

PRICE DETERMINATION AND SELF-ACTUALIZATION ON PURCHASE DECISIONS OF GO GREEN THE BODY SHOP PRODUCTS AT TANGCITY MALL

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Abstract

The purpose of this study was to determine the role of purchasing decisions through pricing and self-actualization of The Body Shop products at TangCity Mall. This research is a quantitative research with a sample of The Body Shop customers at TangCity Mall who have purchased The Body Shop products totaling 100 respondents. Data collection techniques using primary data obtained from distributing questionnaires. The analysis technique used is multiple linear regression analysis using SPSS Version 27 software. The results show that both the pricing variable and the self-actualization variable have a positive effect on purchasing decisions partially or simultaneously. The price offered is a special consideration, before deciding to buy goods or use a service. Price is one of the important factors that influence the marketing of a product. While self-actualization is the highest need of an individual, this self-actualization need can be achieved when other lower needs have been fulfilled such as physiological needs, feeling safe, affection and appreciation.

Keywords: Pricing, Self-actualization, Purchase Decision

INTRODUCTION

The development of the personal care business is currently very rapid and growing, making manufacturers in Indonesia compete in attracting consumers to buy their respective products. This situation makes companies try to maintain their respective positions by improving customer service in order to compete. Taking care of oneself for some people has become a habit because The Body Shop is a beauty brand that produces care products for both men and women, The Body Shop is a global cosmetics manufacturing company that utilizes and is a pioneer of green marketing. The Body Shop offers products made from natural ingredients, does not test products on animals and is environmentally friendly as self-care products. image and green marketing. The three studies took objects at The Body Shop. In addition, another study by Putranto et al., (2018) states that purchasing decisions can be influenced by pricing. Pricing was chosen as an

independent variable that can influence purchasing decisions, because it is related to the product that is the object of The Body Shop, where the product is a product that is considered to have a high price. Price is the amount of money that must be paid by consumers to get a product or service. so that the price offered becomes a special consideration, before they decide to buy goods or use a service (Tia Aprilia Susnita 2021).

Pricing is an important factor influencing the marketing of a product. Hulima et al., (2021). Self-actualization is the meaning of self-actualization or self-actualization as a desire to get satisfaction through the individual himself, as well as to understand all the potential that exists within him Hwang et al., (2020). It is solely intended to be what it can do, and to be free and creative in maximizing its achievements and potential Rahmawati et al., (2022). Self-actualization or self-actualization of a person

using The Body Shop's self-care is due to the desire to gain self-satisfaction using quality and environmentally friendly products. From the description above, this study aims to determine the effect of pricing and self-actualization on purchasing decisions for The Body Shop products.

RESEARCH METHOD

This research is a quantitative research with an associative research approach, namely linking purchasing decisions with pricing and self-actualization. The population in this research is customers of The Body Shop Tangcity Mall whose population is unknown, so the sample uses a quota sampling technique of 100 respondents. The data collection techniques used were conservation, questionnaires and interviews. While the analysis technique used is multiple regression with the help of SPSS software version 27.00.

FINDING(S) AND DISCUSSION

The results of the description of the respondents' answers show the following:

Table 1. Description of Respondents' Answers

	N	Min	Max	Mean	Std. Deviation
Pricing	100	21	56	43.39	7.475
Self-actualization	100	15	56	43.20	8.636
Buying decision	100	23	56	43.35	7.749
Valid N (listwise)	100				

Source: data processed 2023

Based on table 4.9 above, it can be concluded that the pricing variable (X1) has the lowest and highest values of 21 and 56 with an average (mean) value of 43.39 and a standard deviation of 7.475. The Self-actualization variable (X2) has the lowest and highest values, namely 15 and 56 with an average value (mean) of 43.20 and a standard deviation of 8.636. The latter is the purchase decision variable (Y) which has the lowest value and the highest value is 23 and 56 with an average (mean) value of 43.35 and a standard deviation of 7.749. The results of the validity test showed that all 24 questions were declared valid, because their value was above the r table value of 0.361. While the reliability test results are declared reliable, because it is greater than 0.6. So that the proposed statement items are declared valid and reliable, then the analysis process can be continued. The results of multiple regression analysis can be seen in the following table:

Tabel 2. Uji Regresi Berganda

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	4,857	2,066		,021
		,430	,094	,415	,000
	Self-actualization	,459	,081	,511	,000

Source: data processed 2023

Based on the table above, the multiple regression equation is obtained as follows:

$$Y = 4.857 + 0.430 X_1 + 0.459 X_2 + e$$

The constant value (a) = the positive value is 4.857. The positive sign indicates a one-way influence between the independent variable and the dependent variable. This means that if all the independent variables which include Pricing (X₁), Self-actualization (X₂), are 0 percent or do not change, then the value of the Purchase Decision (Y) is 4.857. Coefficient value β_1 = Pricing (X₁) has a positive effect on purchasing decisions, because it has a value of 0.430. If the pricing (X₁) is increased by 1 unit, the purchasing decision will change or increase by 0.430, assuming other variables are the same and if the effect of pricing decreases by one unit, then the purchasing decision will also decrease by 0.430. The value of the coefficient β_2 = 0.459 which means it is positive, and Self-actualization (X₂) has a positive effect on purchasing decisions. If self-actualization (X₂) is increased by 1 unit, the purchase decision will change or increase by 0.459, assuming other variables are constant and if the influence self-actualization decreases by one unit, then the purchase decision will also decrease by 0.459. The table below shows a correlation value of 0.831 which means a very strong relationship between pricing and self-actualization of purchasing decisions. Where the variable pricing and Self-actualization contribute to the purchase decision of 67.9%.

Table 3. Multiple Correlation Test

Model	R	R Square	Adjusted R Square
1	.831 ^a	.690	.679
a. Predictors: (Constant), Penetapan Harga			

Based on the t test seen in table 2. the calculated t value is 4.595 for pricing and 5.658 for Self-actualization, this is compared with the t value table is 1.660, then t count > t

table, so it can be concluded that both pricing and self-actualization variables have a positive and significant influence on consumer purchasing decisions. Meanwhile, the results of the F test stated that the calculated F value was 33.987 with the F table of 3.090, so the F count > F table simultaneously stated that there was a significant influence between pricing and self-actualization on purchasing decisions.

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HEADINGS AND SUB HEADINGS FOR CONCEPTUALLY-BASED PAPER

1. The Effect of Pricing on Purchasing Decisions

The results of the analysis show that there is a positive and significant influence between pricing and purchasing decisions. Where the calculated t value is 4.595 > the t table value is 1.660 with a Sig value of 0.000. The results of this study support the research of Panjaitan et al., (2022) entitled "The Influence of Product Quality and Pricing on Consumer Purchase Decisions on Bravoxone Herbicide Pesticide Products", indicating that this research provides results showing that product quality and pricing have a positive and positive influence major influence on purchasing decisions. In business life,

price is one of the important factors that influence the marketing of a product. High and low prices are always the main concern of consumers when they are looking for a product. So that the price offered is a special consideration, before they decide to buy goods or use a service. Price is one of the important factors affect the marketing of a product. High and low prices are always the main concern of consumers when they are looking for a product, so the price offered is a special consideration, before they decide to buy goods or use a service. From the habits of consumers, the pricing strategy is very influential on the sales and marketing of the products offered.

2. The Effect of Self-actualization on Purchasing Decisions

The results of the analysis show that there is a positive and significant influence between Self-actualization and purchasing decisions. Where the calculated t value is $5.658 >$ the t table value is 1.660 with a Sig value of 0.000. The results of this study support the research of Widiyanti et al., (2021) entitled "The Influence of Self-Actualization and Hangout Lifestyle on Purchase Decisions at Contemporary Coffee Shops in the Surabaya Millennial Generation" where the independent variable self-actualization shows that there is a positive and significant value to the variable dependent purchase decision. However, this research does not support the results of Andrianingsih et al.'s research, (2021) entitled "The Effect of Self-Actualization and Hangout Lifestyle on Purchase Decisions at Cafe Ramio in the Millennial Generation in Sumenep City" f. Where the research results are partially known that the self-actualization variable has no positive and significant effect on the purchasing decision variable.

Self-actualization is an individual's desire to deepen the potential that exists in

him to develop and achieve maximum results to get satisfaction with himself, so that if self-actualization increases it will be followed by additional consumer purchasing decisions.

CONCLUSION(S)

1. Pricing has a positive and significant influence on purchasing decisions. Based on the results of the analysis $t_{count} > t_{table}$ ($7.901 > 1.660$) and significant at $0.001 < 0.05$, it means that pricing has a significant influence on purchasing decisions. This means that the pricing displayed by The Body Shop is good, so the higher the pricing used, the more it increases and influences consumer purchasing decisions.
2. Self-actualization has a positive and significant effect on purchasing decisions. Based on the results of the analysis $t_{count} > t_{table}$ ($6.577 > 1.660$) and significant at $0.001 < 0.05$ so that it can be interpreted that self-actualization has a significant influence on purchasing decisions. This means that the self-actualization offered by The Body Shop consumers is quite good. So, the higher the self-actualization offered to consumers, the higher the purchase decision for the product.

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