

Understanding Purchasing Decisions for Skintific Products through Digital Marketing, Product Diversity, and Pricing

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ABSTRACT

Increase in the number of product uses skincare global fast making brand skincare need to consider digital marketing, product innovation, and the right price to attract potential consumers. This research aims to determine the effect digital marketing, product diversity, and price on purchasing decisions. This research is quantitative research conducted through an online survey using sampling techniques purposive sampling against 100 respondents who have been determined by the criteria; product consumers skincare aged 18-35 years, domiciled in Bekasi City, and have purchased or used Skintific products. Data analysis used the SPSS version 27 application. Result of research shows that digital marketing, product diversity, and price have a partially positive and significant influence on purchasing decisions for Skintific products in Bekasi City. The results digital marketing, product diversity, and price have a positive and significant influence together or simultaneously on purchasing decisions for Skintific products in Bekasi City. The results show that the higher the digital marketing, product diversity, and price, the greater the purchasing decision.

Keywords: *Digital Marketing, Diversity, Prices, Purchasing Decisions, Product Uses*

1. INTRODUCTION

Skin care in Indonesia is currently increasing, more and more people are paying attention to appearance so that now people are more concerned about the health of their skin, aiming to prevent skin problems that have an impact on premature aging. One of the ways to take care of the skin to avoid problems is to use a series of skincare products or treatments that suit the condition and needs of the skin. The use of skin care is no longer seen based on gender, purchasing activities in the skincare industry have been reached by both women and men so that the market for skin care products is expanding. Life in an era accompanied by technology, people are facilitated with information about skincare and skin health through digital platforms or the internet so that it is easier to find skin care needs.

The increase in skin care has an effect on the increasing competition in the skincare industry. The market segment in the skincare sector in Indonesia is increasing and growing by 4.09% every year so that in January 2024 through data obtained by statista that the skincare market in Indonesia generates revenue of US\$2.76 billion, it can be interpreted that the business competition in the skincare sector is increasing [1]. Business competition is a natural thing for the industrial world, because the higher the competition, the more new brands appear, especially in products in the same field, so that the desires and needs of consumers now and in the future can meet the market.

Along with the rapid growth of technology, the internet is presented to make people's lives more sophisticated and modern. The development of technology makes the industrial world need to keep up with the times to face competition, the growing use of the internet can be used as a business marketing tool. Marketing carried out by business people through the internet in the face of competition is said to be digital marketing.

Digital marketing is used to expand and enhance traditional marketing functions [2]. The transformation of marketing from conventional to digital marketing is an opportunity for business people to introduce businesses with a wider network, not only pegged to one location but can be expanded to various cities in Indonesia, and with digital marketing, business people can increase sales to be easier, cheaper, and more effective than conventional marketing which requires energy and large costs [3]. Wider market reach has an impact on increased sales and revenue [4]. The rise of business people who use digital marketing as a marketing tool is a concern in business competition, media databooks obtained data as many as 64% of business people who use digital marketing in marketing products and services [5]. Various types of digital marketing media used in marketing products or services, advertising in social media is the most widely used media in marketing with a percentage of 82.76% [6].

The use of digital marketing in the Skintific brand in marketing its products is to utilize social media, marketplaces, and its official website. The Skintific brand has a market share of 9.7% and is ranked among the top facial skin moisturizer brands in second place [7]. The Skintific brand was also named as the main player and became a top seller of skincare in e-commerce which is part of digital marketing media [8].

Sales that use *digital marketing* as a tool to introduce products to consumers can influence the emergence of purchase decisions [9]. A well-done digital marketing has a significant effect on purchasing decisions, as it leads to an increase in consumer purchases [10]. The impact of the implementation of *digital marketing* for business people used as a marketing tool is in the form of ease in getting consumers according to the target and can increase sales effectively [11], [12] The lack of content interaction in digital marketing with consumers causes digital marketing to have no significant effect on purchasing decisions [13].

Product diversity is defined as the availability of all types of products ranging from the number of products, conformity to the alignment of desires and the availability of products offered to have by customers made by companies [14]. The diversity of products or completeness of products is needed by consumers to support the necessary needs, so that there is a positive and significant influence of product diversity on purchase decisions [15]. The influence of product diversity has a significant effect on purchasing decisions, because with the completeness of the diversity of products produced with various models and sizes, according to desires and needs [16]. The diversity of products does not have a significant influence on purchasing decisions due to consumers' judgments for the product to have similarities with products elsewhere [17]. The absence of great innovation in product diversity will have a negative impact on the company, so there is a need for more innovation to be able to meet consumer expectations [18].

The company that releases the product will certainly determine the price for each type. Price can influence purchasing decisions because it has a close relationship to the purchase of a product [19]. Price has an influence on purchasing decisions, as products whose price and quality are comparable to the products that consumers need [20]. Price is not a consideration in purchasing decisions because consumers prioritize product quality and consumers are more interested in promotions provided by the company so that the results are not significant [21]. The price given to the consumer is not the main factor in the consumer's purchase decision so the result is not significant to the purchase decision [22]. In entering the previous purchase decision stage, consumers have been faced with several alternative choices, so at this stage consumers will take action to decide to buy products based on the specified choices [23].

This study aims to understand how digital marketing, product diversity, and pricing influence purchasing decisions for Skintific products, with a case study on consumers in Bekasi City. The research focuses on consumers in Bekasi who have experience or intention to purchase Skintific skincare products within the past year. The scope is limited to these three factors, excluding other influences such as brand loyalty or social impact. The novelty of this study lies in its comprehensive approach, combining digital marketing, product variety, and pricing to analyze consumer behavior specifically for Skintific products in Bekasi, providing valuable insights for marketers in the evolving skincare market.

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2. LITERATURE REVIEW

The Grand Theory in this study uses theories based on the topics raised, namely digital marketing, product diversity, and prices related to purchase decisions. Digital interaction between consumers and sellers has accelerated the shift towards a more transparent marketing approach, digital marketing can be a force for good in helping companies to understand and address consumer concerns in making purchasing decisions [24]. Products with all the diversity offered result in appropriate consumer purchasing decisions through individual considerations [25]. Consumer behavior in carrying out the purchase process will usually pay attention to the price by adjusting to needs [26]. Decision making by consumers to purchase a product begins with awareness of needs and desires [27].

2.1 *Conceptual of Purchase Decision*

Decision-making is a consumer activity that is directly involved in obtaining and using the goods offered [28]. Decision making is a decision because of a need that is trying to be met. The availability of several alternatives is a choice so that a consumer in making a decision will evaluate to obtain the best alternative [29].

Purchase decisions are one of the stages in the purchase decision process before post-purchase behavior. In entering the previous purchase decision stage, consumers have been faced with several alternative choices so that at this stage consumers will take action to decide to buy products based on the specified choices [23]. It can be concluded that a purchase decision is an activity carried out by the buyer in determining the desire of the product at a certain time.

2.2 *Digital Marketing*

Digital marketing is a marketing activity using internet-based media, whether through websites, social media or through mobile applications, can be categorized as digital marketing activities [30]. Digital marketing is a marketing medium that uses internet media and information technology. Digital marketing is an effort to market products through the internet [31]. Digital marketing is used to expand and improve

traditional marketing functions [2]. *Digital marketing* is an element of the promotional mix that allows for two-way interaction of information where users can participate and modify the form and content of the information received at the time of the event [32].

The survey results stated that Digital marketing has a positive effect on purchase decisions on Somethinc products [33]. Digital marketing had a positive effect on the purchase decision of Scarlett Whitening products [34]. Digital marketing has a significant influence on purchase decisions due to the increasingly effective digital marketing so that it can increase purchase decisions on Skincare Products on Shopee E-Commerce [35]. Digital marketing, have a significant impact on purchasing decisions with digital marketing being important factors in driving purchase decisions [36]. Digital marketing significantly improve purchasing decisions, where digital content can increase consumer buying interest [37]. The hypotheses built are as follows.

H1: There is a significant positive influence of digital marketing on purchase decisions

2.3 *Product Diversity*

Product diversity is a collection of all products and goods offered by business actors to consumers [26]. Product diversity is a set of product lines and elements offered by certain sellers to buyers [38]. Product diversity is defined as the availability of all types of products ranging from the number of quantities, conformity to the alignment of desires and availability of products offered to have by customers that companies make [25]

The diversity of products from the description above can be interpreted as having a diverse number of variants that are adjusted to the needs of consumers such as size, model, content, and taste to be fulfilled and consumers can consider making a purchase decision.

Several previous studies have produced an analysis that the diversity of products has a favorable impact on purchasing decisions at The Beauty Shop so it can be said that the results are significant [39]. Product diversity has a positive and significant influence on purchasing decisions in wardah cosmetics [40]. Partial and simultaneous product diversity has a positive and significant influence on the variables of purchasing decisions [41]. Product diversity has a significant impact on online purchasing decisions, with product diversity being the most dominant factor [42]. The hypotheses built are as follows

H2: There is a significant positive influence of product diversity on purchase decisions

2.4 *Price*

Price is a number of values that consumers exchange for the amount of benefit by owning or using a good or service, in the process of making a purchase usually consumers pay attention to price, even some consumers identify price as a visual value [28]. An exchange rate that can be equated with money or other goods for the benefits obtained from a good or service for a person or group at a certain time and place [29]. The determination of the monetary value of a product or service, the existence of a price a person can sell an item owned at a general price [43].

The results of several previous studies state that Price affects the purchase decision of Dewi skincare because it can compete with similar products, so partially the price has a significant effect on the purchase decision at PT Saridewi Natural Kosmetik in North Jakarta [44]. Price has a positive and significant effect on the purchase decision of Scarlett Whitening products on Shopee [45]. The price has a positive and significant effect on the purchase decision of Somethinc skincare products, the price is quite affordable to buy at the target consumer compared to other skincare prices [46]. Price is consciously the main factor that influences the intention to purchase skin care products, and can even change decisions that were previously unrealized [47]. The hypotheses built are as follows :

H3: There is a significant positive influence of price on purchase decisions.

H4: There is a significant positive influence of digital marketing, product diversity and price on consumer purchase decisions

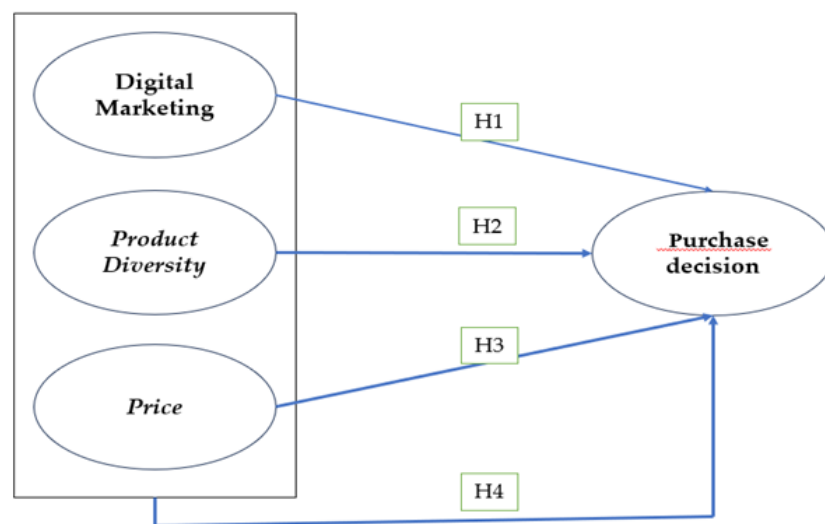


Figure 1 Conceptual Framework

3. METHODS

The design of this study uses a quantitative approach, the quantitative approach is a research that requires a lot of the use of numbers, starting from data collection, interpretation of the data, and the appearance of the results [48] The type of data used in this study is primary data, primary data is a data source that directly provides data to data collectors [49] The primary data needed for this study are the answers from Skintific consumers in Bekasi City which were recorded in the form of a questionnaire on the google form application. The population of this study is 623,666 people, including men and women aged 18-35 years, based on data from the Central Statistics Agency in 2020, specifically in the Bekasi City area.

This study uses a sampling technique with a non-probability sampling method, namely the purposive sampling technique. Purposive sampling is a sampling technique that is technically based on predetermined conditions, its own criteria regarding the sample taken from the respondent according to certain considerations [50] The results of the calculation using the Slovin formula for the sample size in this study were at least 99.98 and completed to 100. So, the number of respondents taken using the purposive sampling technique was 100 samples. The main instrument in this study is a questionnaire, the instrument given to the respondents is to use a *likert* scale to measure the research variables [51].

4. RESULTS AND DISCUSSION

The test in this study discusses the findings and analysis of data that has been collected to determine the influence of *digital marketing*, product diversity, and price on the purchase decision of consumers of Skintific products in Bekasi City. Data testing was carried out using the SPSS (*Statistical Program and Service Solution*) application version 27, respondents in this study were divided into several characteristics, namely domicile, gender, age, work background, and length of use in Skintific products.

4.1 Validity Test

This study involved 30 respondents to measure the validity of the statements from the variables used. The validity testing process was carried out through bivariate using IBM SPSS software version 27 [52]. The following is a validity test that can be described:

1. Digital Marketing

Table 1. Digital Marketing Validity Test Results

Statement	$r_{\text{calculated}}$	r_{table}	Conclusion
X1.1	0.681	0.374	Valid
X1.2	0.733	0.374	Valid
X1.3	0.936	0.374	Valid
X1.4	0.873	0.374	Valid
X1.5	0.857	0.374	Valid
X1.6	0.821	0.374	Valid
X1.7	0.780	0.374	Valid
X1.8	0.831	0.374	Valid

Source: SPSS Data Processing 27 (2024)

The results of the validity test of the questionnaire items show that all statements in the *digital marketing* variable (X1) have a calculation value of $>$ of r_{table} 0.374, the results are proven to be valid and can be used effectively to measure the variable under study [47].

2. Product Diversity

The results of the validity test of the questionnaire items show that all statements in the product diversity variable (X2) have a value of $r_{\text{calculated}} >$ of r_{table} 0.374, the results are proven to be valid and can be used effectively to measure the variables being studied [53].

Table 2. Product Diversity Validity Test Results

Statement	$r_{\text{calculated}}$	r_{table}	Conclusion
X2.1	0.979	0.374	Valid
X2.2	0.876	0.374	Valid
X2.3	0.925	0.374	Valid
X2.4	0.930	0.374	Valid
X2.5	0.936	0.374	Valid
X2.6	0.946	0.374	Valid
X2.7	0.941	0.374	Valid
X2.8	0.936	0.374	Valid

Source: SPSS Data Processing 27 (2024)

The results of the validity test of the questionnaire items show that all statements in the product diversity variable (X2) have a value of $r_{\text{calculated}} >$ of r_{table} 0.374, the results are proven to be valid and can be used effectively to measure the variables being studied [53].

3. Price

Table 3. Price Validity Test Results

Statement	$r_{\text{calculated}}$	r_{table}	Conclusion
X3.1	0.970	0.374	Valid
X3.2	0.765	0.374	Valid
X3.3	0.950	0.374	Valid
X3.4	0.880	0.374	Valid
X3.5	0.927	0.374	Valid
X3.6	0.954	0.374	Valid
X3.7	0.914	0.374	Valid

Source: SPSS Data Processing 27 (2024)

4. Purchase Decision

Table 4. Purchase Decision Validity Test Results

Statement	$r_{\text{calculated}}$	r_{table}	Conclusion
Y.1	0.922	0.374	Valid
Y.2	0.938	0.374	Valid
Y.3	0.970	0.374	Valid
Y.4	0.876	0.374	Valid
Y.5	0.728	0.374	Valid
Y.6	0.888	0.374	Valid

Source: SPSS Data Processing 27 (2024)

The results of the validity test of the questionnaire item showed that all statements in the purchase decision variable (Y) had a value of $r_{\text{calculated}} > r_{\text{table}}$ 0.374, the results are proven to be valid and can be used effectively to measure the variable being studied [53].

4.2 Reliability Test

The reliability test tested using SPSS version 27 on all statements on each variable can be described through the following table:

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	Conclusion
Digital Marketing	0.920	Reliable
Product Diversity	0.971	Reliable
Price	0.959	Reliable
Purchase Decision	0.938	Reliable

Source: SPSS Data Processing 27 (2024)

The results of the reliability test in table 4.9, there is a value that *Cronbach's Alpha* > 0.60 . All statement items in the questionnaire show that the level of reliability is good, so the questionnaire in the study can be reliable and used [53].

4.3 Normality Test

The following are the results of the Normality Test:

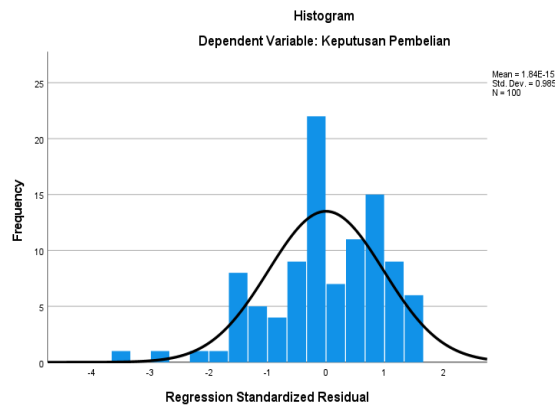


Figure 2 Histogram Residual Normality Test Results
Source: SPSS Data Processing 27 (2024)

Based on the results of normality analysis using *residual histograms*, the data can be said to be normal because it forms a bell (*bell shaped*) and does not tilt to the right or left [54].

The normality test can also be said to be normal through the analysis of the *P-Plots graph* which is concluded if the points are spread out in the direction of the diagonal line as shown in the following figure:

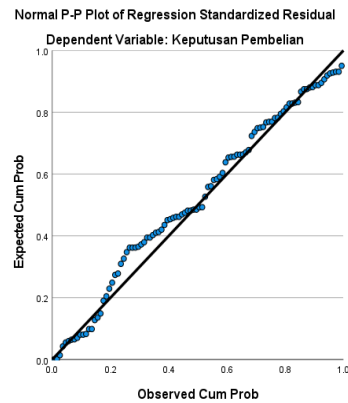


Figure 3 Normality Test Results of P-Plots Graphs
Source: SPSS Data Processing 27 (2024)

The normality test can also be tested through the *one-sample kolmogorov-smirnov test* with a sig value of > 0.05

1the One-Sample Normality Test Kolmogorov-Smirnov Test t

Unstandardized Residual	
N	100
Normal Parameters ^{a,b}	Mean
	0
Most Extreme Differences	Std. Deviation
	1
	Absolute
Kolmogorov-Smirnov Z	Positive
	Negative
	.121
Asymp. Sig. (2-tailed)	.092
Exact Sig. (2-tailed)	-.121
Point Probability	1.210
	.107
	.098
	.000

The test results obtained a significant value (Exact. Sig. (2-tailed) 0.098 It can be concluded that the regression model has met the assumption of normality because the result is $0.098 > 0.05$ [53] IBM SPSS Exact Test suggests using Exact Sig. (2-tailed) instead of Asymp. Sig. (2-Tailed).

4.4 Multicollinearity Test

The following are the results of the Multicollinearity Test:

Table 7. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Digital Marketing	.855	1.169
Product Diversity	.848	1.179
Price	.826	1.210

a. Dependent Variable: Purchase Decision

The results of the multi-coloniality test on the digital marketing variable tolerance value is $0.855 > 0.10$, the product diversity variable tolerance value is $0.848 > 0.10$, and the price variable tolerance value is $0.826 > 0.10$. Through VIF analysis, the results on each variable amounted to the digital marketing variable with a VIF value of $1.169 < 10.0$, a Product diversity variable with a VIF value of $1.179 < 10.0$, and a price variable with a VIF value of $1.210 < 10.0$. The multiconolierity test is symptom-free or does not occur

multiconolierity, because the tolerance value is greater than 0.10 and through VIF analysis the results on each variable amount to less than 10 [53].

4.5 Heteroscedasticity Test

The following are the results of the Heteroscedasticity Test:

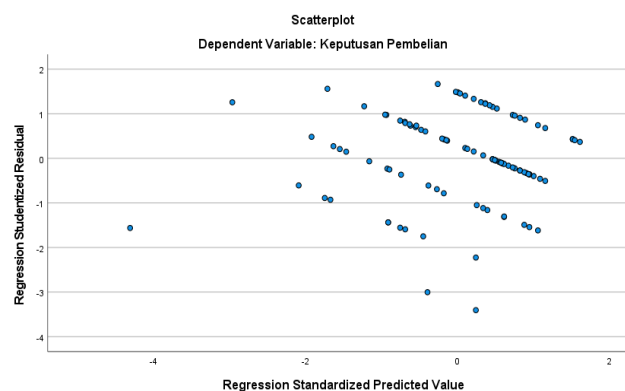


Figure 1. Scatterplot Heteroskedastisitas Test Results

Source: SPSS Data Processing 27 (2024)

The test results that can be seen in figure 3 of the graph show that there is no point spread above or below the number 0 on the Y axis, so in this study the results are *digital marketing* variables, product diversity, and price heteroscedasticity does not occur [55].

4.6 Multiple Linear Regression Test

The following are the results of the Multiple Linear Regression Test:

Table 8. Multiple Linear Regression Test Results

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	18.936	1.754		10.796	.000
Digital Marketing	.090	.042	.192	2.128	.036
Product Diversity	.197	.041	.436	4.811	.000
Price	.124	.036	.314	3.415	.001

a. Dependent Variable: Purchase Decision

Source: SPSS Data Processing 27 (2024)

Based on the test results, the value of the constant (α) amounted to 18.936, and for the value of β_1 0.090, the value of β_2 0.197, the value of β_3 0.124, the results of the multiple regression analysis were in accordance with the formula $Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$ [53].

The results of multiple linear regression analysis can be explained as follows:

1. The constant value (α) in this study is 18,936, meaning that the consistent value of the purchase decision variable is 18,936. The regression coefficient is positive, the direction of influencing all variables X_1 , X_2 , X_3 against variable Y is positive.
2. The influence of *digital marketing* on purchase decisions has a regression coefficient of 0.090 or 9%, meaning that if *digital marketing* increases, purchase decisions will also increase.
3. The effect of product diversity on purchasing decisions has a regression coefficient of 0.197 or 19.7%, meaning that if product diversity increases, purchase decisions will also increase.
4. The influence of price on purchase decisions has a regression coefficient of 0.124 so that the contribution of price to the purchase decision is 0.124 or 12.4%, meaning that if the price increases, the purchase decision will also increase.

4.7 Uji Hypothesis

1. T Test

The following are the results of the T Test :

Table 92.T Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	18.936	1.754		10.796	.000
Digital Marketing	.090	.042	.192	2.128	.036
Product Diversity	.197	.041	.436	4.811	.000
Price	.124	.036	.314	3.415	.001

a. Dependent Variable: Purchase Decision

Source: SPSS Data Processing 27 (2024)

The results of table 9 $t_{\text{calculated}} > t_{\text{table}}$ values of 1.661 or a significant value of < 0.05 , meaning that variable X has a partial effect on variable Y . The results of the hypothesis test partially for each variable can be explained for each variable as follows:

- a) In the *Digital Marketing* variable, a significant value of 0.036 was obtained, which means that $0.036 < 0.05$ and the $t_{\text{calculated}}$ value was $2.128 > t_{\text{table}}$ of 1,661, then the hypothesis result for the *digital marketing variable* was that H_0 was rejected and H_a was accepted. So it can be concluded that **the Digital Marketing variable has a significant positive effect on the Purchase Decision variable.**

- b) In the variable Product Diversity, a significant value of 0.000 is obtained, which means that $0.000 < 0.05$ and the $t_{\text{calculated}}$ value is $4.811 > t_{\text{table}} 1.661$, then the hypothesis result for the product diversity variable is that H_0 is rejected and H_a is accepted. So it can be concluded that the Product Diversity variable has a significant positive effect on the Purchase Decision variable.
- c) In the Price variable, a significant value of 0.036 is obtained, which means that $0.036 < 0.05$ and the $t_{\text{calculated}}$ value is $3.415 > t_{\text{table}} 1.661$, then the hypothesis result for the price variable is H_0 rejected and H_a accepted. So it can be concluded that the Price variable has a significant positive effect on the Purchase Decision variable.

2. Uji F

The following are the results of F Test :

Tabel 10. Hasil Uji F

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	34.760	3	11.587	15.782	.000 ^b
Residual	70.480	96	.734		
Total	105.240	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Pricing, Digital Marketing, Product Diversity

Source: SPSS Data Processing 27 (2024)

Based on the test results in table 10, it can be seen that the significant value for the influence of Digital Marketing (X1), Product Diversity (X2), and Price (X3) simultaneously on the Decision Pembelian (Y) is $0.000 < 0.05$ and $F_{\text{calculated}} 15.782 > F_{\text{table}} 2.70$ which means that H_a is accepted. This explains that there is a simultaneous influence between dependent variables on independent variables

4.8 Determination Efficiency Test (R^2)

The regression value of the Adjusted R Square that has been analyzed can be described as follows:

Table 3. Determination Coefficient Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.575 ^a	.330	.309	.857

a. Predictors: (Constant), Pricing, Digital Marketing, Product Diversity

b. Dependent Variable: Purchase Decision

Source: SPSS Data Processing 27 (2024)

From the test results in table 11, there is an R^2 value of the purchase decision of 0.330 out of 1 or 33%. The conclusion obtained is that independent variables in the form of *digital marketing*, product diversity, and price can explain the purchase decision variable by 33%, then the other assessment of 67% is influenced by other variables that are not included in this study

Discussion

Based on the results of the test on the data obtained, there are hypotheses that need to be answered regarding digital marketing, product diversity, and price on the purchase decision of Skintific products, summarized through this discussion:

1. The influence of digital marketing variables on purchase decision variables. In the digital marketing variable, a significant value of 0.036 was obtained, which means that

$0.036 < 0.05$ and the calculation value was $2.128 > 1,661$ and it can be concluded that **the Digital Marketing variable has a significant positive effect on the Purchase Decision variable**. In the multiple linear regression test, digital marketing has a positive and significant equation with a value of 9%, then if there is an increase in digital marketing, independent variables or purchasing decisions will also increase. This means that if the digital marketing carried out by Skintific is better, the better the purchase decision on Skintific products. The results of this study are in accordance with previous research by [9] and [10] have the same results that digital marketing variables have a positive and significant effect on purchasing decisions.

2. The influence of product diversity variables on purchase decision variables. In the Product Diversity variable, a significant value of 0.000 was obtained, which means that $0.000 < 0.05$ and the t_{cal} value was $4.811 > t_{table} 1,661$, then the hypothesis result for the product diversity variable was H_0 rejected and H_a accepted. The effect of product diversity on purchase decisions has a regression coefficient of 0.197 so that the contribution of product diversity to purchase decisions is 0.197 or 19.7%, it can be interpreted that if product diversity increases, purchase decisions also increase. It can be concluded that **the Product Diversity variable has a significant positive effect on the Purchase Decision variable** due to quality Skintific products in each product diversity. The results of this study are in line with previous research by [14] and [16] have the same results, namely positive and significant in the variable of product diversity on purchase decisions.
3. The influence of price variables on purchase decision variables. In the price variable, a significant value of 0.036 was obtained, which means that $0.036 < 0.05$ and the calculated value was $3.415 > the table was 1.661$, then the hypothesis result for the price variable was H_0 rejected and H_a accepted. The influence of price on the purchase decision has a regression coefficient of 0.124 so that the contribution of price to the purchase decision is 0.124 or 12.4%, it can be interpreted that if the price increases, the purchase decision is also increasing. It can be concluded that **the Price variable has a significant positive effect on the Purchase Decision variable** because the price set on Skintific products is in accordance with what is needed by consumers. The results of this study are in line with previous research by [19] and [20] have the same results, namely positive and significant in price variables on purchasing decisions.
4. Influence of independent variables on dependent variables, based on the results of the study, it can be seen that digital marketing (X1), product diversity (X2), and price (X3) have a positive and significant effect on purchasing decisions. The F test showed a significant level result of $0.000 < 0.05$ and $F_{calculated} 15.782 > F_{table} 2.70$ which means that H_0 was rejected and H_a was accepted. These results can prove that **simultaneously Digital Marketing, Product Diversity, and Price have a significant positive effect on Purchase Decisions**.

Managerial Implications

There are implications that can be applied as follows:

1. It is known that *digital marketing* has a significant positive effect on the purchase decision of Skintific products, so it can be expected for Skintific product companies to continue to improve the ease of accessing *websites* provided for consumers to purchase products and maintain uniqueness in marketing products on social media not only as part of marketing but still by providing information that is useful for user.
2. It is known that product diversity is the variable that most affects the purchase decision of Skintific products, so the result is that product diversity has a significant positive effect on the purchase decision of Skintific products, so it is important for the Skintific company to maintain diverse products with the best quality according to consumer

needs. Not only maintaining the existing ones but still innovating to provide better product diversity by maintaining product specialties without reducing product advantages, so that consumers can continue to be loyal in purchasing products.

It is known that price has a significant positive effect on the purchase decision of Skintific products, the company must be able to maintain consumer confidence in determining prices. The price that consumers believe can cause repeated purchase decisions, so it is hoped that Skintific products can provide the best price according to the quality of the products provided to consumers.

CONCLUSION

The results show that the Digital Marketing variable has a positive and significant effect on the Purchase Decision of Skintific products. This was obtained from the calculation of the test which showed a significant level result of 0.036 which means that $0.036 < 0.05$ and the Value $t_{\text{calculated}} 2.128 > t_{\text{table}} 1.661$ then the hypothesis result for the Product Diversity variable is H_0 rejected and H_a accepted. The results show that the Product Diversity variable has a positive and significant effect on the Purchase Decision of Skintific products in Bekasi City. This is obtained from the calculation of the test which shows a significant value level of 0.000 which means that $0.000 < 0.05$ and the $t_{\text{calculated}}$ value is $4.811 > t_{\text{table}} 1.661$, then the hypothesis result for the Product Diversity variable is H_0 rejected and H_a accepted. The Price variable has a positive and significant effect on the Purchase Decision of skintific products in Bekasi City. The calculation of the test which shows a significant value level of 0.036 which means that $0.036 < 0.05$ and the calculated value is $3.415 > \text{the table is } 1.661$, then the hypothesis result for the price variable is H_0 rejected and H_a accepted. The significant value for the simultaneous influence of Digital Marketing (X_1), Product Diversity (X_2), and Price (X_3) on Purchase Decision (Y) is $0.000 < 0.05$ and $F_{\text{calculated}} 15.782 > F_{\text{table}} 2.70$ which means that H_0 is rejected and H_a is accepted. This explains that there is a simultaneous influence between dependent variables on independent variables.

ACKNOWLEDGEMENTS

We would like to thank all parties who have helped in the process of compiling the article. The researcher would like to thank Bina Insani University for facilitating the researcher in the process of writing this scientific article. Thank you to the students who have been a team and helped with data collection.









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