

**FMCG Industry Customer Segmentation for Cosmetic Product at PT. Paragon
Technology and Innovation****Amanda Sri Nugroho^{1*}, Andi Saputro², Fitra Alghifari Suhardi³, Jerry Heikal⁴**^{1*234} Universitas Bakrie, Kuningan, Daerah Khusus Ibukota Jakarta, IndonesiaEmail: ^{1*}Amandasrinugroho@gmail.com, ²Andisaputro2012@gmail.com,³Fitra.alghifari14@gmail.com, ⁴Jerry.heikal@bakrie.ac.id***Abstract***

PT. Paragon Technology and Innovation is an Indonesian company within the Fast-Moving Consumer Goods (FMCG) industry that produces cosmetic products. PT Paragon is currently planning to develop new product and need understand further what product shall be prioritized to develop. Customer segmentation could be applied to give initial guide to determine which product to develop first. It is a process that divides customers into groups to find out the characteristics, behavior, or needs of customers for a product. Customer segmentation needs to be conducted because it can be used as supporting data to find out customer characteristics and determine effective and efficient marketing strategies for the company. Segmentation is one of the strategies to face business competition, to retain customers, and to assist management in developing marketing strategies to increase sales and company growth. The purpose of this study is to categorize the customers of PT Paragon Technology and Innovation products based on their characteristics. To determine customer segmentation can be done using the K-Means clustering algorithm. The clustering process is carried out by grouping PT Paragon's customer transaction history data in 2023 in November based on four categories, namely Face Care, Hair Care, Body Wash, and Make Up. The data is analyzed using IBM SPSS to determine the characteristics of each cluster. The population and samples used in the research were 79 and 52. The number of clusters used was 5, namely cluster 1 or struggling man customers, cluster 2 or beauty enthusiast customers, cluster 3 or forever young customers, cluster 4 or beauty careless casual customers and cluster 5 or luxtomer. The main cluster that provides shared value for PT Paragon Technology and Innovation consumers is cluster 2 or beauty enthusiast customers. The main category for shared value is the makeup category, referring to the result, we recommend PT Paragon to mainly develop a product following that category.

Keywords : *FMCG, K-means, Clusters, Face Care, Body Care, Hair Care, Make Up, Shared Value.*

INTRODUCTION

Industrial development in the era of digitalization is getting faster and faster so that it cannot be separated from industrial competition. To face this competition, every company is required to be able to improve its performance so that it can continue to develop into a superior company in its sector. Having good performance, having competitiveness, generating maximum profits, and being able to attract investors to invest in the company is one of the company's strategies in facing industrial competition.

In Indonesia, the industry that has a lot of interest is the fast-moving consumer goods, one of which is cosmetics. Currently Indonesian society, especially Women, including men, are increasingly aware of caring for themselves. Their appearance uses cosmetic products to support it. This matter because cosmetics function as ingredients used on the outside human body, such as the face, skin, hair, as well as teeth and oral mucosa for caring for, decorating, cleaning and perfuming so that it can improve a person's level of self-confidence.

Based on data from the Central Statistics Agency, the population of Indonesia aged 15 to 39 years in 2022 will be 110,432.9 people, of which the population will be 54,001.9 women and 56,430.5 men. Around 15 to 39 years old is the age that is active in using cosmetics, both for daily use and at certain times. This is in line with recent research which suggests that cosmetics users are dominated by young Indonesians (Lestari and Widayati, 2022).

PT. Paragon Technology and Innovation is a company that produces cosmetic products or beauty products. Products made by PT. Paragon is useful to provide the needs of skincare for both women and men. Nowadays, with the advancement of technology, PT Paragon has also taken steps to use digital technology to market, promote, and sell their products. Given the variety of items that are manufactured, it is necessary to know the characteristics of the product's target market to be able to carry out effective marketing. Customer segmentation is a strategy for classifying customers based on similar characteristics or attributes. The classification is based on customer interests or requests with similar characteristics. By segmenting customers, it can help companies to market their products using an individual approach to suit their customer needs. Customer segmentation can also be used to acquire value from each customer so that companies can identify customers who generate significant revenues and customers who do not.

RESEARCH METHOD

1. Type of Research

In this study using surveys, according to Kerlinger (Sugiyono, 2017: 7) survey research is research conducted on large and small populations but the data studied are data from samples taken from these populations, so that relative events, distribution, and relationships between sociological and psychological variables are found. (Kerlinger and Lee, 2000), the minimum sample in quantitative research is 30 people.

2. Research design

This study uses a descriptive research design without hypotheses, which aims to describe something. The research method that will be carried out is in the form of survey research by distributing questionnaires to respondents who use paragon products in Jakarta and surrounding area. The object of research is domestically known to consumers based on preliminary research.

3. Identification and Operational Definition of Variables

The relationship between variables is interdependent (Salamah and Sawarjuwono, 2002). The research variables used in this study are as follows:

Market Segmentation. The characteristics or variables that will be used as the basis of segmentation are the basis of segmentation according to Schiffman and Kanuk (2000: 37), namely: 1). Demographics (age, occupation, education, income, and marital status 2). Psychological (motivation to use the product, attitude towards the existence of care products, perception of the risk of cosmetic use, learning-involvement, 3). Sociocultural (social class, daily activities and use of social media), 4). Use Related (usage rate, price issued, and type of product used.

4. Data Type and Sources

The type of data used in research is qualitative data from respondents' answers both for data from survey results and for observation. While the data sources used are from primary data sources, namely from questionnaire distribution bacilli and secondary data sources, namely data from other sources regarding product consumption.

5. Population

Population is a generalized area consisting of objects that have certain quantities and characteristics that are determined by researchers to be studied and then drawn conclusions (Sugiyono, 2017: 73). The population in this study is all consumers who have used Paragon products in Jakarta and surrounding areas. The population in the study was 79 and the research sample was 52.

6. Data Collection Tools and Methods

The data collection method used in answering the problem is data from surveys or field research using instruments or questionnaire tools (Questionnaires). The question structure is closed based on segmentation variables. The survey was conducted on employees who use Paragon products in Jakarta and surrounding areas. Products offered in the form of facial skin care products and body skin care. Meanwhile, non-participant structured observational methods were also used for preliminary studies.

7. Data Analysis Techniques

This study used several stages of data analysis.

- a. Descriptive analysis in the Preliminary study to determine the products used by consumers from various social class segments.

- b. Data analysis to segment the market using clusters (Kolter, 1997: 255; Susanti, 2002; Otok, 2003; Ip and Jacobs, 2005).

RESULT AND DISCUSSIONS

This research uses K-Means analysis to determine the clusters of each category. The table used in this research is the final cluster centers produced from SPSS data processing. There are 18 categories used in this research, namely Gender, Age, Marital, Domicile, Education, Work Experience, Use of Social Media (in one day), Job industry, Indoor Activities (in one day), Outdoor Activities (in one day), Income (in one month), The platform used to make purchases, Purchasing cosmetics on online platforms, Hair Care, Face Care, Body Wash, Make Up. The measure used in this research is a scale. Each category has a 100% scale, but each item on the scale has a different scale.

This research uses 5 clusters and the categories used to determine shared value are hair care, face care, body wash, make up and purchasing cosmetics on online platforms. To determine shared value, you don't just use a nominal scale but add a weighted value for each item and consider the number of audiences from each cluster. The value weight is determined by looking at the highest consumption of consumers. The lowest value weight is 1 while the highest value weight is 4. After determining the value weight for each category, then distribute the number of audiences. These results become the basis for determining shared value.

Table. 1 Final Clustering

Categories	Item	Cluster				
		1	2	3	4	5
Gender	Male	0.56	0.00	0.50	0.67	1.00
	Female	0.44	1.00	0.50	0.33	0.00
Age	18-24 Years Old	0.28	0.14	0.00	0.00	0.00
	25-31 Years Old	0.50	0.75	0.00	0.33	0.50
	32-38 Years Old	0.22	0.11	0.17	0.00	0.00
	Above 45 Years	0.00	0.00	0.50	0.33	0.00
Marital	Married	0.11	0.25	0.67	1.00	0.00
	Single	0.89	0.75	0.33	0.00	1.00
Domicile	DKI Jakarta	0.50	0.39	1.00	0.33	1.00
	Non-DKI Jakarta	0.50	0.61	0.00	0.67	0.00

Education	High School	0.00	0.00	0.00	0.00	0.00
	Diploma	0.22	0.25	0.00	0.00	0.00
	Bachelor	0.67	0.75	0.33	0.67	1.00
	Postgraduate	0.11	0.00	0.50	0.33	0.00
	Doctor	0.00	0.00	0.17	0.00	0.00
Work Experience	0-4 Years	0.78	0.64	0.00	0.00	0.50
	5-9 Years	0.17	0.29	0.00	0.00	0.00
	10-14 Years	0.06	0.07	0.17	0.33	0.50
	15-19 Years	0.00	0.00	0.50	0.33	0.00
	20-25 Years	0.00	0.00	0.00	0.00	0.00
	Above 25 Years	0.00	0.00	0.17	0.33	0.00
Use of social media (in one day)	0-3 Hours	0.17	0.39	0.50	0.67	1.00
	4-7 Hours	0.78	0.57	0.50	0.00	0.00
	8-12 Hours	0.06	0.04	0.00	0.00	0.00
	Above 12 Hours	0.00	0.00	0.00	0.33	0.00
Job industry	Agriculture Industry	0.00	0.00	0.00	0.00	0.00
	Mining Industry	0.00	0.00	0.00	0.00	0.00
	Chemicals Industry	0.00	0.00	0.00	0.00	0.00
	Miscellaneous Industry	0.00	0.07	0.00	0.00	0.00
	Consumer Goods Industry	0.11	0.04	0.00	0.00	0.00
	Property Real Estate And Building Construction	0.00	0.00	0.00	0.00	0.00
	Infrastructure Utility Industry	0.06	0.00	0.00	0.00	0.00
	Financial Industry	0.33	0.18	0.67	0.33	0.00

	Trade Service and Investment Trade Services Industry	0.50	0.71	0.33	0.67	1.00
Indoor Activities (in one day)	0-2 Hours	0.00	0.04	0.33	0.33	0.00
	3-4 Hours	0.06	0.07	0.00	0.33	0.00
	5-6 Hours	0.11	0.04	0.00	0.00	0.00
	7-8 Hours	0.44	0.21	0.17	0.00	0.00
	Over 8 Hours	0.39	0.64	0.50	0.33	1.00
Outdoor Activities (in one day)	0-2 Hours	0.33	0.50	1.00	1.00	0.50
	3-4 Hours	0.44	0.21	0.00	0.00	0.00
	5-6 Hours	0.00	0.04	0.00	0.00	0.00
	7-8 Hours	0.00	0.11	0.00	0.00	0.00
	Over 8 Hours	0.22	0.14	0.00	0.00	0.50
Income (in one month)	0-10 Million	0.89	0.93	0.00	0.00	0.00
	10-20 Million	0.06	0.07	0.17	1.00	0.00
	20-30 Million	0.06	0.07	0.17	1.00	0.00
	Above 30 Million	0.00	0.00	0.83	0.00	1.00
The platform used to make purchases	Shopee	0.89	0.89	0.00	1.00	0.50
	Blibli	0.00	0.00	0.00	0.00	0.00
	Tokopedia	0.11	0.04	0.83	0.00	0.50
	Lazada	0.00	0.07	0.00	0.00	0.00
	Website Official Brand	0.00	0.00	0.17	0.00	0.00
Purchasing cosmetics on online platforms	Rp0-Rp300.000	0.94	0.14	0.33	1.00	0.00
	Rp300.001-Rp1.000.000	0.00	0.82	0.67	0.00	0.00
	Rp1.000.001-Rp2.000.000	0.06	0.04	0.00	0.00	0.50
	Above Rp2.000.000	0.00	0.00	0.00	0.00	0.50

Hair Care	Rp0-Rp100.000	0.94	0.57	0.33	1.00	0.00
	Rp100.001-Rp700.000	0.06	0.39	0.50	0.00	0.00
	Rp700.001-Rp1.500.000	0.00	0.04	0.00	0.00	0.00
	Above Rp2.000.000	0.00	0.00	0.17	0.00	1.00
Face Care	Rp0-Rp100.000	0.50	0.04	0.50	0.67	0.00
	Rp100.001-Rp700.000	0.50	0.89	0.33	0.33	0.50
	Rp700.001-Rp1.500.000	0.00	0.07	0.00	0.00	0.00
	Above Rp1.500.000	0.00	0.00	0.17	0.00	0.50
Body Wash	Rp0-Rp100.000	0.78	0.50	0.50	1.00	0.00
	Rp100.001-Rp700.000	0.22	0.50	0.33	0.00	0.50
	Rp700.001-Rp1.500.000	0.00	0.00	0.17	0.00	0.00
	Above Rp1.500.000	0.00	0.00	0.00	0.00	0.50
Make Up	Rp0-Rp100.000	0.72	0.04	0.50	1.00	0.50
	Rp100.001-Rp700.000	0.28	0.89	0.33	0.00	0.00
	Rp700.001-Rp1.500.000	0.00	0.07	0.17	0.00	0.00
	Above Rp1.500.000	0.00	0.00	0.00	0.00	0.50

Table 1.1 is the result of data processing from using K-Means Cluster. The results show that the gender composition of men in cluster 1 is 56%, cluster 2 0%, cluster 3 50%, cluster 4 67% and cluster 5 100%. Meanwhile, the gender composition of females in cluster 1 is 44%, cluster 2 is 100%, cluster 3 is 50%, cluster 4 is 33% and cluster 5 is 100%. For each age range 18-24 years old, cluster 1 is 28%, cluster 2 is 14%, cluster 3 is 0%, cluster 4 is 0% and cluster 5 is 0%. For the 25-31 years old range, cluster 1 is 50%, cluster 2 is 75%, cluster 3 is 0%, cluster 4 is 33% and cluster 5 is 50%. For the 32-38 years old range, cluster 1 is 22%, cluster 2 is 11%, cluster 3 is 17%, cluster 4 is 0% and cluster 5 is 0%. For over 45 years cluster 1 is 0%, cluster 2 is 0%, cluster 3 is 50%, cluster 4 is 33% and cluster 5 is 0%.

For marital status, marriage results in cluster 1 is 11%, cluster 2 is 25%, cluster 3 is 67%, cluster 4 is 100%, cluster 5 is 0%. Meanwhile, the single status marital result in cluster 1 is 89%, cluster 2 is 75%, cluster 3 is 33%, cluster 4 is 0%, cluster 5 is 100%. For domicile results in DKI Jakarta in cluster 1 is 50%, cluster 2 is 39%, cluster 3 is 100%, cluster 4 is 33%,

cluster 5 is 100%. Meanwhile, the domicile results for non-DKI Jakarta in cluster 1 is 50%, cluster 2 is 61%, cluster 3 is 0%, cluster 4 is 67%, cluster 5 is 0%.

For high school education results in cluster 1 is 0%, cluster 2 is 0%, cluster 3 is 0%, cluster 4 is 0%, cluster 5 is 0%. For diploma education results in cluster 1 is 22%, cluster 2 is 25%, cluster 3 is 0%, cluster 4 is 0%, cluster 5 is 0%. Bachelor education results in cluster 1 is 67%, cluster 2 is 75%, cluster 3 is 33%, cluster 4 is 67%, cluster 5 is 100%. For postgraduate education results in cluster 1 is 11%, cluster 2 is 0%, cluster 3 is 50%, cluster 4 is 33%, cluster 5 is 0%. For doctoral education results in cluster 1 is 0%, cluster 2 is 0%, cluster 3 is 17%, cluster 4 is 0%, cluster 5 is 0%.

For work experience results for 0-4 years in cluster 1 is 78%, cluster 2 is 64%, cluster 3 is 0%, cluster 4 is 0%, cluster 5 is 50%. For the results of work experience 5-9 years in cluster 1 is 17%, cluster 2 is 29%, cluster 3 is 0%, cluster 4 is 0%, cluster 5 is 0%. For work experience results of 10-14 years in cluster 1 is 6%, cluster 2 is 7%, cluster 3 is 17%, cluster 4 is 33%, cluster 5 is 50%. For work experience results of 15-19 years in cluster 1 is 0%, cluster 2 is 0%, cluster 3 is 50%, cluster 4 is 33%, cluster 5 is 0%. For work experience results of 20-25 years in cluster 1 is 0%, cluster 2 is 0%, cluster 3 is 0%, cluster 4 is 0%, cluster 5 is 0%. For work experience results above 25 years in cluster 1 is 0%, cluster 2 is 0%, cluster 3 is 17%, cluster 4 is 33%, cluster 5 is 0%.

For the results of Use of social media (in one day) in the range of 0-3 hours in cluster 1 is 17%, cluster 2 is 39%, cluster 3 is 50%, cluster 4 is 67%, cluster 5 is 100%. For the results of Use of social media (in one day) in the range of 4-7 hours in cluster 1 is 78%, cluster 2 is 57%, cluster 3 is 50%, cluster 4 is 0%, cluster 5 is 0%. For the results of Use of social media (in one day) in the range of 8-12 hours in cluster 1 is 6%, cluster 2 is 4%, cluster 3 is 0%, cluster 4 is 0%, cluster 5 is 0%. For the results of Use of social media (in one day) above 12 hours in cluster 1 is 0%, cluster 2 is 0%, cluster 3 is 0%, cluster 4 is 33%, cluster 5 is 0%.

For industrial output of workers in Agriculture Industry in cluster 1 is 0%, cluster 2 is 0%, cluster 3 is 0%, cluster 4 is 0%, cluster 5 is 0%. For industrial output of workers in the Mining Industry in cluster 1 is 0%, cluster 2 is 0%, cluster 3 is 0%, cluster 4 is 0%, cluster 5 is 0%. For industrial output of workers in the Chemicals Industry in cluster 1 is 0%, cluster 2 is 0%, cluster 3 is 0%, cluster 4 is 0%, cluster 5 is 0%. For industrial output of workers in Miscellaneous Industry in cluster 1 is 0%, cluster 2 is 0%, cluster 3 is 7%, cluster 4 is 0%, cluster 5 is 0%. For industrial output of workers in the Consumer Goods Industry in cluster 1 is 11%, cluster 2 is 4%, cluster 3 is 0%, cluster 4 is 0%, cluster 5 is 0%. For industrial results of workers in Property Real Estate and Building Construction in cluster 1 is 0%, cluster 2 is 0%, cluster 3 is 0%, cluster 4 is 0%, cluster 5 is 0%. For the industrial output of workers in the Infrastructure Utility Industry in cluster 1 is 6%, cluster 2 is 0%, cluster 3 is 0%, cluster 4 is 0%, cluster 5 is 0%. For the industrial output of workers in the Financial Industry in cluster 1 is 33%, cluster 2 is 18%, cluster 3 is 67%, cluster 4 is 33%, cluster 5 is 0%. For industrial results of workers in the Trade Service and Investment Trade Services

Industry in cluster 1 is 50%, cluster 2 is 71%, cluster 3 is 33%, cluster 4 is 67%, cluster 5 is 100%.

For the results of Indoor Activities (in one day) 0-2 hours in cluster 1 is 0%, cluster 2 is 4%, cluster 3 is 33%, cluster 4 is 33%, cluster 5 is 0%. For the results of Indoor Activities (in one day) 3-4 hours in cluster 1 is 6%, cluster 2 is 7%, cluster 3 is 0%, cluster 4 is 33%, cluster 5 is 0%. For the results of Indoor Activities (in one day) 5-6 hours in cluster 1 is 11%, cluster 2 is 4%, cluster 3 is 0%, cluster 4 is 0%, cluster 5 is 0%. For the results of Indoor Activities (in one day) 7-8 hours in cluster 1 is 44%, cluster 2 is 21%, cluster 3 is 17%, cluster 4 is 0%, cluster 5 is 0%. For the results of Indoor Activities (in one day) over 8 hours in cluster 1 is 39%, cluster 2 is 64%, cluster 3 is 50%, cluster 4 is 33%, cluster 5 is 100%.

For the results of Outdoor Activities (in one day) 0-2 hours in cluster 1 is 33%, cluster 2 is 50%, cluster 3 is 100%, cluster 4 is 100%, cluster 5 is 50%. For the results of Outdoor Activities (in one day) 3-4 hours in cluster 1 is 44%, cluster 2 is 21%, cluster 3 is 0%, cluster 4 is 0%, cluster 5 is 0%. For Outdoor Activities results (in one day) 5-6 hours in cluster 1 is 0%, cluster 2 is 4%, cluster 3 is 0%, cluster 4 is 0%, cluster 5 is 0%. For the results of Outdoor Activities (in one day) 7-8 hours in cluster 1 is 0%, cluster 2 is 11%, cluster 3 is 0%, cluster 4 is 0%, cluster 5 is 0%. For the results of Outdoor Activities (in one day) over 8 hours in cluster 1 is 22%, cluster 2 is 14%, cluster 3 is 0%, cluster 4 is 0%, cluster 5 is 50%.

For income results (in one month) 0-10 million in cluster 1 is 89%, cluster 2 is 93%, cluster 3 is 0%, cluster 4 is 0%, cluster 5 is 0%. For income results (in one month) 10-20 millions in cluster 1 is 6%, cluster 2 is 7%, cluster 3 is 17%, cluster 4 is 100%, cluster 5 is 0%. For income results (in one month) of 20-30 millions in cluster 1 is 6%, cluster 2 is 7%, cluster 3 is 17%, cluster 4 is 100%, and cluster 5 is 0%. For income results (in one month) above 30 millions in cluster 1 is 0%, cluster 2 is 0%, cluster 3 is 83%, cluster 4 is 0%, cluster 5 is 100%.

The platform used to make purchases in Shopee in cluster 1 is 89%, cluster 2 is 89%, cluster 3 is 0%, cluster 4 is 100%, cluster 5 is 50%. The platform used to make purchases in Blibli in cluster 1 is 0%, cluster 2 is 0%, cluster 3 is 0%, cluster 4 is 0%, cluster 5 is 0%. The platform used to make purchases in Tokopedia in cluster 1 is 11%, cluster 2 is 4%, cluster 3 is 83%, cluster 4 is 0%, cluster 5 is 50%. The platform used to make purchases in Lazada in cluster 1 is 0%, cluster 2 is 7%, cluster 3 is 0%, cluster 4 is 0%, cluster 5 is 0%. The platform used to make purchases in the Official Brand Website in cluster 1 is 0%, cluster 2 is 0%, cluster 3 is 17%, cluster 4 is 0%, cluster 5 is 0%.

Purchasing cosmetics on online platforms spending range IDR 0-IDR 300,000 in cluster 1 is 94%, cluster 2 is 14%, cluster 3 is 33%, cluster 4 is 100%, cluster 5 is 0%. Purchasing cosmetics on online platforms spending range IDR 300,001-IDR 1,000,000 in cluster 1 is 0%, cluster 2 is 82%, cluster 3 is 67%, cluster 4 is 0%, cluster 5 is 0%. Purchasing cosmetics on online platforms spending range IDR 1,000,001-IDR 2,000,000 in cluster 1 is 6%, cluster 2 is 4%, cluster 3 is 0%, cluster 4 is 0%, cluster 5 is 50%. Purchasing cosmetics

on online platforms spending above IDR 2,000,000 in cluster 1 is 0%, cluster 2 is 0%, cluster 3 is 0%, cluster 4 is 0%, cluster 5 is 50%.

Purchasing product cosmetics for hair care category spending range IDR 0-IDR 100,000 in cluster 1 is 94%, cluster 2 is 57%, cluster 3 is 33%, cluster 4 is 100%, cluster 5 is 0%. Purchasing product cosmetics for hair care category spending range IDR 100,001-IDR 700,000 in cluster 1 is 6%, cluster 2 is 39%, cluster 3 is 50%, cluster 4 is 0%, cluster 5 is 0%. Purchasing product cosmetics for hair care category spending range IDR 700,001-IDR 1,500,000 in cluster 1 is 0%, cluster 2 is 4%, cluster 3 is 0%, cluster 4 is 0%, cluster 5 is 0%. Purchasing product cosmetics for hair care category spending above 1,500,000 in cluster 1 is 0%, cluster 2 is 0%, cluster 3 is 17%, cluster 4 is 0%, cluster 5 is 100%.

Purchasing product cosmetics for face care category spending range IDR 0-IDR 100,000 in cluster 1 is 50%, cluster 2 is 4%, cluster 3 is 50%, cluster 4 is 67%, cluster 5 is 0%. Purchasing product cosmetics for face care category spending range IDR 100,001-IDR 700,000 in cluster 1 is 50%, cluster 2 is 89%, cluster 3 is 33%, cluster 4 is 33%, cluster 5 is 50%. Purchasing product cosmetics for face care category spending range IDR 700,001-IDR 1,500,000 in cluster 1 is 0%, cluster 2 is 0%, cluster 3 is 7%, cluster 4 is 0%, cluster 5 is 0%. Purchasing cosmetics products for face care category spending above 1,500,000 in cluster 1 is 0%, cluster 2 is 0%, cluster 3 is 17%, cluster 4 is 0%, cluster 5 is 50%.

Purchasing product cosmetics for body wash category spending range IDR 0-IDR 100,000 in cluster 1 is 78%, cluster 2 is 50%, cluster 3 is 50%, cluster 4 is 100%, cluster 5 is 0%. Purchasing product cosmetics for body wash category spending range IDR 100,001-IDR 700,000 in cluster 1 is 22%, cluster 2 is 50%, cluster 3 is 33%, cluster 4 is 0%, cluster 5 is 50%. Purchasing product cosmetics for body wash category spending range IDR 700,001-IDR 1,500,000 in cluster 1 is 0%, cluster 2 is 0%, cluster 3 is 17%, cluster 4 is 0%, cluster 5 is 0%. Purchasing product cosmetics for body wash category spending above 1,500,000 in cluster 1 is 0%, cluster 2 is 0%, cluster 3 is 0%, cluster 4 is 0%, cluster 5 is 50%.

Purchasing product cosmetics for makeup category spending range IDR 0-IDR 100,000 in cluster 1 is 72%, cluster 2 is 44%, cluster 3 is 50%, cluster 4 is 100%, and cluster 5 is 50%. Purchasing product cosmetics for makeup category spending range IDR 100,001-IDR 700,000 in cluster 1 is 28%, cluster 2 is 89%, cluster 3 is 33%, cluster 4 is 0%, and cluster 5 is 0%. Purchasing product cosmetics for makeup category spending range IDR 700,001-IDR 1,500,000 in cluster 1 is 0%, cluster 2 is 7%, cluster 3 is 17%, cluster 4 is 0%, and cluster 5 is 0%. Purchasing cosmetics products for makeup category spending above 1,500,000 in cluster 1 is 0%, cluster 2 is 0%, cluster 3 is 0%, cluster 4 is 0%, and cluster 5 is 50%.

Based on the results of the company's customer clusters, several personas from each cluster can be seen. Below are the personas for each cluster:

1. Cluster 1 or Struggling Customer

For struggling customers have criteria and personas with gender male 56% and female 44%, age 25-31 years old is 50%, single status is 89% and married status is 11%,

education bachelor is 67%, work experience 0-4 years is 78%, job industries trade service and investment trade services industry is 50% , use of social media (in one day) 4-7 hours is 78%, indoor activity 7-8 hours is 44%, outdoor activity 3-4 hours is 44%, income (in one month) IDR < 10 million is 89%, the platform used to make purchases shopee is 89%, purchasing cosmetics on online platforms IDR 10,000- 300,000 is 94%, spending on makeup category is 72%, IDR10,000-100,000, spending on body wash category IDR 10,000-IDR 100,000 is 78%, spending in face care category IDR10,000- 100. 000 is 50% and IDR100,001-700,000 is 50%, spending in hair care IDR10,000-100,000 is 94%.

Struggling customers generally have the gender male. Have a younger age with low consumption of cosmetic products and are currently in their early working years to support a better career. Struggling customer doesn't pay much attention to appearance. Often do indoor activities and do not do many outdoor activities. The goal of a struggling customer is to save and invest for more important things in life to support the future. They know how to set priorities wisely. They have a strong drive to succeed and achieve high levels, without depending on gifts or praise from others.

2. Cluster 2 or Beauty Enthusiast Customer

Beauty enthusiast customers have criteria and personas with female gender is 100%, age 25-31 years old is 75%, single status is 75%, education bachelor is 75%, work experience 0-4 years is 64%, job industries trade service and investment trade services industry is 71%, use of social media (in one day) 4-7 hours is 57%, indoor activity over 8 hours is 64%, outdoor activity 0-2 hours is 50%, income (in one month) 0-10 million is 93%, the platform used to make purchases shopee is 89%, purchasing cosmetics on online platforms IDR 300 ,001-1,000,000 is 82%, spent on makeup category is 89%, IDR 100,001-700,000, spending on body wash category IDR 10,000-100,000 and IDR 100,001-700,000 is 50%, spending in face care category IDR 100,001-700. 000 is 89%, spending on hair care IDR 10,000- 100,000 is 57%.

Beauty enthusiast customers have a high interest in beauty products and learn more about issues in the world of beauty. Generally, their gender is female, aged 25-31 years old and single. Her behavior is influenced by external factors with the use of social media (in one day) 4-7 hours. To maintain their body care, they don't do many outdoor activities and do more indoor activities. Beauty enthusiast customers love to try new beauty products launched on the market. They are interested in following developments in trends and innovations in the beauty industry. Always follow the latest trends in the world of beauty, including makeup, skin care and hairstyle trends. They may be active on social media, follow beauty influencers, and read product reviews to stay up to date. Beauty enthusiast customers usually have a diverse collection of beauty products. They can have a variety of foundations, lipsticks, eyeshadow, skincare, and other beauty products.

3. Cluster 3 or Casual Customer

Casual customers have criteria and personas with gender male and female is equally 50%, age above 45 years old is 50%, married status is 67%, postgraduate education is 50%, work experience 15-19 years is 50%, job industries financial industry is 67%, use of social media (in one day) 0-3 hours is 67%, indoor activity 0-2 Hours is 33%, outdoor activity 0-2 hours is 100%, income (in one month) above 30 million is 83%, the platform used to make purchases tokopedia is 83%, purchasing cosmetics on online platforms IDR 300,001 - 1,000,000 is 67%, spending in makeup IDR10,001-700,000 is 50%, spending on body wash IDR10,000-100,000 is 50%, spending in face care IDR 10,001-100,000 is 50%, spending on hair care IDR 100,001-700 ,000 is 50%.

Casual customers may not engage deeply with a brand. They might not actively seek out information about the company or its offerings unless they have a specific need. Casual customers might not have strong preferences for specific products or brands. Their choices could be influenced by factors such as availability, price, or convenience. Price can be a significant factor for casual customers. They may be more price-sensitive and prone to choosing products or services based on affordability rather than brand loyalty.

4. Cluster 4 or Beauty Careless Customer

Beauty careless customers have criteria and personas with gender male is 67%, age 25-31 and above 45 years old is 33%, married status is 100%, education bachelor is 67%, work experience 10-14 years, 15-19 years and above 25 years is 33%, job industry trade service and investment trade services industry is 67%, use of social media (in one day) 0-3 hours is 67%, indoor activity 0-2 hours, 3-4 hours and over 8 hours is 33%, outdoor activity 0-2 hours is 100%, income (in one month) 0- 10 million is 100%, 10-20 million is 100%, the platform used to make purchases shopee is 100%, purchasing cosmetics on online platforms IDR 10,000-300,000 is 100%, spending in makeup category IDR 10,000- 100,000 is 100%, spending on body wash category IDR 10 ,000-100,000 is 100%, spending in face care category IDR 10,000-100,000 is 67%, spending on hair care category IDR10,000-100,000 is 100%.

Beauty careless customers may not have extensive knowledge about beauty products, ingredients, or the latest trends. They might not actively seek information on skincare routines or makeup techniques. These customers may not dedicate a significant amount of time to beauty routines. Quick and low-maintenance products or routines may be more appealing to them. Keeping up with the latest beauty trends may not be a priority for these customers. They may not be actively following beauty influencers or staying informed about new product releases.

5. Cluster 5 or Luxury Customer

Luxury customers, the criteria and persona are gender male is 100%, age 25-31 years old is 50%, single status is 100%, education bachelor is 100%, work experience 0-4 years and 10-14 years is 50%, job industries trade service and investment trade services industry is 100% , use of social media (in one day) 0-3 hours is 100%, indoor activity over 8 hours is

100%, outdoor activity 0-2 hours and over 8 hours is 50%, income (in one month) above IDR 30 million is 100%, the platform used to make purchases shopee and tokopedia is 50%, purchasing cosmetics on online platforms IDR 1,000,001-2,000,000 and above IDR 2,000,000 is 50%, spending makeup category IDR 100,001-700,000 and above IDR 1,500,000 is 50%, spending body wash category IDR 100,001-700,000 and above IDR 1,500,000 is 50%, spending in face care category IDR 100,001-IDR 700,000 is 50%, spending on hair care category above IDR 1,500,000 is 100%.

Luxury customers generally have the gender male and are aged 25-31 years old. Don't use social media often and do more indoor activities. Have a high income and long work experience. Frequently consume beauty products. Luxtomer tends to prefer exclusive and high-quality cosmetic brands. They look for products from luxury brands known for innovation, quality ingredients, and luxurious packaging. Some luxtomers prefer cosmetic products that contain natural and environmentally friendly ingredients. Awareness of sustainability and chemical side effects can be an important consideration.

CONCLUSION

In conclusion, the study highlights a growing interest among consumers in cosmetic products for self-care and attractiveness in both DKI Jakarta and non-DKI Jakarta regions, spanning various demographics. Motivations significantly influence purchasing decisions, with factors such as age, occupation, education, gender, and income playing pivotal roles. Women, especially those in the Trade Service and Investment Trade Services Industry, tend to use a variety of cosmetic products. Paragon's consumers, primarily located in DKI Jakarta, exhibit digital-savvy behavior, with Shopee being the preferred online platform. The findings suggest a market focus on beauty enthusiasts, emphasizing digital marketing on Shopee and tailoring new product pricing based on different clusters. The recommended monthly price ranges for hair care, face care, body wash, and makeup align with the identified clusters, notably cluster 2. These insights serve as valuable recommendations for PT Paragon Technology and Innovation in refining their marketing strategies and product development.

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