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## **The Effect of Product Quality and Promotion on Purchasing Decisions (Study on consumers of a beauty company in Bandung)**

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### **ABSTRACT**

*The present study emerged from the recognized concern surrounding consumers' decision-making process when purchasing a product from a beauty company located in Bandung. The primary issue identified in this study pertains to the diminished purchasing decisions resulting from the inadequate quality of the product and promotional efforts.*

*This research aims to investigate the impact of product quality and promotion on consumer purchasing behavior for a beauty product offered by a company in the city of Bandung.*

*The present study utilizes descriptive and confirmatory methodologies, employing a quantitative research approach. The research sample comprises consumers of a product offered by a beauty company located in Bandung, with 100 participants residing in the city of Bandung.*

*The findings indicate a strong and statistically significant relationship between product quality and consumer purchasing behavior. Likewise, the influence of promotional activities on consumer purchasing decisions is positive and statistically significant. The correlation coefficient demonstrates a robust relationship.*

*Keywords: Product quality, promotion, purchasing decision*

### **INTRODUCTION**

The beauty and personal care industry is characterized by ongoing advancements, creating a wide range of products. Technological advancements and the expansion of media platforms facilitate the continuous evolution of these products. Indonesia's beauty and care sector has experienced significant advancements in tandem with the modernization process, leading to a more discerning population in their lifestyle choices. Utilizing cosmetics and skin care products is essential in augmenting an individual's physical appearance, rendering them more aesthetically pleasing, and establishing prevailing fashion standards within societal contexts.

Beauty and personal care products necessitate prolonged usage due to their regular application.

The level of competition in the cosmetics and skincare industry is highly intense. Marketers compete by strategically presenting appealing products to consumers using diverse approaches. Numerous marketers' endeavor to offer contemporary cosmetics and skincare products that boast superior ingredients, distinctive store attributes, and comparatively affordable pricing.

Consumer behavior encompasses examining the choices made by individuals, groups, and organizations in acquiring, utilizing, and fulfilling their needs and wants through procuring goods, services, ideas, or experiences. During the evaluation phase, consumers engage in the process of forming preferences among various brands as part of their decision-making process to ultimately purchase the brand that is deemed most preferred. (Sidharta & Suzanto, 2015; Supriadi et al., 2023)

Facial skincare holds significant importance among a considerable portion of the Indonesian population, as women aspire to achieve a radiant, vibrant complexion indicative of good health. The exponential growth of the facial skincare industry can be attributed to the significant increase in consumer demand, leading to a widespread trend that transcends traditional gender boundaries. In contemporary times, there has been a notable proliferation of skincare products specifically tailored to the male demographic.

The following is a graph of the growth of the beauty industry in Indonesia:

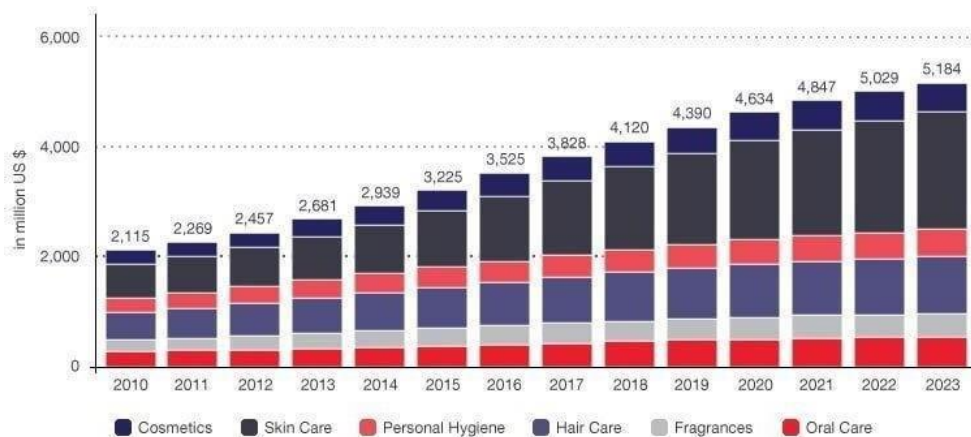


Figure 1. Beauty Industry Growth in Indonesia

Based on the data presented in Figure 1, it is evident that the beauty industry in Indonesia demonstrates substantial annual growth. The prevailing trend observed in the beauty industry of Indonesia signifies a notable progression, thereby implying a substantial consumer demand for beauty products. The rapid expansion of the beauty industry has prompted companies to endeavor to endure in the face of fierce competition. Indonesia hosts a diverse range of products encompassing domestic and international origins.

The analysis of multiple customer reviews about a beauty company in Bandung reveals that consumers have expressed dissatisfaction due to the perceived failure of the products to deliver the anticipated benefits. The presence of negative reviews in the comment section of an official account of a beauty company in Bandung has led to a decline in consumer

purchasing interest. This decline can be attributed to the concerns raised by consumers regarding potential adverse effects associated with the usage of the product.

The sales data indicate a decrease in 2021, followed by a recovery in 2022 for a beauty company in Bandung. This trend can be attributed to the impact of the pandemic, which hindered consumers from making offline purchases by physically visiting stores. Consequently, there was a notable decline in product sales. It can be inferred that the sales performance of this beauty company in Bandung exhibits annual variations. Consequently, the organization encounters a predicament in effectively marketing its geographical position and implementing price reductions via advertising campaigns.

Making a purchasing decision entails an individual critically assessing multiple alternatives and ultimately selecting a particular product from a wide array of choices. (Fristiana et al., 2012; Sopiani et al., 2022) Effective marketing strategies can influence prospective consumers, thereby shaping their purchasing decisions. (von Helversen et al., 2018) These decisions are typically driven by rational thinking and the information they have acquired. One aspect being considered is the quality of the product, as consumers place significance on it when making purchasing choices. (Hanaysha, 2018; Jasmani & Sunarsi, 2020; Sinurat et al., 2021) The concept of product quality pertains to the process of creating a product that aligns with the needs and preferences of the target market and consumers. (Adi Wibowo et al., 2022) In business operations, both products and services must exhibit high quality and are priced appropriately to garner consumer acceptance and effectively meet their needs. The importance of product quality cannot be overstated, as it directly influences the degree of customer satisfaction following the purchase and utilization of a product. (Alzoubi et al., 2022) The influence of product quality on consumer satisfaction is evident, as consumers are more likely to repurchase products and services that meet their expectations of quality. (Lina, 2022; Waluya et al., 2019)

Based on the findings of Wandosell et al., (2021) survey, it has been identified that an issue exists with an independent variable, namely the quality of packaging. The issue at hand is apparent in the suboptimal survey answers. The influence of packaging on consumer purchasing decisions is a significant factor. In the era of globalization, there is a growing concern among individuals regarding environmental well-being, resulting in decreased consumption of products packaged using plastic materials. Companies should consider modifying their packaging materials to a more ecologically sustainable alternative, such as paper bags, fostering a sense of security and satisfaction among consumers.

According to Anwar & Andrian, (2021), the concept of product quality pertains to the capacity of a product to effectively fulfil its intended functions, encompassing attributes such as durability, reliability, and accuracy, which are sustained over the entire lifespan of the product. Companies must engage in a continuous process of enhancing the quality of their products or services because heightened quality has the potential to generate customer satisfaction, thereby influencing their inclination to engage in repeat purchases.

According to Saputri & Guritno, (2021), the conventional understanding of quality pertains to a product's performance, which directly manifests its reliability, user-friendliness,

aesthetics, and other related factors. In summary, product quality refers to a product's capacity to meet individual consumers' specific needs and desires by their stated requirements.

Based on the phenomenon above, the researchers express their interest in undertaking a study entitled "Examining the Impact of Product Quality and Promotion on Consumer Purchase Decisions: A Case Study of Beauty Company Consumers in Bandung."

## **METHOD**

The research methodology employed in this study is the verifiable descriptive approach. This study examines the product quality, promotional strategies, and consumer purchasing behavior of a particular beauty company in Bandung.

To examine the hypotheses, this study employs a sample size of 100 participants. The individuals participating in this study are customers who have previously engaged in transactions with the beauty above company in Bandung.

This study incorporates independent (X) and dependent (Y) variables. The variables that are considered independent (X) in this study encompass product quality. Product quality refers to a product's inherent ability to exhibit its advantages, including its overall dependability, precision, ease of repair, and distinctiveness from other products. Product quality's various facets encompass performance, reliability, supplementary features, adherence to specifications, durability, aesthetics, and perceived quality. In addition to product quality, promotions are an independent variable (X) in this study. Promotions encompass sales and marketing endeavors to disseminate information and generate consumer interest in a company's products, ultimately influencing their purchasing decisions. Promotion encompasses various dimensions: advertising, sales promotions, personal selling, and public relations.

The purchasing decision is the variable representing the outcome of interest in this study. The process of a consumer's assessment when making a purchase decision leads to the development of preferences among various brands within the consumer's available choices. Additionally, this evaluation may result in the formation of an intention to purchase the brand that the consumer prefers. The dimensions encompassed within purchasing decisions encompass the selection of products, choice of brands, selection of suppliers, timing of purchases, quantity of purchases, and payment method.

The data testing method is a systematic approach used to evaluate data accuracy, reliability, and validity. It involves the application of various techniques and procedures to identify any.

This methodology is utilized to quantify the magnitude of a variable under investigation. The research instrument will be utilized to assess and generate precise quantitative data, requiring each instrument to incorporate a scale. The methodology employed in this study is a quantitative approach that utilizes the Likert scale.

The validity test is a method used to assess the extent to which a research study or experiment accurately measures or predicts what it intends to

Validity refers to the extent to which a measuring instrument accurately assesses the intended construct. A valid instrument demonstrates its ability to accurately measure the intended variables or phenomena, ensuring that it is suitable for the intended measurement purposes. The validity of a measuring tool increases as it approaches its intended target or provides a more accurate indication of the quantity being measured. High validity in research is achieved when the measurement results obtained from the research tool are consistent with the intended objectives of the study.

The method employed in this particular context is the Corrected Item-Total Correlation method. This method assesses the consistency between the overall item score and the correlation coefficient of each item with the overall score. This correlation coefficient serves as the foundation for calculating the product-moment correlation.

The purpose of this study is to conduct a reliability test in order to assess the consistency and stability of the measurements or observations obtained from

A reliability or trustworthiness test is a quantitative measure that assesses the extent to which a measuring device can be considered reliable. This statement indicates the degree to which the instrument exhibit's reliability when conducting multiple measurements on a given phenomenon. The reliability of the instrument was assessed using the Alpha-Cronbach formula. The research employed a survey instrument consisting of a closed-ended questionnaire utilizing a 5-point Likert scale.

#### **The method employed for data analysis**

Utilizing data analysis methodology is an essential component in the execution of research. Collecting and processing primary or secondary data during the analysis process are integral components for deriving conclusions that inform decision-making. Given that the data is quantitative, the data analysis methodology utilizes existing statistical techniques.

## **RESULT AND DISCUSSION**

The primary objective of this study was to investigate the impact of intrinsic motivation and competence on employee performance within a toll road development and operation company located in Bandung. The research methods employed in this study were descriptive and verificative. In this study, data was gathered through the utilization of questionnaires by the researchers. After the data collection, the researchers proceeded to compile and analyze the responses provided by the participants. Based on the gender distribution of the participants in this study, 87 individuals identified as female, and 13 individuals identified as male. According to the data, 38 respondents were under the age of 25, 58 respondents fell within the age range of 26 to 30, and 4 respondents were between the ages of 31 and 35. Based on the respondents' highest level of education, the data reveals that there were 12 individuals with a high school education, ten individuals with a diploma, 73 individuals with a bachelor's degree, and five with a master's degree. Regarding the respondents' income, it was found that 12 individuals reported earnings between Rp. 0 – Rp. 1,000,000, while 20 respondents had an income ranging from Rp. 1,000,000 to Rp.

1,500,000. Additionally, 59 respondents reported earnings between Rp. 1,500,000 and Rp. 2,000,000, whereas 19 respondents reported earning more than Rp. 2,000,000.

**Table 1. Validity Test and Reliability Test**

Product Quality		Promotion		Buying Decision	
Item	Correlation	Correlation	Correlation	Item	Correlation
1	0.748	1	0.556	1	0.817
2	0.722	2	0.419	2	0.785
3	0.724	3	0.662	3	0.735
4	0.777	4	0.543	4	0.841
5	0.647	5	0.529	5	0.668
6	0.768	6	0.704	6	0.800
7	0.812	7	0.667	7	0.876
8	0.814	8	0.716	8	0.888
9	0.778	9	0.587	9	0.876
10	0.810	10	0.701	10	0.851
11	0.854	11	0.796	11	0.896
12	0.772	12	0.592	12	0.781
13	0.713	13	0.703	13	0.736
14	0.799	14	0.728	14	0.818
15	0.731	15	0.762	15	0.769
Cronbach Alpha					
Product Quality	0,959				
Promotion	0,924				
Buying Decision	0,968				

Based on the provided table, it is apparent that the variables of product quality, promotion, and purchasing decisions consist of 15 statement items. The validity test ascertains its overall validity by obtaining a correlation value exceeding 0.300, indicating its validity. The reliability test demonstrates results surpassing the threshold of 0.700, further confirming its validity.

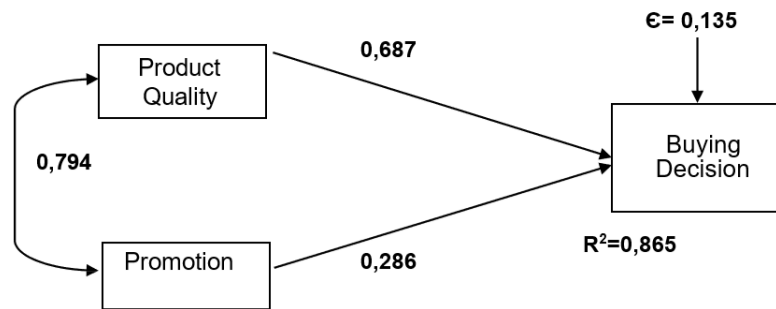


Figure 2. Path Analysis

The path analysis diagram above indicates a positive correlation of 0.794 between product quality and promotion. Consumers' purchasing decisions are influenced by the quality of products, as indicated by a significant impact value of 0.687. In the context of purchasing decisions, it is observed that promotion exerts a significant influence, as indicated by a coefficient value of 0.286. Hence, the cumulative effect amounts to 0.865, while the remaining unexplored variables that influence the dependent variable are represented by epsilon, which equals 0.135.

One of the objectives of implementing product quality is to assess its impact on consumer behavior, specifically in influencing their product preferences and purchase decisions, thereby facilitating the consumer decision-making process. Given the presence of high-quality goods and impactful marketing strategies, consumers are expected to engage in both initial purchase decisions and subsequent repurchasing behaviors.

### CONCLUSION

Based on the responses provided by participants, the quality of product promotion significantly influences the decision to make a purchase. It is generally of satisfactory quality. Nevertheless, there are still several aspects that need attention.

In order to optimize the marketing efforts of a beauty company in Bandung, the company should introduce more enticing promotional offers. The establishment should offer discounts or vouchers and promptly respond to customer complaints. In order to enhance the purchasing decision-making process for products offered by a beauty company in Bandung, the company should provide comprehensive product information and ensure that the products align with consumer preferences.

The contribution made by product quality is the most significant. Hence, the company must enhance its commitment to offering beauty company in Bandung Products by ensuring the provision of high-quality products to consumers. Therefore, the superior quality of the product offered will have a favourable influence on consumer purchasing choices.

In comparison to product quality, promotion yields a relatively minor contribution. Nevertheless, beauty companies in Bandung must augment the consumer's purchase decision regarding beauty companies in Bandung olla Products by implementing

promotional discounts and vouchers. Hence, the act of promotion holds substantial sway over the purchasing choices made by customers.

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