THE INFLUENCE OF PRICE, DESIGN, FEATURE AND BRAND IMAGE ON REPURCHASE INTENTION OF WARDAH FOUNDATION PRODUCTS IN BANDUNG CITY

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Abstract. This research aims to analyze the influence of price, design, feature, and brand image on repurchase intention of Wardah foundation products in the city of Bandung. The data collection technique used was non-probability sampling with purposive sampling research involving 100 female respondents who had purchased and used Wardah foundation products in Bandung, aged 17 years old. The research instrument has undergone validity and reliability testing, classical assumption testing, and multiple regression analysis using SPSS version 26. The results of this study indicate that price has a positive influence on repurchase intention, design has a positive influence on repurchase intention, feature have a positive influence on repurchase intention, and brand image has a positive influence on repurchase intention. Furthermore, price, design, features, and brand image collectively have a significant influence on repurchase intention.

Keywords: price; design; feature; brand image; repurchase intention

I. INTRODUCTION

The cosmetics sector is currently growing at a very fast pace across the globe, including in Indonesia. The beauty business, which encompasses the chemical, pharmaceutical, and traditional medicine industrial sectors, grew by 9.61% in 2021, according to data from the Central Statistics Agency (BPS). Furthermore, BPOM RI reported that there has been a 20.6% increase in the number of companies in the beauty industry. Between 2021 and the end of 2022, the number of beauty industries climbed from 819 to 913. When compared to the number of Indonesian cosmetics industries at the end of 2022, this number climbed by 21.9% (Sutriyanto, 2023). It is evident that women use cosmetics at a higher rate than men do since, in general, women desire to seem nice and stunning whenever possible to support their appearance when engaging in both formal and informal daily activities. The actual cosmetics are a means to satisfy desires for appearance. Among the cosmetics that people use the most on a daily basis is foundation.

Wardah is a cosmetics brand that displays halal branding on its products. This halal brand of cosmetics has the ability to really attract the attention of Indonesian consumers because it provides added value to the products being sold, thus giving consumers peace of mind when using these products. A product is said to be of quality if it meets consumer expectations. Wardah offers safe, halal, comfortable and innovative cosmetic formulations that meet the needs and preferences of every woman.

Until now, Wardah has developed rapidly and you could say that Wardah is the number 1 local cosmetics brand in Indonesia. In fact, Wardah's development does not stop here. Wardah has also expanded its market to other countries, such as Malaysia, Singapore, Brunei Darussalam, and others (Liramedia.co.id). In the midst of the very rapid development of the cosmetics industry in Indonesia, it is known through Top Brand Index (TBI) percentage data that the growth in use of Wardah foundation in Indonesia has decreased in 2021-2023. Based on top brand index data for the 2019-2023 foundation category, the Wardah foundation experienced a decline in index by 1.9% starting from sales in 2022-2023, even though TBI remained in the Top Brand Award (TOP) position. There are 3 indicators to measure the Top Brand Index, where the problem of this research is included in the commitment share, which means it shows the strength of the brand in encouraging customers to buy again in the future. Likewise, to measure the three parameters of the Top Brand Index, this research problem is also included in future intention, which shows the intention to repurchase or the consumer's desire to use/consume again in the future (Top Brand Index, 2023). Thus, this condition illustrates that low repurchase interest is a problem currently being faced by the Wardah Foundation in Indonesia. Wardah must try to maintain its top position from other cosmetic brands.

Customers' evaluations of items are based on their understanding of the features and functionality of the product. Product repurchase intentions are impacted by the information Schiffman & Wisenblit (2015) obtained. Repurchase intention, as defined by Cronin et al. (n.d.), is essentially the behavior of a customer who expresses satisfaction with a company's

product or service and plans to return or use the company's offerings again. A number of things might lead to repurchase interest, and brand image is one of those things. Lestari & Elwisam (2019) state that there are a number of indicators that may be used to gauge repurchase interest, such as: (a) the want to acquire the product now; (b) the desire to make it the first option. (c) a desire to tell others about the product. Price, in addition to brand image, might affect consumers' inclinations when it comes to what products to buy (Permatasari, Luthfiana at al., 2022). According to Abdulrahman (2015), price is the whole amount or nominal value paid for a good or service in return for the advantages, ownership, or use of the good or service. When it comes to customers, price refers to all of the financial expenses they must bear in order to receive, pocket, and make use of various sets of goods and services from a product (Hasan, 2013b). Kotler (2016) states that a number of variables are evaluated, including price competitiveness, affordability, suitability for the product quality, suitability for benefits, and price competitiveness. Another factor that influences repeat purchases of cosmetics is product quality. Quality is intended to show product durability, product trustworthiness, product accuracy, ease of use and maintainability of the product as well as other attributes that are evaluated.

Product design, according to Kotler and Keller (2017: 396), is everything that affects how consumers can view, feel, and use a product. Goods with appealing designs that satisfy customers' requirements and wants in general might draw customers' intention to buy (Listyawati, 2016). Previous studies have demonstrated that consumers make recurrent purchases, and that the product design itself has an impact on these purchases (Ganguly et al., 2010; Paramita et al., 2021). According to Garvin (in Boyd, 2000), appearance (feature) is a feature of a product that is intended to reinforce its primary function; however, appearance (feature) according to Kotler & Armstrong (2004) can be considered a secondary aspect because the potential for development of this feature is practically limitless, as technological advancements make features targets for manufacturers to innovate in order to satisfy customers. As for the Feature indicators (a) Attractive product appearance (b) Diverse product appearance (c) Different appearance from other brands, it is said that appearance (Feature) has a positive and significant effect on repurchase desire based on prior study (Lia et al., 2016).

Based on the positive and negative aspects of a brand that customers recall, brand image is the reaction of the consumer to the brand (Keller & Swaminathan, 2020). As to Setiadi's (2016) findings, a brand's image is a depiction of its overall perception, which is shaped by data and prior encounters with the brand. Kotler (2016) states that the exceptional quality, potency, and distinctiveness of brand connections are examples of brand image indicators. Amilia's (2023) earlier research indicates that brand image significantly and favorably influences repurchase interest. Then, according to research (Permatasari et al., 2022), repurchase interest is positively and significantly impacted by product quality. Additionally, appearance (Feature) has a favorable and noteworthy impact on repurchase interest, per Lia et al. (2016).

Price has a beneficial impact on repurchase interest (Shabrina & Budiatmo, 2022).

The research focuses on examining the influence of price, product quality dimensions and brand image on Wardah foundation customer loyalty, with the participation of Bandung residents as respondents in this research. Based on previous research according to (Putu Lia Pramesti Budgeti, Anak Agung Putu Agung, 2022) and Harisandi & Purwanto (2022) so far the research has focused on price, product quality and brand image dimensions on repurchase intention, although this proposed research raises the relationship between variables are the same but there are several things that are different from the ideas (Harisandi & Purwanto, 2022; Prasetyo & Wibowo, 2023). Some of the proposed things that differ from previous research consist of a more specific object in the form of the Wardah foundation with a locus only in the city of Bandung. And divides product quality variables into two dimensions, namely durability and appearance. Thus, this research aims to test the influence of price, product quality dimensions, and brand image on repurchase intention by involving Wardah foundation users as the research sample. Thus, this research is entitled "The Influence of Price, Design, Feature and Brand Image on Wardah Foundation Repurchase Intention in Bandung City".

The research objectives that the researcher wants to achieve in this study are to find out:
1. To determine the effect of price on repurchase intention for Wardah foundation products in Bandung City
2. To determine the influence of design on repurchase intention for Wardah foundation products in Bandung City.
3. To determine the influence of features on repurchase intention for Wardah foundation products in Bandung City.
4. To determine the influence of brand image on repurchase intention for Wardah foundation products in Bandung City.
5. To determine the influence of price, design, features and brand image simultaneously on repurchase intention of Wardah foundation products in Bandung City.

II. RESEARCH METHOD

This research is proposed to test the proposed hypothesis using research methods that have been designed with the variables to be studied to obtain accurate results. This research uses quantitative research with a survey method with a descriptive and associative approach. Each step in this research will be explained in detail in each sub-section of the assessment method.

Population and Sample

Women who had bought and used Wardah foundation products in Bandung comprised the study's population. The study's sample size was decided to be 100 respondents, as this figure surpassed the minimal sample size recommended by (Sekaran & Bougie, 2017). In this study, nonprobability sampling was used because the study did not have detailed respondent identities needed to develop a sampling frame. The non-probability sampling method uses a purposive sampling technique. This research determined the target sample criteria, namely the community, especially women who use the Wardah foundation in the city of Bandung, who are at least 17 years old.

Data Types and Sources

In this research, the data source was obtained from the questionnaire given to respondents. The questionnaire measures price, product quality, brand image and repurchase intention for each question answer is given a score as follows: (1) Strongly disagree, (2) disagree, (3) unsure, (4) agree, (5)) strongly agree.

Data Collection Technique

Over the course of seven days, cross-sectional research methods were used to gather data from consumers who used the Wardah Foundation. Subsequent to the data distribution method via Google, the process of validating and ensuring reliability ensues. Version 26 of the Statistical Program of Social Science (SPSS) is the instrument used to assess validity and reliability.

Data Processing Techniques

According to Sekaran & Bougi (2017), after the data was obtained through a survey using a questionnaire, the next step was data processing which consisted of four stages, namely data coding, data entry, data editing and data transformation.

Data Analysis Technique

A quantitative method of analysis was used in this study, specifically in the formulation of the research problems. This study looks at the relationship between brand image, price, design, features, and repurchase intention using multiple regression analysis.

Multiple Regression Analysis

Data processing to analyze multiple regression research uses statistical program of science (SPSS). Furthermore, to explain the relationship, the best linear unbiased estimator (BLUE) equation is used in this research to prove a valid relationship equation by fulfilling the basic classical assumptions or what is called ordinary least squares (OLS) in the multiple regression used. For this, classical assumption testing is needed. which consists of the normality test, multicollinearity test, and heteroscedasticity test.

Classic Assumption Test

The classical assumption test is a statistical prerequisite that needs to be completed in multiple linear regression analysis based on ordinary least squares, claims Ghozali (2018:159). Whereas there are multiple independent factors, there is only one dependent variable in OLS. A number of traditional assumptions must be tested, such as the autocorrelation, heteroscedasticity, multicollinearity, and normality tests, in order to ascertain the model's accuracy.

Hypothesis Testing

The purpose of hypothesis testing is to ascertain if the independent and dependent variables significantly influence one another. The purpose of hypothesis testing is to precisely ascertain whether rejecting the null hypothesis (H0) will allow the alternative hypothesis (Ha) to be accepted (Sekaran & Bougie, 2017). This test includes a simultaneous test (f test), a coefficient of determination test (R2), and a partial test (t test).

III. RESULT AND DISCUSSION

Respondent Profile

The following are the results of the recapitulation of respondent profiles obtained from the data collection results as follows:

Table 1. Respondent Profile

Information	Amount (Person)	Percentage (%)
Gender		
Female	100	100
TOTAL	100	100
Age		
17-20 years	33	33
21-30 years	56	56
31-35 years	8	8
36-40 years	3	3
TOTAL	100	100
Job		
Students	95	95
Private sector employee	3	3
Self-employed	1	1
Others	1	1
TOTAL	100	100
Domicile		
Bandung City	100	100
TOTAL	100	100
Have you bought Wardah foundation products?		
Yes	100	100
No	0	0
TOTAL	100	100

The respondents collected in this research were 100 Wardah foundation users in Bandung City. Respondents who filled out this research questionnaire were 100 people (100%) female, dominated by those aged 21-30 years, 56 people (56%), 95 people (95%) worked as students or had buy Wardah foundation products (100%)

Instrument Validity and Reliability Test Results

Table 2. Validity and Reliability Test Results

No	Statement	Validity Test Results R hitung (person correlation)	Reliability Test Results Cronbach's alpha
	Price (X1)		
1	In my opinion, the price offered by Wardah foundation is commensurate with its benefits and uses	0,807	
2	In my opinion, the price offered is in accordance with the quality of the Wardah foundation	0,681	0,637
3	In my opinion, the price of Wardah foundation is very affordable	0,791	
	Design (X2)		
1	I think the appearance of Wardah product packaging is very attractive	0,759	
2	I think the color of Wardah product packaging is very attractive	0,802	0,729

3	I think Wardah's choice of foundation packaging is very interesting	0,855	
Feature (X3)			
1	In my opinion, the durability of Wardah foundation products is very good when used all day	0,764	
2	In my opinion, the color accuracy of the Wardah foundation blends with the skin color	0,861	0,728
3	I think Wardah foundation is very easy to use	0,787	
Brand Image (X4)			
1	In my opinion, Wardah foundation is known as a halal cosmetic product	0,830	
2	I think Wardah foundation is easy to remember as a halal cosmetic	0,886	0,744
3	In my opinion, Wardah foundation is popular as a halal cosmetic	0,722	
Repurchase Intention (Y)			
1	I intend to buy Wardah foundation again in the future	0,763	
2	I intend to make Wardah foundation my first choice	0,766	0,669
3	I will recommend Wardah foundation products to other people	0,801	

The estimated r for each statement in the questionnaire is greater than the r table, namely 0.2353, which indicates that all of the claims in the questionnaire are deemed legitimate, according to the validity test results. This indicates that the research's data collection tools are capable of measuring the appropriate things. Additionally, based on the theories advanced by Sekaran & Bougi (2017), it is known from the reliability testing results above that the value of Cronbach's alpha is deemed reliable because it is greater than 0.60 and can ensure consistent measurements if conducted over various time periods.

Classic Assumption Test Results

Table 3. Classic Assumption Test Results

No	Classic Assumption Test Type	Test Result Acceptance Criteria	Test Result	Interpretation
1	Normality Test	(Sig) ≥ 0,05	(Sig) = 0,200	Normally Distributed Data
2	Multicollinearity Test	Tolerance value > 0,1 dan VIF < 10	**Price** Tolerance value = 0,707 atau VIF = 1,414 **Design** Tolerance value = 0,833 atau VIF = 1,200 **Feature** Tolerance value = 0,715 atau VIF = 1,398	There is no correlation between independent variables
			Brand Image Tolerance value = 0,868 atau VIF = 1,152	
3	Heteroscedasticity Test	(Sig) ≥ 0,05	(Sig) = 0,053 (Sig) = 0,670 (Sig) = 0,353 (Sig) = 0,262	There is no equal variance in the residuals of the regression model or heteroscedasticity does not occur

The data is known to be normally distributed in the normality test, with the significance values of the first equation (sig) = 0.200 ≥ 0.05 and the second equation's (sig) = 0.130 ≥ 0.05, based on the findings of the classical assumption test in Table 3. Subsequently, the multicollinearity test results indicate that every independent variable has a tolerance value greater than 0.10 and a variance in function (VIF) less than 10, indicating the absence of multicollinearity in the model or correlation between the independent variables. Additionally, each variable has a significance value (sig) > 0.05 according to the findings of the heteroscedasticity test, indicating that either the regression model is heteroscedasticity-free or that no single independent variable affects the absolute residual value.

Multiple Regression Test

Table 4. Multiple Regression Test Results

Model	Unstandardized Coefficient		Standardized Coefficient	T Value	Sig
	B	**Std. Error**	**Beta**		
1 (Constant)	0.593	1.453		0.408	0.684
Price	0.304	0.100	0.278	3.036	0.003
Design	0.162	0.075	0.183	2.173	0.032
Feature	0.230	0.093	0.225	2.471	0.015
Brand Image	0.243	0.080	0.251	3.042	0.003

a. Dependent Variable: Repurchase Intention

Based on table 4.8, the following multiple regression equation can be obtained:

$$Y = 0.593 + 0.304 X_1 + 0.162 X_2 + 0.230 X_3 + 0.243 X_4$$

Repurchase intention will be worth 0.593 units based on the results of the multiple regression analysis, which show that the constant value of 0.593 implies that all variables have a value of zero. As can be seen from the coefficient (B) of 0.304, t value of 3.036—which is higher than t table 1.661052—and significance value of 0.003—which is less than 0.05—price has a positive and significant impact on repurchase intention. The coefficient (B) of 0.162, the t value of 2.173, which is higher than the t table of 1.661052, and the significance value of 0.032, which is less than 0.05, all indicate that design has a positive and significant impact on repurchase intention. As can be observed from the coefficient (B) of 0.230, t value of 2.471, which is higher than the t table of 1.661052, and significance value of 0.015, which is less than 0.05, the characteristic then has a positive and significant effect on repurchase intention. As

can be observed from the coefficient (B) of 0.243, t value of 3.042, which is higher than the t table of 1.661052, and significance value of 0.003, which is less than 0.05, brand image then has a positive and significant effect on repurchase intention. It is therefore anticipated that by enhancing all of the indicators—price, design, features, and brand image—Wardah management will be able to influence repurchase intention in a positive way. Repurchase intention satisfaction units (0.304), (0.162), (0.230), and (0.243) can rise for every \$1 increase in price, design, feature, and brand image.

Table 5. Simultaneous F Test Results

	Model	Sum of Squares	df	Means Square	F	Sig.
1	Regression	79.618	4	19.904	18.534	0.000
	Residual	102.022	95	1.074		
	Total	181.640	99			

a. Dependent Variable: Repurchase Intention
b. Predictors: (Constant), Brand Image, Design, Features, Price

Based on the results of multiple regression analysis, it shows that price, design, features and brand image have a positive influence simultaneously on the Sig value. 0.000 < 0.05 has a positive value. And the resulting value of Fcount is greater than Ftable of 18.534 > 2.467. Therefore, it can be concluded that the variables price, design, features and brand image simultaneously influence repurchase intention.

Hypothesis Test Results

Table 6. Partial T Test Results

Hypothesis	Influence Between Variables	T Count	Sig	Interpretation of Hypothesis Test Results	
H1	*Price → repurchase intention*	3.036	0.003	H_0 was successfully rejected	Working hypothesis (H_a) supported by empirical data
H2	*Design → repurchase intention*	2.173	0.032	H_0 was successfully rejected	Working hyphotesis (H_a) supported by empirical data
H3	*Feature → repurchase intention*	2.471	0.015	H_0 was successfully rejected	Working hyphotesis (H_a) supported by empirical data
H4	*Brand image → repurchase intention*	3.042	0.003	H_0 was successfully rejected	Working hyphotesis (H_a) supported by empirical data

Based on the results of the multiple regression t test, it is known that H1 successfully rejected H0 with $t_{count} > t_{table}$ (3.036 > 1.6610) which explains that price influences repurchase intention. Then H2 succeeded in rejecting Ho with $t_{count} > t_{table}$ (2.173 > 1.6610) which explains that design influences repurchase intention. Then H3 succeeded in rejecting Ho with $t_{count} > t_{table}$ (2.471 > 1.6610) which explains that features influence repurchase intention. Then H4 succeeded in rejecting Ho with tcount > ttable (3.042 > 1.6610) which explains that brand image influences repurchase intention.

Table 7. Simultaneous F Test Results

Hypothesis	Influence Between Variables	F Count	Sig	Interpretation of Test Results Hipotesis	
H5	*Price, design, feature, brand image → repurchase intention*	18.534	0.000	H_0 was successfully rejected	Working hypothesis (H_a) supported by empirical data

The calculated F value of price, design, features and brand image has a simultaneous influence on repurchase intention of 18.534 > 2.467 (Ftable), meaning that price, design, features and brand image have a simultaneous influence on repurchase intention.

The hypothesis test findings indicate that H1 was successful in rejecting H0. This demonstrates that pricing influences repurchase intention favorably. Previous research by Gunawan, (2020); Shabrina & Budiatmo, (2022) which indicates that price has a favorable and significant effect on repurchase intention, supports the findings of this study. The H2 hypothesis test results demonstrate that H0 was successfully rejected. This demonstrates how design influences repurchase intention favorably. Previous studies provide support for the findings of this investigation. According to Ganguly et al. (2010), Homburg et al. (2015), and Paramita et al. (2021), design significantly and favorably influences repurchase intention. The hypothesis test H3's findings demonstrate that H0 was successfully rejected. This demonstrates how characteristics influence repurchase intention favorably. The findings of this study are corroborated by earlier research conducted by Purnapardi & Indrawati (2022) and Fatmalawati & Andriana (2021), who found that features had a favorable and significant impact on repurchase intention. The H4 hypothesis test results demonstrate that H0 was successfully rejected. This demonstrates the beneficial relationship between brand image and intention to repurchase. The findings of this study are corroborated by earlier research by Simanjuntak (2022); (Siahaan, 2021), which indicates that repurchase intention is positively and significantly impacted by brand image. The H5 hypothesis test results demonstrate that H0 was successfully rejected. This demonstrates how repurchase intention is simultaneously influenced by price, design, features, and brand image. The findings of this study are corroborated by earlier research conducted by Mufashih et al. (2023); Prasetyo & Sutrisno Wibowo (2023) reported that repurchase intention is simultaneously influenced by price, design, features, and brand image.

IV. CONCLUSIONS

The beauty business, which encompasses the chemical, pharmaceutical, and traditional medicine industrial sectors, grew by 9.61% in 2021, according to data from the Central Statistics Agency (BPS). Furthermore, BPOM RI reported that there has been a 20.6% increase in the number of companies in the beauty industry. Between 2021 and the end of 2022, the number of beauty industries climbed from 819 to 913.

Nonetheless, according to information gleaned from the Top Brand Index (2023), there was an average 1.9% drop in the index between 2019 and 2023 for the use of the Wardah foundation. This argument suggests a decline in Wardag's intention to repurchase, which is problematic for this study. It has been determined that the tools utilized in this study to gather data passed both validity and reliability assessments. The present study employed a one-shot study approach to collect empirical data, which was subsequently subjected to multiple regression analysis and the Sobel test. The following conclusions are drawn about the research's findings based on the discussed talks and findings: In Bandung City, the price of Wardah foundation products positively influences consumers' inclination to repurchase them. In Bandung City, the Wardah Foundation items' repurchase intention is positively impacted by design. In Bandung City, features positively influence consumers' intentions to repurchase Wardah foundation products. In Bandung City, repurchase intentions for Wardah foundation products are positively impacted by brand image. In Bandung City, the Wardah foundation products' repurchase intention is concurrently influenced by price, design, features, and brand image.

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