The Influence of Product Variants, Product Quality, Reference Groups on Purchase Decision Telon Oil Product

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A R T I C L E   I N F O

A B S T R A C T

The purpose of this study is to assess the impact of product variants, product quality, and reference groups on the decision to buy My Baby brand Telon oil products (a case study in the Binawidya District of Pekanbaru). This is a quantitative study that employs several multiple linear regression analyses. Respondents were given questionnaires to complete to collect data. The SPSS v.26 application we used to analyze the research data. According to the findings of this study, product varieties, product quality, and reference groups, all had a favorable and significant impact on the purchasing decisions of My Baby brand Telon oil goods. The findings of simultaneous testing reveal that product varieties, product quality, and reference groups all have a positive and significant impact on the My Baby Brand Telon oil purchasing decision. R Square is 0,602, or 60,2%. Product factors, product quality, and reference groups all have a 60,2% effect on the buy decision variable. The remaining 39,8% is influenced by additional variables not investigated in this study.

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INTRODUCTION

Over time, telon oil has become a popular ingredient, especially among housewives who have babies and toddlers, as well as being the main ingredient used. For mothers, the health and welfare of their children are very important, because children are the children of their parents and parents certainly want to give the best for their children. Telon Oil is a very popular product and is trusted by mothers for their babies because it protects and soothes their little ones from insect and mosquito bites and makes them sleep better. Telon oil, which has been trusted for generations to protect and maintain children's health, further increases mothers' trust in this product.

Sometimes there are digestive problems that may occur in babies. Whether it's experiencing diarrhea or constipation. The fennel oil content in talon oil is very good for digestion. Therefore, many parents massage their babies using the I-L-U method using telon oil. The results of a study by the Department of Dermato-Venereology show that telon oil has a lower level of irritation than eucalyptus oil. Considering that a baby's skin is sensitive, many mothers choose telon oil. According to the Indonesian Pediatrician Association (IDAI), telon oil works by widening local blood vessels so that a warm sensation appears on the skin and also reduces pain in the body. The eucalyptus content not only warms the body but also relieves your little one's breathing.

My Baby is a brand that produces telon oil. The innovation carried out by My Baby as a pioneer of telon oil products with anti-mosquito protection has succeeded in making the My Baby Telon Plus Oil product the number one trusted product for mothers in Indonesia for many years. What's more, My Baby telon oil is famous for its calming aroma and is popular with everyone from children to the elderly. Considering that baby's skin is sensitive and prone to irritation, My Baby telon oil is here to provide protection for babies and overcome all problems that occur in babies. My Baby telon oil is not only used by babies and mothers but children and adults also often use this telon oil product.

As we know, My Baby is a brand of baby products that started production 30 years ago, for which My Baby's slogan is known to this day, namely "My Baby is trusted by intelligent mothers". Therefore, it is not surprising that My Baby products received the award " Top Brand", and Digital Popular Brand Award for the Telon Oil category.

Table 1. Top Brand Index (TBI) Data for Telon Oil Products (2020-2022)

Brand	TBI 2020	TBI 2021	TBI 2022
MY Baby	28,9%	31,5%	33,2%
Konicare	23,8%	24,2%	24,0%
Telon Lang	13,1%	13,2%	12,4%
Cussons Baby	10,1%	10,5%	10,3%
Nyonya Maner	10,1%	5,1%	5,0%

Source: Top Brand Indonesia, 2022

Top Brand is an award for the best brands chosen by customers. In Top Brand (2022) My Baby dominates the market share for telon oil products based on a study conducted by Top Brand which can be seen from the data obtained for the last 3 years, so

it can be seen that My Baby is one of the brands that has a level of public trust in using it. My Baby products are very high, it is proven that My Baby is the brand that has occupied the first level in the last 3 years in selecting telon oil products. The Top Brand Award assessment is based on three parameters, namely top of mind share, top of market share, and top of commitment share.

Intense competition for producers. To remain competitive, companies must be innovative in product development. So it can influence consumers in their purchasing decisions. Among the innovations is the addition of product variants so that consumers are not bored and can decide which product variant to choose without having to switch to another product. My Baby telon oil has several variants that consumers can choose from and this is very helpful in adapting to consumer needs and tastes, whereas the My Baby brand telon oil product variants consist of several sizes, prices, shapes, aromas, and protective power resistance. From the various choices of variants of My Baby telon oil, mothers are free to choose which variant their little ones will use. Customers will feel happy and make purchases of these things, and they don't need to buy other products, because the number and types of products provided in a place are increasingly diverse. This shows how product changes can influence consumers' purchasing choices.

Product variants are not only the basis for consumer product selection, but product quality is also a factor in consumer purchasing decisions. Consumers often repurchase high-quality products, and if the product quality is below standard or does not meet expectations, they will switch to another comparable product. PT. Tempo Scan Pacific pays attention to the quality of the products they produce with My Baby telon oil. Consumers of baby care products place great trust in this. Quality encourages customers to form strong bonds with the company. And you can be assured that the quality produced by My Baby telon oil is highly standardized in the quality of the ingredients used so that it is safe for use by your little one whose baby's skin is prone to sensitivity.

Apart from product quality, consumers also need assessments and references from people closest to them or a reference group to make product purchasing decisions. Because when you want to use a product, especially using telon oil products for babies, you have to be careful when buying. Especially when consumers feel confused in deciding which product to buy, they should find out information about that product. to people who are references who of course have experience or information about the telon oil product they are going to buy to make it easier for consumers to make purchasing decisions to avoid post-purchase disappointment. The reference group is useful as a guide for consumers when purchasing My Baby telon oil products. The reference group provides standard values that influence their purchasing behavior. This assessment is also useful for the company's development of the products it produces.

METHODOLOGY

This research was carried out in Binawidya District, Pekanbaru City, with the research objects being the people who live in Tuah Madani District, Pekanbaru City. This

research was conducted to find out how much influence product variations, product quality and reference groups have on purchasing decisions for My Baby brand telon oil products among people in Binawidya District, Pekanbaru City.

The type of research carried out is quantitative research. The data sources used in this research are categorized into two types of data, namely primary data and secondary data. Primary data is information collected by researchers directly through sources or locations where research is carried out (Sugiyono dan Puji Lestari, 2021). Secondary data are study findings that are not specifically relevant to supplying information to data collectors. Relevant data sources include evidence, documents, or historical reports that have been compiled in archives that are relevant to the study to be conducted (Sugiyono, 2018).

In this research, the data collection techniques used by researchers were questionnaires and documentation. The population in this study was the community or housewives who use My Baby Brand telon oil Products in Binawidya Pekanbaru District, the number of buyers is unkown.

The sample for this study was women or housewives who used MY Baby brand telon oil products. The sampling method used in this research is incidental sampling. Every person the researcher meets by chance can be used as a sample in a sampling technique known as incidental sampling if the chance encounter is considered a reliable source of information (Sugiyono, 2019). The number of samples in this study was 100 respondents which was determined based on the Lemeshow formula.

The sample criteria determined were mothers who have babies and toddlers as well as housewives who use MY Baby telon oil products in Binawidya District, housewives who coincidentally met the researcher when buying MY Baby telon oil products in Binawidya District, mothers households that have purchased MY Baby telon oil products have passed 3 times.

The data collection technique uses a questionnaire, namely by giving a questionnaire in the form of a list of questions to respondents. The research variables consist of independent and dependent variables. Independent variables include product variants, product quality, and reference groups. Meanwhile, the dependent variable is the purchasing decision. The data analysis technique uses multiple linear regression analysis.

RESULTS AND DISCUSSION
Description of Respondent Characteristics
Respondent characteristics consist of respondent characteristics based on age and respondent characteristics based on purchasing frequency. Based on the research results, it was found that the characteristics of respondents who bought My Baby brand telon oil were dominated by the age range of 25-30 years with a percentage of 60% of the total respondents. The characteristics of respondents based on the percentage of how many times they have purchased My Baby 3 brand telon oil products are mostly dominated by those who have purchased My Baby telon oil products >3 times.

Descriptive Analysis of Product Variant Variables (X1)

The results of respondents' responses regarding the statement of the flavor variant variable (X1) can be seen in Table 2.

Table 2. Recapitulation of Respondents' Responses Regarding Product Variant Variables

No	Statement	Strongly Agree	Agree	Neutral	Don't Agree	Strongly Disagree
1.	One of the choices that MY Baby telon oil has is the size	23	52	22	3	0
		23%	52%	22%	3%	0%
2	The price offered by MY Baby telon oil is very affordable	41	42	17	0	0
		41%	42%	17%	0%	0%
3	The appearance of MY Baby telon oil is very attractive and fits well in the hand	25	52	21	1	1
		25%	52%	21%	1%	1%
4	I purchased the product because the completeness of the MY Baby telon oil product from the aroma offered was very attractive to consumers	43	42	11	2	2
		43%	42%	11%	2%	2%

Source: Research Processed Data of SPSS 26, 2023

Based on the results of the recapitulation of respondents' responses regarding the product variant variable (X1), it is known that the majority of respondents stated that they purchased the product because the completeness of the My Baby telon oil product in the aroma offered was very attractive to consumers, as many as 43 or 43% of respondents. So it can be concluded that the respondents already know about the product variants and that the aroma they have is very attractive to use.

Descriptive Analysis of Product Quality Variables (X2)

The results of respondents' responses regarding the product quality variable statement (X2) can be seen in Table 3.

Table 3. Recapitulation of Respondents' Responses Regarding Product Quality Variables

No	Statement	Strongly Agree	Agree	Neutral	Don't Agree	Strongly Disagree
1.	I feel that MY Baby telon oil can provide comfort to the baby	41	43	15	1	0
		41%	43%	15%	1%	0%

2	I feel that the aroma of MY Baby telon oil has its characteristics	38	51	11	0	0
		38%	51%	11%	0%	0%
3	I feel the reliability of MY Baby telon oil has long-lasting protection	33	52	14	1	0
		33%	52%	14%	1%	0%
4	I feel that the MY Baby telon oil product's ingredients are by the standard information on the packaging	25	64	11	0	0
		25%	64%	11%	0%	0%
5	I feel that MY Baby telon oil products can be used for more than 1 year	16	68	15	1	0
		16%	68%	15%	1%	0%
6	I feel that MY Baby telon oil products are trustworthy	42	49	7	2	0
		42%	49%	7%	2%	0%
7	I feel that the quality provided by MY Baby telon oil products is very commensurate with the benefits offered	40	45	12	2	1
		40%	45%	12%	2%	1%

Source: Research Processed Data of SPSS 26, 2023

Based on the results of the recapitulation of respondents' answers for the product quality variable (X2), it is known that the majority of respondents stated that they felt that My Baby telon oil products were trustworthy, amounting to 42 or 42% of respondents. So these results can be concluded that the respondents already know that the My Baby telon oil product can be trusted in its use. Respondents in this study mostly already know and have a basic knowledge of the use of My Baby telon oil which is of good quality and which can be trusted.

Descriptive Analysis of Reference Group Variables (X3)

The results of respondents' responses regarding the Reference Group variable statement (X3) can be seen in Table 4.

Table 4. Recapitulation of Respondents' Responses Regarding Reference Group Variables

No	Statement	Strongly Agree	Agree	Neutral	Don't Agree	Strongly Disagree
1.	The family is a person who is competent in providing information about MY Baby telon oil products	19	62	19	0	0
		19%	62%	19%	0%	0%
2	My friends often share their experiences and even invite me to use MY Baby telon oil	16	67	17	0	0
		16%	67%	17%	0%	0%
3	Apart from friends, family experience helped me form perceptions regarding the quality of MY Baby telon oil products	17	71	10	2	0
		17%	71%	10%	2%	0%
4	References from friends or family can influence the choice to use MY Baby telon oil products	29	61	7	3	0
		29%	61%	7%	3%	0%
5	I was interested in using MY Baby telon oil because I saw an advertisement so I was interested in using it	31	56	11	2	0
		31%	56%	11%	2%	0%
6	I am interested in following or imitating my friends in using MY Baby telon oil	10	69	21	0	0
		10%	69%	21%	0%	0%
7	I use MY Baby telon oil because many friends and family around me use that product	17	60	21	2	0
		17%	60%	21%	2%	0%
8	I often observe the telon oil used by my friends and family to ensure MY Baby telon oil is the right telon oil product	21	61	15	2	1
		21%	61%	15%	2%	1%

Source: Research Processed Data of SPSS 26, 2023

Based on the results of the recapitulation of respondents' answers regarding the reference group variable, it is known that the majority of respondents said they were interested in using MY Baby telon oil because they saw the advertisement and were interested in using it, namely 31 or 31% of respondents. So it can be concluded that the reference group respondents seek information through sources that provide the necessary information, whether through advertising media.

Descriptive Analysis of Purchasing Decision Variables (Y)

The results of respondents' responses regarding the purchasing decision variable statement (Y) can be seen in Table 5.

Table 5. Recapitulation of Respondents' Responses Regarding Purchasing Decision Variables

No	Statement	Strongly Agree	Agree	Neutral	Don't Agree	Strongly Disagree
1.	I decided to purchase MY Baby telon oil products after evaluating several alternatives	30	54	12	4	0
		30%	54%	12%	4%	0%
2	I feel like sales of MY Baby brand telon oil products are everywhere	45	49	5	1	0
		45%	49%	5%	1%	0%
3	I feel confident with my decision to purchase MY Baby brand telon oil products	25	68	6	1	0
		25%	68%	6%	1%	0%
4	I will continue to use MY Baby telon oil products because I feel they are suitable and suit my usage needs	26	64	8	2	0
		26%	64%	8%	2%	0%
5	I have purchased MY Baby telon oil products more than 3 times	44	44	10	2	0
		44%	44%	10%	2%	0%

Source: Research Processed Data of SPSS 26, 2023

Based on the results of the recapitulation of respondents' answers regarding purchasing decision variables, it is known that the majority of respondents stated that they felt that sales of MY Baby brand telon oil products were everywhere so they were easy to get, namely 45 or 45% of respondents. So it can be concluded that respondents have good purchasing decisions. Respondents in this study know that having a basic

understanding of purchasing decisions is very helpful and makes it easier to make purchases to fulfill the needs and desires that do not complicate things.

Validity Test

The results of the validity test are shown in Table 6 below.

Table 6. Validity Test Results

Variable	Items	r-count	r-table	Information
Product Variants (X1)	X1.1	0,659	0,1966	Valid
	X1.2	0,784	0,1966	Valid
	X1.3	0,721	0,1966	Valid
	X1.4	0,830	0,1966	Valid
Product Quality (X2)	X2.1	0,780	0,1966	Valid
	X2.2	0,686	0,1966	Valid
	X2.3	0,796	0,1966	Valid
	X2.4	0,596	0,1966	Valid
	X2.5	0,479	0,1966	Valid
	X2.6	0,816	0,1966	Valid
	X2.7	0,834	0,1966	Valid
Reference Groups (X3)	X3.1	0,701	0,1966	Valid
	X3.2	0,714	0,1966	Valid
	X3.3	0,729	0,1966	Valid
	X3.4	0,764	0,1966	Valid
	X3.5	0,549	0,1966	Valid
	X3.6	0,605	0,1966	Valid
	X3.7	0,787	0,1966	Valid
	X3.8	0,774	0,1966	Valid
Purchase Decision (Y)	Y1.1	0,774	0,1966	Valid
	Y1.2	0,797	0,1966	Valid
	Y1.3	0,749	0,1966	Valid
	Y1.4	0,799	0,1966	Valid
	Y1.5	0,809	0,1966	Valid

Source: Research Processed Data of SPSS 26, 2023

Based on table 6. regarding the validity test of the product variant variable (X1) it is declared valid because the r-count is greater than the r table, namely 0.1966. The product quality variable (X2) is also declared valid because the calculated r is greater than the r table of 0.1966. The reference group variable (X3) is declared valid because the calculated r is greater than the r table of 0.1966. And from the recapitulation results the purchasing decision variable (Y) was also declared valid because the calculated r was greater than the r table of 0.1966. So that all research instruments have met the validity test requirements.

Reliability Test

The results of the reliability test are shown in Table 7 below.

Table 7. Reliability Test Results

Variable	*Cronbach Alpha*	Criteria	Information
Product Variants (X1)	0, 740	0,6	Reliable
Product Quality (X2)	0,845	0,6	Reliable
Reference Groups (X3)	0,853	0,6	Reliable
Purchase Decision (Y)	0,841	0,6	Reliable

Source: Research Processed Data of SPSS 26, 2023

By Table 7. which has been presented, it is known that the Cronbach Alpha value for the product variant variable (X1) is 0.740, which is greater than 0.6. It can be concluded that the product variant variable item (X1) is reliable. The product quality variable (X2) of 0.845 is greater than 0.6, it is stated that the product quality variable item (X2) is reliable. For the reference group variable item (X3) which is 0.853 greater than 0.6, it is concluded that the items from the reference group (X3) are declared reliable. The purchasing decision variable (Y) is 0.841, greater than 0.6, which indicates that all items from the purchasing decision variable are reliable.

Multiple Linear Regression

Based on the results of data processing using SPSS version 26, a table of the influence between the product variants, product quality, and reference groups variables on decision of purchase My Baby Brand Telon Oil can be created as follows:

Table 8. Multiple Regression Analysis

Coefficients[a]

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	T	Sig.
1 (Constant)	1,804	1,624		1,111	0,269
Product Variants (X1)	0,252	0,092	0,226	2,738	0,007
Product Quality (X2)	0,273	0,076	0,360	3,586	0,001
Reference Groups (X3)	0,222	0,067	0,306	3,332	0,001

a. Dependent Variable: Purchase Decision

Source: Research Processed Data of SPSS 26, 2023

Based on the calculation results of multiple linear regression analysis, the following multiple regression equation is obtained:

$$Y = a + b_1X_1 + b_2X_2 + e$$
$$Y = 1{,}804 + 0{,}252X_1 + 0{,}273X_2 + + 0{,}222X_2 + e$$

Information:

Y = Purchase Decision
a = Constant
b_1, b_2, b_3 = Regression Coefficient
X_1 = Product Variants
X_2 = Product Quality
X_3 = Reference Groups
e = Standard Error

From the calculation results and statistical analysis equation of the multiple linear regression coefficient above, it can be interpreted as follows:

1. The constant value (a) is 1,804. This means that if product variants, product quality, and reference groups are assumed to be zero (0), then purchase decision is 1,804.
2. The regression coefficient value of 0,252 states that if the product variants variable increases by 1 unit, then purchase decision will increase by 0,252.
3. The regression coefficient value of 0,273 states that if the product quality variable increases by 1 unit, then purchase decision will increase by 0,273.
4. The regression coefficient value of 0,222 states that if the reference groups variable increases by 1 unit, then purchase decision will increase by 0,222.
5. The standard error (e) is a random variable and has a probability distribution that represents all factors that influence Y but are not included in the equation.

Hypothesis Testing (T Test and F Test)

Table 9. is the result of partial hypothesis testing, namely the t-test after going through data processing using SPSS 26.

Table 9. T Test Results

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,804	1,624		1,111	0,269
Product Variants (X1)	0,252	0,092	0,226	2,738	0,007
Product Quality (X2)	0,273	0,076	0,360	3,586	0,001
Reference Groups (X3)	0,222	0,067	0,306	3,332	0,001

b. Dependent Variable: Purchase Decision

Source: Research Processed Data of SPSS 26, 2023

Based on the research results in Table 9, you can see the calculated t-value and significance of the independent variables. that is:

1. Product Variant, it is known that t count (2.738) > t table (1.984) and Sig (0.007) < (0.05) then Ho is rejected and Ha is accepted, meaning that the Product Variant has a

positive and significant influence on the decision to purchase My Baby Brand Telon Oil among the public. Binawidya Pekanbaru District.

2. Product Quality, it is known that t count (3.586) > t table (1.984) and Sig (0.001) < (0.05) then Ho is rejected and Ha is accepted meaning that Product Quality has a positive and significant influence on the Decision to Purchase My Baby Brand Telon Oil in the Community Binawidya Pekanbaru District.

3. Reference Group, it is known that t count (3.332) > t table (1.984) and Sig (0.001) < (0.05) then Ho is rejected and Ha is accepted meaning that product quality has a positive and significant influence on purchasing decisions for My Baby Brand Telon Oil among people in Binawidya Pekanbaru District.

The next hypothesis test is testing the influence of the independent variables together (simultaneously) on the dependent variable using the F test, as the results are presented in Table 10, namely:

Table 10. F Test Results

ANOVA[a]

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	408,252	3	136,084	48,396	0,000[b]
Residual	269,938	96	2,812		
Total	678,190	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Reference Groups, Product Variants, Product Quality

Source: Research Processed Data of SPSS 26, 2023

Based on Table 10, it is found that the F-count value is 48.396 with a significance of 0.000 so that F-count (48.369) > F-table (2.70) with Sig. (0.000) < 0.05. Thus, Ha is accepted and Ho is rejected, meaning that there is a simultaneous influence of product variants, product quality, and reference groups which have a significant influence on the decision to purchase My Baby brand telon oil among the community in Binawidya Pekanbaru District.

Discussion

The Influence of Product Variants on the Decision to Purchase My Baby Brand Telon Oil

Kotler defines product variants as study findings that show that flavor variations have a discrete unit impact within a brand or product line that may be differentiated based on size, price, or other attributes (Kotler, 2012).

Based on the research results, Ho was rejected and Ha was accepted, which shows that product variants influence purchasing decisions for My Baby Brand Telon Oil in the Binawidya Pekanbaru District Community. This finding is supported by the calculated t statistic (2.738) > t table (1.984) and Sig (0.007) < (0.05).

The Influence of Service Quality and Product Variations on Consumer Satisfaction at the Loman Dukun Gresik Store which states that product variants have an impact on purchasing decisions is by previous research conducted by Hanisa Rizki (Rizki, 2017). The results of this research show that product variation variables influence consumer purchasing choices.

The Influence of Product Quality on Purchasing Decisions of My Baby Brand Telon Oil

The capacity of a product to carry out its tasks, including dependability, durability, accuracy, ease of use, and maintenance of the product, as well as other important characteristics, is referred to as product quality, according to Kotler and Armstrong (Armstrong et al., 2017).

Based on the research results, Ho was rejected and Ha was accepted, which shows that product quality influences the decision to purchase My Baby Brand Telon Oil in the Binawidya Pekanbaru District Community. This finding is supported by the calculated t statistic (3.332) > t table (1.984) and Sig (0.001) < (0.05).

Based on the findings of this research, it is in line with previous research by Hasanah entitled "The Influence of Product Quality, Brand Image and Consumer Knowledge on Purchasing Decisions of Cap Lang Eucalyptus Oil in the Community of Aek Kanan Village, Dolok Sigompulon District, North Padang Lawas, North Sumatra" (Uswatun Hasanah Hasibuan, 2019).

The Influence of Reference Groups on Purchasing Decisions of My Baby Brand Telon Oil

A role model group or reference group is a person or group that is used as a comparison or reference for an individual in forming values, attitudes, and behavior, both general and specific (Damiati, 2023).

Reference Group, it is known that t count (3.332) > t table (1.984) and Sig (0.001) < (0.05) then Ho is rejected and Ha is accepted, meaning that the variable has a positive and significant influence from Product Quality on the Decision to Purchase My Brand Telon Oil Babies in the Community of Binawidya Pekanbaru District.

The results of this research are in line with previous research conducted by Pramudi "The Influence of Consumer Lifestyles and Reference Groups on Local Cosmetic Purchasing Decisions", showing that consumer lifestyles and Reference Groups have a positive and significant effect on Purchasing Decisions (Pramudi, 2015).

CONCLUSION

Several recommendations are based on research findings, analysis, and conclusions from this research, namely that it is known that partial product variants have a significant and positive effect on purchasing decisions for My Baby brand telon oil products among people in Binawidya Pekanbaru District. Product quality partially has a

significant and positive influence on purchasing decisions for My Baby brand telon oil products among people in Binawidya Pekanbaru District. The Reference Group partially has a significant and positive influence on the decision to purchase My Baby brand telon oil products among the people in Binawidya Pekanbaru District.

According to the results of the coefficient of determination that has been obtained, namely R 0.776, it can be concluded that there is a strong relationship between the independent variable and the dependent variable. Meanwhile, the R Square value is 0.602, which shows that the product variant, product quality, and overall reference group variables contribute 60.2% to the purchasing decision variable, and the remaining 39.8% is influenced by other variables not examined in this research.

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