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The Impact of Social Media, Price, and Product Quality on Purchasing Decisions on Whitening Skin Care Products



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KEYWORDS	ABSTRACT
Keywords: Social Media; Price; Product Quality; Purchasing Decisions. Conflict of Interest Statement: The author(s) declares that the research was conducted without any commercial or financial relationships that could be construed as a potential conflict of interest. Copyright © 2023 AJEB. All rights reserved.	Purpose: This study aims to determine the influence of social media variables, price, and product quality on purchasing decisions on scarlett whitening skin care products, both partially and simultaneously. Research Design and Methodology: This study used quantitative methods. Purposive sampling determined 50 respondents. Data was collected by distributing questionnaires and samples to all Scarlett whitening skin care product buyers. Using a Likert scale, respondents' answers were processed by multiple regression analysis, t-test, F test, and R2 test. Findings and Discussion: The results of t or partial test studies show that social media positively and significantly affects purchasing decisions. Price and product quality have a positive but insignificant effect on buying decisions. Simultaneously, social media, price, and product quality positively influence purchasing decisions. Implications: Research variables have limitations. This study tested only four research variables: social media, price, product quality, and purchasing decisions. Furthermore, it is expected that additional variables may also affect many things in this study because there are still many other variables that can affect buying decisions that are not used in this study, causing what the author studied to be far from perfect.

Introduction

With the development of the times, more needs or guidelines must be met. One thing that has become a modern demand is physical appearance, which gives the confidence to get a perfect physical appearance and treatments using the beauty products needed. Scarlett Whitening is one of the companies whose products are engaged in beauty, especially skincare. Scarlett Whitening is also one of the local products in Indonesia. These products can help overcome consumer problems related to skin care products. Scarlett Whitening is a safe skincare product licensed by BPOM. It is made of natural ingredients and is very suitable for the skin of Indonesian people in tropical climates. Scarlett whitening skin care is not only used by women; men can also use these skin care products. Social media is a type of promotion that is quite famous in the current era. Social media is also renowned for the rapid development of technology in the media field, which allows promotion to spread worldwide. According to Ekasari (2014), promotion is one element of the marketing mix in addition

to determining selling prices, products, and distribution. Of course, this is better than traditional promotions covering only one region to one country. According to Kotler et al. (2014), promotion indicators include 1. promotion frequency, 2. Quality of promotion, 3. Promotion Quantity, 4. Promotion Time, 5. The accuracy or suitability of the promotional objectives.

Price is the amount of money charged for a product or service. According to Gitosudarmo (2000), it is a sum of money needed to obtain a certain number of goods and services or a combination of both. Price is significant because a company sets the price for the product or service offered to consumers, which results in demand. Product quality is one of the things consumers consider. According to economic laws, the more a product will reduce the level of need, the more buyers are likely to look for the best at a reasonably competitive price. So, a company that can create a very high-quality product at a low cost can be superior to market competitors. Products that are said to have high quality, reliability, durability, aesthetics, performance, serviceability, additional privileges, and conformity to the specifications of a product are what is requested or needed by consumers. Purchase Decision is a buyer's decision about what brand or brand to buy. Consumers can also form the intention to purchase the brands they like the most. A purchasing decision-making process includes what to buy or not. According to Paputungan et al. (2018) The purchasing decision is the stage in the buyer's decision-making process when consumers buy. Below is the phenomenon of sales of Scarlett whitening skin care products through e-commerce in the second quarter of 2022 as follows:

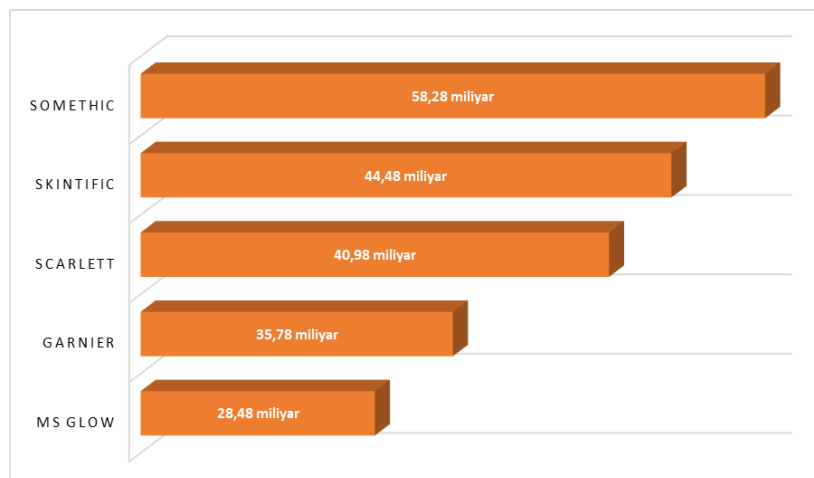


Figure 1. Top 5 Facial Care Brands in E-commerce Second Quarter - 2022
 Source: Kompas.com

Several previous studies have explored the influence of social media, price, and product quality on purchasing decisions. For instance, research conducted by Farida et al. (2023) found that social media promotions positively and significantly impact purchasing decisions. However, this finding contrasts with the study by Khoiro et al. (2019), which indicated that social media has no significant influence on purchasing decisions. The disparity in conclusions suggests that the role of social media in shaping consumer behavior remains inconclusive and warrants further investigation. From a pricing perspective, Pratiwi et al. (2020) demonstrated that price positively and significantly affects purchasing decisions. Consumers tend to seek products that offer the best value for money, reinforcing the importance of pricing strategies in marketing. Conversely, a study by Marisa & Rowena (2020) found that price does not significantly impact purchasing decisions, indicating that other factors, such as brand perception or product attributes, may play a more dominant role. Similarly, Oktavenia & Ardani (2019) found that product quality positively and significantly influences consumer choices. However, Andrian et al. (2023) findings suggest otherwise, reporting an insignificant relationship between product quality and purchasing decisions. These conflicting results highlight the need for further empirical investigation to clarify the impact of social media, price, and product quality on purchasing decisions, particularly within the context of local skincare brands like Scarlett

Whitening. Despite the growing body of research on the factors influencing purchasing decisions, several research gaps remain in the current literature. First, prior studies have produced inconsistent findings regarding the impact of social media on consumer behavior. While some studies, such as those by Farida et al. (2023), highlight the positive and significant effect of social media promotions on purchasing decisions, others, like the study by Khoiro et al. (2019), argue that social media has no significant impact. This discrepancy suggests that the effectiveness of social media in influencing consumer decisions may depend on contextual factors such as product category, target audience, and platform engagement strategies, which have not been fully explored in the context of skincare products, particularly local brands like Scarlett Whitening. Second, existing studies present conflicting results regarding the influence of price on purchasing decisions. While research by Pratiwi et al. (2020) suggests a strong correlation between price and consumer choice, other studies, such as that by Marisa & Rowena (2020), indicate that price may not be a significant determinant. These differences raise questions about whether price sensitivity varies across consumer segments or product types. Similarly, the role of product quality remains debated, with studies by Oktavenia & Ardani (2019) supporting its importance, while findings by Andrian et al. (2023) contradict this notion. Given these inconsistencies, this study seeks to bridge the gap by providing a comprehensive analysis of the influence of social media, price, and product quality on purchasing decisions in the skincare industry, focusing specifically on Scarlett Whitening.

This study presents a novel contribution by simultaneously analyzing the influence of social media, price, and product quality on purchasing decisions in the local skincare industry, specifically focusing on Scarlett Whitening. Unlike previous studies that have examined these factors in isolation, this research adopts an integrated approach to provide a more comprehensive understanding of their combined impact on consumer behavior. By addressing the inconsistencies found in prior literature, particularly the conflicting findings on the effectiveness of social media promotions, price sensitivity, and product quality, this study aims to clarify how these variables influence consumer decisions in Indonesia's skincare market. A key novelty of this research lies in its contextual focus on Scarlett Whitening as a leading local skincare brand competing in an industry dominated by local and international players. Most existing studies have examined global brands or general consumer behavior without considering the unique characteristics of the Indonesian market, where cultural preferences, purchasing power, and digital engagement significantly shape buying decisions. This study contributes to academic literature and practical marketing strategies by integrating empirical analysis with theoretical frameworks. The findings will help businesses refine their promotional tactics, optimize pricing strategies, and enhance product development to align with consumer expectations. Ultimately, this study offers insights that empower local brands to strengthen their competitive edge in Indonesia's evolving beauty industry.

Literature Review

Purchasing Decision

Purchasing decisions are fundamental to consumer behavior and marketing strategy, reflecting individuals' cognitive and emotional processes before selecting a product or service. According to Mowen & Minor (2002), consumer decision-making can be categorized into three perspectives: rational information processing, experiential consumption, and behavioral influences shaped by environmental factors. The sensible perspective suggests that consumers systematically analyze alternatives based on price, product quality, and benefits before purchasing. This approach aligns with the five-stage consumer decision-making model proposed by Kotler & Keller (2012), which includes problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior. In the context of the skincare industry, particularly for local brands like Scarlett Whitening, consumers assess product efficacy, ingredient safety, and suitability for their skin types before purchasing (Yuliana & Pantawis, 2022). The proliferation of digital marketing, particularly on social media platforms, has transformed how consumers interact with brands, creating an environment where promotional strategies significantly impact purchasing behavior. Despite this, previous studies have shown inconsistencies in the relationship between social media engagement and purchasing decisions. While research by Farida et al. (2023) indicates a significant positive effect

of social media on purchasing behavior, other studies, such as those by Khoiro et al. (2019), suggest that its influence remains insignificant.

Beyond promotional strategies, pricing plays a crucial role in shaping consumer choices. Some studies highlight the direct correlation between price sensitivity and purchasing decisions, as consumers seek high-value products at competitive prices. (Pratiwi et al., 2019). However, contradictory findings from Marisa & Rowena (2020) Suggests that price may not always be the primary determinant in consumer decision-making. Instead, product quality has been increasingly recognized as a critical factor, particularly in industries where brand credibility and efficacy matter, such as skin care. (Oktavenia & Ardani, 2019). Consumers evaluate reliability, durability, and compliance with dermatological standards before committing to a purchase, reinforcing the argument that quality-driven brands tend to have a more substantial market presence (Andrian et al. (2023). Nonetheless, inconsistencies persist in the literature regarding how product quality influences purchasing behavior. Research by Kuokkanen & Sun (2020) Suggests that external factors such as brand reputation and ethical considerations may alter consumer preferences. Given these discrepancies, this study aims to bridge the research gap by analyzing how social media, price, and product quality collectively influence purchasing decisions within the Indonesian skincare industry. By adopting a holistic perspective, this research seeks to clarify conflicting findings and offer practical insights for local skincare brands like Scarlett Whitening, enabling them to refine marketing strategies and enhance consumer engagement in an increasingly competitive market.

Social Media

Social media has revolutionized how consumers interact with brands, influencing purchasing decisions through digital engagement, content dissemination, and brand perception. Kaplan & Haenlein (2010) social media is a collection of internet-based applications that rely on Web 2.0 technology, enabling users to create and share content. This definition highlights the dynamic nature of social media as an interactive platform where consumers actively participate in marketing conversations, making it an essential tool for businesses in shaping consumer behavior. (Puspitasari & Gusfa, 2017). Unlike traditional marketing channels, social media offers real-time communication, allowing brands to build consumer relationships through personalized content and direct engagement. (Ramadhan & Munawar, 2022). Furthermore, the visual appeal and interactive nature of platforms such as Instagram and TikTok have significantly altered consumer decision-making processes, particularly in the skincare industry. Studies suggest that user-generated content, influencer endorsements, and customer reviews are crucial in determining consumer trust and purchase intentions. (Rudyanto, 2018). This shift toward digital engagement is evident in brands like Scarlett Whitening, which leverages social media to establish brand credibility and enhance consumer experience. However, while some studies confirm the positive impact of social media on consumer behavior, others indicate that its effectiveness may depend on factors such as content quality, influencer credibility, and audience engagement strategies. (Febrisa et al., 2023).

Despite its growing influence, the effectiveness of social media marketing remains a topic of debate among researchers. Some studies argue that digital platforms significantly enhance purchasing decisions by creating brand awareness and fostering consumer trust (Narottama & Moniaga, 2022). For instance, interactive marketing campaigns that integrate storytelling and visual branding elements tend to generate stronger consumer responses than traditional advertising (Puspitasari & Gusfa, 2017). However, other research suggests that social media's impact is not always substantial, as purchase decisions may also be influenced by factors such as product quality, pricing strategies, and consumer loyalty. This discrepancy raises essential questions about the true extent of social media's role in consumer behavior. In the case of Scarlett Whitening, social media serves as both a promotional tool and a platform for consumer engagement, yet its influence on purchasing behavior remains uncertain. While some consumers rely on social media for product information and recommendations, others remain skeptical about its credibility, preferring traditional product evaluation methods (Kaplan & Haenlein, 2010). Therefore, this study examines how social media influences purchasing decisions, particularly in the local skincare industry, by analyzing the interplay between digital engagement, brand perception, and consumer trust. By addressing these gaps, this

research provides valuable insights for businesses looking to optimize their social media strategies in an increasingly competitive digital marketplace.

Price

Price shapes consumer purchasing decisions, influencing value and product quality perceptions. According to Kotler & Armstrong (2010), pricing strategies must consider three key aspects: reference price, price-quality inference, and price cues. The reference price represents the benchmark consumers use based on previous purchases or market comparisons, shaping their expectations regarding what constitutes a reasonable cost for a product. (Dwijantoro et al., 2021). Price-quality inference suggests that consumers often associate higher prices with superior quality, leading them to believe that premium-priced products offer better performance and reliability. (Khoirunnisa et al., 2022). Additionally, price cues, such as promotional discounts and psychological pricing, can significantly impact purchase behavior by creating a perception of exclusivity or urgency. (Mimi & Daniaty, 2017). In the skincare industry, where brand credibility and product efficacy are vital, pricing strategies are an economic and psychological determinant of consumer choice. Studies indicate that competitive pricing can increase consumer trust and willingness to purchase, particularly for brands seeking to establish market dominance in an increasingly saturated industry. (Nasution et al., 2019). However, other research suggests that price sensitivity varies among different consumer segments, with some prioritizing affordability while others emphasize quality and brand reputation when making purchasing decisions. (Ningrum, 2019).

While pricing remains a key factor, its influence on purchasing behavior is not always linear, as multiple interacting variables shape consumer preferences. In the case of Scarlett Whitening, pricing strategies play a vital role in its market positioning, particularly in differentiating itself from competing brands such as Something and Scientific. While some consumers may be drawn to lower-priced alternatives, others may associate higher prices with exclusivity and better results, making strategic pricing a crucial element in shaping consumer preferences. Promotional tactics such as limited time offers and bundling strategies can enhance perceived value and drive sales by leveraging psychological triggers influencing consumer decision-making. Despite its importance, pricing alone cannot determine market success, as studies show that factors such as product quality, brand perception, and marketing efforts contribute significantly to purchase intentions. Given the complexities of consumer behavior, this study further examines the role of price in purchasing decisions while considering its interaction with other variables, such as social media influence and product quality. By addressing these factors, the research provides valuable insights for businesses looking to optimize their pricing strategies in the competitive skincare industry.

Product Quality

Product quality is a critical determinant of consumer purchasing decisions, particularly in industries where brand credibility and product performance significantly impact consumer choices. According to Jacobson & Aaker (1987), product quality is defined by its ability to provide value by its intended function, which includes durability, exclusivity, and overall consumer satisfaction. This perspective aligns with Feigenbaum's definition, which views quality as a comprehensive characteristic determining a product's ability to meet explicit and implicit consumer expectations. Consumers evaluate product quality based on tangible attributes, such as formulation and packaging, and subjective experiences, including perceived efficacy and comfort (Dwijantoro et al., 2021). Quality plays a vital role in brand differentiation in the skincare industry, influencing consumer trust and loyalty. Research indicates that brands emphasizing product effectiveness, safety, and dermatological suitability often experience higher consumer retention rates (Khoirunnisa et al., 2022). For local skincare brands like Scarlett Whitening, maintaining high product standards is essential in competing with market leaders such as Something and Skintific, particularly in an industry where consumer expectations continue to evolve with scientific advancements and market trends (Purba et al., 2021).

Despite its importance, the relationship between product quality and purchasing decisions is not always linear. While some studies confirm that high-quality products directly influence consumer

purchase behavior, others suggest that quality alone may not drive purchasing decisions when other variables, such as pricing and promotional strategies, come into play. (Ernawati, 2019). Price-sensitive consumers may prioritize affordability over quality, especially when alternative products offer similar perceived benefits at a lower cost. Moreover, the increasing reliance on digital marketing means that product quality must be effectively communicated through consumer testimonials, influencer endorsements, and social media engagement to shape consumer perceptions. (Nelfianti & Andriani, 2023). This shift in consumer behavior underscores the need for brands to integrate quality with strategic marketing efforts, as promotional activities and consumer trust-building mechanisms often moderate the impact of product quality on purchasing decisions. (Sulistiani, 2017). Given these complexities, this study aims to explore further how product quality influences purchasing decisions in the skincare industry, particularly for Scarlett Whitening. By analyzing how consumers perceive and prioritize product quality alongside other purchasing factors, this research will provide valuable insights into how local brands can enhance their competitive positioning through quality-driven strategies.

Research Design and Methodology

Study Design

This study employs a survey research method with a quantitative approach to examine the relationship between independent variables—social media, Price, and product quality—and the dependent variable, purchasing decision. The study aims to identify and measure the impact of these factors on consumer purchasing behavior in the skincare industry, specifically focusing on Scarlett Whitening products. The research design is structured to analyze data statistically and derive generalizable insights based on consumer responses.

Sample Population

This study's population consists of consumers who use Scarlett Whitening skincare products in the DKI Jakarta area. The sample was selected using non-probability purposive sampling, where participants were specifically chosen based on predefined criteria, such as having purchased and used Scarlett Whitening products. The total sample size comprised 50 respondents, ensuring sufficient data for statistical analysis. The selection criteria ensured that only relevant respondents participated, increasing the validity of the study findings.

Data Collection and Instrument Development

This study utilized primary data collected through a structured questionnaire distributed to respondents. The questionnaire consisted of multiple statement items measuring social media influence, price perception, product quality, and purchasing decisions. The instrument was developed based on existing literature and adapted to suit the research context. The questionnaire underwent validity and reliability testing to ensure data reliability and validity. Validity was tested by comparing the corrected item-total correlation value with the r-table (0.2787), confirming that all statement items were valid (p smaller than 0.05). Reliability testing was performed using Cronbach's Alpha, where all variables exceeded the reliability threshold of 0.60, with values of 90.8 for social media, 88.4 for Price, 91.4 for Product Quality, and 90.1 for Purchase Decision, indicating strong internal consistency.

Data Analysis Techniques

The collected data was processed and analyzed using SPSS version 26. Descriptive statistics were used to summarize the dataset, while inferential statistics examined relationships between variables. Validity and reliability tests were conducted to confirm data integrity before hypothesis testing. A significance level of 0.05 was used as the threshold for statistical significance, ensuring that the results accurately reflect consumer behavior trends. The findings of this study contribute to a better understanding of the factors influencing purchasing decisions in the skincare industry.

Findings and Discussion

Findings

Scarlett Whitening is a company engaged in beauty, especially in skin care (skincare) and local products in Indonesia. The company was established in 2017. It is indisputable that the growth of this business is very rapid, with its primary focus on being marketed online; Scarlett whitening products have reached Rp sales of 40.98 billion. Business development encourages competitors to be tighter, so the company must adjust to the beauty product business market that is growing rapidly and following trends and lifestyles.

The proposed regression model shows a valid relationship equation, so the model must meet the basic assumptions of the classic Ordinary Least Square (OLS), including:

Normality Test. The Normality Test is standard if the significance level is greater than 0.05. If it is smaller than 0.05, it is abnormal. The Normality Test can be used with histograms, plots, and Kolmogorov.

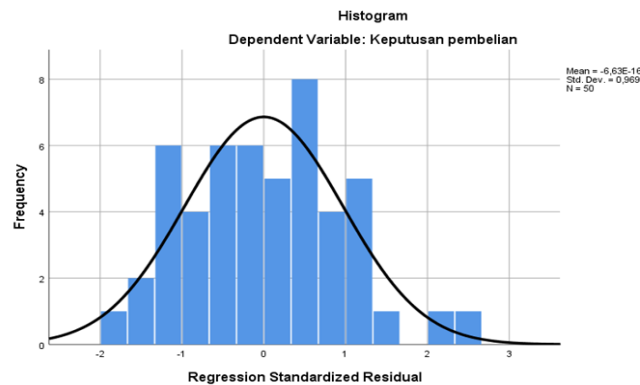


Figure 2. Histogram

Source: Processed data.

It is normal if it forms a mountain; the histogram results above form a hill, so the regression model meets the normality assumption.

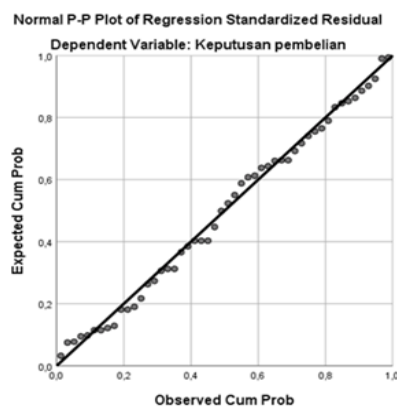


Figure 3. P-plots

Source: Processed data.

The points spread around the diagonal line, and the spread follows the direction of the diagonal line, so it can be said that the regression model satisfies the assumption of normality. The significant level obtained is 0.200, which means greater than greater than 0.05. So, the regression model satisfies the normality assumption. The autocorrelation test determines whether a correlation exists between members of a series of observational data described by time series or space (cross-section).

Table 1. Kolmogorov

		Unstandardized Residual
N		50
Normal Parameters ^{a,b}	Mean	0.0000000
	Std. Deviation	1.36198027
Most Extreme Differences	Absolute	0.060
	Positive	0.060
	Negative	-0.051
	Test Statistic	0.060
	Asymp. Sig. (2-tailed)	0.200c,d

Source: Processed data.

Table 2. Autocorrelation Test (Model Summary)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.923 ^a	0.851	0.842	1.40569	1.558

Source: Processed data.

Thus, the dL value is 1.4206, the DW value is 1.558, and the dU value is 1.6739; the Watson value is in the condition dL smaller than DW greater than DU or 1.4206 smaller than 1.558 greater than 1.6739. So, it can be concluded that no autocorrelation occurs. The purpose is to see if there is a variance inequality from the residuals from one observation to another from the ANOVA table. If the probability value is smaller than the value of $\alpha = 0.05$ or the table t is smaller than the t calculated, then heteroscedasticity does not occur.

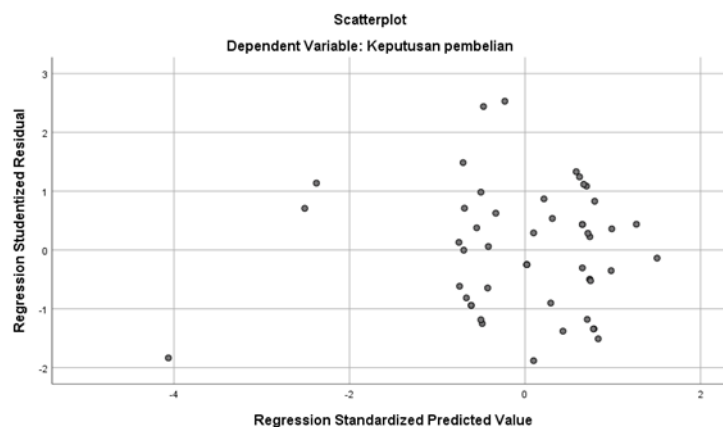


Figure 4. Heteroscedasticity

Source: Processed data.

Above, there is no particular pattern, and the dots spread above and below the number 0 on the Y axis, so heteroscedasticity does not occur. The results of the picture above show that heteroscedasticity does not happen. To determine whether there is multicollinearity between independent variables, look at the value of the Variance Inflation Factor (VIF) and tolerance of each dependent variable. If it does not occur, an unusual correlation is called non-multicollinearity.

Table 3. Multicollinearity Test (Coefficients^a)

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.983	1.207		.815	.419		
	Social media	.409	.112	.407	3.647	.001	.259	3,855
	Price	.384	.182	.312	2.110	.040	.148	6,770
	Product Quality	.252	.176	.253	1.434	.158	.104	9,649

Source: Processed data.

The data processing shows that the social media variable has a tolerance value of 0.259, more excellent than 0.10; the price variable has a tolerance value of 0.148, meaning greater than 0.10;

product quality has a tolerance value of 0.104, more significant than 0.10. Then, all these variables do not occur in multicollinearity. We see in Table 3 of the data processing that the VIF value in the Social Media variable, 3.855, means smaller than 10.00, the Price variable has a VIF value of 6.770, which is smaller than 10.00, and the Product Quality variable has a VIF value of 9.649 smaller than 10.00. Then, it can be concluded that the VIF value of each variable tested does not occur in multicollinearity.

It is an analysis that connects more than two variables to determine the magnitude of the influence of one variable on other variables. The multiple linear regression formula in this study is: Information:

Y: Purchase Decision

X1: Social Media

X2 : Price

X3: Product Quality

B₁, b₂, b₃: Regression coefficients of each independent variable

e: error.

Table 4. Multiple Linear Regression Analysis (Coefficients^a)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.983	1.207		.815	,419
Social media	.409	.112	.407	3.647	,001
Price	.384	.182	.312	2.110	,040
Product Quality	.252	.176	.253	1.434	,158

Source: Processed data.

The regression formula is obtained as follows:

$$Y = 0.407X_1 + 0.312X_2 + 0.253X_3$$

Social media (X₁) = 0.407 is the value of the regression coefficient of the social media variable (X₁) against the Purchase Decision variable (Y), meaning that if social media (X₁) increases, the purchase decision (Y) will increase by 0.409 or 40.9%, the positive value coefficient implies that social media and purchase decisions have a positive relationship. At the same time, Price (X₂) and Product Quality (X₃) have a variable regression coefficient value smaller than the value of the social media variable regression coefficient, namely the price variable (X₂) = 0.312 and product quality (X₃) = 0.253.

The coefficient of determination describes the proportion of a bound variable that its free variation can describe. The value of the coefficient of determination is zero, smaller than R², smaller than 1. A small R² value means variable capability.

Table 5. Determination coefficient analysis (Model Summary)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.923 ^a	0.851	0.842	1.406

Source: Processed data.

The results of multiple linear regression calculations show that the coefficient of determination (R²) value is 0.851 or 84.20%. This means that the contribution of influence from social media variables (X₁), Price (X₂), and Product Quality (X₃) on Purchasing Decisions (Y) is 84.20 percent. In comparison, the remaining 15.80 percent is the contribution of other variables not included in the model.

The t-test aims to determine whether variable x significantly influences variable y individually or partially.

Table 6. t Test (Coefficient^a)

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	.983	1,207		.815	.419
Social media	.409	.112	.407	3.647	.001
Price	.384	.182	.312	2.110	.040
Product Quality	.252	.176	.253	1.434	.158

Source: Processed data

Showing the test results that can be for the influence of the Social Media variable (X1) on Purchase Decision (Y), it is known that the significant value is 0.001 smaller than 0.05 and the calculated t value is 3.647 greater than 1.67866, it can be concluded that H1 is accepted which means that there is a significant influence between the Social Media variable (X1) and the Purchase Decision variable (Y). Showing that the test results obtained for the effect of the Price variable (X2) on the Purchase Decision (Y), it is known that the significant value is 0.040 greater than 0.05 and the calculated t value is 2.110 greater than 1.67866, it can be concluded that H2 is rejected which means that there is no significant influence between the Price variable (H2) on the Purchase Decision variable (Y). Showing that the test results obtained for the effect of the Price variable (X2) on the Purchase Decision (Y), it is known that the significant value is 0.040 greater than 0.05 and the calculated t value is 2.110 greater than 1.67866, it can be concluded that H2 is rejected which means that there is no significant influence between the Price variable (H2) on the Purchase Decision variable (Y).

The F Anova test aims to see how variance is caused by regression and variance is caused by residuals. Anova's F test compares the regression's mean and residual mean square.

Table 7. F Test

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	521.185	3	173.728	87.921	0.000 ^b
Residual	90.895	46	1.976		
Total	612.080	49			

Source: Processed data

The results of data processing against the hypothesis test simultaneously can be produced: a calculated F value of 87.921 greater than the F table of 2.81 and a significant value of 0.000 smaller than 0.05, so it can be concluded that independent variables (Social Media, Price, Product Quality, and Purchase Decision) simultaneously have a positive and significant relationship to Purchase Decisions.

Discussion

Social media on purchase decisions

The findings of this study indicate that social media significantly influences consumer purchasing decisions for Scarlett Whitening products. The significance value obtained from the regression test confirms this relationship, demonstrating that social media plays a crucial role in shaping consumer behavior. Specifically, social media contributes substantially to purchase decisions, highlighting its role as a dominant marketing channel in the digital era. The strong influence of social media on consumer behavior aligns with the fundamental principles of digital marketing, which emphasize the ability of interactive platforms to engage consumers, create brand awareness, and influence purchase intentions. As consumers increasingly rely on social media for product recommendations, reviews, and direct brand interactions, it is evident that an effective social media strategy is vital for enhancing consumer engagement and driving sales. This finding is consistent with established marketing theories that emphasize the role of social media as an essential element in consumer decision-making processes. According to Kotler et al. (2014), digital platforms facilitate direct communication between brands and consumers, allowing companies to influence purchasing behavior through targeted content and interactive engagement.

The results of this study reinforce this perspective, demonstrating that effective social media management can significantly shape consumer perceptions and drive product adoption. Furthermore,

these findings align with previous research conducted by Indriyani & Suri (2020), which also confirmed the positive influence of social media on purchasing decisions in the fast fashion industry. Their study highlighted how social media enhances consumer motivation and increases purchase intentions. The present study extends this understanding by confirming that similar patterns exist in the skincare industry, particularly for local brands such as Scarlett Whitening. However, while both studies emphasize the significance of social media, differences in industry characteristics and consumer behavior patterns suggest that companies must tailor their digital marketing strategies to optimize results. From a practical perspective, the findings of this study have important implications for marketing strategies. Given the substantial impact of social media on consumer purchasing behavior, brands should enhance their digital presence by consistently updating content, engaging with consumers, and leveraging emerging trends. Scarlett Whitening, for instance, can optimize its social media strategy by increasing the frequency of content updates, ensuring alignment with evolving consumer preferences. Moreover, improving the quality of visual content, such as product images and videos, can enhance consumer engagement and reinforce brand credibility. Social media platforms should also foster interactive communication, allowing consumers to share their experiences and build a community around the brand. By implementing these strategies, companies can maximize the effectiveness of their social media efforts, ultimately strengthening consumer trust and driving long-term brand loyalty.

Price on purchasing decisions

The findings of this study indicate that price does not significantly affect consumer purchasing decisions for Scarlett Whitening products. This suggests that while price is often considered an essential factor in traditional consumer decision-making theories, it may not be the primary determinant in the skincare industry, particularly for consumers who prioritize product quality and brand perception over affordability. In this case, price plays a supporting role rather than a decisive one, meaning consumers are more likely to choose a product based on its effectiveness, suitability for their skin type, and overall brand reputation rather than its cost. This aligns with the concept that price sensitivity may be lower in premium and mid-range skincare markets as consumers view skincare as an investment in personal care and well-being rather than a standard commodity purchase. Furthermore, given that Scarlett Whitening competes with other well-established local brands, pricing alone is unlikely to serve as a strong differentiator. Instead, consumers may be drawn to the brand's perceived value, marketing strategies, and product efficacy, which influence their purchasing decisions more significantly than fluctuations in price.

These findings are consistent with previous research conducted by Marisa & Rowena (2020), which found that price had an insignificant effect on repurchase decisions for high-end makeup and skincare products among millennial consumers in Jakarta. Their study emphasized that brand image and product quality were the dominant factors influencing consumer loyalty, reinforcing that price elasticity may be relatively low in industries where branding plays a crucial role. This supports the argument that consumers in the beauty and skincare industry tend to develop preferences based on their trust in a brand rather than reacting solely to pricing strategies. While price stability remains essential to maintaining consumer trust, it should not be the sole focus of marketing efforts. Instead, Scarlett Whitening should optimize its brand positioning by continuing to enhance product innovation, engage with consumers through digital marketing, and maintain a consistent brand identity. Furthermore, price consistency can still contribute to consumer confidence by ensuring customers perceive the brand as reliable and competitive within its market segment. Scarlett Whitening can maintain consumer interest and loyalty without relying on price adjustments as a primary strategy by emphasizing product differentiation, reinforcing brand credibility, and delivering high-quality skincare solutions.

Product quality in purchasing decisions

The findings of this study indicate that product quality does not significantly affect purchasing decisions for Scarlett Whitening products. While product quality is traditionally considered a key determinant in consumer decision-making, the results suggest that other factors dominate consumer

choices within the skincare industry. This could be attributed to the increasing reliance on brand perception, marketing strategies, and digital engagement rather than just the intrinsic attributes of the product itself. Consumers may prioritize factors such as social media presence, influencer endorsements, and user-generated reviews, which shape their perceptions of a product's effectiveness beyond its actual formulation. Additionally, in competitive markets where several brands offer high-quality skincare solutions, differentiation is often achieved through brand trust and emotional connections rather than measurable product attributes alone. This aligns with the concept that while quality remains essential to consumer satisfaction and long-term brand loyalty, it may not be the primary driver of initial purchasing decisions. The findings suggest that while Scarlett Whitening maintains its product quality, the brand should reinforce its positioning and consumer engagement strategies to drive purchasing behavior more effectively.

These results are consistent with previous research conducted by Andrian et al. (2023), which found that product quality did not significantly influence purchasing decisions for Kasongan pottery crafts. Their study highlighted that while product quality is essential, other elements, such as product design, green product attributes, and brand image, played a more crucial role in influencing consumer choices. This further supports the notion that in industries where aesthetic appeal, brand perception, and market positioning are significant, the perceived value of a product extends beyond its functional quality. Given these insights, Scarlett Whitening should complement its high product standards with a strong digital presence, compelling brand storytelling, and continuous engagement with its target consumers. The practical implications of these findings suggest that companies should integrate quality assurance with strategic marketing efforts, ensuring that product benefits are communicated through various digital platforms. Moreover, while maintaining product consistency is essential, brands must adapt to evolving consumer expectations by offering innovative skincare solutions that align with market trends. By reinforcing brand credibility, enhancing customer experience, and sustaining interactive engagement, Scarlett Whitening can continue to strengthen its market position despite product quality not being a primary determinant in consumer purchasing decisions.

Conclusion

This study aimed to examine the influence of social media, price, and product quality on purchasing decisions for Scarlett Whitening skincare products. The findings reveal that while social media significantly affects consumer purchasing decisions, price and product quality do not play a decisive role in influencing purchase behavior. These results suggest that digital engagement and social media presence in the skincare industry are stronger determinants of consumer choices than traditional factors such as pricing and intrinsic product attributes. By leveraging social media effectively, brands can establish credibility, foster consumer trust, and enhance product visibility, ultimately shaping purchase decisions.

The study contributes to academic literature and managerial practices by emphasizing the growing importance of digital marketing in consumer decision-making. From a theoretical perspective, it reinforces the evolving nature of consumer behavior in the beauty industry, where social media platforms function as key drivers of engagement and brand loyalty. In practice, these findings highlight the necessity for skincare brands to optimize their online presence, maintain consistent digital interactions, and develop marketing strategies that align with evolving consumer expectations. For managerial applications, businesses should focus on enhancing content quality, improving interactive consumer experiences, and leveraging influencer collaborations to maintain competitiveness in an increasingly digitalized marketplace.

Despite its contributions, this study has limitations that provide avenues for future research. The research model included only three independent variables—social media, price, and product quality. In contrast, other factors such as brand loyalty, promotional strategies, or consumer psychology could also play a significant role in purchasing decisions. Additionally, the study's sample size was limited to 50 respondents, which restricts the generalizability of the findings. Future research should consider expanding the sample size and incorporating additional variables to develop a more comprehensive understanding of consumer purchasing behavior in the skincare industry. By

addressing these limitations, future studies can provide deeper insights into the complex interplay between digital marketing, consumer perception, and buying decisions.

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