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**THE EFFECT OF PRODUCT QUALITY, ENDORSEMENT
INFLUENCER, AND PROMOTION OF THE PURCHASE DECISION
OF VAVL BEAUTE SKINCARE IN KENDAL DISTRICT**

Sukmawati Setyo Putri¹⁾, Euis Soliha²⁾

^{1) 2)}Faculty of Economics and Business, Stikubank University Semarang

Email : sukmawatisetyoputri@gmail.com, euissoliha@edu.unisbank.ac.id

ABSTRACT

This research measures the effect of product quality, influencer endorsement and promotion on purchasing decisions. This research was conducted on vavl beaute skincare consumers in Kendal Regency. The sampling technique for respondents is by applying a purposive sampling technique, using the following criteria: buyers or users who are at least 17 years old, buyers or users who have purchased or used vavl beaute skincare products. The data pooling method used a questionnaire that had been tested for validity and reliability. Data analysis in this research uses multiple linear regression analysis which intends to measure product quality, influencer endorsement and promotion variables on purchasing decisions. The research results show that influencer endorsements have no effect on purchasing decisions, while the results of research on product quality and promotion had a positive and significant effect on purchasing decisions.

Keywords: *Product Quality, Endorsement Influencer, Promotion, Purchase Decision*

INTRODUCTION

Now skin health is becoming a very important thing for women or men. A person will feel more confident if he has healthy, smooth, clean and bright skin. To get healthy skin, a person needs to do skin care by visiting a beauty clinic or by using skin care products. Vavl beaute is a new local brand centered in East Java, the vavl brand was established in 2019. Vavl beaute began to be known by many people in Central Java including in Kendal Regency, namely at the end of 2020. The following is sales data for vavl beaute Kendal in October 2020 - November 2021, which are as follows:

Table 1. Sales Data for Vavl Beaute Kendal

Month	Sales (Rp)	The increase decrease	Percentage
October	Rp. 5.270,000	-	-
November	Rp. 5,841,100	Rp. 571,100	0.09%
December	Rp. 7,322,000	Rp. 1,480,900	0.20%
January	Rp. 7,770,000	Rp. 448.000	0.05%
February	Rp. 5,874,500	- Rp. 1,895,500	- 0.32%
March	Rp. 3,112,000	- Rp. 2,762,500	- 0.88%
April	Rp. 3,434,000	Rp. 322,000	0.09%
May	Rp. 2,186,500	- Rp. 1,247,500	- 0.57%
June	Rp. 2,881,000	Rp. 694,500	0.24%
July	Rp. 3,028,000	Rp. 147,000	0.04%
August	Rp. 2.410,000	- Rp. 618.000	- 0.25%
September	Rp. 2,337,800	- Rp. 72,200	- 0.03%
October	Rp. 4,128,100	Rp. 1,790,300	0.43%
November	Rp. 4,253,000	Rp. 124,900	0.02%

Source: Kendal Vavl Beaute Sales

Based on the table above shows that the number of sales of vavl beaute fluctuates. In 2021, a significant decline occurred in March, namely sales turnover decreased by Rp. 2,762,500. The decline in sales turnover was caused by several factors, namely because there were many new competitors so that it had an impact on decreasing purchasing decisions on vavl beaute products.

The customer's purchase decision is an important factor in determining the existence of a company. Entrepreneurs when practicing their business activities in order to be firm in the competition, must focus on paying attention to customer orientation, namely about what entrepreneurs should do in order to detect their customers and ensure customers make purchasing decisions. The buying behavior of a consumer is an individual or unique event, because the priority of each customer for a product is different. These events can be influenced by several factors including product quality, influencers, promotions and other factors. Entrepreneurs must know what variables make up consumer considerations in carrying out purchasing decisions.

According to Assauri (2018:211) Product quality is a matter that must get the main concern from the company/producer, considering that the quality of a product has a close relationship with the problem of customer satisfaction, which is the purpose of the marketing activities carried out by the company. Apart from having quality products, promotion is also very important to gain market share. Promotion can be done online or offline.

Promotion is the determining factor for the success of marketing programs. Promotion is an element of the marketing mix centered on how to inform, seduce, and reawaken consumers to the company's brands and products (Tjiptono, 2015: 387). Promotions on social media are of various types, starting from content, videos, challenges, to collaborating with influencers as an option to attract consumer interest.

Now the existence of influencers is very supportive of business activities. Influencers are people who have the ability to influence other people to buy certain products. To get attention on social media, Vavl Beaute collaborates with several influencers who are popular and have expertise in reviewing care products, namely personal care and skincare. Consumers will first see product reviews from influential figures such as influencers who have used the product.

From the results of previous research, several findings indicate a research gap, namely in research conducted by Anggraeni and Soliha (2020) explaining that product quality variables have a positive and significant effect on purchasing decision variables. However, it is different from the research by Krisnawati and Mahmud (2017) which explains that the product quality variable does not have a positive and significant effect on the purchasing decision variable.

According to research conducted by Muzaki and Prijati (2017) explains that the endorse variable has a positive and significant effect on the purchasing decision variable. However, this is different from the research by Setiawan and Rabuani (2019) which explains that the endorse variable has no effect on the purchase decision variable.

According to research conducted by Ernawati (2019), it is explained that the promotion variable has a positive and significant effect on the purchasing decision variable. But it is different from the research of Hasbiyadi et al. (2017) which explains that the promotion variable has no effect on the purchasing decision variable.

Regarding the problems contained in this study, namely how the influence of product quality, influencer endorsements and promotions on purchasing decisions.

LITERATURE REVIEWS

a. Buying decision

According to Kotler and Keller (2009) in the journal Anggraeni and Soliha (2020) define purchasing decisions as a process in solving problems that include reviewing or identifying needs, desires, seeking information, assessing and selecting sources regarding purchase options, purchase needs, and post-purchase behavior.

Meanwhile, according to Setiadi (2008:415) in the journal Lubis et al (2017) purchasing decisions are an integration process combined with understanding to evaluate two or more options and determine one of them.

According to Kotler and Keller (2012) purchasing decisions have 6 indicators, namely:

1. Product selection
2. Brand choice
3. Dealer choice
4. Purchase amount
5. Purchase time
6. Payment method

b. Product quality

Product quality is an affirmation of the level of strength of a particular brand or product in realizing the expected function. Product quality shows the scale and durability of the product, trustworthiness, product precision, simple to operate and maintain as well as other assessed attributes (Assauri, 2018: 211-212).

Meanwhile, according to Tjiptono (2008) in the journal Anggraeni and Soliha (2020) product quality is a customer-centered view of quality. Finally, it can be stated that a seller has provided quality if the product or service provided by sales is sufficient or exceeds what consumers expect.

Product quality indicators according to Tjiptono (2008) are:

1. Performance
2. Durability
3. Conformance to specifications
4. Features
5. Reliability
6. Aesthetics
7. Perceived quality

c. Endorsement Influencers

Endorsement or commonly referred to as Endorse according to Shimp (2008:250) in the journal Muzaki and Prijati (2017), namely "advertising stars who can support an advertised product or service". Endorsements are divided into two types, namely:

1. Celebrity endorsers is a famous person or from among the artists appointed by the company to disclose information about its products or services.
2. Typical person endorser are ordinary people or not celebrities. This type is generally used in testimonial promotion motifs to attract customer trust.

Influencers, stems from the word Influence which means influence or can influence a person, thing and situation. In social media, an individual who has a large number of followers and can influence the character, attitudes and behavior of his followers can be called an Influencer (Enberg, 2018: 83).

According to Hovland, Janis and Kelly (1953) the influencer indicator can be researched based on credibility which consists of three indicators, namely:

1. Trust
2. Skills
3. Attraction

d. Promotion

Promotion is an element of all marketing activities that can be authorized to offer, invite and put memories of the products sold by the company in the minds of consumers (Sanyoto Danang, 2012: 154). Carrying out promotional activities requires a strategy so that the product can be known by the public in an effort (increasing brand awareness) and finally encouraging sales. Advances in technology today with the use of the internet, promotions can be done online or offline. Marketers are now doing a lot of promotion using social media.

According to Kotler and Keller (2016: 642) social media is an instrument or a way for consumers to provide information in written, illustrated, audio, image or video formats with other people. Using social media can encourage consumers from searching for information to buying behavior (Mangold and Faulds, 2009).

According to Kotler and Armstrong (2000) there are five promotion indicators, namely:

1. Advertisement
2. Sales promotion
3. Private sale
4. Direct marketing

e. Research Hypothesis 1. Product Quality Relationship and Purchase Decision

Kotler and Armstrong (2008) say product quality is the capability of a product in carrying out its duties and functions that involve durability, reliability, accuracy, ease of operation and repair and other attributes. Customers have desires or expectations for the quality of products produced by marketers through advertising and other marketing motivations. In making a purchase, a consumer generally thinks and hopes that the product he buys can be useful. Products are considered useful for consumers if the product has the capability to meet consumer needs and desires.

Based on the results of research conducted by Chandra and Santoso (2019), Anggraeni and Soliha (2020) explain that product quality variables have a positive effect on purchasing decisions. Therefore, companies must focus more on product quality so that they are not inferior to competitors' products. Because the higher the quality of the product, the consumer will certainly make a purchase decision.

Based on these assumptions, the research can conclude the following hypotheses:

H1: Product Quality Has a Positive Effect on Purchase Decisions 2. Influencer Endorsement Relationship and Purchase Decision

The term endorsement is usually used when you see a public figure, celebrity or influencer who offers a particular product or service with good testimonials. According to Haryanti and Wirapraja (2018), an influencer is someone who is quite popular or an influential figure in social media and has a large number of followers and the events they provide on social media can encourage or reciprocate the behavior of their followers. An influencer can influence a person's behavior in decision making.

Based on the results of research conducted by Muzaki and Prijati (2017), Afandi et al (2021), and Pratiwi and Patrikha (2021) explain that the Endorsment Influencer variable has a positive effect on purchasing decisions. Therefore, this influencer endorsement is a tool that is often used to disseminate information on certain brands, products or services. In this way, it is hoped that it can provide awareness and attract potential customers to want to buy or use the recommended product.

Based on these assumptions, this research can conclude the following hypotheses:

H2: Endorsement Influencers have a Positive Effect on Purchase Decisions 3. Relationship between Promotion and Purchase Decisions

According to Ginting (2012: 10) promotion is all activities of producing companies to increase the value of their products and to seduce and lure consumers to buy their products. Promotion is a way to disseminate and recommend a product or service with the intention of attracting potential customers to buy or use it. Through promotion, the producer or distributor hopes that sales will increase.

Based on the results of research conducted by Nurhayati, Siti (2017), Ariyanto et al (2020) explain that promotions have a significant effect on purchasing decisions. The more

aggressive and creative companies do promotions, the more consumers will make purchasing decisions.

Based on these assumptions, this research can conclude the following hypotheses:

H3: Promotion has a positive effect on purchasing decisions

RESEARCH METHODS 1. Data and Data Sources

The data used in this research is primary data obtained directly from the informants/respondents who filled out the questionnaires/questionnaires and the respondents were recorded to have purchased or used Vavl Beaute skincare products at least once. Researchers used 100 respondents, namely vavl beaute consumers in Kendal Regency.

2. Population and Sample

The population used for this research are customers of Vavl Beaute skincare products in Kendal Regency. In this study, the population size is unknown.

This sampling technique uses the Purposive Sampling technique, which means that in collecting data on respondents, certain characteristics are used for non-random sampling as consideration, and the sample to be taken is from consumers of Vavl Beaute skincare products in Kendal Regency. Sampling in this research was carried out to consumers or customers of Vavl Beaute in Kendal Regency with the following criteria:

1. Buyers or users who are at least 17 years old.
2. Buyers or users who have bought or used Vavl Beaute skincare products.

DATA, DISCUSSION, AND RESULT 1. Validity Test and Reliability Test

Tabel 2. Validity Test Result

No	Variable	Value KMO	Indicator	Componen Matrix	Description
1.	Product Quality (X1)	0,828	Performance	0,723	Valid
			Durability	0,779	Valid
			Conformance to specifications	0,637	Valid
			Features	0,705	Valid
			Reliability	0,641	Valid
			Aesthetics	0,722	Valid
			Perceived quality	0,802	Valid
2.	Endorsement Influencer (X2)	0,586	Trust	0,804	Valid
			Skills	0,942	Valid
			Attraction	0,839	Valid
3.	Promotion (X3)	0,655	Advertisement	0,568	Valid
			Sales promotion	0,786	Valid
			Private sale	0,842	Valid
			Direct marketing	0,788	Valid
4.	Purchase Decision (Y)	0,790	Product selection	0,711	Valid
			Brand choice	0,602	Valid

		Dealer choice	0,748	Valid
		Purchase amount	0,618	Valid
		Purchase time	0,704	Valid
		Payment method	0,792	Valid

Source : Processed Data, 2021

Validity testing carried out in this research is by applying factor analysis. If the KMO (Keiser-Meyer-Olkin) value is greater than 0.5 and the Loading factor item has a value greater than 0.4, it is declared valid and worthy of further study.

Tabel 3. Reliability Test Result

Variable	Cronbach Alpha	Standar Reliabel	Description
Product Quality	0,834	0,70	Reliable
Endorsement Influencer	0,821	0,70	Reliable
Promotion	0,744	0,70	Reliable
Purchase Decision	0,749	0,70	Reliable

Source : Processed Data, 2021

The results of reliability testing on product quality, influencer endorsement and promotion variables on purchasing decisions have a Cronbach alpha value of more than 0.70 so that product quality, influencer endorsement and promotion variables on purchasing decisions are reliable.

2. Multiple Linear Regression Analysis

Tabel 4. Multiple Linear Regression Analysis Results

Model	Adj. R Square	Uji F		Uji t		Description
		F	Sig	B	Sig	
	0,551	41,543	0,000			
Effect of product quality on purchasing decisions				0,335	0,001	Hypothesis accepted
The effect of endorsement influencers on purchasing decisions				0,175	0,326	Hypothesis rejected
Effect of promotion on purchasing decisions				0,626	0,002	Hypothesis accepted

Source : Processed Data, 2021

Multiple linear regression analysis was set to see the effect of the relationship between product quality variables (X_1), endorsement influencers (X_2), promotion (X_3) and purchasing decisions (Y).

3. Coefficient of Determination

The value of the coefficient of determination is 0.551. This situation means that the ability of the independent variable to explain the dependent variable is 55.1%. It can be interpreted that 55.1% of the variation in the dependent variable, namely purchasing decisions in the model, can be explained by the independent variables, namely product quality, influencer endorsements and promotions. While the remaining 44.9% is explained by other variables not discussed in this study such as price perceptions, reviews from other buyers, service quality and others.

4. Simultaneous Test (F Test)

Simultaneous test or F test basically tells whether all independent or independent variables included in the model have a joint effect on the dependent variable.

Based on the test results can be observed in F_{count} of 41,543 with the value of F_{table} is 2.70. So the value of $F_{count} > F_{table}$ or $41,543 > 2.70$, and a significance level of $0.000 < 0.05$, then H_0 rejected and H_a received. This shows that the variables of product quality, endorsement influencers and promotions simultaneously have a significant effect on purchasing decisions on skincare vavl beaute in Kendal Regency.

5. Hypothesis Test (t Test)

The t-test is basically carried out to prove the extent of the influence of one explanatory or independent variable individually in explaining the types of dependent variables. When the value of t_{count} greater than t_{table} and the significance value is less than 0.05 ($p < 0.05$), it can be concluded that the independent variable partially has a significant effect on the dependent variable.

Product quality variable has a positive and significant effect on purchasing decisions on vavl beaute skincare in Kendal Regency. This can be seen from the significance of product quality, namely $0.001 < 0.05$ and the value of $t_{table} = 1.98498$. Means the value of $t_{count} > t_{table}$ ($3.455 > 1.98498$). So that the hypothesis which reads that there is an effect of product quality on purchasing decisions can be accepted.

The endorsement influencer variable has no effect on purchasing decisions on vavl beaute skincare in Kendal Regency. This can be seen from the significance of the influencer endorsement, which is $0.326 > 0.05$ and the t value $t_{table} = 1.98498$. Means the value of $t_{count} < t_{table}$ ($0.988 < 1.98498$). So that the hypothesis which reads that there is an influence of endorsement influencers on purchasing decisions is rejected.

Promotional variables have a positive and significant effect on purchasing decisions on skincare vavl beaute in Kendal Regency. This can be seen from the significance of the promotion, which is $0.002 < 0.05$ and the value of $t_{table} = 1.98498$. Means the value of $t_{count} > t_{table}$ ($3.222 > 1.98498$). So that the hypothesis which reads that there is a promotion effect on purchasing decisions can be accepted.

6. Effect of Product Quality on Purchase Decisions

The results of this research show that product quality has a positive and significant effect on purchasing decisions, which means the hypothesis is accepted. The results of the study can be seen from the results of the t-test on the product quality variable, namely t_{count} of 3.455 with a significance level of 0.001, the significance of which is less than 0.05 ($0.001 < 0.05$) and the regression coefficient has a positive value of 0.335, then the hypothesis which states that "There is a positive and significant effect of product quality on purchasing decisions for skincare vavl beaute in Kendal Regency" is proven.

7. The Effect of Endorsement Influencers on Purchase Decisions

The results of this research show that endorsement influencers have no effect on purchasing decisions, which means the hypothesis is rejected. t_{count} by 0,988 with a significance level of 0.326, a significance greater than 0.05 ($0.326 > 0.05$) and the regression coefficient has a positive value of 0.175, so the hypothesis that explains that "There is a positive

influence of endorsement influencers on purchasing decisions for skincare vavl beaute in Kendal Regency" is not proven.

8. Effect of Promotion on Purchase Decision

The results of this research show that promotion has a positive and significant effect on purchasing decisions, which means the hypothesis is accepted. The results of the study can be seen from the results of the t test for the promotion variable, namely t_{count} of 3.222 with a significance level of 0.002, the significance of which is less than 0.05 ($0.002 < 0.05$) and the regression coefficient has a positive value of 0.626, hence the hypothesis which states that "There is a positive and significant effect of promotion on purchasing decisions for vavl beaute skincare in Kendal Regency" is proven.

CONCLUSION

1. Product quality has a positive and significant effect on purchasing decisions for vavl beaute skincare. This situation shows the better the quality of the product, the purchasing decision will increase
2. Influencer endorsement has no effect on purchasing decisions for skincare vavl beaute.
3. Promotion has a positive and significant impact on purchasing decisions for vavl beaute skincare. This situation shows that the more aggressive and creative the company is doing promotions, the more consumers will make purchasing decisions.

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