

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

Resti Hardini¹, Yunita Pratiwi²

^{1,2}Faculty of Economics and Business, Universitas Nasional, Jakarta, Indonesia
resti.hardini@yahoo.com, yunitapратиwi1006@gmail.com

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 source of data in this research is primary data distributed in the form of questionnaires to respondents. The population used in this study were Scarlett Whitening consumers in DKI Jakarta and a sample of 100 respondents. 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, processed using the IBM SPSS Version 23 application to measure the regression coefficient. This study has a multiple linear regression equation $\text{Purchase Decision} = 0.167X_1 + 0.372X_2 + 0.475X_3$. Based on the results of the t-test of Product Quality, Brand Image and Social Media Influencers partially have a positive and significant effect on purchasing decisions.

Keywords

product quality; brand image;
social media influencer;
purchase decision



I. Introduction

Competition to get consumers for a company uses social media. Digital marketing is a renewal due to social media in the world of marketing (Muljono, 2018). In the era of the industrial revolution 4.0, all companies are required to prepare appropriate, effective, and efficient marketing strategies to enter the competition. Because today's business competition is getting more challenging, it requires every company to have advantages and differences from competitors for each of its products (see Digdowiseiso et al., 2021; Digdowiseiso & Lestari, 2021).

From time to time, society is growing, impacting the purchase of a product such as a product that is very much needed for the appearance of facial and body skin (see Lestari et al., 2022a; Lestari et al., 2022b; Lestari et al., 2022c). Women are very concerned about skin and facial health because a woman's self-confidence is supported by appearance. In terms of appearance, it is a visible part that must be cared for and maintained.

This is one of the reasons cosmetic and beauty companies continue to innovate. Many product brands 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) have many variants, including body care, skincare, and hair care. Scarlett Whitening focuses on care products to brighten and whiten the skin. The ingredients are glutathione, niacinamide, kojic acid, and vitamin E, which help brighten and nourish the skin.

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

In January, the Scarlett Whitening brand was able to compete with other products, even international products such as Innisfree and Laneige. Scarlett Whitening managed to become the reigning champion of the cosmetic brand in January, with total sales of up to IDR 85 million (Compas, 2021). However, due to competition with local products, Scarlett Whitening has decreased to second place in February 2021, defeated by MS Glow (Haasiani, 2021).

In a company, the phenomenon of competition and consumer demand is increasing. As a result, the company must create its desire to produce higher quality products to compete in the market, following the results of research (Wulandari & Iskandar, 2018) revealing that product quality has a positive and significant influence on product purchasing decisions.

The results of research (Safika & Raflah, 2021) revealed that brand image has a positive and significant effect on purchasing decisions. Because the brand image has increased, consumers will be influenced to make purchasing decisions. If the company has a good brand image, it will benefit producers to be better known to consumers because consumers will prefer to buy products with a good image.

The results of research conducted by Herviani et al. (2020) reveal that social media influencers positively affect purchasing decisions by using indicators such as credibility, creativity, and a large number of followers, which can potentially increase purchasing decisions for a product. So, the existence of social media influencers helps consumers in determining purchasing decisions through reviews given by influencers. The trust built by Social Media Influencers with their followers leads to an increase in the consumption of a brand which leads to a purchase decision.

Research needs to be done to analyze product quality, brand image, and social media influencers that can influence purchasing decisions for Scarlett Whitening products. Therefore, it is necessary to test and analyze 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 results of this study are expected to be a consideration for companies in determining the right strategy for improving purchasing decisions.

II. Review of Literature

2.1 Product Quality

Marketing has a vital role in achieving a high level of total quality so the company will continue to run and earn profits. Overall features and characteristics of products and services based on the ability to satisfy stated needs are the meaning of quality (Kotler & Keller, 2009).

According to Kotler & Armstrong (2012), product quality is the expertise of a product in carrying out its functions consisting of durability, excellence, accuracy, ease of use, and repair, along with other valuable features. Kotler, P. & Keller (2016) states that product quality, namely quality is the overall features and characteristics of a product and service that has expertise in the meeting indicated and stated needs.

Product quality indicators, according to Kotler & Keller (2009) research, are as follows:

- a. The form consists of the product's structure or shape and size.
- b. Features are complementary to the product's essential functions from the product's characteristics.
- c. Performance quality is the arrangement in which the main characteristics of the product function.
- d. Perceived quality is often said to be a result of the use of measuring instruments that are carried out indirectly because consumers may lack information to the point that they do not understand the related products.
- e. Durability, which measures the expected working life of a product under normal conditions or a lot of pressure, is an essential attribute for certain products.
- f. Reliability measures the probability that the product will not malfunction or fail within a certain time.
- g. Ease of repair (repairability) is when the product does not function and fails, there is a measure of the ease of product repair.
- h. Style describes the look and feel of the product to consumers.
- i. Design, namely the overall features that affect the product's appearance, taste, and function based on consumer needs.

2.2 Brand Image

If the brand image created is to be well known, the product marketing strategy must be strong and have striking and unique advantages to create differences from other products. A consumer's perception that arises when they remember a brand is the meaning of brand image (Tantowi, 2021). According to (Tjiptono, 2015:49), Brand image is something that consumers remember about a brand based on what consumers know about the brand. Brand image is a consumer's belief and association depiction of a particular brand. The indicators that will shape the brand image according to Supangkat & Supriyatin (2017:3) are as follows:

- a. Corporate Image is a customer's view of a company that produces goods and services consisting of company connections, fame, trust, and usage.
- b. Product Image is a customer's view of goods and services consisting of benefits for customers, product characteristics, and guarantees.
- c. User Image is a view of the continued effect of a customer on the use of goods and services consisting of position and use itself.

2.3 Social Media Influencer

According to Azevedo in Herviani et al. (2020), Someone who uses social media and has a large following when spreading information on social media is easy and can be trusted by the universal community when an influencer issues an upload that can reach a wide range of other users is the meaning of social media influencer.

In order to attract the hearts of customers in carrying out promotions, a social media influencer must have different privileges. The privilege is a representation of the identity of a product. The creation of product brands uses the identity of social media influencers. The identity of the endorser becomes a social media influencer reference for consumers (Nisa, 2019:479).

According to Bevins in his research Purwanto et al (2019), social media influencers are an essential element that influences the world of online information for several social media such as Youtube and Facebook. Still, lately, influencer marketing is more focused

on the Instagram social network because of the relationship that followers feel with social media visually based influencer media. According to Loanit, based on research Herviani et al. (2020), there are three indicators of social media influencers, namely:

- a. Good Credibility. An influencer who has good credibility has the effect of creating trust in his followers.
- b. High Activity. An Influencer in carrying out activities on social media and uploading intensively.
- c. Large Following. An influencer who has a large number of followers on social media.

2.4 Purchase Decision

The purchase decision determines whether a person or group determines to buy or not a product, good, or service. Purchasing decisions are the entire experience of learning, determining, using, and disposing of a product (Kotler, P. & Keller, 2016). According to Tjiptono (2014), purchasing decisions are the way customers know the problem, look for brand and product information, assess how well each option can solve a problem, and direct purchasing decisions.

According to Kotler & Armstrong (2012), there are four indicators of purchasing decisions as follows:

- a. Stability in a product is if the product produced is of excellent quality, it can create buyer confidence and, consequently, support purchasing decisions. Consumers have various other choices of products that suit their needs and desires before deciding on one because there is an influence on purchasing decisions.
- b. Buying products means that a person or group always purchases the same product because it becomes a routine.
- c. Giving recommendations to others is by giving advice and informing something that can be trusted to others.
- d. Make a repeat purchase because the desired and needed product is as expected. Someone will make a second purchase even after making the initial purchase and decide to repurchase.

2.5 Framework of Thought

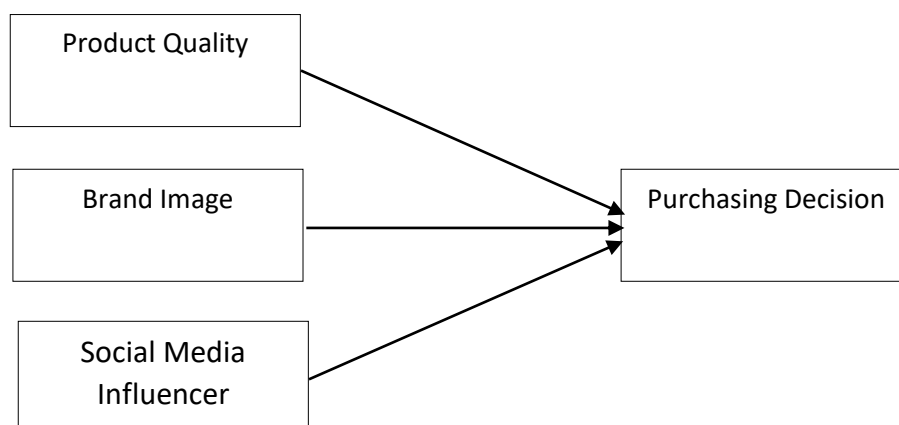


Figure 1. Frame of Thought

- a. The relationship between Product Quality and Purchase Decision
 The research results by Wulandari & Iskandar (2018) prove that product quality has a positive and significant influence on product purchasing decisions. Product quality is a factor that influences a purchasing decision. If customers feel happy and in accordance with what they get and affect the purchasing decision process, if the quality of the product provided by the company is good, it can increase customer trust. This means that if the quality of the product is growing, it will make consumers determine the purchase decision a product.
 H₁: Product quality has a positive and significant effect on purchasing decisions for Scarlett Whitening Products in DKI Jakarta
- b. The relationship between Brand Image and Purchase Decision
 The research results by Safika & Raflah (2021) prove that brand image has a positive and significant effect on purchasing decisions. Suppose the company has a good brand image. In that case, it will benefit producers to be more popular among consumers because someone will prefer to make purchasing decisions for products with a good image. This means that if the brand image increases, it will increasingly influence consumers in making purchasing decisions.
 H₂: Brand Image has a positive and significant effect on purchasing decisions for Scarlett Whitening Products in DKI Jakarta.
- c. The Relationship between Social Media Influencers and Purchase Decisions
 The research results by Herviani et al. (2020) prove that social media influencers have a positive and significant effect on product purchasing decisions. The presence of social media influencers helps consumers in making purchasing 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 purchasing decisions.
 H₃: Social Media Influencers have a positive and significant effect on the Decision to Purchase Scarlett Whitening Products in DKI Jakarta.

III. Research Method

This type of research uses quantitative research methods with a descriptive approach based on data and analysis (Digdowiseiso, 2017). The data collection technique used in this research is a questionnaire. Data analysis in this study used validity test, reliability test, classical assumption test (normality test, multicollinearity test, heteroscedasticity test, and autocorrelation test), multiple linear regression analysis test, model feasibility test (F test and coefficient of determination test), and hypothesis testing (t-test).

The population in this study was Scarlett Whitening consumers in DKI Jakarta. The sampling technique used non-probability sampling with purposive sampling. With the criteria of people living in DKI Jakarta, at least 17 years old and at least once purchasing Scarlett Whitening products on Social Media, Instagram.

Because the population is large and unknown, then to determine the number of samples used through the formula described by William's formula with the following calculations:

$$n = \frac{\left(\frac{z\alpha}{2}\right)^2 p^*(1-p^*)}{E^2}$$

Where:

n = Number of sample

$Z_{\alpha/2}$ = Normal distribution score with 5% significance level (1.96)

α = Alpha 0,05

E = Error Tolerance limit 10%

P^2 = Population Proportion

$$n = \frac{(1.96)^2 0.5(1 - 0.5)}{0.10^2}$$

$n = 96.04$ rounded to 100

This study covers the data for the period of 2006-2016. Data collected from secondary sources which was available related to study. Data related to crimes is take from Pakistan bearuof Statistics, and data related to Inflation, economic growth, Population and National income take from world bank.

Crime rates can be find by using following equation

$$\text{Crime Rate} = \frac{\text{T.C.R}}{N} * 10000$$

T.C.R = Total Crimes Reported

N = Population [10000 per]

IV. Results and Discussion

4.1 Results

a. Validity and Reliability Test

Table 1. Results of Validity Test

Variable	Statement Items	r Count	r Table	Description
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
Brand 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 Influencer (X3)	X3.1	0,673	0,196	VALID
	X3.2	0,414	0,196	VALID
	X3.3	0,236	0,196	VALID
Purchasing 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

Based on table 1, shows that all statement items are declared valid, where r_{count} (corrected item – total correlation) > from r_{table} , which is 0.196.

Table 2. Results of Reliability Test

Variable	Reliability	Alpha	Description
Product Quality (X1)	0.763	0.60	RELIABLE
Brand Image (X2)	0.605	0.60	RELIABLE
Social Media Influencer (X3)	0.612	0.60	RELIABLE
Purchasing Decision (Y)	0.799	0.60	RELIABLE

Based on table 2, it shows that all research instruments, each variable in this study is stated to be reliable which is displayed on the Cronbach's Alpha value of good value > 0.60 and the questionnaire item is reliable to be used as a data collection tool and can be accepted.

b. Hypothesis Testing

Table 3. t-test results

Variabel	t_{count}	t_{table}	Sig.	Description
Product Quality (X1)	2,577	1,98498	0,011	Accepted
Brand Image (X2)	5,234	1,98498	0,000	Accepted
Social Media Influencer (X3)	7,600	1,98498	0,000	Accepted

Based on table 3, the results of hypothesis testing are:

- Product quality has an influence on purchasing decisions can be seen from $t_{count} > t_{table}$ ($2.577 > 1.98498$) and is significant at 0.011 ($0.011 < 0.05$). Then H_0 is rejected, and H_a is accepted. Therefore, it means that the quality of the product (X1) has a positive and significant influence on the Purchase Decision (Y) of the Scarlett Whitening product.
- Brand image has an influence on purchasing decisions can be seen from $t_{count} > t_{table}$ ($5.234 > 1.98498$) and is significant at 0.000 ($0.000 < 0.05$). So H_0 is rejected, and H_a is accepted. Therefore, it means that Brand Image (X2) has a positive and significant influence on Purchase Decision (Y) for Scarlett Whitening products.
- Social Media Influencers have an influence on purchasing decisions, it can be seen from $t_{count} > t_{table}$ ($7.600 > 1.98498$) and significant at 0.000 ($0.000 < 0.05$). Then H_0 is rejected, and H_a is accepted. Therefore it means that Social Media Influencer (X3) has a positive and significant influence on the Purchase Decision (Y) of Scarlett Whitening products.

4.2 Discussion

a. The Effect of Product Quality on Purchase Decisions

Product quality has a positive and significant effect on purchasing decisions for Scarlett Whitening products. This means that if the quality of the product increases, the purchasing decision will increase. The factor that influences purchasing decisions for Scarlett Whitening products is product quality. If customers feel happy and in accordance with what they get and affect the purchasing decision process, if the quality of the product provided by the company is good, it can increase consumer confidence. This means that the growing quality of the product makes consumers determine the purchase decision of a product. In line with previous research by Wulandari & Iskandar (2018), product quality has a positive and significant effect on purchasing decisions.

b. The Influence of Brand Image on Purchase Decisions

Brand image has a positive and significant effect on purchasing decisions for Scarlett Whitening products. This means that the purchase decision will increase if the brand image rises. A good brand image will benefit producers to be better known to consumers because consumers 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 by Safika & Raflah (2021), brand image has a positive and significant effect on purchasing decisions.

c. The Influence of Social Media Influencers on Purchase Decisions

Social Media Influencers positively and significantly affect purchasing decisions for Scarlett Whitening products. If the Social Media Influencer increases, the purchase decision will increase. The presence of social media influencers helps consumers in making purchasing 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 purchasing decisions in line with previous research by Herviani et al. (2020), suggesting that Social Media Influencers have a positive and significant influence on purchasing decisions.

V. Conclusion

Based on the results of the study, there are three conclusions. First, product quality influences purchasing decisions for Scarlett Whitening products on Instagram in DKI Jakarta. So, the better the quality of the Scarlett whitening product perceived by the customer, the higher the consumer purchasing decision for Scarlett Whitening on Instagram in DKI Jakarta. Second, brand image influences purchasing decisions for Scarlett Whitening products on Instagram in DKI Jakarta. So, the better the Scarlett Whitening brand image is seen by customers, the more consumers' purchasing decisions for Scarlett Whitening on Instagram in DKI Jakarta will increase. Third, social media influencers affect purchasing decisions for Scarlett Whitening on Instagram in DKI Jakarta. So, the more Social Media Influencers who promote Scarlett Whitening products, the higher the purchasing decisions of Scarlett Whitening consumers on Instagram in DKI Jakarta.

Based on the analysis conducted, several suggestions can be given. First, Scarlett Whitening should focus more on improving the quality of the performance of Scarlett whitening products, which is expected to provide a more lightening effect on the skin when using Scarlett whitening products so that it is expected to be able to contribute to improving purchasing decisions. Second, Scarlett whitening can focus more on improving the company's image. In contrast, until now, Scarlett whitening is a well-known product owned by an artist or influencer named Felicya Angelista. It is expected to be able to contribute to improving purchasing decisions. Third, Scarlett Whitening can increase promotions more actively by utilizing influencers through postings on Instagram so that they are expected to be able to contribute to improving purchasing decisions.

References

- Compas. (2021). 10 Brand Skincare Lokal Terlaris di Online Marketplace. Retrieved April 22, 2021, from Kompas website: <https://kompas.co.id/article/brand-skincare-lokal-terlaris/>
- Digdowniseiso, K. (2017). *Metodologi Penelitian Ekonomi dan Bisnis*. Jakarta: Lembaga Penerbitan Universitas Nasional (LPU-UNAS).
- Digdowniseiso, K., Lestari, R., & An'nisa, B. (2021). The Effects of Brand Ambassador, Digital Marketing, and Instagram Use on Brand Trust: A Case Study of Scarlett Whitening Product. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 4(4), 12027-12033.
- Digdowniseiso, K., & Lestari, R. (2021). Determinants of Competitive Advantage and Their Impact on Consumer Satisfaction at Chicken Restaurants in South Jakarta. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 4(4), 12047-12053.
- Haasiani, Nova. (2021). Data Penjualan Kosmetik Wajah: Brand Lokal Kuat Bersaing.
- Herviani, Vinny, Hadi, Prasetyo, & Nobelson. (2020). Analisis Pengaruh Brand Trust, E-Wom, Dan Social Media Influencer Terhadap Keputusan Pembelian Lipstik Pixy. *Prosiding Biema*, 1(1), 60–74.
- Kotler, P. & Keller, K. L. (2016). *Marketing Management (15th ed)*. USA: Pearson Education, Inc.
- Kotler, Philip, & Armstrong, Gary. (2012). *Prinsip-Prinsip Pemasaran (13th ed.)*. Jakarta: Erlangga.
- Kotler, Philip, & Keller, Kevin Lane. (2009). *Manajemen Pemasaran (13th ed.)*. Jakarta: Erlangga.
- Lestari, R., Pradani, T., & Digdowniseiso, K. (2022a). The Effects of Price Perceptions, Food Quality, and Menu Variations on Ordering Decisions and Their Impact on Customer Loyalty in Online Culinary Products. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 5(1), 1518-1527.
- Lestari, R., Pradani, T., & Digdowniseiso, K. (2022b). The Effects of Digital Marketing, Entrepreneurship Orientation, and Product Innovation on Competitive Advantage and Its Impact on the Marketing Performance of Talas Bolu Sangkuriang in Bogor City. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 5(1), 2081-2087.
- Lestari, R., Digdowniseiso, K., & Safrina, D. (2022c). Pengaruh Kualitas Produk, Persepsi Harga terhadap Tingkat Penjualan Melalui Digital Marketing UMKM Industri Makanan dan Minuman di Kecamatan Pancoran Jakarta Selatan Saat Pandemi Covid-19. *Syntax Literate: Jurnal Ilmiah Indonesia*, 7(3), 2947-2965.
- Muljono, Ryan Kristo. (2018). *Digital Marketing Concept*. Jakarta: PT. Gramedia Pustaka Utama.
- Nisa, Rima Rohmatun. (2019). Pengaruh Sosial Media Influencer Dan Trustworthiness Terhadap Keputusan Pembelian Kosmetik Make Over (Di Royal Plaza). *Jurnal Pendidikan Tata Niaga (JPTN)*, 07(02).
- Purwanto, Albin, & Purwanto, Teguh. (2019). Pengaruh Social Media Influencer Terhadap Purchase Intention Yang Dimediasi Oleh Trustworthiness (Studi Pada Akun Instagram @Kulinersby). *Majalah Ekonomi*, 24(2), 219–231.
- Safika, Elli, & Raflah, Wan Junita. (2021). The Influence of Brand Image , Brand Ambassador and Price on Purchasing Decisions for Scarlett Whitening Product in

- Riau. *Inovbiz: Jurnal Inovasi Bisnis 1 (2021) Seri Manajemen Investasi Dan Kewirausahaan, 1*, 8–13.
- Supangkat, Aditya Hangga, & Supriyatin. (2017). Pengaruh Citra Merek, Kualitas Produk, Harga Terhadap Keputusan Pembelian Tas Di Intako. *Jurnal Ilmu Dan Riset Manajemen, 6*(9).
- Tantowi, Bagus Fajar. (2021). Pengaruh Citra Merek Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Eiger (Studi Di Outlet Eiger Manyar Surabaya). *Jurnal Pendidikan Tata Niaga, 9*(1), 1076–1082.
- Tjiptono, Fandy. (2014). *pemasaran jasa, prinsip, penerapan dan penelitian*. Yogyakarta: Andi Offset.
- Tjiptono, Fandy. (2015). *Brand Management & Strategy*. Yogyakarta: Andi.
- Wulandari, Rizky Desty, & Iskandar, Donant Alananto. (2018). Pengaruh Citra Merek Dan Kualitas Produk Terhadap Keputusan Pembelian Pada Produk Kosmetik. *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT, 3*(1), 11–18. <https://doi.org/10.36226/jrmb.v3i1.81>