The Analysis towards the Influence of Motivation, Brand Image, Price, and Groups Reference on Purchasing Decisions of Original Perfume Products (Study Case of Meruya Campus Undergraduate Students, Mercu Buana University)

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Abstract:- Perfume has become one of life style products that could support appealing and increasing self-confidence. All parties really need such a perfume in such activities outside the home, including students. Students often feel the urges on buying perfume at high prices with irrational concern to fullfil their social environment desires and look perfect also following the trends. This research purpose to determine the influences of motivation, brand image, price, and groups reference on the decision to buy the original perfume on Students at Mercubuana University, Meruya. The Samples were taken is 244 people with simply random sampling technique from population of students at Mercubuana University, Meruya. This research are bases on the Structural Equation Model (SEM) analysis method with the Linear Structural Relationship (Lisrel) version 8.80. The results showed that motivation has positive and significant influence toward the purchasing decisions for original perfume, while Brand Image has a positive but has not being significant one. While the Price and Reference Group variables have negative and not significant influences on the purchase decision for the original perfume.

Keywords:- *Motivation, Brand Image, Price, Reference Group, Purchasing Decision, Perfume.*

I. INTRODUCTION

The developments that have been happening these days it gets resulted in many very useful discoveries, both in their new form with an interesting modification.The developments in the business world will bring up new trends due to the need of lifestyle, social, economic, and cultural. New trends that emerge will encourage consumers to adjust and follow them and not to be left behind or always up to date. Indonesia is one of the most populous countries that has potential to be the target market for many companies. Various businesses then began to grow and advance alongside with the growing investment flow and increasingly open trade in Indonesia. The impact, of course competition in one type of product will be quite tight because it would be filled by several brand new products.

Perfume is one product item that can improve someone appearance. Many people understand that using perfume is important now. Students, workers, and the general public are needed and often use perfume in their daily lives when dealing with many people. The use and function of perfume are very well-known by students these days. This is related to the important role that perfume has to build students confidence in theirs social life. A routine report from the Ministry of Trade in 2018 revealed that imports of essential oils, cosmetics and fragrances including perfume products continued to increase. Based on the report from 2015 to 2017 there was an increase of 124.2 million US $. For the period January to July alone, the imports of these sort of commodities in 2018 (785.58 million US $) rose to 29.32% compared to the same period in 2017 (607.47 million US $).
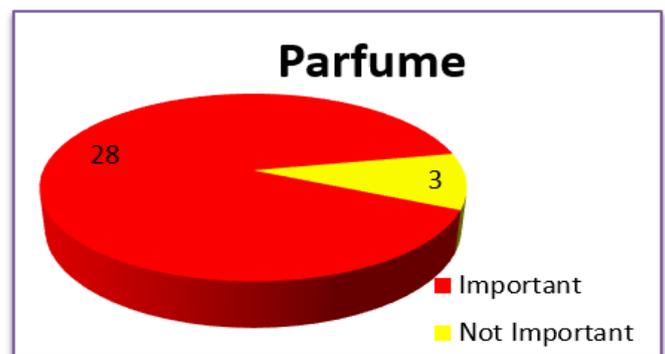

Fig 1:- The Importance of Using Perfume
Source: Pre-Survey Results (2018)

In this pre-studies conducted to 31 students of Mercubuana University, it is shown in Figure 1, there were 28 people (90%) students who realized the importance of using and function of perfume for their activities. Some of activities that taken by students Sometime could reach 2/3 of the time a day which needs to be supported by fragrances.
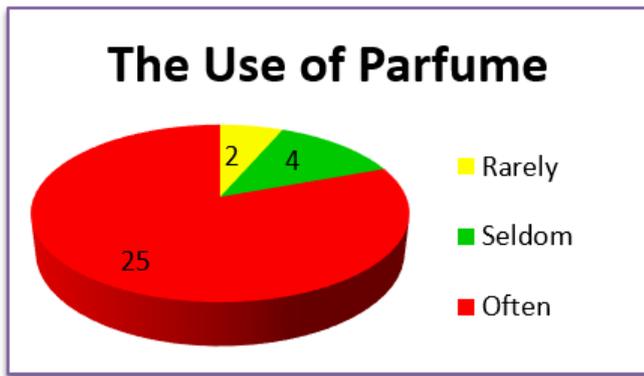
Fig 2:- The intensity of the use of perfume
Source: Pre-Survey Results (2018)

From the results of pre - studies that have been done, in Figure 2, shows how their intensity using perfume. As many as 25 respondents said that they often use perfume at every opportunity. Then 4 respondents revealed that they sometimes use perfume on occasional time. Whereas 2 people revealed that the use of perfume is done for things that are considered important or when he feels the need to use. This shows that the students understand the important of using perfume and its intensity.

Perfume can be found easily today through online and offline stores.On its development ,The perfume is divine in two types , which namely original perfume and non original perfume or commonly called perfume refill (hobiparfum.com). Original one also can be divided into 3 (three) types, namely Eau de perfume, Eau de toilette and Eau de Cologne. Eau de Perfume (EDP) has a low alcohol content with fragrance concentration of 8- 16%.
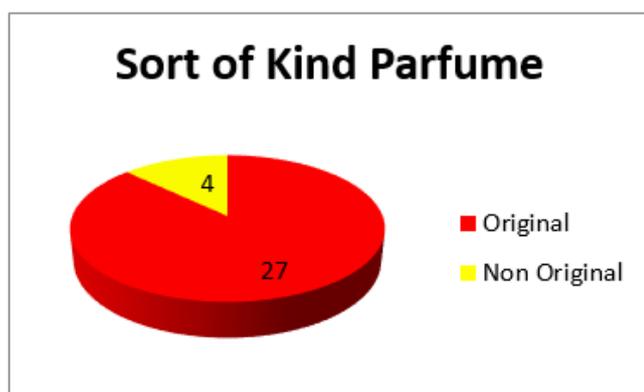

Fig 3:- The Use type of perfume
Source: Pre-Survey Results (2018)

Based on the pre-studies results, in Figure 3, there were 27 respondents recorded using an original perfume and 4 others using non original / refill one. This is quite interest because more than 85% of students choose original products even though the original perfume has pricey cost. The use of original one dominant used in everyday life surely has the motivation behind it. Several reasons revealed by the respondents related to the desire to use original perfume products as in Figure 4 below.
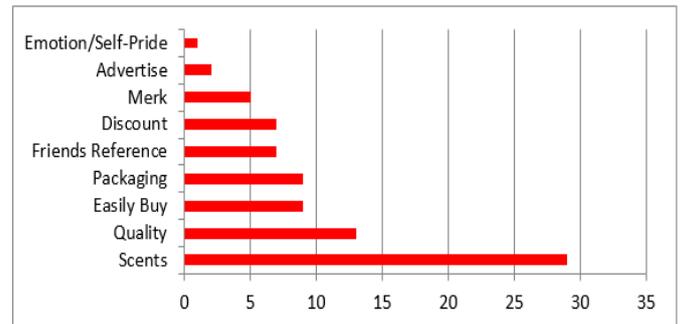

Fig 4:- Reasons of Purchasing Original Perfume
Source: Pre-Survey Results (2018)

Based on these pre-study results in Figure 4 concerning about the reasons of choosing original perfume, there are several main reasons why they are tend to choose original one. Original perfume is preferred because the main function of the perfume to be found in the original product. From these results it could be seen that the influence of the respondents' motivation is reflected of the treasure for specific perfume scents, easy of buying, form of packaging, and emotional self, Quality, scents and brand are the reasons why students choose original perfume in a part of the brand image. Then the other reasons related to discounts or promotions that are part of the price value of a perfume. Whereas the group reference would represented the reason for choosing the original perfume because of friends' references and advertisements. Consumer behavior in choosing an original product is based on what it is most needed and what best suits them, where one of them is a lifestyle (Resti, As'ad, and Diah, 2015).

Based on the problem background and the results of the pre-survey and other supporting data, the author is very interested in conducting research with the title *"The Analysis Towards the Influence of Motivation, Brand Image, Price, and Groups Reference on Purchasing Decisions of Original Perfume Products (Study Case of Meruya Campus Undergraduate Students, Mercu Buana University) "*.

II. THEORITICAL REVIEW

A. Consumer Motivation

According to Schifman and Kanuk in Surahmat and Astini (2017: 184), Motivation is a driving force in individuals who encourage them to act. King (2014:64) said that the motivation is a power that could moves someone to behave, think, and feel like they do. Motivation theory according to Maslow in Kotler and Keller (2012: 179), mentions that human needs are arranged in hierarchy from the most pressing to the least pressing, namely psychological needs, security needs, social needs, appreciation needs and self-actualization needs.

B. Brand Image

Hasan (2013: 202) suggests that brand is interpreted as a combination of a name, sign, symbol or design to identify goods and services from a business or business

group that is developed into a trademark and distinguishes itself from competitors, creates influence and produces value for the company. While brand image is a set of beliefs about a brand (Kotler and Armstrong, 2012: 233). According to Rivai and Arief (2017: 31) brand image is an impression obtained from a brand from its market share. Keller further (2012: 272) explained that brand image has several elements with different uses, there are brand elements that are used to build brands, survive by influencing and maintaining the brand equity from challengers or competitors. There has an elements that are mentioned about memorable, meaningful, likeable, transferable, and adaptable.

C. Price

Price is one of the determined factors which influence the choice of potential consumers. Price according to Kotler and Armstrong in Akbar (2017: 11) is the amount of money exchanged for a product or service. Buchari Alma (2011: 169) defines that the price as value of an item which could be interpreted by money and has two roles namely the role of allocation and the role of information. Kotler and Armstrong (2012: 314) explained that there are four measures that characterize prices, namely price affordability, prices suitability with product quality, prices suitability with benefits, and prices according to ability or price competitiveness.

D. Group Reference

Groups according to Schiffman and Kanuk (2008: 291) could be defined as two or more people who interact to achieve individual or shared the goals. While the group reference according to Schiffman & Kanuk (2008: 292) is any person or group that is considered as the basis of comparison (or reference) for someone in forming general or special values and attitudes, or specific guidelines for behavior. Other opinions from Belch and Belch (2007: 128) seen that the group reference is a group that provides opinions and judgments that become suggestions for individuals in making decisions, opinions, and actions. According to Sumarwan (2011: 305), defines that a group reference as individuals or groups of people that significantly affect of person's behavior. Schiffman & Kanuk (2008: 296) divides the groups reference into five groups that affect potential customers, namely friendship groups, shopping groups, work groups, groups or virtual groups communities, and consumer activist groups.

E. Prior Research

Hamid, et al (2013), Ervina and Tjiptono (2013) research shows that motivation in choosing perfume is done by determined the function of the quality and scents of perfume to form theirs personal character. While the pre-survey illustrated that in choosing a perfume, student consumers tend to look for a particular scent, the ease of getting it, the form of packaging, as well as pride or prestige. Jacky and Tambuan's research (2014) and also Fitriani, Robin Jonathan and Adisthy Shabrina Nurqamarani (2018) confirm that brand image is still the main thing to consider when choosing perfume. The quality

of perfume and the view of perfume brand are important things that illustrated in Pre-survey.

Surabhi Research (2016) which states that the selling price is still quite important to consider by consumers. Another research from Akbar (2017) said that the price does not affect the consideration of purchasing perfume refills because consumers will buy products that are preferred by their scents, for example.

In pre-survey illustrated that the discounts and promotions could be the way to attract teen consumers. There are four measurements in considering the price value of an item, namely the affordability of prices, conformity to quality, suitability to benefits, and compatible to ability. Price is still a matter when choosing a product because of price would reflects quality.

Pramudi (2015) in his writings sees groups reference as groups who can influence others in buying a product because of their knowledge about the product. In the other hand, Diana and Simanjuntak (2016) states that the group reference does not have significant effect on certain people who believe more by trying things straightly. In pre-survey, advertising and the influence of friendship can be a factor when buying a perfume. Evy Deliani and Zulkarnain (2012) and Sheroog, et. al. (2016) see that buying decisions are determined by many factors. Consumers will see the level of needs and what items that would suit him.

F. Thinking Framework

Based on previous theoretical and prior research, the framework on this research could be described as follows:
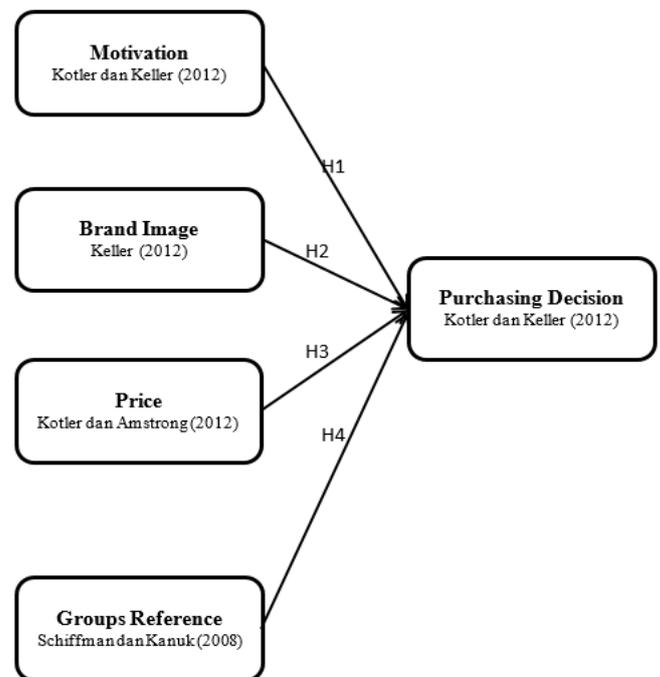

Fig 5:- Thinking Framework
Source: Theoretical Review

G. Hypothesis

The hypothesis in this research is:

H1: Motivation has positive influence on purchasing decisions for original perfume products

H2: Price has positive effect on purchasing decisions for original perfume products

H3: Brand Image has positive effect on purchasing decisions for original perfume products

H4: Group Reference has a positive effect on the decision to purchase original perfume products

III. METHODOLOGY

The research was conducted to find out how significant the influence of motivation, price, brand image, and groups reference on purchasing decisions for original perfume products. The research method used quantitative method with causal type conclusive research design. The design on this research will be a guideline or procedure and techniques in research planning which is useful as a guide for developing strategies that produce models. The research variables in this study are: Motivation (X1), Brand Image (X2), Price (X3), and Reference Group (X4) as independent variables, and Purchase Decision (Y) as the dependent

variable. The population in this research were active students at the Mercubuana University in 2017/2018 who used original perfume products. The sample is to find out based on non-probability sampling with a purposive sampling technique. In this research, there were 46 parameters who will be questioning so that the number of samples needed is 230 people with a calculation of 46 x 5 = 230, research will be conducted on 245 respondents to anticipate the existence of invalid data. Data collection methods in this research used questionnaire and literature methods while the data analysis method used qualitative data analysis and quantitative data analysis using SEM (Structural Equation Model) tools.

IV. RESULT AND DISCUSSION

A. Validity and Reliability Test

In this test the indicator is declared valid if it has a loading factor value > 0.5 and T-value > 1.96, while the construct reliability test is performed by calculating the AVE and CR values of the construct, the construct is declared reliable if the AVE model > 0.5 and the CR model > 0 .7.

Indicator Code	SLF	Standard Errors	e^2	Reliability		Information
				CR ≥ 0,70	VE ≥ 0,5	
MK01	0,86	0,27	0,07			Valid
MK02	0,84	0,29	0,08			Valid
MK03	0,78	0,39	0,15			Valid
MK04	0,79	0,37	0,14			Valid
MK05	0,87	0,24	0,06			Valid
MK06	0,90	0,18	0,03	0,96	0,70	Valid
MK07	0,65	0,58	0,34			Valid
MK08	0,81	0,34	0,12			Valid
MK09	0,89	0,21	0,04			Valid
MK10	0,96	0,08	0,01			Valid

Table 1:- Test Results of Validity and Reliability of Motivation Variables
Source: Processed Lisrel Outputs Author (2019)

Table 1 above shows that there are 10 indicator variables observed in the latent variable Motivation (X1) which has passed the validity test, because of the 10 indicator variables has all loading factors > 0.50. While the results of the variable reliability test Motivation (X1)

produce good reliability values where the results of the value of Construct Reliability (CR) = 0.96 > 0.7 and the value of Variance Extracted (VE) of 0.70> 0.50. Thus the latent variable Motivation (X1) meets the validity and reliability test requirements.

Indicator Code	SLF	Standard Errors	e^2	Reliability		Information
				CR ≥ 0,70	VE ≥ 0,5	
CM01	0,85	0,28	0,08			Valid
CM02	0,77	0,41	0,17			Valid
CM03	0,88	0,23	0,05			Valid
CM04	0,81	0,34	0,12	0,94	0,67	Valid
CM05	0,80	0,37	0,14			Valid
CM06	0,76	0,42	0,18			Valid
CM07	0,86	0,27	0,07			Valid
CM08	0,83	0,30	0,09			Valid

Table 2:- Test Results of Validity and Reliability of Brand Image Variables
Source: Processed Lisrel Outputs Author (2019)

Table 2 above revealed that there are 8 indicator variables observed in the latent variable Brand Image (X2) that has passed the validity test, because of the 8 indicator variables has all loading factors > 0.50. While the reliability test results of the School Location variable (X2)

produce good reliability values where the result of the Construct Reliability (CR) value = 0.94 > 0.7 and the Variance Extracted (VE) value of 0.67 > 0.50. Thus the brand image latent variable (X2) has fulfilled the validity and reliability test requirements.

Indicator Code	SLF	Standard Errors	e^2	Reliability		Information
				CR ≥ 0,70	VE ≥ 0,5	
H01	0,57	0,67	0,45			Valid
H02	0,56	0,69	0,48			Valid
H03	0,59	0,66	0,44			Valid
H04	0,87	0,25	0,06			Valid
H05	0,88	0,23	0,05	0,92	0,60	Valid
H06	0,85	0,28	0,08			Valid
H07	0,91	0,18	0,03			Valid
H08	0,86	0,26	0,07			Valid

Table 3:- Test Results of Price Variable Validity and Reliability
Source: Processed Lisrel Outputs Author (2019)

Table 3 above shows that there are 8 indicator variables observed in the price latent variable (X3) that have been passed the validity test, because of the 8 indicator variables all factors > 0.50. While the results of the reliability variable test Price (X3) produces a good

reliability value where the results of the value of Construct Reliability (CR) = 0.92 > 0.7 and the value of Variance Extracted (VE) of 0.60 > 0.50. Thus the Price latent variable (X3) does meets the validity and reliability test requirements.

Indicator Code	SLF	Standard Errors	e^2	Reliability		Information
				CR ≥ 0,70	VE ≥ 0,5	
KR01	0,91	0,17	0,03			Valid
KR02	0,89	0,21	0,04			Valid
KR03	0,87	0,24	0,06			Valid
KR04	0,88	0,22	0,05			Valid
KR05	0,87	0,24	0,06	0,88	0,49	Valid
KR06	0,92	0,15	0,02			Valid
KR07	0,19	0,96	0,92			Not Valid
KR08	0,18	0,97	0,94			Not Valid
KR09	0,20	0,96	0,92			Not Valid
KR10	0,26	0,93	0,86			Not Valid

Table 4:- Test Results of Validity and Reliability of Groups Reference
Source: Processed Lisrel Outputs Author (2019)

Table 4 above shows that there are 10 indicator variables observed in the latent variable of Group

Reference (X4) on the invalid KR07-KR10 indicator, so the second test is carried out as follows:

Indicator Code	SLF	Standard Errors	e^2	Reliability		Information
				CR ≥ 0,70	VE ≥ 0,5	
KR01	0,91	0,17	0,03			Valid
KR02	0,89	0,21	0,04			Valid
KR03	0,87	0,24	0,06	0,96	0,79	Valid
KR04	0,88	0,22	0,05			Valid
KR05	0,87	0,24	0,06			Valid
KR06	0,92	0,15	0,02			Valid

Table 5:- Second Test Results of Validity and Reliability of Groups Reference
Source: Processed Lisrel Outputs Author (2019)

In Table 5, which has passed the validity test because of the 6 variable all indicators loading factors > 0.50. While the reliability test results of the Group Reference (X4) produce good reliability values where the results of the Construct Reliability (CR) value = 0.96 > 0.7, and the Variance Extracted (VE) value of 0.7 > 0.50. Thus the latent variable Group Reference (X4) does met the validity and reliability requirements test.

B. Structural Model Match Test

Overall the model compatibility test is performed to see how well the resulting model describes the actual conditions. Based on the data processing, the goodness of fit on the structural equation is described in Table 7 below.

Ukuran Goodnes Of Fit	Ukuran Kecocokan		Hasil Pengukuran	
	Good Fit	*Marginal Fit*		
Normed Chi-Square (χ^2/df)	< 2.0		2844.610	Not Fit
P Value	$0.05 \leq p \leq 1.00$	$0.01 \leq p \leq 0.05$	0.01	Marginal Fit
Root Mean Square Error (RMSEA)	< 0.08		0.07	Fit
Goodness of Fit Index (GFI)	≥ 0.90	0.80 - < 0.90	0.65	Not Fit
Adjusted Goodness of Fit Index (AGFI)	≥ 0.90	0.80 - < 0.90	0.61	Not Fit
Normal Fit Index (NFI)	≥ 0.90	0.80 - < 0.90	0.94	Fit
Non-Normed Fit Index (NNFI)	≥ 0.90	0.80 - < 0.90	0.96	Fit
Comparative Fit Index (CFI)	≥ 0.90	0.80 - < 0.90	0.96	Fit
Increamental Fit Index (IFI)	≥ 0.90	0.80 - < 0.90	0.96	Fit
Relative Fit Index (RFI)	≥ 0.90	0.80 - < 0.90	0.93	Fit

Table 7:- Goodness of Fit Full Model
Source: Processed Lisrel by Outputs Author (2019)

SEM analysis results illustrate the value of RMSEA 0.07 < 0.08 (model fit), this shown that the structural equation model match with the absolute fit measure requirements, which means that the structural equation model in this research altogether is compatible with the data. In incremental fit measure requirements NFI value 0.94 94 0.90 (model fit), CFI value $0.96 \geq 0.90$ (model fit), IFI $0.96 \geq 0.90$ (model fit), RFI $0.93 \geq 0.90$ (model fit), and NNFI $0.96 \geq 0.90$ (model fit) shows that the structural equation model does meets the incremental fit measure requirements, as for the parsimonious fit measure requirement the normed chi-square value of 1,377 < 2.0 (model fit), it shows that the structural equation model match the parsimonious fit measure requirements which means that the overall equation model Structural in this research has an comparative suitability with the baseline model (null model).

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Structural Equations

KP = 0.49*MK + 0.15*CM - 0.19*H - 0.21*KR, Errorvar.= 0.76 , Ry = 0.24
     (0.15)      (0.15)    (0.43)    (0.41)                (0.14)
      3.15        0.96     -0.45     -0.52                 5.60
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Fig 6:- Output Structural Equation Models
Source: Primary Data Processing (2019)

From those calculations performed the determination coefficient obtained from Figure 6 can be seen as: for the dependent variable Purchase Decision of 0.76 means 76% of the variations that could explained by the independent variables Motivation, Brand Image, Price, Reference Group, while the remaining equal to 0.24 or 24% is explained by other variables outside the variables in
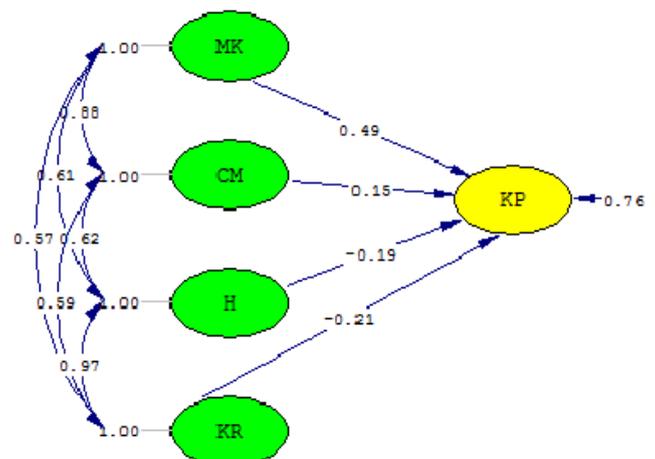
used. Motivation, brand image, price and reference group indicated to have significant positive and negative relationship to the Purchasing Decision (Y) with their respective t-values.

C. Hypothesis Test

Based on the results of prior the structural model compatibility test conducted, seven research hypotheses been proven to have a significant relationship at the level of confidence with t value > 1.96. In general, the conclusions of hypothesis result test and an estimation of the regression coefficients can be seen in Figure 7 and Table 8 below.

Fig 7:- Pathways Structure Model Estimates
Source: Primary Data Process (2019)

The Relation Between Constructs	Estimates	t-Values	Information
Motivation → Purchasing Decision	0.490	3.150	Has positive significant effect
Brand Image → Purchasing Decision	0.150	0.960	Has positive effect yet no significant
Price → Purchasing Decision	-0.190	-0.450	Has negative effect and no significant
Groups Reference → Purchasing Decision	-2.10	-0.520	Has negative effect and no significant

Table 8: Hypothesis Test
Source: Results of Analysis Using Lisrel 8.8

Based on Table 8, its well known that the scores of t-Values = 3.15 > 1.96. The coefficient value is positive which means that the Motivation variable (X1) has a positive effect on the Purchase Decision variable (Y). Thus the H1 hypothesis in this research which said that "Motivation (X1) has significantly influences on the Purchasing Decision (Y)" is accepted.

Based on Table 8, it is known that the scores of t-Values = 0.960 with the coefficient value is positive which equal to 0.15 that means the Brand Image variable (X2) has a positive effect on the purchasing decision variable (Y) of 15%. Thus the H2 hypothesis in this research which states that "Brand Image (X2) does not significantly influence the Purchasing Decision (Y)" is accepted.

Based on Table 8, it is very known that the score of t-Values = -0.450. The coefficient value is negative, which is 0.19, it means that the Price (X3) variable has a negative effect on the Purchase Decision variable (Y) of 19.0%. Thus the hypothesis H3 in this research which states that "Price (H3) does not significantly affect the Purchasing Decision (Y)" is accepted.

Based on table 4.7, it is known that the scores of t-Values = -0.520. The coefficient value is negative that is equal to 0.21 meaning that the Group Reference variable (X4) has a negative effect on the Purchasing Decision variable (Y) of 21.0%. Thus the H4 hypothesis in this research which states that the " Group Reference (H4) does not significantly influence the Purchasing Decision (Y)" is accepted.

D. Discussion

The research hypothesis (H1) states that motivation has positive and significant effect directly towards the purchase decisions to original perfume products. These results indicate that the motivation of the Mercubuana University students in buying original perfume products is quite strong because perfume might be able to shape their own true identity in their social life. Curiosity about something and desire to follow the latest trends are always owned by young individuals, indeed with the students. In other words, if the motivation increases, it will influence the decision to buy the original one.The results of this research also confirm with the results of research from Ervina Triandewi & Fandy Tjiptono (2013) whether it said that experience, purchasing power, and personal character are factors that influence to purchase of genuine or fake goods. In addition, the research of Hamid Ali Raza, Zekeriya Nas, Khalid Javaid Anwer (2013) explained that

the purchase of good and original perfume occurs because of the experience gained before so that consumers become loyal and will repurchase the perfume product. This happens because it is felt to be similiar with the character or it means to improve identity and follow the trends.

Hypothesis research (H2) states that brand image has a positive effect but does not significantly influence directly on purchasing decisions. These results indicate that the Brand Image has influences to the purchase decision that occours by students at Mercubuana University . The brand image of an original perfume is their main concern to looking for the perfume. This is related to the social life factors, for example knowledge of one or a number of certain original perfume brands because of its credibility, scents, quality, and using for daily needs. In other words, if the brand image has increased and it will affect the purchasing decisions aswell. The results of this research also in line with the results from research by Jacky R. Manoppo and Willem J.F Alfa Tumbuan (2014) where their conclusion tells that brand image is the main thing that respondents pay attention in choosing the original perfume with brand Excite Oriflame. The similiar thing happened in research from Fitriani, Robin Jonathan and Adisthy Shabrina Nurqamarani (2018), which explained that brand image had a positive influence in their decision to buy a Jeanne Arthes perfume brand because of its many accepted scents and keep up with the times.

The hypothesis research (H3) states that price does not has significantly influence on purchasing decisions. These results indicate that the price is not an absolute factor that would influences the respondents to buys an item, today respondents always think critically like there's a price there's quality, the cheaper an item or service the more suspicious that the goods or services are not what they are expectated. The Student respondents in select of perfume they pay more attention to other factors than price because if there is a particular scent or brand which is liked by them then they will remember and buy. In other words, if the price increases it will not affect the purchase decision for the original perfume product. The results of this study also confirm the results of research by Surabhi Singh (2016), had explained that price considerations were sufficiently considered, but that wasnt main thing for consumers to buy original one. They will consider other alternatives to look for similar scents and qualities. But in the research study of Fitriani, Robin Jonathan, and Adisthy Shabrina Nurqamarani (2018), what the conclusion said that the price had a positive effect on the purchase decision of Jeanne

Arthes brand perfume far from is quite different from what was results in this research.

The hypothesis research (H4) states that the group reference has a negative and not significant effect directly on purchasing decisions. These results indicate that excessive groups reference will have a negative impact on purchasing decisions, this shows that not all references obtained and taken into consideration, everyone has different tastes, types and referents, so respondents are more critical in choosing references which has to accordance with expectation of desired products and services before making a purchase. But if the environment gives a soft influence alongside accompanied by a match from the personal center in choosing a perfume then the original perfume will be chosen. In other words, if the groups reference experience has an increase it will also influence the purchase decision for the original perfume. The results of this research was confirm by the results of research from Diana Hartatin & Megawati Simanjuntak (2016), which concludes that the group reference does not have a dominant influence on the purchase of hedonic, luxury, original goods. Consumers think that the value of an item is the main factor for buying. But different things happens in the research of Riski Yuliana Pramudi (2015), where it drawn the conclusion that the group reference also influenced the decision to purchase beauty products (including perfume) and that is coworkers. Here there are differences in the characteristics of respondents with researchers in which the respondents studied are workers who already have income and prioritize appearance. The same thing was illustrated by the research of Roshan Priyankara, Sudath Weerationri, Ravindra Dissanayaka, Manoj Jinadasa (2017), where it was concluded that celebrity had a great influence for consumers to purchase original perfume products from what its advertised.

V. CONSCLUSION AND SUGGESSTION

A. Conclusion

The decision to purchase perfume by the students at Mercubuana University was found to be quite interest. After examination of hypothesis research with Structural Equation Modeling data analysis techniques, it can be concluded as follows:

➢ Motivation variable (X1) illustrated positively influences towards the purchase decision variable (Y) of 49.0%. This shown that the respondents in this case mercubuana university students, bought and used original perfume to be able to present their identity as a means of self-actualization on their social life. This in line with several prior research, where's the motivation is an important factor when buying original perfume for all levels of society, including students

➢ Brand Image Variable (X2) has a positive effect on the purchase decision variable (Y) of 15.0% but not significant. Brand image is another factor for students to purchase original perfume. The dominant positive point view on original perfume products is an attraction for mercubuana university students such as packaging, scents, and quality. This in line with several prior

studies in which consumers come from Mercubuana Meruya University students pay close attention to the brand image that exists on the original perfume. They also pay attention to the benefits from the original perfume.

➢ Price variable (X3) has a negative effect on the purchase decision variable (Y) of 19.0%. For them, price is not an absolute factor to consider. At present the consideration of selecting perfume is becoming more critical. Some research consider price to be the main factor influencing the purchase decision of original perfume products, but there are also many who have the view that the price labelled on the product is in accordance with the quality provided by the perfume, there is a view that 'there's quality there's a price'.

➢ Groups Reference (X2) has a negative effect on the purchasing decision variable (Y) of 21.0%. In social life, an individual will have an interest with an item because of someone else owns or uses that item. Some research view the group reference has strong influence on someone in choosing original perfume, but some others argue vice versa. This research results in view that the group reference does not influence students to dominantly choose original perfume, they only have the beginning to merely recommend. This happens because the students who are going to use parfume are for themselves not other people and their tastes will be so much different.

B. Suggestion

From the results of this research, the authors provide several suggestions that can be considered by the company or in order to improve the Original Perfume Purchase Decision by students, namely:

➢ The higher motivation of someone when choosing an item or service and it will increase the value of purchasing decisions as well. This can be done by introducing more benefits of the original perfume that may be more acceptable to consumers. Basically, Indonesian people are famous for their high level of consumption, and curiosity over the latest fashion trends, so it will be easier if the company continues to intensify its promotion.

➢ A good brand image will make the level of product purchasing decisions increase as well, this can be done by continuing to innovate and develop new scents and quality and continue to renew the packaging more attractive so the consumers will also continue to be loyal as if they tried a certain product and satisfied.

➢ Price is a factor thats not too influential in the purchase of a product or service today, a product or service should have a competitive advance and sometimes price is not everything, consumers are more critical of product knowledge where there has a quality price, for example in well-known brands if a consumers get low prices will cause speculation that the goods and services are down-grade. Therefore, perfume should always innovate to improve its well quality or maybe make perfume at affordable price.

➢ The Group reference does not have a positive influence on purchasing decisions, this shows that the increasing

number of references does not guarantee that someone can directly buy the product or service are mentioned. Other people's reference results will not guarantee whether the product or service can meet their own expectations. Every consumer has their own types, tastes and habits, therefore market research is very important so the marketer can aim precisely at what points can be by selling power of a product or service. By developing new types and scents of perfume as well as research on market tastes and marketing techniques that right for young consumers, the original perfume will continue to be liked.

C. Research Limitations

As previously stated that the research model was built in this research was confirmed by Structural Equation Modeling to test the effect of Motivation, Brand Image, Price, and Groups Reference on Purchasing Decisions. For this reason, further research is needed to confirm this research. Suggested research developments from this research include:

➢ Limitations of research time owned by researchers occur because of the shortness of research on a fairly large sample.
➢ The variables used are Motivation, Brand Image, Price, Group Reference on Purchasing Decisions, researchers can examine of other variables such as promotions and services provided by original perfume shops with refill perfume shops.
➢ Maybe you can also examine with the same variable, but in perfume refill consumers.

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