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by Tulus Pujo Nugroho

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THE INFLUENCE OF PRICE AND PRODUCT QUALITY ON THE PURCHASE DECISION OF SCARLETT COSMETIC WHITENING PRODUCTS

Tulus Pujo Nugroho

Faculty Economic/management, Gunadarma University, Indonesia
Tulus_nugroho@staff.gunadarma.ac.id

ABSTRACT

This study aims to determine the effect of price and product quality on purchasing decisions for Scarlett Cosmetic Whitening products. To determine the effect of price on purchasing decisions for Scarlett Cosmetic Whitening products, to determine the effect of product quality on purchasing decisions for Scarlett Cosmetic Whitening products, it can influence purchasing decisions simultaneously in using Scarlett Cosmetic Whitening products. The analysis method in this study uses quantitative primary data, the test stages carried out are: validity test, reliability test, normality test, multiple linear regression analysis, heteroscedasticity test, multicollinearity test, t test, f test and coefficient of determination. The data used in this study used primary data obtained by distributing online questionnaires and then processed using SPSS 26. The results of this study indicate that the variable price and product quality have a simultaneous effect on purchasing decisions and the most dominant variable on purchasing decisions is product quality and the results of this research regression are $Y = -0.792 + 0.401 X_1 + 0.604 X_2 + e$

Keywords: Price, Product Quality, Purchase

1. INTRODUCTION

The world of beauty is a very important world for women. In this modern era, many women want to look beautiful. All women are competing to look beautiful and even many women are willing to spend money for their beauty. To look beautiful, many women take an instant method, namely by using products that are not registered with BPOM and contain lots of mercury for faster and maximum results.

In the past few years, beauty products have become very diverse, both types of products and brands in circulation. The increase in demand by women, particularly in the skin care product category, is one of the major factors causing the market expansion of the beauty industry. There are lots of manufacturers that offer not only one product as well as variations from the usual to the unusual. In addition, there are lots of manufacturers that have many variations on the market, one of which is the «Scarlett Whitening» product, that's why Scarlett Whitening is present in beauty products in Indonesia the majority of whom are women. Scarlett Whitening is a brand from Indonesia which is owned by a beautiful actress named Felicya Angelista which was founded in 2017 and is currently a concern among Indonesian women. Scarlett has various beauty products, starting from body scrubs, body lotions, shower scrubs, facial washes, day and night creams, serums, masks, essence toners, shampoos and conditioners.

In December 2021 Scarlett opened an offline store called Scarlett Beauty Lounge» Scarlett opens an offline store so that Scarlett consumers can get special care, such as treatment. Not only treatments, the Scarlett Beauty Lounge offline store also has beauty products from Scarlett Whitening so that consumers from Scarlett Whitening can buy them directly at the Scarlett Beauty Lounge offline store. Felicya Angelista hopes that consumers who are implementing Work From Home can get entertainment with personal care.

Scarlett Whitening also implements a pricing strategy that is arguably the leader at the lowest price. Amazingly, Scarlett Whitening products, which have the lowest prices, are still considered to have the best quality. Especially with the advantages of the pricing strategy, Scarlett Whitening can apply the same price throughout Indonesia. Types of data and methods used in data collection in this study are a. primary data with survey methods with interviews, observation and questionnaires. b. Secondary data comes from data obtained through books, magazines, the internet, and literature relevant to research.

Especially with the advantages of the pricing strategy, Scarlett Whitening can apply the same price throughout Indonesia. According to the price is something that is given up in exchange for getting a good or service. Price is especially the exchange of money for goods or services. Also the sacrifice of time due to waiting to obtain goods or services according to (Lupiyadi, 2001).

Apart from price, product quality is also one of the factors that is the main consideration for consumers in buying a product, especially cosmetic products, according to Wulandari and Iskandar (2018) who state that the large number of dangerous cosmetic products makes consumers very concerned about the quality of the product purchased and this is shown by the results

his research shows that product quality is the most important factor that consumers consider in deciding to buy cosmetic products.

The success of selling products at affordable prices and good product quality, of course, depends on a person's purchasing decisions which are influenced by psychological factors. According to Kotler (Kotler & Armstrong, 2012) purchasing decisions are actions of consumers to want to buy a product or service by considering the quality, price and brand of the product.

2. LITERATURE STUDY

2.1 Price

According to (Angipora, 2002) price is the amount of money (possibly plus several goods) needed to obtain several combinations of a product. From a marketing point of view, price is a monetary unit or other measure (including other goods and services) that is exchanged in order to obtain the right to own or use an item or service (Tjiptono, 2008). Factors that affect the price:

2.2 Product quality

According to (Kotler & Armstrong, 2012) a product is everything that is offered to the market to be able to meet the needs and desires of customers. Products are the whole concept of objects or processes that provide a number of value benefits to customers (Lupiyoadi, 2001)

According to (Tjiptono, 2008) a product is anything that can be offered by producers to be noticed, requested, searched for, purchased, used or consumed by the market as a tool to be able to fulfill the needs or desires of the market in question. From some of the definitions above, it can be concluded that a product is a form of goods or services produced by a person or company that has a beneficial value to be marketed to meet the needs and desires of consumers.

2.3 Buying decision

According to Tjiptono (2012) purchasing decisions are a process in which consumers recognize the problem, seek information about a particular product or brand and properly evaluate each of these alternatives to solve the problem, which then leads to a purchase decision.

Purchasing decision is a consumer decision that is influenced by economics, finance, technology, politics, culture, product, price, location, promotion, thus forming an attitude for consumers to process all information and draw conclusions in the form of responses that appear what product to buy (Alma, 2011). According to Peter and Olson (2000), purchasing decisions are the process of combining knowledge to evaluate two or more alternative behaviors and choosing one of them.

2.4 Research Model

This study will examine the extent to which the effect of price and product quality on purchasing decisions for Scarlett Whitening products will be used in this study as many as 3 variables, namely two independent variables and one dependent variable. The independent variables used are Price (X1) and Product Quality (X2). While the dependent variable used is the purchase decision (Y). For more details, you can see the research model in Figure 2.1 below:

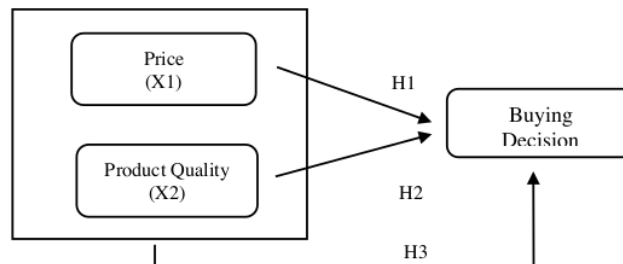


Figure 1. Conceptual Framework Research Model

Research Hypothesis

- H1: Price has an effect on the decision to purchase Scarlett Whitening products
- H2: Product Quality influences the Purchase Decision for Scarlett Whitening products
- H3: Price and product quality affect the decision to buy Scarlett Whitening products

3. RESEARCH METHOD

3.1 Types of research

The type of research used in this research is quantitative research. The sampling technique used by the author is a non-probability sampling technique with purposive sampling (Sugiyono, 2010:11).

3.2 Sample

Based on the results of calculations using the Rao Ancient formula, the samples taken were 96 respondents, and rounded up to 100 respondents

3.3 Method of collecting data

The data collection method in this study used a questionnaire, and library research. A questionnaire is a collection of data by providing or distributing a list of questions to respondents in the hope that respondents will respond to these questions (Husein Umar, 2013). Literature study is the collection of quantitative data taken from reference journals, theses and internet sites related to the research to be carried out

4. RESULT AND DISCUSSION

In this study, the results of the data were obtained by distributing questionnaires to respondents via the Google form. The population used in this study is shown to Scarlett Whitening customers. The samples taken in this study used non-probability sampling using purposive sampling. The technique in this study uses samples by chance, that is, anyone who meets the researcher by chance can be used as a data source. The number of samples in this study were 100 respondents which contained 15 statements to determine the purchase decision on Scarlett Whitening products.

4.1 Results of Data Analysis

Price Variable Respondents Responses

The results of data analysis regarding the price variable, for valid questionnaire results can be seen in table 1 below:

Table 1. Respondents' Responses Regarding Prices

No	Value	Score					Total
		SA	A	N	DA	TDA	
1.	X1.1	34	34	28	2	0	100
2.	X1.2	33	46	18	3	0	100
3.	X1.3	39	47	12	1	1	100
4.	X1.4	28	52	17	3	0	100
5.	X1.5	22	38	28	10	2	100
TOTAL		156	217	103	19	0	500
Percentage		31,2%	43,4%	20,6%	3,8%	0,6%	100%

Source: Results of Questionnaire Data Dissemination, 2022

Based on the table above, the results of the calculation above show that the most respondents' responses regarding the Price variable of 43.4% are in the Agree category. This shows that the price variable gets a positive response from respondents in the decision to purchase Scarlett Whitening products.

4.2 Product Quality Variable Respondents Responses

The results of data analysis regarding the Product Quality variable, for valid questionnaire results can be seen in table 2 below:

Table 2. Product Quality Variable Respondents Responses

No	Quality Product	Score					Total
		SA	A	N	DA	TDA	
1.	X2.1	25	42	28	4	1	100
2.	X2.2	33	46	18	3	0	100
3.	X2.3	39	47	12	1	1	100
4.	X2.4	28	52	17	3	0	100
5.	X2.5	22	38	28	10	2	100
Total		147	225	103	21	4	500
Percentage		29,4%	45%	20,6%	4,2%	0,8%	100%

Source: Results of Questionnaire Data Dissemination, 2022

Based on the table above, the results of the calculation above show that the majority of respondents' responses regarding the Product Quality variable are 45% located in category Agree. This shows that the Product Quality variable gets positive responses from respondents in the decision to purchase Scarlett Whitening products.

4.3 Respondents' Responses Purchasing Decision Variables

The results of data analysis regarding purchasing decision variables, for valid questionnaire results can be seen in table 3 below:

Table 3. Respondents' Responses Regarding Purchasing Decisions

No	Buying Decision	Score					Total
		SS	S	N	TS	STS	
1.	Y.1	32	33	30	3	2	100
2.	Y.2	26	46	21	6	1	100
3.	Y.3	29	34	31	5	1	100
4.	Y.4	24	37	34	5	0	100
5.	Y.5	27	37	28	6	2	100
Total		138	187	144	25	6	500
Percentage		27,6%	37,4%	28,8%	5%	1,2%	100%

Source: Results of Questionnaire Data Dissemination, 2022

4.4 Validity test

Validity test is used to measure whether or not a questionnaire is valid. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured from the questionnaire. Whether or not the measurement tool is valid can be tested by correlating the score of the question items with the total variable score.

Validity test is done by comparing the value of r count with r table for degree of freedom ($df = n-2$, in this case n is the number of samples. So the df used is $100-2 = 98$ with an alpha of 0.05, it produces a value of r table (two-tailed test) of 0.197 with the following conditions:

- The results of r count $>$ r table (0.197) = valid
- The results of r count $<$ r table (0.197) = invalid

Table 4. Validity Test

Variable	rcount	rtable	Annotation
X1.1	0,841	0,197	VALID
X1.2	0,795	0,197	VALID
X1.3	0,810	0,197	VALID
X1.4	0,801	0,197	VALID
X1.5	0,806	0,197	VALID
X2.1	0,805	0,197	VALID
X2.2	0,853	0,197	VALID
X2.3	0,812	0,197	VALID
X2.4	0,789	0,197	VALID
X2.5	0,788	0,197	VALID
Y1	0,882	0,197	VALID

Variable	rcount	rtable	Annotation
Y2	0,820	0,197	VALID
Y3	0,896	0,197	VALID
Y4	0,872	0,197	VALID
Y5	0,876	0,197	VALID

Source: SPSS Data Processing Results 26, 2022

Based on the table above, from the results of SPSS 26 data processing, it can be seen that the questions on the variable price, product quality and purchasing decisions have r-counts > than r tables. It can be concluded that all question items (indicators) are contained in all of these variables. declared valid.

4.5 Reliability Test

The reliability test is used to measure a questionnaire which is an indicator of a variable or construct. A construct or variable is said to be reliable if it gives a Cronbach's Alpha value > 60. The measurement of the reliability test used the SPSS Statistics software version 26.0. In determining the results of the reliability test of the research instrument, it can be determined based on the following conditions:

1. Cronbach's Alpha > 60 then it is declared reliable.
2. Cronbach's Alpha < 60, it is declared unreliable.

4.6 Price Reliability Test Results

Table 5. Price Reliability Test Table
Reliability Statistics

Cronbach's Alpha	N of Items
,866	5

Source: SPSS Data Processing Results 26, 2022

Based on the results of the reliability test of the price variable (X1), it can be seen from the output reliability statistics. Obtained Cronbach's Alpha value of 0.866, it can be concluded that the measuring instrument in this study was declared reliable because the Cronbach's Alpha value of the Price variable was greater than 0.60.

4.7 Product Quality Reality Test Results

Table 6. Product Quality Reliability Test
Reliability Statistics

Cronbach's Alpha	N of Items
,863	5

Source: SPSS Data Processing Results 26, 2022

Based on the results of the reliability test of the Product Quality variable (X2), it can be seen from the output reliability statistics. Obtained Cronbach's Alpha value of 0.863, it can be concluded that the measuring instrument in this study was declared reliable because the Cronbach's Alpha value of the Product Quality variable was greater than 0.60.

4.8 Purchase Decision Reliability Test Results

Table 7. Purchasing Decision Reliability Test
Reliability Statistics

Cronbach's Alpha	N of Items
,919	5

Source: SPSS Data Processing Results 26, 2022

Based on the results of the reliability test of the Purchase Decision variable (Y), it can be seen from the output reliability statistics. Obtained a Cronbach's Alpha value of 0.919 so you can it was concluded that the measuring instrument in this study was declared reliable because the Cronbach's Alpha value of the Purchase Decision variable was greater than 0.60.

4.9 Classical Assumption Test Normality Test

The normality test aims to test the path analysis model, whether the independent variables have a normal distribution or not. The normality test is carried out by analyzing the spread of points around the diagonal line, then it shows a normal distribution pattern which indicates that the regression model meets the assumption of normality. The normality test was carried out by testing the residual normality using the Kolmogrov Smirnov non-parametric statistical test with a significance value of 5% or 0.05. If the results of the significance value of the normality test are more than 5% or 0.05, then the data is stated to be normally distributed.

Table 8. Normality Test One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		100	
Normal Parameters ^{a,b}	Mean	,0000000	
	Std. Deviation	2,29676026	
Most Extreme Differences	Absolute	,130	
	Positive	,098	
	Negative	-,130	
Test Statistic		,130	
Asymp. Sig. (2-tailed)		,000 ^c	
Monte Carlo Sig. (2-tailed)	Sig.	,060 ^d	
	99% Confidence Interval	Lower Bound	,053
		Upper Bound	,066
		Bound	

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 2000000.

Based on table 8 it is known that the significant value is $0.060 > 0.05$ so that in this study it is declared normally distributed. In addition, the normality test can also use a graph, namely the P plot. The basis for decision making is as follows:

1. If the data spreads around the diagonal line and knows the direction of the diagonal line, the regression model meets the normality assumption.
2. If the data spreads away from the diagonal line and does not follow the direction of the diagonal line, then the regression model does not meet the normality assumption.

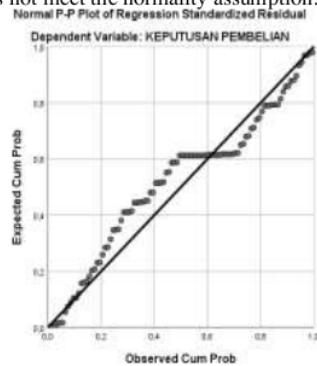


Figure 2. P.Plot normality test

Based on Figure 2 above, it shows the distribution of data around the direction of the diagonal line, it can be concluded that this regression model meets the assumptions of normality and is normally distributed.

4.10 Multicollinearity Test

The multicollinearity test aims to test whether there is a correlation between the independent variables in the regression model. A good regression model should not occur between independent variables. In this study the symptoms of multicollinearity can be seen from the tolerance value and variance inflation factor (VIF). The following table is the result of the multicollinearity test.

Table 9. Multicollinearity Test

Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
B	Std. Error	Beta	t	Sig.	Tolerance	VIF
-.792	1,443		-.549	,584		
,401	,115	,340	3,484	,001	,352	2,838
,604	,113	,522	5,342	,000	,352	2,838

a. Dependent Variable: PURCHASE DECISION
Source: SPSS Data Processing Results 26, 2022

Based on table 9, it shows that the regression model does not experience multicollinearity disturbances. This is indicated by the tolerance value for the price variable (X1) of 0.352 and the tolerance value for the product quality variable (X2) of 0.352 < 0.10. Then based on the calculation of the VIF value it shows that the price variable (X1) is 2.838 and the VIF value on the product quality variable (X2) is 2.838 < 10. So it can be concluded that there is no multicollinearity between the independent variables in the regression model.

4.11 Heteroscedasticity Test

The heteroscedasticity test is used to determine whether there are model deviations because the variance of the disturbance differs from one observation to another. A good regression model is that there is no heteroscedasticity. Following table are the results of the heteroscedasticity test.

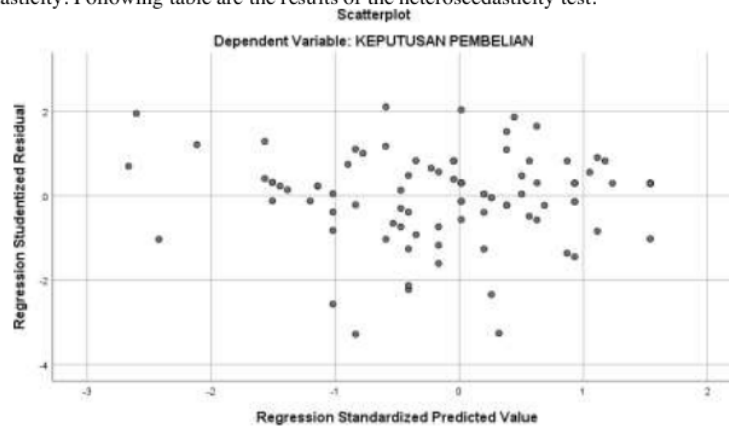


Figure 3. Scatterplot

Based on the results in Figure 3 it is known that the graph on the scatterplot shows the dots spread randomly both above and below the number 0 on the Y axis, so it can be concluded that there is no heteroscedasticity in the regression model.

4.12 Multiple Linear Regression Test

Multiple linear regression analysis was used in this study with the aim of determining whether there is an influence of the independent variables on the dependent variable. The following is a multiple linear regression testing table:

Table 10. Multiple Linear Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.792	1,443		-.549	,584
	PRICE	,401	,115	,340	3,484	,001
	QUALITY	,604	,113	,522	5,342	,000
	PRODUCT					

a. Dependent Variable: PURCHASE DECISIONS
Source: SPSS Data Processing Results 26, 2022

Based on table 10 above, the regression line equation can be made as follows

$$Y = -.792 \alpha + 0,401 X1 + 0,604 X2 + e$$

Information:

Y = Purchase Decision A = Constant

X1 = Price

X2 = Product Quality e = Error

Based on the results of the multiple regression equation, it can be seen that:

1. The constant value is -0.792. This means that if the price and product quality are assumed to be zero (0), then the value of the purchase decision is -0.792.
2. The value of the price regression coefficient (X1) is 0.401, meaning that each price increases by one unit, the consumer purchasing decision will increase by 0.401 assuming the other X variables are fixed or zero.
3. The value of the regression coefficient for product quality (X2) is 0.604, meaning that for each product quality there is a one-unit increase, consumer purchasing decisions will increase by 0.604 assuming the other X variables are fixed or zero.

4.13 Hypothesis testing

1. Partial Test (T Test)

The T test is a test to determine the significant effect of the independent variables partially on the dependent. This means that the t test is used to test whether it tests a significant relationship between variables X and Y. To find out the value of t table, you can look through the list of t tables by looking for a significance level of 5% and the value of degree of freedom / df = n-k-1 (df = 100-2-1 = 97) then the value of the table above is 1.984 where n is the number of samples and k is the number of independent variables. For decision making is to look at the probability with a significance level $\alpha = 0.05$, if sig < then H0 is rejected and if sig > 0.05 then H0 is accepted. If t count > t table then H0 is rejected while t count < t table then H0 is accepted. The following are the results of the arithmetic t test:

Table 11. Partial Test (T Test)

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.792	1,443		-.549	,584
	PRICE	,401	,115	,340	3,484	,001
	QUALITY	,604	,113	,522	5,342	,000
	PRODUCT					

a. Dependent Variable: PURCHASE DECISION
Source: SPSS Data Processing Results 26, 2022

Based on the results of the partial test (T test) it can be seen that:

1. Price

Based on table 11, the results of the price test show that the t value is 3.484 > 1.984 with a significance level of 0.001. The significance level is <0.05, which means that the hypothesis in this study is that Ha is accepted and H0 is rejected, which means that partially the price has a significant effect on purchasing decisions.

2. Product Quality

Based on table 11, it can be seen that the results of product quality testing show that the t value is 5.342 > 1.984 with a significance level of 0.000. The significance level is <0.05, which means that the hypothesis in this study is that Ha is accepted and H0 is rejected, which means that partially the price has a significant effect on purchasing decisions.

2. Simultaneous Test Results (Test F)

According to Ghozali (2012) the F test aims to show whether all the independent variables included in the model simultaneously or together have an influence on the dependent variable. Dependent variable (variable dependent) The user's decision (Y) in this study was tested for its validity using the F test.

- a. If the probability number is significant > 0.05 then H0 is accepted and Ha is rejected.
- b. If the probability number is significant < 0.05 then H0 is rejected and Ha is accepted.

Table 2. Simultaneous Test (Test F)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1079,004	2	539,502	100,207	,000 ^b
Residual	522,236	97	5,384		
Total	1601,240	99			

- a. Dependent Variable: Buying Decision
- b. Predictors: (Constant), Quality Product, Price

Based on table 12, it is obtained that F count is 100.207 with a significant level of 0.000 < 0.05 so that H0 is rejected and Ha is accepted. This means that the independent variables, namely Price (X1) and Product Quality (X2) simultaneously have a significant effect on the dependent variable, namely Purchase Decision (Y) and are influenced jointly by 100.207.

3. Coefficient of Determination (R2)

R2 is the comparison between the Y variation explained by X1 and X2 together compared to the total Y variation. There is no definite measure of how large R2 is to say that a variable choice is appropriate. If R2 is greater or closer to 1, then the model is more appropriate. The following is a table testing the coefficient of determination:

Table 13. Determination Coefficient Test (R2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,821 ^a	,674	,667	2,320

- a. Predictors: (Constant), PRODUCT QUALITY, PRICE
 - b. Dependent Variable: PURCHASE DECISION
- Source: Processing Results SPSS Data 26, 2022

Based on the test results of the coefficient of determination R2, it can be seen that the value obtained from R Square is 0.674. This means that purchasing decisions can be explained by price and product quality by 67.4% while the remaining 32.6% is explained by other variables not examined in this study such as promotion variables, location, brand loyalty, store atmosphere, purchasing decisions and other variables.

4.14 Summary of Research Results

Based on the overall results of 100 respondents who are or have purchased Scarlett Whitening products, the following results were obtained:

Table 14. Summary of Research Results

Tool Analysis	Analysis Result	Annotation
Validity Test	The results of all statements have a significant value greater than the r table value	The data obtained through the results of the questionnaire are declared valid
Reability Test	Based on the results, all variables have a Cronbrach's Alpha value > 0.60	The data obtained through the results of the questionnaire are declared reliable.

Normality Test	Based on the unstandardized residual monte carlo sig (2 tailed) which is 0.60 greater than 0.05	Based on the normality test, it can be seen that the data is normally distributed.
Multicollinearity Test	Tolerance values above 0.352 (X1) and 0.352 (X2) are greater than 0.1 and VIF values are 2.838 (X1) and 2.838 (X2) smaller than 10.	Based on the research results, it can be seen that the regression model does not have multicollinearity
Heteroscedasticity Test	Based on the scatterplot graph, it can be seen that the dots spread randomly both above and below the number 0 on the Y axis	From the results of the scatterplot graph, it can be seen that there is no heteroscedasticity
Multiple Linear Regression	Based on the results of this study, $Y = -0.792 \alpha + 0.401 X1 + 0.604 X2$	These results indicate that there is an influence between price and product quality variables on buying decision.
Partial Test (T Test)	The variable X1 obtained a t count value of 3.484 > t table 1.984 with a sig of 0.01 and the variable X2 obtained a t count value of 5.342 with a sig of 0.000.	These results indicate that the variable Price and Product Quality have a partial effect on the Decision variable Purchase
Simultaneous Test (Test F)	Based on the results, the calculated F value is 100.207 with a value significant 0.000 < 0.05	Based on the results of the F test, it can be seen simultaneously that there is an effect of price and product quality on the purchasing decision of Scarlett products Whitening
Analysis of the Coefficient of Determination (R2)	Based on the results of the coefficient of determination, the positive value of the coefficient of determination (adjusted R-square) that affects it is 0.667	The influence of the independent variable in the form of price and product quality on the dependent variable, namely Purchase Decision.

5. CONCLUSION

5.1 Conclusion

This study aims to determine the effect of price and product quality on the purchase decision of Scarlett Cosmetic Whitening products. Respondents in this study 100 consumers.

From the results of the analysis and discussion in the previous chapter, the authors draw the following conclusions:

1. Price has a significant effect on the Purchase Decision of Scarlett Cosmetic Whitening Products.
2. Product Quality has a significant effect on the Purchase Decision of Scarlett Cosmetic Whitening Products.
3. Price and Product Quality simultaneously influence the Purchase Decision of Scarlett Cosmetic Whitening Products.

5.2 Suggestions

Based on the conclusions obtained in this study, the researchers provide advice to improve purchasing decisions related to price and product quality should maintain a good reputation or name in the eyes of consumers and always provide prices according to quality. For the Scarlett Whitening Products to always maintain the trust of every consumer, maintain the service and quality of the products offered so that consumer satisfaction and loyalty are maintained properly.

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