

ABSTRACT

Business competition in cosmetics products is increasing rapidly in line with the growth of the cosmetics industry every year in Indonesia. One of the leading cosmetic brands is Mustika Ratu. As the brand has been established for more than 42 years, Mustika Ratu has the proficiency and good reputation in producing cosmetics. However, in 2014 – 2018, the sales of Mustika Ratu products decreased in general. Face mask products, as one of the superior products included in the skincare products category, is also experienced a decrease in sales and a decrease in the index by 2.65% from 2017 to 2018 so that it ranks fifth in that category. This happens because of problems with the purchasing decision caused by problems with the product, distribution, and promotion. As the main sponsor of the beauty contest of Putri Indonesia, Mustika Ratu utilizes the role of Putri Indonesia as a celebrity endorser to promote products. The research aims to examine the effect of product quality variables, distribution channels, celebrity endorsers on purchasing decisions.

Consumers who have used Mustika Ratu's face mask products in Semarang City were chosen as the population in this study. The sample for this research is 100 respondents that were selected with purposive sampling through a questionnaire. The obtained data will then be processed and analyzed with the SPSS program.

The results of this research show that the variable of product quality, distribution channels, and celebrity endorser had a positive and significant effect on purchasing decisions. So to be able to improve purchasing decisions, Mustika Ratu must be able to improve the product quality, distribution channels, and the role of celebrity endorsers in promoting Mustika Ratu products.

Keywords: Consumer Behavior, Strategic Marketing, Promotion, Celebrity Endorser, and Cosmetics Industry