



THE INFLUENCE OF PROMOTION, PRICE AND PRODUCT QUALITY ON PURCHASING DECISIONS FOR SKINCARE SKINTIFIC IN E-COMMERCE SHOPEE

Stefania Amalda Putri Frera¹, Cicilia Terra Mariska²

^{1,2}Management, Faculty of Economics, Sanata Dharma University

Email: stefania.amalda@gmail.com , ciciliaterra2@gmail.com

ABSTRACT

Skintific products have gained high popularity among young consumers, especially through online sales on e-commerce platforms like Shopee. This research aims to determine the influence of promotion, product price, and product quality on consumer purchasing decisions on the Shopee e-commerce platform. The study uses a quantitative approach, with a descriptive associative design, to examine the relationship between the independent variables (promotion, price, and product quality) and the dependent variable (purchasing decisions). The research population consists of all Skintific consumers, and the sample size is 91. The study hypothesizes that promotional activities, product pricing, and product quality have a significant influence on purchasing decisions. The study also examines the specific effects of each variable on purchasing decisions, including the impact of promotional activities on increasing consumer interest and desire to purchase a product, the influence of product pricing on consumer purchasing decisions, and the effect of product quality on consumer purchasing decisions. The study's methodology includes a survey of consumers who have purchased skincare products on Shopee, with a focus on the relationship between the independent variables and the dependent variable. This research is expected to provide insights into the factors that influence consumer purchasing decisions on the Shopee e-commerce platform.

Keywords: Promotion; price; product quality; purchase decision

1. Introduction

The rapid development of online business now makes competition between businesses vying for business opportunities. One of the online business developments in society is the availability of e-commerce services. E-commerce has become one of the most popular online platforms in Indonesia, with the number of visitors growing rapidly. The existence of e-commerce services makes it easy for people to shop for the products they want without having to come to the store. According to Armstrong and Kotler (2004: 74) in (Yulia & Setianingsih, 2020) state that online marketing is part of e-commerce and is also a form of company performance. Where the company's performance is in the form of promotion, selling goods or services, and communicating them via the internet. Indonesia.id data in January 2024 shows that Indonesians are among the most frequent online shoppers through e-commerce.

E-commerce, which has become one of the popular or frequently visited online platforms is Shopee. Shopee is an online shopping platform that is customized in each region and provides an easy, safe, and fast online shopping experience for customers through strong payments and logistics. The company was founded by Forrest Li and first launched in Singapore. In 2015 Shopee was launched in 7 regions namely Malaysia, Indonesia, Thailand, Taiwan, Vietnam, and the Philippines (Shopee History, n.d.). Shopee always presents various products to meet the needs of its consumers such as electronics, clothing, food, household

needs, skincare, cosmetics and many more.

In the digital era, e-commerce platforms such as Shopee have become one of the main means of purchasing skincare. The skincare industry in Indonesia has experienced rapid growth in recent years. This is driven by the increasing public awareness of the importance of using skincare. Where skincare is a facial treatment that is used every day by women and men because it is to maintain the health and appearance of facial skin and solutions to various problems on facial skin. Euromonitor International predicts that the value of the skincare market in Indonesia will reach Rp 32 trillion by 2023. Various local and international skincare brands are competing to attract consumers. One of the rising local skincare brands is Skintific. Skintific is a Canadian brand that is newly present in Indonesia, which was launched in 2021 and has succeeded in attracting the attention of consumers with its excellence in offering a variety of high-quality skincare products that are characterized by pure active ingredients and the concept of "smart skincare" at relatively affordable prices and specially formulated for Indonesian skin. Skintific's product claims focus on enhanced skin protection and the use of natural ingredients, which is also its main attraction. Skintific's products have gained high popularity among young consumers, especially through online sales on e-commerce sites such as shopee. Skintific, which focuses on producing skincare, conducts or sets one of its incentive marketing strategies, namely through live or live broadcasts on social media, such as on tiktok by offering various products. In this live broadcast, Skintific interacts directly with its followers, presenting informative and interesting content about products and skincare. Not only that, but this is also applied to attract more consumers from various circles. The number of positive user reviews and aggressive strategy have made Skintific a trend-setting brand. In a business context, it is important for industry players to understand the factors that influence consumer purchasing decisions, especially when implementing effective marketing strategies. With this, the influence of three important factors: promotion, price, and product quality on purchasing decisions for Skintific brand skincare products on the Shopee e-commerce platform can be determined. Promotion, price, and product quality are considered the main factors that influence consumer behavior in making purchasing decisions. There are many competitors in similar fields, companies are required to be able to develop to survive market competition, one of which is that promotions must be carried out. According to (Kotler and Armstrong, 2014) in (Sukmawati et al., 2022), promotion is an activity that communicates product advantages and persuades customers to buy that product. Promotions attract many consumers by offering incentives, attractive discounts, and various other special offers, while price affects consumers' perceptions of product value. On the other hand, product quality plays an important role in shaping consumer satisfaction and strengthening brand loyalty. Apart from promotional activities, a review of prices also has a direct impact on sales and profits for the company, so that the amount of sales volume and profits earned by the company can be known. According to experts Kotler and Armstrong (2013: 151) in (Alapján-, 2016) price is the amount of money charged for goods or services or the amount of money value that consumers exchange for the benefits of owning or using these products or services The price offered by Skintific is relatively affordable compared to similar products. Apart from promotion and price, product quality is also an important aspect and must be fought for by all companies, especially considering that the products produced are able to compete in the market. According to (Kotler and Armstrong, 2008) in (Sukmawati *et al.*, 2022), product quality is the ability to perform its functions. This means that it includes durability, reliability, and other properties throughout the product. Skintific always ensures that the quality of the raw materials used in all Skintific products has high standards and quality in its class, despite the relatively affordable price.

Consumer product purchase decisions essentially depend on their behavior. Consumer behavior is the most important business element that companies need to understand. Companies do not know what is on the minds of consumers before, during, or after buying a product. This

is done to achieve company goals. When new consumers buy a product for the first time, the underlying considerations are different from repeated considerations. Kotler and Armstrong (2016) in (Efendi & Aminah, 2023), explain that purchasing decisions are a component of buyer behavior in which studies related to individuals, groups, or organizations that include the selection, purchase, use, and what a commodity, idea or experience looks like which aims to meet the needs and expectations of buyers. Promotion and price can influence purchasing decisions because the more affordable the price and the more attractive the company provides discounts on a product or item, the greater the desire of consumers to buy the goods or products. The same applies to product quality, the higher the quality of a product that is sold or offered, the more interested consumers will be in buying the product. Therefore, promotion, price and product quality have a significant and simultaneous influence on purchasing decisions for Skintific skin care products on users of these products in general. Research problems does promotion have a significant effect on purchasing decisions for skintific products at Shopee? Does price have a significant effect on purchasing decisions for skintific products at Shopee? Does product quality have a significant effect on purchasing decisions for skintific products at Shopee? Can promotion, price, and product quality simultaneously influence purchasing decisions for skintific products at Shopee? And research objectives to determine the effect of promotion on purchasing decisions for skintific products at Shopee. To determine the effect of price on purchasing decisions for skintific products at Shopee. To determine the effect of product quality on purchasing decisions for skintific products at Shopee. To determine the simultaneous promotion, price, and product quality on purchasing decisions for skintific products at Shopee.

2. Literature Review

2.1 Marketing

According to (Kotler and Keller, 2016) in (Elliyana, 2022) marketing is an activity, organizing institutions, and processes for creating, communicating, delivering, and exchanging offers of value to customers, Klein, partners, and society in general. AMA (1960) in (Elliyana, 2022) marketing is the performance of business activities that direct the flow of goods and services from producers to consumers or users. According to Eldridge (1970) in (Elliyana, 2022) marketing is a combination of activities designed to generate profits through ensuring, creating, stimulating, and satisfying the needs and / or desires of selected market segments.

So based on the above definition, it can be concluded that Marketing is not only about selling products and services, but also about creating value for customers and building strong relationships with them. This is done through a planned and structured process by paying attention to the marketing mix.

2.2 Promotion

According to (Tjiptono, 2015: 387) in (Bawono et al., 2018), promotion is a marketing mix that focuses on efforts to inform, persuade, and remind consumers of their company's brands and products. Promotion is a company activity that aims to disseminate information, influence, or remind the target market so that the company and its goods accept, buy, and be loyal to the goods provided by the company concerned (Tjiptono, "2008) in (Sani *et al.*, 2022). According to Kotler in (Poespa *et al.*, 2021), promotional activities are marketing efforts that provide various short intensive efforts to encourage the desire to try or buy a product or service.

The above statement can be concluded that promotion is an important tool to achieve the company's marketing goals. With the right promotional strategy, companies can attract and inform consumers to buy these products and can increase sales.

2.3 Price

(Kusumodewi, 2016) defines that price is one of the elements of the marketing mix that generates revenue, other elements generate costs. Kotler and Armstrong (2007: 430) in (Kusumadewi, 2016) define that price is the sum of all values that consumers exchange to benefit from owning or using goods or services. This price can be a consideration for consumers to buy the desired item.

Price is a monetary unit or other measure (including other commodities and services) that is exchanged for the right to ownership or use of a good or service from a marketing perspective (Sani et al., 2022). All price-related decisions have a strong impact on certain aspects of our operations, sales activities, or aspects related to our profit motive. In other words, price describes the monetary value of a good or service.

According to Kotler and Armstrong (2017: 308) in (Permata Sari, 2021), the indicators of price are:

1. Price affordability, Affordable prices are what consumers expect before they make a purchase. Consumers will look for products whose prices they can afford.
2. Price matches product quality, Usually for certain products, consumers do not mind if they have to buy at a relatively expensive price as long as the product quality is good. However, consumers prefer products with low prices and good quality.
3. Price competitiveness, the company sets the selling price of a product by considering the selling price of a product sold by its competitors so that its products can compete in the market.
4. Price matches with benefits, Consumers sometimes ignore the price of a product but are more concerned with the benefits of the product.

From the above statement, it can be concluded that it is an important element in the marketing mix and has a significant influence on the success of a company. Setting the right price helps businesses achieve their goals and compete in the market.

2.4 Product Quality

Philip Kotler (2009: 143) in (Poespa et al., 2021) considers that product quality is a characteristic of a product or service that is in accordance with its ability to meet stated or implied customer needs. According to Kotler & Keller (2012: 283) in (Poespa et al., 2021) product quality can be included in 9 dimensions, namely shape, product characteristics, performance, accuracy or suitability, durability, reliability, ease of repair, style, and design. Kotler and Armstrong (2007: 347) in (Kusumodewi, 2016) define that product quality is the ability of a product to perform its functions, these capabilities include durability, reliability, accuracy produced, ease of operation and repair, and other attributes that are valuable to the product.

Product quality is understood as the general properties and characteristics of a product, both goods and services, which determine its ability to meet consumer needs and desires. Product quality includes not only reliability and durability, but also other aspects such as performance, functionality, design, ease of use, and aesthetics.

So, from the above statement it can be concluded that quality is a multidimensional concept that focuses on the needs and desires of consumers. The quality of a product can be measured by its ability to perform its functions and characteristics in meeting consumer expectations. The existence of product quality can be a consideration for consumers to choose or buy the product they want.

2.5 Purchase Decision

Kotler and Keller (2007: 201) in (Kusumodewi, 2016) explain that "purchasing decisions are the way individuals, groups, organizations choose, buy, use, and utilize goods, services,

ideas, experiences in order to satisfy desire needs". Kotler, (2011: 206) in (Bawono et al., 2018), reveals that the decision to buy taken by consumers is a collection of a few decisions.

According to Kotler and Armstrong, (2011: 149) in (Poespa et al., 2021) purchasing decisions are the stage of the process where consumers make purchases, always the producer's attention. According to Schiffman and Kanuk (2004), this is a choice between two or more possible alternative purchasing decisions, implying that several other possibilities must be available for a person to make a choice.

From the above statement, it can be concluded that consumer purchasing decisions are a complex and dynamic process involving many factors, from problem identification to information search, from evaluating alternatives to selecting the most preferred brand. So, consumer purchasing decisions are also not just product selection, but also about how consumers seek information, evaluate alternatives, and make the best decisions for themselves.

2.6 Hypothesis Development

The conceptual framework in this study will show the relationship between the three independents variables consisting of promotion (X1), price (X2), and product quality (X3), these variables will affect the dependent variable, namely purchasing decisions (Y), the conceptual framework can be described as follows:

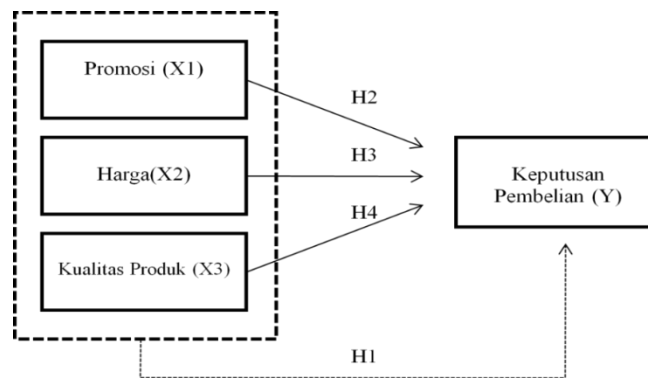


Figure I.1 Conceptual Framework

Description:

- : Variable X has a significant effect on Y.
- : Variable X simultaneously affects Y.

2.6.1 The Effect of Promotion, Price and Product Quality on Purchasing Decisions Promotion, price and product quality.

Promotion, price, and product quality are one of the most important factors in marketing a company. Promotion is an attempt to attract consumers by offering goods or services for sale to potential buyers, with the aim of arousing interest and desire to buy these goods or services. Sellers can expect to increase sales by doing promotions. Price is an important factor for potential buyers in deciding whether to buy or not, therefore price is one of the factors determining market share. Currently, product quality is the dream of every consumer who wants to buy a product. The effect of quality itself is very influential on the decision to purchase this product. Whether consumers buy a product depends on advertising, price, and product quality. This is called a purchase decision. One person's decision making is different from another person's decision making due to the many choices, conditions, and fundamental considerations that exist. When a new consumer buys a product for the first time, the underlying

considerations are different from purchasing several times. Based on this description, we can make the following hypothesis:

H1: Promotion, price, and product quality simultaneously influence purchasing decisions for skintific products in Shopee e-commerce.

2.6.2 The Effect of Promotion on Purchasing Decisions

According to (Tjiptono, 2015: 387) in (Bawono et al., 2018), promotion is a marketing mix that focuses on efforts to inform, persuade, and remind consumers of their company's brands and products. Promotion is a company activity that aims to disseminate information, influence, or remind the target market so that the company and its goods accept, buy, and be loyal to the goods provided by the company concerned (Tjiptono, "2008) in (Sani et al., 2022). According to Kotler in (Poespa et al., 2021), promotional activities are marketing efforts that provide various short intensive efforts to encourage the desire to try or buy a product or service. So, the better the promotion, the more it will influence purchasing decisions and increase the desire of individuals and consumers to buy these products. Based on this description, we can make the following hypothesis:

H2: Promotion has a significant effect on purchasing decisions for skintific products in Shopee e-commerce.

2.6.3 The Effect of Price on Purchasing Decisions

(Kusumodewi, 2016) defines that price is one of the elements of the marketing mix that generates revenue, other elements generate costs. Kotler and Armstrong (2007: 430) in (Kusumodewi, 2016) define that price is the sum of all values that consumers exchange to benefit from owning or using goods or services. The price of the product given to consumers must be affordable in all circles and some are only affordable in some circles. This price can be a consideration for consumers to buy the desired item.

Price is a monetary unit or other measure (including other commodities and services) that is exchanged for the right to ownership or use of a good or service from a marketing perspective (Sani et al., 2022). All price-related decisions have a strong impact on certain aspects of operations, sales activities, or aspects related to profit motives. The more affordable the price of a product is in the eyes of consumers, the greater the desire of consumers to buy the product. Based on this statement, we can formulate the hypothesis, as follows:

H3: Price has a significant effect on purchasing decisions for skintific products in Shopee e-commerce.

2.6.4 Effect of Product Quality on Purchasing Decisions

Philip Kotler (2009: 143) in (Poespa et al., 2021) considers that product quality is a characteristic of a product or service that is in accordance with its ability to meet stated or implied customer needs. According to Kotler & Keller (2012: 283) in (Poespa et al., 2021) product quality can be included in 9 dimensions, namely shape, product characteristics, performance, accuracy or suitability, durability, reliability, ease of repair, style, and design. Kotler and Armstrong (2007: 347) in (Kusumodewi, 2016) define that product quality is the ability of a product to perform its functions, these capabilities include durability, reliability, accuracy produced, ease of operation and repair, and other attributes that are valuable to the product.

The better the quality of the product being sold, the greater the desire of individuals or consumers to buy the product. Based on this statement, we can formulate the hypothesis, as follows:

H4: Product quality has a significant effect on purchasing decisions for skintific products in Shopee e-commerce.

3. Research Methods

3.1 Research Design

In this study, the type of research we used was quantitative research. Quantitative research uses an associative descriptive approach. This aims to provide a factual explanation of the object of research and to test the extent to which the relationship between the independent variables of promotion (X1), price (X2), and product quality (X3) has an effect. As well as the dependent variable, namely the simultaneous purchase decision (Y).

Time and Location of Research

1. Time, the time we conducted this research was in February - May 2024.
2. Location, the research was conducted in the Yogyakarta area by distributing online questionnaires.

3.2 Population and Sample

According to Sugiyono (2018) in (Oktavia et al., 2022) population is a generalization area consisting of objects or subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. In this study, the population is all consumers who use Skintific skincare products.

Is a portion of the total population owned and will be taken a small portion so that it can be used as a sample in this study. In this study using the Slovin formula:

$$\text{Formula} = n = \frac{N}{1 + N (e)^2} = \frac{1000}{1 + 1000 (0.1)^2} = 90.9 \text{ rounded to } 91$$

Description:

n = Sample size

N = Population size

e = Percentage of allowance for the accuracy of sampling errors that can still be tolerated 0.1 (10%)

In this study obtained a minimum result of 91 samples, so to get more valid results in this study will take 100 samples.

In this sampling technique using nonprobability sampling in the form of purposive sampling. The purpose of using purposive sampling is to make the results more valid because the sample used must meet the criteria of at least 2 times having purchased Skintific skincare in Shopee e-commerce. This technique will use the consumer survey method by distributing questionnaires.

3.3 Research Data

In the research conducted, there are independent variables and dependent variables including: There are 3 independent variables including: promotion (X1), price (X2), and product quality (X3); The dependent variable in this study is the purchase decision (Y); In testing this research variable using a Likert scale with a value of 1-5, namely Strongly Disagree (STS), Disagree (TS), Neutral (N), Agree (S), Strongly Agree (SS).

Data sources are anything that can provide information about related research. In this study, the type of primary data will be used. According to Sugiyono (2018: 456) in (Taufiq et al., 2023), primary data is a data source that directly provides data to data collectors. Therefore, the data source of the research conducted was obtained based on the answers of the respondents who had filled in the questions on the questionnaire distributed. In the technique used in data collection using respondent data from the questionnaire results. Using a questionnaire means that respondents do not need the presence of researchers, but are simply represented with a list of questions related to the research variables and can be filled in by the respondents. And

instrument testing techniques in this study are used to obtain valid and reliable data results, therefore using validity and reliability tests.

3.4 Data Analysis Technique

In this research, data analysis techniques using validity and reliability tests, descriptive analysis of respondents and variables, classical assumption tests (normality, multicollinearity, and heteroscedasticity tests), multiple linear regression analysis, and hypothesis testing (F test / simultaneous test, and T test / partial test), so in the data processing process in this study using statistical application tools, namely SPSS.

3.5 Validity Test

The validity test is used in research to measure whether a research questionnaire is valid or not. The validity test is carried out with assessment criteria if the correlation is ≥ 0.3 then it is valid and if the correlation is <0.3 then it is invalid.

3.6 Reliability Test

Reliability test is a test conducted to measure the reliability of variable indicators as measuring instruments in a research questionnaire. For the reliability test, the research construct is said to be good if the Cronbach's alpha value is > 0.6 . So, if r alpha is positive and $r > 0.6$, it is reliable and if r alpha is negative and $r > 0.6$, it is not reliable.

3.7 Descriptive Analysis

According to Sugiyono (2014) in (Afif & Aswati, 2022) descriptive analysis is an analysis used to analyze data by describing or describing the data that has been collected as it is without intending to make conclusions that apply to the public or generalization. Descriptive analysis is carried out to obtain a complete picture of respondents' responses regarding product quality, price, and promotion in purchasing decisions by identifying the characteristics of each variable, indicator, and statement item.

3.8 Descriptive Analysis of Respondents

This research was conducted to determine the influence of advertising, price, and product quality on purchasing decisions for Skintific skincare products in Shopee e-commerce. The purpose of descriptive respondents in this study is to analyze respondent identity data. Descriptions of respondents in this study describe name, gender, age, occupation, and income per month. This research has the aim of getting a clear picture of who the respondents were surveyed.

3.9 Descriptive Analysis of Variables

The purpose of the descriptive variables in this study is to determine whether respondents' perceptions of promotion, price, product quality, and purchasing decisions strongly agree or strongly disagree. Purchasing decisions strongly agree or strongly disagree.

3.10 Normality Test

Testing the normality assumption tests the independent variable data (X) and the dependent variable data (Y) in the resulting regression equation. Testing the assumption of classical normality is done using the Kolmogorov-Smirnov normality test. The following criteria will be the basis for decision making:

- a. If the probability > 0.05 or 5%, then the data is normally distributed.
- b. If the probability < 0.05 or 5%, then the data is not normally distributed.

3.11 Multicollinearity Test

Multicollinearity test is a test conducted to determine whether there is intercorrelation or collinearity between independent or free variables in a regression model. Multicollinearity occurs when the correlation coefficient between independent variables is greater than 0.60. Multicollinearity is said not to occur if the correlation coefficient between independent variables is smaller or equal to 0.60 ($r \leq 0.60$).

3.12 Heteroscedasticity Test

The heteroscedasticity test is a test that assesses whether the residuals of all observations in the regression model have unequal variances. According to Imam Ghozali (2011) in (Afif & Aswati, 2022) there is no heteroscedasticity if there is no clear pattern (wavy, widening then narrowing) in the scatterplots image and the points spread above and below zero on the Y axis.

3.13 Multiple Linear Regression Test

Multiple regression analysis is a regression model that includes several independent variables. Multiple linear regression tests are performed to measure the effect of several independent variables on the dependent variable. This test has a formula that can be used for analysis:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

Description:

Y = purchase decision

a = regression constant

b₁ = Promotion regression coefficient

b₂ = price regression coefficient

b₃ = product quality regression coefficient

X₁ = promotion

X₂ = price

X₃ = product quality

3.14 Simultaneous Test (F Test)

The simultaneous test (F test) aims to determine whether the regression model analyzed adequately explains the relationship (simultaneously) between the independent variable and the dependent variable. If the significance value (sig) < 0.05 means that there is a simultaneous influence simultaneously, if the significance value (sig) > 0.05 means that there is no simultaneous influence simultaneously. However, if F count > F table, it means there is a simultaneous influence; if F count < F table, it means there is no simultaneous influence.

3.15 Partial Test (T Test)

Partial test (T test) aims to determine whether an independent or independent variable (X) partially affects the dependent or bound variable (Y). If the sig value < 0.05 then there is an influence of the independent variable (X) on the dependent variable (Y); If the sig value > 0.05 then there is no influence of the independent variable (X) on the dependent variable (Y). Based on the comparison of the t value with the t table. If the value of t count > t table, then there is an influence of the independent variable (X) on the dependent variable (Y); If the value of t count < t table then there is no influence of the independent variable (X) on the dependent variable (Y).

4. Research Findings and Discussion

4.1 Validity Test

The research validity test was carried out by determining the product moment (Pearson) correlation value between each item and the total score at a significance level of 5% or 0.05. Statement items are said to be invalid if $r_{count} < r_{table}$. So, in this validity test it is known that $n = 115$ and a total score of 5% or 0.05, in the formula for finding r_{table} , namely $df = n-2$.

Table 4.1 Validity Test Results

Variable	Item	r_{hitung}	r_{tabel}	Description	Sig (2 tailed)	Sig	Description
Promotion	X1.1	0,767	0,1832	Valid	0,00	0,05	Valid
	X1.2	0,728	0,1832	Valid	0,00	0,05	Valid
	X1.3	0,724	0,1832	Valid	0,00	0,05	Valid
Price	X2.1	0,761	0,1832	Valid	0,00	0,05	Valid
	X2.2	0,727	0,1832	Valid	0,00	0,05	Valid
	X2.3	0,699	0,1832	Valid	0,00	0,05	Valid
	X2.4	0,588	0,1832	Valid	0,00	0,05	Valid
Product Quality	X3.1	0,776	0,1832	Valid	0,00	0,05	Valid
	X3.2	0,826	0,1832	Valid	0,00	0,05	Valid
	X3.3	0,782	0,1832	Valid	0,00	0,05	Valid
Purchase Decision	Y.1	0,844	0,1832	Valid	0,00	0,05	Valid
	Y.2	0,817	0,1832	Valid	0,00	0,05	Valid
	Y.3	0,824	0,1832	Valid	0,00	0,05	Valid

Based on table 4.1, it can be concluded that all statement items $r_{count} > r_{table}$. Thus all statement items contained in the questionnaire are valid, therefore they are suitable for use as data collection tools.

4.2 Reliability Test

The purpose of this reliability test is to see the extent to which it can measure the reliability of consistent variable indicators. Reliability test in this study using Cronbach's alpha. A variable is said to be reliable if the Cronbach alpha coefficient value is > 0.6 . The following is a reliable test on each variable:

Table 4.2 Reliability Test Result

Variable	Cronbach's Alpha	r-Table	Description
Promotion	600	0,600	Reliabel
Price	644	0,600	Reliabel

Product Quality	708	0,600	Reliabel
Variable Y	769	0,600	Reliabel

Table 4.3 Normality Test Result

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		115
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,85424631
Most Extreme Differences	Absolute	,163
	Positive	,090
	Negative	-,163
Test Statistic		,163
Asymp. Sig. (2-tailed)		,200 ^c

Test distribution is Normal.

Calculated from data.

Lilliefors Significance Correction

From the results in table 4.8 above, the significance value is 0.200 and the value is greater than 0.05. Then the data has a normal distribution.

4.3 Multicollinearity Test

Multicollinearity test is conducted to determine whether in a regression model there is a correlation between independent and independent variables. A good model should not have a correlation between variables. It is said that multicollinearity occurs if the correlation coefficient between independent variables is greater than 0, 60. It is said that there is no multicollinearity if the correlation coefficient between independent variables is smaller or equal to 0.60.

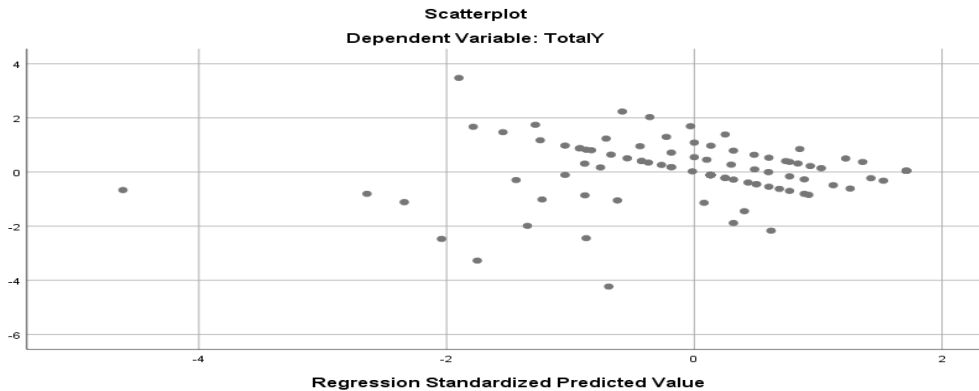
Table 4.4 Multicollinearity Test Results Table

Model	Tolerance	VIF	Description
Promosition	0,843	1,187	No Multicolinearitas
Price	0,565	1,769	No Multicolinearitas
Product Quality	0,583	1,716	No Multicolinearitas

Based on the table above, it is known that the tolerance value on the Promotion variable (X1) is 0.843; Price variable (X2) is 0.565; and Product Quality variable (X3) is 0.583. All three are greater than 0.10, which indicates that the data in this study do not occur multicollinearity. The VIF value on the Promotion variable (X1) is 1.187; Price (X2) is 1.769; and Product Quality (X3) is 1.716. Then the three variables are smaller than 10, which means it shows that the data in this study does not occur multicollinearity.

4.4 Heteroscedasticity Test

Table 4.5 Heteroscedasticity Test Result



Based on the results of heteroscedasticity testing in the figure above, it shows that the data points do not form a certain pattern and the data does not gather, but spreads above and below the number 0. Therefore, the research data conducted does not occur heteroscedasticity.

4.5 Multiple Linear Regression Test

Table 4.6 Multiple Test Result

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,678 ^a	,460	,445	1,879

a. Predictors: (Constant), TotalX3, TotalX1, TotalX2

b. Dependent Variable: TotalY

Based on the data results in the table above, the R square value is 0.460 or equal to 46 percent. This means that the Promotion variable (X1); Price (X2); and Product Quality (X3) simultaneously affect the Purchasing Decision variable (Y) by 46 percent. While the rest (100% - 46% = 54%) is influenced by other variables not examined.

4.7 F Test

Table 4.7 F Test Result

ANOVA^a

Model		Sum Squares	of df	Mean Square	F	Sig.
1	Regression	334,007	3	111,336	31,530	,000 ^b
	Residual	391,958	111	3,531		
	Total	725,965	114			

- a. Dependent Variable: TotalY
- b. Predictors: (Constant), TotalX3, TotalX1, TotalX2

Based on table 4.7, it is known that all variables of promotion, price, product quality and purchasing decisions have a Cronbach's alpha value > 0.6 so it can be concluded that the reliability test on this data is declared reliable.

4.8 Normality Test

Testing the normality assumption tests the independent variable data (X) and the dependent variable data (Y) in the resulting regression equation. A regression equation is said to be good if it contains data on independent and dependent variables that are distributed close to normal or perfectly normal.

The Significant value of the ANOVA table is 0.00 which means below 0.05 so it is concluded that all the independent variables studied have a simultaneous effect (together) on the dependent variable.

4.9 T Test

Table 4.8 T Test Result Coefficients^a

Model		Unstandardized Coefficients		Standardized	T	Sig.
		B	Std. Error	Coefficients		
		Beta				
1	(Constant)	1,087	,932		1,166	,246
	TotalX1	,317	,098	,245	3,225	,002
	TotalX2	,286	,070	,379	4,086	,000
	TotalX3	,203	,086	,216	2,365	,020

a. Dependent Variable: TotalY

The t test is used to determine whether an independent or independent variable (X) partially affects the dependent variable (Y).

The following is a table of t test results.

- 1) Promotion Variable: Based on the results of the table above that the t-count value is $3.225 > t\text{-table } 1.981$. And the significance value is $0.002 < 0.05$. So it can be concluded that the Promotion variable partially affects the Purchasing Decision (Y).
- 2) Price Variable: Based on the results of the table above, the t-count value is $4.086 > t\text{-table } 1.981$. And the significance value is $0.000 < 0.05$. So it can be concluded that the Price variable partially affects the Purchasing Decision (Y).
- 3) Product Quality Variable: Based on the results above, the t-count value is $2.365 > t\text{-table } 1.981$. And the significance value is $0.020 < 0.05$. So it can be concluded that the Product Quality variable partially affects the Purchasing Decision (Y)

5. Conclusions

The research results obtained in the discussion section above, aim to determine whether promotion, price, and product quality have a significant effect or to determine the simultaneous promotion, price, and quality on purchasing decisions for Skintific skincare products in Shopee e-commerce. Based on the results of data analysis, the conclusions that can be drawn are as follows:

- 1) Promotion has a significant effect on purchasing decisions for skintific products at Shopee.
- 2) Price has a significant effect on purchasing decisions for skintific products at Shopee.
- 3) Product quality has a significant effect on purchasing decisions for skintific products at Shopee.
- 4) Promotion, price, and product quality have a simultaneous effect on purchasing decisions for skintific products at Shopee.

In conducting this research, the author has limitations such as this research questionnaire distributed online using google form so that when the respondent fills out the questionnaire there are some that are not correct in filling it in and making the researcher have to make a new questionnaire again because it does not match the criteria needed.

Company to continue to maintain the quality of its products and continue to pay attention to developments in the quality of its products and Shopee e-commerce. Skintific products will be used for a long period of time by consumers, so they make repeated purchases on Shopee e-commerce. If product quality continues to be improved, it can benefit the company. And for future researchers, it is best to use lots of references to increase their knowledge in order to develop research methods.

Reference

- Afif, M., & Aswati, N. (2022). Analysis of the Effect of Product Quality, Price, and Promotion on Purchasing Decisions for MS Glow Facial Care Products (Case Study on MS Glow Facial Care Product Users in Prigen District). *JAMIN: Journal of Management Applications and Business Innovation*, 4 (2), 147. <https://doi.org/10.47201/jamin.v4i2.90>
- Alapján-, V. (2016). 濟無 No Title No Title No Title. 1-23.
- Bawono, A., Isanawikrama, I., Arif, K., & Kurniawan, Y. J. (2018). INFLUENCE OF CONSUMER PERFORMANCE, BRAND IMAGE AND PROMOTION ON ONLINE PURCHASE DECISIONS ON ONLINE SHOPPING SITES (Case Study on XYZ Online Shopping Site). *Journal of Service and Entrepreneurship*, 2(2), 131-144. <https://doi.org/10.30813/jpk.v2i2.1366>
- Efendi, F. B., & Aminah, S. (2023). The Effect of Promotion and Product Quality on Purchasing Decisions for Skintific Skincare Products (Study on UPN "Veteran" East Java Students). *J-MAS (Journal of Management and Science)*, 8 (1), 762. <https://doi.org/10.33087/jmas.v8i1.1055>
- ELLIYANA, E. et al. (2022). Marketing Basics ELA ELLIYANA LIDIANA TRI SIWI AGUSTINA YENI SEDYONINGSIH HABIBIE KADIR ABDUROHIM BAYU IMANUDDIN E. ELIA ARDYAN YULIANI LILI MARLINAH H. MOHDARI H. GAZALI FEBRISI DWITA SISWATI RACHMAN NIA KURNIATI BACHTIAR Publisher: AHLIMEDIA PRESS (Vol. 1). www.ahlimediapress.com
- Kusumodewi, G. (2016). The Influence of Lifestyle, Product Quality, and Price on Purchasing Decisions of Mirota Surabaya Batik Cloth. *Journal of Commerce Education (JPTN)*, 4(3), 1-13.
- Oktavia, E. B., Fatimah, F., & Puspitadewi, I. (2022). The Effect of Price, Brand Ambassador, Brand Image, and Product Quality on Purchasing Decisions on Scarlett Whitening

- Indonesia Products on Tokopedia. Growth, 20(2), 361. <https://doi.org/10.36841/growth-journal.v20i2.2108>
- Permata Sari, D. (2021). Factors Affecting Purchasing Decisions, Product Quality, Competitive Prices, Location (Marketing Management Literature Review). *Journal of Applied Management Science*, 2(4), 524-533. <https://doi.org/10.31933/jimt.v2i4.463>
- Poespa, A. A. R., Cahyono, R., & Martah, V. (2021). The Effect of Product Quality, Price Perception, and Promotion on Purchasing Decisions for Marina Lotion. *IQTISHADequity MANAGEMENT Journal*, 3(1), 212. <https://doi.org/10.51804/iej.v3i1.931>
- Sani, S. A., Batubara, M., Silalahi, P. R., Syahputri, R. R., & Liana, V. (2022). The Effect of Promotion, Product Quality and Price on Consumer Purchasing Decisions on Scarlett Whitening Products. *Al-Kharaj: Journal of Islamic Economics, Finance & Business*, 4(5), 1327-1342. <https://doi.org/10.47467/alkharaj.v4i5.931>
- Shopee History. (n.d.). Careers.Shopee. <https://careers.shopee.co.id/about>
- Sukmawati, D. A. R., Mathori, M., & Marzuki, A. (2022). The Influence of Promotion, Price, and Product Quality on Purchasing Decisions for Somethinc Skincare Products. *Indonesian Journal of Accounting and Business Research*, 2(2), 579-599. <https://doi.org/10.32477/jrabi.v2i2.487>
- Taufiq, K., Rachmawati, I., & Tantra, T. (2023). The Effect Of The Marketing Mix During The Covid-19 Pandemic On Consumer Purchase Decisions Of E-Commerce Shopee. 10(2), 759. www.arahkata.pikiran-rakyat.com,
- Yulia, L., & Setianingsih, W. (2020). Online-Based Marketing Management Study (Research on Umkm Furniture Production in Babakan Muncang Tamansari Tasikmalaya City). *Maneksi Journal*, 9(1), 346-354. <https://doi.org/10.31959/jm.v9i1.397>
- Datta, S., Datta, M. and Singh, V. (2014), "Opaque financial reports and R²: revisited", *Review of Financial Economics*, Vol. 23 No. 1, pp. 10-17