The influence of ethnocentrism and product Knowledge on purchasing decisions of wardah Cosmetics mediated by brand image

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INFO ARTIKEL

Abstract

this study aims to determine the influence of "ethnocentrism and product knowledge on purchasing decisions of wardah cosmetics mediated by brand image". the type of research used was descriptive quantitative with causal associative nature. the population in this study are consumers who have made purchases of wardah cosmetics product. the number of samples taken was 100 people. the sampling technique used in this research was purposive sampling technique. data processing in this study used spss 29.0 for windows, which tasted the validity, reliability test, classic assumption test, causal step regression test, significance test (t test) and coefficient of determine test (r2). based on the results of the study showed that : ethnocentrism has a positive and significant influence on purchasing decisions, ethnocentrism has a positive and significant influence on brand image, brand image has a positive and significant influence on purchasing decisions, product knowledge has a positive and significant influence on brand image, product knowledge has a positive and significant influence on purchasing decisions, ethnocentrism has a positive and significant influence on purchasing decisions which is mediated by brand image, product knowledge has a positive and insignificant influence on purchasing decisions which is mediatied by brand image.

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Background

Wardah, a beauty brand from Indonesia, continues to be a favorite among the Indonesian community to this day. This product is produced by one of the largest cosmetics manufacturers in Indonesia, founded by Nurhayati Subakat in 1995 under the auspices of PT Paragon. PT Paragon is a pioneer in halal cosmetic brands in Indonesia. Although Wardah remains popular among women domestically, competition in the Indonesian cosmetic market has become increasingly fierce with the emergence of many new brands. Additionally, the presence of various international cosmetic brands in the market adds to the intensity of competition among cosmetic brands.

The development of technology and information in the cosmetic field has triggered a significant contribution to the National GDP, reaching 1.78 percent in the second quarter of 2022. According to BPOM RI, the cosmetic industry in Indonesia has also experienced an increase in the number of companies by 20.6% (Kumparan.com, 2022). This data reflects a surge in the cosmetic industry in the country, where consumers have various needs and diverse preferences, allowing them to freely choose products that suit their requirements. Yolanda (2017) states that a positive brand image can be a driving force for consumer purchases. Therefore, business players and cosmetic companies need to create appealing brands that reflect the benefits of their products in line with consumer desires. This is crucial for consumers to form positive perceptions and choose to purchase those products.

Regarding consumer preference variations, they have the freedom to choose products according to their needs. According to Sari (2018), consumers who are careful in selecting products can influence the brand image. This selectivity is higher among consumers who are ethnocentric, prioritizing local products. Views on the brand image are influenced by the perceptions of ethnocentric consumers. Therefore, the more ethnocentric a consumer is, the higher the tendency to choose local products (Novita, 2017).

Not only ethnocentrism and brand image but product knowledge also plays a crucial role in the purchasing decision-making process. Consumer knowledge about a product or service becomes a critical consideration for the next steps. A good understanding of a product when making a purchase allows consumers not to be influenced by competing brands because they already know the type, specifications, and popularity of the product. In the cosmetic industry, all companies strive to provide the best, both local and international brands. However, this research focuses on a local cosmetic brand, namely Wardah. It is hoped that Wardah business practitioners can continue to attract consumers' attention, maintain the brand image, and compete effectively in the cosmetic industry market.

Based on the background above, the researcher considers the need for a study regarding the influence of ethnocentrism, product knowledge, and brand image and their impact on purchasing decisions. Therefore, in this study, the researcher has chosen the title: "The Influence Of Ethnocentrism And Product Knowledge On Purchasing Decisions Of Wardah Cosmetics Mediated By Brand Image."

LITERATURE REVIEW
Purchasing Decisons

The purchasing decision is a phase where consumers make decisions to make a purchase. This process involves problem recognition, evaluation, and the determination of products that best meet their needs. According to Faizan (2014), the purchasing decision process is a series of steps and the selection of various options that align with specific interests, by establishing a choice considered advantageous.

Ethnocentrism

Ethnocentrism is a tendency that universally represents a community viewing its own group as the center of everything and interpreting other social units from the perspective of its own group (Fauzi, 2020). According to Laraswati (2022), ethnocentrism is a consumer attitude that believes buying local products is more beneficial and considers purchasing foreign products a mistake because it may harm the local economy. When consumers choose to buy and use locally made goods instead of foreign products, this action can be seen as ethnocentrism.

Brand Image

Brand image is defined as the impressions and beliefs of customers communicated through associations existing in consumer memory (Kotler et al., 2009). A brand can help customers gather information, differentiate between brands, create pleasant sensations, and provide reasons for making a purchase. Therefore, brand image is defined as the consumer's opinion of a brand with the company's goal of creating a positive impression in the consumer's mind (Laraswati, 2022).

Product Knowledge

Product knowledge is a collection of accurate information stored in the consumer's memory that depicts their understanding of a particular product. Consumers with ample information about a product tend to have realistic considerations when choosing a desired product (Basyir, 2019). Consumer product knowledge is based on the level of familiarity with the product. Consumers with high product knowledge possess better recognition and analytical capabilities regarding a product compared to consumers with lower knowledge levels (Suprapto & Susanti, 2016).

HYPOTHESIS

H1 : It is suspected that Ethnocentrism influences purchasing decisions for Wardah cosmetics. The higher the level of consumer ethnocentrism, the greater the likelihood that consumers will make a purchase decision.

H2 : It is suspected that Ethnocentrism influences the Brand Image of Wardah cosmetics. The higher the ethnocentric attitude towards local cosmetics, the more it is likely to enhance a positive and favorable brand image for local cosmetics.

H3 : It is suspected that the Brand Image influences purchasing decisions for Wardah cosmetics. The higher the Brand Image, the greater the likelihood that consumers will make a purchase decision.

H4 : It is suspected that Product Knowledge influences the Brand Image of Wardah cosmetics. The better consumers' knowledge of a product, the more it is likely to enhance a positive brand image for that product.

H5 : It is suspected that Product Knowledge influences purchasing decisions for Wardah cosmetics. The higher consumers' knowledge of a product, the greater the likelihood that consumers will make a purchase decision.

H6 : It is suspected that Ethnocentrism influences the purchasing decision of Wardah cosmetics, mediated by Brand Image.
H7 : It is suspected that Product Knowledge influences the purchasing decision of Wardah cosmetics, mediated by Brand Image.

METHOD

Causal associative research is aimed at determining the cause-and-effect relationship between two or more variables developed in management (Ferdinand, 2014). This research employs a quantitative approach because the data used to analyze the relationship between variables is expressed in numbers or numeric scales (Kuncoro, 2003).

RESULTS AND DISCUSSION
Classic Assumption Test Results
1. Normality Test

Table 1, Normality Test Results (I)   Table 2, Normality Test Results (II)

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.80352625
Most Extreme Differences	Absolute	.085
	Positive	.060
	Negative	-.085
Test Statistic		.085
Asymp. Sig. (2-tailed)[c]		.072

One-Sample Kolmogorov Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.42458463
Most Extreme Differences	Absolute	.082
	Positive	.082
	Negative	-.055
Test Statistic		.082
Asymp. Sig. (2-tailed)[c]		.094

Table 3, Normality Test Results (III)

One-Sample Kolmogorov Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.76893615
Most Extreme Differences	Absolute	.078
	Positive	.073
	Negative	-.078
Test Statistic		.078
Asymp. Sig. (2-tailed)[c]		.135

Based on Tables 1, 2, and 3, it is known that the significance values obtained from the One-Sample Kolmogorov-Smirnov test are 0.072, 0.094, and 0.135, respectively. This indicates that these values are greater than 0.05. Therefore, it suggests that in the model (I, II, III) the distribution is normal.

2. Multicollinearity Test

Table 4 Multicollinearity (I)

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	X1	.663	1.508
	X2	.663	1.508

a. Dependent Variable: Y

Table 5 Multicollinearity (II)

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	X1	.663	1.508
	X2	.663	1.508

a. Dependent Variable: Z

Table 6 Multicollinearity (III)

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	X1	.626	1.597
	X2	.377	2.653
	Z	.384	2.605

a. Dependent Variable: Y

Based on Tables 4, 5, and 6, the tolerance values are greater than 0.10, and the Variance Inflation Factor (VIF) values are less than 10. Therefore, it can be concluded that there is no multicollinearity in the (I, II, II) model.

Heteroscedasticity Test

Table 7 Heteroscedasticity Test Results (I)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.997	1.897		1.580	.117
	X1	-.074	.056	-.157	-1.320	.190
	X2	.065	.060	.129	1.087	.280

a. Dependent Variable: ABS RES1

Table 8 Heteroscedasticity Test Results (II)

Coefficients[a]

Model		Unstandardized Coefficients		StandardizedCoefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.613	1.845		1.958	.053
	X1	-.066	.038	-.182	-1.708	.091
	X2	.016	.053	.031	.291	.772

a. Dependent Variable: ABS RES2

Table 9 Heteroscedasticity Test Results (III)

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	4.471	2.022		2.212	.029
	X1	-.064	.054	-.137	-1.166	.246
	X2	.108	.071	.219	1.526	.130
	Z	-.114	.093	-.178	-1.221	.225
a. Dependent Variable: ABS RES3						

Coefficients[a]

Based on Tables 7, 8, and 9, the results of the heteroskedasticity test using the Glejser method for the equation model are shown. Based on these results, for each variable in the three equations, the significance values are greater than 0.05. It can be concluded that there is no heteroskedasticity in the equation model.

Hypothesis Testing
1. Regression Analysis of Intervening Variables Using Causal Step Method
Tabel 10 Model Regresi Persamaan I

		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	5.450	2.013		2.708	.008
	X1	.444	.083	.496	5.378	<.001
	X2	.290	.077	.347	3.761	<.001
a. Dependent Variable: Y						

Coefficients[a]

From the results of table 10 above, the regression results are obtained in (I)

$Y = a + b1.X1 + b2.X2 + e$ Y = 5.450 + 0,44 + 0,290
a. The constant value of 5.450 means that when the independent variables (X1 and X2) are both zero, the dependent variable (Y) remains constant at 5.450.
b. b1 (regression coefficient value for X1)) is 0,444. It means that for every oneunit increase in the ethnocentrism variable, the purchase decision is expected to increase by 0.444, assuming that the other variables are held constant or do not change.
c. b2 (regression coefficient value for x2) is 0,290. It means that for every oneunit increase in the prodcuct knowledge variable, the purchase decision is expected to increase by 0,290 assuming that the other variables are held constant or do not change.

Tabel 11 Model Regresi Persamaan II

<table>
<tr><th colspan="7">Coefficients^a</th></tr>
<tr><td rowspan="3">Model</td><td rowspan="3"></td><td colspan="2">Unstandardized Coefficients</td><td>Standardized Coefficients</td><td rowspan="3">T</td><td rowspan="3">Sig.</td></tr>
<tr><td>B</td><td>Std. Error</td><td>Beta</td></tr>
<tr><td></td><td></td><td></td></tr>
<tr><td rowspan="3">1</td><td>(Constant)</td><td>10.550</td><td>2.828</td><td></td><td>3.730</td><td><.001</td></tr>
<tr><td>X1</td><td>.255</td><td>.059</td><td>.385</td><td>4.329</td><td><.001</td></tr>
<tr><td>X2</td><td>.287</td><td>.082</td><td>.311</td><td>3.506</td><td><.001</td></tr>
<tr><td colspan="7">a. Dependent Variable: Z</td></tr>
</table>

From the results of table 11 above, the regression results are obtained in (II)

Z = a + b1.X1 + b2.X2 + e Z= 10,550 + 0,255 + 0,287

a. The constant value of 10.550 means that when the independent variables (X1 and X2) are both zero, the dependent variable (Z) remains constant at 10.550.

b. b1 (regression coefficient value for X1) is 0,255. It means that for every one-unit increase in the ethnocentrism variable, the brand image is expected to increase by 0,255 assuming that the other variables are held constant or do not change.

c. b2 (regression coefficient value for X2) is 0,287. It means that for every one-unit increase in the prodcuct knowledge variable, the brand image is expected to increase by 0,290 assuming that the other variables are held constant or do not change.

Tabel 12 Model Regresi Persamaan III

<table>
<tr><th colspan="7">Coefficients^a</th></tr>
<tr><td rowspan="3">Model</td><td rowspan="3"></td><td colspan="2">Unstandardized Coefficients</td><td>Standardized Coefficients</td><td rowspan="3">T</td><td rowspan="3">Sig.</td></tr>
<tr><td>B</td><td>Std. Error</td><td>Beta</td></tr>
<tr><td></td><td></td><td></td></tr>
<tr><td rowspan="4">1</td><td>(Constant)</td><td>4.978</td><td>1.960</td><td></td><td>2.539</td><td>.013</td></tr>
<tr><td>X1</td><td>.349</td><td>.088</td><td>.390</td><td>3.983</td><td><.001</td></tr>
<tr><td>X2</td><td>.067</td><td>.113</td><td>.079</td><td>.588</td><td>.558</td></tr>
<tr><td>Z</td><td>.399</td><td>.151</td><td>.388</td><td>2.643</td><td>.010</td></tr>
<tr><td colspan="7">a. Dependent Variable: Y</td></tr>
</table>

From the results of table 12, the regression results are obtained in (III)

Y = a + b1.X1 + b2.X2 + b3.Z + e Y =4,978 + 0,349 + 0,067 + 0,399

a. The constant value of 4.978 means that when the independent variables (X1,X2 and Z) are both zero, the dependent variable (Y) remains constant at 4.978

b. b1 (regression coefficient value for X1) is 0,349 It means that for every one-unit increase in the ethnocentrism variable, the purchase decision is expected to increase by 0.444, assuming that the other variables are held constant or do not change.

c. b2 (regression coefficient value for X2 is 0,067 It means that for every one-unit increase in the ethnocentrism variable, the purchase decision is expected to increase by 0.067, assuming that the other variables are held constant or do not change.

d. b3 (regression coefficient value for Z is 0,399 It means that for every one-unit increase in the brand image variable, , the purchase decision is expected to increase by 0.399, assuming that the other variables are held constant or do not change.

2. T Test (t) Results

Based on Tables 10, 11, and 12, the results of the hypothesis t-test are as follows:

The influence of Ethnocentrism on Purchase Decisions (H1)

Based on Table 10, the significance level of the ethnocentrism variable is <0.001, which is less than 0.05. Additionally, the t-value is 5.378, which is greater than 1.984. Therefore, the test results indicate that ethnocentrism has a positive and significant influence on the purchase decisions of Wardah cosmetics. As a result, the first hypothesis is accepted.

The influence of Ethnocentrism on Brand Image (H2)

Based on Table 11, the significance level of the ethnocentrism variable is < 0.001 < 0.05, and the t-value is 4.329 > 1.984. Therefore, the test results indicate that ethnocentrism has a positive and significant influence on brand image. As a result, the second hypothesis is accepted.

The influence of brand image on purchase decisions (H3)

Based on Table 12, the significance level of the brand image variable is 0.010 < 0.05, and the t-value is 2.643 > 1.984. Therefore, the test results indicate that brand image has a positive and significant influence on purchase decisions. As a result, the third hypothesis is accepted.

The influence of Product Knowledge on Brand Image (H4)

Based on Table 11, the significance level of the product knowledge variable is < 0.001 < 0.05, and the t-value is 3.506 > 1.984. Therefore, the test results indicate that product knowledge has a positive and significant influence on brand image. As a result, the fourth hypothesis is accepted.

The influence of Product Knowledge on Purchase Decisions (H5)

Based on Table 10, the significance level of the product knowledge variable is < 0.001 < 0.05, and the t-value is 3.761 > 1.984. Therefore, the test results indicate that product knowledge has a positive and significant influence on purchase decisions. As a result, the fifth hypothesis is accepted.

The influence of ethnocentrism on purchasing decisions mediated by brand image (H6)

Based on Table 12, the significance level of the ethnocentrism variable is < 0.001 < 0.05, and the t-value is 3.983 > 1.984. Therefore, the test results indicate that ethnocentrism has a positive and significant influence on purchase decisions mediated by brand image. As a result, the sixth hypothesis is accepted.

The influence of eproduct knowledge on purchasing decisions mediated by brand image (H7)

Based on Table 12, the significance level of the product knowledge variable is 0.558 > 0.05, and the t-value is 0.588 < 1.984. Therefore, the test results indicate that product knowledge has a positive but not significant influence on purchase decisions mediated by brand image. As a result, the seventh hypothesis is rejected.

3. Analysis of the Coefficient of Determination (R^2)

Table 13 R^2 Test Results (I)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.784[a]	.615	.607	3.348
a. Predictors: (Constant), X2, X1				

Based on Table 13, the coefficient of determination (R2) is 0.615 or 61.5%. This means that 61.5% of the variation in the dependent variable (Y) can be explained by the independent variables (X1 and X2).

Table 14 R^2 Test Results (II)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.907[a]	.823	.819	2.208
a. Predictors: (Constant), X2, X1				

Based on Table 14, the coefficient of determination (R2) is 0,823 or 82,3%. This means that 82,3% of the variation in the dependent variable (Z) can be explained by the independet variables (X1 and X2).

Table 15 R^2 Test Results (III)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	.801ᵃ	.642	.630	3.247
a. Predictors: (Constant), Z, X2, X1				

Based on table 15, the coefficient of determination (R2) is 0,642 or 64,2%. This means that 64,2% of the variation in the dependent variable (Y) can be explained by the independent variables (X1,X2, and Z).

Discussion of Research Results

Based on the results of the research conducted on the variables in this study, several findings can be explained as follows :

Ethnocentrism on Purchasing Decisions of Wardah Cosmetics (H1)

The findings of this research reveal that ethnocentrism has a positive and significant impact on the purchasing decisions of Wardah cosmetics. This means that consumers' ethnocentric attitudes can influence their purchasing decisions regarding Wardah cosmetics. The study is in line with research conducted by Nikmatuzaroh (2019), which shows that ethnocentrism has a positive and significant impact on purchasing decisions. This influence tends to be rooted in consumers who favor local products. This is what prompts individuals with an ethnocentric attitude to purchase local products, especially Wardah cosmetics, which are Indonesian local cosmetics.

Ethnocentrism on Brand Image of Wardah Cosmetics (H2)

The findings of this study reveal that ethnocentrism has a significant positive impact on the brand image of Wardah cosmetics. This is consistent with research conducted by Javed (2019), which states that ethnocentrism has a positive and significant impact on brand image. The ethnocentric attitude of consumers towards local cosmetics has a positive impact because consumers seek information about the brand image of cosmetics that have a good reputation among the public. This is why individuals with an ethnocentric attitude decide to purchase Indonesian local cosmetics, specifically Wardah cosmetics.

Brand Image on Purchasing Decisions of Wardah Cosmetics (H3)

The findings of this study reveal that brand image has a significant positive influence on the purchasing decisions of Wardah cosmetics. This is consistent with the research conducted by Givani (2017), which states that brand image has a positive and significant impact on purchasing decisions. This influence tends to be based on the brand image of Wardah cosmetics. With a positive brand image for cosmetics, it will also create a positive impression for consumers, and this is likely to trigger consumers to decide to purchase Wardah cosmetics.

Product Knowledge on Brand Image of Wardah Cosmetics (H4)

The findings of this research reveal that product knowledge has a significant positive impact on the brand image of Wardah cosmetics. This is consistent with studies conducted by Maesaroh (2018) and Guntur (2020), which state that product knowledge has a positive and significant effect on brand image. This influence tends to be based on knowledge of Wardah cosmetic products. Possessing good product knowledge about Wardah cosmetics can certainly enhance the positive image of the Wardah brand because the company is capable of presenting a positive image, allowing consumers to perceive it subjectively and objectively, leading to subsequent actions.

Product Knowledge on Purchasing Decisions of Wardah Cosmetics (H5)

The findings of this research reveal that product knowledge has a significantly positive impact on the purchasing decisions of Wardah cosmetics. This is consistent with studies conducted by Pamungkas (2021) and Angga (2019), which state that product knowledge has a positive and significant influence on purchasing decisions. This influence tends to be based on knowledge of Wardah cosmetic products. Having a good understanding of a brand's products can stimulate consumers in making purchasing decisions.

Ethnocentrism on Purchasing Decisions mediated by Brand Image (H6)

The findings of this research reveal that ethnocentrism, mediated by brand image, has a positive and significant impact on the purchasing decisions of Wardah cosmetics. Before introducing the mediating variable into the equation, the ethnocentrism variable has a positive and significant influence on purchasing decisions. After incorporating the mediating variable into the equation, the ethnocentrism variable continues to have a positive and significant impact on purchasing decisions. This indicates that the brand image variable partially mediates the relationship.

Product Knowledge on Purchasing Decisions mediated by Brand Image (H7)

The findings of this research reveal that product knowledge, mediated by brand image, has a positive but not significant impact on purchasing decisions. Before introducing the mediating variable into the equation, the product knowledge variable has a positive and significant influence on purchasing decisions. However, after incorporating the mediating variable into the equation, the product knowledge variable has a positive but not significant impact on purchasing decisions. This indicates that the brand image variable perfectly mediates the relationship.

Closing Conclusion

Based on the results of the study, the following conclusions can be drawn :
1. Ethnocentrism has a positive and significant influence on the purchase decisions of Wardah cosmetics in the city of Mataram. This means that the higher the consumer's ethnocentric attitude towards local cosmetics, the more it will impact the increase in consumer purchasing decisions for local cosmetics.
2. Ethnocentrism has a positive and significant influence on the brand image of Wardah cosmetics in the city of Mataram. This means that the more consumers with ethnocentric attitudes use or consume local cosmetics, the better the image of these local cosmetics will be.
3. Brand image has a positive and significant influence on the purchase decisions of Wardah cosmetics in the city of Mataram. This means that the better the brand image of Wardah cosmetics, the more it will impact the increase in consumer purchase decisions.
4. Product knowledge has a positive and significant influence on the brand image of Wardah cosmetics in the city of Mataram. This means that having good product knowledge about cosmetics will enhance a positive brand image for those cosmetic products.
5. Product knowledge has a positive and significant influence on the purchase decisions of Wardah cosmetics in the city of Mataram. This means that the higher the level of consumer product knowledge about Wardah cosmetics, the more it will impact the increase in consumer purchase decisions.

6. The brand image is able to mediate between ethnocentrism and purchase decisions for Wardah cosmetics in the city of Mataram. This means that the brand image can fully mediate the relationship between ethnocentrism and purchase decisions.
7. The brand image does not mediate the relationship between product knowledge and purchase decisions for Wardah cosmetics in the city of Mataram.

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