

# The Influence of Social Media Marketing , Product Quality and Price Perceptions on Purchasing Decisions for Some Skincare Products

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## The Influence of Social Media Marketing , Product Quality and Price Perceptions on Purchasing Decisions for Some Skincare Products

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**Abstract.** *There are several common problems in the beauty industry related to these variables. In social media marketing, the level of competition is very high, with many brands vying for consumer attention. Small brands may struggle to stand out among the big brands. Products that don't suit a consumer's skin type or concerns can lead to negative experiences and damage a brand's reputation. Consumers' experiences influence their reviews and recommendations, which can have a positive or negative impact on the company (Susanti & Gunanto, 2022). This research aims to identify the influence of social media marketing, product quality, and price perceptions on purchasing decisions for Somethingnc skincare. The sample was determined using a purposive sampling technique with a total of 100 respondents. The validity and reliability of the questionnaire were tested using the SPSS 23 tool. The results of this research show that social media marketing, product quality, and price perceptions have a significant positive influence on purchasing decisions.*

**Keywords:** Social Media Marketing; Product quality; Price Perception; Buying decision

### INTRODUCTION

Somehinc is a local beauty brand with international standards that uses quality ingredients and is halal certified. Since March 2019, Somethingnc has been producing skincare, make up and make up tools. Somehinc's main goal is to meet the needs of the younger generation in caring for their skin to make it look attractive. Based on research by (Hasena & Sakapurnama, 2021) , Somethingnc is included in the top five most popular skin care products. Somethingnc also leads online skincare sales at Beauty Mall with a total of 61 products sold in the last three months, beating international brands such as Garnier with 54 products and Skintific with 44 products. This shows that consumers are increasingly switching and trusting local products compared to foreign products (Fauzi et al., 2023) .

Marketing via social media is very important for product promotion and special offers. Social media makes it easier for businesses to promote new products, special offers, and showcase products to audiences. With engaging images, videos and text, businesses can grab the attention of potential customers and encourage them to buy. Promotions must be carried out by all businesses using persuasive messages to attract customers. Social media is currently not only used as entertainment media but is also considered as digital media that can be used for business purposes, such as promoting products or making offers (Puspitarini & Nuraeni,

2019) . In Indonesia, the use of social media is increasing, so marketers are starting to use it to market and display their products.

High-quality products help customers decide to buy. Customers who are satisfied with a product are more likely to leave positive reviews and recommend it to others, building a brand's reputation as trustworthy. Product quality is very important for customers to make their purchasing decisions, and some customers are willing to spend more money for a better product. Price, promotion and product quality influence purchasing decisions (Simanjuntak & Budiono, 2020) .

Consumers judge products based on the price they pay because of price perception. Consumers emphasize that the benefits received from a product or service, according to the price paid, are the most important component of value (Kumbara, 2021) . A study conducted by (Wijaya & Budiani, 2022) shows that there is a positive correlation between price perceptions and purchasing decisions. Customers will have a good experience when purchasing a product if the price is reasonable (Kurniawan, 2020) .

Purchasing decisions are determined by customer perceptions of the product. Purchasing decisions are a long process in which consumers assess brands based on their reputation, which then determines preference and loyalty to the product (Syauki & Amalia Avina, 2020) . Customer perception of value, namely the comparison between perceived benefits and risks, has a positive and significant effect on online purchasing decisions (Fachmi & Astuti, 2016) .

There are several common problems in the beauty industry related to these variables. In social media marketing, the level of competition is very high, with many brands vying for consumer attention. Small brands may struggle to stand out among the big brands. Products that don't suit a consumer's skin type or concerns can lead to negative experiences and damage a brand's reputation. Consumers' experiences influence their reviews and recommendations, which can have a positive or negative impact on the company (Susanti & Gunanto, 2022) . Uncompetitive prices can reduce product attractiveness and increase consumer purchasing resistance. The right pricing strategy will attract consumers, increase their desire to buy, and provide a positive response in the market (Kurriwati, 2019) . Consumers are often faced with many choices in the beauty business, which can cause confusion and difficulty in making purchasing decisions due to a lack of understanding of the product. Consumers need product information to make informed decisions, and product knowledge often reflects a positive attitude towards the product (Musa, 2017) . Based on the explanation above, this research aims

to identify the influence of *social media marketing* , product quality and price perceptions on purchasing decisions for Somethinc *skincare products*.

## 12 THEORY REVIEW AND HYPOTHESIS DEVELOPMENT

### *Social Media Marketing*

*Social Media Marketing* This system allows marketers to interact, collaborate, influence and utilize the knowledge of individuals involved in marketing to attract readers' interest and encourage them to share on their various social media platforms. (Tsitsi, 2013) . *Social media marketing* is a challenge for managers in marketing, but can be a powerful driver for responding to customers in a positive way influencing intentions , behavior and decisions (Chen & Lin, 2019) . Many social media platforms are quite popular in various circles. These platforms focus their users on being able to reveal status in the form of images or videos and adding short descriptions to them. This is considered effective as a means of marketing via social media (Sholihin et al., 2018) . According to research (As'ad & Alhadid, 2014) , social media marketing can be measured by the following indicators:

- 1) *Online Communities* , Companies or businesses can use social media to build communities centered on interest in their product or business. This community spirit can increase loyalty, encourage discussion, and provide useful information for business development and progress.
- 2) *Interaction* , Social media allows wider interaction with online communities through the dissemination of information that is always up to date and relevant from customers.
- 3) *Sharing of content* , this includes the individual exchange, distribution, and reception of content within the context of social media rules.
- 4) *Accessibility* , refers to ease of access and minimal costs for using the media. Which refers to ease of access and minimal costs for using the media.

### **H1: *Social Media Marketing* influences purchasing decisions**

### **Product quality**

Product quality includes expertise, completeness of specifications, as well as service and product characteristics related to the ability to meet consumer satisfaction and needs desired by the company (Harjadi & Arraniri, 2021) . According to (Anggraeni & Soliha, 2020) , product quality is the importance of customer-focused value; If a seller's service or product meets or exceeds customer expectations, then the seller has provided a quality product. According to (Kotler & Armstrong, 2012) , product quality is "everything that can be offered to the market to attract attention, be purchased, used, or consumed that can satisfy a want or

need". Product quality indicators according to (Riyono & Budiharja, 2016) include 8 dimensions, namely:

- a. Performance is the main operating characteristic of the core product purchased .
- b. Additional characteristics or privileges (*features*), which are secondary or complementary characteristics that add function to use.
- c. Reliability , which describes the small possibility of a product experiencing damage or failure within a certain period of time .
- d. Conformance is *the* level at which a good or service meets predetermined standards, both in terms of design and operation.
- e. Durability , which is related to how long a product can be used before needing to be replaced, includes technical and economic life.
- f. Service (*Ability*) , which is the speed and ease of repairs and the quality of the services provided ..
- g. Aesthetics , is the appearance of a product, including taste, sound and aroma that appeals to the five senses
- h. Perceived quality , which is a quality based on the reputation of the seller or brand, which identifies and differentiates the product from competitors through a particular name, symbol or design.

## **H2: Product quality influences purchasing decisions**

### **Price Perception**

According to (Kotler & Armstrong, 2012) , price is the amount of money charged for a product or service. More broadly, price reflects the total value that customers provide to gain benefits from owning or using the product or service. Historically, price has been a major factor in influencing purchasing decisions. Although in recent decades non-price factors have become increasingly significant, price remains one of the most important elements in determining company performance, including market share and profitability. Price is the only element in the marketing mix that produces profits for the company (Mulyadi, 2022) . According to (Saragih, 2015) , price is the only element in the marketing mix that provides income or income for the company. (Kotler & Armstrong, 2012) mentions four indicators that characterize prices:

- a. Price affordability is the setting of prices by producers in accordance with consumers' purchasing ability.
- b. Matching price to quality is a price determination carried out by producers based on the quality of the product received by consumers.

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c. Price competitiveness is the price offered by different producers and competes with those given by other producers for similar products.

d. Matching price with benefits is the setting of prices by producers in accordance with the benefits that consumers obtain from the products purchased.

### H3: Price perceptions influence purchasing decisions

#### Buying decision

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The purchase decision is the stage in the consumer decision-making process where they actually make a purchase (Kotler & Armstrong, 2012) . Consumers' purchasing decisions for environmentally friendly products depend not only on their perceptions and attitudes towards the product, but also on other factors such as price, availability, promotions, social issues, and the level of awareness about consumption and purchasing decisions (Tan et al., 2019) . According to (Harahap et al., 2018) , purchasing decisions are defined as a decision-making process related to purchasing which includes decisions about what to buy or not to buy. (Kotler & Armstrong, 2012) explains purchasing decision indicators as follows:

##### a. Product Selection

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Consumers decide whether to buy a product or use their money for other purposes. Companies should focus on the individuals interested in purchasing the product and consider the alternatives they are evaluating.

##### b. Brand Selection

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Consumers decide which brands to buy. Each brand has its own differences. Companies need to understand how consumers choose a brand.

##### c. Selection of Distribution Place

Consumers choose which dealer or store to visit. This consideration can be based on location, price, availability of goods, and other factors.

##### d. Purchase Time

Consumers have different preferences in determining purchasing times, such as buying every day, weekly, or monthly.

##### e. Purchase Amount

Consumers decide how much of a product to buy at a time. Companies must prepare the number of products that suit various consumer needs ..

##### f. Payment method

Consumers decide which payment method to use. This decision is also influenced by the technology used in the purchase transaction.

**H4: Social Media Marketing, product quality, and price perceptions influence purchasing decisions**

**RESEARCH METHODS**

This research uses a quantitative approach by distributing questionnaires to consumers who buy Somehinc skincare products. Data were processed using the SPSS 23 application with multiple linear regression analysis methods. Sampling was carried out using a purposive sampling technique, where respondents had to meet the following criteria: be followers of Somethinc Instagram, view Somethinc Instagram content, buy and use Somethinc skincare products, and be in the age range of 18-35 years. The sampling method used is non-probability sampling, namely a sample selection method that is chosen randomly based on a questionnaire that has been distributed and is appropriate after review. With this method, it is assumed that all members of the population have the same opportunity to become the research sample. The population viewed comes from Instagram followers of 1,300,000 followers. The data collection technique was carried out through a questionnaire in the form of a Likert scale, consisting of Strongly Disagree (STS), Disagree (TS), Neutral (N), Agree (S), and Strongly Agree (SS). This technique uses the Slovin formula with a significance error level of 10% (0.1).

$$n = \frac{N}{1 + Ne^2}$$
$$n = \frac{1.300.000}{1 + 1.300.000 (0,1)^2}$$
$$n = \frac{1.300.000}{13,001}$$
$$n = 99,897$$

**Figure 2. Sample Determination Using the Slovin Formula**

*Source: (processed by the author)*

Based on the calculation results in Figure 2, the sample in this study was 99,897 so it was rounded up to 100 respondents. Data analysis in this study used inferential statistical methods. This method was used to test the hypothesis in this research.

## RESULTS AND DISCUSSION

### Respondent Characteristics

As many as 83% of respondents were women and 17% were men. This illustrates that women have a greater interest in consuming *Somethingnc skincare products* . Then, 6% of respondents were under 20 years old and 94% were 21-30 years old. This describes that the age group that consumes a lot of *Somethingnc skincare products* is 21-30 years old. As many as 64% are students and 36% are private employees. This illustrates that students predominantly consume *Somehinc skincare products* . 59% live in Jakarta, 13% Bogor, 15% Depok, 4% Tangerang, and 9% Bekasi. This describes that the average domicile in this study is dominated by respondents who live in Jakarta.

### Validity test

In this research, a validity test was carried out to ensure that the measurement instrument (questionnaire) used actually measured what it was supposed to measure. This validity test is important to ensure the reliability of research results. The validity test was carried out using the SPSS 23 tool. The validity of the questionnaire was tested by looking at the correlation between the question items and the total score of each variable measured. The correlation used is the *Pearson Product Moment correlation* , where items that have a calculated r value from the r table are considered valid. The table below shows the validity test results for each question item related to social media marketing variables, product quality, price perception and purchasing decisions.

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**Table 1. Validity Test**

Statement	R Count	R Table	Information
Social Media Marketing Variable (X1)			
1	0.780	0.361	Valid
2	0.773	0.361	Valid
3	0.790	0.361	Valid
4	0.828	0.361	Valid
Product Quality Variable (X2)			
5	0.889	0.361	Valid
6	0.720	0.361	Valid
7	0.926	0.361	Valid



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8	0.901	0.361	Valid
Price Perception Variable (X3)			
9	0.877	0.361	Valid
10	0.729	0.361	Valid
11	0.838	0.361	Valid
12	0.809	0.361	Valid
Purchase Decision Variable (Y)			
13	0.758	0.361	Valid
14	0.672	0.361	Valid
15	0.821	0.361	Valid
16	0.755	0.361	Valid

*Source: SPSS version 23 (processed by the author)*

<sup>3</sup> Based on this table, it can be seen that 16 statements were found to be valid. This is because it has a calculated  $r$  that is greater than the  $r$  table with 30 respondents. Therefore, all statements can be used for research "The Influence of Social Media Marketing, Product Quality, Price Perceptions on Certain Skincare Purchasing Decisions".

### Reliability Test

In this research, a reliability test was carried out to ensure the consistency and reliability of the measurement instrument (questionnaire) used. Reliability testing is important to ensure that measuring instruments provide stable and consistent results over time . Reliability testing was carried out using SPSS 23 tools with the *Cronbach's Alpha method* . *Cronbach's Alpha* is used to measure how well the items in a questionnaire correlate with each other.

<sup>12</sup>  
**Table 2. Reliability Test**

Variable	<i>Cronbach's Alpha</i>	Conclusion
Social Media Marketing	0.801	Reliable
Product quality	0.879	Reliable
Price Perception	0.824	Reliable
Buying decision	0.740 <sup>5</sup>	Reliable

*Source: SPSS version 23 (processed by the author)*

Based on this table, the results of the Cronbach's Alpha calculation for the three X variables are declared reliable and variable Y is declared reliable. This is because the Cronbach's Alpha results are greater than the value of 0.60 so that all variables are declared reliable.

### Normality test

This test is used to evaluate whether data from the dependent variable, independent variable, or both have a normal distribution in the regression model. If the data follows a normal distribution, the regression model is considered good.

**Table 3. Kolmogorov-Smirnov Test**

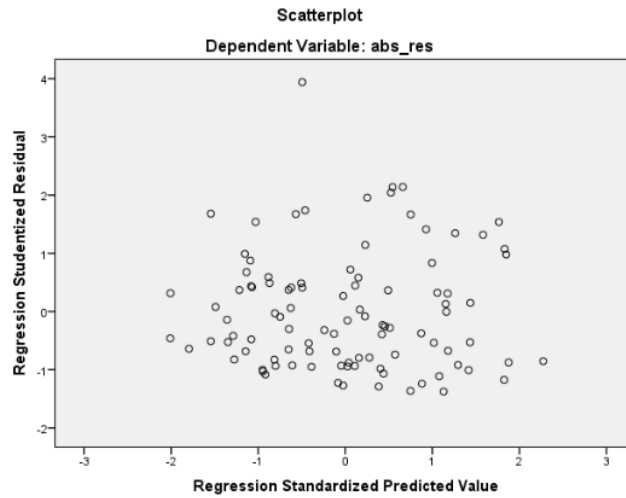
One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	3.24546202
Most Extreme Differences	Absolute	.074
	Positive	.054
	Negative	-.074
Test Statistic		.074
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

Source: SPSS version 23 (processed by the author)

Based on the Kolmogorov-Smirnov normality test in table 2, a significance value of 0.200 was obtained. This shows that the dependent and independent variables in this study are normally distributed because the significance value (sig) is greater than 0.05 or  $0.200 > 0.05$ . Thus, the data in this study is normally distributed and can be used for the next stage of testing.

### Heteroscedasticity Test

This method is used to evaluate differences in residual variance in a regression model. The dot pattern in the regression scatterplot can indicate heteroscedasticity. If the points are distributed randomly without a clear pattern and there is no pattern regarding the Y axis that crosses the number 0, then there is no heteroscedasticity problem.



**Figure 1. Scatterplot Heteroscedasticity Test**  
 Source: SPSS version 23 (processed by the author)

**Multicollinearity Test**

Used in multiple regression analysis to test the relationship between independent variables. A good regression model has no relationship between independent variables. If there is a relationship between the independent variable and the dependent variable, then the variables are not orthogonal.

**Table 4. Multicollinearity Test**

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	12.337	2.276		5.420	.000		
	X1_SMM	-.311	.129	-.227	-2.415	.018	.980	1.021
	X2_KP	.224	.103	.211	2.185	.031	.921	1.085
	X3_PH	.223	.083	.258	2.696	.008	.939	1.065

a. Dependent Variable: Y\_KPP

Source: SPSS version 23 (processed by the author)

Based on this table, it shows that all tolerance values are >0.10 (with  $x_1= 0.980$ ,  $x_2= 0.921$  and  $x_3= 0.939$ ) so it can be said that there is no multicollinearity among the variables. If you look at the results of the VIF calculation, the VIF value for all variables  $X < 10$  (with  $x_1= 1.021$ ,  $x_2= 1.085$  and  $x_3= 1.065$ ). So, it can be concluded that in this research there were no

symptoms of multicollinearity between the independent variables in the research model and it can be used in this research.

### Linearity Test

It was found that the significance values for the linearity tests were all greater than 0.005. This shows that there is a significant linear relationship between social media marketing variables, product quality, and price perception and purchasing decisions. Therefore, the linearity assumption for each variable is proven to be significant.

### 3 Multiple Linear Regression Analysis

This analysis aims to evaluate the relationship between social media marketing variables, product quality, price perceptions, and purchasing decisions for Somehinc skincare products. Table 5 contains the results of this analysis, including the regression coefficient, coefficient of determination (R-squared), T test, and F test. From this table, it can be concluded that these variables have a significant influence on purchasing decisions .

**Table 5 . Multiple linear regression**

Model	Unstandardized Coefficients	
	B	Std. Error
1 (Constant)	12.337	2.276
X1_SMM	-.311	.129
X2_KP	.224	.103
X3_PH	.223	.083

5  
Source: SPSS version 23 (processed by the author)

Based on Table 5 , the results obtained from processing the multiple linear regression equation are as follows :  $Y = a + b1x_1 + b2x_2 + b3x_3 + e$ , so that the purchase decision = 12,337 -0.311 social media marketing + 0.224 product quality + 0.223 price perception + error.

### Coefficient of Determination

**Table 6. Coefficient of Determination**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.414 <sup>a</sup>	.172	.146	3.296

a. Predictors: (Constant), X3\_PH, X1\_SMM, X2\_KP

Source: SPSS version 23 (processed by the author)

The results of the table show that the coefficient of determination for social media marketing, product quality, price perception and purchasing decisions is 0.172, which means that this data has a positive and significant influence on purchasing decisions. These three variables together explain 17.2% of the variation in purchasing decisions and 82.8% are influenced by other variables.

**F Test (Anova)**

The F test is used to determine whether the multiple linear regression model can predict the simultaneous influence of social media marketing variables, product quality, and price perceptions on purchasing decisions for Somethinc skincare products.

**Table 7. F Test (Anova)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	216.221	3	72.074	6.635	.000 <sup>b</sup>
	Residual	1042.769	96	10.862		
	Total	1258.990	99			

- a. Dependent Variable: Y\_KPP
- b. Predictors: (Constant), X3\_PH, X1\_SMM, X2\_KP

*Source: SPSS version 23 (processed by the author)*

The test results in the table show that the significance level value is 0.000 <0.05. Therefore, H0 is rejected and H4 is accepted. This concludes that together, the variables social media marketing, product quality, and price perception have a significant influence on purchasing decisions for Somethinc skincare products.

**Partial Test or T Test**

The T test is used to determine whether there is a partial influence of the independent variables (social media marketing, product quality, and price perception) on the dependent

variable (purchasing decisions). The T test results provide the t-statistic value, p-value, and regression coefficient for each variable. If the  $p\text{-value} < 0.05$ , then this variable has a partially significant influence on purchasing decisions.

**Table 8. Partial Test or T Test**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	12.337	2.276		5.420	.000
X1_SMM	-.311	.129	-.227	-2.415	.018
X2_KP	.224	.103	.211	2.185	.031
X3_PH	.223	.083	.258	2.696	.008

a. Dependent Variable: Y\_KPP

Source: SPSS version 23 (processed by the author)

The results of the table show the following:

**Firstly**, from the test results in the table, social media marketing and purchasing decisions, a significance level of  $0.018 < 0.05$  was obtained. This shows that  $H_0$  is rejected and  $H_1$  is accepted, meaning that social media marketing has a significant effect on purchasing decisions. Thus, it can be concluded that social media marketing can influence consumer purchasing decisions for a product. This finding is in line with previous research which shows the significant influence of social media marketing on purchasing decisions (Ovirya & Saputri, 2023).

**The two** findings on the variables of product quality and purchasing decisions, obtained a significance level of  $0.031 < 0.05$ . This shows that product quality has a significant effect on purchasing decisions, so that  $H_0$  is rejected and  $H_2$  is accepted. Thus, it can be concluded that good product quality will increase purchasing decisions. This finding is supported by previous research which also states that there is an influence of product quality on purchasing decisions (Dewi & Fariza, 2023).

**The three** research results using the t test on price perceptions and purchasing decisions, obtained a significance level of  $0.008 < 0.05$ . This shows that  $H_0$  is rejected and  $H_3$  is accepted, meaning that price perception has a significant influence on purchasing decisions. Thus, it can be concluded that price perceptions influence purchasing decisions. This finding

is also supported by previous research which states that there is an influence of price perceptions on purchasing decisions (Febriyanto et al., 2023) .

## CONCLUSION

Based on the results of the research and discussions that have been carried out, the author can draw conclusions as follows:

1. *Social media marketing* has a positive influence on the decision to purchase *Somehinc skincare products* with a significance value of  $0.018 < 0.05$  so that  $H_0$  is rejected and  $H_a$  is accepted.
2. Product quality has a positive influence on the decision to purchase *Somehinc skincare products* with a significance value of  $0.031 < 0.05$  so that  $H_0$  is rejected and  $H_a$  is accepted.
3. Price perception has a positive influence on the decision to purchase *Somehinc skincare products* with a significance value of  $0.008 < 0.05$  so that  $H_0$  is rejected and  $H_a$  is accepted.
4. *Social media marketing* , *product quality* and *price perception* together have a positive influence with a significance value of 17.2% on purchasing decisions for *Somehinc skincare products*.

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