

The Effect Of Product Innovation On Purchasing Decisions For Afour Pinky Beauty In Barru District

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ABSTRACT

This study aims to find out how the influence of product innovation on product purchasing decisions at afour pinky beauty in Barru district. This research uses quantitative research methods. Data collection techniques carried out are through observation, questionnaires, and documentation. The sample used in this study was 89 consumers of Afour Pinky Beauty in Barru District. The data obtained from the research results were processed using data analysis and using the SPSS 25 application which consisted of validity tests, reliability tests and descriptive statistical analysis and inferential analysis of the data obtained. The results showed that product innovation and purchasing decisions for afour pinky beauty variables in Barru district had a significant influence. This was proven based on the results of a simple linear regression test and a correlation coefficient test of 0.736, which means that the relationship between product innovation and purchasing decisions is strong. And the determinant coefficient test R^2 was obtained at 0.542, which means that the effect of product innovation on purchasing decisions for Afour Pinky Beauty products in Barru Regency obtained a value of 54.2% while the remaining 45.8% was influenced by other factors.

Keyword: Product, Innovation, Purchasing Decisions

INTRODUCTION

Demands changes to old models in all areas, including marketing. The increasing level of local and global business competition as well as uncertain conditions require entrepreneurs to gain a competitive advantage in order to be able to win global business competition. To achieve this, marketers must adopt modern marketing concepts that are customer or market oriented as the spearhead of marketing success. This reality in the order of commercial activities has changed the marketing dimension model which is now referred to, not only 3P (Company, Competitors, Customers), but also a necessity

that is taken into account in a meaningful way, especially change, with the changes that occur. Marketing strategies must not only be based on conventional marketing concepts, but must also be flexible, and have visibility into the marketing strategies implemented by entrepreneurs by considering every reality that occurs and the picture of current events in the future

Purchasing decisions are an important thing to pay attention to because this will certainly be a consideration of what marketing strategy will be carried out by business actors in the future. Purchasing decisions have a very important role because they can increase profits for the company in improving the products being marketed. By carrying out product innovation, it will increase the added value of a product, innovation will create a new product that can provide better solutions for solving problems faced by consumers.

According to (Tjiptono, 2008) "innovation can be done by creating new products, in the sense of being new to the market or (new to the market) or new to the company (new to the farm). New to the market in the sense that no business has produced or marketed the product before. Afour pinky beauty is one of the brands that innovates the products they offer in order to increase consumer confidence in making purchasing decisions

One of the skincare brands that is developing in the South Sulawesi area is Afour Pinky Beauty. Afour pinky beauty is a beauty industry that offers skincare production and sales. Afour Pinky 6 Beauty was established in 2016, founded by Aning Pryatiska Dewi, which was originally skincare which was only made for personal use and those closest to you but became known to the general public in 2018. Afour Pinky Beauty already has more than 200 resellers and distributors spread across throughout Indonesia and one of the official resellers is in Barru Regency.

Based on the results of official observations at Afour Pinky Beauty in Barru Regency in December 2022, there were low purchasing decisions for Afour Pinky Beauty products in 2020 compared to the previous year. This data is known from the results of a pre-survey at Afour Pinky Beauty. Afour Pinky Beauty is starting to lack a lot of interest because many people are starting to have doubts about the safety of the product, apart from the packaging appearance which is less than convincing, and the content of the product is still minimal in dealing with facial problems. This issue certainly has a big influence on the decision to purchase Afour Pinky Beauty products.

Therefore, the owner of Afour Pinky Beauty must look for the right solution to increase purchasing decisions for this product. Based on the background above, researchers are interested in conducting research with the title "The Influence of Innovation on Purchasing Decisions for Afour Pinky Beauty Products"

METHOD

This research uses a quantitative approach because this research is presented with numbers. The aim of this quantitative approach is to establish facts, test theories, show relationships between variables, provide statistical descriptions, estimate and predict results. The type of research used is quantitative descriptive research. In this research, the variable studied is the influence of product innovation on consumer purchasing decisions. Afour Pinky Beauty is descriptive research because it aims to create a picture or picture of the facts and characteristics of a population and sample in a systematic, factual and comprehensive manner. According to Sugiyono (2012), the descriptive research method is a research approach to determine the existence of independent variables, whether only one variable or more. The population in this study was 803 active customers of Afour Pinky Beauty, Barru Regency and the sample was determined using the Slovin formula. According to Sugiyono (2012) the sample is part of the number and characteristics of the population. So the sample taken must be able to represent the population of Afour Pinky Beauty consumers in Barru Regency. The number of samples used in this research was 89 consumers. Data collection techniques used were observation and questionnaires. Data obtained from research results were processed using the SPSS 25 software application which consists of validity & reliability tests, descriptive analysis techniques and inferential statistical analysis.

RESULTS AND DISCUSSION

1. Descriptive Statistical Analysis

The results of the data description in this research aim to provide an overview or explanation of the research that has been carried out in the field. Researchers use instruments in the form of questionnaires or questionnaires to collect research data. The questionnaire consists of 18 questions in the form of statements with five alternative answers with details of the number of questions for Product Innovation (X), namely 9 questions and 9 questions for the Purchasing Decision (Y) variable. Then the respondents' answers from the questionnaire are recapitulated or tabulated to determine the value of the questionnaire based on the frequency of respondents' answers and the percentage of respondents' answers to each question.

a. Description of Product Innovation

The data presented in this research is data obtained as a scoring tool from a research questionnaire originating from the Product Innovation variable. According to Kotler and Armstrong (2010), the Product Innovation variable consists of 3 indicators, namely: (1) Product Quality, (2) Product Variant (3) Product Style and Design. The following table shows the level of score achievement:

Table 1

Summary of Product Innovation Variable Data Analysis

Variabel Indikator X	Persentase (%)	Category
Product Quality	91	Very Good
Product Variant	93	Very Good
Product Style and Design	91	Very Good
Level of achievement of the average indicator variable X	92	Very Good

Sourcer: Data processing, 2023

Furthermore, the four indicators of Product Innovation will be described as follows:

1. Product Quality

The results of the data on respondents' achievement levels in the product quality sub-indicator obtained a percentage of 91% which was included in the Very Good category.

2. Product Variants

The results of the data on respondents' achievement levels in the product variant sub-indicator obtained a percentage of 93% which was included in the Very Good category.

3. Product Style and Design

The results of the data on the level of achievement of respondents in the product style and design sub-indicator obtained a percentage of 91% in the very good category.

b. Description of Consumer Satisfaction

The data presented in this research is data obtained as a scoring tool from a research questionnaire originating from the product innovation variable. According to Kotler and Armstrong (2008) the purchasing decision variable consists of 3 indicators, namely: (1) seeking information; (2) evaluating the product; (3) recommending to others, the three purchasing decision indicators will be described as follows:

Table 2

Summary of Purchasing Decision Variable Data Analysis

Variabel Indikator Y	Persentase (%)	Category
Conformity Of Expecatations	93	Very Good
Interest To Visit Again	94	Very Good
Willingness To Recommend	93	Very Good
Level of achievement of the average indicator variable Y	93	Very Good

Source: Data Processing, 2023

Furthermore, the three indicators of purchasing decision will be described as follows:

1. Search for information

The results of the data on the level of achievement of respondents in the information seeking sub-indicator obtained a percentage of 93% which was in the Very Good category.

2. Evaluate the Product

The results of data on respondents' achievement levels in the Evaluating Products sub-indicator obtained a percentage of 94% which is included in the Very Good category.

3. Recommend to others

The results of the data on the level of achievement of respondents in the subindicator of recommending to others obtained a percentage of 93% in the Very Good category.

2. Inferential Statistical Analysis

The research results collected from both the dependent variable (Y) and the independent variable (X) which were then processed with the help of SPSS calculations stated that the correlation test between Product Imitation and Purchase Decisions for Afour Pinky Beauty in Barru Regency obtained a Pearson correlation of 0.736 which was at an interval of 0.60 -0.799 means that product innovation has a significant good/strong relationship with purchasing decisions for Afour Pinky Beauty in Barru Regency. Then proceed with a simple linear regression test with the equation $Y = 14,646 + 0.736X$, the constant value of the regression equation is positive, meaning that if the product innovation variable remains the same or equal to zero, then the product innovation value is 14.646. Likewise, the regression coefficient shows a positive direction of influence where each increase of one unit means a significant increase of 0.736 assuming other variables are constant. Next, to measure the percentage of influence given, a coefficient of determination test was carried out. In this test, an R square of 0.542 was obtained, which means that the influence of product innovation on the Afour Pinky Beauty Purchase Decision in Barru Regency was 54.2% while the remaining 45.8% was influenced by other factors. which were not included in this study.

This research is in line with research conducted by Purwanti, et al (2020) showing that there is a significant influence between the Product Innovation variable on PT Unilever Indonesia Product Purchasing Decisions.

CONCLUSION

Based on the results of the data analysis carried out, it can be concluded that there is a positive and significant influence between product innovation on consumer purchasing decisions for Afour Pinky Beauty products in Barru Regency. This happens, because the product innovation carried out by Afour Pinky Beauty is able to give consumers a sense of trust in Afour Pinky Beauty products and the products provided

have increasingly better quality. Based on the results of the data analysis carried out, it can be concluded that there is a positive and significant influence Between product innovation and consumer purchasing decisions for Afour Pinky Beauty products in Barru Regency. This happened because of the product innovation carried out by Afour Pinky Beauty which was able to give consumers a sense of trust in Afour Pinky Beauty products and the products provided were of increasingly better quality.

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