

Segmentation, Targeting and Positioning in Determining Product Purchasing Decisions

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ABSTRACT

Segmentation, targeting and positioning strategies are a way of marketing strategy to face competition and more easily map out several market segments, targets to be addressed and product positions that have a special place in the minds of consumers. Meanwhile, the segments, targets and positions set are the strengths of the company so that they can serve all the needs of consumers and influence purchasing decisions. This study aims to determine and analyze whether segmentation, targeting and positioning influence the purchasing decisions of Vaseline products in Lumajang. The sampling technique in this study used incidental sampling, which is a sampling technique based on the chance to meet a researcher. A sample can be used if the person is found by chance and is suitable as a data source. The sample in this study were 60 respondents. While the data analysis techniques in this study used instrument tests, classical assumption tests, multiple linear regression tests, hypothesis testing and statistical tests with the SPSS 21 program. The results of this study indicate that segmentation, targeting and positioning have a significant effect simultaneously on purchasing decisions for Vaseline products in Lumajang. The segmentation strategy that has been set needs to be reconsidered so that sales will increase.

Keywords: Segmentation, Targeting, Positioning and Purchasing Decisions



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INTRODUCTION

Competition in the business world in the current era of globalization is increasingly competitive, thus demanding companies to be more creative and innovative in order to survive by offering different advantages compared to competitors. This competition can be seen in the beauty industry in skin care products, namely hand and body lotion, which are currently increasingly diverse, with the advantages and benefits offered, for example Vaseline. In facing competition in the midst of many similar products, an effective and efficient marketing strategy is needed, one of which is by using segmentation, targeting and positioning strategies. Segmentation is a strategy carried out by a company aimed at finding out the opportunities that exist in the market and viewed from a different perspective in order to differentiate it from competitors. So with this segmentation the products or

services aspired by the company have uniqueness and advantages that are different from competitors so that they are in accordance with the wants and needs of consumers. After segmenting the market, the company then selects the segments to serve, which is called targeting. Targeting, namely choosing from several market segments to be targeted according to predetermined criteria. Furthermore, the company determines the position (positioning). Positioning carried out by the company aims to increase and maintain the target market so that the image of the company and the products offered are embedded in the minds of consumers. This marketing strategy is carried out as a way to face competition and make it easier to map several market segments,

Table 1.1 Top Brand Awards Data for 2017-2021 Hand and body lotion

Product	2017	2018	2019	2020	2021
Image	50.1%	42.9%	38.3%	31.5%	29.1%
Marina	17.0%	20.7%	17.8%	22.4%	16.2%
Vaseline	13.4%	12.3%	19.7%	11.8%	14.8%
Nivea	3.3%	4.8%	6.2%	5.4%	8.8%
Viva	5.5%	-	2.6%	1.8%	-

Source: www.topbrand-award.com, 2017 – 2021

From the data above, it can be seen that Vaseline hand and body lotion sales from 2017-2021 have increased and decreased. This happens because there are consumers who are dissatisfied with Vaseline products because they do not match what is needed. Therefore Vaseline always tries to understand consumer needs and always creates innovations to provide the best products. One of them is Vaseline body yogurt which consists of three original fruit extract variants namely strawberry, blueberry and peach with different benefits. The content of prebiotics and Vaseline jelly in it plays a role in repairing the skin so it doesn't dry and dull. This is the advantage and uniqueness of Vaseline to attract consumers' interest in overcoming every skin problem so as to determine purchasing decisions.

Purchasing decisions are a process of stages of the entire series of buying processes experienced by consumers in making decisions to buy a product (Dharmmesta & Handoko: 2016: 99). The purchasing decision process is a solution in solving a problem which consists of five stages, namely analyzing the problem, seeking information, evaluating alternative purchases, purchasing decisions, and post-purchase behavior. The whole process is not always carried out by consumers when making purchases. Usually the whole process is carried out at the time of making the first purchase or it could be the purchase of goods at a high price. The process of determining consumer purchasing decisions is influenced by marketing strategies namely segmentation, targeting and positioning.

According to Kotler & Keller (2018:227-249) there are three stages of marketing strategy, namely STP (Segmentation, Targeting and Positioning) to identify market potential in order to compete and develop wider product marketing. Segmentation (market segmentation) is the process of identifying customer groups by dividing the market into parts based on different needs and wants and benefits. Segmentation can be seen from several characteristics based on demographics, psychographics and behavior. After carrying out the process of segmentation, the next process is to do targeting. Targeting (setting market targets) is identifying and determining market segments that will be targeted. Then after determining the target market process to be targeted, then the positioning process is carried out.

The selection of segmentation, targeting and positioning as variables in this study is because this strategy is able to show that the segments, targets and positions for Vaseline products are different from other products so that consumers are interested in deciding to buy the product. Currently people choose products because they pay more attention to appearance, often to highlight their characteristics or characteristics so that they are more confident. Especially now that someone who is very concerned about the health of their body's skin so that it looks healthy and well-groomed

tends to choose skin care products such as hand and body lotion that influences purchasing decisions. The selection of variables in this study is motivated by several previous studies.

Several previous studies related to the Role of Segmentation Analysis, Targeting and Positioning Influence on Purchasing Decisions include previous research conducted by Anjelisa, Mananeke & Rogi (2018) in their research entitled "Analysis of the Influence of Segmentation, Targeting and Positioning (STP) Strategies Against Purchase Decisions for BP-SMART Protection Products at AJB Bumiputera 1912 Sam Ratulangi Manado Branch" the results show that segmentation, targeting and positioning analysis have a partial and simultaneous effect on purchasing decisions. Farida & Selviana (2019) in their research entitled "Effect of Segmentation Strategy, Targeting and Positioning on Mobile Purchase Decisions, the results of his research show that segmentation variables partially have a significant effect on purchasing decisions. The targeting variable partially has a positive and significant effect on purchasing decisions. Positioning variables partially have a positive and significant effect on purchasing decisions. Simultaneously (together) segmentation targeting and positioning variables have a significant influence on purchasing decisions. Caroline (2020) in her thesis entitled "The Influence of Segmentation, Targeting and Positioning Strategies on Tableware Purchasing Decisions at PT. Saint James Sales" aims to determine whether segmentation, targeting and positioning strategies have an influence on purchasing decisions. The results of his research show that segmentation has a positive and significant effect on the decision to purchase tableware at PT. Saint James Sales. Targeting has a positive and significant effect on the decision to purchase tableware at PT. Saint James Sales. Positioning has a positive and significant effect simultaneously on the decision to purchase tableware at PT. Saint James Sales.

Different from other products, Vaseline products can meet the needs of caring for skin health while helping to brighten the skin. Vaseline is trusted by consumers to understand consumer needs and provide comfort in carrying out all activities. The marketing strategy for Vaseline products in meeting consumer needs is not only for women but also for men. They need body skin care products that provide benefits in one package, such as Vaseline products. Vaseline product variations and innovations with special formulations that can absorb quickly to solve various skin problems are factors in the decision to buy this product. Strategy is very important in order to survive in the midst of increasing competition for skin care products such as hand and body lotions of the same kind that offer their own advantages. Therefore, a marketing strategy of segmentation, targeting and positioning is needed to see opportunities and be precise in choosing the target to be addressed. Especially now that people have begun to realize that caring for skin health is a form of self-care.

Based on the background explanation above, the researcher took the title "The Role of Segmentation Analysis, Targeting and Positioning Influence on Purchase Decisions for Vaseline Products in Lumajang".

METHODS

This type of research is included in quantitative research and the object is Vaseline product. The population in this study are consumers who buy and use Vaseline products in the village of Purworejo Lumajang with a sample of 60 people. While the sampling technique in this study using incidental sampling. The data analysis technique in this test uses multiple linear regression analysis with instrument testing, validity and reliability tests, while the classic assumption test consists of data normality tests, multicollinearity tests, heteroscedasticity tests, and hypothesis testing using t tests and f tests and the coefficient of determination.

RESULTS AND DISCUSSION

The data presented is in the form of a table which is data that has been processed by the researcher as follows:

Table 1 Multiple Linear Regression Analysis Test

	Model	Unstandardized coefficient B
	(Constant)	9,605
1	Segmentation (X1)	0.157
	Targeting(X2)	0.343
	Positioning(X3)	0.111

Source: Processed results of questionnaire data, 2021

A constant value of 9.605 indicates if the value of the purchasing decision variable (Y) is equal to 9.605 if the value in segmentation, targeting and positioning is equal to 0. The segmentation coefficient has a value of 0.157 (a positive number indicates a unidirectional relationship) indicating that if every time there is an increase in one segmentation variable then will cause an increase in the purchase decision variable of 0.157. Conversely, if there is a decrease in the segmentation variable, it will result in a decrease in the segmentation variable of 0.157. The targeting coefficient has a value of 0.343 (a positive number indicates a unidirectional relationship) indicating that every time there is an increase in one targeting variable, it will cause an increase in the purchasing decision variable by 0.343. On the contrary, if there is a decrease in the targeting variable it will result in a decrease in the segmentation variable of 0.343. The positioning coefficient has a value of 0.111 (a positive number indicates a unidirectional relationship) indicating that every time there is an increase in one positioning variable, it will cause an increase in the purchasing decision variable by 0.111. Conversely, if there is a decrease in the positioning variable, it will result in a decrease in the segmentation variable of 0.111.

Hypothesis Test Results

Table 2. (Partial) t test results

Variable	t count	Sig	Information
Segmentation (X1)	1.152	0.254	No effect
Targeting(X2)	1,932	0.058	Influential
Positioning(X3)	0.769	0.445	No effect

Source: Processed results of questionnaire data, 2021

Hypothesis test results segmentation variable (X1) to the purchasing decision variable (Y), namely the results of the t test (partial) indicate that the significant value of the effect of segmentation (X1) on purchasing decisions (Y) is $0.254 > 0.05$ and the calculated t value is $1.152 < t$ table value of 1.672 so H_0 is accepted and H_1 is rejected. This means that segmentation has no significant effect on purchasing decisions for Vaseline products in Lumajang. Variable hypothesis test results targeting (X2) on the purchasing decision variable (Y), namely the results of the t test (partial) indicate that the significant value of the effect of targeting (X2) on purchasing decisions (Y) is $0.058 < 0.05$ and the t-value is $1.932 > t$ -table value is 1.672, so H_0 is rejected and H_2 is accepted. It means targeting significantly influence the decision to purchase Vaseline products in Lumajang. Variable hypothesis test results positioning (X3) on the purchase decision variable (Y), namely the results of the t test (partial) indicate that the significant value of the positioning effect (X3) on the purchase decision (Y) is $0.445 > 0.05$ and the calculated t value is $0.769 < t$ table value is 1.672, so H_0 is accepted and H_3 is rejected. It means positioning no significant effect on purchasing decisions for Vaseline products in Lumajang.

Table 3 F Test Results (Simultaneous)

	Model	F count	Sig.	Information
1	Regression	4,292	,009	Influential

Source: Results of 2021 questionnaire data processing

In the F table, the value is 2.769. This value shows $F_{count} > F_{table}$ of $4.292 > 2.769$. So it can be concluded that the significant value for segmentation variables (X1), targeting (X2 and positioning (X3) on purchasing decisions (Y) is $0.009 < 0.05$ and $F_{count} > F_{table}$ 2.769. This proves that H_0 is rejected and H_4 is accepted. This means that segmentation, targeting and positioning have a significant effect simultaneously on purchasing decisions for Vaseline products in Lumajang.

Table 4 Test of the Coefficient of Determination

Model	R Square
1	,187

Source: 2021 data processing results

Testing the coefficient of determination can be seen that the R Square value is 0.187, so it can be concluded that the segmentation, targeting and positioning variables affect the purchasing decision variable by 18.7%, the remaining 81.3% are influenced by other variables not explained in this study such as promotion, price, product quality and consumer satisfaction because it can improve purchasing decisions for the better.

DISCUSSION

The Influence of Segmentation on Purchase Decisions for Vaseline Products in Lumajang

The results of testing the first hypothesis, namely the effect of segmentation on purchasing decisions for Vaseline products in Lumajang, show that segmentation has no significant effect on purchasing decisions for Vaseline products in Lumajang because Vaseline's product strategy only segments its products for women and men from adolescence to adulthood. However, the products produced by Vaseline are more aimed at women. In addition to that, the segmentation has been determined that the product is segmented for teenagers to adults. Vaseline does not provide age restrictions to make it easier for consumers when they want to use it.

Based on the test results on the first statement of the segmentation variable, namely "Vaseline segments its products for women and men from adolescence to adulthood". This segmentation must be clarified again so that consumers do not feel confused. Vaseline should be clear in segmenting that its products can be used for all genders so consumers don't feel confused by differentiating their products for women and men. The difference in Vaseline products for women and men is necessary because the skin structure between women and men is different. The structure of men's skin is thicker and oilier than men's skin. The results of the research on the statement of these variables show that the respondents gave agreed responses.

In the second statement of the segmentation variable, namely "Vaseline products are suitable for people with a healthy lifestyle and care about skin health". This segmentation is not suitable because sometimes consumers with unhealthy lifestyles can also use their products to support their appearance to make it look different from the others. Users of Vaseline products are not only intended for consumers who care about skin health. Everyone should also pay more attention to the health of their skin as a form of self-care. Then sometimes consumers choose Vaseline products because they are influenced by the surrounding environment. The surrounding environment greatly influences a person's use of the product.

In the third statement the segmentation variable is "Vaseline products are suitable for people who often have activities both indoors and outdoors". This statement is also the same as the answers of consumers who use Vaseline products in Purworejo village with jobs as civil servants, employees, traders, students and others such as housewives. Most of their last education is high school and most of them work as factory employees. They also need skin care products when they are outdoors to protect their skin which is exposed to the sun.

The Influence of Targeting on Purchase Decisions for Vaseline Products in Lumajang

The results of testing the second hypothesis, namely the effect of targeting on purchasing decisions for Vaseline products in Lumajang, show that targeting has a significant effect on purchasing decisions for Vaseline products in Lumajang because the target for Vaseline products is the middle class and above, not tepat because consumers in Purworejo village and most of them work as employees can also use it. So this target is not right because even the middle class can still use these products to meet their needs in caring for their skin. The results of this study indicate that the respondents gave responses in agreement with the targeting variable statement.

Based on testing on the first statement of the targeting variable, namely "Vaseline sales targets are carried out through distributors, agents, resellers, social media and in collaboration with several retailers and shops". Vaseline expanded the growth segment, which was originally only from distributors selling to shops but now with the widespread use of social media which is marked by the existence of an online shop, it is now making it easier to sell these products. So that consumers find it easier to know when they want to know a variety of Vaseline product ranges. Consumers who are going to buy Vaseline products will find it easier and more efficient if they don't want to come directly to the store, they can also use social media or online shops. Vaseline continues to expand its sales targets by following current market developments by selling on e-commerce such as Shopee, Lazada, Tokopedia, Blibli and so on. Especially now that there are more and more e-commerce users making it profitable for Vaseline to increase its sales.

The second statement is "Vaseline targets its products for the middle to upper middle class". The target for Vaseline products is correct and this is evident from the prices offered to consumers. Consumers who use Vaseline in Purworejo village on average earn an income ranging from Rp.1,500,000 – Rp.2,000,000/month and there are also below and above this income indicating that the target is correct. In addition, the price offered, when viewed from their income, is considered affordable because Vaseline sets the price according to the range of all its products. Vaseline also provides packaging ranging from the smallest to the medium with the price of each product so that consumers find it easier to buy products that are tailored to their income.

The third statement is "Vaseline always innovates to adapt its products to consumer demand". Vaseline must be able to read opportunities from different consumer demands. Therefore Vaseline never runs out of ideas to launch new products to suit consumer demands. Vaseline products, which were originally only skin care products, such as body lotions, moisturizers, healing jelly, sun protection, face care and lip care. Previously, Vaseline had launched its new lotion, namely Vaseline body yogurt, consisting of three variants of original fruit extracts namely strawberry, blueberry and peach with different benefits. Meanwhile, Vaseline recently launched its new product, namely lip scrub, which is an innovation from lip balm so that consumers are interested and remain loyal to the product. With this innovation, Vaseline products can also be used for all skin types, such as dry skin, sensitive skin or oily skin. Consumers can also choose a range of products from Vaseline to meet different consumer needs. Consumers think that lotion alone is not enough because consumers also need products that are also enlightening.

The Influence of Positioning on Purchase Decisions for Vaseline Products in Lumajang

The results of testing the fourth hypothesis, namely the effect of positioning on purchasing decisions for Vaseline products in Lumajang, show that positioning does not significantly influence the decision to purchase Vaseline products in Lumajang because Vaseline is a skin care brand that is expected to be able to compete with other skin care brands that provide different benefits. Usually there are consumers in choosing skin care products that are not too concerned with impressions or images that are easy to remember. Some consumers feel that the price offered by Vaseline with the high quality offered is quite expensive. Then, for their own prices, consumers sometimes choose low-priced products with the best quality and rarely do consumers like expensive products. In addition, consumers also do not pay much attention to the advantages of their products because they consider all similar products to have the same benefits. Therefore, Vaseline had to make a product

that was different from other skin care products. For example by creating a unique product and attracting the attention of consumers. So that Vaseline products can get a good image in the minds of consumers.

Based on the test results in the first statement of the positioning variable, namely "Even though Vaseline offers a high price, it is comparable to the quality that will be obtained in overcoming every skin problem". Vaseline, which offers high prices with high quality, makes consumers have to consider the price. The price of a product will make consumers interested in deciding to buy and the quality is adjusted to consumer expectations. The second statement is "Vaseline inspires consumers to care more about skin health is important". Vaseline does not always inspire consumers to care about skin health because sometimes there are consumers who feel that taking care of their skin is not considered too important. The choice of skin care products by consumers is not only influenced by the position of the best product compared to others. The influence of changing lifestyles can also make consumers choose these products and prioritize their social class. The third statement is "Vaseline is positioned as a skin care product that is easy to absorb and without feeling sticky". This position is very influential in deciding to buy Vaseline products because it can be a distinct advantage compared to other similar products. However, sometimes consumers don't really care about their position because all skin care products are considered the same. Consumers will feel comfortable when these skin care products are easy to absorb and not sticky. So far, many skin care products are sticky when applied.

The Effect of Segmentation, Targeting and Positioning Simultaneously On Purchasing Decisions

The results of testing the fourth hypothesis, namely segmentation, targeting and positioning have a simultaneous effect on purchasing decisions for Vaseline products in Lumajang, indicating that segmentation, targeting and positioning have a significant effect simultaneously on purchasing decisions for Vaseline products in Lumajang. because in the first statement the segmentation variable is "Vaseline segments its products for women and men from their teens to adulthood". This segmentation strategy is appropriate because Vaseline provides its products for women and men. The differences in these segments are based on the different skin structures between women and men. The segment for women Vaseline provides skin care products ranging from lotions, sunblocks, serums, moisturizers, lip balms and lip care. Meanwhile, for men, Vaseline provides lotion for men, face care and moisturizer to reduce excess oil on the face. Apart from that, specifically for the age segment, Vaseline does not provide special restrictions and distinguishes that its products can be used from teenagers to adults. However, as we get older, starting in our 20s, there will be major changes in the structure of the skin. So skin care products are needed to keep moisture and skin from drying out.

The second statement from the segmentation variable is "Vaseline products are suitable for people with a healthy lifestyle and care about skin health". This segment fits the personality of today's consumers who are starting to realize that caring for healthy skin is important. Moreover, people's lifestyles are also starting to change following their life patterns which are based on work and income. Changing lifestyles are influenced by the surrounding environment, whether it's the place where you live, friends or the environment where you work. So far, they have also begun to realize that caring for their skin is considered important as a form of self-care and appreciation for their achievements. The third statement from the segmentation variable is "Vaseline products are suitable for people who often have activities both indoors and outdoors". This segment makes consumers no longer need to be afraid when they are outdoors because Vaseline already provides lotion products with ingredients inside that can protect the skin from sun exposure. Meanwhile, consumers who do activities indoors also don't need to worry because Vaseline also provides products to keep the skin moist. Vaseline always provides comfort to its users in carrying out all kinds of activities.

The first statement of the targeting variable is "Vaseline sales targets are carried out through distributors, agents, resellers, social media and in collaboration with several retailers and shops".

The sales target of Vaseline is increasingly being expanded to be able to target and serve all consumers. This makes it easier for consumers when they want to make purchases of Vaseline products. Especially at this time which is marked by the increasing number of marketplace application users such as Shopee, Tokopedia, Lazada, Blibli and so on. Consumers who don't have much time to come directly to stores that sell these products can make it easier to make purchases directly through some of these market places. So that consumers can save time and costs and just wait for orders that have been ordered before. The second statement of the targeting variable is "Vaseline targets its products for the middle to upper middle class". The intended target of Vaseline is correct because it is evident from the price offered to consumers. These prices are adjusted to the income of consumers and are still affordable. In addition, price is not an obstacle for consumers to choose Vaseline products as skin care products because it has been proven effective for thousands of years in overcoming every skin problem. The third statement from the targeting variable is "Vaseline always innovates to adapt its products to consumer demand". Vaseline never runs out of ideas to continue to innovate with its products to meet the needs of different consumers. Products from Vaseline, which initially only produced lip therapy and body lotion. However, over time Vaseline innovated by producing moisturizer, sun protection, face care and lip care. By following market developments, Vaseline provides products not only for women, but men too. After that, Vaseline launched its new lotion, namely Vaseline body yogurt with three extra original fruit variants such as strawberry, blueberry and peach which offer different benefits in each package. Meanwhile, recently Vaseline has introduced its new lip scrub product which is an innovation from lip balm to keep consumers loyal. By following market developments, Vaseline provides products not only for women, but men too. After that, Vaseline launched its new lotion, namely Vaseline body yogurt with three extra original fruit variants such as strawberry, blueberry and peach which offer different benefits in each package. Meanwhile, recently Vaseline has introduced its new lip scrub product which is an innovation from lip balm to keep consumers loyal.

The statement from the first positioning variable is "Even though Vaseline offers a high price, it is comparable to the quality that will be obtained in overcoming every skin problem". The price offered by Vaseline is still reasonable because its quality is also proven to be able to solve skin problems. Vaseline's position to instill in the minds of consumers with high prices and high quality is correct. Consumers remember that their products are offered at high prices compared to other similar products. Vaseline provides solutions for consumers by providing products in small packages at affordable prices to attract consumers to remain loyal. The second statement of the positioning variable is "Vaseline inspires consumers to care more about skin health is important." Vaseline's position is that its products can inspire consumers to care more about skin health. Vaseline believes everyone has the right to have healthy skin starting with deep moisture. Nowadays, everyone is starting to realize that taking care of skin health is important as a form of self-care. Especially at this time. The third statement from the positioning variable is "Vaseline is positioned as a skin care product that absorbs easily and doesn't feel sticky". It makes an interesting impression so that consumers easily remember it. The position of these products is an advantage compared to others because they have a special formulation and are easy to absorb. Vaseline always understands consumer desires because so far there have been many skin care products, but when applied it sometimes feels sticky. Therefore Vaseline will always provide comfort to every user in all their activities. Especially now that consumers who do a lot of activities need skin care products that are easily absorbed and non-sticky to provide comfort at all important moments.

The statement of the first purchase decision variable is "I decided to use Vaseline because of the need to repair, protect and care for the skin". Before deciding on a product, consumers will usually recognize their needs, such as caring for skin health. Then after identifying what is needed to solve

every skin problem, consumers will make a decision regarding skin care products that can address their needs. Consumers in Purworejo village decided to use Vaseline because they wanted to improve, protect and care for the health of their skin. They need skin care according to what is needed. The second statement of the purchasing decision variable is "Before buying a Vaseline product, I compare it with other skin care products". This is important so that consumers can find out which skin care products to buy will be in accordance with what is needed. Usually consumers will compare several skin treatments starting from the ingredients and benefits. Several skin treatments will be compared and adjusted according to your wishes and needs. Consumers in Purworejo village need to compare Vaseline with other skin care products in terms of ingredients, price and benefits so that they meet expectations and are not disappointed. Before deciding to buy the product so that you don't choose the wrong one, it is also important for consumers to compare it. Usually consumers will compare several skin treatments starting from the ingredients and benefits. Several skin treatments will be compared and adjusted according to your wishes and needs. Consumers in Purworejo village need to compare Vaseline with other skin care products in terms of ingredients, price and benefits so that they meet expectations and are not disappointed. Before deciding to buy the product so that you don't choose the wrong one, it is also important for consumers to compare it. Usually consumers will compare several skin treatments starting from the ingredients and benefits. Several skin treatments will be compared and adjusted according to your wishes and needs. Consumers in Purworejo village need to compare Vaseline with other skin care products in terms of ingredients, price and benefits so that they meet expectations and are not disappointed. Before deciding to buy the product so that you don't choose the wrong one, it is also important for consumers to compare it.

The third statement of the purchasing decision variable is "After comparing with similar products, I decided to buy Vaseline products". Consumers after going through a long process to compare in order to make the right decision. Vaseline which has been compared with other products with different advantages provided, the consumer decides to choose that product. Basically, if you want to buy a product, consumers will usually compare it first. Then after comparing them, it will be easier to decide to buy a Vaseline product because it is considered according to their needs. The fourth statement of the purchasing decision variable is "After buying and using Vaseline products I really like and according to the benefits I get". Consumers who have bought and used it will definitely feel the perceived benefits. Whether the product is in accordance with what is expected in dealing with any skin problems or not. If consumers feel that Vaseline products can meet their needs and expectations accordingly, they will be loyal and continue to repurchase. On the other hand, if after using Vaseline the consumer feels disappointed because the product cannot meet the needs for caring for the health of their skin, they will move on to other skin care products. This process becomes very important and determines whether consumers can become loyal to Vaseline products or not. Whether the product is in accordance with what is expected in dealing with any skin problems or not. If consumers feel that Vaseline products can meet their needs and expectations accordingly, they will be loyal and continue to repurchase. On the other hand, if after using Vaseline the consumer feels disappointed because the product cannot meet the needs for caring for the health of their skin, they will move on to other skin care products. This process becomes very important and determines whether consumers can become loyal to Vaseline products or not. Whether the product is in accordance with what is expected in dealing with any skin problems or not. If consumers feel that Vaseline products can meet their needs and expectations accordingly, they will be loyal and continue to repurchase. On the other hand, if after using Vaseline the consumer feels disappointed because the product cannot meet the needs for caring for the health of their skin, they will move on to other skin care products. This process becomes very important and determines whether consumers can become loyal to Vaseline products or not. On the other hand, if after using Vaseline the consumer feels disappointed because the product cannot meet the needs for caring for the health of their skin, they will move on to other skin care products. This process becomes very important and determines whether consumers can become loyal to Vaseline products or not. On the other hand, if after using Vaseline the consumer feels disappointed because the product cannot meet the needs for caring for the health of their skin, they will move on to other skin care products. This process becomes very important and determines whether consumers can become loyal to Vaseline products or not.

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CONCLUSION

The conclusions from the results of the study entitled "The Role of Segmentation, Targeting and Positioning Analysis on Vaseline Product Purchasing Decisions in Lumajang" are as follows: The first hypothesis testing shows that segmentation has no significant effect on purchasing decisions for Vaseline products in Lumajang. Testing the second hypothesis shows that targeting significant effect on purchasing decisions for Vaseline products in Lumajang. Testing the third hypothesis shows that positioning does not significantly influence the decision to purchase Vaseline products in Lumajang. Testing the fourth hypothesis shows that segmentation, targeting and positioning simultaneously have a significant effect on purchasing decisions for Vaseline products in Lumajang.

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