

# THE EFFECT OF DIGITAL MARKETING AND PRODUCT QUALITY ON THE PURCHASE DECISION OF MS GLOW BEAUTY COSMETIC PRODUCTS IN BOJONG RAWALUMBU BEKASI CITY

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## ABSTRACT

**Purpose:** This study aims to determine the effect of digital marketing and product quality on purchasing decisions for Ms Glow Beauty cosmetic products. **Methods:** This study uses a quantitative research design. The population in this study was 11,993 people, especially the people of Bojong Rawalumbu Village, aged 17 to 25 years. Determination of the number of samples is based on the Slovin formula so that the number of samples is 100 respondents. The sampling technique used purposive sampling by using respondent criteria, namely the age of the respondents from 17 to 25 years who domiciled in Bojong Rawalumbu Village. In addition, respondents have used Ms Glow Beauty cosmetics for 3 months. **Analysis data :** This research using regression analysis. Hypothesis test **using** partial test (*t* test) with a significant level of 5% showed a significance result of  $0.024 < 0.05$ , meaning that digital marketing had a significant and significant effect on purchasing decisions for Ms Glow Beauty cosmetic products, while the partial test (*t* test) with a significant level of 5% showed the results the significance of  $0.000 < 0.05$  means that the quality of the product has a significant and significant effect on purchasing decisions for Ms Glow Beauty cosmetic products. **Result and discussions:** For the simultaneous test or *f* test with a significant level of 5%, it shows a significance result of  $0.000 < 0.05$ , which means that digital marketing and product quality simultaneously affect the decision to purchase Ms Glow Beauty cosmetic products in Bojong Rawalumbu Village, Bekasi City. **Conclusion:** Digital marketing and product quality affecting on purchasing decisions for Ms Glow Beauty cosmetic products in Bekasi city had a strong relationship significancies of  $0.024 < 0.05$

Keywords: Digital Marketing, Product Quality, Purchasing Decisions.

## INTRODUCTION

In the current era of globalization, every existing trend will definitely experience changes such as fashion trends, hairstyle trends, technology trends and cosmetic trends. This is the reason the cosmetics business is growing rapidly and feeling the tight competition. This competition is marked by the number of cosmetic products sold of the same type.

Today the mindset of society is increasingly advanced and follows the current progress. They are now more critical in choosing a product to the purchase decision. Consumers are increasingly critical in buying products and prioritize safety and are not easily tempted by cosmetics that do not have a distribution permit and cause damage to the face or body. according to Cekindo.com, the

beauty industry has increased from 2010 and is predicted to continue to increase until 2023 in line with the growth of the population in Indonesia. The increase came from the types of cosmetics, skincare, personal hygiene, hair care fragrances and oral care.

Along with the growth of cosmetics in Indonesia, serious problems have arisen, such as illegal cosmetics being found on the market and as a result, many manufacturers have been ensnared by the authorities. One of the areas in Indonesia that is a contributor to illegal cosmetics is Bekasi City. According to [Republika.co.id](http://Republika.co.id), in April 2020, an illegal cosmetic manufacturer was found in the Rawalumbu area of Bekasi City.

In the above phenomenon, Ms Glow cosmetics as the object of research are

cosmetics that are widely used by the community, including Bojong Rawalumbu Village. In the Bojong Rawalumbu environment, many people of all ages and professions choose Ms Glow Beauty, although there are various choices of popular local cosmetic brands in Indonesia such as Wardah, Scarlett, Emina, Pixy, Sariayu and Oriflame. Keputusan pembelian konsumen biasanya diawali adanya kebutuhan dan keinginan. Salah satu kebutuhan konsumen adalah kebutuhan akan kecantikan. Menurut Tjiptono (2015:21), keputusan pembelian adalah sebuah proses dimana konsumen mengenal masalahnya, mencari informasi mengenai produk atau merek tertentu dan mengevaluasi seberapa baik alternatif dapat memecahkan masalah, yang kemudian mengarah pada keputusan pembelian.

Ms Glow Beauty implements a strategy, one of which is a promotional marketing mix through digital marketing in order to remain in control of the current market. According to Malik (2017: 78) Digital marketing is a marketing strategy carried out by companies to connect with their customers through digital media in the form of websites, social networking, Search Engine Optimization, PPC advertising and affiliate marketing.

In addition to doing digital marketing, the company also guarantees good product quality. Product quality is considered to be one of the factors that are considered in making consumer purchasing decisions. Product quality is the totality of characteristics and characteristics that affect the ability to meet real and implied needs. (Kotler & Armstrong, 2014:25).

Considerations for consumers to decide on a purchase, namely knowing the quality of the product by knowing the composition contained in it, whether it is in accordance with the skin type, not to damage and injure the face or body. Based on the above background, researchers are interested in conducting research with the title of the influence of

digital marketing and product quality on purchasing decisions.

## **THEORETICAL BASIS**

According to Sanjaya and Josua Tarigan (2013:1) digital marketing is a marketing activity that includes branding that uses various media. For example, websites, adwords and various other social media networks. According to Chandra Elbahar et al (2021:3) digital marketing has the following dimensions:

The website is a liaison with the digital world as a whole and perhaps the most important parts in the overall digital marketing strategy where its activities will be directed online to potential consumers.

1. Search Engine Optimization (SEO) Search Engine Optimization. SEO is the process of managing the most important content of a website that is able to help consumers to more easily present content so that it is easily found by search engines and besides that also to search for content more specifically.
2. Paid Earnings Click-Based Advertising (Ppc Advertising). Pay Per Click (PPC) is advertising that is used by marketers to search for selected keywords and sentences through the internet by buying search results pages on the internet.
3. Affiliate Marketing and strategic partnership. Affiliate marketing or strategic partnership is an activity of partnering with other organizations or companies and websites to achieve mutual benefits from the cooperation of both parties to promote products or services.
4. Online Public Relations (Online PR). Online PR is an online-based channel that is useful for forming positive perceptions of brands with the aim of placing companies in certain fields to have great authority.
5. Social Networks. Social networking is a great opportunity for a marketer but social networks have not been able to offer any advertising methods or

information base obtained from social networking sites, to small groups in society.

### Product Quality

According to Kotler & Armstrong (2012:230) Product quality "the characteristic of a product or service that bears on its ability to satisfactorily stated or implied customer needs". implied. Meanwhile, according to Tjiptono, (2016:134) Product quality has the following dimensions:

1. Performance, is the main function or characteristic of a product. This is one of the considerations for buying the product.
2. Reliability, is a product that has little chance of failure or damage.
3. Product Features (Feature), is a feature or additional characteristics of a product.
4. Durability, is the age of the product or how long the product can be used.
5. Conformance, is the performance of a product in accordance with predetermined standards.
6. Perceived Quality, is the perceived quality in the form of an assessment of advertising, image or brand.
7. Ability to be repaired (Serviceability), is the handling of complaints of a product satisfactorily.
8. Aesthetics, is an attraction to a product that makes consumers interested.

### Purchase Decision

According to Tjiptono (2015: 21) Purchase decision is a process where consumers recognize the problem, seek information about a particular product or brand and evaluate how well each alternative can solve the problem, which then leads to a purchase decision. Meanwhile, according to Kotler and Armstrong (in Brayen Panget et al, 2018: 64) In purchasing decisions there are several stages that consumers go through, namely:

1. Recognition of needs is the first stage in the buying decision process where a

consumer first recognizes the problem of needs.

2. Information search is the second stage that consumers go through where consumers are moved to seek additional information about the required product.
3. Alternative evaluation is the stage that consumers go through after searching and knowing information and then evaluating through various alternative brands in a series of choices.
4. 4Purchase decisions are activities where consumers make real purchases of a product that has passed the three stages above. In general, consumers will make purchases of the preferred brand.
5. Post-purchase decision behavior is a further process of products that have been purchased where consumers will feel satisfied or disappointed with a product. If someone is satisfied, they will make repeat purchases and give positive feedback and vice versa.

### HYPOTHESES

This study examines the effect of each independent variable on the dependent variable and the simultaneous effect of two independent variables on the dependent variable. Here is a conceptual framework:

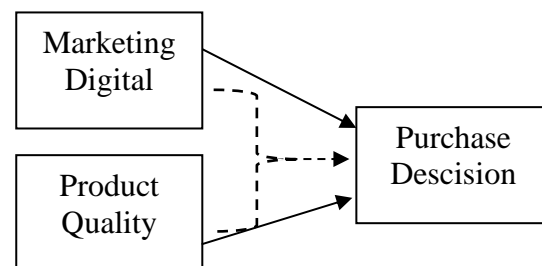


Figure 1 : Framework

Ha1 : There is a significant influence between digital marketing on the purchase decision of Ms Glow Beauty cosmetic products

Ha2 : There is a significant influence between product quality on purchasing decisions for Ms Glow Beauty cosmetic products

H<sub>3</sub> : There is a significant influence between digital marketing and product quality on purchasing decisions for Ms Glow Beauty cosmetic products.

## METHOD

The design in this study uses a quantitative research design or method. According to Sugiyono (2019: 7) quantitative research or called the traditional method because using this method has been used for a long time so it has become a tradition as a method for research. In this study, the population of Bojong Rawalumbu Village aged 17-25 years was 11,993 people. The sampling technique of this research used purposive sampling technique. By determining the criteria include: 17-25 years old, domiciled in Bojong Rawalumbu Village and have used Ms Glow Beauty cosmetics for 3 months. The number of samples was determined using the Slovin formula.

$$n = \frac{N}{1 + Ne^2}$$

Then the results obtained:

$$n = \frac{11,993}{1 + 11,993 (0,10)^2}$$

$$n = \frac{11,993}{12,093}$$

$$n = 99,731$$

So the number of samples in this study was rounded up to 100 respondents. To facilitate understanding, the following describes the operational definition of variables. Digital marketing is a strategy

## RESULTS AND DISCUSSION

The results showed that the largest gender was female at 64% and male at 36%. The results of the study were 32 people (32%), 17-20 years old 40 people (40%), and 28-25 years old 28 people (28%). The results of respondents who have employment status as students are 32 people (32%), students are 24 people (24%), employees are 25 people (14%), professions are 13 people (13%), and others are 6 people (6 %)

## Results of Digital Marketing Validity Test

Question	R Count	R Table	Decision
1	0,628	0,195	Valid
2	0,640	0,195	Valid
3	0,676	0,195	Valid
4	0,683	0,195	Valid
5	0,606	0,195	Valid
6	0,617	0,195	Valid
7	0,733	0,195	Valid
8	0,597	0,195	Valid
9	0,613	0,195	Valid
10	0,574	0,195	Valid
11	0,742	0,195	Valid
12	0,637	0,195	Valid
13	0,639	0,195	Valid

Table 1

Source : Primary data, 2022

From table 1 it can be seen that the calculated r value of the 13 questions tested 13 questions is significant. The calculated r value is greater than the r table (0.195), with these results, it is in accordance with the basic provisions of the validity test decision making, so it can be concluded that the 13 questions from each instrument in this study are declared valid.

## Quality Product Validity Test

Tabel 2

Question	R Count	R Table	Decision
1	0,563	0,195	Valid
2	0,561	0,195	Valid
3	0,550	0,195	Valid
4	0,519	0,195	Valid
5	0,545	0,195	Valid
6	0,595	0,195	Valid
7	0,524	0,195	Valid
8	0,564	0,195	Valid
9	0,495	0,195	Valid
10	0,628	0,195	Valid
11	0,581	0,195	Valid

Source: Primary Data

From table 2, it can be seen that the calculated r value of the 11 variable questions tested for 11 questions is significant. The calculated r value is greater than the r table (0.195). These results are in accordance with the basic provisions of the

validity test decision making so that it can be concluded that these 11 questions are declared valid.

### Purchasing Decision Validity Test Results

Question	R Count	R Table	Decision
1	0,601	0,195	Valid
2	0,605	0,195	Valid
3	0,712	0,195	Valid
4	0,662	0,195	Valid
5	0,656	0,195	Valid
6	0,655	0,195	Valid
7	0,625	0,195	Valid
8	0,703	0,195	Valid
9	0,587	0,195	Valid

Source : Primary data, 2022

The table above shows that the calculated r value of the 9 instrument questions tested 9 questions is significant. The calculated r value is greater than r table (0.195). This is in accordance with the basic provisions of the validity test decision making so that it can be concluded that these 9 questions are declared valid.

### Digital Marketing Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
0,881	13

Source : Primary data, 2022

The table above shows the results of Cronbach's Alpha value of 0.881, which is greater than r table 0.6. So it can be stated that the respondents' answers to all questions to measure digital marketing variables as many as 13 instruments are consistent or reliable and can be used as research instruments.

### Product Quality Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
0,872	11

Source : Primary data, 2022

From the table above, it can be seen that the reliability test after being calculated with SPSS 25.0 shows the Cronbach's Alpha value of 0.872 which is greater than

r table 0.6. So it can be stated that all of the respondents' answers to the 11 questions of product quality variable instruments are consistent or reliable and can be used as research instruments.

### Reability Decision Purchase Result Test

Reliability Statistics	
Cronbach's Alpha	N of Items
0,825	9

Source : Primary data, 2022

The table above shows the reliability test after being calculated using SPSS 25.0 showing the results of the Cronbach's Alpha value of 0.825 which is greater than r table 0.6. It can be stated that all respondents' answers to the questions of 9 instruments of purchasing decision variables are consistent or reliable and can be stated as research instruments.

### Normality Test Results

One-Sample Kolmogorov-Smirnov Test			
			Unstandardize d Residual
N			100
Normal Parameters <sup>a,b</sup>	Mean		0,0000000
	Std. Deviation		2,21058443
Most Extreme Differences	Absolute		0,108
	Positive		0,061
	Negative		-0,108
Test Statistic			0,108
Asymp. Sig. (2-tailed)			,006 <sup>c</sup>
Monte Carlo Sig. (2-tailed)	Sig.		,185 <sup>d</sup>
		99% Lower Confidence Interval	0,175
	Upper Bound		0,195

Source : Primary data, 2022

From the table above shows the normality test results of 0.185 where the results are greater than the significance value of 0.05. This means that all the question instruments are 13 instruments on the digital marketing dependent variable and 11 questions on the product quality variable and 9 questions on the independent variable purchasing decisions have normal data distribution. So it can be stated that the normality test in this study is normally distributed.

### Multicollinearity Test

Variabel dan konstanta	Koefisien	Signifikansi	Tolerance	VIF
Konstanta (a)	10,150	0,014		
Digital Marketing	0,122	0,0113	0,0734	1,363
Kualitas Produk	0,461	0,000	0,0734	1,363

Source : Primary data, 2022

The table above shows the results of the multicollinearity test, it can be concluded that the independent variables, namely digital marketing and product quality, with the independent variable, namely purchasing decisions, have a Tolerance value of  $0.734 > 0.1$  and a VIF value of  $1.363 < 10$ , it can be stated that the two variables are not multicollinearity occurs.

### Hetrokedastisitas Test

Variabel dan konstanta	Koefisien	Signifikansi
Constant (a)	-0,007	0,713
Marketing Digital	0,008	0,879
Quality Product	0,045	0,398

Source : Primary data, 2022

### Multiple Linear Regression Analysis

Variabel dan konstanta	Koefisien	Signifikansi
Konstanta (a)	9,639	0,003
Digital Marketing	0,157	0,024
Kualitas Produk	0,428	0,000

Source : Primary data, 2022

The table above shows that the coefficient value obtained for the digital marketing variable is 0.157 and the value for the product quality variable is 0.428 and the constant value is (a) 9.639 so that the value of the multiple linear regression equation is as follows:

$$Y = 9,639 + 0,157X_1 + 0,428X_2$$

From these equations it can be described as follows:

1. Constant (a) = 9.639 This shows that it is constant. If the digital marketing

variable (X1) and product quality (X2) = 0 then the decision to purchase cosmetic products is 9.636.

2. The coefficient b1 (X1) = 0.157, so every time there is an additional 1% of digital marketing variables and other variables are considered constant or the value is fixed (Ceteris Paribus), meaning that there is a positive relationship between digital marketing and purchasing decisions. The more companies improve digital marketing, the purchasing decisions of the people of Bojong Rawalumbu will increase by 0.157.
3. The coefficient of b2 (X2) = 0.428, every time there is an additional 1% of product quality variables and other variables are considered constant or have a fixed value (Ceteris Paribus), meaning that there is a positive relationship between product quality and purchasing decisions. The more product quality is improved, the purchasing decisions of the people of Bojong Rawalumbu will increase by 0.428.

### Hypothesis Partial Test Results

Variabel and Constant	T count	Significance
Constant (a)	3,000	0,003
Marketing Marketing	2,298	0,024
Product Quality	5,516	0,000

Source : Primary data, 2022

The t-test aims to determine the effect of each independent variable partially on the dependent variable. Based on the table above, it can be seen that:

#### 1. Hipotesis Test 1 (H1)

Ha: There is a significant influence of digital marketing on purchasing decisions for Ms Glow Beauty Cosmetics products.

Based on the results of the partial test (t test) of digital marketing on product quality, a significance of  $0.024 < 0.05$  was obtained. Then Ha is accepted.

#### 2. Hipotesis Test 2 (H2)

Ha: There is a significant effect of product quality on purchasing decisions for Ms Glow Beauty cosmetic products.

Based on the results of the partial test (t test) of product quality on purchasing decisions obtained a significance of 0.000 <0.05 Ha is accepted.

### 3. Hipotesis Test 3 (H3)

Ha : Based on the results of the partial test (t test) of product quality on purchasing decisions obtained a significance of 0.000 <0.05 Ha is accepted.

Based on the results of the partial test (t test) of digital marketing and product quality on purchasing decisions, a significance of 0.003 < 0.05 was obtained, then Ha was accepted.

### Simultaneous Test Results

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	498,386	2	249,193	43,470	,000 <sup>b</sup>
	Residual	556,054	97	5,733		
	Total	1054,440	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Kualitas Produk, Digital Marketing

From the table above, it shows that the results of the f test through the ANNOVA test show a sig value of 0.000 <0.05. It can be stated that digital marketing and product quality together have a significant effect on purchasing decisions. consumer purchasing decisions on Ms Glow Beauty cosmetic products.

### Determination Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,687 <sup>a</sup>	,473	,462	2,394

a. Predictors: (Constant), Product Quality, Marketing Digital

Source : Primary data, 2022

The table above shows the results of the coefficient of determination test having a coefficient value of 0.473 being 0 R<sup>2</sup> 1 or means 47% the value of the determinant coefficient can be interpreted that digital marketing and product quality variables explain the purchase decision variable by 47% while the rest (100% - 47%) is 53% which can explain the purchase decision is influenced by other factors.

### RESULTS AND DISCUSSION

Based on the analysis of the coefficient of the digital marketing variable in the regression equation, which is 0.157, it means that the digital marketing variable has a positive relationship with purchasing decisions. The results of the partial test (t test) state that the digital marketing variable has a positive and significant influence on purchasing decisions. It is known from the significance value of 0.024 <0.05, which means that it is significant for purchasing decisions. Thus digital marketing certainly greatly influences consumer purchasing decisions because consumers can get accurate information about the products they are interested in and make purchasing decisions on Ms Glow Beauty cosmetic products. The results of this study are consistent with the results of research conducted by Fransilia Marsilina Mewoh (2019). The results of the research show that digital marketing has a positive and significant effect on purchasing decisions. So that buyers are interested in making purchasing decisions at Matahari department store Manado.

Based on the coefficient value in the coefficient analysis of the product quality variable in the regression equation, namely 0.428, it means that the product quality variable has a positive relationship with purchasing decisions. The results of the partial test (t test) state that the product quality variable has a positive and significant influence on purchasing decisions. It is known from the significance value of 0.000 <0.005 which means it is significant for purchasing decisions. Thus

product quality is very influential on consumer purchasing decisions because the characteristics of the product have a positive impact on consumers.

## CONCLUSION

Digital marketing variables have a positive and significant effect on purchasing decisions. The results of this study prove that Digital marketing has a very important role related to the occurrence of purchasing decisions. The more digital marketing is maximized, it will increase purchasing decisions on Ms Glow Beauty. The product quality variable has a positive and significant effect on purchasing decisions. The results of this study prove that the higher the product quality, the higher the purchasing decisions. Digital marketing and product quality variables have a positive and significant effect on product purchasing decisions. The more digital marketing and product quality are improved together, the higher consumer purchasing decisions will be.

## SUGGESTION

Companies must maintain digital marketing through the website and improve digital marketing through online public relations or public relations at the company's customer service so that consumers make more purchasing decisions for Ms Glow Beauty products. In addition, the quality of Ms Glow Beauty products must be improved in order to encourage consumers to make purchasing decisions to choose Ms Glow Beauty products. It is better to improve marketing strategies with digital marketing and improve product quality on products that have been marketed.

Researchers hope that in future research they can develop and understand research material so that they can add knowledge and insight about digital marketing and product quality and purchase decisions. In addition, researchers must also develop further research objects that

are different from the current research object.

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