The Effect of Promotion and Product Quality on Purchasing Decisions Purchasing Anzora Skincare Through E-commerce Shopee in Bandar Lampung

Putri Indriani [1*], Iskandar Ali Alam [2]

[1*,2] Faculty of Economics and Business, Universitas Bandar Lampung, Bandar Lampung City, Lampung Province, Indonesia

Email: putri.21011046@student.ubl.ac.id [1*], iskandar@ubl.ac.id [2]

Abstract

This study aims to evaluate the effect of promotion and product quality on purchasing decisions purchase of Anzora Skincare through E-commerce Shopee in Bandar Lampung. The number collected in this sample, namely a total of 80 participants through an online questionnaire and data processed through SPSS, is utilized of this study method quantitative approach. Data analysis techniques applied are classical assumption test. The findings of the analysis describe promotion in the context of partial or simultaneous contributions a significant impact on purchasing decisions. significant positive impact on purchasing decisions. And the findings of the analysis explain product quality partially and simultaneously contribute a significant impact on purchasing decisions. This study provides information related to skincare purchasing decisions that emphasize promotion and product quality, so that the benefits of using skincare in facial care.

Keywords:
Promotion; Product Quality; Purchase Decision.

1. INTRODUCTION

In today's digital era, developments in the fields of economy, technology, and culture have created an ever-increasing range of human needs, especially in the area of food and beverages. Have created a variety of human needs that are increasing, especially in the e-commerce sector in Southeast Asia, especially in making it easier for consumers to access to various skincare products. A wide selection of products, ease of shopping, and fast delivery make consumers more interested in buying skincare products online, buying skincare products online. Easy access and a wide variety of products offered encourage more and more people to switch from conventional shopping to online shopping online shopping. In addition to basic needs and food, personal needs such as facial and body care, known as personal needs such as face and body care, or known as skincare, are now also increasingly in demand, especially by the younger generation, by the younger generation.
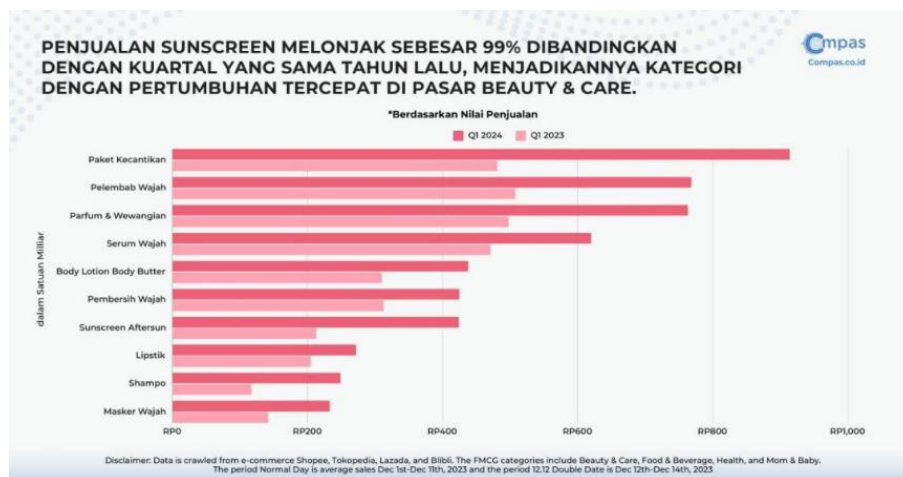
Figure 1. Chart of beauty and grooming product categories in Q1 March 2024 compared to Q1 January 2023. Source: https://images.app.goo.gl/wSSm8iEw9bEcjiDq7

Based on a survey conducted (Compas.co.id, 2024), it seems that the category of sunscreen category experiences the highest growth compared to other beauty and care categories. care category. This growth reached 99%, far surpassing other categories such as masks (64%) and beauty packs (90%).

Anzora Skincare is one of the most popular skincare brands in the market. Anzora products are formulated by pharmacists who are highly competent in their fields. Anzora is a facial skincare product that has been clinically tested and received a certificate from the POM Agency and has its own factory and clinic named PT. Ratansha in the city of Bandung, West Java (Tiktok Ratanshaindonesia & Abadi, 2023).

Promotion is an important approach to marketing skincare products, designed to attract consumer attention and increase sales. A greater diversity of promotional methods allows manufacturers to use more distinctive strategies for product differentiation in a competitive market. Various promotional strategies, including discounts, bundling, free samples, and campaigns through social media and influencers, are used to cultivate a favorable image and shape consumer perceptions. Promotions not only increase short-term sales but also contribute to fostering consumer loyalty and building lasting relationships between businesses and consumers. lasting relationships between businesses and consumers. (Melina & Saragih, 2023).

Nowadays, there are many types of skincare products on the market, both local and international, so it becomes a choice that we have to be careful in choosing products that suit the needs of our skin type. As consumers, we should be more selective to choose higher quality standard products from the products we choose. Some skin problems that are often faced by Indonesians, especially women who tend to have skin problems include dry, oily, dull skin, acne scars, enlarged pores, acne, wrinkles, black spots, and so on. In terms of health and beauty, the use of skincare products is increasingly recognized as important. Skincare products skin care products dominate the personal care market segment with demand reaching 40% of total revenue in the domestic market according to (Holding, 2022). The goal is to fulfill the desire of women in obtaining skincare products that are chosen so that they can support the the appearance of their face and body, therefore enhancing their self-confidence self-confidence.

This context explains that product quality is an important aspect that can have an impact on purchasing decisions. Impact on purchasing decisions. Referring to the existing description, this study was is intended to evaluate the impact of promotion and product quality on the purchasing decisions for Anzora skincare products among the people of Bandar Lampung (Apriliani et al., 2022).

1.1. Previous Research

Researchers determine 5 studies based on research GAP which will be used as a comparison of the results of the research with what was researched comparison of the research results with what was researched.

First, research conducted by (Amalia & Yulianthini, 2022) with the title "The Effect of Trust and Advertising on Purchasing Decisions on the Bukalapak Marketplace in Banyuwangi" the results of the research on advertising have a negative and insignificant impact on purchasing decisions.

Second, in her research (Erdalina, 2018) "The Impact of Product Satisfaction, Price, and Television Advertising on Consumer Purchasing Decisions for Citra Hand and Body Lotion Cosmetics in Priaman" Erdalina W. concluded that promotional activities through television have a significant impact on consumer purchasing behavior contributes a significant impact on consumer purchasing behavior.

Third, Yuliana, S., and Maskur, A., in their research in (Yuliana & Maskur, 2022) entitled "The Effect of Product Quality, Price Perception, Service Excellence, and Location on Consumer Purchasing Decisions (Study on Sinestesa Coffee Shop Customers in Pati)" revealed that price perceptions did not have a significant impact on buyer choice buyer.

Fourth, research by (Napik et al., 2018) entitled "The Correlation Between Brand Image, Price Perception, Product Quality, and Promotion on Blackberry Purchasing Decisions" found that consumer price perceptions had a substantial positive impact on their purchasing decisions on their purchasing decisions.

The fifth research in 2022 by (Pratama & Wiyadi, 2024) which is entitled "The Effect of Product Excellence and Customer Satisfaction on Repurchase Intention of Yeh Buleleng Bottled Water in Singaraja City" explains Yeh Buleleng Bottled Drinking Water in Singaraja City" explains the superiority of product quality significantly influences consumer intention to make repeat purchases.

Of the five previous studies that have been explained from the description above, there is a relationship between variables whose results have no significant positive effect, which means that the variable relationship is negative, and there is a previous study that has a positive effect on the relationship between variables, which means that the interconnection between other variables occurs significantly.

1.2. Promotion

Promotion is defined as an activity promotional activity that aims to disseminate information, influence or convince, as well as expand the market reach of the company and its products, the convincing, and expanding the market reach of the company and its products (Syahputra et al., 2020), so that consumers want to get, buy, and remain loyal to the goods or products provided by the related brand provided by related brands according to (Nadilla Putri Rusmawati, 2024).

1.3. Product Quality

Product quality is the degree to which an object can signify the functions offered, namely attributes that include durability, reliability, strength, usability, repairability, and more features (Melina & Saragih, 2023). Characteristics merchandise characteristics are a combination of product qualities that can generally be observed through aspects of appearance, planning, production, and development, which enable the product to provide benefits to both customers and consumers the product provides benefits for both customers and the company (Warganegara & Atika, 2023).

1.4. Purchase Decision

Purchasing decisions occur in response to the interest experienced by a person in a product, as well as expectations in obtaining, trying, and purchasing a product. someone to a product, as well as expectations in getting, trying, utilize, or just have the item (Mojoputri Sekar & Sidanti, 2022). This process is an activity experience of each individual, anytime and anywhere, covering aspects that are anywhere, covering aspects that are personal (Anggraini et al., 2020).
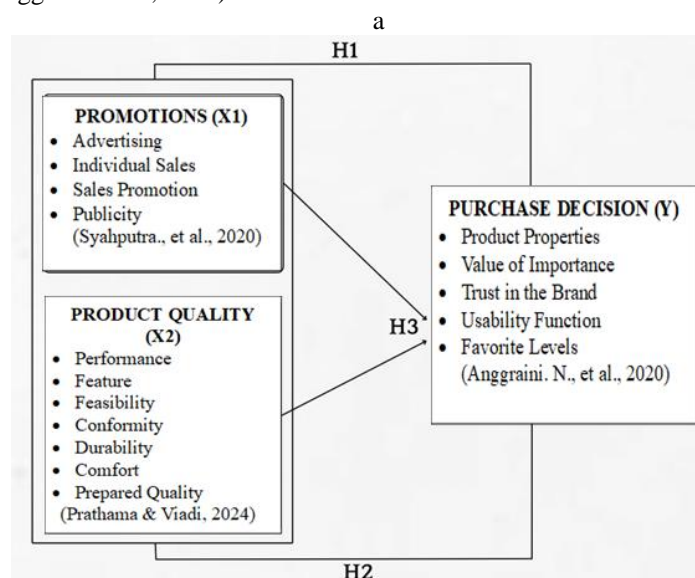

Figure 2. Conceptual Framework

2. RESEARCH METHOD

The author utilizes quantitative methods, namely the type of data that can be measured and expressed in numbers, carried out from online distribution in the form of online questionnaires. Data is obtained from google forms that are distributed online to Anzora skincare buyers and students at the University of Bandar Lampung and in the assessment using a Likert scale with a total of 5 points, including "1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree". The population is 280 and the sample is 80 respondents, the population is known using the slovin formula which is taken from all users of Anzora

skincare products in Bandar Lampung City and Faculty of Economics Students. in Bandar Lampung City and Students of the Faculty of Business Economics, Bandar Lampung University. Using the slovin formula researchers can quickly calculate the required sample size. By using this formula, researchers can ensure that the sample taken is representative enough of the population to help in the research results.

The population technique is known using the Slovin formula with a 5% sampling presentation. Retrieval technique respondents applied is non-probability sampling, this was chosen because the total sample to be taken has been determined sample to be taken has been determined (Sugiyono, 2019).

3. RESULTS AND DISCUSSION

3.1. Results
3.1.1. Validity Test
The validity test is assessed in comparison to the correlation coefficient r-count on the r-table with a level (Sig.) of 5% (0.05). (Sig.) level of 5% (0.05). The criteria for determining validity are outlined:
a. If the calculated r value is above the r table value, the questionnaire items are valid.
b. If the calculated r value is below the r table value, the questionnaire item is invalid.

Analyzing the results of 30 questionnaire items across all promotion variables (X1), product quality (X2), and purchasing decisions. product quality (X2), and purchasing decisions (Y) indicate that each statement meets the validity criteria. validity criteria. With a pearson correlation value (r count) above r table 0.220. As one example of the X1 indicator in the Promotion variable worth 0.516 is declared valid with a level (Sig.) 0.000.

3.1.2. Reliability Test
From the findings in the table, it can be explained that all variable indicators have a Cronbach Alpha score> 0.60. Based on the findings from the analysis through SPSS 27, all instruments are reliable.

Table 1. Reliability Test Results Using SPSS 27

Variable	Cronbach's Alpha	Standard	Description
Promotion (X1	0,931	0,60	Reliable
Product Quality (X2)	0,916	0,60	Reliable
Purchase Decision (Y)	0,887	0,60	Reliable

Source: Data processed, 2024

From the findings in the table, it can be explained that all indicators of the variables have a Cronbach Alpha score> 0.60. Based on the findings from the analysis through SPSS 27, all instruments are reliable.

3.1.3. Descriptive Data Analysis

Table 2. Frequency Distribution

Interval	Promotion (X1)			Product Quality (X2)			Purchase Decision (Y)		
	F	%	Description	F	%	Description	F	%	Description
10 – 17	1	1,25	STS	1	1,25	STS	0	0	STS
18 – 25	11	13,75	TS	3	3,75	TS	2	2,50	TS
26 – 33	17	21,25	N	12	15,00	N	5	6,25	N
34 – 41	29	36,25	S	32	40,00	S	44	55,00	S
42 – 50	22	27,50	SS	32	40,00	SS	29	36,25	SS
Total	80	100		80	100		80	100	

Source: Data processed, 2024

Based on the frequency distribution results from the table, of the 80 respondents who were carried out in distributing questionnaires on the promotion variable (X1) there are 1 participant or 1.25% who strongly disagree, 11 or 13.75% disagree, 17 or 21.25% neutral, 29 or 36.25% agree, 22 or 27.50% strongly agree.

In the Product Quality variable (X2) there are 1 participant or 1.25% who strongly disagree, 3 or 3.75% disagree, 12 or 15.00% neutral, 32 or 27.50% strongly agree. or 15.00% neutral, 32 or 40.00% agree, 32 or 40.00% strongly agree.

In the variable Purchase Decision (Y) variable, there are 2 participants or 2.50% who disagree, 5 or 6.25% neutral, 44 or 55.00% agree, 29 or 36.25% strongly agree. Which can be explained on average all variables are in the good category.

Based on the respondent's statement regarding the promotion variable, the statement reads "I believe every individual has the right to be treated equally in a relationship" reached 36.25% with the SS category

and "I believe good relationships occur when there are similar interests" reached 55.00% with the S category. there are common interests" reached 55.00% with the S category.

3.1.4. Multiple Linear Regression Test

Table 3. Multiple Linear Regression Test using SPSS version 27

		Coefficients[a]				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.805	2.140		6.918	.000
	Promotion	.201	.063	.289	3.215	.002
	Product Quality	.468	.071	.588	6.542	.000
a. Dependent Variables: Purchasing Decisions						

Source: Data processed, 2024

Referring to the multiple linear regression equation in the table, it is explained the constant value is 14.805 which explains that if Promotion and Product Quality have a score of 0, the Purchasing Decision will amount to 14.805. The coefficient of the Promotion variable, which is 0.201, explains that the regression coefficient is positive. These findings explain that if the Promotion increases by one unit, the Purchasing Decision will increase by 0.201. The Product Quality coefficient, which is 0.468, explains that the regression coefficient is positive. positive. These findings explain that if Product Quality increases by one unit, Purchasing Decisions will increase by 0.468.

Can be formulated from the results of multiple linear regression test equations as follows:

$Y = X1 + X2$

$= 14.805 + 0.201\ X1 + 0.468\ X2\ BF$

3.1.5. Determination Coefficient Test

Table 4. Value of the Coefficient of Determination

		Model Summary		
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.811[a]	.658	.649	3.58939
a. Predictors: (Constant), Product Quality, Promotion				
b. Dependent Variable: Purchasing Decisions				

Source: Data processed, 2024

Referring to the table described in the study, it is known that the amount of determination (R2) is 0.658 (65.8). This finding indicates that 65.8% of Purchasing Decisions are affected by Product Quality and Promotion, the rest of which is not included in the study.

3.1.6. Test t

Table 5. Results of t test using SPSS 27

		Coefficients[a]				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.805	2.140		6.918	.000
	Promotion	.201	.063	.289	3.215	.002
	Product Quality	.468	.071	.588	6.542	.000
a. Dependent Variables: Purchasing Decisions						

Source: Data processed, 2024

Referring to the table, the findings of the t test analysis are as follows: It can be explained that the Promotion variable has a t value of 3.215> t table, which is 1.990, which has a significance score of 0.002 <0.05 these findings describe Promotion in the context of a significant partial impact on the Anzora Skincare Purchasing Decision, (Then H0 is rejected H1 is accepted). The Product Quality variable presented has a t-count score of 6.542> t table, which is 1.990, with a significant score of 0.00> 0.05 these findings describe Product Quality in the context of a significant partial impact on the Anzora Skincare Purchasing Decision. Purchasing Anzora Skincare through E-commerce Shopee. (H0 rejected H1 accepted). There is a positive impact of Promotion and Product Quality on Anzora Skincare Purchasing Decisions at E-commerce Shopee

in Bandar Lampung. Referring to these findings, it can be explained that X1 and X2 have a positive and significant impact on variable Y, positive and significant impact on variable Y.

3.1.7. Simultaneous f Test

Table 6. Simultaneous f Test Results

ANOVA[a]					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1908.753	2	954.377	74.076	,001[b]
Residual	992.047	77	13.884		
Total	2900.800	79			
a. Dependent Variables: Purchasing Decisions					
b. Predictors: (Constant), Product Quality, Promotion					

Source: Data processed, 2024

Referring to the simultaneous f test findings, the significant f score is below 0.05, indicating that variable X has an influence on the simultaneous context on variable Y.

3.2. Discussion
3.2.1. Effect of Promotion

Promotion is one of the key factors that can attract consumer attention. Based on the t test results, the promotion variable shows the t value of 3.215, which is greater than the t table (1.990) with a significance level of 0.002. This indicates that the promotions carried out by Anzora are effective in increasing purchasing decisions. Promotions carried out through various methods, including discounts, bundling, and campaigns on social media, have succeeded in creating a positive image and attracting consumer interest. Thus, the right promotional strategy can increase brand awareness and the desire to buy products.

3.2.2. Effect of Product Quality

Product quality is also proven to have a significant influence on purchasing decisions. The t value for the product quality variable reaches 6.542, much higher than the t table, with a significance of 0.000. This shows that consumers tend to choose products that have high quality. Anzora, as a brand that has been clinically tested and has a certificate from the POM Agency, certainly provides assurance to consumers regarding the quality of its products. Consumer trust in product quality is very important, especially in the skincare industry, where product effectiveness and safety are the main concerns.

3.2.3. Interaction between Promotion and Product Quality

In a simultaneous context, the F test results show that promotion and product quality together have a significant influence on purchasing decisions with a significance value of less than 0.05. This indicates that the two factors complement each other and contribute to consumer purchasing decisions. In other words, while a good promotion can attract attention, adequate product quality is the decisive factor for maintaining customer loyalty.

4. CONCLUSION

Referring to the study findings and analysis above, it can be concluded that there is an influence on the positive and significant context of Promotion and Product Quality on the Purchase Decision variable Purchase Decision variable. This means that if the promotion and of Anzora Skincare products on the shopee marketplace are good, the purchasing decision will also increase purchase decision. There is a positive and significant effect of product quality on purchasing decision variables. That is, if the product quality of Anzora Skincare products on the shopee marketplace is good, purchasing decisions will increase shopee marketplace is good, purchasing decisions will increase.

Referring to the conclusions in this study, several things can be suggested that are complementary to purchasing decisions that can be provided to the company hopes that Anzora Skincare products will maintain and improve their promotional strategies in a directed and effective manner. This can involve the use of social media platforms and promotional features provided by Shopee in reaching a larger audience. The use of visually and clear messaging can help strengthen brand image and positively impact consumer perception of Anzora Skincare products. Therefore, it is expected for Anzora products to continue to maintain and improve product quality, which if consistent will help foster consumer trust and increase their loyalty to the brand.

REFERENCES

Amalia, F., & Yulianthini, N. N. (2022). Pengaruh Kepercayaan dan Iklan Terhadap Keputusan Pembelian pada Marketplace Bukalapak di Banyuwangi. Jurnal Manajemen dan Bisnis, 4(2), 205–212.

Anggraini, M., Fitriani, & Sanjaya, V. F. (2020). Pengaruh Kelompok Referensi, Media Sosial, Word of Mouth Terhadap Keputusan Pembelian Pada Generasi Milenial. Jurnall Ekonomak, 6(3), 1–8.

Apriliani, D., Zuliansyah, A., & Sanjaya, V. F. (2022). Pengaruh Variety Seeking dan Packaging terhadap Brand Switching Studi Konsumen Natasha Skincare di Bandar Lampung. Target : Jurnal Manajemen Bisnis, 3(2), 167–176. https://doi.org/10.30812/target.v3i2.1579

Compas.co.id. (2024). Tren Pasar Perawatan dan Kecantikan Indonesia. https://images.app.goo.gl/wSSm8iEw9bEcjiDq7

Erdalina, W. (2018). Pengaruh Kualitas Produk, Harga, dan Iklan Televisi terhadap Keputusan Pembelian Kosmetik Merek Citra Hand and Body Lotion di Pariaman. Menara Ilmu, XII(9), 155–164.

Holding, P. (2022). Spire Insights: Permintaan Produk Skin Care di Indonesia Terus Meningkat. Paxmedia, Holding. https://technobusiness.id/insight/ys-insights/2022/06/24/spire-insights-permintaan-produk-skin-care-di-indonesia-terus-meningkat/

Melina, S., & Saragih, N. (2023). Pengaruh Promosi, Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Pada Marketplace Shopee. KUKIMA : Kumpulan Karya Ilmiah Manajemen, 121–132. https://doi.org/10.54367/kukima.v2i2.3121

Mojoputri Sekar, H. P., & Sidanti, H. (2022). Pengaruh Promosi Flash Sale dan E-Wom Terhadap Keputusan Pembelian Melalui Minat Beli Sebagai Variabel Intervening Pada Pengguna Aplikasi Shopee. SIMBA: Seminar Inovasi Manajemen Bisnis dan Akuntansi 4, 1(1), 1–12.

Nadilla Putri Rusmawati. (2024). SITUS E COMMERCE BUKALAPAK MELALUI MINAT Oleh : Nadilla Putri Rusmawati.

Napik, A., Qomariah, N., & Santosa, B. (2018). Kaitan Citra Merek, Persepsi Harga, Kualitas Produk, Dan Promosi Terhadap Keputusan Pembelian Blackberry Brand Image Relationship, Price Perception, Product Quality, and Promotion on Blackberry Purchase Decisions. Jurnal Penelitian Ipteks, 3(1), 73–85. http://jurnal.unmuhjember.ac.id/index.php/PENELITIAN_IPTEKS/article/view/1880/1544

Pratama, A. Y., & Wiyadi, W. (2024). Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Bittersweet By Najla Dengan Kepuasan Kosumen Sebagai Variabel Mediasi. Jurnal Lentera Bisnis, 13(2), 915. https://doi.org/10.34127/jrlab.v13i2.1097

Sugiyono. (2019). Metode penelitian kuantitatif. https://scholar.google.com/citations?user=MGOs5rkAAAAJ&hl=id

Syahputra, S., Ramadani, S., & Pardede, A. M. H. (2020). Menentukan Strategi Promosi Menggunakan Algoritma Clustering K-Means. JOISIE (Journal Of Information Systems And Informatics Engineering), 4(1), 7. https://doi.org/10.35145/joisie.v4i1.510

Tiktok Ratanshaindonesia, & Abadi, P. R. P. (2023). ratanshaindonesia PT Ratansha Purnama Abadi. https://www.tiktok.com/@ratanshaindonesia/video/7263717422933331206

Warganegara, T. L. P., & Atika, A. (2023). Pengaruh Word Of Mouth, Kualitas Produk, dan Brand Image terhadap Keputusan Pembelian pada Perusahaan Batu. Jurnal Pendidikan Tambusai, 7, 4557–4566. https://jptam.org/index.php/jptam/article/view/5954

Yuliana, S., & Maskur, A. (2022). Pengaruh Kualitas Produk , Persepsi Harga , Kualitas Layanan Abstrak. SEIKO : Journal of Management & Business, 5(c), 559–573. https://doi.org/10.37531/sejaman.v5i1.1772