

Research Article

What Makes Consumers Buy? The Impact of Quality, Price, Brand Image, and Social Media Promotion

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Abstract

This study was conducted to investigate the impact of Product Quality, Price Perception, Brand Image, and social media promotion on purchasing decisions for Skintific Skincare. The samples used in this study were users and users of Skintific. The sampling technique used a non-probability sampling method, with a purposive sampling technique. The data collection method used a questionnaire. Data analysis used multiple linear regression analysis. The study's results showed that product quality has a partial and significant positive effect on purchasing decisions. (2) Price perception does not have a significant effect on purchasing decisions. (3) Brand image does not have a significant effect on purchasing decisions. (4) Promotion has a positive and significant effect on purchasing decisions. The managerial implications of this study are that Skintific can improve purchasing decisions by strengthening product quality and promotion strategies on social media, as these two factors have been shown to have a significant effect. In addition, although price perception and brand image do not have a significant effect in this study, the company still needs to consider competitive pricing strategies and strengthen brand image to increase competitiveness in the market.

Keywords: Product Quality, Price Perception, Brand Image, Promotion

JEL Classification: M31, M37, L81

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1. Introduction

Competition in the Indonesian skincare industry is extremely fierce; companies must be vigilant and responsive to existing changes. Companies must prepare various strategies to respond to and outperform competing companies that also have their own advantages. Currently, people are more careful in dealing with every product launched on the market (Chandra & Mansur, 2024). Consumers are starting to think more critically about choosing a product by considering its quality. Competition between the cosmetic and beauty industry markets is intensifying, as evidenced by the diverse range of cosmetics and beauty products available and the growing demand for beauty services in Indonesia.

The number of beauty products on the market influences a person's interest in purchasing and affects their purchasing decisions. Purchasing a beauty product, especially facial care products, is no longer a matter of fulfilling desires but rather a necessity due to the current importance of facial care. Facial care products are currently becoming a trend or lifestyle that is increasingly popular. Strong branding must also be supported by effective marketing; currently, most consumers shop through social media and websites, which means that offline marketing is less effective than it once was. The accuracy and speed of information provided by sellers to consumers, along with the inclusion of interesting and informative content, are among the most effective strategies in digital marketing that encourage consumers to make purchasing decisions (Fauzi et al., 2023).

Promotional media using social media applications has been popular lately because on social media, people can see direct reviews of people who create content with a short duration, so that people do not get bored easily and can attract the attention of consumers, as evidenced by the many products that have sold well and become booming through this social media application. Kotler & Keller (2017) state that social media is a tool or method used by business actors to communicate information in the form of text, images, audio and video to consumers or vice versa. Social media is also used as a forum for online communities, allowing people who are members of specific communities to communicate in cyberspace (Narayana and Rahanatha 2020).

Sales are influenced by many things, as are purchasing decisions. Purchasing decisions are the process by which consumers make decisions to purchase a product. The influence of purchasing decisions, is Culture, which is a collection of fundamental values, perceptions, desires, and behaviors learned by members of society from their families and other institutions. In addition, there are also social factors (groups, family, roles, and status), as well as personal factors (age, economic situation, occupation, and lifestyle). Other factors that can influence purchasing decisions are psychological (motivation, perception, learning and beliefs). Factors that influence purchasing decisions include five individual roles in a purchasing decision, namely: Taking the initiative (individuals have needs or desires but do not have the authority to act on them themselves); influencing decision makers; buyers; and users. In essence, purchasing decisions are influenced by various factors including product quality, price perception, brand image, promotion and social media (Yuaniko & Caniago, 2024).

According to Kotler and Armstrong (2020) and (Utami et al., 2024), Product quality refers to a product's ability to perform its intended functions, encompassing aspects such as reliability, durability, accuracy, ease of operation, and product repair, as well as other valuable attributes. According to the results of previous research conducted by Fatmaningrum and Muinah (2020), product quality has a positive effect on purchasing decisions. Taufiq and Utomo (2022) stated that product quality has a positive and significant effect on purchasing decisions. In contrast, found that product quality does not significantly affect purchasing decision variables.

Price perception can be interpreted as the tendency of consumers to use price as a basis for assessing the suitability of product benefits. According to Dharmmesta and Handoko (2021) and (Zain & Fadillah, 2025), price refers to the amount of money (plus the value of several products, if applicable) required to obtain a combination of products and services. According to the research conducted by Taufiq and Utomo (2022), the results showed a positive and significant effect on purchasing decisions. In contrast, research by Mananeke and Tawas (2019) found no effect, as the price offered was so high that it decreased demand for the product.

Although various previous studies have examined the influence of product quality, price, brand image, and promotion on purchasing decisions, the results remain inconsistent. Some studies found product quality and price to be significant, while others found no effect. Similarly, brand image was found to be important in some studies, but insignificant in others. These inconsistent findings highlight a research gap that warrants further investigation, particularly in the context of the rapidly growing skincare industry. The novelty of this study lies in its focus on the Skintific brand, a relatively new brand in Indonesia that has successfully penetrated the competitive beauty industry

through digital marketing strategies. Thus, this study makes an empirical contribution to understanding how traditional and digital marketing factors influence consumer purchasing decisions in the modern skincare industry, particularly in the era of social media.

2. Literature Review and Hypothesis

Literature Review

Product Quality

Product quality refers to a product's ability to meet consumer needs and desires, encompassing aspects such as reliability, durability, accuracy, ease of use, and other value-added attributes (Kotler & Armstrong, 2020). Previous research by Fatmaningrum and Muinah (2020), Taufiq and Utomo (2022), and Ekasari and Mandasari (2021) found that product quality plays a significant role in influencing consumer behavior. This finding indicates that the higher the product quality offered, the more likely consumers are to be satisfied and make a purchase.

Price Perception

Price is often viewed as an indicator of the value or benefits consumers obtain from a product (Dharmmesta & Handoko, 2021). Perceived prices that are considered reasonable and commensurate with product quality can increase consumer appeal. Research by Taufiq and Utomo (2022), Setya (2020), and Arini (2022) shows that competitive prices can increase consumer purchasing interest.

Brand Image

Brand image refers to a consumer's perception of a brand, shaped by experiences, associations, and beliefs inherent in the brand (Kotler & Keller, 2017). According to Kurniawan (2021), Lombok and Samadi (2022), and Nurlaila et al. (2021), a strong brand image can enhance consumer trust and is a crucial factor in determining their preference for a product. However, Nugroho and Sarah (2021) found that brand image does not always play a dominant role, as some consumers prioritize a product's functional benefits over its brand reputation (Farah et al., 2024).

Promotion

Promotion is a marketing strategy used by companies to convey information and persuade consumers to purchase products (Kotler & Keller, 2017). With technological advancements, promotions through social media have become more effective because they can reach a wider audience quickly and interactively. Nur and Kholiq (2022), Fernando and Simbolon (2022), and Dilasari and Yosita (2020) demonstrated that digital media promotion has a positive impact because it can increase consumer appeal. Milano et al. (2021) also emphasized the role of promotion in increasing purchases.

Hypothesis

The Influence of Product Quality on Purchasing Decisions

Product quality is believed to be a crucial factor influencing consumer behavior in making product choices. According to Kotler and Armstrong (2020), product quality encompasses reliability, durability, accuracy, and ease of use, all of which can contribute to consumer satisfaction. Research by Fatmaningrum and Muinah (2020), Taufiq and Utomo (2022), and Ekasari and Mandasari (2021) indicates that product quality has a positive and significant influence on purchasing decisions. However, Afif (2022) found different results, namely that product quality does not influence purchasing decisions for MS Glow products. Based on theory and previous research findings, the following hypothesis is formulated:

H1: Product quality has a positive and significant influence on purchasing decisions.

The Influence of Price Perception on Purchasing Decisions

Price is one of the leading indicators consumers use to assess the appropriateness of benefits and sacrifices. Perceived fairness of the price can increase attractiveness and the likelihood of purchasing (Dharmmesta & Handoko, 2021). Research by Taufiq and Utomo (2022), Setya (2020), and Arini (2022) shows that price has a positive effect on purchasing decisions. However,

Mananeke and Tawas (2019) and Yugi (2017) found that price was insignificant in influencing purchasing decisions, especially when the price was perceived as too high. Therefore, the proposed hypothesis is:

H2: Price perception has a positive and significant effect on purchasing decisions.

The Influence of Brand Image on Purchasing Decisions

Brand image reflects consumer perceptions formed from experiences, beliefs, and associations with a brand (Kotler & Keller, 2017). Research by Kurniawan (2021), Lombok and Samadi (2022), and Nurlaila et al. (2021) found that a strong brand image increases consumer trust, thus encouraging them to make purchasing decisions. However, Nugroho and Sarah (2021) reported that brand image does not always influence purchasing decisions, as some consumers prioritize the immediate benefits of the product over its brand image. Based on this description, the following hypotheses are formulated:

H3: Brand image has a positive and significant influence on purchasing decisions.

The Influence of Promotion on Purchasing Decisions

Promotion plays a crucial role in communicating product advantages to consumers and building appeal to encourage purchasing decisions (Kotler & Keller, 2017). Promotion through social media is adequate because it is interactive and able to reach a wider audience. Research by Nur and Kholiq (2022), Fernando and Simbolon (2022), and Dilasari and Yosita (2020) demonstrated that promotion has a positive influence on purchasing decisions. Meanwhile, Sitonpul et al. (2020) found different results, where promotion is insignificant if the content conveyed is not relevant to consumer needs. Therefore, the following hypothesis is proposed:

H4: Promotion has a positive and significant influence on purchasing decisions.

The Influence of Product Quality, Price Perception, Brand Image, and Promotion on Purchasing Decisions

In addition to their partial influences, these four independent variables also have the potential to influence purchasing decisions simultaneously. This result aligns with research by Nur and Kholiq (2022) and Milano et al. (2021), which showed that the combination of product quality, price, brand image, and promotion can influence consumer purchasing decisions. Therefore, the following hypothesis is formulated:

H5: Product quality, price perception, brand image, and promotion simultaneously have a positive and significant effect on purchasing decisions.

Research Conceptual Framework

Based on the theoretical review and previous research, the relationship between product quality, price, brand image, and promotion influencing purchasing decisions can be described as follows:

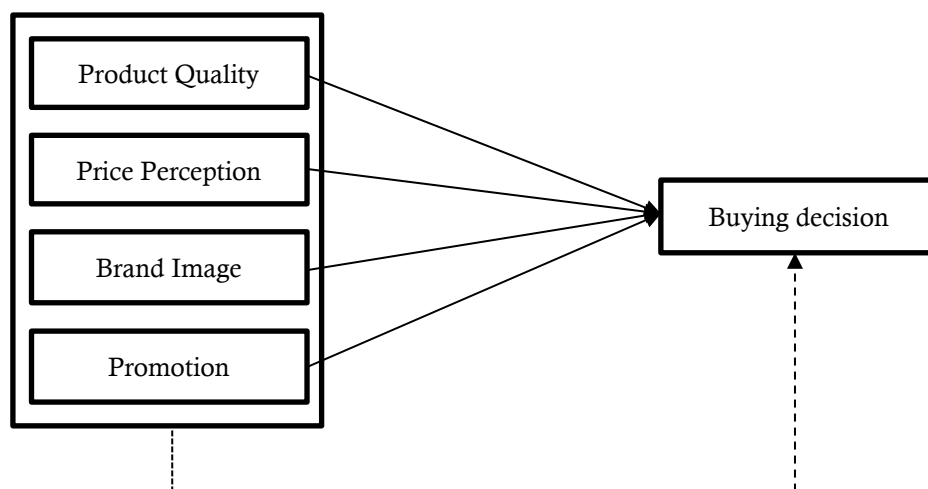


Figure 1. Research Conceptual Framework

3. Data and Method

Type of Research

The research method is a scientific approach to collecting data with a specific purpose. This research strategy employs an associative approach with a quantitative methodology. The type of research used in this study employs explanatory research or hypothesis testing, which aims to explain the relationship between the variables studied and the influence of one variable on another. This study aims to investigate the impact of product quality, price, brand image, and Promotion on purchasing decisions. This research was conducted on purchasing decisions on Skintific products.

Data and Data Collection

Types of Data and Data Sources

Data Collection: This study's data collection comprises both primary and secondary data. Primary data is information that is directly collected from respondents at the research site. The acquisition of primary data uses a questionnaire containing several questions related to the research variables.

Data Collection Method

The data collection method is a systematic stage that involves obtaining the necessary data to achieve the research objectives. The data collection carried out by researchers uses a questionnaire. The data are obtained by administering a questionnaire to the research sample. A questionnaire is a data collection technique that involves presenting a set of questions or written statements to respondents for them to answer. The distribution of questionnaires is carried out by meeting directly or via a Google Form link to respondents who have purchased Skintific.

Population and Sample

The population of this study consists of students from the YARSI University Faculty of Economics and Business Management, specifically the 2019 Class of 275 students in the Economics and Business Management Study Program and 104 students in the Accounting Study Program, totaling 379 individuals. Sample. In this study, the determination of the number of samples to be taken was based on the Slovin formula, with an error rate of 10%.

Data Analysis Method

The analysis employed in this study is a multiple linear regression model, facilitated by the SPSS program, which aims to determine the simultaneous or partial influence of multiple independent variables on the dependent variable. This model was chosen because it aligns with the research objective, which is to test the extent to which product quality, price perception, brand image, and social media promotion influence purchasing decisions. Multiple linear regression allows researchers to measure the strength of the influence of each independent variable, test its significance, and assess the collective contribution of all independent variables to variations in consumer purchasing decisions.

4. Results

Normality Test

The normality test is a test conducted to determine whether the data is normally distributed or not. A regression model is said to be good if it has residual values that are normally distributed or close to normal. According to Ghozali (2018), there are two ways to determine whether the residual is normal or not: graphical analysis and statistical analysis.

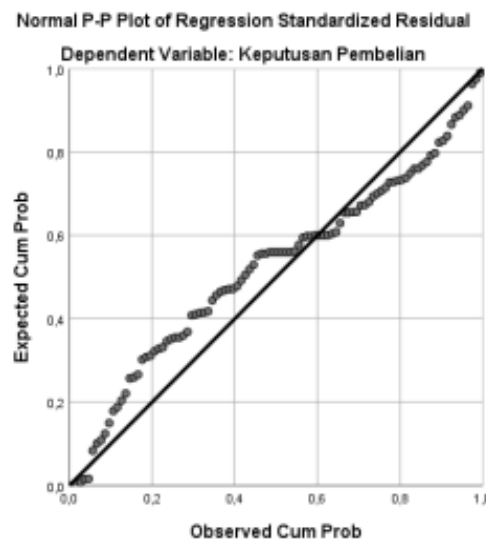


Figure 2. P-Plot Normality Test

Based on the image above, the normality test in this study indicates that the residual data follow a normal distribution, as evidenced by the diagonal line.

Heteroscedasticity Test

The heteroscedasticity test aims to determine whether the variance of the residuals in the regression model is unequal from one observation to another. Heteroscedasticity indicates that the variation of variables is not uniform across all observations. In heteroscedasticity, the errors that occur are not random but exhibit a systematic relationship with the magnitude of one or more variables. Based on the results of data processing, the Scatterplot results can be seen in the following image:

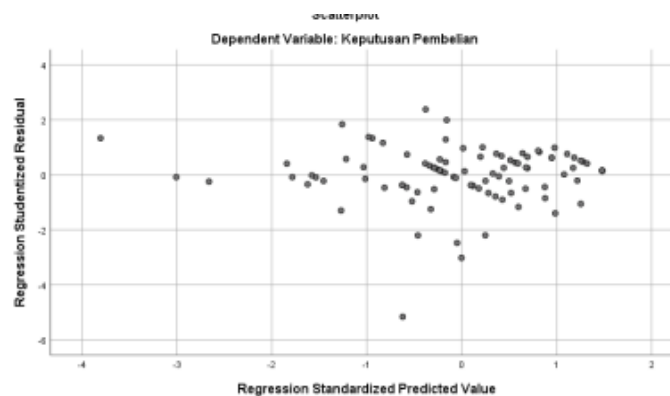


Figure 3. Heteroscedasticity Test

Based on the Figure above, there is no Heteroscedasticity symptom, which means there is no similarity because the points are spread above the number 0.

Multicollinearity Test

The Multicollinearity Test can be assessed through the Variance Inflation Factor (VIF) value and tolerance value for each independent variable. If the tolerance value is above 0.10 and $VIF < 10$, then it is said that there is no multicollinearity.

Table 1. Multicollinearity Test

Variable	Tolerance	VIF
Product Quality	,275	3,639
Price Perception	,533	1,876
Brand Image	,356	2,813
Promotion	,658	1,519

Source: processed data (2023)

Table 1 indicates that the existing data do not exhibit symptoms of multicollinearity between each independent variable, as evidenced by VIF values of less than 10 and tolerance values above 0.10. So, it can be concluded that there are no symptoms of multicollinearity.

Multiple Linear Regression Test

The data analysis method used in this study is multiple regression analysis (Multiple Regression Analysis).

Table 2. Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-1,723	2,169		-,795	,429
Product Quality	,822	,130	,650	6,319	,000
Price Perception	,099	,103	,071	,965	,337
Brand Image	,144	,170	,077	,850	,398
Promotion	,252	,109	,153	2,308	,023

Source: processed data (2023)

Based on the results of the Multiple Linear Regression test, the regression equation can be formed from the values in the Standardized Coefficients column. The constant value of -1.723 indicates that if the independent variable is zero, then the dependent variable is -1.723. The Product Quality variable has a positive effect on Purchasing Decisions, with a coefficient of 0.822, meaning that a one-unit increase in Product Quality will increase Purchasing Decisions by 0.822. The Price Perception variable has a positive value of 0.099, which means that every one-value increase in this variable will increase Purchasing Decisions by 0.099. The Brand Image variable also has a positive effect, with a value of 0.144. In contrast, the Promotion variable shows a positive value of 0.252, indicating that a one-unit increase in this variable will result in a 0.252-unit increase in Purchasing Decisions.

Partial Test Results

Using SPSS 26 software, the results of the t-test hypothesis testing data processing are presented in Table 2. In the t-table with a significance level of 0.05 and df 100 ($100-4-1 = 95$), t-table = 1.985 is obtained.

Table 3. Partial Test Results

No	Variable	T	Sig.
1	Product Quality	6,319	,000
2	Price Perception	,965	,337
3	Brand Image	,850	,398
4	Promotion	2,308	,023

Source: processed data (2023)

Based on the results of the partial test (t-test) in Table 3, the Product Quality variable has a t-value of 6.319 with a p-value of 0.000, indicating a significant influence on Purchasing Decisions. The Price Perception variable has a t-value of 0.965 with a significance of 0.337, and the Brand Image variable has a t-value of 0.850 with a significance of 0.398. Both of these values are greater than 0.05, indicating that they do not have a significant effect on Purchasing Decisions. Meanwhile, the

Promotion variable has a t-value of 2.308 with a significance level of 0.023, which is less than 0.05, indicating a significant influence on Purchasing Decisions.

F-Test

The F-test, also known as the ANOVA test, is used to determine the influence of all independent variables that collectively affect the dependent variable. The existence of this difference allows the independent variable in the t-test to be independent of the dependent variable.

Table 4. F Test Table

Information	F	Sig.
Regression	62,232	,000

Source: processed data (2023)

Based on the results of data processing, the Prob value (F-statistic) is 0.000, and the F-statistic value is 62.232. The probability value is $0.000 < 0.05$ and the fcount value $> f_{table} (62.232 > 2.70)$. This result indicates that simultaneously, the Product Quality, Price Perception, Brand Image, and Promotion variables influence purchasing decisions.

5. Discussion

The Influence of Product Quality on Purchasing Decisions

The results obtained show that the probability value and the calculated value are the same. The probability value and the calculated t-value, which is greater than the t-table value, can be concluded to indicate that H1 is accepted and H0 is rejected. This finding shows that Product Quality has a significant effect on purchasing decisions. This finding aligns with research by Ekasari and Mandasari (2021), and Widur (2022), which indicates that product quality has a positive and significant impact on purchasing decisions. This result suggests that an increase in product quality will also lead to increased purchasing decisions. Conversely, if there is a decrease in product quality, purchasing decisions will also decrease. Therefore, product quality significantly influences purchasing decisions, as it enables the selection of alternatives that align with specific interests, leading to the most profitable choices with high quality. On the other hand, research conducted by Muhammad Afif (2022), titled "Analysis of the Influence of Product Quality, Price, and Promotion on Purchasing Decisions for MS Glow Facial Care Products," yielded results indicating that product quality does not significantly affect purchasing decision variables.

The Influence of Price Perception on Purchasing Decisions

The results obtained show that the probability value and t-count value are greater than the t-table value, indicating that H2 is rejected and H0 is accepted. This result shows that Price Perception does not have a significant effect on Purchasing Decisions. This finding aligns with research by Yugi (2017) and Mananeke and Tawas (2019), which suggests that the price variable does not significantly affect the purchasing decision variable. This means that price changes will not affect purchasing decisions, so if there is a price change, it will not influence what people choose to buy. Therefore, the price of Skitific products is quite affordable, so it does not affect purchasing decisions. This condition is because the price is set according to consumer needs, making it unnecessary to consider price when making purchasing decisions. On the other hand, previous research conducted by Setya (2020) and Arini (2022) stated that price has a positive and significant effect on purchasing decisions. Based on the theory and supported by previous research, the following hypothesis can be formulated.

The Influence of Brand Image on Purchasing Decisions

The results obtained show the probability value and t-count value. The probability value and t-count value are greater than the t-table value, indicating that H3 is rejected and H0 is accepted. This result shows that Brand Image does not have a significant effect on Purchasing Decisions. This finding aligns with research conducted by Nugroho and Sarah (2021), which suggests that Brand Image does not significantly influence purchasing decisions, meaning that changes to Brand Image will not affect purchasing decisions, as it is considered that other variables, such as product

quality, price, and so on, have a direct role in the purchasing decision itself. In addition, because consumers can follow the stages of decision-making, they may not consider the brand image itself, as some consumers believe that brand image is not a primary factor in their purchasing decisions. On the other hand, research conducted by Lombok and Samadi (2022), and Kurniawan (2021) states that Brand Image has a positive and significant influence on purchasing decisions.

The Influence of Promotion on Purchasing Decisions

The results obtained show that the probability value and the calculated value are the same. The probability value and the calculated t-value, which is greater than the t-table value, indicate that H4 is accepted and H0 is rejected. The text indicates that promotion has a positive and significant effect on purchasing decisions. This result means that an increase in promotion leads to an increase in purchasing decisions, while a decrease in promotion results in a decrease in those decisions. The results of research conducted by Nur and Kholiq (2022) and Fernando and Simbolon (2022) showed that promotion had a positive effect on purchasing decisions. On the other hand, the results of research conducted by Sitonpul, Chrispin and Hamzah (2020) stated that promotion had a negative and insignificant effect on purchasing decisions.

Product Quality, Price Perception, Brand Image and Promotion on Purchasing Decisions

Based on the results of data processing, the Prob value (F-statistic) and the F-statistic value were obtained. The probability value and the calculated F-value exceed the F-table value, indicating that Product Quality, Price Perception, Brand Image, and Promotion have a simultaneous effect on Purchasing Decisions.

6. Conclusion

This study aims to analyze the influence of product quality, price perception, brand image, and social media promotion on purchasing decisions of FEB students from Yarsi University, batch 2019, on Skintific Skincare products. The results showed that product quality had a positive and significant effect on purchasing decisions, confirming that the better the quality of the product offered, the higher the consumer's tendency to decide to buy. Price perception was found to have no significant effect, indicating that consumers tend to overlook the price factor because they believe Skintific's price is reasonable for the benefits obtained. Brand image also had no significant effect on purchasing decisions, indicating that consumers place more emphasis on the functional factors of the product than on its brand reputation. Conversely, promotions on social media had a positive and significant effect, indicating that interactive and engaging digital marketing strategies can encourage consumers to make purchasing decisions. Simultaneously, these four variables influence purchasing decisions, so companies need to focus their strategies on improving product quality and digital promotions, while also not neglecting price management and strengthening their brand image as factors that support competitiveness in the market.

The managerial implications of this study suggest that Skintific company should focus more on improving product quality and social media promotion strategies, as these two factors have been proven to influence purchasing decisions significantly. In addition, although price perception and brand image do not show a significant influence, companies still need to manage prices competitively and build a strong brand image to enhance their market competitiveness. Optimizing digital marketing strategies with engaging and educational content can increase consumer engagement and encourage purchasing decisions.

Recommendation

For readers, the results of this study are expected to increase insight and knowledge related to Product Quality, Price Perception, Brand Image, and Promotion in social media, which will inform purchasing decisions, especially for Skintific products. To increase sales through social media, Skintific should introduce its products to all social media platforms it owns, not just be active on one platform.

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