



## The Influence of Marketing Mix on Skincare Purchase Decisions on Shopee in Ampana City

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### ARTICLE INFO

*Keywords:* Marketing Mix, Product, Price, Place, Promotion, Purchasing Decision

*Received :* 5 April

*Revised :* 18 May

*Accepted:* 20 June

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### ABSTRACT

This research seeks to ascertain and analyze: (1) the significant influence of the marketing mix consisting of product, price, place, promotion on skincare purchasing decisions on Shopee (2) influence of the product on decisions to buy skincare products on Shopee (3) the influence of price on skincare purchasing decisions on Shopee (4) the influence of place on skincare purchasing decisions on Shopee (5) the influence of promotion on purchasing decisions on Shopee. Quantitative research is the methodology employed. The population of this study is the entire general public who have purchased skincare on Shopee. The sampling technique in this study employed a sample size of 75 respondents using purposive sampling. data gathering through the use of an online survey that has undergone validity and reliability testing. Multiple linear regression analysis is used in the analytical process.. The results of the study show that (1) the marketing mix consisting of product, price, place, promotion has a simultaneous effect on the decision to purchase skincare on Shopee (2) the product has a partial effect on the decision to purchase skincare on Shopee (3) the price has a partial effect on the decision to purchase skincare on Shopee (4) the place has a partial effect on the decision to purchase skincare on Shopee (5) promotion has a partial effect on the decision to purchase skincare on Shopee

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## **INTRODUCTION**

The evolution of digital technology, especially the internet, has brought significant changes in various aspects of life. One of the major impacts of the development of the internet is the rise of online shopping platforms or online shopping that allow consumers to make online transactions (Eri Mardiani & Utami, 2023; Rachmad, 2024). In Indonesia, Shopee is among the most well-known online retailers. The Shopee is an e-commerce based on a mobile application that offers convenience in shopping online. Shopee was founded in 2009 by Forrest Li, and Shopee is an e-commerce that first appeared in early 2015 in Singapore as the first mobile marketplace in Southeast Asia (Aunillah & Himawan, 2023; Felix & Rembulan, 2023) Shopee itself is led by Chris Feng. Since 2015, Shopee has expanded its network to ietnam, Indonesia, Taiwan, Malaysia, Thailand, and the Philippines. Shopee merely commenced operations in Indonesia at the end of June 2015, having begun to penetrate the market at the end of May 2015. Wisma 77 Tower 2, Jalan Letjen S. Parman, Palmerah, DKI Jakarta 11410, Indonesia is the address of Shopee in Indonesia.

In early 2024, based on SimilarWeb quoted by Bisnis.com, Shopee became Indonesia's most popular e-commerce site (Ekasari et al., 2023; Najib et al., 2022) Then in second place is Tokopedia, third is Lazada, then Blibli, and Bukalapak. Ease of access, variety of products, competitive prices, and attractive promotions are the main reasons consumers, especially the younger generation, choose to shop at Shopee. (Budhi, 2016; Saripudin et al., 2024)

Skincare products are one of the most popular categories. Skincare is not only seen as a secondary need, but has become an important part of maintaining health and increasing self-confidence. This makes the competition in the skincare industry increasingly tight, so companies need to comprehend the elements that affect consumers' decisions to buy (Klapper & Doganoglu, 2006; Wikantari, 2022)

In the world of marketing, companies usually use a strategy called a product, pricing, location, and promotion components that make up the marketing mix that can make companies more focused on achieving company goals. (Areros & Tamengkel, 2022) The marketing mix is a collection of strategic marketing instruments that businesses use to elicit the intended reaction from their target audience.

A product is anything that is made available to the market and draws customers to be seen, possessed, used, or eaten, in order to meet the needs or desires of its market (Haryanto et al., 2022). Price is the amount of money that must be paid by consumers for a product. Price reflects the value given by consumers in return for the benefits obtained from using the product. Products that have a price comparable to the benefits received will certainly be more attractive to consumers (Leonardo et al., 2021).

Promotion is a company activity that aims to provide an explanation of the product's advantages and convince potential consumers to understand the goods and what is offered (Roz, 2021). Place is a marketing activity carried out to facilitate and make it easier for manufacturers to distribute and deliver their goods to customers. (Wardani & Manalu, 2021).

### **Research objectives**

To find out and analyze:

1. The significant influence of the marketing mix consisting of product, price, place, promotion on skincare purchasing decisions on Shopee
2. The influence of products on skincare purchasing decisions on Shopee
3. The influence of price on skincare purchasing decisions on Shopee
4. The influence of place on skincare purchasing decisions on Shopee
5. The influence of promotion on purchasing decisions on Shopee

## **LITERATURE REVIEW**

### **Marketing Mix**

The marketing mix is a set of marketing tools or strategies owned by a company that can be controlled and combined to produce the desired response by the company in the target market (Aviny & Aulia, 2023). (Kotler et al., 2020) The main marketing mix tools are classified into four major groups, called the 4Ps, namely: product, price, place, and promotion. To fulfill the value proposition, the company must first create a market offering (product) that satisfies needs. Then it must decide how much to charge for the offer (price) and how the offer will be available to target consumers (place). Finally, it must involve target consumers, by communicating about the offer and persuading consumers about the benefits offered (promotion). By managing the four elements of the marketing mix well, companies can design offers that are attractive and in accordance with customer needs. This means carefully considering the product offered (product), competitive pricing (price), efficient distribution strategies (place), and effective promotion (promotion). Good management of these four elements allows companies to optimize their position in the market in a more strategic way (Dr. Rosida Panuki Adam et al., n.d.).

### **Product**

A product is something that a company offers to consumers to attract consumers' attention to be noticed, owned, used or consumed, in order to meet the needs or desires of its market (Haryanto et al., 2022). The indicators of the product are:

1. Product Variation
2. Product Quality
3. Product Design
4. Product packaging

### **Price**

Price is the most important thing that consumers often consider before buying a product. (Khusnul Khotimah, 2021) explains that price is the willingness of consumers to pay a certain amount of money to get a product. So to get the desired product, consumers are willing to pay a certain amount of money. The price indicators are:

1. Affordability of Prices
2. Price and Product Quality Correspondence
3. Competitive Pricing
4. Benefits of Price Matching

## **Place**

Place (distribution channel) is an action that a business takes in distributing products to target consumers (Khusnul Khotimah, 2021). In terms of distribution, the company must have an appropriate strategy to enable the provision of goods to the market smoothly according to the company's expectations. Shopee provides an efficient distribution channel through a wide logistics system and delivery network. Ease of access and speed of delivery are determining factors in purchasing decisions. The indicators of place/distribution channels are:

1. Ease of Access
2. Shipping Facilities
3. Shipping Time Information
4. Ease of Package Tracking

## **Promotion**

Promotion is an activity carried out by a company in conveying product benefits and persuading target consumers to buy products (Khusnul Khotimah, 2021). Promotion is the delivery of clear information about the benefits and advantages of a product, and persuading consumers to decide to buy the product offered amidst the many choices available on the market. The promotion indicators are:

1. Product advertisements on Shopee
2. Consumer reviews and testimonials
3. Influencers or endorsements
4. Promo notifications in the application

## **Purchase Decision**

(Darmansah & Yosepha, 2020) In the decision-making process, a buying decision is the point at which customers choose to actually buy something of a product. A purchase decision is part of consumer behavior, both individually and in groups, in choosing, buying, and using goods, services, ideas or knowledge with the aim of fulfilling their needs (Khusnul Khotimah, 2021). So the purchase decision is how consumers choose, buy, and use goods or services in order to fulfill their needs and desires.

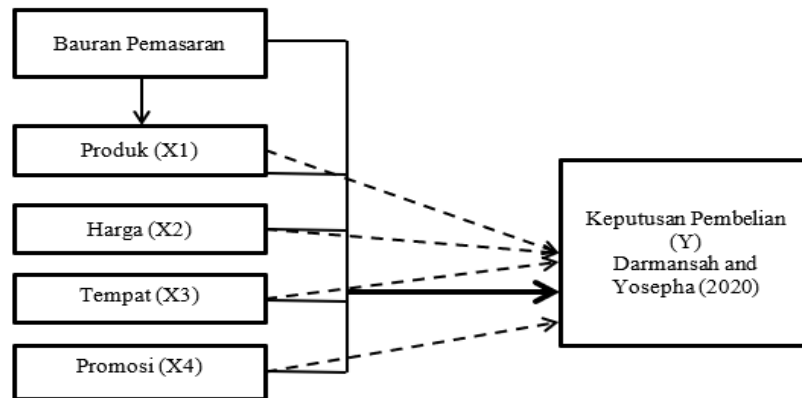
The following are the indicators for purchasing decisions::

1. Product Choice
2. Brand Choice
3. Distributor Choice
4. Purchase Time and Amount
5. Payment Method

## **Purchasing Decision Process**

The consumer decision process is a series of stages that consumers go through when choosing whether to purchase or utilize a product or service. The purchasing decision process consists of 5 stages, namely: recognizing problems, obtaining data, assessing options, making a purchase, and taking action after a purchase (Yahya & Sukandi, 2022)

### Thinking Framework



(Kotler et al., 2020)

Figure 1. Framework of Thought

### Hypothesis

Based on the theory and framework of thought above, several hypotheses can be formulated as follows:

1. The marketing mix consisting of product, price, place and promotion simultaneously has a significant effect on skincare purchasing decisions on Shopee.
2. Product has a significant effect on skincare purchasing decisions on Shopee.
3. Price has a significant effect on skincare purchasing decisions on Shopee.
4. Place has a significant effect on skincare purchasing decisions on Shopee.
5. Promotion has a significant effect on skincare purchasing decisions on Shopee.

### METHODOLOGY

Based on the classification of its objectives, this research is included in the quantitative type because this research is intended to show the relationship (cause and effect) relationship the variables under investigation, which also illustrates the kind and formulation of the problem that needs to be investigated in order to find the solution ((Sugiyono, 2018) The researcher conducted a survey to collect data in the field. The data collection technique was by distributing questionnaires via Google Form. The results of the study tend to be generalized. The variables in this study are:

#### 1. Independent Variable

The marketing mix, which includes product (X1), price (X2), place (X3), and promotion (X4), is the study's independent variable (X). Product variation, product quality, product design, and product packaging are the four indicators used in product measuring (X1). Price measurement (X2) uses 4 indicators, namely: price affordability, price suitability with product quality, price competitiveness, price suitability with benefits. Place measurement (X3) uses 4 indicators, namely: ease of access, shipping facilities, shipping time information, ease of package tracking. Promotion measurement (X4) uses 4 indicators, namely:

product advertisements on Shopee, consumer reviews and testimonials, influencers or endorsements, promo notifications on the application.

## 2. Dependent Variable

The dependent variable (Y) in this study is the purchasing decision consisting of several indicators, namely: product choice, brand choice, distributor choice, time and amount of purchase, payment method.

The population of this study is all people in Ampara City who have bought skincare on Shopee. The sampling technique to determine the sample to be used in this study uses the purposive sampling technique. The sample in this study is consumers who have bought skincare on Shopee whose number is unknown. The researcher uses Roscoe's viewpoint in order to calculate the number of samples in (Sugiyono, 2017) which states that if this study uses multivariate analysis (for instance, multiple regression or correlation), then the sample size is at least 15 times the number of variables under study. Based on the computation's findings, 75 responders were found.

This study uses the SPSS (Statistical Program for Social Science) software application version 27.0 which is used to analyze the effect of the marketing mix on purchasing decisions. The method of data analysis employed in this study is analysis of multiple linear regression. (Sutrisna & Rahwana, 2021) The use of multiple linear regression by researchers to predict how the dependent variable will rise and fall, if two or more independent variables as predictor factors are manipulated (increased and decreased in value). Multiple linear regression analysis is used to calculate the effect between independent and dependent factors. Researchers use the following formula in multiple linear regression analysis to determine how independent variables (X1), price (X2), place (X3), and promotion (X4) affect the dependent variable, purchase decisions (Y): The following is a mathematical description of the multiple linear regression statistical analysis tool's formulation form:

$$Y = a + b_1 X_1 + b_2 X_2 + \dots + b_k X_k + e$$

Furthermore, the above formulation, if applied to this research model, is as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + e$$

## RESULTS

### Multiple Linear Regression Analysis

Table 1. Multiple Linear Regression Results

Dependent variable Y = Purchase Decision					
Independent variables	Unstandardized Coefficients		Standardized Coefficients	T	Sig
	B	Std. Error	Beta		
(Constan)	2.868	.709		4.046	.000
X1 Product	.338	.062	.312	5.461	.000
X2 Price	.197	.056	.198	3.504	.001
X3 Place	-.110	.049	-.110	-2.266	.027
X4 Promotion	.663	.050	.653	13.167	.000
R	= 0,957		sig = 0,000		
R Square	= 0,916		α = 0,05		
Adjusted R Square	= 0,911				

From the calculation of the results of examination of multiple linear regression using the help of the SPSS program, the equation function can be compiled as follows:

$$Y = 2.868 + 0.338 + 0.197 - 0.110 + 0.663$$

## DISCUSSION

### a) Simultaneous Hypothesis Testing

The simultaneous hypothesis This study claims that " Purchase decisions are greatly influenced by the marketing mix, which consists of product, price, place, and promotion. ". Based on the results of the F-test, a value of 0.911 was obtained with a sig value of 0.000, meaning If the hypothesis is accepted since the result is less than the necessary value, which is  $\alpha = 0.05$ . This indicates that the marketing mix variables (X), which include product (X1), price (X2), place (X3), and promotion (X4), have a major impact on judgments about what to buy (Y). Thus, the first hypothesis is declared accepted.

### b) Partial Product Hypothesis Testing

The second hypothesis in According to this report, " Products have an impact on decisions to buy. " The results of the price variable calculation (X2) show a significant level value of  $t = 0.000$ . When compared with  $\alpha$  (0.05) the number  $0.000 < 0.05$  therefore the hypothesis is accepted. This means that the price dimension (X2) has a significant effect on purchasing decisions. Thus the second hypothesis is declared accepted.

### c) Partial Price Hypothesis Testing

The third hypothesis in this study states that "price influences purchasing decisions" The results of the product variable calculation (X2) show a significant level value of  $t = 0.000$ . When compared with  $\alpha$  (0.05) the number  $0.000 < 0.05$  therefore the hypothesis is accepted. This means that the product dimension (X2) has a significant effect on purchasing decisions. Thus the third hypothesis is deemed approved

### d) Partial Place Hypothesis Testing

According to the study's fourth hypothesis, "place influences purchasing decisions" The outcomes of the calculation of the place variable (X4) show a significant level value of  $t = 0.000$ . When compared with  $\alpha$  (0.05) the number  $0.000 < 0.05$  therefore the hypothesis is accepted. This means that the dimensions of the place (X4) have a significant effect on purchasing decisions. Thus the fourth hypothesis is declared accepted.

### e) Partial Promotion Hypothesis Testing

According to this study's fifth hypothesis, "promotion influences purchasing decisions" The results of the calculation of the product variable (X1) show a significant level value of  $t = 0.000$ . When compared with  $\alpha$  (0.05) the number  $0.000 < 0.05$  therefore the hypothesis is accepted. This means that the dimensions of the product (X1) have a significant effect on purchasing decisions.

## **CONCLUSIONS**

1. Shopee shoppers in Ampana City are greatly influenced by the marketing mix, which consists of product, price, place, and promotion all at once. The marketing mix had a 91.1% simultaneous influence on skincare purchase decisions on Shopee in Ampana City, with other factors not included in the study accounting for the remaining 8.9%.
2. The product significantly influences Ampana City shoppers' decisions to buy skincare products on Shopee. The product has a 31.2% impact on Ampana City shoppers' decisions to buy skincare products on Shopee. while other things influence the remaining 68.8%.
3. When it comes to skincare purchases on Shopee in Ampana City, price plays a big role. Price has a 19.8% impact on skincare purchases made on Shopee in Ampana City, with other factors accounting for the remaining 80.2%.
4. Shopee shoppers in Ampana City are heavily influenced by location while making skincare purchases. On Shopee in Ampana City, location has a -11% impact on skincare purchase decisions, with other factors influencing the remaining 111%.
5. Ampana City Shopee customers' decisions to buy skincare products are significantly influenced by promotions. Promotions have a 65.3 percent impact on skincare purchases made on Shopee in Ampana City, with other factors accounting for the remaining 34.7%.

## **RECOMMENDATIONS**

1. Researchers suggest that skincare sellers on Shopee pay attention to product quality, and continue to innovate in terms of content, packaging and product benefits. Shopee can also require filling in reviews after purchasing skincare products so that other buyers do not only see the stars but can assess the product better.
2. Researchers suggest that skincare sellers on Shopee provide competitive prices, and ensure that the products sold do have quality that matches the price offered.
3. Researchers suggest that Shopee and skincare sellers on Shopee can provide more accurate information regarding estimated arrival, because sometimes the estimates are not appropriate. It would be even better if the company provided notification if there were changes in the shipping process.
4. Researchers suggest that skincare sellers on Shopee maximize their promotional strategies to attract consumers, such as discounts, shopping programs, free shipping, and holding interesting notifications that are in accordance with skincare products that are often purchased or often searched for by consumers.

## **FURTHER STUDY**

This research still has limitations, so further research is needed on the topic of The Influence of Marketing Mix on Skincare Purchase Decisions to perfect this research and increase insight for readers and writers.



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