Product Quality and Promotion on Purchase Decisions of Local Skincare: A Case Study of The Originote Consumers in Kelapa Dua, Depok

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Abstract

This study aims to examine the influence of product quality and promotion on purchase decisions for The Originote local skincare products among consumers in Kelapa Dua, Depok. The research is motivated by the growing competition in the skincare industry and the shift in consumer behavior toward more selective purchasing decisions. A quantitative approach was employed using a survey method, with questionnaires distributed to 137 respondents. Multiple linear regression analysis was applied to test both partial and simultaneous effects of the independent variables (product quality and promotion) on the dependent variable (purchase decision). The findings reveal that both product quality and promotion have a positive and significant impact on purchase decisions, individually and collectively. These results suggest that companies should prioritize improving product quality and implementing targeted promotional strategies to sustain and enhance consumer buying interest.

Keywords: Product Quality, Promotion, Purchase Decision, Skincare, The Originote.

1. Introduction

The cosmetics and skincare industry in Indonesia has experienced significant growth in recent years. This development is driven by the increasing awareness of the public, particularly among younger generations, regarding the importance of skincare not only for health but also as a lifestyle and a means of enhancing personal appearance (Hasanah & Setyawan, 2024). Skincare products have shifted from being considered supplementary to becoming essential daily needs across different age groups and genders.

Modern consumers are becoming more selective in choosing skincare products. Their considerations extend beyond price to include active ingredients, perceived benefits, user testimonials, and the marketing strategies employed by companies (Kotler & Keller, 2021; Tjiptono, 2022). A 2021 JakPat survey published by DataIndonesia.id revealed striking differences in skincare usage patterns between men and women in Indonesia. Approximately 72% of women regularly use facial cleansers, 52% use moisturizers, and around 50% use serum, sunscreen, and night cream. In contrast, only 37% of men regularly use facial cleansers, with much lower usage rates for other products such as day cream and acne treatment. These findings indicate that women tend to have more complex skincare routines, while men typically rely on basic facial hygiene products (Nugroho & Wulandari, 2023).

The rising demand for skincare has intensified competition among both local and international brands. Companies are not only diversifying their product portfolios but also focusing on innovation in product quality and aggressive digital promotion strategies (Assauri, 2017; Wijaya, 2018). One local brand that has successfully gained prominence is The Originote. Sales data in 2024 show that The Originote ranked first in the moisturizer category, with sales

reaching 500,863 units, surpassing other popular brands such as Bioaqua and Skintific. This dominance is largely attributed to effective digital marketing strategies, including influencer endorsements and viral content on e-commerce platforms such as TikTok Shop (Lim et al., 2023). Market insights from Magpie further reported that The Originote controlled approximately 3–4% of the national moisturizer market share in the third quarter of 2024, with an estimated market value of IDR 815.12 billion.

In terms of consumer behavior, product quality remains one of the most influential factors affecting purchase decisions. Skincare quality is assessed based on several aspects, including the safety of active ingredients, hygienic packaging, and product effectiveness (Garvin in Kotler & Keller, 2020; Ernawati, 2019). Consumer trust in product quality also enhances loyalty and word-of-mouth recommendations (Windarti & Ibrahim, 2017; Brata et al., 2017). However, high quality alone does not always guarantee purchase decisions, especially when a product is not widely recognized. Promotion, therefore, plays a crucial role in building brand image, increasing awareness, and influencing consumer decisions (Umami et al., 2019; Sudarma, 2018).

In the digital era, promotion encompasses diverse strategies, ranging from social media advertisements to celebrity and influencer endorsements. Consumers are often encouraged to try new products influenced by positive reviews, engaging content, or attractive price promotions (Rachmawati & Raharjo, 2022; Madiistriyatno, 2023). Accordingly, the interaction between product quality and promotion becomes a key determinant in shaping purchase decisions (Kotler & Armstrong, 2020).

Although product quality and promotion are often considered the two main pillars influencing consumer behavior, not all brands with high quality and aggressive promotions achieve optimal sales (Wijaya & Lestari, 2023). Sales success is determined by the combination of perceived product value and the effectiveness of promotional activities (Putra & Haryanto, 2021). In practice, many skincare companies invest heavily in digital campaigns without fully understanding how these promotions affect consumer purchase decisions. This condition raises important questions regarding the extent to which product quality and promotion influence consumer purchasing behavior, as well as which factor plays a more dominant role (Tjiptono & Chandra, 2017).

Based on this background, the present study seeks to analyze the influence of product quality and promotion on consumer purchase decisions of The Originote skincare in Kelapa Dua, Depok. The findings are expected to provide a more comprehensive understanding of these factors and offer practical insights for companies in designing more effective marketing strategies (Kotler & Keller, 2020).

2. Literature Review

Product Quality

In recent years, skincare has shifted from being a secondary need to an essential lifestyle, especially for women and younger generations. The Indonesian skincare industry is growing rapidly, driven by greater awareness of skin health and appearance (Hasanah & Setyawan, 2024). In this context, **product quality** is a key factor influencing consumer choices. It refers to the extent a product meets consumer needs and expectations, covering safety, efficacy, ingredients, packaging, and compliance with health standards (Kotler & Keller, 2021; Ernawati, 2019).

Consumers in urban areas such as Kelapa Dua, Depok, are highly selective, with broad access to online information and trends (Nugroho & Wulandari, 2023). Thus, understanding how they perceive product quality is crucial for businesses. Strategies to improve quality

include quality control, certification, product innovation, customer feedback, and benchmarking (Hidayat, 2023).

Promotion

Alongside product quality, **promotion** plays a vital role in influencing purchase decisions in the competitive skincare market (Tjiptono & Chandra, 2017). Promotion is part of the marketing mix that informs, persuades, and reminds consumers, conducted through traditional and digital platforms such as social media, influencers, and e-commerce (Kotler & Armstrong, 2020). Creative promotional strategies can shape consumer perceptions and encourage purchases (Rachmawati & Raharjo, 2022).

In Kelapa Dua, Depok, skincare demand is rising, and aggressive promotions from both local and global brands highlight the importance of effective marketing (Lim et al., 2023). Common strategies include advertising, sales promotion, and personal selling (Madiistriyatno, 2023).

Promotion Strategies

According to Madiistriyatno (2023), promotional strategies can include various approaches to
achieve marketing objectives, such as:

1) Advertising – Utilizing mass media such as television, radio, and online platforms to reach broad audiences.

2) Sales Promotion – Implementing short-term tactics such as discounts, coupons, or free gifts to encourage immediate purchases.

3) Personal Selling – Direct interactions between salespeople and consumers to influence purchase decisions.

Purchase Decision

A purchase decision is a key stage in consumer behavior, representing the conscious choice of an individual or group in selecting products or services to buy. Kotler and Keller (2016) define purchase decision as the consumer's action of choosing one product among several alternatives based on rational and emotional considerations. In the case of skincare, purchase decisions are influenced not only by the fundamental need for skin care but also by consumer perceptions of product quality and the effectiveness of promotional strategies (Putra & Haryanto, 2021).

The process of making a purchase decision generally consists of several stages: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Schiffman & Wisenblit, 2019). For skincare consumers, particularly in Kelapa Dua, Depok, this process tends to be more complex because skincare products are directly related to health and physical appearance. Thus, consumers tend to be more selective, seeking detailed information about product ingredients, effectiveness, safety, and user testimonials before making a purchase (Windarti & Ibrahim, 2017).

In this study, purchase decision is conceptualized as the dependent variable influenced by product quality and promotion. Product attributes such as ingredients, packaging, durability, and overall benefits directly shape consumer perceptions, while effective promotional strategies—ranging from social media campaigns, discounts, and celebrity endorsements to digital marketing campaigns—strengthen product appeal and drive purchase intention (Wijaya & Lestari, 2023).

3. **Research Methode**

This research utilized both quantitative and qualitative data. Quantitative data were obtained from respondents' statements in questionnaires and converted into measurable scores, while qualitative data consisted of descriptive explanations that could not be numerically measured. The data sources were divided into two types: primary data, gathered directly from the original sources through observation, interviews, and questionnaires; and secondary data, obtained indirectly through literature, reference books, and previous research findings. To ensure reliable data collection, several techniques were employed, including structured interviews with skincare consumers in Kelapa Dua, Depok; distribution of questionnaires using a Likert scale to measure levels of agreement; direct observation of company conditions and activities; and documentation of supporting information such as employee records and attendance lists.

To validate the research model, several statistical assumption tests were conducted, focusing on normality testing of residuals in the regression model. The normality test aimed to determine whether standardized residual values followed a normal distribution, using graphical analysis (histograms and normal probability plots) and the Kolmogorov-Smirnov test. A bell-shaped histogram or data points following the diagonal line in a normal P-P plot would indicate normally distributed data. Additionally, the Kolmogorov-Smirnov test confirmed normality when the significance value (Sig.) exceeded the alpha level (α), ensuring that the regression model met statistical assumptions. These methodological approaches strengthened the accuracy, validity, and reliability of the findings.

4. **Results**

Multikolinearity Test

Tabel. 1 *Variance Inflation Factor (VIF)*

Model	Collinearity Statistics	
	Tolerance	VIF
Quality Product (X1)	0.423	2.364
Promotion (X2)	0.423	2.364

Sourche: Data Result 2025

Based on Table, the Tolerance values for variables X1 and X2 are 0.423, which is higher than the minimum threshold of 0.10. Furthermore, the Variance Inflation Factor (VIF) values for both variables are 2.364, which remain well below the maximum acceptable limit of 10. These results indicate that the independent variables used in the regression model do not exhibit problematic correlations with each other.

Therefore, it can be concluded that the regression model is free from multicollinearity issues among the independent variables. This finding ensures that each independent variable contributes uniquely to the model, thereby enhancing the validity and reliability of the regression analysis.

Multiple Linear Regression Analysis

Tabel. 2 Multiple Linear Regression Analysi

Model	Unstandardized Coefficients		Unstandardized Coefficients		
	B	Std.Error	Beta	T	Sig

(Constant)	4.449	1.668		2.666	0.009
Quality Product (X1)	0.493	0.069	0.491	7.167	0.000
Promotion (X2)	0.391	0.063	0.422	6.160	0.000

Dependent Variable: Purchase Decision

Sourche: Data Result 2025

Based on Table, the multiple linear regression equation obtained in this study is as follows:

$$Y = 4.449 + 0.493 X1 + 0.391 X2$$

1. **Constant (intercept) = 4.449**. This means that if the values of X1 and X2 are zero, the baseline value of Y is estimated at 4.449. This represents the initial value before considering the effects of the independent variables.
2. **Coefficient X1 = 0.493**. This indicates that for every one-unit increase in product quality, the purchase decision increases by 0.493 units, assuming other variables remain constant. This demonstrates that product quality has a positive effect on skincare purchase decisions.
3. **Coefficient X2 = 0.391**. This indicates that for every one-unit increase in promotion, the purchase decision for skincare products increases by 0.391 units, assuming other variables remain constant. This shows that promotion has a positive effect on skincare purchase decisions.

T test

Tabel. 3 T Test Pertial

| Model	Unstandardized Coefficients		Unstandardized Coefficients		
	B	Std.Error	Beta	T	Sig
(Constant)	4.449	1.668		2.666	0.009
Quality Product (X1)	0.493	0.069	0.491	7.167	0.000
Promotion (X2)	0.391	0.063	0.422	6.160	0.000

Based on Table, the t-value for the product quality variable (X1) is 7.167, which is greater than the t-table value of 1.978, and the significance value is 0.000, which is less than the 0.05 significance level. Based on these results, H0 is rejected for the product quality variable, indicating that, partially, product quality has a positive and significant effect on the purchase decision of skincare products.

Picture. 1 Decision-Making Criteria Partial t-Test for Variable X1
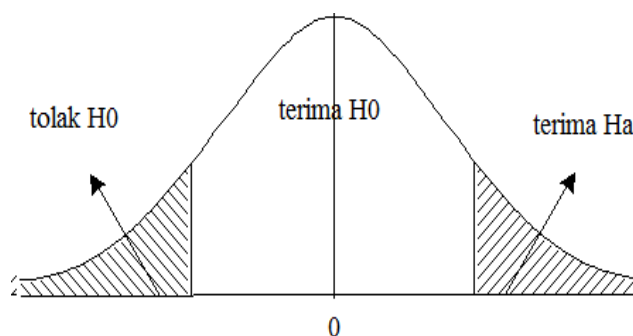
Based on Table. 3, the t-value for the promotion variable (X2) is 6.160, which is greater than the t-table value of 1.978. Additionally, the significance value is 0.000, which is below the 0.05 threshold. Based on these results, H0 is rejected for the promotion variable, indicating that, partially, promotion has a positive and significant effect on the purchase decision of skincare products. This suggests that effective promotional strategies play an important role in influencing consumers' purchasing behavior.

Picture. 2 Decision-Making Criteria Partial t-Test for Variable X2
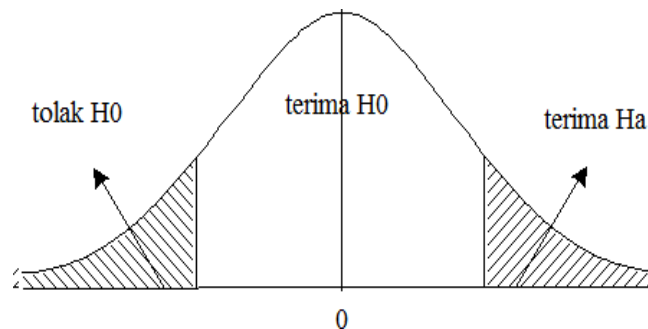
Coefficient of Determination (R²)

Tabel. 4. Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std.Error of the Estimate
1	0.857[a]	0.734	0.730	3.933

Predictors: (Constant), Product Quality (X1), Promotion (X2)
Dependent Variable: Purchase Decision

Based on Table 4.12, the R-square value is 0.734, equivalent to 73.4%. This indicates that the combined contribution of product quality (X1) and promotion (X2) explains 73.4% of the variation in consumers' purchase decisions for skincare products. In other words, these two independent variables play a dominant role in influencing purchasing behavior.

The remaining 26.6% of the variation (calculated as 100% - 73.4% = 26.6%) is explained by other factors not included in this regression model. These may include variables such as brand image, price perception, personal preferences, or social influences, suggesting that while product quality and promotion are significant, other external factors also contribute to consumer decision-making.

5. **Discussion**

Effect of Product Quality on Purchase Decision

The t-test results show that product quality significantly affects purchase decisions, with a t-value of 7.167 and a significance level of 0.000 ($p < 0.05$). This indicates that, individually, the higher consumers perceive the quality of The Originote products, the greater their likelihood of purchasing them. Consumers reported a sense of confidence and satisfaction after using the products, particularly due to the presence of active ingredients such as niacinamide and ceramide, clear and informative packaging, and results consistent with the product claims. Body Note: Product quality is not only a measure of tangible attributes like formulation and packaging but also encompasses consumer trust and perceived efficacy, which are crucial in skincare products that directly interact with the skin (Umami, Handayani, & Pramudito, 2019; Ernawati, 2019).

Moreover, the findings demonstrate that product quality directly contributes to consumer loyalty and repeated purchase behavior. Consumers are more likely to recommend high-quality products to others, creating positive word-of-mouth effects. Therefore, maintaining high product quality is critical for sustaining market competitiveness in the local skincare industry. Body Note: This aligns with Kotler & Keller (2020), who emphasize that perceived product quality is a fundamental determinant of consumer decision-making and brand equity, particularly in health- and beauty-related products.

Effect of Promotion on Purchase Decision

The results of the t-test also indicate that promotion significantly influences purchase decisions, with a t-value of 6.160 and a significance level of 0.000 ($p < 0.05$). Promotional activities by The Originote, including digital advertisements, discount campaigns, and influencer endorsements, effectively captured consumer attention and enhanced brand awareness. Body Note: Promotion functions not only as an informative mechanism but also as a persuasive tool, providing motivation and urgency that guide consumers from initial interest to actual purchase (Lim, Radzol, Cheah, & Wong, 2023; Tjiptono, 2022).

Furthermore, respondents stated that promotional activities often encouraged them to make immediate purchases and contributed to a higher recognition of The Originote compared to competing brands. This demonstrates that promotion strategically complements product quality by reinforcing the perceived value and visibility of the product. Body Note: The integration of promotional strategies into marketing campaigns is consistent with marketing theory, which views promotion as a central driver in converting consumer awareness and preference into tangible buying behavior (Kotler & Keller, 2021).

Simultaneous Effect of Product Quality and Promotion on Purchase Decision

The F-test results reveal that product quality and promotion together have a significant effect on purchase decisions, with an F-value of 184.859 and a significance level of 0.000 ($p < 0.05$). This indicates that the combination of quality assurance and effective promotional strategies strongly shapes consumer purchasing behavior. Body Note: The simultaneous influence of these variables illustrates a synergistic effect where product quality builds trust and satisfaction, while promotion enhances awareness and urgency, ultimately reinforcing purchase intention (Wijaya & Lestari, 2023; Madiistriyatno, 2023).

Additionally, the results suggest that these two factors complement each other, as consumers are more likely to act when both the product meets quality expectations and the marketing communication is effective. Local skincare businesses can leverage this dual approach as a foundational strategy in their marketing efforts. Body Note: This reflects marketing theory principles where multiple elements of the marketing mix interact to strengthen consumer perception and decision-making, emphasizing the importance of integrated product and promotion strategies (Kotler & Armstrong, 2020).

Coefficient of Determination (R²)

The R Square value of 0.734 indicates that 73.4% of the variation in purchase decisions can be explained by product quality and promotion. This suggests that these two independent variables play a dominant role in influencing consumer behavior. Body Note: R^2 represents the proportion of variance accounted for by the model, highlighting the model's explanatory power in predicting consumer responses to product and promotional strategies (Sudarma, 2018).

The remaining 26.6% of variation is attributed to other factors outside this model, such as price, brand reputation, user reviews, or external market conditions not analyzed in this study. The Adjusted R Square value of 0.730 further confirms that the regression model is valid and stable even with only two independent variables. Body Note: A high adjusted R^2 underscores the reliability and robustness of the model in explaining the relationship between

product quality, promotion, and purchase decisions, supporting its practical application for strategic marketing decision-making in the Kelapa Dua, Depok market (Umami, Handayani, & Pramudito, 2019).

6. **Conclusion**

Based on the results of data analysis and discussion, it can be concluded that both product quality and promotion have a positive and significant effect on the purchase decisions of The Originote consumers in Kelapa Dua, Depok. Product quality significantly influences purchase decisions, with a t-value of 7.167 and a significance level of 0.000 ($p < 0.05$), indicating that the higher the consumers' perception of The Originote's product quality, the greater the likelihood of purchase. Similarly, promotion also exerts a significant impact, with a t-value of 6.160 and a significance level of 0.000 ($p < 0.05$). Digital promotional strategies, such as social media advertising, influencer endorsements, and discounts, are effective in enhancing brand awareness and motivating consumer purchase actions.

Furthermore, product quality and promotion jointly have a significant influence on purchase decisions, as evidenced by an F-value of 184.859 and a significance level of 0.000 ($p < 0.05$). This demonstrates that these variables complement each other in shaping consumer confidence, motivation, and actual buying behavior. The R Square value of 0.734 indicates that 73.4% of the variation in purchase decisions can be explained by product quality and promotion, while the remaining 26.6% is affected by other factors outside the model, such as price, brand reputation, consumer reviews, or external market conditions. Therefore, both product quality and promotion should be prioritized by The Originote when designing more effective and sustainable marketing strategies.

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