

The Effect of Product Quality and Price Perceptions on Purchase Decisions of Scarlett Body Lotion at Vilshop, Madiun City

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ARTICLE INFO

Keywords: Product Quality, Price Perception, Purchase Decision

Received : 03, June

Revised : 10, July

Accepted: 13, August

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ABSTRACT

This research was conducted to analyze and determine the effect of product quality on purchasing decisions for Scarlett Body Lotion at Vilshop, Madiun City. The data analysis technique used is Partial Least squares (PLS). The results showed that product quality had a positive effect on purchasing decisions for Scarlett body lotion at Vilshop, Madiun City, which was acceptable, with a path coefficient of 0.503052 and a T-statistic value of 5.551291 > 1.96 (from table $Z_{\alpha} = 0.05$) or P-Value 0.000 < 0.05, with a significant (positive) result. Then, price perception has a positive effect on purchasing decisions for Scarlett body lotion at Vilshop, Madiun City, with a path coefficient of 0.412970 and a T-statistic value of 4.207986 > 1.96 (from table value $Z_{\alpha} = 0.05$) or P-value 0.000 < 0.05, with significant (positive) results.

INTRODUCTION

Today the development of the beauty industry in Indonesia is quite rapid. This is evidenced by data from the Ministry of Industry (2020), which shows that after successfully increasing sales of beauty and personal care products by 7% in 2019, the following year the Ministry of Industry is targeting an increase of 9% which is 2% higher than the previous year. One of the beauty treatments that is trending at the moment is the use of skincare. According to Pratiwi et al, 2016 in Lailatul Riha et al., (2021), skincare is a stage of activity that aims to treat skin health, improve appearance, and improve skin condition. There are various kinds of skincare, including facial wash, facial toner, moisturizer, sunscreen, facial serum, essence, eye cream and others. Body lotion is also included in the skincare class which is specifically for treating the skin of the hands and feet. Body lotion is a body care product that is useful for protecting the skin from the sun, even out skin tone, moisturizes so that the skin becomes healthy and gives freshness to the wearer. One of the body lotion brands that is quite well-known and much in demand by women is Scarlett Body Lotion from the Scarlett Whitening brand.

Scarlett Whitening is a local brand of beauty, cosmetics and personal care which was founded in 2017 by a well-known Indonesian artist, Felicya Angelista. At first, Felicya only sold masks, but it turned out that her products were in great demand by the public and she began to explore products from scarlett whitening in the form of facial care, body care and hair care. Where this brand has excellent products such as Scarlett Face Serum, Scarlett Facial Wash, Scarlett Moisturizer, Scarlett Shower Scrub, Scarlett Shampoo and Scarlett Body Lotion. One of the best-selling body care products on the market is Scarlett Body Lotion. Its products have been registered with BPOM and are guaranteed to be safe for use by all groups, including pregnant women and nursing mothers. Scarlett whitening itself has made a famous actor from Korea, Song Joong Ki, as its brand ambassador. This of course makes these local products capable of stealing the hearts of the people and being included in the list of best-selling products that are able to achieve a turnover of billions of rupiah for their sales.

Table 1. Body Care Brand Data for 2021

No	Merek/Brand	2021	No	Merek/Brand	2021
1	Scarlett	18,9 %	6	Dosting	2,2 %
2	Vitaline	5 %	7	Kedas Beauty	2,2 %
3	Nivea	2,8 %	8	Bierlian	2,2 %
4	HB Whitening	2,6 %	9	MS Glow	2 %
5	SR12	2,4 %	10	Vaseline	2 %

Sumber: [compas.co.id](https://www.compas.co.id)

The table above is sales data for the top 10 online body care brands based on sales on the e-commerce platforms Shopee and Tokopedia in 2021 during the

period 1-15 August. It can be seen that the brand from Scarlett Whitening leads in first place as a body care brand with the best-selling sales of 18.9%, followed by other brands such as Vitaline 5%, Nivea 2.8%, HB Whitening 2.6%, SR12 2.4%, Dosting 2.2%, Kedas Beauty 2.2%, Bierlian 2.2%, MS Glow 2% and finally Nivea 2%. Based on these data, it can be concluded that the brand from Scarlett Whitening, especially for body care products in the form of Scarlett Body Lotion, has no problems selling it, even these local products tend to be in great demand and are accepted by Indonesian people as evidenced by their fairly high sales on e-commerce platforms.

At first, Scarlett Whitening only marketed its products online through its official Instagram account, namely @scarlett_whitening and also on scarlettwhitening.com which is the official website of the brand. Many of their products have been reviewed and endorsed by celebrities and beauty vloggers, especially Scarlett Body Lotion. Apart from doing online marketing, now there are also many agents who distribute products from Scarlett Body Lotion to skincare shops spread across various regions, these skincare shops then market these products offline to the public. One of them is Vilshop skincare shop. Addressed at Jl. Taman Praja, Mojorejo, Kec. Taman, Madiun City, this skincare shop is the second branch that has been established since the covid pandemic in early 2021. This shop sells various types of local skincare and Korean skincare which are complete and of course at affordable prices, one of the products being sold is Scarlett Body Lotion.

Scarlett Body Lotion sales data at the Vilshop Store in Madiun City for a period of 3 semesters shows where the first semester is in the January-June 2021 range, the second semester is in the July-December 2021 range and the third semester is in the January-June 2022 range. From the data above it can be seen that there is a decrease in sales volume in each semester. In the first semester, 615 units were sold, then in the second semester it decreased by 515 units and in the third semester it decreased again by 377 units. These problems indicate that there is a suspicion that consumers will start switching to other brands of Body Lotion. A significant decrease in sales volume can also occur because at this time there are many business competitors that sell similar products with better quality and more affordable prices. Differences in product quality and price will certainly have an impact on consumer satisfaction, where this satisfaction will later influence purchasing decisions.

Based on the reviews the authors obtained from consumers, it can be concluded that the product quality of Scarlett Body Lotion is considered to be declining, both in terms of aroma, cannot brighten and cannot moisturize the skin, there is no formula that is able to protect the skin from sunlight, the texture is difficult to apply blend and leave a whitecast. In addition, consumers also think the price given is quite expensive. As well as assuming that there are many other Body Lotions that are cheaper and much better in terms of formula. This makes consumers prefer to buy and use Body Lotion from other brands so that it can result in a decrease in sales of Scarlett Body Lotion. This can be proven through consumer reviews regarding product quality and price perceptions below.

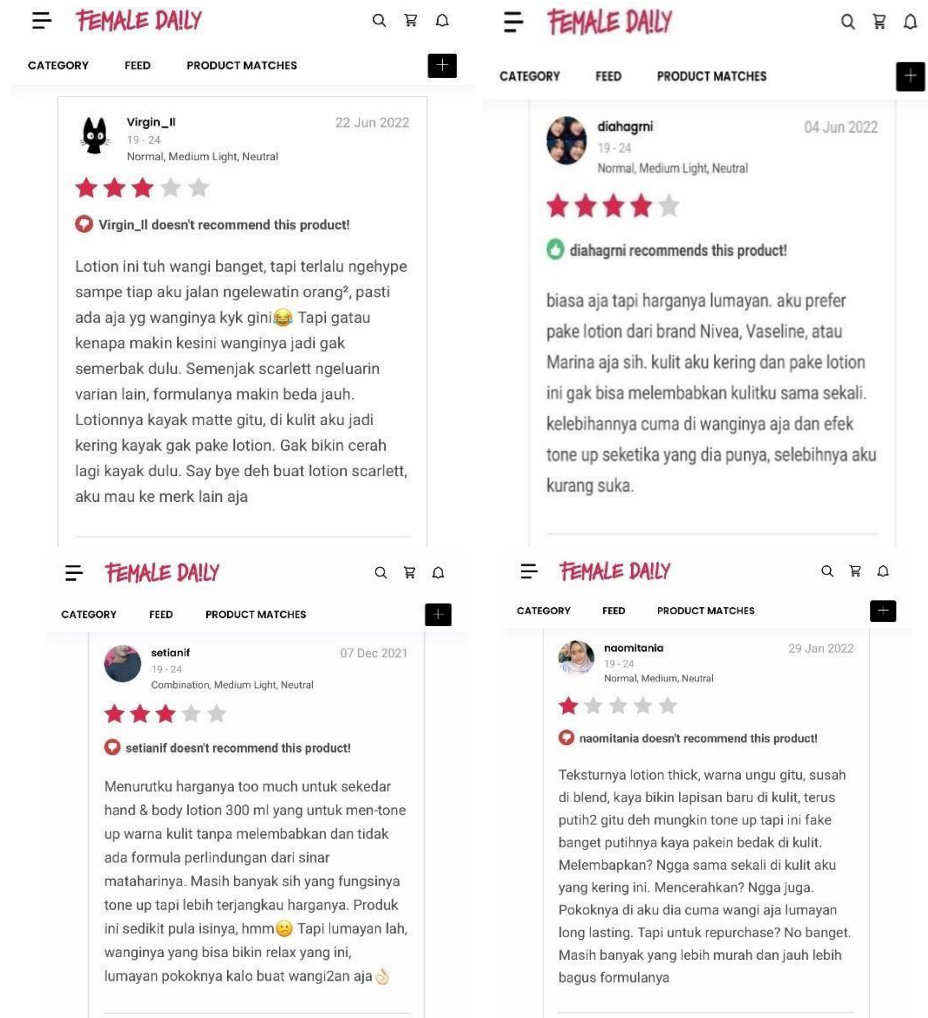


Figure 1. Scarlett Body Lotion Review
Source: femaledaily.com

There are many factors that influence consumers in making purchasing decisions for products and services that will be used to meet their needs. This research is supported by Kotler and Keller in Darmasari & Komardi, (2021) which states that consumer decisions to purchase a product include product choice, price, brand, distributor or place of purchase, time of purchase and quantity of goods to be purchased to meet needs. his life.

The first factor that can influence purchasing decisions is product quality. Product quality is one of the causes of competition among business actors. Therefore, consumers always want to get a quality product commensurate with the price paid, even though some consumers think that an expensive product is a quality product. According to Kotler and Armstrong (2008) in Novianti T., (2020) product quality is a product or service specification that relies on its expertise to meet consumer needs. Tjiptono (2004) in Purnama Sari D. & Soliha E., (2021) states product quality is a condition that changes and is related to products, services, people, processes, and the environment that meet or exceed expectations. Meanwhile, according to Razak et al., 2016 in

Anam et al., (2020) product quality is a product characteristic that has a stake in fulfilling predetermined requests. The purpose of the product when offered to the market is to get attention, the benefits needed, and consumer consumption.

In addition to product quality, the price perception factor also determines the purchasing decisions made by consumers. According to Schiffman and Wisenblit (2015) in Iriani F. & Indriyani R., (2019) price perception is a consumer's point of view regarding the value set for a purchase. The same thing was also stated by Peter and Olson, 2010: 447 in the research of Mendur et al., (2021) that the perception of price is directly related to the understanding of price information by consumers so that it gives a deep meaning.

The phenomenon that is happening at this time, where there are many competitors out there from Scarlett Body Lotion who are no less successful in offering their products on the market at more affordable prices to provide many choices for consumers to be able to choose Body Lotion products that suit their needs and also according to the budget you have. As is well known, in the Madiun City area the price for Scarlett Body Lotion is Rp. 75,000 per one 300 ml bottle, Nivea Extra White Body Serum Care & Protect is Rp. 25,000 per 180 ml bottle, Vaseline Hand Body Lotion is Rp. 39,500 per 400 ml bottle, and Marina Hand Body Lotion UV White is Rp. 18,000 per bottle of 460 ml. Based on price comparison data for 4 Body Lotion brands, namely Scarlett Body Lotion, Nivea, Vaseline, and Marina, it can be concluded that Scarlett Body Lotion has the highest price. With prices that are quite high, product quality should be a top priority so that it is comparable to the price that consumers pay.

Based on the description above, this research was conducted to analyze and determine the effect of Product Quality on the Purchase Decision of Scarlett Body Lotion at Vilshop, Madiun City. Then, to analyze and determine the effect of Perceived Price on the Purchase Decision of Scarlett Body Lotion at Vilshop, Madiun City. The results of the research that has been carried out are expected to become a library archive which will later be used as a reference for other students who will conduct research with a similar theme. In addition, as a means of information to find out what factors can influence consumer purchasing decisions, and is expected to be a reference for stores in making further decisions.

LITERATURE REVIEW

Product Quality

Product quality is an aspect that is often assessed by consumers when making purchasing decisions. With good product quality, the consumer's need for a product will be realized. Product quality according to Tjiptono (2008: 25) in Prasetyo R. A. & Andjarwati L. A., (2021) is a unit both in terms of the properties and characteristics of a product that functions for customer needs and it can be seen whether these characteristics and characteristics match the actual function. Prajati (2013) in Astuti M. & Matondang N., (2020:6) defines product quality as a situation where a product has a value that is proportional to the benefits obtained. The more useful the quality value of the product will

be higher. Product quality can have a value that can satisfy consumers both physically and psychologically. Kottler (2005) in Hendro R. C. & Hidayat W., (2018) states that product quality is a sign of a product that can satisfy consumer needs implicitly or explicitly.

Price Perception

Kottler and Keller (2009:179) in Anggraeni & Soliha, (2020) define perception as the process of determining, organizing, and interpreting information to describe the world. Perception is a process experienced by each individual in determining, organizing, and interpreting information and sensations received through sight, hearing, smell, touch, feeling and appreciation into a reasonable picture of the world. Perception can be influenced through internal factors and external factors. The internal factors mean that these perceptions are influenced from within the individual itself. While external factors are influenced by the characteristics of the environment and the objects seen in it. This means that perception is related to individual behavior in deciding the will.

The Effect of Product Quality on Purchasing Decisions

Product quality is how the product has value that is able to provide a sense of satisfaction to consumers both physically and non-physically. When marketing their products, marketers must be able to prove to consumers by providing the best quality. This is because quality can have a direct impact on the performance of products and services, so that it is related to purchasing decisions. According to Kotler and Armstrong (2014: 11) in Fadhilah N. K.'s research, (2021) argues that product quality has an important role in meeting consumer needs and desires and aims to meet consumer expectations.

According to research (Recha Anjani & Simamora, 2022) argues that product quality variables have a significant positive effect on purchasing decisions. These results prove that research related to product quality in accordance with the level of willingness and needs of consumers can influence consumers in purchasing these products.

So, based on the above opinion it can be concluded that product quality has a positive effect on purchasing decisions. Because product quality is one of the factors in determining a purchase decision, where good product quality can encourage someone's behavior to buy a product.

The Effect of Perceived Price on Purchasing Decisions

Consumers in choosing a product or service are caused because these consumers want to feel the value and benefits. In addition, there are economic factors where consumers have the opportunity to buy these products or services at prices that are more affordable than usual. Price perception according to Schiffman and Kanuk, 2004 in Syamsidar R. & Soliha E., (2019) is a consumer's perspective regarding a certain price (high, low, reasonable) so that it can influence purchasing decisions.

Price perception is a person's understanding related to price, whether a consumer can understand the price of a product or service and is classified into

low, reasonable, and high categories. (Agita et al., 2022) in his research concluded that price perceptions have a positive influence on purchasing decisions. So, based on the above opinion, it can be concluded that price perception has a positive effect on purchasing decisions. Where is one's understanding of the price of a product and whether the price set is proportional to the benefits received so that this can influence purchasing decisions?

Conceptual Framework

The conceptual framework is a link between one thought and another from the problem to be studied. The following is the arrangement of the conceptual framework of this study which is shown in Figure 2.

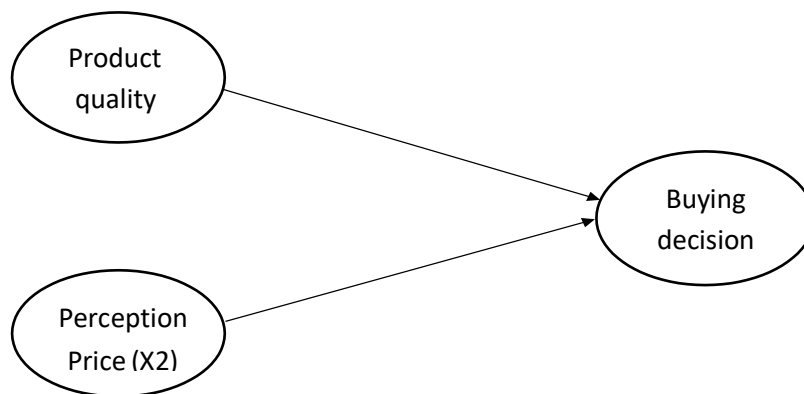


Figure 2. Conceptual Framework

Based on the above phenomenon, the research hypothesis formed is as follows:

H1: It is suspected that product quality has a positive effect on the decision to buy Scarlett body lotion at Vilshop, Madiun City

H2: It is suspected that price perception has a positive effect on the decision to buy Scarlett body lotion at Vilshop, Madiun City

METHODOLOGY

The variables used in this study are product quality (X1), and price perception (X2) which act as independent variables (independent). And Purchase Decision (Y) acts as the dependent variable (Dependent).

The population is a generalization area where there are quality objects and subjects and have certain characteristics that have been determined by researchers to be studied and conclusions drawn (Sugiyono, 2012). The population in this study were all female consumers at the Madiun City Vilshop. The sample is part of the number and characteristics of the population. Samples taken from the population must be truly representative or able to represent the population being studied (Sugiyono, 2012). Sampling using non-probability sampling method with the sampling technique used in this study is the purposive sampling technique, where this technique determines the sample based on the criteria or characteristics of the respondents, namely:

1. At least 17 years old and above
2. Female consumers who have purchased Scarlett Body Lotion at the Vilshop in Madiun City.

The number of samples plays an important role in interpreting the results, according to the analytical tool used, namely Structural Equation Modeling (SEM), the number of representative samples can be determined by means of the total number of indicators multiplied by 5 to 10 (Ferdinand A., 2014). Therefore, the number of samples that will be used for this study is 84 samples derived from the calculation of the 6 x 14 variable indicators used.

In this study, the authors took data sources from the results of research that has been done. Where previously the author distributed questionnaires to consumers who had purchased Scarlett Body Lotion at Vilshop, Madiun City.

In this study, the data analysis technique used is Partial Least Square (PLS). The Partial Least Square (PLS) analysis technique was chosen by the author in this study because the variables used in this study are latent variables (not directly measurable) which can be measured based on their indicators (manifest variables), and jointly involve the error rate in measurement (error). Therefore, the authors can analyze in more detail the indicators of the latent variables that reflect the strongest and weakest latent variables that include their level of error. Partial Least Square (PLS) is also able to work effectively and its use is considered quite easy.

RESEARCH RESULT

A. Characteristics of Respondents and Description of Research Results

1. Characteristics of Respondents

The data in this study were collected by researchers by distributing questionnaires to female consumers of Scarlett Body Lotion at Vilshop, Madiun City. In this study, the identity of the respondents can be identified as follows:

a. Age

84 respondents who answered the questionnaire that was given, it can be seen the age of the respondents, namely in the following table:

Table 2. Characteristics of Respondents by Age

No.	Usia	Jumlah	Presentase (%)
1.	17 tahun – 21 tahun	33	39 %
2.	22 tahun – 26 tahun	31	37 %
3.	27 tahun – 30 tahun	11	13 %
4.	> 30 tahun	9	11 %
Total		84	100%

Sumber : Data Kuisisioner Diolah

Based on the table above, it can be seen that the number of respondents using Scarlett Body Lotion at Vilshop in Madiun City was dominated by 17-21 years of age, 33 people, 31 people aged 22-26 years, 11 people aged 27-30 years and >30 years old as many as 9 people. With this, it can be concluded that users of Scarlett Body Lotion at Vilshop, Madiun City are more favored by consumers aged 17-21 years.

b. Occupation

Of the 84 respondents who answered the questionnaire that was given, it can be seen that the work of the respondents is in the following table:

Table 3. Characteristics of Respondents by Occupation

No.	Pekerjaan	Jumlah	Presentase (%)
1.	Pelajar/Mahasiswa	49	58 %
2.	Wiraswasta	7	8 %
3.	PNS	12	14 %
4.	TNI/POLRI	3	4 %
5.	Lainnya	13	16 %
Total		84	100%

Sumber : Data Kuisisioner Diolah

Based on the table above, it can be seen that the number of respondents using Scarlett Body Lotion at the Vilshop in Madiun City was dominated by consumers with Student status as many as 49 people, while consumers with Entrepreneur status were 7 people, 12 PNS, 3 TNI/POLRI and consumers who 13 people with Others status. It can be concluded that the users of Scarlett Body Lotion at Vilshop in Madiun City are more favored by consumers with Student status.

c. Income

84 respondents who answered the questionnaire that was given, it can be seen that the income of the respondents is in the following table:

Table 4. Characteristics of Respondents Based on Income

No.	Pendapatan	Jumlah	Presentase (%)
1.	< Rp. 500.000	16	19 %
2.	Rp. 500.000 – Rp. 1.000.000	22	26 %
3.	Rp. 1.500.000 – Rp. 2.000.000	15	18 %
4.	Rp. 2.500.000 – Rp. 3.000.000	12	14 %
5.	> Rp. 3.000.000	19	23 %
Total		84	100%

Sumber : Data Kuisisioner Diolah

Based on the table above, it can be seen that the number of respondents who use Scarlett Body Lotion at Vilshop, Madiun City is dominated by consumers who have income > Rp. 500,000 – Rp.1,000,000 as many as 22 people, while consumers with income > Rp. 3,000,000 as many as 19 people, consumers whose income < Rp.500,000 16 people, consumers whose income is Rp. 1,500,000 – Rp.2,000,000 15 people and consumers who are Rp. 2,500,000 – Rp.3,000,000 for 12 people. It can be concluded that users of Scarlett Body Lotion at Vilshop, Madiun City are more favored by consumers with income > Rp. 500,000 –Rp. 1,000,000.

2. Product Quality Variable Description

Table 5. Results of Respondents' Answers Variable Product Quality

No.	Pernyataan	Skor Jawaban					Total
		1	2	3	4	5	
1.	Saya membeli produk Scarlett Body Lotion karena memiliki banyak pilihan varian	-	-	18	54	12	84
		-	-	21,4%	64,3%	14,3%	100%
2.	Saya membeli produk Scarlett Body Lotion karena memiliki kandungan yang berfungsi untuk melindungi kulit	-	-	9	35	40	84
		-	-	10,7%	41,7%	47,6%	100%
3.	Saya membeli produk Scarlett Body Lotion karena dikemasannya tertera informasi masa pemakaian produk	-	-	19	40	25	84
		-	-	22,6%	47,6%	29,8%	100%
4.	Saya membeli produk Scarlett Body Lotion karena memiliki kemasan yang menarik dan mampu melindungi produk	-	1	16	35	32	84
		-	1,2%	19%	41,7%	38,1%	100%

Sumber : Data Kuisisioner Diolah

Based on the data above, it is explained as follows:

- a. The first indicator of product quality is that consumers buy Scarlett Body Lotion because they have many choices of variants and get the most response at score 4 with a total of 54 respondents or a percentage of 64.3%, the second most response is at a score of 3 with a total of 18 respondents or a percentage of 21.4%, the third highest response is at a score of 5 with a total of 12 respondents or a percentage of 14.3%. The conclusion is that many respondents answered agree.
- b. The second indicator of product quality is that consumers buy Scarlett Body Lotion because it has ingredients that function to protect the skin, getting the most response at a score of 5 with a total of 40 respondents or a percentage of 47.6%, the second highest response is at a score of 4 with a total of 35 respondents or a percentage of 41.7%, the third highest response is at a score of 3 with a total of 9 respondents or a percentage of 10.7%. The conclusion is that many respondents answered agree.
- c. The third indicator of product quality is that consumers buy Scarlett Body Lotion because the packaging contains information on the product usage period. It gets the most response at a score of 4 with a total of 40 respondents or a percentage of 47.6%, the second most response is at a score of 5 with a total of 25 respondents or a percentage of 29.8%, the third highest response is at a score of 3 with a total of 19 respondents or a percentage of 22.6%. The conclusion is that many respondents answered agree.
- d. The fourth indicator of product quality is that consumers buy Scarlett Body Lotion because it has attractive packaging and is able to protect the product. It gets the most response at a score of 4 with a total of 35 respondents or a percentage of 41.7%, the second highest response is at a score of 5 with a total of 32 respondents or a percentage of 38.1%, the third highest response is on a score of 3 with a total of 16 respondents or a percentage of 19%, the fourth highest response is on a score of 2 with a number of respondents 1 or a percentage of 1.2%. The conclusion is that many respondents answered agree.

3. Price Perceived Variable Description

Table 6. Results of Respondents' Answers Price Perception Variable

No.	Pernyataan	Skor Jawaban					Total
		1	2	3	4	5	
1.	Saya membeli produk Scarlett Body Lotion karena harga yang ditawarkan bervariasi dan terjangkau oleh konsumen	-	-	5	29	50	84
		-	-	6%	34,5%	59,5%	100%
2.	Saya membeli produk Scarlett Body Lotion karena harganya sesuai dengan kualitas produk yang diberikan	-	1	14	46	23	84
		-	1,2%	16,7%	54,8%	27,4%	100%
3.	Saya membeli produk Scarlett Body Lotion karena harga produknya lebih ekonomis dibandingkan produk lainnya	-	1	8	41	34	84
		-	1,2%	9,5%	48,8%	40,5%	100%
4.	Saya membeli produk Scarlett Body Lotion karena harga yang ditawarkan sebanding dengan manfaat yang dirasakan	-	-	14	41	29	84
		-	-	16,7%	48,8%	34,5%	100%

Sumber : Data Kuisioner Diolah

Based on the data above, it is explained as follows:

- a. The first indicator of Price Perception is that consumers buy Scarlett Body Lotion because the prices offered vary and are affordable by consumers, getting the most response at a score of 5 with a total of 50 respondents or a percentage of 59.5%, the second most response is at a score of 4 with a total of 29 respondents. or a percentage of 34.5%, the third highest response is at a score of 3 with a total of 5 respondents or a percentage of 6%. The conclusion is that many respondents answered agree.
- b. The second indicator of Perceived Price is that consumers buy Scarlett Body Lotion because the price is in accordance with the quality of the product provided, getting the most response at a score of 4 with a total of 46 respondents or a percentage of 54.8%, the second most response is at a score of 5 with a total of 23 respondents or the percentage is 27.4%, the third highest response is on score 3 with the number of respondents 14 or a percentage of 16.7%, the fourth most response is on score 2 with the number of respondents 1 or a percentage of 1.2%. The conclusion is that many respondents answered agree.
- c. The third indicator of Price Perception is that consumers buy Scarlett Body Lotion because the price of the product is more economical than other products, getting the most response at a score of 4 with a total of 41 respondents or a percentage of 48.8%, the second most response is at a score of 5 with a total of 34 respondents or percentage of 40.5%, the third highest response is on score 3 with the number of respondents 8 or a percentage of 9.5%, the fourth most response is on

score 2 with the number of respondents by 1 or a percentage of 1.2%. The conclusion is that many respondents answered agree.

- d. The fourth indicator of Price Perception is that consumers buy Scarlett Body Lotion because the price offered is comparable to the perceived benefits, getting the most response at score 4 with a total of 41 respondents or a percentage of 48.8%, the second most response is at a score of 5 with a total of 29 respondents or a percentage of 34.5%, the third highest response is at a score of 3 with a total of 14 respondents or a percentage of 16.7%. The conclusion is that many respondents answered agree.

4. Description of Purchasing Decision Variables

Table 7. Results of Respondents' Answers Purchasing Decision Variables

No.	Pernyataan	Skor Jawaban					Total
		1	2	3	4	5	
1.	Saya memutuskan untuk membeli produk Scarlett Body Lotion dibandingkan jenis lainnya karena adanya kebutuhan	-	-	22	32	30	84
		-	-	26,2%	38,1%	35,7%	100%
2.	Saya memutuskan untuk membeli Scarlett Body Lotion dibandingkan lotion merek lainnya	-	-	12	39	33	84
		-	-	14,3%	46,4%	39,3%	100%
3.	Saya memutuskan untuk membeli Scarlett Body Lotion di Toko Vilshop	-	-	4	48	32	84
		-	-	4,8%	57,1%	38,1%	100%
4.	Saya memutuskan untuk melakukan pembelian Scarlett Body Lotion dengan jumlah yang sesuai dengan kebutuhan	-	-	4	38	42	84
		-	-	4,8%	45,2%	50%	100%
5.	Saya dapat membeli Scarlett Body Lotion kapan saja	-	-	21	42	21	84
		-	-	25%	50%	25%	100%
6.	Saya memutuskan melakukan pembelian Scarlett Body Lotion di Toko Vilshop karena disana menyediakan berbagai macam metode pembayaran yang mudah	-	-	13	38	33	84
		-	-	15,5%	45,2%	39,3	100%

Sumber : Data Kuisisioner Diolah

Based on the data above, it is explained as follows:

- a. The first indicator of the Purchase Decision is that consumers buy Scarlett Body Lotion products compared to other types because there is a need to get the most response at a score of 4 with a total of 32 respondents or a percentage of 38.1%, the second most response is at a score of 5 with a total of 30 respondents or a percentage of 35.7%, the third highest response is at a score of 3 with a total of 22 respondents

- or a percentage of 26.2%. The conclusion is that many respondents answered agree.
- b. The second indicator of purchasing decisions is that consumers decide to buy Scarlett Body Lotion compared to other brand lotions, getting the most response at score 4 with a total of 39 respondents or a percentage of 46.4%, the second most response is at a score of 5 with a total of 33 respondents or a percentage of 39.3%, the third highest response is at score 3 with 12 respondents or a percentage of 14.3%. The conclusion is that many respondents answered agree.
 - c. The second indicator of the Purchase Decision is that the Consumer decides to buy Scarlett Body Lotion at the Vilshop Store, getting the most response at a score of 4 with a total of 48 respondents or a percentage of 57.1%, the second most response is at a score of 5 with a total of 32 respondents or a percentage of 38.1%, the third highest response is at a score of 3 with a total of 4 respondents or a percentage of 4.8%. The conclusion is that many respondents answered agree.
 - d. The second indicator of the Purchase Decision is that the Consumer decides to purchase Scarlett Body Lotion in an amount that fits their needs, gets the most response on a score of 5 with a total of 42 respondents or a percentage of 50%, the second most response is on a score of 4 with a total of 38 respondents or a percentage of 45.2%, the third highest response is at a score of 3 with a total of 4 respondents or a percentage of 4.8%. The conclusion is that many respondents answered agree.
 - e. The second indicator of the Purchase Decision is that consumers can buy Scarlett Body Lotion at any time and get the most response at score 4 with a total of 42 respondents or a percentage of 50%, the second most response is at a score of 5 with a total of 21 respondents or a percentage of 25%, the most response the third is at a score of 3 with a total of 21 respondents or a percentage of 25%. The conclusion is that many respondents answered agree.
 - f. The second indicator of the Purchase Decision is that consumers buy Scarlett Body Lotion at the Vilshop Store because there provide a variety of payment methods that are easy to get the most responses at a score of 4 with a total of 38 respondents or a percentage of 45.2%, the second most response is at a score of 5 with a the number of respondents was 33 or a percentage of 39.3%, the third highest response was at a score of 3 with a total of 13 respondents or a percentage of 15.5%. The conclusion is that many respondents answered agree.

B. Data Analysis

1. Outlier Test Evaluation

According to (Hair, 2008) outliers are observations or data that have unique characteristics so that they differ greatly from other observations and appear in the form of extreme values for a single variable or

combination variable. Evaluation of multivariate outliers (between variables) needs to be done because even though the data analyzed shows no outliers at the univariate level, these observations can become outliers if they have been combined. Outlier test results as follows:

There are outliers if Expensive. Maximum Distance > Prob. & Number of variables [=CHIINV(0.001;14) : searched through Excel] = 36.123.

Table 8. Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	22,66	68,24	42,50	9,578	84
Std. Predicted Value	-2,071	2,688	,000	1,000	84
Standard Error of Predicted Value	5,778	14,397	10,235	1,840	84
Adjusted Predicted Value	9,06	70,82	42,40	11,353	84
Residual	-52,565	48,621	,000	22,434	84
Std. Residual	-2,136	1,976	,000	,912	84
Stud. Residual	-2,399	2,179	,002	1,022	84
Deleted Residual	-66,286	59,121	,100	28,318	84
Stud. Deleted Residual	-2,488	2,242	,001	1,035	84
Mahal. Distance	3,589	27,428	13,833	5,419	84
Cook's Distance	,000	,134	,018	,028	84
Centered Leverage Value	,043	,330	,167	,065	84

a. Dependent Variable: Responden

Source: Results of Data Processing

From the second outlier test table, the Expensive value is obtained. The maximum distance for the respondent's data is 27.428, which is smaller than the Mahal Distance Maximum outlier which is set at 36.123, which means that there are no outliers in the data, so it can be said that the data has good quality and can be processed further with a total of 84 respondents. case.

2. Interpretation of PLS Results

a. Outer Model (Model of Measurement and Validity of Indicators)

The measurement model in this study uses exogenous variables with reflective indicators including product quality (X1) and price perception (X2) as well as endogenous variables, namely purchasing decisions (Y). To measure the validity of one of the indicators based on the output of the outerLoading table, namely by looking at the magnitude of the factor loading value, because in this modeling all indicators use reflective, the table used is the Outer Loadings output.

Table 9. Outer Loadings (Mean, STDEV, T-Values)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)
X1.1 <- KUALITAS PRODUK (X1)	0,765789	0,764864	0,054361	0,054361	14,086979
X1.2 <- KUALITAS PRODUK (X1)	0,861734	0,857287	0,042607	0,042607	20,225169
X1.3 <- KUALITAS PRODUK (X1)	0,815250	0,815764	0,040425	0,040425	20,166828
X1.4 <- KUALITAS PRODUK (X1)	0,844375	0,843952	0,035497	0,035497	23,786884
X2.1 <- PERSEPSI HARGA (X2)	0,842582	0,847275	0,026700	0,026700	31,557527
X2.2 <- PERSEPSI HARGA (X2)	0,759505	0,757686	0,092942	0,092942	8,171854
X2.3 <- PERSEPSI HARGA (X2)	0,899672	0,894572	0,034999	0,034999	25,705946
X2.4 <- PERSEPSI HARGA (X2)	0,869608	0,866445	0,030833	0,030833	28,203788
Y1 <- KEPUTUSAN PEMBELIAN (Y)	0,825642	0,823480	0,029794	0,029794	27,711409
Y2 <- KEPUTUSAN PEMBELIAN (Y)	0,786425	0,789033	0,039274	0,039274	20,024296
Y3 <- KEPUTUSAN PEMBELIAN (Y)	0,840863	0,838252	0,031857	0,031857	26,394895
Y4 <- KEPUTUSAN PEMBELIAN (Y)	0,842804	0,839995	0,059683	0,059683	14,121266
Y5 <- KEPUTUSAN PEMBELIAN (Y)	0,863131	0,860840	0,032501	0,032501	26,557146
Y6 <- KEPUTUSAN PEMBELIAN (Y)	0,793622	0,790316	0,051347	0,051347	15,455943

Sumber : Hasil Pengolahan Data

From the table above, the validity of the indicators is measured by looking at the Factor Loading Value of the variable to the indicator, it is said that the validity is sufficient if it is greater than 0.5 and or the T-Statistic value is greater than 1.96 (Z value at $\alpha = 0.05$). Factor Loading is the correlation between indicators and variables, if it is greater than 0.5 it is considered that the validity is fulfilled as well as if the T-Statistic value is greater than 1.96 then the significance is fulfilled.

Based on the outer loading table above, all reflective indicators on the variable Product Quality (X1), Perceived Price (X2), and Purchase Decision (Y), show a factor loading (original sample) greater than 0.50 and or significant (Value The T-Statistic is more than the value of $Z \alpha = 0.05$ (5%) = 1.96), thus the results of the estimation of all indicators have met Convergent validity or good validity.

Measurement of the validity of the indicators can also be seen from the Cross Loading table, if the loading factor value for each indicator for each variable is greater than 0.6 and the factor loading value is greater than the loading factor for each indicator on the other

variables, the factor loading is said to be valid, but otherwise it is said to be invalid.

Table 10. Cross Loading

INDIKATOR	KEPUTUSAN PEMBELIAN (Y)	KUALITAS PRODUK (X1)	PERSEPSI HARGA (X2)
X1.1	0,532578	0,765789	0,468822
X1.2	0,617199	0,861734	0,473164
X1.3	0,591783	0,815250	0,495301
X1.4	0,684070	0,844375	0,467205
X2.1	0,658215	0,449825	0,842582
X2.2	0,458104	0,570674	0,759505
X2.3	0,619243	0,445782	0,899672
X2.4	0,611841	0,516840	0,869608
Y1	0,825642	0,679930	0,544598
Y2	0,786425	0,784332	0,534440
Y3	0,840863	0,581979	0,643642
Y4	0,842804	0,492030	0,618950
Y5	0,863131	0,555316	0,631607
Y6	0,793622	0,533094	0,508988

Sumber : Hasil Pengolahan Data

From the results of cross loading data processing, it is obtained that all factor loading values for each indicator (shaded) both for Product Quality (X1), Price Perception (X2), and Purchase Decision (Y) variables, show a factor loading value that is greater than by loading indicator factors from other variables, so that it can be said that all indicators in this study have fulfilled their validity or have good validity.

Discriminant Validity

Discriminant Validity on reflective indicators can be seen in crossloading. Another way to assess discriminant validity is done by comparing the Square Root Of Sverage Variance Extranced (AVE) for each variable the correlation value between variables. This model has high discriminant validity if the AVE root for each variable is greater than the correlation between the constructs (Ghozali 2008). If the AVE root value is greater than the correlation between the other variables, then it can be said that this result indicates high discriminant validity.

Table 11. Average Variance Extracted (AVE)

	AVE
KEPUTUSAN PEMBELIAN (Y)	0,682058
KUALITAS PRODUK (X1)	0,676655
PERSEPSI HARGA (X2)	0,713105

Sumber : Hasil Pengolahan Data

The next measurement model is the Average Variance Extracted (AVE) value, which is the value indicating the magnitude of the indicator variance contained by the latent variable. Convergent AVE values greater than 0.5 indicate good adequacy of validity for latent variables. On the reflective indicator variable it can be seen from the Average variance extracted (AVE) value for each construct (variable). A good model is required if the AVE value of each construct is greater than 0.5.

AVE test results for the Product Quality variable (X1) of 0.676655, Price Perceived variable (X2) of 0.713105, and Purchase Decision (Y) of 0.682058, these three variables show a value of more than 0.5, so All variables in this study can be said to have good validity.

Composite Reliability

Composite reliability is an index that indicates the extent to which a measurement tool can be trusted to be relied upon. If an instrument is used twice to measure the same symptoms and the measurement results are relatively consistent, then the measuring instrument is in the same symptom. The results can be seen from the following table:

Table 12. Composite Reliability

	Composite Reliability
KEPUTUSAN PEMBELIAN (Y)	0,927836
KUALITAS PRODUK (X1)	0,893098
PERSEPSI HARGA (X2)	0,908294

Sumber : Hasil Pengolahan Data

Construct reliability is measured by the composite reliability value, the construct is reliable if the composite reliability value is above 0.70 then the indicator is called consistent in measuring its latent variables.

The results of the Composite Reliability test show that the Product Quality variable (X1) is 0.893098, the Price Perception variable (X2) is 0.908294, and Purchase Decision (Y) is 0.927836, these three variables show a Composite Reliability value above 0.70 so that it can be said that all variables in this study are reliable.

Latent Variable Correlations

Table 13. Latent Variable Correlations

	KEPUTUSAN PEMBELIAN (Y)	KUALITAS PRODUK (X1)	PERSEPSI HARGA (X2)
KEPUTUSAN PEMBELIAN (Y)	1,000000		
KUALITAS PRODUK (X1)	0,741453	1,000000	
PERSEPSI HARGA (X2)	0,703374	0,577284	1,000000

Sumber : Hasil Pengolahan Data

In PLS the relationship between variables or constructs with one another can be correlated with one another, both exogenous and endogenous variables, or exogenous and exogenous variables, as shown in the table of latent variable correlations above. The relationship between one variable and another has a maximum correlation value of 1, the closer the value is to 1, the better the correlation.

From the table of latent variable correlations above, the average correlation value between one variable and another shows an average correlation value that is moderate. The highest correlation value is found between the variable Product Quality (X1) and Purchase Decision (Y) of 0.741453, it can also be stated that among the variables in the research model, the relationship between Product Quality variable (X1) and Purchase Decision (Y) shows a stronger relationship than the relationship between other variables, this can also be interpreted that in this research model the level of purchasing decisions is more influenced by the product quality variable than the price perception variable.

b. PLS Model Analysis

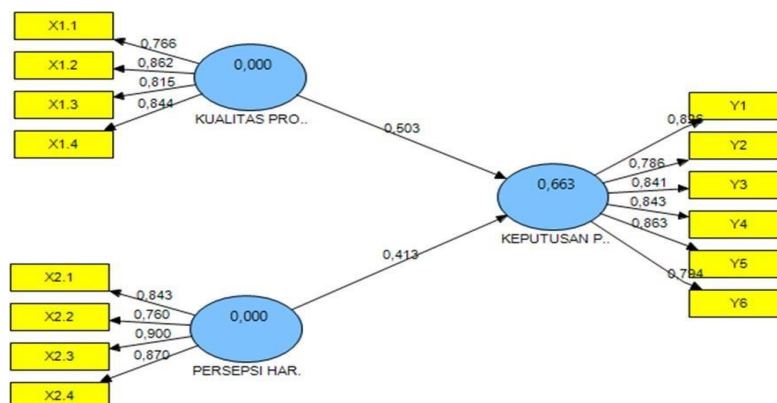


Figure 3. Outer Model with Factor Loading, Path Coefficient and R-Square

From the PLS output image above, it can be seen that the magnitude of the factor loading value for each indicator is located above the arrows between variables and indicators, you can also see the magnitude of the path coefficients (path coefficients) which are above the arrow line between exogenous variables and endogenous variables. Besides that, it can also be seen that the magnitude of the R-Square is right inside the circle of endogenous variables (Purchasing Decision variables).

c. Inner Model (Structural Model Testing)

Testing of the structural model is carried out by looking at the R-Square value which is a goodness-fit model test. Inner model testing can be seen from the R-square value on the equation between latent variables. The R² value explains how much the exogenous (independent/independent) variables in the model are able to explain the endogenous (dependent/dependent) variables.

Table 14. R-Square

	R Square
KEPUTUSAN PEMBELIAN (Y)	0,663463
KUALITAS PRODUK (X1)	
PERSEPSI HARGA (X2)	

Sumber : Hasil Pengolahan Data

R² value = 0.663463. It can be interpreted that the model is able to explain the phenomenon of purchasing decisions which are influenced by independent variables including product quality and perceived price with a variance of 66.34%, while the remaining 33.66% is explained by other variables outside this study (besides product quality and Price Perception).

In addition to knowing the value of R², the Goodness of Fit of the research model can be known from the magnitude of Q² or Q-Square predictive relevance for structural models, which is to measure how well the observed values produced by the model and also its parameter estimates. Q-square value > 0 indicates the model has predictive relevance; conversely if the Q-Square value ≤ 0 indicates the model has less predictive relevance. Q-Square calculation is done by the formula:

$Q^2 = 1 - (1 - R^2_1) (1 - R^2_2) \dots (1 - R^2_p)$ where R²₁, R²₂ ... R²_p are the R-square of the endogenous variables in the equation model. The value of Q² has a range of 0 < Q² < 1, where the closer to 1 means the model is better. This Q² quantity is equivalent to the total coefficient of determination in path analysis. In this study, the value of Q² is equal to $Q^2 = 1 - (1 - 0.663463) = 0.663463$.

From the results of the Q² calculation with a result of 0.663463, it can be concluded that the research model can be said to fulfill predictive relevance.

d. Hypothesis Test

Furthermore, for testing the hypothesis, it can be seen from the results of the coefficients and T-statistic values of the inner model in the following table.

Table 15. Path Coefficients (Mean, STDEV, T-Values, P-Values)

	Path Coefficients (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STERR)	P Values
KUALITAS PRODUK (X1) -> KEPUTUSAN PEMBELIAN (Y)	0,503052	0,514843	0,090619	5,551291	0,000
PERSEPSI HARGA (X2) -> KEPUTUSAN PEMBELIAN (Y)	0,412970	0,407402	0,098140	4,207986	0,000

Sumber : Hasil Pengolahan Data

From the table above it can be concluded that the hypothesis states:

- a. Hypothesis 1: It is suspected that product quality has a positive effect on purchasing decisions for Scarlett body lotion at Vilshop, Madiun City, which is acceptable, with a path coefficient of 0.503052, and a T-statistic value of 5.551291 > 1.96 (from table value $Z_{\alpha} = 0.05$) or P-Value 0.000 < 0.05, with a significant (positive) result.
- b. Hypothesis 2: It is suspected that price perception has a positive effect on the decision to buy Scarlett body lotion at Vilshop, Madiun City, which is acceptable, with a path coefficient of 0.412970, and a T-statistic value of 4.207986 > 1.96 (from table value $Z_{\alpha} = 0.05$) or P-Value 0.000 < 0.05, with a significant (positive) result.

DISCUSSION

The Effect of Product Quality on Purchasing Decisions

Based on the results of the research that has been done, it shows that product quality has a positive and significant effect on the decision to buy Scarlett Body Lotion at Vilshop, Madiun City. This shows that the quality of Scarlett Body Lotion products is considered good by consumers at Vilshop Kota Madiun so that consumers buy Scarlett Body Lotion products because they have many variant choices, have ingredients that function to protect the skin, information on the product usage period is stated on the packaging and has attractive packaging. and able to protect the product. Based on the results of the Outer Loading analysis, it can be seen that the most influential indicator for product quality is that it has ingredients that function to protect the skin. So in making a purchasing decision, consumers are encouraged to buy Scarlett Body Lotion because there is a content that is able to provide protection for the skin, namely Glutathione (Mother of Antioxidant) and Vitamin E which are very good and effective in helping to care for the body's skin in Scarlett Whitening Body Lotion, so regular use can help nourish, moisturize and brighten the

body's skin more optimally. The results of the discussion of this study explain that the better or better the quality of the product, the higher the purchase decision.

The results of this study are in line with research conducted by Agita et al., (2022), Recha Anjani & Simamora, (2022), Sugianto R. & Ginting S., (2020) which states that Price Perception has a positive and significant effect on Purchase Decision.

The Effect of Perceived Price on Purchasing Decisions

Based on the results of the research that has been done, show that product quality has a positive and significant effect on the decision to buy Scarlett Body Lotion at Vilshop, Madiun City. This shows that the price perception of Scarlett Body Lotion is considered good by consumers in the Madiun City Vilshop so consumers buy Scarlett Body Lotion products because the prices offered are varied and affordable consumers, and the price is by the quality of the product provided, the price of the product is more economical than other products, and the price offered is proportional to the perceived benefits. Based on the results of the Outer Loading analysis, it can be seen that the most influential indicator for price perception is that the price of the product is economical. So in making a purchasing decision, consumers will be encouraged to buy because the price can be reached by all groups. The results of the discussion of this study explain that the economical price of Scarlett Body Lotion will affect the high purchase decision.

The results of this study are in line with research conducted by Agita et al., (2022), Recha Anjani & Simamora, (2022), Sugianto R. & Ginting S., (2020) which state that Price Perception has a positive and significant effect on decision making. Purchase.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of data analysis and previous discussions, related to product quality and price perceptions on purchasing decisions for Scarlett Body Lotion in Madiun City, the following conclusions can be drawn:

1. The results of this test indicate that product quality contributes to the decision to purchase Scarlett Body Lotion at Vilshop, Madiun City. This shows that the better or better the quality of the product, the higher the purchase decision.
2. The results of this test indicate that Perceived Price contributes to the decision to purchase Scarlett Body Lotion at Vilshop, Madiun City. This shows that the economical price of Scarlett Body Lotion will affect the high purchase decision.

Based on the conclusions above, several suggestions can be given by the author, including:

1. Scarlett Body Lotion already has good product quality, therefore it is expected to maintain and improve product quality because consumers buy Scarlett Body Lotion because it has ingredients that function to protect the skin.

2. Scarlett Body Lotion is expected to maintain economical product prices and improve product quality because the price of the product issued must be proportional to the quality obtained.

ADVANCED RESEARCH

The results of the research that has been carried out are expected to be able to increase knowledge and be able to apply knowledge about management, especially marketing obtained during the lecture process. In addition, researchers gain new insights about the phenomena raised in the study.

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