



Analysis of The Influence of Online Purchase Decisions, Digital Perceive Value of Quality and Digital Viral Marketing on Consumer Satisfaction of Skincare Products

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Abstract

The purpose of this study is to determine whether consumer happiness is influenced by product quality, viral marketing, and purchase decisions. The population under study in this study consists of customers who use skincare products. The sample is a portion of the population's size and makeup. Non-probability sampling strategies were employed in this study. A total of 100 respondents made up the sample for this investigation. Researchers employed questionnaires as a means of gathering information from respondents in order to compile the necessary data. This study's questionnaire approach makes use of a Likert scale. This study falls under the category of explanatory research, which uses hypothesis testing to understand cause-and-effect correlations between variables. With the aid of SPSS software, researchers in this study used the path analysis method to evaluate the data. Based on the information that researchers have acquired and analyzed throughout the testing stage, the following conclusions may be drawn: Purchase decisions are directly impacted by the quality of the product. Purchase decisions are directly impacted by viral marketing. Purchase decisions are influenced by viral marketing and product quality at the same time. Customer happiness is directly influenced by the quality of the product. Customer happiness is directly impacted by viral marketing. Customer happiness is directly impacted by purchase decisions. Customer satisfaction is influenced by purchase decisions, viral marketing, and product quality all at once. Product quality influences consumer satisfaction through purchasing decisions. Viral marketing influences consumer satisfaction through purchasing decisions.

Keywords: product quality, viral marketing, purchasing decisions, customer, consumer satisfaction.

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1. Introduction

The use of internet media is growing yearly due to the times' increasingly sophisticated growth. In comparison to the same period last year, when there were 202 million internet users in 2021 and 176 million in 2020, Indonesia now has 205 million internet users. There are several main reasons why someone uses the internet. The main reason someone uses the internet is to search for information, which has the highest percentage at 60%; the second reason is to keep in touch with friends and family at 50%; and the third reason is to stay up-to-date with various news and event information, which has a percentage of 52%. Social media itself is an online medium that makes it easy for people to create and obtain information in a short time [1]. A platform that the general public actively uses is necessary with so many internet users trying to find information. According to We Are Social, the number of active social media users in Indonesia always increases every year. In 2020, the number of users was 160 million; in January 2021, it increased to 170 million; and in January 2022, it increased to 190 million. The most popular social media platform among Indonesians is WhatsApp, which is followed by Facebook, Instagram, TikTok, Telegram, Twitter, Facebook Messenger, Line, and Pinterest. In addition to the many benefits that social media provides to its users in terms of information sharing and exchange, it also generates chances for the public to engage in buying and selling activities through social media platforms [2]. One method that is now widely used to sell is through Instagram streaming and live streaming, such as on Instagram, which is actively used to sell via this method [3]. More than 70% of consumers in Indonesia prefer to carry out shopping transactions online. This is because e-commerce trade transactions in 2021 reached more than IDR 400 trillion. Apart from that, the online shopping business is expected to continue to grow rapidly in Indonesia in the next few years. As many as 170 million Indonesians are more likely to choose to shop online [4]. This figure has increased by 13% compared to the previous year. So this illustrates the potential for consistent online consumer purchasing decisions. Fashion or shoes occupy the first position as products that are mostly purchased from online shopping, followed in second

place by the beauty product category, and in third place are household products. Then there are food, toys, video game categories, drinks, and others. The development of the use of beauty products in Indonesia is increasingly in demand. With Indonesia's population continuing to increase every year, Indonesia is a potential market for various beauty products, one of which is skincare. Skincare is a series of treatments designed to care for the beauty and health of the skin [5]. People now prefer to regularly use skincare for the health of their facial skin so that it maintains its appearance, even though mobility outside the home has decreased. Local skincare is increasingly in demand by the public and dominates sales on various e-commerce platforms and Indonesian marketplaces [6]. This proves that consumers who use local skincare increasingly believe in the quality of the products provided, which is no less than that of international brands, even though the prices are more affordable.

A product or service's quality is determined by how well it can satisfy the needs of the customer. For consumers, product quality is very important because skincare users really pay attention to the ingredients in the skincare as well as the ownership of a Halal Certificate and BPOM permission. One of the local skincare brands that has a halal certificate and is registered with BPOM is the brand taken in this study, a local skincare brand that pioneered naming its products with the real names of the ingredients in their products [7]. This brand always ensures that the quality of the ingredients in its products is of the best grade in its class and collaborates with 12 trusted beauty doctors to provide education to consumers. The appearance of a product is not always what consumers and the market want, but still, the appearance of a product must be attractive, and companies are required to always be creative to continue developing products and increasing variations such as product innovation according to consumer and market needs [8]. Skincare products have an attractive appearance and make it easier for users. In addition, a variety of skincare products are available, including wash-off masks, coffee body and lip scrubs, eye treatments, toners, moisturizers, skin solver serum, and body crème and oil. Local skincare products are becoming more and more popular, and manufacturers are competing more and more to market their goods [9]. This means that in order to boost sales, producers need to be able to leverage technology advancements by putting online marketing strategies into practice. Social media is a tool that many local skincare brands use in their digital marketing campaigns because it can boost sales, doesn't cost a lot of money, and is thought to be more successful at reaching target consumers [10].

Viral marketing in and of itself can aid regional skincare manufacturers in getting their goods in front of customers faster and more efficiently. The internet's take on word-of-mouth advertising, or viral marketing, encourages customers to share goods and services created by businesses via websites, videos, emails, and other extremely contagious marketing channels. This results in consumers wanting to share this information with their friends. Viral marketing emphasizes the importance of encouraging honest communication between consumers as a method of acquiring new customers. The large number of beauty products in the country makes consumers confused when deciding what products to buy [11]. Therefore, public figures or influencers are needed to promote or review a product they like. Influencers themselves are people who can influence consumer purchasing decisions by helping determine specifications and providing information. A beauty influencer is a term for influencers who are experts and like to review products in the beauty sector. They can review a product through their social media accounts. Consumers make a large number of purchasing decisions every day, and purchasing decisions are the main focus of marketing efforts. Therefore, it is very important for companies to analyze consumer behavior regarding purchasing decisions, because each consumer's purchasing decision does not only stop with the consumption process; consumers then evaluate the products they buy, and this evaluation process has an impact on the level of consumer satisfaction and dissatisfaction with that product. If a product has performance that far exceeds expectations, this tends to increase consumer satisfaction, which will result in stronger consumer loyalty to the product and encourage consumers to make repeat purchases, which ultimately results in better company performance [12].

The study's findings support the claim that product quality influences consumers' decisions to buy. This demonstrates that consumers make better purchasing decisions when the quality of the product is higher. Purchase decisions are influenced by viral marketing. Viral marketing emphasizes the importance of encouraging honest communication between consumers as a method of acquiring new customers. Product quality influences purchasing decisions, and viral marketing influences purchasing decisions. Product quality affects consumer satisfaction [13]. Satisfaction will be obtained if customers have a positive belief that the product is of good quality. Viral marketing has an influence on consumer satisfaction. The study's findings indicate that a company's level of customer satisfaction increases with the effectiveness and quality of its viral marketing. Customer satisfaction is influenced by product quality. Customer satisfaction is influenced by viral marketing. Customer satisfaction is directly impacted by purchase decisions, which implies that decisions about what to buy can have an impact on customer satisfaction [14]. Previous research states that product quality influences customer satisfaction through purchasing decisions. Viral marketing influences consumer satisfaction through purchasing decisions.

2. Research Methods

The population is the total set of elements with a given set of characteristics from which conclusions can be made. The population under study in this study consists of consumers who use skincare products. The sample is a portion of the population's size and makeup. In this research, sampling was used using non-probability sampling techniques. The criteria for sampling for this research were skincare product users who had used or were currently using the product at least twice and had seen skincare products on social media. In this study, a total sample of 100 respondents was taken. In this research, primary data was collected through filling out questionnaires using the Google Form application by respondents. The questionnaire in this research contains questions originating from each variable studied. Secondary data sources in this research were obtained from the company itself or various websites that can be accounted for. Researchers use questionnaires as research instruments used to measure or collect data related to natural or social phenomena being observed in research. Researchers employed questionnaires as a means of gathering information from respondents in order to compile the necessary data. This study's questionnaire approach makes use of a Likert scale. This study falls under the category of explanatory research, which uses hypothesis testing to explain cause and effect relationships between variables. In this research, researchers analyzed the data using the path analysis method with the help of SPSS software.

3. Results and Discussion

The research findings indicate that the R^2 is 0.72. This indicates that 72% of decisions about what to buy are influenced by both viral marketing and product quality at the same time. The remaining 28% are being influenced by other factors. Stated differently, 74% of the influence on purchasing decisions can be accounted for by factors related to viral marketing and product quality, while the remaining 26% is attributable to factors outside the scope of this study. According to this study, factors related to viral marketing and product quality have a significant impact on consumer decisions. A value of 0.000 is obtained based on the calculation of the significance number for hypothesis testing, indicating the rejection of H_0 and acceptance of H_a . This explains why decisions to buy are influenced by viral marketing and product quality at the same time. Given that the t-count figure from the computation was 8.5, H_0 is rejected and H_a is accepted. In other words, decisions about what to buy are directly influenced by the quality of the product. With a t-count of 4.1, the computations' outcomes indicate that H_0 is rejected and H_a is accepted. This indicates that decisions about what to buy are directly influenced by viral marketing. It has an R^2 of 0.67. This number indicates that 67% of customer satisfaction is influenced by purchasing decisions, viral marketing, and product quality all at the same time. Other factors impact the remaining 33% in the meantime. Stated differently, 67% of the influence on consumer satisfaction can be explained by the variables of product quality, viral marketing, and purchasing decisions; the remaining 33% is influenced by variables not included in this research model. According to this study, consumer satisfaction is significantly impacted by purchasing decisions, viral marketing, and product quality. The research's sig is 0.000, indicating that H_0 is rejected and H_a is accepted, according to the results of the hypothesis test. This demonstrates how consumer happiness is influenced by product quality, viral marketing, and purchase decisions all at the same time. Given that the t-count figure from the computation was 2.3, H_0 is rejected and H_a is accepted. This implies that customer satisfaction is directly impacted by the quality of the product. Given that the t-count figure from the computation was 3.8, H_0 is rejected and H_a is accepted. Thus, customer satisfaction is directly impacted by viral marketing. Given that the t-count figure was 3.1, H_0 is disqualified and H_a is approved. This implies that customer satisfaction is directly impacted by the decisions made about purchases.

The computation results show that there is a 0.8 correlation between product quality and purchasing decisions. This value indicates that there is a very strong correlation between the quality of the product and the decisions made when making purchases. This indicates that consumers will choose to purchase skincare products of a high caliber if they are of a high caliber. Aside from that, there is no significant relationship between the quality of the product and the decision to buy (0.000). This demonstrates the strong correlation between these two variables. Viral marketing and purchasing decisions have a 0.7 correlation value. This value shows that the relationship between viral marketing and purchasing decisions has strong correlation criteria. This shows that if the viral marketing of a skincare product is high, then consumers' decisions to buy it will also be high. Apart from that, the significance value between viral marketing and purchasing decisions is 0.000. This demonstrates the strong correlation between these two variables. Customer satisfaction and product quality have a 0.73 correlation coefficient. This figure demonstrates the high correlation criteria between the quality of the product and customer satisfaction. This demonstrates that customers will be more satisfied with skincare products that have high product quality. Aside from that, there is no significant relationship between customer satisfaction and product quality 0.000. This demonstrates the strong correlation between these two variables.

The computation results show that there is a 0.7 correlation between viral marketing and customer satisfaction. This figure demonstrates the high correlation criteria between the quality of the product and customer satisfaction. This shows that if the viral marketing of a skincare product is high, the satisfaction felt by consumers will also be high. Apart from that, the significance value between viral marketing and consumer satisfaction is 0.000. This

demonstrates the strong correlation between these two variables. Customer satisfaction and purchase decisions have a 0.73 correlation value. This figure demonstrates the high correlation criteria between customer satisfaction and purchase decisions. This demonstrates that when consumers make a high-quality skincare product purchase decision, they will also experience high levels of satisfaction. Aside from that, there is no significant relationship between consumer satisfaction and purchase decisions 0.000. This demonstrates the strong correlation between these two variables. As we can see from the computation above, H_0 is rejected and H_a is accepted because the t-value is 2.9. Thus, it can be said that customer satisfaction is influenced by product quality when making purchases. H_a is accepted and H_0 is rejected if the t-count value is 2.5. Thus, it can be said that viral marketing influences customer satisfaction by influencing their purchase decisions.

The study's findings demonstrate that decisions about what to buy are directly influenced by the quality of the product. in line with earlier studies that claim product quality influences consumers' decisions to buy. This demonstrates that consumers will make more purchases the higher the quality of skincare products offered. The study's findings demonstrate that purchasing decisions are directly impacted by viral marketing. in line with earlier studies that show viral marketing influences consumer choices for products. This proves that viral marketing campaigns by skincare companies can affect what customers decide to buy. The study's findings demonstrate that purchasing decisions are directly impacted by viral marketing and product quality. Viral marketing influences consumer decisions in line with earlier research that shows how much a product's quality affects those decisions. The study's findings demonstrate that customer satisfaction is directly impacted by product quality. Better product quality will keep the company's customer satisfaction level high, thereby encouraging customers to make repeat purchases in the future. In accordance with previous research, which states that product quality influences consumer satisfaction.

The study's findings demonstrate that customer satisfaction is directly impacted by viral marketing. This demonstrates that customer satisfaction increases with the quality of viral marketing execution. in keeping with earlier studies that show viral marketing affects customer satisfaction. The study's findings demonstrate a direct relationship between viral marketing and product quality and customer satisfaction. in line with earlier studies that show viral marketing influences consumer satisfaction and product quality influences consumer satisfaction. The study's findings demonstrate that decisions about what to buy directly impact how satisfied customers are. This is consistent with earlier research showing that consumer satisfaction is influenced by purchase decisions. The study's findings indicate that consumer satisfaction is influenced by product quality when it comes to online skincare purchases. In line with earlier studies that show how a product's quality affects customers' happiness and their decisions to buy. The study's findings demonstrate how viral marketing affects consumers' satisfaction when they shop for skincare products online. In accordance with previous research, which states that viral marketing influences consumer satisfaction through purchasing decisions.

4. Conclusion

The following conclusions are possible based on the data that researchers have gathered and processed during the testing stage process: Purchase decisions are directly impacted by the quality of the product. Purchase decisions are directly impacted by viral marketing. Purchase decisions are influenced by viral marketing and product quality at the same time. Customer satisfaction is directly influenced by the quality of the product. Customer satisfaction is directly impacted by viral marketing. Customer satisfaction is directly impacted by purchase decisions. Customer satisfaction is influenced by purchasing decisions, viral marketing, and product quality all at once. Product quality influences consumer satisfaction through purchasing decisions. Viral marketing influences consumer satisfaction through purchasing decisions. From the results of this research, there are several suggestions that can be conveyed, namely: From the research results obtained above, it shows that product quality and viral marketing are important things to create satisfaction for consumers. So that we can continue to maintain and develop the quality of existing products, starting from ingredients, packaging, durability, etc., as well as increase advertising on social media with interesting content, we can continue to increase sales, especially through online shopping applications.

It is recommended that you carry out an in-depth analysis to find influencers who suit consumer desires. Companies can also invite influencers to review their products honestly so that consumers can see that the influencer is a real user and can see the sincere relationship between the influencer and the company, which will create consumer trust, which will lead to consumer loyalty towards skincare products. Researchers provide suggestions for creating a membership program for consumers in order to increase sales. Membership can be created via an official account. This membership program will also provide benefits only to consumers who have it. Benefits that consumer who have a membership can get, such as discounts, free shipping, and free products. So, consumers who have memberships don't need to wait for certain times, such as twin dates or payday sales, to get benefits when shopping.

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