

The Influence Of Product Quality, Service Quality, And O2O Digital Marketing On The Purchase Decision Of Make Over Cosmetic Products

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ABSTRACT

This study aims to analyze product quality, service quality and digital marketing online *to offline* on the purchase decision of *make over cosmetic* products. Where there is a bound variable, namely the purchase decision and there are three independent variables: product quality, service quality and digital marketing. This study uses primary data by searching for data through the *Make Over Transmart Plaza Medan Fair* store. The data analysis model in this study uses multiple linear regression. The results of the study showed that the variables of product quality, service quality and digital marketing had a significant effect on consumer purchase decisions at *the Make Over Transmart Plaza Medan Fair* store.

Keywords:

Purchase Decision, Product Quality, Service Quality, Digital Marketing

1. Introduction

The digital world continues to advance, both domestically and throughout the world. According to *We Are Social* (2020), as many as 160 million of the 175.4 million internet users in Indonesia are active users of social media. A new trend known as social media influencers emerged as a result of the increasing number of people participating. In recent years, the trend of beauty products in Indonesia has experienced very positive growth. Indonesia's beauty market is one of the fastest growing in Asia. The beauty industry has become one of the fastest-growing sectors globally. This causes a high level of business competition both in the *online* and

offline fields, consumers are more careful in buying a product by paying attention to the quality of the product and the quality of service they receive. Buyers usually equate expensive prices with good quality but if the price is too cheap then buyers will consider the quality of the product. Then followed by the quality of service that the company provides to buyers, how they provide services that can make buyers comfortable and return to work and invite other buyers to make purchases at the store because of the satisfaction of the service they get. This means that a company will be able to survive in the midst of this business competition if the company evaluates the quality of products and services and makes improvements from it. If the quality of the product and the quality of service that the buyer receives is what they expect, then the buyer will not care about the price they will spend to buy the product. This research was conducted on cosmetic products from a well-known brand, namely Make Over.

Make Over is one of the cosmetic brands of PT Paragon Technology and Innovation which was launched in 2010 with the slogan *beauty beyond rules*. The number of cosmetic brands circulating in Indonesia today causes fierce competition for Make Over cosmetic products. Some of the cosmetic brands that are currently available in Indonesia include Sari Ayu, Wardah, Maybelline, Revlon, Make Over, Pixy, Viva, Pond's, and others. Every company competes for its products to be at the forefront and excel in the cosmetics market in the hope that their products can be well received by consumers. The company takes various steps in formulating strategies to increase sales that will ultimately influence consumer purchasing decisions. (Romanides et al., 1997).

For Make Over cosmetics themselves, it can be said that they have a higher product price than other cosmetic products on the market, because the quality offered by Make Over products is different from cosmetic products in general. For example, the durability of Make Over cosmetic products can last up to 24 hours and has many shade options up to 20 *shades*, this makes it easier for Indonesian consumers to determine *product shades* that suit the skin tone of Indonesian women. So this study is aimed at finding out the purchase choices that are influenced by the quality of the product, the purchase choices that are influenced by the quality of service from the Make Over cosmetic brand found in Transmart Plaza Medan Fair.

2. Theoretical Foundations

a. Purchase Decision

A purchase decision is a process carried out by consumers before deciding to buy a product or service. In this process, consumers use knowledge to evaluate two or more alternatives and choose one of them. Purchase decisions can be influenced by various factors, such as perceived needs, activities before buying, spending time behavior, and post-purchase behavior (Alkalah, 2016) According to Kotler and Keller (2016), consumer purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences are to satisfy their needs and desires.

The purchase decision theory according to Philip Kotler and Kevin Lane Keller describes the process that consumers go through when they consider buying a product or service. This process is outlined in several stages, each of which plays an important role in determining the final decision. Here is an explanation of each stage based on Kotler and Keller's theory:

1. Problem Recognition

- The purchase decision process begins when consumers realize that there is a need or problem that needs to be solved. These needs can arise due to internal stimuli (such as hunger or thirst) or external stimuli (such as advertisements or friend recommendations).

2. Information Search

- Once a need is identified, consumers begin to look for information about products or services that can meet those needs. The search for information can be internal (based on previous experience or knowledge) or external (looking for information from outside sources such as the internet, friends, or advertisements).

3. . Evaluation of Alternatives

- In this stage, consumers evaluate various product or brand alternatives that they have found during their search for information. Consumers consider various factors such as price, quality, features, and benefits offered by each alternative. Kotler and Keller emphasize that consumers use certain criteria that are important to them in this evaluation process.



4. Purchase Decision

- After evaluating alternatives, consumers make a final decision regarding the product or brand to buy. However, this decision can be influenced by two additional factors: Attitude of others: Opinions or recommendations from others can influence a consumer's purchase decision. Unforeseen Situational Factors: Factors such as product availability, sudden price changes, or changes in financial conditions can also influence purchasing decisions.

b. Product Quality

One of the things that needs to be considered in today's global competition is product quality. The quality of the product is not in accordance with the specifications, then the product will be rejected. Even if the product is still within the predetermined tolerance limit, the product should be a record to avoid greater errors in the future. Product quality is an important thing that consumers focus on and must be worked on by companies if they want to compete in the market to satisfy the needs that consumers want. Consumers always want to get quality products according to the amount of price paid, although there are more or less consumers who think that expensive products are quality products. (Suparyanto and Rosad, 2020) According to Kotler and Keller (2015), Product quality is the totality of features and characteristics of a product that correspond to its ability to meet stated or implied needs. Customer loyalty is one of the things that needs to be considered in today's global competition is product quality. The quality of the product is not in accordance with the specifications, then the product will be rejected. Even if the product is still within the predetermined tolerance limit, the product should be a record to avoid greater errors in the future. Product quality is an important thing that consumers focus on and must be worked on by companies if they want to compete in the market to satisfy the needs that consumers want. Consumers always want to get quality products according to the amount of price paid, although there are more or less consumers who think that expensive products are quality products. (Suparyanto and Rosad, 2020) According to Kotler and Keller (2015), Product quality is the totality of features and characteristics of a product that correspond to its ability to meet stated or implied needs. Customer loyalty is. According to Assauri (2008), Product quality is the ability of a product to meet consumer needs or expectations, which is

assessed from various aspects such as reliability, durability, ease of repair, aesthetics, and perceived quality. According to Kotler in (Melyani, 2016) said "Product quality is the overall characteristic of the nature of goods and services that affect their ability to meet consumer needs and desires, so they will try to make quality products that are displayed both from the external characteristics (design) of the product and the core (core) of the product itself". According to Kotler and Keller (2012), product quality is the ability of a product to meet or exceed consumer expectations. In this context, product quality encompasses a wide range of aspects, including performance, features, reliability, durability, fit, aesthetics, and quality perception. According to Kotler and Keller's theory (2012), companies that successfully maintain or improve the quality of their products are more likely to succeed in a competitive market. Superior quality can be the main differentiator that makes a product preferable compared to competitor products.

c. Quality of Service

Service quality is one part of a Marketing Management strategy. Service quality has become a stage dominant factor in the success of an organization or company. Quality development is strongly driven by the conditions of competition between companies, technological advancements, economic and socio-cultural stages of the community. Service quality is a must that can be considered by the Company in order to survive and remain the trust of customers. The following is the definition of service quality according to experts: According to Kotler and Keller (2015), service quality is the extent to which a service is able to meet or exceed customer expectations. Service quality is assessed based on the customer's perception of service performance, compared to their expectations. Service quality is a customer's evaluation of the advantages or advantages of a service, based on the actual performance of the service compared to customer expectations. According to Hartaroe et al., (2016) service quality is a set of benefits that are useful both directly and indirectly. Consumers feel to get goods and services, of course, with good service, consumers will feel happy and make a repeat purchase. According to Tijiptono (2011) states that Service Quality is the expected level of excellence and the control of the level of excellence to meet customer desires. Suharto (2019), stated that service quality is the ability of a service to perform its functions which include durability, reliability, convenience, accuracy, repair and operation as well as other attributes of a thorough evaluation of the customer's performance of a service so



that customer wishes can be fulfilled.

d. Digital Marketing

Digital marketing is a broad term for the promotion of goods or services that are directed, measurable, and interactive using digital technology. The main goals of digital marketing are to promote brands, build preferences, and increase sales flow through various digital marketing strategies. Another term for digital marketing is online marketing or internet marketing. Digital marketing is actually almost similar to conventional marketing. However, what distinguishes them is the tools used. According to Kotler and Keller (2012), digital marketing is the practice of using digital channels to promote products and services, engage customers, and manage customer relationships online. It involves a strategy that integrates various digital platforms to create more direct, interactive, and measurable communication with customers. According to Nadya (2016), Digital marketing is marketing using the application of technology digitally. One form of digital marketing using electronic media or the internet is internet marketing (e-marketing). According to Varbanova (2013), Digital marketing is very easy to understand, this causes a lot of users and the development of Digital Marketing is also very rapid. Digital Marketing is also very adaptable to the user's desires. According to Bayo-Morlones & Lera-Lopez (2007), digital marketing helps a company in promoting and marketing their products and services. Digital marketing can also create or open new markets that were previously closed due to time constraints, The use of digital information provides benefits for the community, efficiency, convenience, more relevant information, competitive prices, and cost reduction Digital marketing is a promotional tool that can be a promising choice to be applied in this era. Because with digital marketing, both sellers and buyers are very facilitated. So, it can be concluded that digital marketing is a method to promote products and services through internet media with the aim of increasing sales, doing marketing, branding, and building relationships with customers.

The development of e-commerce globally and in Indonesia has increased very rapidly from year to year. According to bank indonesia's records, the number of e-commerce transactions as of September 2020 reached Rp 180.74 trillion. Meanwhile, globally, the value of e-commerce transactions is expected to reach USD 3.91 trillion. However, online sales represent only 18% of global retail sales. This is because retail sales are still carried out in physical stores. This is where the o2o commerce



approach comes into play. O2O stands for online to offline, referring to a business opportunity that combines offline operations with the internet (online). The concept of O2O has a wide scope in its implementation. As long as a company can develop its sales online while still maintaining offline physical stores, it can be considered an O2O implementation (Tiangsheng and Jiong, 2015). (Theory & Framework, 2007) Weng and Zhang (2015) define O2O as one of the online-based electronic trading models that has effective interactivity. They also consider that the O2O business model is an efficient integration between the virtual world and the real world that is fully supported by society in the digital era. The use of the O2O business model by some merchants aims to maximize the utilization of offline and online resources, where the two collaborate with each other, depend on each other, and support each other to achieve a mutually beneficial situation. In addition, the fung business intelligence centre (2014) also explained that O2O or online and offline integration is a business model that aims to provide a positive experience for consumers through various marketing and sales channels. (Nawiyah et al., 2023) Meanwhile, according to Zhang (2014), online to offline (O2O) refers to a combination of offline business and online commerce. This business model is characterized by the flow of information and payments online, while the flow of logistics and sales of goods occurs offline, which inherently expands the scope of the e-commerce business. (Alfista & Raya, 2021).

3. Method

a. Multiple Linear Regression

Multiple linear regression is a measuring tool used to measure the existence or absence of correlation between several variables (Russiadi, 2015), with the form of the regression equation as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Where:

Y = Purchase Decision

a = Price Y when X1 and X2 = 0 (constant price) β = Regression coefficient

X1 = Product

Quality X2 = Quality



of Service x3 =

Digital Marketing

⊗ = Error Term

4. Results and Discussion

a. Characteristics of Respondents

In this study, primary data was collected from 60 respondents to determine the level of Product Quality, Service Quality and Marketing Strategy. The characteristics of the respondents that will be described below reflect how the condition of the respondents studied includes gender only.

Respondent Characteristics by Gender

The description of the respondents based on the gender of the *Make Over Plaza Medan Fair Store Consumer* is something that affects the Number of Product Purchases. Based on the data that has been obtained by the author, that consumers can be grouped by gender. For more details, please see the following table.

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	8	13.3	13.3	13.3
	Woman	52	86.7	86.7	100.0
	Total	60	100.0	100.0	

Source : SPSS 27.0 processing results

The results of the gender-based research in the table above show that the respondents based on the gender of the Employees of the *Make Over Plaza Medan Fair Shop Consumer* out of 60 respondents have a female dominance, namely the gender, namely 8 males and 52 females.

b. Multiple Linear Regression Results

a) Multiple Linear Regression Coefficientsa

Coefficientsa



Type		Unstandar dized Coefficien ts		Standard ized Coefficie nts	t	Sig .	Correlation s			Collinearit y Statistics	
		B	Std · Err or	Beta			Zer o- ord er	Parti al	Par t	Toleran ce	VIF
1	(Constant)	29.409	2.824		10.413	.000					
	Product Quality	.207	.068	.340	3.054	.003	.260	.378	.335	.967	1.034
	Quality of Service	.225	.065	.386	3.448	.001	.358	.418	.378	.957	1.045
	Digital Marketing	.186	.068	.302	2.736	.008	.333	.343	.300	.988	1.012
a. Dependent Variable: Purchase Decision											

Source : SPSS Version 27.0 Processing Results

Based on the table above, the multiple linear regression is obtained as follows: $Y = 7.441 + 0.58X_1 + 0.069X_2 + 0.071X_3 + \epsilon$.

The interpretation of the multiple linear regression equation is:

- 1) If everything in the independent variables is considered to be fixed, then the Purchase Decision is 29,409.
- 2) If the Product Quality increases, then The Purchase Decision will increase by 0.207 per unit value.
- 3) If the Quality of Service increases, the Purchase Decision will increase by 0.225 per unit value.
- 4) If Digital Marketing increases, then the Purchase Decision will increase by 0.186 per unit of value.

1) –t Test (Partial Hypothesis Test)

Test Table –t (Partial Hypothesis Test) Coefficientsa

Coefficientsa



Type		Unstandar dized Coefficien ts		Standard ized Coefficie nts	t	Sig	Correlation s			Collinearit y Statistics	
		B	Std · Err or	Beta			Zer o- ord er	Parti al	Par t	Toleran ce	VIF
1	(Constant)	29.409	2.824		10.413	.000					
	Product Quality	.207	.068	.340	3.054	.003	.260	.378	.335	.967	1.034
	Quality of Service	.225	.065	.386	3.448	.001	.358	.418	.378	.957	1.045
	Digital Marketing	.186	.068	.302	2.736	.008	.333	.343	.300	.988	1.012
a. Dependent Variable: Purchase Decision											

Source : SPSS Version 27.0 Processing Results

Based on the table above, it can be seen that:

a) The Influence of Product Quality on Purchase Decisions.

Count 3,054 > table 1,652 and a significant 0.003 < 0.05, then H_a is accepted, which states that Product Quality has a significant effect on the Purchase Decision.

b) The Effect of Service Quality on Purchase Decisions.

tcount 3,448 > ttable 1,652 and significant 0.001 < 0.05, then H_a Accepted, which states that Service Quality has a significant effect on Purchase Decisions.

c) The Influence of Digital Marketing on Purchase Decisions.

Count 2,736 > ttable 1,652 and significant 0.008 < 0.05, then H_a is accepted, which states that Digital Marketing has a significant effect on Purchase Decisions.

2) Test – F (Simultaneous Hypothesis Test)



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The F test (simultaneous test) was carried out to see the influence of the independent variable on the bound variable simultaneously. The method used is to look at *the level of significant* ($=0.05$). If the significance value is less than 0.05 then H_0 is rejected and H_a is accepted.

Test Table – F (Simultaneous Hypothesis Test) ANOVAa

ANOVAa						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	20.370	3	6.790	9.087	.000b
	Residual	41.846	56	.747		
	Total	62.216	59			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Digital Marketing, Product Quality, Service Quality						

Source : SPSS Version 27.0 Processing Results

Based on the table above, it can be seen that F_{cal} is $9,087 > F_{table}$ is 2.65 and significantly smaller than 0.05, namely $0.000 < 0.05$, then H_a is accepted Product Quality, Service Quality and Digital Marketing simultaneously have a significant effect on the Consumer Purchase Decision of *the Make Over Plaza Medan Fair Shop*.

3) Coefficient of Determination (R^2)

This determination coefficient analysis is used to determine the percentage of variation in the influence of the independent variable on the bound variable.

Determination Coefficient (R^2) Table of Model Summaryb

Model Summaryb				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	.572a	.327	.291	.864
a. Predictors: (Constant), Digital Marketing, Product Quality, Service Quality				
b. Dependent Variable: Purchase Decision				

Source : SPSS Version 27.0 Processing Results

Based on the table above, it can be seen that the *adjusted R Square* figure is 0.291 which can be called a determination coefficient which in this case means 29% of the consumer purchase decision *of the Make Over Plaza Medan Fair Shop*, which can be obtained and explained by Product Quality, Service Quality and Digital Marketing. While the rest are explained by other factors or variables outside the model that are not studied.

a) Discussion

From the test results, it can be seen that all independent variables have a positive influence on the bound variable (Purchase Decision). The detailed results of the analysis and testing can be explained as follows:

1. The Influence of Product Quality on Purchase Decisions

Based on the partial hypothesis test carried out, a calculation value of 3,054 was obtained

> ttable 1.652 and significant $0.003 < 0.05$, then H_a was accepted, which stated that Product Quality had a significant effect on the consumer purchase decision *of the Make Over Plaza Medan Fair Shop*. In addition, it also has a beta coefficient of 0.207 which means that Product Quality increases, then the Purchase Decision will increase by 0.207 percent. Thus, it can be concluded that Product Quality has a positive and significant effect on the purchase decision of consumers *of the Make Over Plaza Medan Fair Shop*.

The positive and significant influence of product quality on consumer purchase decisions refers to a relationship where the higher the quality of the product perceived by consumers, the more likely consumers will decide to buy the product. Good product quality creates consumer trust in a brand or company. High-quality products are more likely to meet or

exceed consumer expectations, so they are more confident to make a purchase. Good product quality is also related to consumer satisfaction. Products that are able to provide benefits according to their claims will increase satisfaction and encourage repeat purchase decisions. Consistent product quality can strengthen a brand's reputation. A good reputation will affect the perception of consumers in making purchasing decisions because they are more likely to choose products from brands that have proven quality. When consumers are satisfied with the quality of the product, they are more likely to become loyal customers and make repeated purchases. This means that good product quality affects not only the first purchase decision, but also future purchase decisions.

Empirically, studies show that product quality has a positive and significant influence on consumer purchasing decisions. With good product quality, consumers will be more interested and confident to buy and use the product. *The Effect of Service Quality on Purchase Decisions*

Based on the partial hypothesis test carried out, a tcal value of 3.448 was obtained

> ttable 1.652 and significant $0.001 < 0.05$, then H_a is accepted, which states that Service Quality has a significant effect on the Purchase Decision. In addition, it also has a beta coefficient of 0.225, which means that if the Quality of Service is added, then the Purchase Decision will increase by 0.225 percent. Thus, it can be concluded that Service Quality has a positive and significant effect on the purchase decision of consumers of *the Make Over Plaza Medan Fair Shop*.

The positive and significant influence of service quality on consumer purchase decisions shows that the better the quality of service provided by the company, the more likely consumers are to make a purchase. good ones create a positive experience for consumers, which can increase their satisfaction. Consumers who are satisfied with the services received, such as the friendliness, timeliness, and assistance provided, are more likely to decide to purchase the products or services offered. High quality of service increases consumer trust in the brand or company. Consumers who feel that they are treated well will be more likely to feel confident and comfortable in making purchasing decisions. Consumers often prefer companies that offer good customer service, such as quick responses to questions, solutions

provided to problems, and professional attitudes. This positive experience can influence the purchase decision directly, as consumers feel cared for and valued. Good service quality also contributes to consumer loyalty. Consumers who get satisfactory service will not only buy products or services, but will also be more likely to return for future purchases and recommend the company to others. In a competitive market, the quality of service can be a differentiating factor between similar products or services. Consumers will often choose products from companies that offer the best service, even if the products themselves are priced the same or slightly higher than competitors.

Research shows that service quality has a positive and significant influence on consumer purchasing decisions. Companies that are able to maintain and improve the quality of their services will be better able to attract and retain consumers, as well as motivate them to make purchases.

2. The Influence of Digital Marketing on Purchase Decisions

Based on the partial hypothesis test carried out, a tcal value of 2,736 was obtained

> ttable 1.652 and significant $0.008 < 0.05$, then H_a was accepted, which stated that Digital Marketing had a significant effect on Purchase Decisions. In addition, it has a beta coefficient of 0.186, which means that if Digital Marketing in addition, then the Purchase Decision will increase by 0.186 percent. Thus, it can be concluded that Digital Marketing has a positive and significant effect on the purchase decision of consumers of *the Make Over Plaza Medan Fair Shop*.

The positive and significant influence of digital marketing on consumer purchase decisions illustrates how digital-based marketing strategies are able to influence consumers to make purchase decisions Digital marketing allows companies to reach a wider audience through platforms such as social media, search engines, and email marketing. Consumers who are often exposed to information and promotions through digital channels are more likely to consider buying the products or services offered. One of the main strengths of digital marketing is its ability to target consumers based on demographics, interests, and online behavior. With personalized advertising, consumers feel that the product or service is more relevant to their needs, which encourages

them to make a purchase decision. Through digital marketing, consumers can easily access various information about products or services, such as customer reviews, product specifications, prices, and promotions. This transparent and easily accessible information helps consumers in the decision-making process. Social media, email, and chatbots allow consumers to interact directly with a brand or company. Through these interactions, consumers can get answers to their questions quickly, which speeds up the purchase decision-making process. Digital marketing allows consumers to see reviews, testimonials, and recommendations from other users. Positive experiences from others, especially through influencers or people they trust, can provide a strong incentive for consumers to make a purchase. Digital platforms also often offer ease in making transactions. Consumers can directly purchase products through websites or apps, making the purchasing process more practical and efficient.

Research shows that effective digital marketing strategies, such as the use of social media, SEO (Search Engine Optimization), content marketing, and online advertising, have a significant influence on consumer purchasing decisions. By utilizing digital platforms appropriately, companies can increase engagement, attract potential consumers, and influence them to buy products or services.

5. Conclusion

From the results of the research on the factors that affect consumer purchase decisions at *the Make Over Plaza Medan Fair Store*, several conclusions can be expressed as follows:

1. The results of Partial Multiple Linear Regression show that Product Quality, Service Quality and Digital Marketing have a significant effect on Consumer Purchase Decision at *the Make Over Plaza Medan Fair Shop*.
2. Results of Simultaneous Multiple Linear Regression, Based on the above research, Product Quality, Service Quality and Digital Marketing simultaneously (Simultaneous) have a significant effect on consumer Purchase Decisions at the *Make Over Plaza Medan Fair Store*.

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