THE EFFECT OF RETAILING MIX ON COSMETIC PURCHASE DECISION
(Case Study at Roma Cosmetic Store in Lhokseumawe City)

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Abstract
This study aims to find out how the influence of retailing mix on cosmetic purchasing decisions at the Roma Cosmetik Store in Lhokseumawe City. The independent variables used in this study consisted of product, price, location, service, promotion, and store atmosphere. The data used in this study was primary data obtained by distributing questionnaires to 96 respondents who made cosmetic purchases at the Cosmetic Roma Store in Lhokseumawe City. The data analysis technique used is multiple linear regression analysis using the help of SPSS software version 26. The results showed that products, prices, services, and promotions partially had a positive and significant effect on the purchase decision of cosmetics at the Roma Cosmetik Store in Lhokseumawe City. Meanwhile, the location and atmosphere of the store have a positive but not significant effect on the decision to buy cosmetics at the Roma Cosmetik Store in Lhokseumawe City. Meanwhile, the results of simultaneous testing showed that the product, price, location, service, promotion, and store atmosphere simultaneously had a significant effect on the purchase decision of cosmetics at the Roma Cosmetik Store in Lhokseumawe City.

Keywords: *Retailing Mix, Product, Price, Location, Service Promotion, Store Atmosphere, and Purchasing Decisions*

1. INTRODUCTION

The rapid development of various kinds of products today makes various companies have to continue to innovate their products. The development of the times also makes the character of society or consumers change far from before, this must be realized by the management of a company if it still wants to survive in the business world and avoid the company from losing its customers, so that product renewal must be really considered by company management. Tjiptono (2019) explained that the resulting product must have key characteristics in capturing consumers so that it becomes a special product, competitive advantage is a unique position that the company must develop in facing its competitors. For companies that have reached a level of growth and prosperity, it is highly demanded to be able to continue to maintain these conditions by creating products that are superior to their competitors. This is in accordance with the explanation from Sunyoto (2019) where the most important thing for a company is its growth and prosperity is the ability to maintain the competitive advantage it has obtained. A firm's competitive advantage can be created by making a company different from its competitors in creating and providing economic benefits.

To be able to win market competition, business actors in this case cosmetic stores must be able to provide satisfactory service to their customers. Satisfactory service to customers can be done by providing friendly service to consumers and trying to provide the best to meet the needs of cosmetic consumers must also pay attention to the availability of various types of cosmetic products so that customers will be interested in making repeat purchases. Ma'ruf (2016) explained that retail business is the activity of selling goods or services to individuals for the benefit of themselves, families, and households.

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Along with the increasingly sophisticated times, beauty for women is one of the most important things and has always been the top priority for women. So that causes various companies engaged in cosmetic marketing must continue to innovate to be able to attract female customers to buy their cosmetic products. According to Latief and Ayustira (2020), cosmetic and self-care products today have an important role for health, hygiene or just to look better and confident in everyday life, especially women who want beauty and perfection. Cosmetics are treatment substances used to improve the appearance or scent of the human body.

From the author's observations, the most complete cosmetic products themselves are at Roma Cosmetic rather than at other cosmetic stores such as Lemora Beuate and Hijrah Store. Where in the observation of cosmetic products at Roma Cosmetic has 26 well-known brands, while at Hijrah Store only has 22 brands, and at Lemora Beuate as many as 18 cosmetic brands only. For prices, at Hijrah Store cosmetic products are sold cheaper than at Roma Cosmetic and Lemora Beuate. However, Roma Cosmetic itself on certain days provides various discounts in the form of discounts to their loyal customers to attract customers, so that the level of sales itself is greater obtained by Roma Cosmetic. Then, from the aspect of self-promotion, the three stores promote in their own ways.

However, with the promotion system that provides massive discounts to customers carried out by Roma Cosmetic at certain times either through *Instagram, Shoope*, or through *Facebook*, Roma Cosmetic itself is preferred by customers. For self-service, the three cosmetic stores offer very friendly service to customers. However, Roma Cosmetic provides sales for each brand or cosmetic *brand* they sell, where the *sales* are able to explain the various advantages possessed by the cosmetics they sell, then also providing *online* consultation is also one of the main attractions for customers in making cosmetic product purchase decisions at Roma Cosmetic. Furthermore, for the location of Roma Cosmetic has its own advantages or advantages because it is located on Jalan Perdagangan or right in the middle of Lhokseumawe City, and has an area of land for parking that makes customers more comfortable when making purchases. In accordance with the explanation above, the researcher aims to conduct a study entitled "Implementation of Fogging as an Effort to Eradicate Mosquitoes that Cause Dengue Fever in Southwest Aceh District.

2. RESEARCH METHOD
2.1 Method

This research was conducted at Roma Cosmetic Store in Lhokseumawe City located on Jl. Dagang, No. 33 Lhokseumawe City with the object of research related to *retailing mix* consisting of products, prices, location, service, promotion, and store atmosphere to see the influence on cosmetic purchasing decisions at Roma Cosmetic Store in Lhokseumawe City. In this study, the population is all customers who purchase cosmetics at Roma Cosmetic Store in Lhokseumawe City. The sampling technique used based on the *lemeshow* formula obtained the results that the respondents to be used were as many as 96 respondents. The measurement scale of this study used a 5-point Likert scale. The analysis used is multiple linear which is a method using two or more than one variable. The instrument test in this study consists of validity tests and reliability tests. The classical assumption test used consists of several stages, namely the normality test, heteroscedasticity test, and multicollinearity test. While the hypothesis testing used is a partial test (t) and a simultaneous test (F).

3. RESULTS AND DISCUSSION

The partial test aims to determine how the influence of each independent variable individually on the dependent variable. The partial test itself has a basis for decision making if the significant value is smaller than the significant level used, which is 0.05 and the $_{calculated}$ t value is greater than the table t value, then it shows that the independent variable has a significant effect on the dependent variable (Ghozali, 2018). The partial test results in this study are as in the following table:

Table 1. Partial Test Results

Variable	Unstandardized Coefficient		Standardized Coeficient Beta	t	Sig
	B	*Std. Error*			
(*Constant*)	2,797	2,328		1,201	0,233
Product	0,313	0,072	0,337	4,347	0,000
Price	0,292	0,109	0,236	2,671	0,009
Location	0,117	0,009	0,076	1,181	0,241
Service	0,510	0,062	0,537	8,181	0,000
Promotion	0,405	0,104	0,320	3,909	0,000
Store Atmosphere	0,126	0,083	0,106	1,528	0,130

Source: Data Processed (2022)

Based on the partial test results in the table above, the results obtained in this study are as follows:

1. The product variable obtained a significant value of 0.000 or less than the significant level used which is 0.05 (0.000 < 0.05) and obtained a $_{calculated}$ t value of 4.347 or greater than the table t value of 1.98498 (4.347 > 1.98498) and obtained a coefficient value of 0.313. So it can be concluded that the product partially price has a positive and significant effect on purchasing decisions. Therefore, the hypothesis that the product partially had a positive and significant effect on the decision to purchase cosmetics at the Roma Cosmetic Store in Lhokseumawe City was accepted (H_1 received).

2. The price variable obtained a significant value of 0.009 or less than the significant level used which is 0.05 (0.009 < 0.05) and obtained a $_{calculated}$ t value of 2.671 or greater than the $_{table}$ t value of 1.98498 (2.671 > 1.98498) and obtained a coefficient value of 0.292. So it can be concluded that the price is partially priced has a positive and significant effect on the purchase decision. Therefore, the hypothesis stating that price partially has a positive and significant effect on the purchase decision of cosmetics at the Roma Cosmetic Store in Lhokseumawe City is accepted (H_2 accepted).

3. The location variable obtained a significant value of 0.241 or greater than the significant level used, which was 0.05 (0.241 > 0.05) and obtained a $_{calculated}$ t value of 1.181 or less than the $_{table}$ t value of 1.98498 (1.181 < 1.98498) and obtained a coefficient value of 0.117. So it can be concluded that location partially has a positive and significant effect on purchasing decisions. Therefore, the hypothesis that the location partially had a positive and significant effect on the decision to purchase cosmetics at the Roma Cosmetics Store in Lhokseumawe City was rejected (H_3 was rejected).

4. The service variable obtained a significant value of 0.000 or less than the significant level used which was 0.05 (0.000 < 0.05) and obtained a $_{calculated}$ t value of 8.181 or greater than the

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$_{table}$ t value of 1.98498 (8.181 > 1.98498) and obtained a coefficient value of 0.510. So it can be concluded that partial service has a positive and significant effect on purchasing decisions. Therefore, the hypothesis that partial service had a positive and significant effect on the decision to purchase cosmetics at the Roma Cosmetics Store in Lhokseumawe City was accepted (H_4 received).

5. The promotion variable obtained a significant value of 0.000 or less than the significant level of 0.05 (0.000 < 0.05) and obtained a $_{calculated}$ t value of 3.909 or greater than the $_{table}$ t value of 1.98498 (3.909 > 1.98498) and obtained a coefficient value of 0.405. So it can be concluded that promotions partially have a positive and significant effect on purchasing decisions. Therefore, the hypothesis that the promotion partially had a positive and significant effect on the decision to purchase cosmetics at the Roma Cosmetic Store in Lhokseumawe City was accepted (H_5 received).

6. The store atmosphere variable obtained a significant value of 0.130 or greater than the significant level used, which was 0.05 (0.130 > 0.05) and obtained a $_{calculated}$ t value of 1.528 or less than the table t value of 1.98498 (1.528 < 1.98498) and obtained a coefficient value of 0.126. So it can be concluded that the atmosphere of the store partially has a positive but not significant effect on purchasing decisions. Therefore, the hypothesis that the atmosphere of the store partially had a positive and significant effect on the decision to purchase cosmetics at the Roma Cosmetics Store in Lhokseumawe City was rejected (H_6 was rejected).

Furthermore, in this study, simultaneous tests were carried out to determine the overall influence of the independent variable on the dependent variable with results as in the following table:

Table 2. Simultaneous Test Results

Model	Sum of squares	df	Mean Square	F	Sig
Regression	288,725	6	48,121	31,334	0,000
Residual	136,682	89	1,536		
Total	425,406	95			

Source: Data Processed (2022)

Based on the results of simultaneous tests in the table above, the result of the significant value is 0.000 or smaller than the significant level used which is 0.05 (0.000 < 0.05) and obtained a$_{calculated}$ F value of 31.334 or greater than the F value of the $_{table}$ which is 2.19 (31.334 > 2.19). So it can be concluded that products, prices, locations, services, promotions, and store atmosphere simultaneously have a significant influence on purchasing decisions. Therefore, the hypothesis that the product, price, location, service, promotion, and store atmosphere simultaneously have a significant effect on the purchase decision of cosmetics at the Roma Cosmetics Store in Lhokseumawe City is accepted (H_7 received).

Table 3. Coeficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,824	0,679	0,657	1,239

Source: Data Processed (2022)

Based on the results of the coefficient of determination in the table above, it can be seen that the value of the coefficient of determination (*adjusted r-square*) obtained is 0.657. This shows that cosmetic purchasing decisions at Roma Cosmetic Store in Lhokseumawe City are influenced by products, prices, locations, services, promotions, and store atmosphere by 65.7%. While the remaining 34.3% of cosmetic purchasing decisions at Roma Cosmetic Store in Lhokseumawe City were influenced by other variables that were not used in this study. Therefore, it can be concluded that the decision to purchase cosmetics at Roma Cosmetik Store in Lhokseumawe City has a strong relationship or correlation with product variables, price, location, service, promotion, and store atmosphere.

4. CONCLUSION

Based on the results of research that has been conducted on the influence of *retailing mix* on cosmetic purchasing decisions at Roma Cosmetik Store in Lhokseumawe City. So the conclusions in this study are as product, price, service, and promotion has a positive and significatnt on cosmetic purchasing decisions at Roma Cosmetic Store In Lhokseumawe City. But location and store atmosphere has a positive but not significant effect of cosmetic purchasing decisions at Roma Cosmetic Store in Lhokseumawe City. Then the results are simultaneously obtained that the product, price, service, location, promotion, and store atmosphere together have a significant influence on purchasing decisions at the Roma Cosmetic Store in Lhokseumawe City

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