

Factors affecting the purchase decision of skincare products: Perspectives of promotion, product quality, and price

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ABSTRACT

This research seeks to ascertain the impact of promotion, product quality, and price on the purchase decision of Skintific skincare products. The analysis method used in this research employs qualitative primary data. The tests conducted are: validity test, reliability test, normality test, heteroscedasticity test, multicollinearity test, multiple linear regression analysis, t-test, F-test, and coefficient of determination test. The data used in this study was collected through questionnaires, with 100 valid respondents. Non-probability sampling combined with incidental sampling is the sampling strategy employed in this study. SPSS is the testing instrument utilized. The results show that the promotion variable does not have a direct or partial effect on consumer purchase decisions, while the product quality and price variables have a direct or partial effect on the purchase decision of Skintific skincare products. The most dominant variable affecting the purchase decision is the price variable.

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1. Introduction

The current technological advancements are progressing rapidly, leading to increasingly intense competition. This compels companies to be more creative and innovative in adapting to technological changes. Retaining customers has become one of the primary goals for companies in this competitive environment. Companies must strive to produce and sell products at competitive prices. A company's ability to meet the desires and interests of customers will largely depend on customer behavior. There are many types of cosmetics sold both domestically and internationally, indicating increasingly competitive competition in the cosmetics market (Kemenperin, 2018). The development of the cosmetics industry in Indonesia can be categorized as growing year by year. This phenomenon is driven by the increasing public awareness of the importance of cosmetics for enhancing one's appearance. As a result, the national cosmetics industry has become larger and is growing rapidly.

The business landscape in Indonesia is also improving, along with a lifestyle that is becoming more convenient, including in the selection of quality skincare products. For years, skincare products have been distributed across urban areas to remote villages, and their popularity has not diminished in fact, they have become increasingly favored by a wide range of communities worldwide. The competition in the skincare industry has also intensified. As competition grows, skincare companies must meet consumer expectations. Skincare products are among the most discussed items in Indonesian society. The rising demand from consumers has driven advancements in the beauty industry.

Skin care has become a primary need for many people in society, prompting beauty manufacturers to compete in producing beauty products that are well-received by the public. One well-known beauty product among Indonesians is Skintific.

Skintific is a Canadian brand that achieved the second position in the top brand rankings for facial moisturizers, with a market share of 9.7% during the period of June 16-30, 2022.

Skintific entered the Indonesian market in August 2021. The brand markets its products to appeal to all demographics, and the presence of numerous competitors forces the company to innovate in response to market competition. With the rapid advancement of technology, competition has become increasingly intense. As a result, companies must be more innovative and creative in adapting to technological changes. One of the key business objectives in this highly competitive environment is to retain customers.

Kotler, P., & Armstrong (2016), define marketing as a social and management process that enables people and groups to create and exchange goods and value with others in order to get what they need and desire. Tjiptono (2019), defines marketing as the act of developing, distributing, advertising, and setting prices for products, services, and concepts in order to foster positive connections with stakeholders in a changing environment and to enable fulfilling exchange relationships with consumers.

Kotler dan Armstrong (2016), it explains that purchase decisions are part of buyer behavior. This study is related to individuals, groups, or organizations and includes the selection, purchase, use, and how a commodity, concept, or experience is intended to meet the needs and desires of buyers, one of which is through promotion. According to Abdul Manap (2016), promotion is a process of planning and executing the conception, pricing, product processes, promotion, and distribution (place), as well as a social and managerial process to achieve objectives. Promotion is a way for companies to communicate with consumers, aiming to provide product information to encourage purchases. However, ineffective targeting and a lack of comprehensive promotion coverage are challenges in promotion. With the abundance of media options, marketing and media planning often fail to utilize the media effectively for product promotion.

Skintific promotes its products across various social media platforms to convey information about their offerings. TikTok is one of the social media platforms used by Skintific for promotion. As a relatively new beauty product, Skintific is quite popular on TikTok, garnering a total of 593.2 million hashtag views. In addition to TikTok, Instagram is another platform used by Skintific, boasting 255,000 followers and a total of 16,000 posts with related hashtags. Improving product quality to compete in the market is one of the crucial aspects that companies must focus on. Effective promotion through persuasion and influence, combined with good product durability and quality, can convince and strengthen buyers' decisions to make a purchase. (Efendi & Aminah, 2023). Promotion is an effort to communicate services or products with the aim of attracting potential buyers to consume those services or products. Promotion serves as a form of communication between consumers and producers, starting with accurate information intended to influence and change buyers' behavior and attitudes (Laksmana & Setyawan, 2021).

Product quality is a strategy used by companies to outperform competitors, emphasizing features such as durability and ease of use (Kotler, P., & Armstrong, 2016). Skintific's product quality is quite superior and competitive in the market as its products effectively address various skin problems using extra ingredients and high-quality skincare formulations, particularly in their moisturizers. Several factors influence the quality of skincare products, including; 1) Raw Materials, high-quality and natural raw materials used in skincare products are generally more effective and safer for the skin; 2) Production Process, careful and hygienic production ensures the consistency and safety of skincare products. A controlled and well-executed production process is essential for determining product quality; 3) Clinical Testing and Certification, skincare products that undergo clinical testing and obtain certifications from relevant institutions tend to have better quality. These certifications provide assurance regarding the safety and effectiveness of the product; 4) Brand Reputation, trusted and reputable skincare brands are more likely to be trusted by customers; and 5) Customer Satisfaction, feedback and reviews from customers also reflect the quality of skincare products. Products that receive positive reviews and meet customer needs are generally considered high quality. When it comes to skincare products, students often prefer high-quality options as they desire effective and safe results for their skin. This is one of the key factors influencing consumer purchase decisions (Fadhilah & Sungkono, 2024).

Price plays a critical role for companies, as it significantly affects profits and total sales. Price refers to the amount consumers pay to obtain and own a product (Kotler, P., & Armstrong, 2016). It is one of the marketing components that companies continuously evaluate, as it greatly affects sales levels and the profits a company earns. Price is defined as the amount of money exchanged for goods and services (Lupiyoadi, 2014). It is a monetary unit or other measure exchanged to obtain ownership rights and the use of goods and services (Tjiptono, 2020). The primary objectives of pricing are; 1) Profit Orientation, 2) Price Stabilization,

3) Volume Orientation, dan 4) Image Orientation. According to Laksmana & Setyawan (2021), price is the amount of money required as an exchange for a combination of products and services. Therefore, pricing must integrate various goods and services, ultimately equating to the value of the products and services. Skintific offers affordable prices compared to its competitors. Purchasing decisions for a product heavily depend on consumer behavior. One of the critical aspects companies must consider is consumer behavior, as companies cannot predict consumer thoughts before and after purchasing a product. Product pricing, therefore, significantly influences consumers' purchasing decisions (Agustina et al., 2024).

2. Research Method

The type of data in this study is descriptive quantitative, obtained through a questionnaire distributed via a Google Form link using a Likert scale measurement technique. The data source in this study is primary data collected from respondents who have previously used Skintific skincare products. Populasi dan sampel, According to Sugiyono (2022), the term "population" refers to the generalization domain made up of items or people with particular attributes and traits that the researcher has specified for study and conclusion-making. Customers that use Skintific skincare products make up the study's population. The sample is a subset of the population that possesses the same qualities and characteristics. The sample in this study is representative of Skintific consumers in general. Therefore, the sampling technique falls into the category of those that are not precisely known. The sampling method used is Non-Probability Sampling, where the probability of any element being selected as a sample is unknown. The sampling technique employed in this research is Purposive Sampling, a method of selecting samples based on specific considerations. In this study, the population size is not clearly known, making calculations more straightforward. Based on the Lemeshow formula (Levy & Lemeshow, 2013), the calculated sample size for this study is 96.04. The formula for sample size calculation is as follows:

$$n = \frac{z^2 \times P(1-P)}{d^2} = \frac{1,96^2 \times 0,5(1-0,5)}{0,1^2} = \frac{0,9604}{0,01} = 96,04$$

The sample size used in this study was rounded up to 100 respondents to anticipate potential inaccuracies in respondents' questionnaire responses or data processing. The sample criteria in this study are: consumers who are aware of the Skintific brand and male or female individuals who have used Skintific products at least once. The techniques for collecting data and gathering information related to this research were conducted in two ways: documentation study and literature study. Below is an illustration of the conceptual framework model for the research:

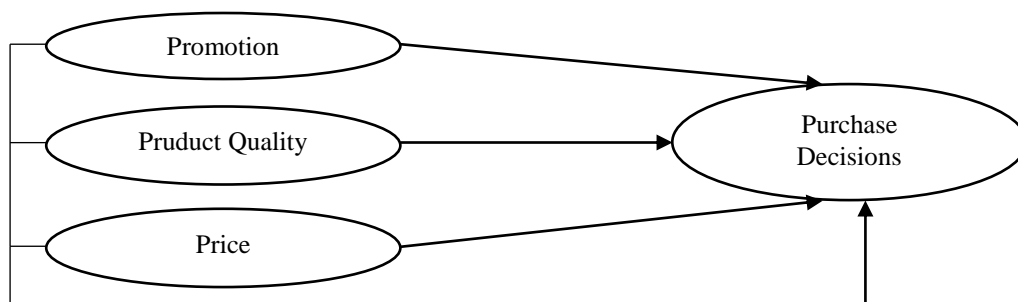


Figure 1. Conceptual framework of the research

According to Sugiyono (2018) and Umar (2013), there are two types of research variables: 1) *variabel independent*, a variable that does not depend on other variables, 2) *dependent variable*, a variable that depends on other variables. The variables in this study are as follows; independent Variables; Promotion (X1), Product Quality (X2), Price (X3). Dependent Variable; Purchase Decision (Y).

The operational definitions of the variables can be explained as follows; Promotion (X1), according to Fandy Tjiptono (2020), promotion is a type of marketing communication aimed at providing information, influencing, persuading, or increasing the target market's acceptance of a company and its goods, so that consumers may accept, purchase, and remain loyal to the products sold by the company. Product Quality (X2), according to Kotler and Armstrong (2018), product quality refers to the characteristics of a product or service that support its ability to satisfy customer needs. Therefore, product quality is a product's value in

fulfilling the desires or needs of customers. Price (X3), Price is the amount of money exchanged for goods or services, and the opportunity cost of time spent waiting for these goods or services (Lupiyoadi, 2014). Purchase Decision (Y), according to Fandy Tjiptono (2020), a purchase decision is a process in which consumers recognize a problem, seek information about a particular product or brand, and evaluate how well each alternative can solve the problem, ultimately leading to a purchase decision.

This study utilized an online questionnaire to collect data, distributed using Google Forms. A questionnaire is a data collection technique conducted by providing written statements or questions to respondents. The instrument will be measured using a Likert scale. The instrument testing was conducted to evaluate the tools used in this research with SPSS (Ghozali, 2018). Validity and reliability tests were among the tests. Then came the Classical Assumption Tests, which comprised the Heteroscedasticity, Multicollinearity, and Normality tests. After that, a multiple linear regression analysis and hypothesis testing were conducted using the Simultaneous Test (F-test), the Partial Test (t-test) and Coefficient of Determination Test (R^2).

3. Result and Discussion

Research Results

Research Instrument Testing

The results of the research instrument testing, obtained from primary data through the online distribution of questionnaires to a sample of 100 respondents, produced a validity test with Df (*Degree of Freedom*) = $N-2 = 100-2 = 98$, with a (significance level) = $5\% = 0,05$ and a value of R_{tabel} with $df=100$ and $\alpha=0,05$, so it is known that $R_{tabel} = 0,196$. So, if $R_{hitung} > 0,196$ then the statement item is declared valid. The results of the reliability test with 100 respondents showed a value of *Cronbach Alpha* > (more than) 0,6, then it can be concluded that the reliability test results are declared reliable.

Asumsi Klasik Testing

- a. Normality Test, according to Ghozali (2016), normality can be detected by observing the data (points) spread along the diagonal axis of the graph or by looking at the histogram of the residuals. A good regression model is one that has data distribution that is normal or approximately normal. Whether the data is normally distributed or not can be determined from the following criteria.

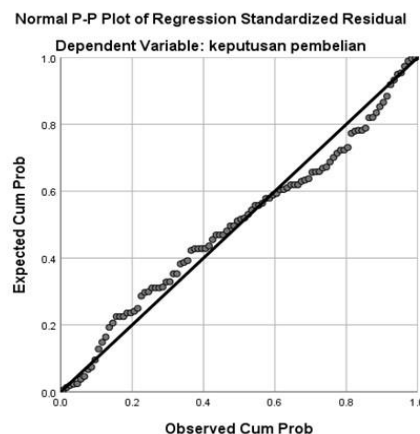


Figure 2. Normality testing

Figure 2 illustrates that the data or points are dispersed along the diagonal line and follow its direction as a result of the data processing above. Thus, it may be said that the data in this research is regularly distributed or that the regression model satisfies the normality assumption.

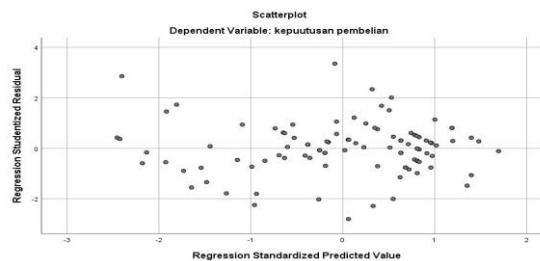
- b. Multicollinearity Test, the purpose of the multicollinearity test is to examine whether there is a correlation between the independent variables in the regression model. Multicollinearity can be detected in the regression model if the tolerance value is greater than 0.10 and the VIF (Variance Inflation Factor) is within acceptable limits.

Table 1. Multicollinearity test results

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Promotion	.394	2.536
Product Quality	.334	2.994
Price	.459	2.020

Based on table 1, the results shown in the Multicollinearity Test above indicate that there is no multicollinearity between the independent variables in this study, namely promotion, product quality, and price. This is evident from the tolerance values of each independent variable: the promotion variable has a tolerance value of 0.394, the product quality variable has a tolerance value of 0.334, and the price variable has a tolerance value of 0.495. These tolerance values for all three variables are greater than 0.10, and the VIF values for each independent variable are less than 10.

- c. Heteroskedasticity Test, the purpose of the Heteroskedasticity Test is to determine if the residuals in the regression model exhibit uneven variance between observations. Homoskedasticity is the state in which the variance of the residuals from one observation to the next stays constant; heteroskedasticity is the state in which it varies. A good regression model is one that exhibits homoskedasticity, meaning there is no heteroskedasticity. The way to detect this is by looking at the scatter plot between the predicted values of the dependent variable (ZPRED) and its residuals (SRESID). The analysis is based on the following criteria: If there is a specific pattern, such as points forming a regular pattern (wavy, widening, then narrowing), it indicates the presence of heteroscedasticity; If there is no clear pattern and the points are scattered both above and below the zero mark on the Y-axis, then heteroskedasticity is not present.

**Figure 3.** Heteroskedasticity test result

Based on figure 4, it shows that the points are randomly scattered, not forming any specific pattern, and are spread both above and below as well as around the zero mark on the Y-axis. It can be concluded that in the regression model of this study, heteroskedasticity does not occur, as the points are randomly scattered, not forming any clear specific pattern, and are spread above, below, and around the zero mark on the Y-axis. Therefore, it can be concluded that heteroskedasticity does not occur in the regression model of this study.

Multiple Linear Regression Test

The purpose of the multiple linear regression test is to estimate and predict the population mean or the values of the dependent variable based on the known values of the independent variables. In this study, the independent variables are Promotion (X1), Product Quality (X2), and Price (X3). The dependent variable is the purchase decision (Y). Therefore, in this study, the following multiple linear regression equation is used:

Table 2. Multiple linear regression test result

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	-2.431	1.934		-1.257	.212
Promotion	.107	.136	.063	.791	.431
Product Quality	.460	.103	.387	4.489	.000
Price	.539	.075	.507	7.146	.000

a. Dependent Variable: Purchase Decisions

Based on Table 2, the following regression equation model can be obtained:

$$Y = -2.431 + 0.107X1 + 0.460X2 + 0.539X3 + e$$

Explanation:

Y = Purchase Decision

α = Constant

β_n = Regression Coefficient

X1 = Promotion

X2 = Product Quality

X3 = Price

E = Standard Error

From the equation above, it can be concluded that: a) The constant value (a) is -2.431, which means that if the promotion, product quality, and price variables are all 0 (zero), the purchase decision value will be -2.431; b) The value of b1, or the regression coefficient for the promotion variable (X1), is positive at 0.107. This indicates that if there is an increase of one unit in the promotion variable, the purchase decision variable will increase by 0.107, assuming all other independent variables remain constant; c) The value of b2, or the regression coefficient for the product quality variable (X2), is positive at 0.460. This indicates that if there is an increase of one unit in the product quality variable, the purchase decision variable will increase by 0.460, assuming all other independent variables remain constant; d) The value of b3, or the regression coefficient for the price variable (X3), is positive at 0.539. This indicates that if there is an increase of one unit in the price variable, the purchase decision variable will increase by 0.593, assuming all other independent variables remain constant.

Hypothesis Test

a. t-Test (Partial), the results of the t-test calculation in this study can be seen as follows:

Table 3. Results of the t-test (Partial)
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	-2.431	1.934			-1.257	.212
Promotion	.107	.136	.063		.791	.431
Product Quality	.460	.103	.387		4.489	.000
Price	.539	.075	.507		7.146	.000

a. Dependent Variable: Purchase Decisions

The results of the t-test in Table 3 are as follows: a) From the calculations, the t-value for the Promotion variable (X1) is 0.791, which is smaller than the t-table value of 1.984, and the significance value obtained is 0.431, which is greater than 0.05. Therefore, H1 is rejected, and H0 is accepted. This indicates that the Promotion variable (X1) does not have a partial effect on Purchase Decision (Y); b) The Product Quality variable (X2) has a t-value of 4.489, which is higher than the t-table value of 1.984, and a significance value of 0.000, which is less than 0.05, according to the computations. Therefore, H2 is accepted. This indicates that the Product Quality variable (X2) has a partial effect on Purchase Decision (Y); c) From the calculations, the t-value for the Price variable (X3) is 7.146, which is less than 0.05 and the significance value obtained is 0.000, which is higher than the t-table value of 1.984. Therefore, H3 is accepted. This indicates that the Price variable (X3) has a partial effect on Purchase Decision (Y).

b. F-test (Simultaneous Test), the results of the F-test calculation in this study can be seen as follows:

Table 4. Results of the F-test (Simultaneous)
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1304.165	3	434.722	101.989	.000 ^b
	Residual	409.195	96	4.262		
	Total	1713.36	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Promotion, Product Quality, Price

Based on the results from Table 4 above, it can be seen that the calculated F value is 101.989 with a significance level of 0.000. The calculated F value (101.989) is greater than the F table value (2.70), and the significance level of 0.000 is smaller than 0.05, which means H4 is accepted and H0 is rejected. It can be concluded that the variables Promotion (X1), Product Quality (X2), and Price (X3) simultaneously affect the Purchase Decision (Y).

Coefficient of Determination (R²)

The coefficient of determination (R²) aims to measure how well the model explains the variation in the dependent variable. The value of the coefficient of determination ranges between zero and one. In this scientific research, the R Square used is the Adjusted R Square (Adjusted R²), as it is adjusted for the number of variables used in this study. The value of Adjusted R² can increase or decrease if an independent variable is added to the model (Ghozali, 2018).

Table 5. Result of the coefficient of determination test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.872 ^a	.761	.754	2.065

a. Predictors: (Constant), Promotion, Product Quality, Price

b. Dependent Variable: Purchase Decision

The table 5 shows that the value of Adjusted R Square or Adjusted R² obtained is 0.754. This indicates that the variables of promotion, product quality, and price have an effect on purchase decisions (Y) of 75.4%. The remaining 24.6% is explained by variables not included in this study.

Discussion

- a. The Effect of Promotion on Purchase Decisions, based on the research results, the significance level attained is 0.431, which is higher than the significance probability α of 0.05, and the t-value for the promotion variable is 0.791, which is less than the t-table value of 1.984. This means that promotions for Skintific skincare, in line with the product quality, do not affect the purchase decision of Skintific skincare products. Consumers do not consider promotions when making purchase decisions for Skintific products, and they will continue to choose Skintific skincare products regardless of the promotions offered. While promotions do not have a partial effect, they do have a simultaneous effect on the purchase decision of Skintific skincare products. This is in line with previous research by (Nasution et al., 2019) which states that promotion does not affect consumer purchase decisions. The lower the consumer's perception of the promotion, the weaker it will be in encouraging consumers to make a purchase decision.
- b. The Effect of Product Quality on Purchase Decision, based on the research results, the Product Quality variable's t-value is 4.489, higher than the t-table value of 1.984, and the significance level is 0.000, lower than the α 0.05 significant probability. This means that product quality is one of the considerations for consumers when deciding to purchase Skintific skincare products. In this case, consumers pay great attention to the quality of the product they choose. Product quality influences the purchase decision because it is an important factor that every company must focus on if they want their products to compete in the market to meet consumer needs and desires. In this study, Product Quality has both partial and simultaneous effects on the purchase of Skintific skincare products. This is consistent with the argument in previous research by (Luthfia & Maya, 2022), which states that the purchase decision for MSGLOW Skincare is positively influenced by the Product Quality variable.
- c. The Effect of Price on Purchase Decision, based on the research results, the Promotion variable's t-value is 7.146, higher than the t-table value of 1.984, and the significance level is 0.000, lower than the α 0.05 significant probability. This means that price is one of the considerations for consumers when deciding to purchase Skintific skincare products. In this case, consumers pay great attention to the price they will choose. Price influences the purchase decision because it is an important factor that every company must focus on if they want their products to compete in the market to meet consumer needs and desires. Price in this study has both partial and simultaneous effects on the purchase of Skintific skincare products. This is consistent with the argument in previous research by (Luthfia & Maya, 2022), which states that the purchase decision for MSGLOW Skincare is positively influenced by the Price variable. The results conducted by (Firjatullah et al., 2023) differ, as price did not influence the decision to purchase skincare products during the COVID-19 period.

4. Conclusion

Based on the data collected and the calculations carried out in the discussion chapter regarding the effect of promotion, product quality, and price on purchase decisions, the following conclusions can be drawn; 1) The promotion variable does not affect the purchase decision of Skintific skincare products; 2) The product quality variable affects the purchase decision of Skintific skincare products; 3) The price variable affects the purchase decision of Skintific skincare products; and 4) The promotion, product quality, and price variables together affect the purchase decision of Skintific skincare products. The practical implications indicate that promotions do not influence the purchasing decisions for Skintific skincare products. Meanwhile, product quality and price do have an impact on purchasing decisions. Consumers feel that the use of skincare products can be directly experienced, and while attractive promotions may be appealing, not all promoted products suit their skin. This means that if a product is perceived to be suitable for their skin and is affordably priced, consumers are more likely to decide to use the skincare product. Based on the results of the research conducted, the following recommendations can be made; 1) For the company, the company should pay more attention to promotions, product quality, and pricing to build greater consumer trust, encouraging them to repurchase Skintific skincare products. The company should continue to maintain and improve the products it sells with new ideas and innovations to ensure even better outcomes in the future. The company's promotional strategy should consider exploring other approaches, such as promotion through social media platforms like TikTok, Instagram, or Facebook; and 2) For future researchers: Future researchers could add other potential variables that may influence purchase decisions, such as Brand Image, Electronic Word of Mouth (E-WOM), and others that were not explored in this study.

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