The Effect of Product, Price and Promotion on Purchase Decision-Mediated by Customer Satisfaction of Oriflame M3Network Community

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1. Introduction

The competition between the personal care and cosmetics industry markets is increasingly competitive. This is proven by the many types of cosmetics in circulation, both domestic and foreign production (Ikanita, 2012). The cosmetics and body care industries compete to win the competition and devise strategies to attract consumers' wants and meet expectations. Along with the times, technology, and changes in human lifestyles, the types and levels of consumer needs and desires also develop dynamically. The development of cosmetic products on the market affects a person's attitude towards purchasing decisions and using goods. The purchase of a product is no longer to fulfill a need, but out of desire. In addition, consumers decide to choose to use certain products (cosmetics) in order to clarify their identity so that they are considered good in certain communities. Cosmetics are a unique product because apart from having the ability to fulfill women's basic needs for beauty. Often it becomes a means for consumers to clarify their social identity in the eyes of the community.

The use of cosmetics is a need with multiple priorities, starting as primary needs, secondary needs (complementary), and tertiary needs (luxury goods). Increasing people's purchasing power and increasing purchasing power per individual can push the level of cosmetic use from a complementary level to a more prioritized level, thereby increasing the volume growth of cosmetic
On the other hand, to be able to compete in the cosmetic industry. Companies must be able to give a good impression to their consumers with regard to products, for example: the relationship between price and product, product quality, product benefits, product characteristics, product design, type of product, halal products, offered, considering Indonesia as a Muslim majority country, of course, this is a top priority in determining consumer purchasing decisions for products.

Purchasing decisions according to Sciffman and Kanuk (2008: 485), can be interpreted as the selection of two or more alternative purchasing decisions. This means that before making a purchase, there are several alternative options available, so he must choose one of them. According to Kotler and Keller (2009: 356) purchasing decisions are influenced by marketing stimuli consisting of products, prices, distribution, and promotions. Furthermore, Promotion is a form of marketing communication, whereas what is meant by marketing communication is a marketing activity that seeks to spread information, influence or persuade, and then remind the target market of the company and its products, so that they are willing to accept, buy, and be loyal to the products offered by the company concerned.

The competition for the cosmetics industry in Indonesia is very tight. The intense competition is due to the opportunity for Indonesia’s large population of around 250 million to become a market share for the cosmetics industry. One of the well-known cosmetic brands and its wide marketing is Oriflame. Oriflame is a cosmetics company from Sweden, and is currently experiencing a fairly rapid development. The marketing process for Oriflame products is carried out through the formation of members where Oriflame members are consumers and at the same time marketing Oriflame products to other consumers. Thus, the development of Oriflame product marketing is highly dependent on the active members in buying products as well as marketing them. This study aims to analyze the effect of products, prices and promotions on purchasing decisions and customer satisfaction of Oriflame in the M3Network community.

2. Literature review

Marketing

Marketing mix is a collection of controlled tactical marketing tools that the company combines to produce the response it wants in the target market Kotler and Armstrong, (2008: 62). The marketing mix consists of all the things a company can do to influence the demand for its products. The marketing mix is the core of a marketing system. Analysis of the marketing mix is very important to be able to adjust market desires with the products to be sold. Based on the above theories, it can be concluded that the marketing mix is a group of marketing components consisting of 4Ps: product, price, place and promotion which are interrelated with each other, with the aim of meeting consumer needs and satisfaction and achieving company goals.

Kotler and Keller are quoted by Benyamin Molan (2007: 23), giving the understanding that the marketing mix is a marketing tool that companies use to pursue their marketing goals. Meanwhile, according to Kotler and Armstrong (2008: 62), basically there is a concept of tactical and controlled marketing tools that are implemented in an integrated manner to get a response from its customers.

Product

Basically, a product is something that is offered by producers to consumers to fulfill their needs and wants. Products can be in the form of goods (something tangible or intangible), which is something that is physical in the form of a
production process in an organization or company. In addition, products can also be services (meaning non-physical or intangible). It should also be emphasized that consumers do not only buy products to satisfy their needs, but also aim to satisfy their wants. For example, people who buy a car with a certain model, color, brand and price are expected to increase their prestige.

Tjiptono (2007: 103) states that product attributes are product elements that are considered important by consumers and are used as the basis for making purchasing decisions. Product attributes include brand, packaging, guarantee (warranty), service, and so on. Meanwhile, Kotler and Armstrong (2004: 347) state that product attributes are the development of a product or service that involves determining the benefits to be provided. This definition shows that a product has the following attributes or dimensions: product brand, product packaging, product label and product quality. The four attributes or product dimensions have a major influence on decision-making reactions for consumers.

Buchari Alma (2007: 147), states that a brand is a sign or symbol that gives the identity of a particular good / service which can be in the form of words, pictures or a combination of both. Having a brand allows consumers to better organize their shopping experience, helping them search and find product descriptions. Information about products and brands can be obtained through various sources, it can be obtained through advertising, news, sales, and other sources of information.

The product is the central point of marketing activities because the product is the result of a company that can be offered to the market for consumption and is a tool of a company to achieve the goals of the company. A product must have advantages over other products in terms of quality, design, shape, size, packaging, service, warranty, and taste in order to attract consumers to try and buy the product.

Product planners must think about products and services at three levels (Kotler and Armstrong, 2003), namely the core product, the actual product, and additional products. The most basic level is the core product. This level answers the question of what consumers actually buy. The core product is at the center of the total product. The core product contains a variety of benefits for solving problems and those that consumers look for when purchasing a particular product or service.

The second level is the actual product. The product planner must build the actual product around the core product. The actual product must have at least five characteristics of quality levels, features, design, brand, and packaging. Furthermore, the product planner must embody the additional product around the core product and the actual product by offering additional services and benefits to consumers.

Price

Price is an element that is different from other elements in the marketing mix. If the other element in marketing (namely product, place / distribution, and promotion) is expenditure, then price is an element that has the characteristic of generating or getting income. Buchari Alma (2007: 169) states that price is the value of an item expressed in money. Philip Kotler (2005: 24) states that price in a narrow sense is the amount of money billed for a product or service, while in a broad sense it is the amount of value that consumers exchange for the benefits of owning or using a product or service. According to the definition above, the policy regarding prices is only temporary, meaning that producers must follow price developments in the market and must know the company's position in the overall market situation.

Price is basically a basic theory of the marketing mix and consumer behavior. Both can be used when looking at price perceptions of the
purchase decision of a product or service. When consumers are familiar with the goods or services they want or need, consumers will start looking for information about the price of a product or service. The search for information is what is known as a psychological process in consumer behavior, namely perception. Before deciding to buy a product or service, consumers will perceive whether the price of a product or service is affordable at a low price or a discount (promo) or a bonus (merchandise) (Ali Hasan, 2013). After that, the new consumer makes a purchase decision for a product or service. After buying, consumers will also evaluate the price of a product or service, whether it is in accordance with the price of a product or service or if there is a need for a discount. On this basis, consumers assess their own satisfaction with a product or service. And then, will return to buying goods or services previously purchased as a result of satisfaction with the price offered for a product or service.

Promotion

Promotion is one of the important marketing activities for companies in an effort to maintain continuity and improve sales quality, to increase marketing activities in terms of marketing goods and or services from a company, not only developing products, setting prices, and using distribution channels, but also must be supported by promotional activities. Kotler & Armstrong (2001: 62) give the notion that promotion is a function of notification, persuasion, and monitoring of consumer decisions. Tjiptono (2008: 219) states that promotion is essentially a form of marketing communication. What is meant by marketing communication is a marketing activity that seeks to spread information, influence / persuade, and / or remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned.

Promotion Mix

Promotion mix is a communication tool between companies and consumers or potential consumers. The promotional mix according to Kotler and Armstrong (2014) is a specific blend of advertising, sales promotion, public relations, personal selling, and direct marketing tools that companies use to communicate customer value persuasively and build customer relationships, a combination of promotional tools designed to achieve goals and provide information that directs consumers to be persuaded to make a purchase.

Purchasing decision theory

The purpose of marketing is to meet and satisfy the needs and wants of target customers. To be successful, marketers must look beyond the various factors that influence buyers and develop an understanding of how consumers make purchasing decisions. Cravens, Hills and Woodruff (2002), give the understanding that a purchase decision is a decision made to satisfy the needs and desires of consumers by evaluating more than one alternative which is influenced by the main reasons for making a purchase which includes the way of purchase, product, and situation. Purchasing a product is a process of all stages in the consumer buying process. Consumer decisions are determined based on consumer perceptions of the product. A good company will conduct research on their product purchasing decision process, namely to find out how consumers respond to the company's products. Consumers take various stages in fulfilling and satisfying their needs and wants.

According to Kotler and Keller (2009), purchasing decisions are influenced by marketing stimuli consisting of product, price, distribution, and promotion. Furthermore, Promotion is a form of marketing communication, whereas what is meant by marketing communication is a marketing activity that seeks to spread information, influence or persuade, and then
remind the target market of the company and its products, so that they are willing to accept, buy, and be loyal to the products offered by the company concerned.

According to Kotler and Armstrong (2012) consumers will go through five stages in making a purchase decision. An overview of the purchasing decision process in the form of recognition of needs, information search, evaluation of alternatives, purchasing decisions, and post-purchase behavior.

**Buying decision**

Purchasing decisions taken by consumers are a set of decisions that have been organized. Each purchase decision is influenced by seven structural components (Kotler and Armstrong, 2008), namely decisions about the type, shape and quantity of the product, the seller, the time of purchase and the method of payment. According to Sangadji (2013), the factors that influence purchasing decisions consist of various factors, namely psychological factors and personal factors. Purchasing decisions can also be influenced by personal characteristics including age and life cycle stage, occupation, economic conditions, lifestyle, and the buyer's personality and self-concept.

**Consumer satisfaction**

Zeithaml and Bitner (2000) give the understanding that customer satisfaction is an assessment of the characteristics or features of a product or service. This satisfaction is created by quality, service, and customer value. In essence, if the product’s performance is smaller than the expected performance, the customer will feel dissatisfied. Meanwhile, if the product performance is the same as the expected performance, the customer will be satisfied. Furthermore, if the product performance is greater than the expected performance, the customer will feel very satisfied. Tjiptono (2008) states that in evaluating satisfaction with a particular product, service or company, consumers generally refer to various factors or dimensions. According to Lupiyoadi (2001) there are five main factors that need to be considered in relation to customer satisfaction, namely: product quality, service, emotional, product price and customer costs.

Consumer satisfaction has been transformed into a mandatory vocabulary for every business and non-profit organization, business consultant, marketing research, business executives and in certain contexts, bureaucrats and politicians. This concept is almost certainly present in standard textbooks dealing with business and marketing strategies. The company’s slogan and motto also offend it (Tjiptono, 2012: 310).

**Consumer satisfaction model**

Basically the goal of a business is to create satisfied customers. In line with that, various attempts have been made to develop a theoretical framework to explain the determinants, formation processes, and consequences of customer satisfaction. Broadly speaking, customer satisfaction research is based on three main theories, namely: contrast theory, assimilation theory, and assimilation - contrast theory (Tjiptono, 2011, p. 298). Contrast theory, assumes that consumers will compare actual product performance with pre-purchase expectations. If the actual is greater than 50 or equal to expectations, the customer will be satisfied. Assimilation theory, states that after-purchase evaluation is a positive function of pre-purchase consumer expectations. Assimilation - contrast theory, holds that the occurrence of the assimilation effect or contrast effect is a function of the level of the gap between expected performance and actual performance.

**3. Methods**

This research is descriptive research. The population in this study were all customers who
use Oriflame cosmetic products, especially 125 members of the M3 Network Community. Collecting data using a self-assessment questionnaire with a Likert scale. With this Likert scale, respondents are asked to complete a questionnaire which requires them to indicate their level of agreement with a series of questions. The data obtained were analyzed by statistical tests using structural equation modeling (Structural Equation Modeling) or abbreviated as SEM which was operated with the AMOS version 22 program.

4. Results and discussion

Respondent characteristics
The characteristics of the respondent can provide some simple information about the respondent's condition as the object of the research. Respondents in this study were tabulated by gender, education, and age. The general description of the respondent needs to be known because the answer given by the respondent to each of the questions asked may be different due to different backgrounds. Based on the primary data that has been collected, the following characteristics of the respondents have been obtained (table 1).

Product variable description analysis
The results of descriptive analysis of the respondents' answers to each indicator of product variables are presented in table 2. Table 2 shows that most of the respondents answered strongly agree with “SS” (45%). And the lowest result is the answer strongly disagree with “STS” (1%).

Analysis of the description of the purchase decision variables
The results of descriptive analysis of respondents' answers to each indicator of the purchasing decision variable are presented in the following table (table 5). Table 5 shows that most of the respondents answered agree ”S” (40%). And the lowest result is the answer strongly disagree with ”STS” (1%).

Analysis of customer satisfaction data descriptions
The results of descriptive analysis of respondents' answers to each indicator of the consumer satisfaction variable are presented in the following table (table 6). Table 6 shows that most respondents answered strongly "SS" (47%). And the lowest result is the answer strongly disagree with "STS" (1%). The answers disagree "TS" (6%), Neutral "N" (23%), Strongly Agree "SS" (30%) with a total of 125 respondents.

Effect of products on purchasing decisions
Products have a positive and significant direct effect on purchasing decisions, which means that the better the product is able to increase purchasing decisions. The direct effect regression coefficient value is 0.462 which means it is positive, so it can be interpreted that each increase in the value of one product is able to increase the
purchase decision by 0.462. Based on the results of testing hypothesis 1 is accepted.

The results of this study prove that the better the product is able to increase purchasing decisions. Products that the Oriflame M3Network community expects include excellence in design, shape, brand and quality. It is hoped that Oriflame products are related to the various Oriflame product designs, the forms of products offered are as needed, the products are branded, and the products displayed are of good quality, so that as expected, researchers have conducted research that Oriflame products have a positive and significant effect on purchasing decisions. This is in accordance with the theory of Tjiptono (2007), which states that product attributes are product elements that are considered important by consumers and are used as the basis for making purchasing decisions.

**The effect of price on purchasing decisions**

Price has a negative and significant direct effect on purchasing decisions, which means that the better the price is able to increase purchasing decisions. The direct effect regression coefficient value is 0.077, which means it is positive, so it can be interpreted that each increase in the value of one in the price can increase the purchase decision by 0.077. Based on the results of testing hypothesis 2 is rejected.

The results of this study prove that the better the price can increase purchasing decisions. Promotions that are expected by the Oriflame M3Network community include Oriflame placing advertisements on social media and catalogs to attract attention, because promotions are always given, always get detailed explanation on every product offered, and the services provided are good. As well as sales who offer Oriflame products either directly or through digital marketing to increase sales, the higher the promotion level, the higher the sales of Oriflame products. Oriflame also provides many bonuses and discounts for M3Network Community.

This is in accordance with the theory (Susanto, 2013) that the more attractive the price offered for purchasing the product, the more it will increase consumer decisions to buy the product. Sudharto (2007: 156) states that consumers expect prices that are commensurate with the quality of the product from their purchases. The results of the study prove that there is an influence between price on purchasing decisions. This is in line with the research conducted by Dido Saputra (2005) regarding the price has a positive effect on purchasing decisions. From this research it can be concluded that this research contributes to the theory that price has a positive effect on purchasing decisions is correct. Price is also one of the factors that affect the increase in purchasing decisions.

**The effect of promotion on purchasing decisions**

It is shown that promotion has a positive and significant direct effect on purchasing decisions, which means that the better the promotion is able to increase purchasing decisions. The direct effect regression coefficient value is 0.275 which means it is positive, so it can be interpreted that every increase in the value of one on a promotion can increase purchasing decisions by 0.275. Based on the results of testing hypothesis 3 is accepted.

The results of this study prove that the better the promotion is able to increase purchasing decisions. Promotions that are expected by the Oriflame M3Network community include Oriflame placing advertisements on social media and catalogs to attract attention, because promotions are always given, always get detailed explanation on every product offered, and the services provided are good. As well as sales who offer Oriflame products either directly or through digital marketing to increase sales, the higher the promotion level, the higher the sales of Oriflame products. Oriflame also provides many bonuses and discounts for M3Network Community.
members as a result of their hard work on sales. So as expected, researchers have conducted research that the Oriflame Promotion has a positive and significant effect on purchasing decisions.

This is in line with the results of research by Andrew F. Manampiring, Irvan Trang (2016) where the results show that the results of simultaneous promotion have a significant effect on purchasing decisions. etc. One of the ways companies attract consumers by giving what is usually called a bonus.

**Product influence on customer satisfaction**

It is shown that the product has a positive and significant direct effect on customer satisfaction, which means that the better the product is able to increase customer satisfaction. The direct effect regression coefficient value is 0.333 which means it is positive, so it can be interpreted that each increase in the value of one product is able to increase customer satisfaction by 0.333. Based on the results of testing hypothesis 4 is accepted.

The results of this study prove that the better the product can increase customer satisfaction. Products that the Oriflame M3Network community expects include excellence in design, shape, brand and quality. It is hoped that Oriflame products are related to the various Oriflame product designs, the forms of products offered are as needed, the products are branded, and the products displayed are of good quality, so that as expected, researchers have conducted research that Oriflame products have a positive and significant effect on consumer satisfaction.

This is in line with research (Amanah, 2017) where the results of the study show that the simultaneous results of the product have a significant effect on customer satisfaction. Kotler (in Simamora, 2001: 139) states: "A product is anything that can be offered to the market for attention, purchase, use, or consumption that satisfies a need or desire". Amir (2005: 8) defines a product as: "What can be offered to the market so that it can be bought, used or consumed which satisfies their wants or needs". From the above understanding it can be concluded that consumers buy not just a collection of physical attributes. Basically they are paying for something that satisfies desire. So a good product also sells the benefits of the product itself. Consumers buy products with both their function and meaning. According to Kotler (2002: 42), satisfaction is a feeling of pleasure or disappointment in someone who arises after comparing their perceptions / impressions of the performance (or results) of a product and its expectations. According to Oliver (in Barner, 2001: 64), satisfaction is the response of consumers to their needs met. This means an assessment that a form of privilege from a good or service or the goods or services themselves provide a level of comfort associated with meeting a need.

**The effect of price on customer satisfaction**

Based on the results of testing hypothesis 5 is rejected. It is shown that the price has a positive and significant direct effect on purchase satisfaction, which means that the better the price can increase customer satisfaction. The direct effect regression coefficient value is -0.022 which means it is positive, so it can be interpreted that each increase in the value of one on the price can increase customer satisfaction by -0.022.

The results of this study prove that the better the price can increase customer satisfaction. The prices expected by the Oriflame M3Network community include consumers buying Oriflame products because the prices offered are according to the buyer's ability, Oriflame always provides discounts on various products, consumers feel that the prices and benefits and the quality of the products offered are good enough, and the prices are affordable. So that consumers feel satisfied because as expected, researchers have conducted research that the Oriflame price has a negative and significant effect on customer satisfaction.
This is in line with the research (Amanah, 2017) where the results show that the simultaneous results of price have a significant effect on customer satisfaction. According to Tjiptono (2006: 178), in simple terms the term price can be interpreted as the amount of money (monetary unit) and / or other (non-monetary) aspects that contain certain utilities / uses needed to obtain a service. Utility is an attribute or factor that has the potential to satisfy certain needs and wants.

**The effect of promotion on customer satisfaction**

It is shown that promotion has a positive and significant direct effect on customer satisfaction, which means that the better the promotion is able to increase customer satisfaction. The direct effect regression coefficient value is 0.154 which means it is positive, so it can be interpreted that every increase in the value of one on the promotion can increase customer satisfaction by 0.154.

The results of this study prove that the better the promotion is able to increase purchasing decisions. Promotions that are expected by the Oriflame M3Network community include Oriflame placing advertisements on social media and catalogs to attract attention, because promotions are always given, always get detailed explanation on every product offered, and the services provided are good. As well as sales who offer Oriflame products either directly or through digital marketing to increase sales, the higher the promotion level, the higher the sales of Oriflame products. Oriflame also provides many bonuses and discounts for M3Network Community members as a result of their hard work on sales. So as expected, researchers have conducted research that the Oriflame Promotion has a positive and significant effect on customer satisfaction for.

**Purchasing decisions affect customer satisfaction**

It is shown that purchasing decisions have a positive and significant direct effect on customer satisfaction, which means that the better the purchasing decisions are able to increase customer satisfaction. The direct effect regression coefficient value is 0.380, which means it is positive, so it can be interpreted that each increase in the value of one in a purchasing decision can increase customer satisfaction by 0.380.

This is in line with research (Pardede & Haryadi, 2017) where the results of the study show that the results of simultaneous promotion have a significant effect on consumer satisfaction. This research states that the higher the promotion, the higher the customer satisfaction. Bei and Chiao (2001) stated that a customer will display repeat buying behavior when they feel that the price of the services and products offered is reasonable. If customers don't feel their sacrifice is worthwhile, they may not make a purchase again, even if they are not satisfied with the product or service. The results of this study, namely the perceived price positively associated with repurchase decisions through customer satisfaction. Another study conducted by Elfri et al. (2014) stated that service quality and customer satisfaction affect consumer purchasing decisions.

The research results of Sarini Kodu (2013) state that perceived price, product quality and service quality have a positive and significant effect on purchasing decisions. Another study conducted by Elfri et al. (2014) stated that service quality and customer satisfaction affect consumer purchasing decisions. Consumer satisfaction is a decision-making process carried out to determine the need for goods and services that need to be purchased and to identify, evaluate and choose between alternative brands. Consumers tend to buy products they like in terms of the most preferred brands, and the task of producers is to fulfill consumer desires in order to attract consumers to
buy their products to achieve company goals.

**Purchasing decisions are able to mediate the effect of the product on customer satisfaction.**

It is shown that purchasing decisions are able to mediate the effect of products on consumer satisfaction and have a positive and significant direct effect, which means that the better the product the better the purchasing decisions can increase customer satisfaction. the value of the critical ratio (CR), the effect of the purchasing decision variable is able to mediate the effect of the product on consumer satisfaction is 2.215 > 1.96 (the critical Z value for the 95% degree of confidence) with a probability value (p) of 0.026 < 0.05 which means that it is positive, so that it can be interpreted that each increase in the value of one in purchasing decisions is able to mediate the effect of the product on customer satisfaction.

**Purchasing decisions are able to mediate the effect of price on customer satisfaction**

Based on the results of testing the hypothesis 9 is rejected. It is shown that purchasing decisions are able to mediate the effect of price on consumer satisfaction and have a negative and significant direct effect, which means that the better the price, the better customer satisfaction is able to increase the purchase decision. the value of the critical ratio (CR) the effect of the purchasing decision variable being able to mediate the effect of the product on customer satisfaction is 2.040 > 1.96 (critical Z value for 95% confidence degree) with a probability value (p) of 0.041 < 0.05 which means that it is positive, so that it can be interpreted that each increase in the value of one in purchasing decisions is able to mediate the effect of price on customer satisfaction.

**Purchasing decisions are able to mediate the effect of promotion on customer satisfaction.**

Based on the results of testing the hypothesis 10 is accepted. It is shown that purchasing decisions are able to mediate the effect of promotion on consumer satisfaction which has a positive and significant direct effect, which means that the better the promotion, the better the purchasing decision is able to increase customer satisfaction. the value of the critical ratio (CR) the influence of the variable customer satisfaction is able to mediate the effect of the product on purchasing decisions is 2.075 > 1.96 (critical Z value for the 95% degree of confidence) with a probability value (p) of 0.037 < 0.05 which means that it is positive, so that it can be interpreted that each increase in the value of one in purchasing decisions is able to mediate the effect of price on customer satisfaction.

Table 1. Characteristics of respondents

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Total (n)</th>
<th>Percentage (%)</th>
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<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>118</td>
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<tr>
<td>Male</td>
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<tr>
<td>Education</td>
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<tr>
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<tr>
<td>Bachelor degree</td>
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<tr>
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<tr>
<td>Age</td>
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<tr>
<td>20-30 y.o.</td>
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<td>62</td>
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<td>31-40 y.o.</td>
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<td>31</td>
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<td>41-50 y.o.</td>
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<td>7</td>
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Table 2. Descriptive analysis of product variables

<table>
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<tr>
<th>Indicator</th>
<th>Item</th>
<th>(1) STS</th>
<th>(2) TS</th>
<th>(3) N</th>
<th>(4) S</th>
<th>(5) SS</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>F</td>
<td>%</td>
<td>F</td>
<td>%</td>
<td>F</td>
<td>%</td>
</tr>
<tr>
<td>Design</td>
<td>P1</td>
<td>1</td>
<td>1%</td>
<td>6</td>
<td>5%</td>
<td>7</td>
<td>6%</td>
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<td>Shape</td>
<td>P2</td>
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<td>0%</td>
<td>7</td>
<td>6%</td>
<td>14</td>
<td>11%</td>
</tr>
<tr>
<td>Brand</td>
<td>P3</td>
<td>3</td>
<td>2%</td>
<td>5</td>
<td>4%</td>
<td>16</td>
<td>13%</td>
</tr>
<tr>
<td>Quality</td>
<td>P4</td>
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<td>1%</td>
<td>7</td>
<td>6%</td>
<td>15</td>
<td>12%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>5</td>
<td>1%</td>
<td>25</td>
<td>5%</td>
<td>52</td>
<td>10%</td>
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</table>

Table 3. Descriptive analysis of price variables

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<th>Indicator</th>
<th>Item</th>
<th>(1) STS</th>
<th>(2) TS</th>
<th>(3) N</th>
<th>(4) S</th>
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<td></td>
<td></td>
<td>F</td>
<td>%</td>
<td>F</td>
<td>%</td>
<td>F</td>
<td>%</td>
</tr>
<tr>
<td>Ability to buy</td>
<td>HR1</td>
<td>1</td>
<td>1%</td>
<td>8</td>
<td>6%</td>
<td>14</td>
<td>11%</td>
</tr>
<tr>
<td>Discount</td>
<td>HR2</td>
<td>1</td>
<td>1%</td>
<td>6</td>
<td>5%</td>
<td>17</td>
<td>14%</td>
</tr>
<tr>
<td>Price according to quality and benefits</td>
<td>HR3</td>
<td>0</td>
<td>0%</td>
<td>5</td>
<td>4%</td>
<td>21</td>
<td>17%</td>
</tr>
<tr>
<td>Affordable prices</td>
<td>HR4</td>
<td>1</td>
<td>1%</td>
<td>7</td>
<td>6%</td>
<td>6</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>3</td>
<td>1%</td>
<td>26</td>
<td>5%</td>
<td>58</td>
<td>12%</td>
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</table>

Table 4. Descriptive Analysis of Promotion Variables

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Item</th>
<th>(1) STS</th>
<th>(2) TS</th>
<th>(3) N</th>
<th>(4) S</th>
<th>(5) SS</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>F</td>
<td>%</td>
<td>F</td>
<td>%</td>
<td>F</td>
<td>%</td>
</tr>
<tr>
<td>Advertising</td>
<td>PR1</td>
<td>0</td>
<td>0%</td>
<td>11</td>
<td>7%</td>
<td>39</td>
<td>26%</td>
</tr>
<tr>
<td>Sales promotion</td>
<td>PR2</td>
<td>0</td>
<td>0%</td>
<td>11</td>
<td>7%</td>
<td>32</td>
<td>21%</td>
</tr>
<tr>
<td>Face to face sales</td>
<td>PR3</td>
<td>1</td>
<td>1%</td>
<td>8</td>
<td>5%</td>
<td>35</td>
<td>23%</td>
</tr>
<tr>
<td>Public relations</td>
<td>PR4</td>
<td>2</td>
<td>1%</td>
<td>6</td>
<td>4%</td>
<td>34</td>
<td>23%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>3</td>
<td>1%</td>
<td>36</td>
<td>6%</td>
<td>140</td>
<td>23%</td>
</tr>
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</table>
### Table 5. Descriptive analysis of purchasing decision variables

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Item</th>
<th>Answer score</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>(1) STS</td>
</tr>
<tr>
<td></td>
<td></td>
<td>F</td>
</tr>
<tr>
<td>The quality that is obtained based on the benefits</td>
<td>KP1</td>
<td>0</td>
</tr>
<tr>
<td>Satisfaction</td>
<td>KP2</td>
<td>0</td>
</tr>
<tr>
<td>Recommend</td>
<td>KP3</td>
<td>1</td>
</tr>
<tr>
<td>Make repeat purchases</td>
<td>KP4</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>3</td>
</tr>
</tbody>
</table>

### Table 6. Descriptive analysis of consumer satisfaction variables

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Item</th>
<th>Answer score</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>(1) STS</td>
</tr>
<tr>
<td></td>
<td></td>
<td>F</td>
</tr>
<tr>
<td>Re-Purchase</td>
<td>KK1</td>
<td>1</td>
</tr>
<tr>
<td>Creating word of mouth</td>
<td>KK2</td>
<td>1</td>
</tr>
<tr>
<td>Creating a brand image</td>
<td>KK3</td>
<td>3</td>
</tr>
<tr>
<td>Creating purchasing decisions</td>
<td>KK4</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>7</td>
</tr>
</tbody>
</table>

### 5. Conclusion

Based on the analysis test results from this research data, several conclusions can be drawn, namely as follows:

1. Products have a positive and significant effect directly on the purchasing decisions of the Oriflame M3Network Community. Products are the main consideration for design, shape, brand and quality. Oriflame products are considered good and quality products because they think that Oriflame products have a good design, shape and quality so as to increase the confidence of every woman who uses them so that they make purchases.

2. Price directly has a positive and significant effect on the purchasing decision of the Oriflame M3Network Community. Price is the main consideration for the ability to buy, discounts, prices according to quality and benefits, and affordable prices. The price of Oriflame products is considered a good price according to its benefits because it assumes that the price is what consumers expect so they make a purchase.
3. Promotion directly has a positive and significant effect on the purchasing decision of the Oriflame M3Network Community. The results of this study indicate that promotion provides a more dominant role in explaining purchasing decisions.

4. Products have a positive and significant effect directly on customer satisfaction Oriflame M3Network Community. Products are the main consideration for design, shape, brand and quality. Oriflame products are considered good and quality products because they think that Oriflame products have a good design, shape and quality so as to increase the confidence of every woman who uses them so that they make repeat purchases.

5. Prices directly have a positive and significant effect on customer satisfaction in the M3Network Oriflame community. The results of this study indicate that price provides a more dominant role in explaining customer satisfaction. It is expected that prices will continue to adjust for benefits, provide bonuses and discounts to consumers so that customer satisfaction is met.

6. Promotion directly has a positive and significant effect on customer satisfaction of the Oriflame M3Network Community. The results of this study indicate that an attractive and not excessive promotion can provide a more dominant role in explaining customer satisfaction.

7. Direct consumer satisfaction has a positive and significant effect on purchasing decisions. Evaluating the various products, prices, and promotions offered provides a more dominant role in explaining purchasing decisions. Making purchases regularly provides a more dominant role in explaining customer satisfaction.

8. Purchasing decisions are able to directly mediate a positive and significant effect of products on consumer satisfaction. The results of this study indicate that a good and quality product is able to provide a more dominant role in explaining

9. Purchasing decisions are able to directly mediate a positive and significant effect of price on consumer satisfaction. The results of this study indicate that a good price and according to its benefits is able to provide a more dominant role in explaining consumer satisfaction. It is able to mediate prices so that consumers make purchase decisions because they feel that the price is very satisfying and as expected by the consumer.

10. Purchasing decisions are able to mediate directly a positive and significant effect of promotion on customer satisfaction. The results of this study indicate that a good and attractive promotion can provide a more dominant role in explaining consumer satisfaction.

6. References


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