0.000) , promotion: (t value= - 5.342, p= 0.000). From the numbers above, the researcher can indicate that those independent variables have a significant influence on purchase decision of imported female cosmetics. In summary, this study fully answers the research questions which dimensions identified by consumers are critical to show, how to press cost of goods sold. so, Indonesia's entrepreneur can sell a product at a lower price, so the consumer can interest to try or buy the product. At amount from research can be shown quality is important for the product, such as Indonesian's women more interested to the product as having legality (National Food and Drug Agency), so from this result, Indonesian's entrepreneur needs to attention about legality of the product. And Indonesia's entrepreneur or government need to improve soft skill on promotion so Indonesia can control purchase decision product of imported female cosmetics.

CONCLUSION

Based on the results of the analysis that has been done, the authors take conclusions in accordance with the objectives of the study. The variables used in this study were the variables Price (X1) is negative and has influences significant towards the purchase decision of imported female cosmetics in Indonesia), Quality of Product (X2) is negative and has influences significant towards the purchase decision of imported female cosmetics and Promotion (X3) positive and has influences significant towards the purchase decision of imported female cosmetics. And also The results showed that price, and product quality had a negative effect, but promotion , and simultaneously had a positive and significant effect on purchase decision of imported female cosmetic products in Indonesia, meaning that consumers considered Promotion, which makes the purchase decision of imported female cosmetics product will be increasing import cosmetic products.

The restricting problem in this study is only uses three variable Price, quality, and promotion of women variables, other than that the researcher only use primary data from questionnaires which is shared to 400 women throughout Indonesia using Google form, and secondary data from import reports from the minister of trade for the 2015-2020 period through the trade statistics portal.

Based on the limitations mentioned above, it is necessary to have improvements for further research, among others, are expected to be able to adding other variables such as e-commerce trend for buy import cosmetics product to make more relevant in next era.

Based on the results of the study, there are implications for the government which is need to arrangement regulation for import product cosmetics to guard local entrepreneur and for Indonesia's entrepreneur should be implementation theory of marketing mix to make consumer more attention on local product.

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