

## The Effect of Product Quality, Brand Image and Social Media Influencer on Purchase Decision of Scarlett Whitening Product on Social Media Instagram in DKI Jakarta

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### Abstract:

This study aims to determine the effect of product quality, brand image and social media influencers on purchasing decisions for Scarlett Whitening products on Instagram social media in DKI Jakarta. The research method used in this study uses a quantitative approach. The source of the data in this research is primary data which is distributed in the form of a questionnaire to 100 respondents of Scarlett Whitening consumers in DKI Jakarta. The sampling technique in this study used non-probability sampling with purposive sampling. The data analysis technique used in this study is the Multiple Linear regression method and hypothesis testing which has been processed using the IBM SPSS Version 23 application to measure the regression coefficient. Based on the results of the partial t-test research found that product quality (X1) has a positive and significant effect on purchasing decisions, this can be seen from the results of the t-test where  $t \text{ count} > t \text{ table}$  ( $2.577 > 1.98498$ ) and significant ( $0.011 < 0.05$ ). Brand image (X2) has a positive and significant effect on purchasing decisions, this can be seen from the results of the t test where  $t \text{ count} > t \text{ table}$  ( $5.234 > 1.98498$ ) and significant ( $0.000 < 0.05$ ). And Social Media Influencer (X3) has a positive and significant effect on purchasing decisions, this can be seen from the results of the t test where  $t \text{ count} > t \text{ table}$  ( $7.600 > 1.98498$ ) and significant ( $0.000 < 0.05$ ). Therefore, it can be concluded that product quality, brand image and social media influencers have a positive and significant effect on purchasing decisions.

**Keywords:** Product Quality, Brand Image, Social Media Influencer, Purchase Decision

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### INTRODUCTION

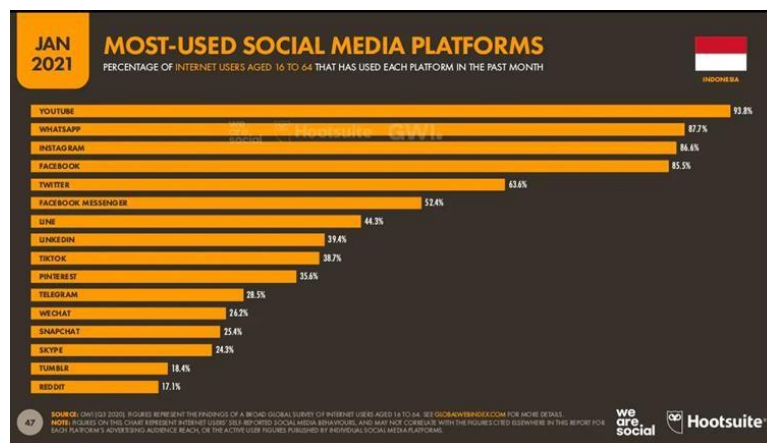
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The development of the world is very fast because of digitalization, people's activities become effective and efficient in finding various information without any restrictions. The most significant changes to people's lives today and include business processes for today's daily life (Hagberg et al., 2016). Social life has been significantly affected by digitalization after the exit of digital social networks commonly known as social media.

The need for the use of the internet as a marketing medium is currently not accommodated. Competition for consumers of a multinational company to micro companies using social media. Digital marketing is a renewal due to the use of social media in the marketing world (Muljono, 2018). In the era of the industrial revolution 4.0, all companies are required to prepare appropriate, effective and efficient marketing strategies in order to be able to enter the competition. Because today's business competition is getting tighter, requiring every company to have advantages and

differences with competitors for each product.



Source : <https://datareportal.com/reports/digital-2021-indonesia> (Kemp, 2021)

**Figure 1. Frequently Used Social Media Platforms**

Based on figure 1 shows that Instagram is included in the top 3 *social media* that are often used, *Instagram* users in Indonesia as much as 86.6% of the total population. Society in time is growing, impacting the purchase of a product such as products that are needed for the appearance of facial and body skin. Women are very concerned about the health of the skin and face because a woman's self-confidence is supported by appearance, in terms of appearance is a part that must be cared for and maintained.

This is one of the reasons cosmetic and beauty companies continue to innovate. There are so many product brands that have entered the market, one of which is the local product "Scarlett Whitening". Products that have been recognized by the Food and Drug Supervisory Agency (BPOM) and have many variants including *body care*, *skin care* and *hair care*. Scarlett Whitening focuses on care products to brighten and whiten the skin, the content in it is glutathione, niacinamide, kojic acid, and vitamin E that helps brighten and nourish the skin. The product is promoted by many celebrities on social media. The promotional strategy carried out by Scarlett Whitening is to use various social media platforms to introduce her products to consumers to build a product brand image. As a result, Scarlett Whitening has long remained as a market leader.

The presence of various competitors of Scarlett Whitening, ranging from local to international, makes Scarlett Whitening must have the right strategy. Local brands that compete with Scarlett Whitening include Ms Glow, Somethinc, Avoskin, Wardah, White Lab, Bio Beauty Lab, Emina, and Elshe Skin. As for international brands that Scarlett Whitening can compete with such as Innesfree and Laneige.



**Figure 2. Ruler of Cosmetic Brand**

Source: <https://compas.co.id/article/data-penjualan-kosmetik/> (Haasiani, 2021)

Based on figure 2 shows that the Scarlett Whitening brand in January is able to compete with other products, even international products such as innisfree and laneige. Scarlett Whitening managed to become the champion of the ruler of cosmetic brands in January with total sales of up to Rp85 million.



**Figure 3. 10 Best Selling Local Skincare Brands**

Source: <https://compas.co.id/article/brand-skincare-lokal-terlaris/>  
 (10 Best Selling Local Skincare Brands on Online Marketplace - Compas, n.d.)

Based on figure 3, it shows that due to the phenomenon of competition with local products, Scarlett Whitening decreased to second place in February 2021, defeated by MS Glow.

**Table 1. Scarlett Whitening DKI Jakarta Reseller Sales Data 2021**

MOON	SALES DATA
April	25pcs
May	19pcs
June	20pcs
July	18pcs
August	9pcs
September	5pcs

Source : Reseller Scarlett Whitening DKI Jakarta

Based on table 1, it shows that Scarlett Whitening's sales data in DKI Jakarta fluctuated in April – September 2021. In April as many as 25 pcs, then in May it dropped to 19 pcs, in June sales reached 20 pcs, then in July sales decreased to 18 pcs, while in August it experienced a drastic decline in sales to 9 pcs and in September sales again decreased to only 5 pcs. Thus, it illustrates the problem of decreasing purchasing decisions for Scarlett Whitening products and may be influenced

by several factors such as product quality, brand image and *social media influencers*.

A purchase decision is a consumer's action to buy or not to a product. According to (Kotler, P. & Keller, 2016) Purchasing Decisions are all experiences at the time of learning, determining, using, and disposing of a product. Based on the results of research (Wulandari & Iskandar, 2018) revealed that product quality has a positive and significant influence on product purchasing decisions. In a company, the phenomenon of competition and consumer demand is increasing, as a result the company must create its desire to produce more quality products so that it can compete in the market. Product quality is a factor that influences a purchase decision. Scarlett

**Figure 3. Complaints about the quality of Scarlett Whitening products**



Whitening itself still receives negative reviews regarding inconsistent product quality, this is a problem for Scarlett Whitening herself.

Source: <https://shopee.co.id/scarlettofficialshop?smtt=0.0.9>

Based on Figure 3. shows that some reviews from Scarlett Whitening customers who claim to be disappointed with the quality of Scarlett Whitening products. Scarlett Whitening is a product that is easily found on various social media platforms. But when looking at some of the complaints given by consumers, where the quality of scarlett whitening products does not match the reality it offers. Some consumers do not feel the effects of using the product and can eliminate consumer expectations of scarlett whitening product quality because they experience changes in product quality. There are several other complaints such as strange product textures, product *packaging* is not durable, often leaks and fragrance durability is less long. One important factor in deciding the purchase of a product is quality. This problem increases the interest of researchers to conduct research.

Based on the results of research (Safika & Raflah, 2021) revealed that brand image has a positive and significant effect on purchasing decisions. Because if the brand image is improved, consumers will be influenced to make purchase decisions. Brand image is a consumer's view of a brand that will always be remembered because it has differences with other products. If the company has a good brand image, it will provide benefits for producers to be better known to consumers, because a consumer will prefer to buy products that have a good image.

Based on previous research (Herviani et al., 2020) revealed that *social media influencers* have a positive effect on purchasing decisions by using indicators such as credibility, creativity, and a large number of followers that can potentially increase purchasing decisions for a product. So it

can be said that the existence of *social media influencers* helps consumers in determining purchase decisions through *reviews* provided by *influencers*. *Influencers* are currently popular and have a big impact on people's consumption patterns. A lifestyle that is more prestige-oriented will make someone indecisive with the style currently popularized by *Social Media Influencers*. *Influencers* are becoming a new medium to promote products through social media platforms such as Instagram, dabbling in all fields. Public consumption of products promoted by *social media influencers* has a strong influence on the growth of the digital economy. The trust that *social media influencers* build with *their followers* leads to increased consumption of a brand leading to purchase decisions.

The more people trust social media, the more *brands* entrust their products to be promoted through an *influencer*, especially on unstagram. *Influencers* often promote products using Instagram's social media feature called *Instagram stories*, which allows users to post photos and videos that will disappear for 24 hours. Scarlett Whitening in promotional activities on *social media* collaborated with *brand ambassadors of Korean actors and girl groups*, namely Song Joong Ki and Twice. Then Scarlett Whitening not only endorsed one *influencer* but various *social media influencers* such as Felicya Angelista 20.5 million followers, Ria Ricis 27.4 million followers, Rachelvennya with 6.7 million followers, Indira Kalistha 1.5 million followers, Titan Tyra with 681 thousand followers, Fadlan Holao with 508 thousand followers and others.

The objectives of this study are 1) To find out and analyze the influence of product quality on the purchase decision of Scarlett Whitening products on Instagram social media in DKI Jakarta. 2) To find out and analyze the influence of brand image on the purchase decision of Scarlett Whitening products on Instagram social media in DKI Jakarta. 3) To find out and analyze the influence of *social media influencers* on the purchase decision of Scarlett Whitening products on Instagram social media in DKI Jakarta.

## RESEARCH METHODS

This study uses the object of research, namely the purchase decision of Scarlett Whitening products on *Instagram social media* in DKI Jakarta which is influenced by Product Quality, Brand Image, and *Social Media Influencers*. This research was conducted in DKI Jakarta. The source of data in this study is quantitative data obtained from the distribution of questionnaires given to respondents filled out by Scarlett Whitening consumers in DKI Jakarta that meet the criteria.

The data collection technique used in this study was a questionnaire. This technique is done by providing statements to respondents with a questionnaire. Questionnaire is a technique for efficient data collection because researchers will definitely know the variables measured and expected from respondents (Sugiyono, 2013). In this study to measure variables in the questionnaire using the Likert scale. To measure social phenomena in the form of assumptions, attitudes, and views of a person or group using a Likert scale (Sugiyono, 2013) and data processed using SPSS software Version 23. Here are the measurements with the Likert scale:

**Table 2. Measurement with Likert Scale**

Answer	Number of Scores
Totally agree	5

<b>Agree</b>	<b>4</b>
<b>Nervous</b>	<b>3</b>
<b>Disagree</b>	<b>2</b>
<b>Strongly disagree</b>	<b>1</b>

Source: Sugiyono (2013)

Independent variables are variables that affect or cause changes or the emergence of dependent variables. The independent variables in this study were:

- a. Product Quality (X<sub>1</sub>)
- b. Brand Image (X<sub>2</sub>)
- c. Social Media Influencers (X<sub>3</sub>)

**Dependent Variables**

The dependent variable is a variable that is influenced or as a result, because of the existence of an independent variable. The dependent variable in this study was purchase decision (Y).

**Table 3. Operational Definition**

<b>Variable</b>	<b>Operational Definition</b>	<b>Indicators</b>	<b>Scale</b>	<b>Source</b>
<b>Product Quality</b>	Product quality is the ability of a product to meet the desires of consumers Scarlett Whitening.	Features Performance <i>quality</i> Resistance (durability) 4. Reliability (reliability) Design	<i>Likert</i>	<b>Kotler and Keller (2009)</b>
<b>Brand Image</b>	Brand image is something that consumers have in mind about the brand based on what consumers know about the Scarlett Whitening brand.	Corporate <i>Image</i> Product Image ( <i>Product Image</i> ) 3. User Image ( <i>User Image</i> )	<i>Likert</i>	<b>Aaker and Biel (2009)</b>
<b>Social Media Influencers</b>	<b>Social media influencers are social media users with a high number of followers on social media and are trusted and can spread Scarlett Whiteng's product information on social media and can reach many other users.</b>	<b>Good Credibility High Activity Large Following</b>	<i>Likert</i>	<b>Loanit in research (Herviani et al., 2020)</b>

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Purchasing Decision	Purchase decision is the stage taken by consumers in finding and deciding whether or not to buy Scarlett Whitening products to meet their needs and desires.	Steadiness in a product Habits in buying products Give recommendations to others Do Repurchase	Likert	Kotler and Keller (2012)
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Source: Created by author

## RESULTS AND DISCUSSION

The validity test in this study was obtained based on calculations of each variable studied, namely product quality, brand image, and *social media influencers* on purchasing decisions. Used to measure the validity or not of a questionnaire and to find out the statements in the questionnaire can be used to measure a variable. Validity testing processed through SPSS Version 23 is carried out by looking at the results of *Corrected Item – Total Correlation*. Test the validity of the *corrected item results – total correlation* will be valid if  $r_{table} > r_{table}$ , to obtain  $r_{table}$  by  $df = n - 2$ ,  $df = 100 - 2 = 98$ , obtained  $r_{table}$  of 0.196.

**Table 4. Validity Test Results**

Variable	Grain Statement	r Calculate	r Table	Information
Product Quality (X1)	X1.1	0,555	0,196	VALID
	X1.2	0,286	0,196	VALID
	X1.3	0,653	0,196	VALID
	X1.4	0,568	0,196	VALID
	X1.5	0,677	0,196	VALID
and Image (X2)	X2.1	0,441	0,196	VALID
	X2.2	0,338	0,196	VALID
	X2.3	0,472	0,196	VALID
Social Media Influencers (X3)	X3.1	0,673	0,196	VALID
	X3.2	0,414	0,196	VALID
	X3.3	0,236	0,196	VALID
Purchase Decision (Y)	Y1	0,438	0,196	VALID
	Y2	0,523	0,196	VALID
	Y3	0,788	0,196	VALID
	Y4	0,747	0,196	VALID

Source: Primary data processing results in SPSS version 23, processed 2021

Based on Table 4.14, the results of processed data using SPSS Version 23 show that all

questionnaire statements that have been distributed have a value of Corrected Item – Total Correlation *results* greater than the value of the table with a sample of 100 respondents, meaning that in this study the entire  $r_{count} > 0.196$  table. The results of the validity test in this study stated that the value is valid for all statement items. So that it can be used as a research instrument.

**Reliability Test**

The reliability test aims to measure the questionnaire from the variables used whether it is reliable and whether the respondent's answers to statements are consistent or stable over time, which are processed using the SPSS Version

23. Test reliability using *Cronbach Alpha reliability* coefficient. A variable is said to be reliable if it gives a *Cronbach Alpha (α)* value of  $> 0.60$ . When *Cronbach's Alpha* values are smaller than the standard limit, the questionnaire item will not meet the concept of reliability. As a result, statements cannot be a measurement tool for research. The reliability test results are set forth in table 4.15:

**Table 5. Reliability Test Results**

<b>N o</b>	<b>Variable</b>	<b>Reliabilit y</b>	<b>Alp ha</b>	<b>Inform ation</b>
<b>1</b>	Product quality (X1)	0.763	0.60	<b>RELI ABLE</b>
<b>2</b>	Brand Image (X2)	0.605	0.60	<b>RELI ABLE</b>
<b>3</b>	Social Media Influencers (X3)	0.612	0.60	<b>RELI ABLE</b>
<b>4</b>	<b>Purchasing Decision (Y)</b>	<b>0.799</b>	<b>0.60</b>	<b>RELI ABLE</b>

Results of primary data processing in SPSS Version 23, processed 2021 Based on table 4.15 processed using SPSS Version 23, it can be concluded that all research instruments for each variable Product Quality (X1), Brand Image (X2), *Social Media Influencer* (X3) and Purchase Decision (Y) in this study are declared reliable which is displayed in *Cronbach's Alpha* value a good value of  $> 0.60$  and a questionnaire item of reliable value to be used as a data collection tool and acceptable

**Normality Test**

The normality test aims to determine whether the independent variable and the dependent variable have a normal data distribution. A good regression model has a normal data distribution. To approach normality can be done by the *One – Sample Kolmogorov-Smirnov* test using a significance level of 0.05 (Data is expressed as normally distributed if the significance  $> 0.05$ ) and by looking at the Normal P-P Plot of Regression Standardized Residual. The normality test results in this study are contained in table 4.16 and figure 4.8:

**Table 6. One-Sample Normality Test Output Kolmogorov-Smirnov Test**

<b>Unstandardized Residuals</b>		
<b>N</b>		<b>100</b>
<b>Normal Parameters<sup>a,b</sup></b>	Mean	<b>.0000000</b>
	Std. Deviation	<b>1.11778988</b>



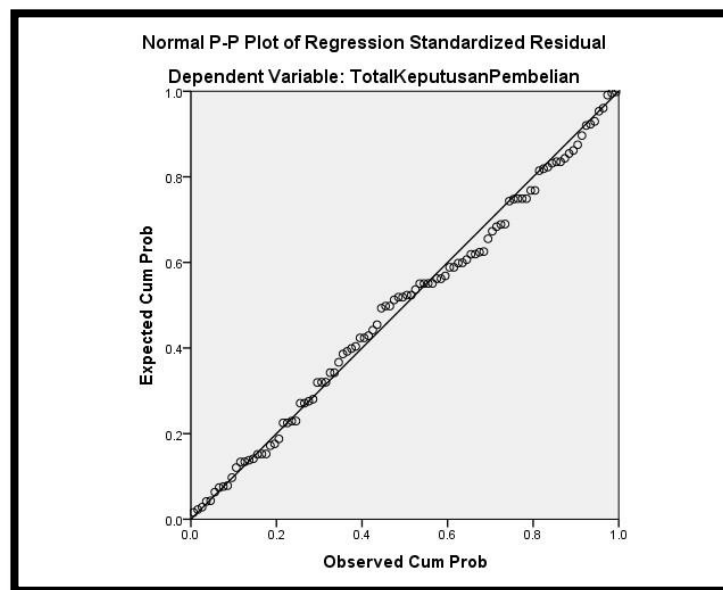
<b>Most Extreme Differences</b>	Absolute	<b>.063</b>
	Positive	<b>.063</b>
	Negative	<b>-.053</b>
<b>Test Statistics</b>		<b>.063</b>
<b>Asymp. Sig. (2-tailed)</b>		<b>.200c,d</b>

- Test distribution is Normal.
- Calculated from data.
- Lilliefors Significance Correction.
- This is a lower bound of the true significance.

Source: Primary data processing results in SPSS version 23, processed 2021

Based on table 4.16 In this study it is known that the value of *Asymp. Sig. (2-tailed)* is 0.200. Which means the regression model in this study is good. The independent or dependent variable has a normal distribution based on significance  $> \alpha = 0.05$ .

**Figure 4. Normal P-P Plot of Regression Standardized Residual**



Source: Primary data processing results in SPSS version 23, processed 2021

Based on figure 4 shows that the graph of Normal P-P Plot of Regression Standardized Residual processed using SPSS Version 23 can be seen that the points spread around the line and are in the middle following the diagonal line then the residual value is normal. Thus, it can be said in this study that the distribution of normality and it can be stated that the assumption of normality has been fulfilled.

### **Multicollinearity Test**

The multicollinearity test aims to test whether the regression model found a correlation between independent variables. A good regression model should have no correlation between independent variables. If the tolerance value  $> 0.1$ , the VIF value  $< 10$ , then there is no multicollinearity between the Independent Variables in the regression model studied. It can be seen in table 7 to find out if multicollinearity occurs:

**Table 7. Coefficientsa Multicolonierity Test Output**

Type		Collinearity Statistics	
		Tolerance	VIF
1	TotalQualityProducts	.524	<b>1.910</b>
	TotalCitraBrand	.433	<b>2.308</b>
	<b>TotalSocialMediaInfluencer</b>	<b>.562</b>	<b>1.779</b>

a. Dependent Variable: TotalPurchase Decision

Source: Primary data processing results in SPSS version 23, processed 2021

Based on table 7 of the *coefficients table*, it can be seen that the *Variance Inflation Factor (VIF)* and *Tolarence* of each independent variable have values of:

1. The VIF value for Product Quality ( $X_1$ ) is  $1.910 < 10$  and the tolerance value is  $0.524 > 0.1$
2. The VIF value for Brand Image ( $X_2$ ) is  $2.308 < 10$  and the tolerance value is  $0.433 > 0.1$
3. The VIF value for *Social Media Influencers* ( $X_3$ ) is  $1.779 < 10$  and the tolerance value is  $0.562 > 0.1$

Therefore, it can be concluded that there is no multicolonicity in this regression model and can be continued in this study.

**Heteroscedasticity Test**

This heteroscedasticity test is used to determine whether in a regression model there is an inequality of variance and residuals from one observation to another. A good regression model is one that does not occur heteroscedasticity. In this study, to detect heteroscedasticity was done through a glacier test and looking at scatterplot chart patterns. Glacier test by progressing between independent variables with residual absolute values. If the significance value  $> 0.05$  then heterokedasticity does not occur. The test results can be seen from the table and figure 8:

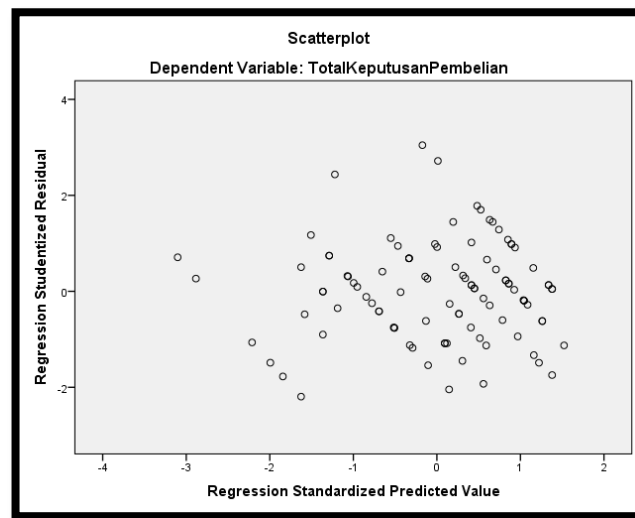
**Table 8. Heteroscedasticity Test Output, Glacier Coefficientsa Test**

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.474	.674		2.188	<b>.031</b>
TotalQualityProducts	-.049	.040	-.173	-1.241	<b>.218</b>
TotalCitraBrand	.002	.057	.006	.041	<b>.967</b>
<b>TotalSocialMediaInfluencer</b>	<b>.030</b>	<b>.060</b>	<b>.067</b>	<b>.500</b>	<b>.618</b>

e. Dependent Variable: abs\_res

Source: Primary data processing results in SPSS version 23, processed 2021

Based on table 8 out of 100 respondents processed through SPSS Version 23 shows that independent variables, namely Product Quality (X1), Brand Image (X2), and *Social Media Influencer* (X3) obtained significant results  $> 0.05$  which means there is no heterokedasticity problem in this regression model.



**Figure 5. Scatterplot Heteroscedasticity Test Output**

Source: Primary data processing results in SPSS version 23, processed 2021

Based on figure 5 looking at the scatterplot graph, it is known that the points do not form a clear pattern, and the points spread above and below the number 0 on the Y axis.

### Autocorrelation Test

Autocorrelation Test aims to test whether in a linear regression model there is a correlation between confounding errors in the current period and confounding errors in previous periods. With the condition that must be fulfilled, namely the absence of autocorrelation in the regression model. The analysis tool used is the Durbin-Watson test. With Durbin Watson test criteria:

1.  $DU < DW < 4 - dU$  means that no autocorrelation occurs.
2.  $DW < dL$  or  $DW < 4 - dL$  means autocorrelation.
3.  $DL < DW < TWO$  or  $4 - DU < DW < 4 - DL$  means doubtful – doubtful autocorrelation occurs or there is no conclusion.

The following results of autocorrelation testing can be seen in table 4.19 below:

**Table 9. Autocorrelation Test Output Model Summaryb**

Type	R	R Square	Adjusted R Square	Std. Error of	Durbin-
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				<b>the Estimate</b>	<b>Watson</b>
<b>1</b>	<b>.889a</b>	<b>.790</b>	<b>.783</b>	<b>1.135</b>	<b>2.018</b>

a. Predictors: (Constant), TotalSocialMediaInfluencer, TotalProductQuality, TotalImageBrand

b. Dependent Variable: TotalPurchaseDecision

Source: Primary data processing results in SPSS version 23, processed 2021

Table 4.19 shows that the Durbin-Watson value is 2.018. The K value or the number of independent variables is 3 and the number of respondent data or N value 100, obtained the value  $dL = 1.6131$ , the value  $Du = 1.7364$  and  $4 - Du = 4 - 1.7364 = 2.2636$ . When included in the criteria get the result of  $DU < DW < 4 - DU$  ( $1.7263 < 2.018 < 2.2636$ ) which means that there is no autocorrelation in this regression model.

### Multiple Linear Regression Analysis

Multiple linear regression analysis aims to determine how much influence the Independent Variable has on the Dependent Variable. Where the independent variable is Product quality (X1), Brand Image (X2), and Social Media Influencer (X3) and the dependent variable is purchase decision (Y). To calculate the regression coefficient in this study, SPSS Version 23 was processed. The following output is provided in table 4.20 as follows:

**Table 10. Coefficientsa Multiple Linear Regression Analysis Output**

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.492	1.073		-1.390	.168
TotalQualityProducts	.163	.063	.167	2.577	.011
TotalCitraBrand	.473	.090	.372	5.234	.000
<b>TotalSocialMediaInfluencer</b>	<b>.727</b>	<b>.096</b>	<b>.475</b>	<b>7.600</b>	<b>.000</b>

a. Dependent Variable: TotalPurchase Decision

Source: Results of primary data processing in SPSS version I 23, processed 2021

Based on table 10 shows that the multiple linear regression equation, the model equation between the independent variables and the dependent variable seen from the Standardized Coefficients column is as follows:

$$Y = 0.167X_1 + 0.372X_2 + 0.475X_3$$

Y = Purchase Decision X1 = Product Quality

X2 = Brand Image

X3 = Social Media Influencer

It can be interpreted the results of the multiple linear regression equation as follows:

1. The regression coefficient of the Product Quality variable ( $X_1$ ) gets a result of 0.167. That is, if Product Quality ( $X_1$ ) increases, the purchase decision (Y) will increase.
2. The regression coefficient of the Brand Image variable ( $X_2$ ) gets a result of 0.372. That is, if Brand Image ( $X_2$ ) increases, purchasing decisions (Y) will increase.
3. The regression coefficient of the *Social Media Influencer* variable ( $X_3$ ) obtained a result of 0.475. That is, if *Social Media Influencers* ( $X_3$ ) experience an increase, purchase decisions (Y) will increase.
- 4.

### Feasibility Model Test

#### Test F

Test F is performed to determine whether the independent variables entered into the regression machine have a simultaneous influence on the dependent variable. To process data, SPSS Version 23 is used by looking at the ANOVA column. Using tests with a significance level of 0.05. The decision-making criteria are:

1. If the calculated F is at a  $\text{sig} < \alpha 0.05$ , then  $H_0$  is rejected, meaning that the regression model is valid.
2. If the calculated F is at a  $\text{sig} > \alpha 0.05$  then  $H_0$  is accepted, meaning that the regression model is invalid.

The results of the F test are addressed through table 11:

**Table 11. ANOVAa F Test Output**

Type	Sum of Squares	Df	Mean Square	F	Sig.
Regression	464.144	3	154.715	120.07	.000
Residuals	123.696	96	1.288	4	.000
<b>Total</b>	<b>587.840</b>	<b>99</b>			<b>.000</b>

- a. Dependent Variable: TotalPurchaseDecision
- b. Predictors: (Constant), TotalSocialMediaInfluencer, TotalProductQuality, TotalCitraBrand

Source: Primary data processing results in SPSS Version 23, processed 2021

Based on Table 4.21 shows that  $F_{calculate}$  120.074 with a significance value of  $(0.000 < 0.05)$ , so it can be concluded that product quality (X1), brand image (X2) and social media influencers (X3) together have an influence and are significant on the variable of purchase decision (Y). In this study the model is said to be significant and feasible to use. All independent variables can explain any change in the value of the dependent variable because it has a significant effect.

**Coefficient of Determination (R2)**

The coefficient of determination (R2) is used to measure how far the regression model is able to explain the dependent variable. The coefficient of determination can be seen from the model summary table through the *Adjusted R Square value*. The results of the coefficient of determination are addressed through table 12:

**Table 12. Output Coefficient of Determination (R2) Model Summaryb**

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.889a	.790	.783	1.135

a. Predictors: (Constant), TotalSocialMediaInfluencer, TotalProductQuality, TotalImageBrand

b. Dependent Variable: TotalPurchaseDecision

Source: Primary data processing results in SPSS version 23, processed 2021

Based on table 12 shows the value of the coefficient of determination R2 is located in the *column Adjusted R-Square*. It is known that the value of the coefficient of determination adjusts R – square is 0.783. This value means Product Quality, Brand Image and *Social Media Influencers* influence purchasing decisions by 78.3%, while the remaining 21.7% is explained by other variables outside this study.

**Hypothesis Testing**

**Test t**

This t-test is used to determine whether the independent variable has a partial effect on the dependent variable. The independent variables in this study are Product Quality (X1), Brand Image (X2), and *Social Media Influencers* (X3) and the dependent variable is purchase decision (Y) using testing with a significance level of 0.05. And by comparing  $t_{count}$  and  $t_{table}$ , to determine the value of  $t_{table}$ , it must be calculated with the value  $df = n - k - 1$ . So in this study it is known  $df = 100 - 3 - 1 = 96$  so that based on this calculation, a table of 1.98498 was obtained. Here's the description:

1. If  $t_{counts} > t_{table}$  and  $sig < 0.05$  then  $H_0$  is rejected and  $H_a$  is accepted which means Product Quality (X1), Brand Image (X2), and Social Media Influencers (X3) have a positive and significant effect on purchasing decisions (Y).
2. If  $t_{counts} < t_{table}$  and  $sig > 0.05$  then  $H_0$  is accepted and  $H_a$  is rejected which means that the

proposed hypothesis is rejected or has no effect.

The results of the T test are addressed through table 4.23:

**Table 13. Test Output t Coefficientsa**

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Standard Error	Beta		
(Constant)	-1.492	1.073		-1.390	<b>.168</b>
<b>TotalQualityProducts</b>	.163	.063	.167	2.577	<b>.011</b>
<b>TotalCitraBrand</b>	.473	.090	.372	5.234	<b>.000</b>
<b>TotalSocialMediaInfluencer</b>	.727	.096	.475	7.600	<b>.000</b>

a. Dependent Variable: TotalPurchase Decision

Source: Primary data processing results in SPSS version 23, processed 2021

Based on table 13, it can be concluded that the results of the hypothesis test in this study are:

### **The Effect of Product Quality on Purchasing Decisions**

It is known that Product Quality has an influence on Purchasing Decisions can be seen from the ttable  $> (2.577 > 1.98498)$  and significant by 0.011 ( $0.011 < 0.05$ ). Then  $H_0$  is rejected and  $H_a$  is accepted, therefore it can be concluded that product quality (X1) has a positive and significant influence on the Purchase Decision (Y).

### **The Influence of Brand Image on Purchasing Decisions**

It is known that Brand Image has an influence on purchasing decisions can be seen from the  $t_{table} > (5.234 > 1.98498)$  and significant by 0.000 ( $0.000 < 0.05$ ). Then  $H_0$  is rejected and  $H_a$  is accepted, therefore it can

It is concluded that Brand Image (X2) has a positive and significant influence on Purchasing Decision (Y).

### **The Influence of Social Media Influencers on Purchasing Decisions**

It is known that *Social Media Influencers* have an influence on purchasing decisions can be seen from the  $t_{table} > (7,600 > 1.98498)$  and significant by 0.000 ( $0.000 < 0.05$ ). Then  $H_0$  is rejected and  $H_a$  is accepted, therefore it can be concluded that *Social Media Influencers* (X3) have a positive and significant influence on Purchase Decisions (Y).

## **Discussion**

### **The Influence of Product Quality on Purchasing Decisions**

Based on the results of research that has been conducted that product quality consists of feature indicators, *performance quality*, durability, *reliability*, design, it is found that product quality (X<sub>1</sub>) has a positive and significant effect on purchasing decisions. This is explained from the results of the t test where  $t_{counts} 2.577 > t_{table} (2.577 > 1.98498)$  and significant by 0.011 ( $0.011 < 0.05$ ). So  $H_0$  is rejected and  $H_a$  is accepted, meaning that there is a positive and significant influence between product quality (X1) and purchasing decisions (Y). If the quality of the product increases, the purchase decision (Y) will increase. This can also be clarified by the indicators with the largest means, namely *the durability and design indicators*, with the statements "Scarlett Whitening lasts a full day in brightening and moisturizing my skin" and "The shape of the Scarlett Whitening packaging is attractive and easy to use" with the same score of 4.34 each. As for the factors that influence the purchase decision of Scarlett Whitening products, one of them is product quality.

If customers feel happy and in accordance with what they get and affect the purchase decision process, if the quality of the products provided by the company is good, it can increase consumer confidence. Means the more developed product quality makes consumers

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determine the purchase decision of a product. In line with previous research (Wulandari & Iskandar, 2018) suggests that product quality has a positive and significant effect on purchasing decisions.

### **The influence of brand image on purchasing decisions**

Based on the results of research that has been conducted that brand image consists of corporate image indicators, *product image*, user *image*, it is found that brand image *has* a positive and significant effect on purchasing decisions. This is explained from the results of the t test where the  $t_{count}$  is  $5.234 > t_{table} (5.234 > 1.98498)$  and significant is 0.000 ( $0.000 < 0.05$ ). So  $H_0$  is rejected and  $H_a$  is accepted, meaning that there is a positive and significant influence between Brand Image (X2) on Purchase Decision (Y). If Brand Image increases, then purchase decisions (Y) will increase. This is made clear by the indicator with the largest *mean*, namely the product image indicator, with the statement The slogan "*special made for brightening and moisturized skin*" on Scarlett Whitening can represent excellence and a good image in the products offered" with a score of 4.18.

A good brand image will provide benefits for producers to be better known to consumers,



because a consumer will prefer to buy products that have a good image. This means that if the brand image increases, it will increasingly influence consumers in making purchasing decisions. In line with previous research (Safika & Raflah, 2021) stated that brand image has a positive and significant effect on purchasing decisions.

### **The Influence of *Social Media Influencers* on Purchase Decisions**

Based on the results of research that has been conducted that Social Media Influencers consist of indicators of good credibility, high activity, large following, it is found that Social Media Influencers have a positive and significant influence on purchasing decisions. Obtained from the results of the t-test  $t_{count} 7.600 > t_{table} (7.600 > 1.98498)$  and significant by 0.000 ( $0.000 < 0.05$ ). So  $H_0$  is rejected and  $H_a$  is accepted, meaning that there is a positive and significant influence between *Media Influencers* (X3) on Purchase Decisions (Y). If *Social Media Influencers* experience an increase, then purchase decisions (Y) will increase. This is made clear by the indicator with the largest mean, namely the *good credibility indicator*, with the statement "Felicya Angelista as an influencer can be trusted because it is proven to have bright and healthy skin" with a score of 4.40.

The presence of *social media influencers* is very helpful for consumers in making purchase decisions. *Influencers* who already have a name on social media make consumers interested in seeing and following the information they provide about their reviews after using the promoted product. This shows that the better an influencer reviews or recommends a product, it can improve purchase decisions. In line with previous research (Herviani et al., 2020) suggests that *Social Media Influencers* have a positive and significant influence on purchasing decisions.

## **CONCLUSION**

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Based on the results of research and discussion and explanation from the previous chapter regarding the Influence of Product Quality, Brand Image and *Social Media Influencers* on Scarlett Whitening Product Purchase Decisions on Instagram Social Media in DKI Jakarta, it can be concluded that: 1) Product quality has a positive and significant effect on purchasing decisions for Scarlett Whitening products on Instagram Social Media in DKI Jakarta. So the better the quality of Scarlett Whitening products felt by customers, the more Scarlett Whitening consumer purchasing decisions will increase on *Instagram Social Media* in DKI Jakarta. 2) Brand Image has a positive and significant influence on the purchase decision of Scarlett Whitening products on *Instagram Social Media* in DKI Jakarta. So the better the brand image of Scarlett Whitening seen by customers, the more the purchase decisions of consumers of Scarlett Whitening on Instagram Social Media in DKI Jakarta. 3) *Social Media Influencers* have a positive and significant influence on the purchase decision of Scarlett Whitening on *Instagram Social Media in DKI Jakarta*. So the more *Social Media Influencers* who promote Scarlett Whitening products, the more Scarlett Whitening consumer purchasing decisions will increase on *Instagram Social Media* in DKI Jakarta.

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