THE INFLUENCE OF MARKETING MIX AND CONSUMER KNOWLEDGE TOWARDS KEFIR MASK CONSUMER DECISION PROCESS

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ABSTRACT: *This research aims to analyze the influence of marketing mix (product, price, place, and promotion) and consumer knowledge towards consumer decision of kefir mask. This research is based on the theory of consumer decision processes developed by Engel et al. (2012). In addition, the independent variables included in this research, are based on the theory developed by Sumarwan et al. (2009), and consumer knowledge developed by Peter and Olson (2010). The research design is descriptive, with the survey conducted through questionnaire. The sampling technique used was convenience, with 152 samples obtained. There are six latent variables in this research, include marketing mix elements (product, price, place, and promotion) as well as consumer knowledge as independent variables, and consumer decisions as a dependent variable. The data obtained were processed using descriptive and structural equation modeling (SEM) method through LISREL software. Descriptive analysis explains that most of the examples obtained are women, with an age range between 18-25 years, married, undergraduate, and work as students. SEM analysis explains that there is a positive significant relationship of all marketing mix variables and consumer knowledge towards consumer decision process.*

KEYWORDS: Consumer Decision Process, Marketing Mix, Consumer Knowledge, Kefir Mask, Structural Equation Modelling.

INTRODUCTION

The rapid development and business opportunities from e-commerce, became one of the attractions for producers in developing or even starting their business. It is undeniable that the convenience offered to consumers, is an added value of E-Commerce business. Indrawan (2015) and Heijden et al. (2003) in his research mentioned that one of the shaping factors of the attitude and interest to utilize e-commerce is the perceived usefulness and ease of use of the e-commerce itself.

One of the products that currently has a very promising business potential through e-commerce is kefir mask, which is a health and beauty product derived from agribusiness products. Uniquely, no industrial scale companies that became market leaders in the kefir mask product. Therefore, the opportunity to enter the market or even become the market leader is still wide open for the kefir mask producers.

The research gap in this study, is the widely open business opportunities of the kefir mask industry doesn't mean without obstacles, especially because of the marketing and the distribution of these products is heavily rely on the online marketplace. Nevertheless, it creates equal opportunity for anyone to enter into the industry, resulting in intense competition amongst sellers of kefir masks. Therefore, understanding factors that positively affecting the consumer decision process is a must for marketers before entering the kefir mask industry.

Sumarwan et al. (2009) states that one of the strategic marketing instruments is the marketing mix, which consists of product, prices, distribution channels and promotion. Previous studies conducted by Deiner (2012), Nur (2014) and Marwa et al. (2014) states that the marketing mix has a significant influence towards consumers' consumer decisions in a variety of similar or unlike products. Judging from the relevant previous studies, the researchers concluded that the marketing mix is an important aspect to be examined, whether there is an influence towards the kefir mask consumer decisions process.

Given that the type of product and how to get specific kefir masks, the consumer's knowledge of the product's attribute and how to get it is one of the important factors in the consumer decision process. Amalia (2011), Septifani et al. (2014) and Susilo (2014) have conducted studies analyzing the influence between consumer knowledge and consumer decisions. The studies explained that knowledge has a positive influence towards consumer decisions in performing an action, for example making a purchase decision. Therefore, researchers are interested to analyze the influence of consumer knowledge towards consumer decisions in purchasing kefir mask.

The research on consumer decisions process in the case of kefir mask is the novelty of this research. This research is expected to be an input for kefir mask industry, and to enrich the scientific research on similar topics.

Therefore, it can be formed research hypothesis as follows: A. There is a positive influence of the product towards kefir mask consumer decision process B. There is a positive influence of price towards kefir mask consumer decision process C. There is a positive influence of place towards kefir mask consumer decision process D. There is a positive influence of promotion towards kefir mask consumer decision process E. There is a positive influence of consumer knowledge towards kefir mask consumer decision process

LITERATURE REVIEW

There are several references that relate to the factors influencing consumer decision process. The focus of this research is the influence of marketing mix variables formed by product attribute, price, place, promotion, and consumer knowledge variable towards consumer decision process.

Marketing mix is a set of operational decisions regarding product, price, place, and promotion that are expected to be a simple thought in creating a marketing strategy (Sumarwan et al., 2009). In terms of marketing mask kefir, marketing mix is one important element that is expected to have an influence towards consumer decisions.

Producers may have the competitive advantage by meeting the consumers' demand economically with an effective communication (Kotler et al., 2009). So the decision in determining the product to be sold, the price charged, the distribution channel in marketing the product, and promotional activities to be done, become one of the important elements in winning the competition.

Knowledge is one of the reasons a person to perform an action, as well as with consumer decisions. Knowing the benefits, price, place to buy, composition, how to consume a product will affect whether someone will buy or not buy a product or service offered. Peter and Olson

(2010) mentioned that the model chain of consumer knowledge about a product consists of product attributes, functional consequences, psychological consequences, and the value arising from consuming product. This will underlie the emergence of the need for a product or service to consumers.

According to Gulitz et al. (2011), kefir grains are formed from the various types of strains of healthy bacteria and yeasts, which are present together in a polsaccharide matrix made by bacteria. The occurrence of a microbial symbiotic relationship results in a stable growth culture. Microbes convert sugars into lactic acid, alcohol (ethanol), and carbon dioxide.

There are two types of kefir fermentation, including kefir milk (Rahman et al. 1992) and kefir water (Gulitz et al. 2011). Kefir milk which is made from goat milk, sheep milk, or cow milk are added kefir granule starter or kefir seeds (Kosikowski and Mistry, 1982). While water kefir is made from a mixture of water, dried fruits such as raisins, small pieces of lemon, and sugar (Gulitz et al. 2011).

The kefir bacteria produce lactic acid which stimulates the growth of yeast, while yeast produces a factor supporting the growth of kefir bacteria. The water produce by kefir can increase the formation of the immune system in the body (Fanworth, 2005). Kefir is a symbiotic relationship between different types of organisms to synthesize organic acids in kefir. Dextran from kefir is produced through the same relationship between lactic acid bacteria and yeast, embedded in kefir granules (Fanworth, 2005). Kefir has a clear grain-shaped texture like gel, generally colorless and transparent, and has a fragile texture. The unique nature of kefir is produced by Lactobacillus casei, which is believed to be able to synthesize polysaccharides into insoluble form (Fanworth, 2005).

The benefit that can be obtained from consuming kefir is the improvement of the body immune system caused by the antimicrobial content contained within the kefir itself. Antimicrobials commonly found in kefir are lactic acid, acetic acid, formic acid, hydrogen peroxide, diacetyl, acetaldehyde, carbon dioxide, alcohol and bacteriocin (Maheswari and Setiawan, 2009).

Consumers will make various decisions when searching, purchasing, or using a variety of products. Consumer decisions can be realized in every activity of consumer choices on product type, purchase quantity, purchase frequency, physical choice, and purchase options (Engel et al. 2012).

Consumer activity goes through a process or stage that begins with decision making to buying a product or service. Therefore, one of the important activities in consumer behavior is the process of consumer decision making done by consumers. According to Engel et al. (2012) the process includes seven stages, namely the need recognition, information search, pre-purchase evaluation of alternative, purchase decision, consumption, post-consumption evaluation and divestment.

Marketing mix is one of the main variables that often become the reason consumers in making a decisions of a product or service. A relevant previous review of the influence of marketing mix towards consumer decisions has been conducted by Deiner (2012), Nur (2014), Marwa et al. (2014), and Rahmalia (2016) with results that explain that there is a significant positive influence of marketing mix towards consumer decisions.

Previous studies on consumer knowledge and its impact on consumer decisions have been previously undertaken by some researchers, as did Susilo (2014), Septifani et al. (2014) and

Amalia (2011). The studies show that there is a significant positive influence between consumer knowledge and the decision to buy a particular product or service, in which the knowledge recorded in memory will be used in the future in decision making.

Factors that determining consumer decisions in making purchases online, is important information that should be owned by marketers who want to sell their products online. Similar to offline consumer decisions, consumer decisions made by online consumers have been frequently studied in depth by other researchers before, but with diverse conditions and product types. This study refers to previous studies conducted by Manalu (2008), Lee and Ma (2012), Reitz (2012), Wen (2012), Almana and Mirza (2013), Bhagat (2013), Heijden et al. (2003), Hutter et al. (2013), Liang (2013), Dai et al. (2014), Hu and Jasper (2014), Indrawan (2015), and Nurlaela (2016), became the main basis of this research. This is because this research has a research object in the form of consumer decision behavior to the goods obtained by buying online.

Health and beauty products can not be denied to be one of the most sought after products. In addition, consumer preference has an important role in consumer decisions. It is based on the variety of products offered, the different marketing mix of similar products, the different needs of consumers, the difference of the basic ingredients into the composition of the products, and so forth. Previous studies that have been the basis of this research were conducted by Savaranan and Kummar (2013), Sudhakar and Rani (2013), Lee et al. (2014), Yulindo (2013), Jothi (2015), Matic and Puh (2015), Khan e.t al. (2016), Yang and Lee (2016). Based on these studies, researcher obtained some indicators of the variables studied in this study, such as indicators for marketing mix variables.

METHOD

This research was conducted in March-April 2017. The place of this research conducted is in the city of Jakarta, Bogor, Depok, Tangerang and Bekasi. The data collected was processed by descriptive method, through interview with questionnaire.

There were 200 respondents in this research, but only 152 valid respondents became samples in the research. The respondent of this research is consumers who purchase kefir mask in the last six month through e-commerce service, such as social media and e-marketplace. The sampling technique used is non-probability sampling with convenience sampling approach. The data obtained were analyzed using descriptive analysis and structural equation modeling (SEM). Conceptual framework of thinking can be seen in Figure 1.

The product of mask kefir in this case is not represented by a particular brand and purchased and consumed by consumers. In this study, variables are represented by indicators of basic materials, designs, labels and content present in the product.

The prices in this study include the appropriateness of the value of money paid by consumers with the benefits obtained as well as comparisons to other products. The indicators that represent the products in this study is the suitability of prices with the ability, quality, benefits, similar products and other products.

Place provide an overview as a route or path. Place as the market place of kefir mask product in this research, represented by indicator of place through beauty salon, shopping center, social

media, online marketplace and easy access.
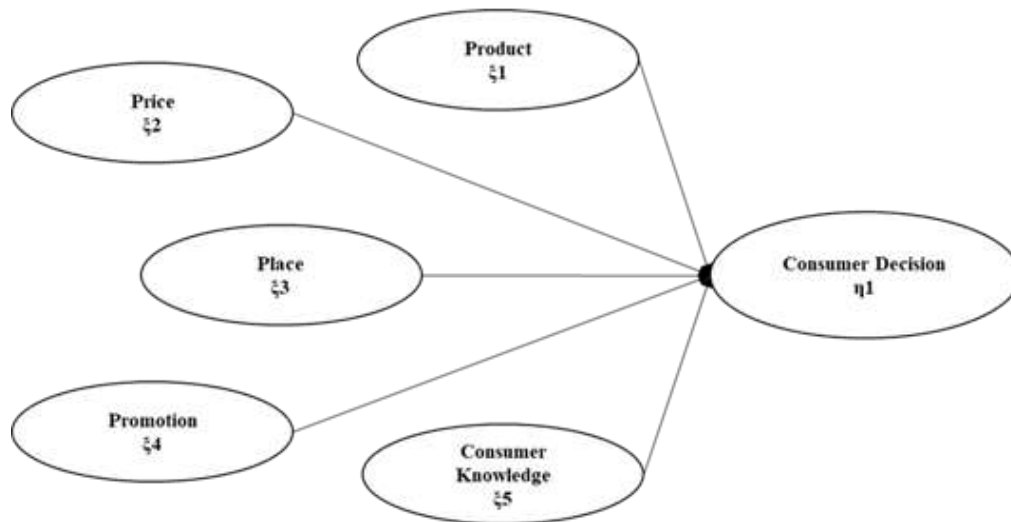
Figure 1. Conceptual logical framework

Aside from being a means of communication between seller and buyer, promotion in marketing of kefir mask product becomes one of important determinant strategy whether or not the product is chosen. The promotion in this research is represented by promotion variables of beauty event, social media, mass media and word of mouth.

As a product that tends to be specific, the product kefir mask will be selected consumer if the consumer has knowledge of the product. In this study, consumer knowledge is represented by knowledge indicators of product characteristics, place of acquisition, basic materials and benefits.

Consumer decision process is defined as a series of activities undertaken by consumers since the need for a product or service until the divestment. In this study, the consumer decision process is represented by indicators of needs recognition, information search, alternative evaluation, purchasing decisions, consumption, post-consumption evaluation and divestment.

RESULTS

The data obtained were processed using two analytical methods, which are descriptive analysis and SEM. Descriptive analysis was used to describe the profile of respondents, and SEM through the LISREL application used to explain the relationship between latent variables and their indicators.

Descriptive Analysis

There are two aspects of preliminary information obtained from the respondents, which is the respondents' demographics and the kefir mask consumer decision stage. This research involved 152 respondents consisting of respondents who purchased mask products kefir in the last six

months.

For demography aspect, female respondents in this research were 79.61% and men 20.39%, with age range 18-25 years (46.71%). Most of the respondent education is bachelor degree (70.39%). The marriage status of respondents, 55.26% are married and 44.74% are single. Most of the respondents is students (46.05%).

For consumer decision aspect, there are six information based on the questionnaire. At the stage of need recognition, it was concluded that kefir mask consumers is a new consumer (49.61%), with the purpose to maintain their appearance (33.48%). For the information search stage, it is concluded that internet is the first place for the respondents to got information about kefir mask (50.21%), focusing on the healthy benefits of consuming kefir mask (55.68%). The pre-purchase alternative evaluation stage yields information that most of the respondents evaluate the products with focus on healthy benefits attributes (70.39%), as well as the naturalness of the basic ingredients used (72.37%) before purchasing the kefir mask. At the stage of purchase decision, 39.47% of respondents stated that they planned their purchasing activities, and 53.29% of respondents stated that friends are their biggest influencer towards purchasing kefir mask. At the stage of consumption, 36.84% of respondents stated their last purchase of kefir mask is than one month ago, with the once a day usage (75.00%). Finally, at the stage of post-purchase evaluation, 58.55% stated that they're satisfied with the purchase of mask kefir done, and by 80.92% stated that they're willing to recommend the product to others.

Structural Equation Modelling (SEM) Analysis

As a good or poor measure of the model, Latan (2013) reveals that the Goodness of Fit (GOF) generated by a model specified by the covariant matrix between indicators should be assessed first. Hair et al. (2010) states the use of four to five GOFs is considered sufficient to assess the feasibility of a model, provided that each criterion of GOF size is absolute fit indices, incremental fit indices, and parsimony fit indices are represented.

There are 29 indicators built on this research model, but after data were processed there are nine indicators that have t-count less than 1.96. The nine indicators are excluded from the model. After the nine indicators are excluded, the model can meet the GOF (Goodness of Fit) criteria, as shown in Figure 2.
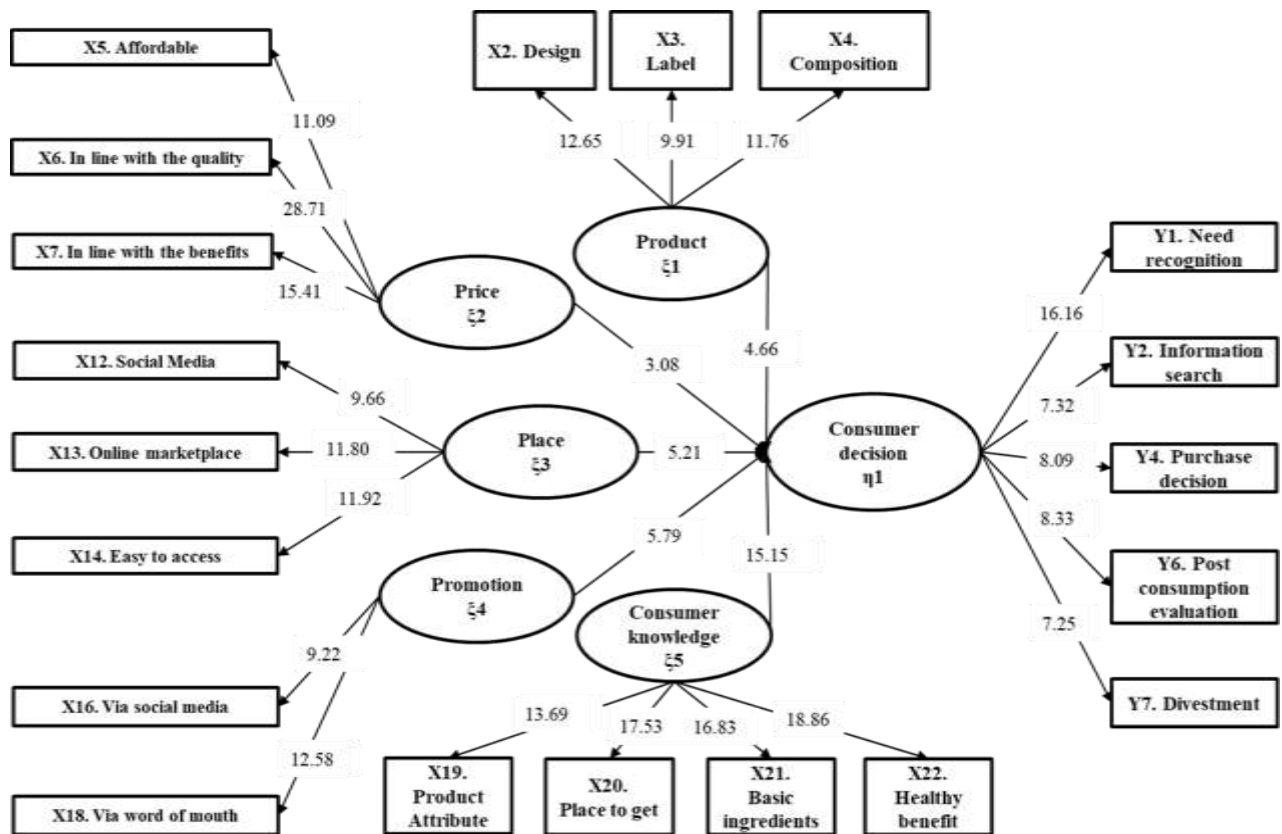
Figure 2. The result of t-value model analysis after modification

This research has five hypothesis tested, namely the possibility of marketing mix (consisting of product, price, place and promotion), and consumer knowledge influence towards kefir mask consumer decision. Figure 2 shows the results of the model's t-value model analysis.

Figure 2 shows all existing variables having t-counts above 1.96 (4.66, 3.08, 5.21, 5.79 and 15.15), indicates that consumers of kefir masks make consumer decisions because they are influenced by all of the marketing mix elements (product, price, place, and promotion) as well as the consumer knowledge variable.

Three of the products' indicators (ξ1) have significant t-value (more than 1.96), so those indicators are significantly affecting consumer decision of kefir masks. Through Design (X2), consumers will focus their attention on a product. Through products' Label (X3), the consumers may trust the product is safe to consume. Finally, the products' composition (X4) is the main attraction of similar products mask kefir, because kefir masks' composition is believed to be a solution to consumers' problems.

In price variable (ξ2), there are three indicators that significantly affecting kefir mask consumer decision. The three indicators are affordable (X5), in line with the quality (X6) and in line with the benefits (X7). The results are in accordance with the demographics of most respondents who have consumed kefir mask, where price is a sensitive factor considered before making consumer decisions for consumers with age range 18-25 years old and currently a student. In the age of 18-25 years old, consumers are considered not yet have their own income, therefore product price should comply with the consumers' purchasing power, needs, and product benefit.

The place variable (ξ3) also have three significant indicators influencing consumer decisions,

including sales through social media (X12), sales through online marketplace (X13) and ease of access to sales distribution (easy to access) (X14). This is based on the development of information technology which allows marketing of a product almost without limitation. In addition, due to the relatively short durability of the products, this kefir mask is produced not in an industrial scale. Therefore, with the small production scale, it should takes an effective marketing channel to kefir mask consumer. The ease of access offered by the internet network, even through mobile phones, has created a variety of available marketing channel to sellers and consumers, as well as ensuring effective communication between them.

The promotion variable ($\xi 4$) has two of indicators that have a significant influence towards kefir masks' consumer decisions. The indicators in are promotion via social media (X16) and promotion via word-of-mouth experience (X18). Given the effective marketing channels of Kefir mask products through internet (social media and online marketplace), as well as the most effective promotional paths is also through the media. In addition, the absence of industrial-scale companies that produce products mask kefir, therefore there is no promotion done in mass on conventional media such as newspaper and television. The effective way of promoting kefir mask products is via previous users who share their buying and consuming experience through word of mouth. So it is important for sellers of kefir masks to be able to manage their customers, especially in maintaining the quality of products and services provided. It is intended to do so that the consumer may have a good experience of the product and the sellers' service, which ultimately make the consumer voluntarily tell his experience to his relatives.

The consumer knowledge variable ($\xi 5$) which is the last exogenous variable in this research has four indicators that have a significant influence towards kefir mask consumer decision. These indicators include knowledge of product attributes (X19), knowledge of place to get the product (X20), knowledge of products' basic ingredients (X21) and products' healthy benefit (X22). This reinforces the results on the findings of consumer purchase patterns of kefir mask, which states that the kefir mask product has a high consumers' involvement. These conditions explains that consumers will make a planned purchase pattern, by first gathering knowledge of the product before purchasing.

The consumer decision of the kefir mask ($\eta 1$) may occur after the consumer is exposed to the marketing mix made by the seller, in this case represented by the product, price, place, promotion, and knowledge of the product. This research shows the result of t-value of product, price, place, promotion and consumer knowledge is significant, because each of it has a t-value more than 1.96.

In this research, there are eight GOF criteria used. Based on the size of GOF represented, the criteria used are GFI and RMSEA for absolute fit indices, then AGFI, CFI and IFI for incremental fit indices, lastly AIC, ECVI, and PGFI for parsimony fit indices. The GOF before and after the modifications to the LISREL 8.30 program from this research model can be found in Table 1.

**Table 1. Goodness of Fit comparison before and after model respecification**

GOF	Cut-off value	Before modification	After modification	GOF Criteria
GFI	> 0.90	0.75	0.94	Absolute fit indices
RMSEA	0.05 - 0.08	0.15	0.077	
AGFI	≥ 0.90	0.69	0.91	Incremental fit indices
CFI	> 0.90 ; > 0.95	1	0.95	
IFI	> 0.90 ; > 0.95	1.09	0.95	
AIC	< AIC Saturated and Independence Model	> AIC Saturated	< AIC Saturated and Independence Model	Parsimony fit indices
ECVI	< ECVI Saturated and independence model	> ECVI Saturated	< ECVI Saturated and independence model	
PGFI	> 0.60	0.6	0.64	

Hair et al. (2010) states that an acceptable construct reliability is a coefficient of more than 0.70, while for extracted variance, the recommended number is more than 0.5. The results of the measurement of reliability test on the variables in the research, are depicted in Table 2 which shows that all values of Construct Reliability and Variance Extracted qualify reliability, i.e. CR> 0.70 and VE> 0.50.

Table 2. Reliability test result on SEM Model

Variable	CR	VE	Conclusion
Product	0.79	0.51	Reliable
Price	0.79	0.58	Reliable
Place	0.77	0.53	Reliable
Promotion	0.68	0.51	Reliable
Consumer knowledge	0.82	0.53	Reliable
Consumer decision	0.84	0.52	Reliable

In addition to obtaining t-value results, processing through LISREL 8.30 also generates standardized loading factors, which show the values of the path coefficients among variables in this study. Figure 3 shows the results of the treatment.
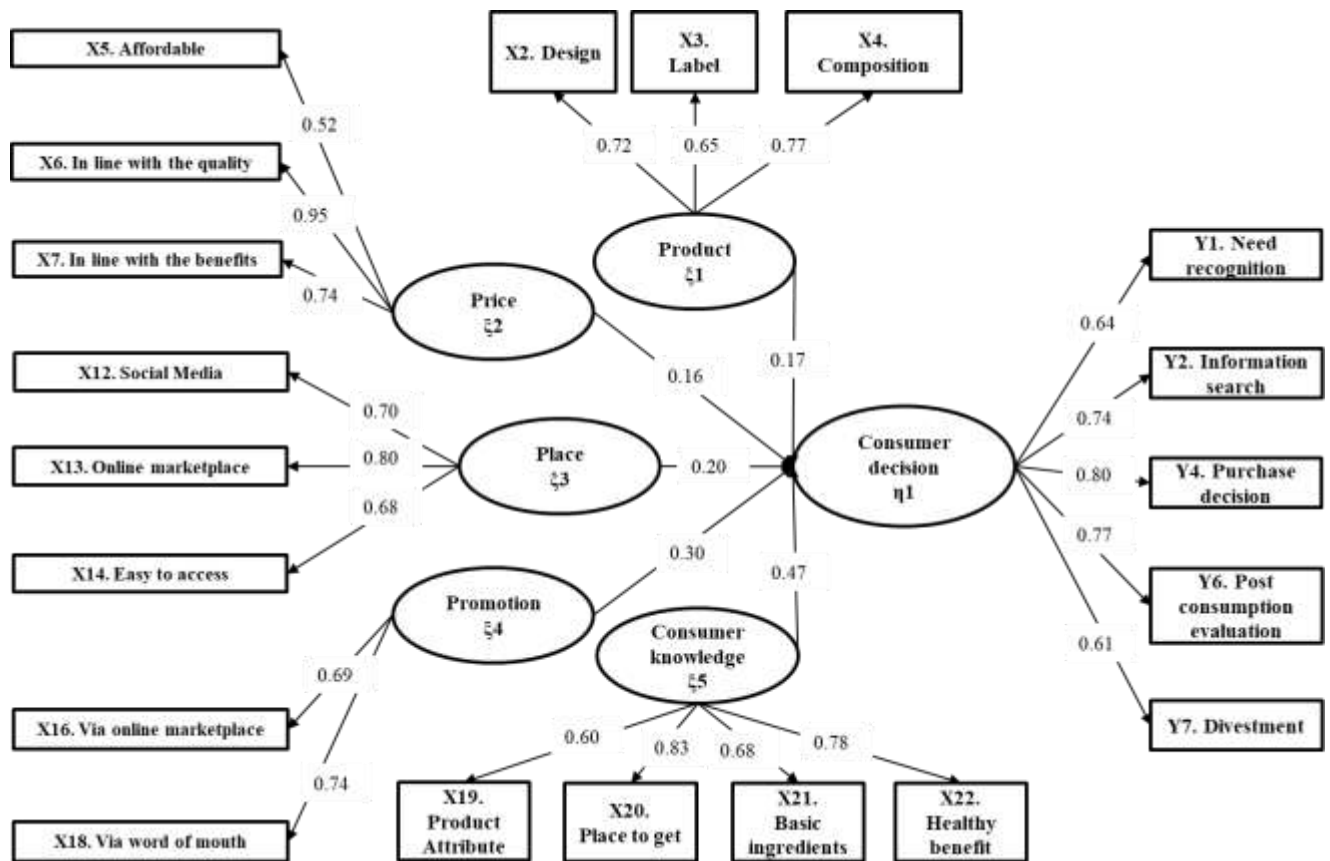
Figure 3. The result of standardized loading factors

Based on the loading factor value, it can be concluded that X4 is the indicator that gives the biggest contribution to the product variable (equal to 0.77), as shown in Figure 3. It indicates that the composition of kefir mask is the most noticeable elements of product.

In the price variable, the biggest contributing indicator is X6 (0.95) that is the price match with product quality, as shown in Figure 3. Because the price of kefir mask is sold relatively higher than similar products, so the consumer becomes very concerned about the quality of the product . So it is reasonable if consumers want the quality of the product in accordance with a relatively higher price than similar products.

In the next variables of place channel, the indicator that has the greatest influence is X13 (0.80), which is sales through online marketplace as shown in Figure 10. This is in line with the number of kefir mask supply on the marketplace. The large number of a product offering indicates the high demand for that product. In addition, the ease offered by the online marketplace becomes one of the reasons why it has many users. For example, only through mobile phones anyone can now make transaction and payment of a desired product. In addition, online marketplace also offers the price transparency of goods between similar items or even the same. So that consumers can easily choose a similar or even similar goods, offered by various sellers with different prices. This is what makes online market distribution channels to be the most effective place to sell mask products kefir.

The last element of the marketing mix in this study is promotion. In this variable, the biggest contributing indicator is X18 (0.74), which is promotion through the word of mouth, as shown in Figure 3. The results indicates, that most of the kefir mask consumers obtained their first

information about the product through the word of mouth of their relative. Based on the information obtained from these relatives, the consumer begins to consider making a consumer decision process. After that, if the consumer is satisfied with the kefir mask, they may voluntarily promote it to their relatives.

The consumer knowledge is the biggest variable that has a contribution towards kefir mask's consumer decision process. The indicator that has the greatest contribution to the knowledge variable is X20 (0.83), which is knowledge of place to get the product, as shown in Figure 3. The kefir mask products are mostly offered in social media and online marketplace, which is an internet media. Based on the ease of accessing the internet and the convenience of the online transactions, the consumers starts to make a consumer decision process. Therefore, this is the largest reason of consumer knowledge that encourages consumers to make a consumer decisions on kefir mask product.

Consumer decision process occurs through seven stages. In this study, there are five stages in the process of decision making of mask product of kefir, which are need recognition (Y1), information search (Y2), purchase decision (Y4), post-consumption evaluation (Y6), and divestment (Y7). Based on Figure 3, the indicator that has the greatest contribution towards consumer decision of kefir mask is Y4 (0.80). Thus, the consumer decision stage has the greatest contribution towards the consumer decision process of kefir mask.

3.3 Hypothesis Testing

The result of hypothesis testing shows that product, price, place, promotion, and consumer knowledge have a significant positive influence towards buying decision of kefir mask, as shown in Table 3. Promotion and knowledge have more dominant influence to consumer decision of kefir mask with value of loading factor respectively 0.30 and 0.47. R-square of 73% means diversity of kefir mask consumer decision can be explained by the model by 73%, while the rest 27% explained by other factors outside of the model.

Table 3. Result of hypothesis testing

Variable	*Loading Factor*	|t-value| > 1.96	Conclusion	*R-square*
Product -> Consumer Decision	0.17	4.66[*]	Significant	
Price -> Consumer Decision	0.16	3.08[*]	Significant	
Place -> Consumer Decision	0.20	5.21[*]	Significant	
Promotion -> Consumer Decision	0.30	5.79[*]	Significant	0.73
Consumer Knowledge -> Consumer Decision	0.47	15.15[*]	Significant	

DISCUSSION

The results of data processing shows that product, price, place and promotion variables have a significant positive influence towards kefir mask consumer decision. This is in line with previous research conducted by Deiner (2012), Nur (2014) and Marwa et al. (2014).

The results of data processing also shows that of all the marketing mix variables, promotion is considered to have the highest contribution towards consumer decisions, as shown in Figure 2.

It shows that promotion through social media and well-managed word of mouth information by the seller has a significant influence towards kefir mask consumer decisions.

The consumer knowledge variable has a higher contribution than the other variables (product, price, place, and promotion) towards kefir mask consumer decision. Therefore, it can be concluded that the kefir mask consumer decision process was more influenced by how much consumers have information about kefir mask than the elements of marketing mix. This is in line with previous research conducted by Amalia (2011), Septifani et al. (2014) and Susilo (2014).

The indicator that has the greatest contribution to the knowledge variables is the knowledge of place to get the kefir mask (X20), as shown in Figure 2. The kefir mask product is mostly offered in social media and online marketplace, which is internet-based marketing. Due to the ease of accessing the internet and the convenience of online transactions, the willingness to do a consumer decision process appears.

Implication to Research and Practice

The managerial implications that can be given from the results of this research are divided based on marketing mix of kefir mask product. The marketing mix of kefir mask product expected to influence the consumer in doing all consumer decision process, from need recognition stage to a positive divestment stage.

Quality Aesthetics differentiation strategy can be applied in the product element. In this strategy, producers are expected to produce by providing fit, finishing, and appearance of a product different from the others (Sumarwan et al. 2009), without reducing the naturalness of the basic composition and the quality. This is done considering that most kefir mask consumers is a young and productive women, who loves to try to aesthetics them self, but still concerned with the healthy benefits. It is based on the influence of product designs and labels in addition to the composition towards the consumer decision process.

Market based pricing with perceived value pricing approach can be applied in the product price. It is based on findings that consumers have a good understanding of the needs and benefits offered by kefir mask products, and the brand of the most popular kefir mask, despite charging a premium price. This strategy has been applied to two of the most popular brands, which is Medina and Rumah Kefir. Higher price than its competitors, turns out to provide intrinsic value received by customers (Sumarwan et al., 2009).

Modern distribution channel focusing on technology (Sumarwan 2009), is the distribution channel that is considered most suitable with the research results. This is based on the findings that online marketplace based on information technology and knowledge of where to obtain mask kefir in online media, is an element of place variable and consumer knowledge that has the highest influence. In line with the results of Kustiawan and Kuncoro (2013) research, which states that accessibility in the purchasing stage is one of the factors that has the greatest influence in consumer decisions online. The rise of various free online marketplace that exist today, such as bukalapak, lazada, tokopedia, and shopee opened a wide marketing opportunity and cut the distribution channels. Considering the perishable of the product also become one of the reasons why marketing through online marketplace become an effective choice in marketing this kind of product. One thing to be considered in choosing this distribution channel is, the marketers must choose more than one online marketplace to market his product. This

action is done because of differences in consumer preferences in choosing online marketplace to buy goods. The diversity of preference occurs because of the differences in design, ease, and facilities offered every online marketplace.

Promotion variables indicates that promotion through word of mouth has the most influence towards consumer decision process consumer. In addition, from the post-consumption evaluation process it is known that most consumers are satisfied and willing to recommend products they bought to others. Based on this finding, the best promotional strategy is to provide excellent quality products and optimal service to consumers, so that the consumers are always satisfied with what they buy and recommend it to others. In addition, promotions by offering bonuses or discounts on the repeat buying, for the consumers who have bought the product and willing to recommend the product through social media, can also be applied. This is in accordance with previous findings that social media is an effective marketing place for kefir mask, and benefiting from loyal consumers as a promotional agent through word of mouth.

CONCLUSION

Based on the results of research conducted it can be concluded that the marketing mix (product, price, place, and promotion) and consumer knowledge have a significant positive influence towards kefir mask consumer decision process. Therefore, the marketers of kefir mask is expected to consider these factors before entering the industry, so that the product offered can meet consumer's expectation.

Future Research

Future research can complement these elements in the questionnaire in order to improve the demographic aspects of respondents. It is also possible that other factors such as psychological variables and reference groups may influencing the kefir mask consumer decision process. Future research may also use knowledge based on product knowledge level or product knowledge chain as an indicator of consumer knowledge variable. Therefore, it can produce the extent to which the involvement of consumers in consuming a product, in order to provide managerial implications that are focused on consumer value of kefir mask products.

This research has limitations that need to be improved in the next research. This research does not include monthly income as well as expenses incurred to buy cosmetic products every month on consumer demographics. In addition, this research is limited to two major variables that affect the consumer decision process of kefir masks, i.e. marketing mix and consumer knowledge.

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