

THE INFLUENCE OF DIGITAL MARKETING, BRAND AWARENESS, AND PRODUCT QUALITY ON PURCHASE DECISIONS FOR SOMETHINC SKINCARE PRODUCTS



Galuh Malakiano¹
Universitas Muhammadiyah Surakarta, Surakarta, Indonesia
b100210519@student.ums.ac.id

Ihwan Susila^{2*}
Universitas Muhammadiyah Surakarta, Surakarta, Indonesia
ihwan.susila@ums.ac.id

Abstract

This study aims to analyze the influence of digital marketing, brand awareness, and product quality on purchasing decisions for Somethinc skincare products. The research participants consisted of Somethinc product users in Surakarta, with a sample size of 179 respondents. A quantitative approach was employed, and data were collected through an online survey using Google Forms. The sample size was determined based on a power analysis to ensure statistical adequacy for capturing a diverse range of opinions and behaviors. Efforts were made to mitigate potential bias introduced by the online survey method, such as ensuring a demographic variety among respondents to reflect different consumer segments. Data analysis was conducted using SmartPLS 3.0 software, with hypothesis testing performed using the Partial Least Squares (PLS) method in two stages: evaluating the outer model and assessing the inner model. The online survey was carefully designed with questions to capture detailed insights into the respondents' perceptions of digital marketing, brand awareness, and product quality. Sample questions included [insert examples], which were specifically crafted to explore these factors comprehensively. The results indicate that digital marketing, brand awareness, and product quality have a positive and significant impact on purchasing decisions for Somethinc skincare products.

Keywords: Digital Marketing, Brand Awareness, Product Quality, Purchasing Decisions

INTRODUCTION

Competition in the business world is increasingly intense, with companies required to adapt rapidly to stay competitive. This is particularly true in the cosmetic and beauty industry, where the growing number of brands and products in Indonesia, including local and international players, makes the market highly competitive (Yunita and Indriyatni, 2022). In such a competitive environment, businesses must continuously innovate and refine their strategies, particularly in how they influence consumer purchasing decisions.

Purchasing decisions involve a complex process, where consumers identify problems, gather information, evaluate alternatives, make choices, and assess the outcome post-purchase. Numerous factors influence this decision-making process. For example, Jayanti et al. (2023) explored how service quality, product quality, and price shape consumer choices, while Prihatin and Jayanti (2022) examined the role of the marketing mix. Similarly, Werdiasih and Apriliani (2021) analyzed the influence of brand image, product quality, and price on purchasing decisions. These studies provide valuable insights, but they also point to varying findings in terms of which factors are most influential in driving purchases.

Among the key factors affecting purchasing decisions, digital marketing, brand awareness, and product quality are increasingly critical, particularly in the beauty and skincare industry. Digital marketing refers to using the internet and social media platforms to engage with consumers, promote products, and enhance sales. It offers an efficient and cost-effective way for companies to communicate with their target audience, often without the need for physical store visits (Mulyansyah and Sulistyowati, 2021). Research shows a positive relationship between digital marketing and purchasing decisions (Onsardi et al., 2022), although some studies argue that its impact can be negative (Sastra Millenium et al., 2021). These conflicting results suggest that digital marketing's effectiveness may vary based on industry, cultural context, or even the specific strategies employed.

Brand awareness, created through branding elements like logos, slogans, and packaging, also plays a significant role in purchasing decisions (Yulian and Andjarwati, 2018). Several studies, such as Sari et al. (2021), have shown that brand awareness has a positive and significant effect on purchasing decisions. However, other studies, like that of Muthiah and Setiawan (2019), found that brand awareness had a negative or insignificant

impact. These discrepancies could be due to differing market conditions, target demographics, or measurement techniques used across studies.

Product quality is another crucial determinant in purchase decisions, as it represents a product's ability to meet consumers' needs and expectations, including factors like durability, functionality, and user-friendliness (Sukmawati et al., 2022). High-quality products are more likely to result in higher consumer satisfaction and increased likelihood of repurchase (Maryani, 2022). However, some studies, such as Nadiya and Wahyuningsih (2020), argue that product quality alone may have minimal or negligible impact on consumer decisions in certain contexts.

Amid this competitive landscape, one local brand that has succeeded in the skincare sector is Somethinc. Founded in March 2019 by Indonesian entrepreneur Irene Ursula, Somethinc offers skincare, makeup, and beauty tools using high-quality, halal-certified ingredients. The brand utilizes various social media platforms effectively for marketing, creating strong brand awareness and engaging with its customers.

To remain competitive, Somethinc must implement effective marketing strategies that resonate with consumers. Consumer behavior, influenced by cultural, social, personal, and psychological factors, can impact their purchasing intentions for a particular brand or product (Kotler and Armstrong, 2016). Therefore, understanding the dynamics of digital marketing, brand awareness, and product quality is essential for Somethinc in shaping effective marketing strategies.

Considering the varied findings from previous studies and the increasing competition in the cosmetic industry, this study aims to explore the impact of digital marketing, brand awareness, and product quality on purchasing decisions for Somethinc skincare products. By analyzing these factors, this research seeks to provide insights into how they influence consumer behavior and purchasing choices, specifically in the context of a local skincare brand in Indonesia.

To frame this research, the study will be guided by the Consumer Decision-Making Process Model. This model helps in understanding how consumers go through stages of need recognition, information search, evaluation, and purchase decisions, all of which are influenced by factors such as marketing strategies, product quality, and brand awareness.

The application of this model will allow a deeper understanding of the complex relationship between these factors and purchasing decisions.

REVIEW OF LITERATURE

The Relationship Between Digital Marketing and Purchase Decisions

Digital marketing is defined by Kotler and Keller (2016) as the promotion of brands or products through electronic media, which enables real-time communication across boundaries. It has become an essential tool in modern marketing due to its ability to reach a broad audience quickly and cost-effectively. When implemented correctly, digital marketing creates consumer interest by showcasing products in engaging ways, thus influencing purchasing behavior (Lombok and Samadi, 2022). Jayanti et al. (2023) highlight that digital marketing facilitates two-way communication between brands and consumers, enhancing customer engagement. Similarly, Jayanti and Werdiasih (2022) emphasize that social media advertisements are effective in quickly reaching potential customers. The research by Onsardi et al. (2022) also confirms the positive impact of digital marketing on purchase decisions, suggesting that it can be an effective strategy to increase sales and brand visibility.

These findings support the hypothesis that digital marketing positively influences purchasing decisions for Somethinc skincare products (H1). This relationship aligns with the notion that digital marketing strategies, when executed effectively, can significantly impact consumers' willingness to purchase products by creating awareness and fostering trust in the brand.

The Connection Between Purchase Decisions and Brand Awareness

Brand awareness is the extent to which customers can recognize product features, recall them, and are influenced to repurchase (Kotler and Keller, 2016). A well-established brand has a stronger ability to attract and retain customers, which ultimately influences purchase decisions. Andrology (2014) notes that a brand's recognition as reliable plays a crucial role in consumer choices. Additionally, Radder and Huang (2008) assert that brand awareness significantly affects consumer decision-making, with well-known brands often enjoying an edge in competitive markets. Ariyan (2013) further finds that brand awareness

positively correlates with repeat purchases, underscoring its importance in customer retention.

These findings suggest a strong connection between brand awareness and purchase decisions, thus supporting the hypothesis that brand recognition positively influences consumers' decisions to purchase Somethinc skincare products (H2). The evidence presented indicates that a high level of brand awareness can effectively drive consumer engagement and repeat buying behavior, making it a critical factor in influencing purchasing decisions.

The Connection Between Product Quality and Consumer Purchase Choices

Product quality, as defined by Kotler and Armstrong (2014), refers to the characteristics of a product that fulfill consumer needs and expectations, thus influencing its desirability. Garvin (1984) posits that product quality serves as a key competitive advantage by satisfying consumer expectations, thereby fostering customer loyalty. Factors such as durability, reliability, and functionality contribute to how consumers perceive product quality (Agyekum et al., 2015). Studies by Maryani (2022) and Melpiana and Sudrajat (2022) show a significant positive relationship between product quality and purchasing decisions, demonstrating that consumers are more likely to buy products they perceive as high quality.

This evidence supports the hypothesis that product quality positively impacts consumers' decisions to purchase Somethinc skincare products (H3). A high-quality product is likely to increase consumer satisfaction and the likelihood of repeat purchases, which is essential in a highly competitive market such as skincare.

Theoretical Framework: Consumer Decision-Making Process Model

The relationships between digital marketing, brand awareness, and product quality, and their impact on purchase decisions, can be better understood within the framework of the Consumer Decision-Making Process Model. This model outlines how consumers pass through stages of recognizing needs, gathering information, evaluating alternatives, making a purchase, and post-purchase evaluation. Digital marketing plays a role in the information-gathering stage, where consumers access product details through online channels. Brand awareness influences the evaluation of alternatives, as consumers are more likely to consider

well-known brands. Finally, product quality is a critical factor in the purchase decision stage, influencing consumers' choices based on their perceptions of the product's ability to meet their needs.

This framework ties together the findings from previous studies by showing how each factor digital marketing, brand awareness, and product quality—aligns with the stages of the consumer decision-making process, ultimately guiding the hypotheses in this study.

RESEARCH METHOD

This study adopts a quantitative approach using a survey method to gather data from Somethinc skincare users. A survey is particularly suited for this research as it allows for the efficient collection of large amounts of data from a diverse sample, enabling a clearer understanding of the real-world influence of digital marketing, brand awareness, and product quality on purchasing decisions. The quantitative approach is ideal for measuring the strength and direction of the relationships between variables, which is crucial for testing the hypotheses outlined in this study. Unlike qualitative methods such as interviews or focus groups, surveys enable the collection of responses from a broader population, providing a more representative sample of Somethinc users. This method is also more practical for examining specific attitudes, preferences, and behaviors in a time-efficient manner.

While surveys are effective for capturing large-scale trends and patterns, it is acknowledged that this approach might not fully capture the depth of consumer motivations and attitudes. To address this limitation, the quantitative data gathered from the surveys could be supplemented with qualitative research (e.g., interviews or focus groups) in future studies. This would provide deeper insights into the underlying factors influencing consumer purchase decisions, complementing the numerical data obtained through the survey.

Sampling Method and Potential Bias

The purposive sampling technique was used to select participants who are specifically Somethinc skincare users. This method is appropriate for the study's objectives, as it targets a specific group of consumers relevant to the research. However, it is acknowledged that purposive sampling can introduce selection bias since participants are chosen based on specific criteria. This limits the generalizability of the results to all skincare

consumers in Surakarta. To mitigate this bias, it is important to clearly state that the findings apply only to Somethinc users in the study area, and further research with random or stratified sampling could help improve the external validity of the results.

Likert Scale and Pre-Testing

The Likert scale was employed as the primary measurement tool to assess participants' attitudes, opinions, and perceptions regarding digital marketing, brand awareness, and product quality. This scale is commonly used in social science research due to its reliability and validity for measuring attitudes on a 5-point scale. The items in the survey were designed to capture the intensity of participants' agreement or disagreement with statements related to the research variables. To ensure the clarity, reliability, and validity of the survey instrument, a pilot test was conducted with a small group of Somethinc users prior to the main survey. The pilot test helped to identify any ambiguities in the questions, and adjustments were made accordingly to improve the instrument's reliability.

Table 1.
Likert Scale Instruments

No	Items Instrument	Score
1	Strongly Agree	5
2	Agree	4
3	Neutral	3
4	Disagree	2
5	Strongly Disagree	1

Source : (Sugiyono, 2017)

Data Analysis Using PLS-SEM

For data analysis, this study employs Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS version 3. PLS-SEM is particularly suitable for analyzing complex relationships among multiple variables, especially when dealing with small sample sizes or data that do not meet the assumptions of normality. According to Hair et al. (2021), PLS-SEM is capable of estimating latent variables and examining both the outer and inner models, providing insights into the relationships between digital marketing, brand awareness, product quality, and purchasing decisions. This method's flexibility and ability to model intricate, non-linear relationships make it an ideal choice for the current

study’s objectives, enabling accurate and reliable results despite potential limitations such as small sample size.

RESULTS AND DISCUSSION

Outer Model (Measurement Model)

The measurement model, or outer model, evaluates the connection between latent variables and their indicators. Tests for validity, reliability, and multicollinearity were performed, and the results are summarized below.

Validity and Reliability Tests

The table below displays the outer loadings, Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE) values for the four research constructs: Digital Marketing, Brand Awareness, Product Quality, and Purchase Decision. These metrics indicate the validity and reliability of the constructs:

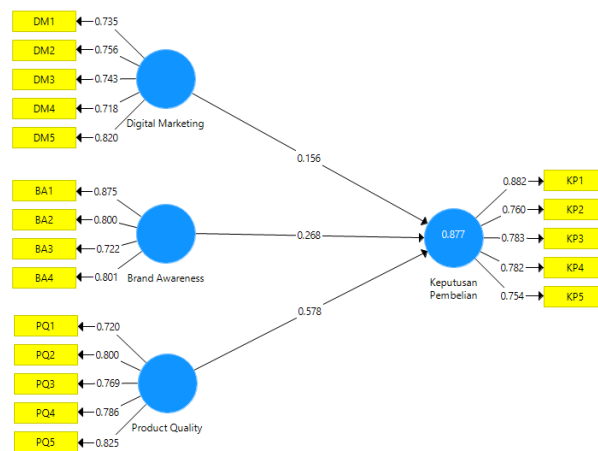


Figure 1.
Outer Loading

Origin: Data collected directly from primary sources, 2024.

Table 2.
Construct Validity and Reliability

Constructs	Validity		Reliability		
	Items	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
Digital Marketing	I know various Somethinc products offered through social media	0,735	0,813	0.869	0.570

	I search for information about Somethinc products offered through social media	0,756			
	I learn about Somethinc products from positive testimonials on social media	0,743			
	I find it easy to find Somethinc products when searching for skincare through social media	0,718			
	Somethinc provides a shade finder service to help find the right shade for my facial skin	0,820			
	Somethinc is a brand that comes to mind when thinking of skincare brands	0,875			
	Somethinc is more well-known than other skincare brands	0,800			
Brand Awareness	I have known the Somethinc brand before filling out this questionnaire	0,722	0,812	0,877	0.642
	Somethinc is my alternative choice when buying skincare products	0,801			
	Somethinc offers many product variants suitable for different facial skin conditions	0,720			
	I feel that Somethinc products are effective in caring for facial skin	0,800			
	I believe Somethinc products can brighten and make my skin healthy	0,769			
Product Quality	I trust that Somethinc products are made with quality ingredients	0,786	0,839	0,886	0.610
	Somethinc's product quality matches the specifications stated on the label	0,825			
	I purchase Somethinc products because they suit my facial skin problems	0,882			
	I search for positive reviews about Somethinc products before buying	0,760			
	I feel satisfied buying Somethinc products because they offer quality skincare	0,783			
Purchase Decision	I would recommend Somethinc products to others	0,782	0,852	0,894	0.630
	I intend to buy other products from Somethinc	0,754			
	I know various Somethinc products offered through social media	0,735			

Origin: Data collected directly from primary sources, 2024.

All constructs exhibit good validity and reliability, with outer loadings mostly above 0.7, indicating that the indicators effectively measure the constructs. The Cronbach's Alpha and Composite Reliability (CR) values are all above 0.7, confirming strong internal

consistency. The AVE values for all constructs are also above the 0.5 threshold, indicating that the constructs explain more than 50% of the variance in their indicators.

It is worth noting that some items, particularly under Brand Awareness and Product Quality, show marginally lower loadings, such as "Something offers many product variants suitable for different facial skin conditions" (outer loading = 0.720). These items still meet the acceptable threshold of 0.7, but the lower loadings suggest these indicators may be less strongly associated with their respective constructs. This minor variation could stem from the diversity of consumers' perceptions of product variants or the relatively broad phrasing of the question, and future research could refine these items to improve loadings.

Multicollinearity Test

Multicollinearity, which occurs when independent variables are highly correlated, was assessed using the Variance Inflation Factor (VIF). As shown in Table 3, all VIF values are well below the threshold of 5, suggesting that there is no significant multicollinearity issue among the predictors.

Table 3.
Collinierity Statistic

	Brand Awareness	Digital Marketing	Purchase Decision	Product Quality
Brand Awareness			3,329	
Digital Marketing			2,306	
Purchase Decision				
Product Quality			3,630	

Origin: Data collected directly from primary sources, 2024.

A lack of multicollinearity is crucial for the validity of the study's results. If multicollinearity were present, it would distort the relationships between variables, making it difficult to assess the individual effects of the predictors on the dependent variable. Since the VIF values are all within the acceptable range, we can conclude that the results are valid and the relationships between variables are not significantly biased.

Inner Model (Structural Model)

The structural model is evaluated to examine the causal relationships between the latent variables. Key tests include the Coefficient of Determination (R^2), Goodness of Fit (GoF), and Effect Size (f^2).

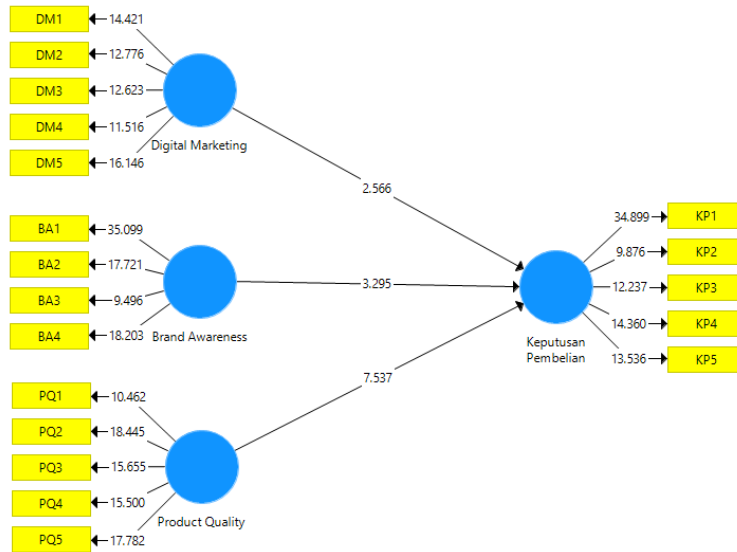


Figure 2.
Inner Model

Origin: Data collected directly from primary sources, 2024.

Coefficient of Determination (R²)

The R² value measures how much of the variability in the dependent variable can be explained by the independent variables. An R² of 0.877 indicates a strong model fit, with digital marketing, brand awareness, and product quality explaining 87.7% of the variance in Purchase Decision.

Table 4.
Analisis R-Square

	R2	R2 Adjusted
Purchase Decision	0,877	0,874

Origin: Data collected directly from primary sources, 2024.

This high R² value suggests that the model is robust in explaining the factors that influence consumer purchase decisions. When compared to similar studies, this result indicates a strong influence of the predictors on purchasing behavior, positioning this research well in terms of explaining key consumer decision-making drivers.

Goodness of Fit Test

The GoF test assesses the model’s overall fit, with the Q² value being an important metric. A Q² value greater than 0.5 indicates a good model fit. The Q² value for this model is 0.532, indicating that the model has good predictive relevance:

Table 5.
Analisis Q-Square

Model	Value
Q2 (= 1-SSE/SSO)	0,532

Origin: Data collected directly from primary sources, 2024.

The Q-Square value of 0.532 is presented in the table above. As stated by Ghozali (2018), a model is deemed good if its Q-Square value is greater than 0.5.

Effect Size (f²) Test

The effect size (f²) test evaluates the strength of the relationship between variables. For Brand Awareness (f² = 0.174), this indicates a medium effect on Purchase Decision. Digital Marketing has a small effect size (f² = 0.086), while Product Quality exhibits a large effect size (f² = 0.746), highlighting its substantial influence on purchasing behavior.

Table 6.
f-Square Analysis

	Brand Awareness	Digital Marketing	Purchase Decision	Product Quality
Brand Awareness			0,174	
Digital Marketing			0,086	
Purchase Decision				
Product Quality				0,746

Origin: Data collected directly from primary sources, 2024.

This suggests that Product Quality has the most significant impact on Purchase Decision, followed by Brand Awareness, while Digital Marketing plays a smaller but still important role in influencing consumer decisions.

Hypothesis Testing

Hypothesis testing, according to (Hair et al., 2018), can be performed by evaluating the t-statistic and p-value. The probability of accepting or rejecting the hypothesis depends on the disparity between the sample value and the hypothesized value.

Table 7.
Hypothesis Test

	Hypothesis	T Statistics	P Values	Result
H1	Digital Marketing -> Purchase Decision	2,430	0,015	Supported
H2	Brand Awareness -> Purchase Decision	3,406	0,001	Supported
H3	Product Quality -> Purchase Decision	7,507	0,000	Supported

Origin: Data collected directly from primary sources, 2024.

Referring to Table 7, the first hypothesis (H1) indicates that digital marketing significantly impacts purchase decisions, supported by a t-statistic value of 2.430 (greater than 1.96) and a p-value of 0.015 (less than 0.05). The second hypothesis (H2) shows that brand awareness also significantly influences purchase decisions, supported by a t-statistic value of 3.406 and a p-value of 0.001. Similarly, the third hypothesis (H3) confirms that product quality significantly affects purchase decisions, supported by a t-statistic value of 7.507 and a p-value of 0.000.

The Impact of Digital Marketing on Purchase Decision

From the analysis and testing conducted, digital marketing plays a significant role in influencing the Purchase Decision for Somethinc skincare products. Digital marketing strategies, such as providing educational content, consumer testimonials, and exclusive discounts packaged attractively, help attract more customers and drive Purchase Decision. As a result, Somethinc has successfully maximized the digital market opportunities to boost its sales. This finding is in line with previous research by Lombok and Samadi (2022), Mulyansyah and Sulistyowati (2021), Onsardi et al. (2022), and Saputra and Ketut (2020), which proved that digital marketing has a positive and significant effect on Purchase Decision.

The Impact of Brand Awareness on Purchase Decision

Through the analysis and testing conducted by distributing questionnaires to Somethinc skincare consumers in Surakarta, it is clear that brand awareness plays a crucial role in influencing the purchase decision for this product. With strong brand recognition, Somethinc has become a top choice for customers seeking skincare items. Consumers are more likely to select this product due to their familiarity with the brand. As a result, it can be concluded that higher brand awareness increases the likelihood of consumers trusting and purchasing the product. This finding aligns with studies by Chen et al. (2022), Katerina et al. (2023), Sastra Millenium et al. (2021), and Shahid et al. (2017), which highlight the significant impact of brand awareness on purchase decisions.

The Influence of Product Quality on Purchase Decision

According to the research and testing conducted, product quality greatly influences the Purchase Decision for Somethinc skincare products. As Somethinc demonstrates, the

product quality using safe and effective active ingredients suitable for various skin types provides customer satisfaction with the results. Skincare users prefer products that deliver tangible results and have credible claims. Therefore, high product quality strengthens Somethinc's position as a trusted brand in the skincare industry. This research aligns with previous studies by Halim and Wahyudi Henky (2024), Hatta et al. (2018), Nilowardono et al. (2024), and Yani and Ngora (2022), which found that Purchase Decision is significantly influenced by product quality.

CONCLUSION

Based on the findings and analysis conducted using SmartPLS 3, it can be concluded that Digital Marketing, Brand Awareness, and Product Quality positively and significantly influence purchase decisions for Somethinc skincare products. Effective digital marketing strategies, such as leveraging social media and consumer testimonials, enhance consumer interest and engagement, while high brand awareness fosters trust and familiarity, positioning Somethinc as a preferred choice in the skincare category.

Among these factors, Product Quality stands out as the most dominant factor influencing purchase decisions. The Effect Size (f^2) test revealed that product quality had the largest impact, underlining its critical role in shaping consumer behavior. Consumers are more likely to trust and purchase products that not only claim but also deliver tangible, visible results. This finding emphasizes that while digital marketing and brand awareness are important, product quality is the most significant determinant of consumer purchasing behavior for Somethinc.

Overall, this research underscores the importance of integrating digital marketing strategies, strengthening brand awareness, and maintaining superior product quality to enhance competitiveness and drive purchase decisions. To translate these insights into actionable strategies, Somethinc should prioritize content-driven marketing that highlights product efficacy and leverages consumer testimonials. Ensuring that product claims are consistently validated through real consumer experiences will further reinforce trust and influence purchasing decisions.

This study has certain limitations that should be acknowledged. The research focused solely on three variables Digital Marketing, Brand Awareness, and Product Quality without exploring other potential factors such as pricing, customer service, or brand perception that may also influence purchase decisions. The sample was geographically limited to respondents in Surakarta, which may not fully represent the diverse consumer behaviors across different regions in Indonesia. Furthermore, the study employed a purely quantitative approach, which, while effective for statistical analysis, lacks the depth of qualitative insights that could provide a richer understanding of consumer motivations and perceptions. These limitations suggest avenues for more comprehensive and diverse research in the future.

REFERENCES

- Agyekum, Crentsil Kofi, Huang Haifeng, and Amma Agyeiwaa. 2015. "Consumer Perception of Product Quality." *Microeconomics and Macroeconomics* 3(2): 25–29. doi:10.5923/j.m2economics.20150302.01.
- Andrologi, Febrian. 2014. "Analisis Pengaruh Brand Image Dan Brand Awareness Terhadap Brand Loyalty Dan Dampaknya Terhadap Brand Equity." *UNDIP Institutional Repository*: 1–72. Available at: <https://repofeb.undip.ac.id/id/eprint/7340>.
- Apriani, Serli, and Khairul Bahrin. 2021. "Pengaruh Citra Merek, Kualitas Produk Terhadap Purchase Decision Kosmetik Maskara Maybelline." *Jurnal Manajemen Modal Insani Dan Bisnis* 2(1): 1–12. <https://doi.org/10.61567/jmmib.v2i1.32>
- Ariyan, Hendi. 2013. "Pengaruh Brand Awareness Dan Kepercayaan Konsumen Atas Merek Terhadap Purchase Decision Ulang Minuman Aqua Di Kota Padang." *Universitas Negeri Padang* 041(1): 1–11. Available at : <https://www.e-jurnal.com/2014/11/pengaruh-brand-awareness-dan.html>
- Chen, Hanpu, Salmi Mohd Isa, and Shaohua Yang. 2022. "Brand Awareness, Brand Credibility, Brand Self-Congruity and Purchase Intention for Luxury Brands (I.E. Handbag): An Empirical Study of Chinese Consumers." *International Journal of Education, Psychology and Counseling (IJEPC)* 7(47): 70–78. doi:10.35631/ijepc.747007.
- F. Hair Jr, Joseph, William C. Black, Barry J. Babin, and Rolph E. Anderson. 2018. *Multivariate Data Analysis*. Prentice Hall. Available at : <https://www.drnishikantjha.com/papersCollection/Multivariate%20Data%20Analysis.pdf>

- Garvin A, David. 1984. "Product Quality : An Important Strategic Weapon." *Business Horizons* (April): 1–4. [https://doi.org/10.1016/0007-6813\(84\)90024-7](https://doi.org/10.1016/0007-6813(84)90024-7)[Get rights and content](#)
- Ghozali, Imam. 2018. "Aplikasi Analisis Multivariate Dengan Program IBM SPSS." 25. Available at : <https://onesearch.id/Record/IOS2851.slims-19545>
- Ghozali, Imam, and Hengky Latan. 2015. "Konsep, Teknik, Aplikasi Menggunakan Smart PLS 3.0 Untuk Penelitian Empiris." *BP Undip. Semarang* 290. Available at : https://lib.unsub.ac.id/index.php?p=show_detail&id=5191
- Hair, Joseph Franklin, Christian M. Ringle, and Marko Sarstedt. 2011. "PLS-SEM : Indeed a Silver Bullet." *Journal of Marketing Theory and Practice* 19(2): 139–52. doi:10.2753/MTP1069-6679190202.
- Hair Jr., Joseph F., G. Tomas M. Hult, Christian M. Ringle, Marko Sarstedt, Nicholas P. Danks, and Soumya Ray. 2021. 30 Structural Equation Modeling: A Multidisciplinary Journal *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R : A Workbook*. Springer Nature. doi:10.1080/10705511.2022.2108813.
- Halim, Enrico Glenn, and Alexander Wahyudi Henky S. 2024. "The Effect Of Product Quality and Service Quality On Purchasing Decisions at Toko Bahan Kue 55." *Journal of Management and Start-Up Business* 9(1): 63–78. doi:<https://doi.org/10.37715/jp.v9i1.3796>.
- Hatta, Iha Haryani, Widarto Rachbini, and Sudarmin Parenrengi. 2018. "Analysis of Product Innovation, Product Quality, Promotion, and Price, and Purchase Decisions." *South East Asia Journal of Contemporary Business* 16(5): 183–89. Available at : https://seajbel.com/wp-content/uploads/2018/11/seajbel5_268.pdf
- Jayanti, Esih, Nandang Bakti Karnowati, Sekolah Tinggi, Ilmu Ekonomi, and Muhammadiyah Cilacap. 2023. "Digitalisasi Umkm Dan Literasi Keuangan Untuk Keberlanjutan Umkm Di Kabupaten Cilacap." 31(1): 51–64. <https://doi.org/10.32477/jkb.v31i1.504>
- Jayanti, Esih, Supriyanto, and Zamroni. 2023. "Pengaruh Kualitas Pelayanan, Kualitas Produk, Dan Harga Terhadap Purchase Decision Di Toserba Yogya Majenang." *Jurnal Ekonomi*: 35–46. Available at : <http://jurnal.stiemuhcilacap.ac.id/index.php/je511/article/view/209%0Ahttp://jurnal.stiemuhcilacap.ac.id/index.php/je511/article/download/209/130>.
- Jayanti, Esih, and Dewi Werdiasih. 2022. "Strategi Promosi Pulau Momongan Pada Era New Normal Di Kabupaten Cilacap." 30(1): 40–53. <https://doi.org/10.32477/jkb.v30i1.328>
- Katerina, Angel, Anisa Simanjuntak, Candra Astra Terenggana, and Maria Josephine Tyra. 2023. "The Effect of Brand Awareness and Brand Image on Purchasing Decisions for Scarlett Whitening Products." *Journal of Business and Information System* 5(1): 11–18. doi:10.36067/jbis.v5i1.167.

- Kotler, P., and G. Amstrong. 2016. *Principles Of Marketing*. 16th ed. Pearson Education. Available at : <https://onsearch.id/Record/IOS3774.JAKPU000000000130741>
- Kotler, P., and K. Keller. 2016. *Marketing Management*. 15th ed. Pearson Education. Available at : <https://onsearch.id/Record/IOS3774.JAKPU000000000130833>
- Lombok, Viedy Virginia, and Reitty L Samadi. 2022. “Pengaruh Brand Image, Brand Trust Dan Digital Marketing Terhadap Purchase Decision Konsumen Pada Produk Emina (Studi Kasus Pada Mahasiswa Universitas Sam Ratulangi).” *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi* 10(3): 953. doi:10.35794/emba.v10i3.43524.
- Maryani, Dina. 2022. “Pengaruh Brand Image Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Ms Glow (Studi Empiris Pada Konsumen Di Agen Ms Glow Magetan.” *Prosiding Seminar Nasional Akuntansi dan Manajemen (SENAMA)*: 43–52. doi:10.52353/senama.v1i1.280.
- Melpiana, Evi, and Ajat Sudrajat. 2022. “Analisis Harga Dan Kualitas Produk Terhadap Purchase Decision Pada MS Glow Beauty.” x(x): 106–18. <https://doi.org/10.36441/mae.v5i1.599>
- Mulyansyah, Gumilar Tintan, and Raya Sulistyowati. 2021. “Pengaruh Digital Marketing Berbasis Sosial Media Terhadap Purchase Decision Kuliner Di Kawasan G-Walk Surabaya.” *Jurnal Pendidikan Tata Niaga (JPTN)* 9(1): 1097–1103. Available at : <https://jurnalmahasiswa.unesa.ac.id/index.php/jptn/article/view/36056>.
- Muthiah, Farah, and Budi Setiawan. 2019. “Pengaruh Brand Awareness, Brand Characteristic, Dan Emotional Branding Terhadap Purchase Decision.” *Jurnal Ilmiah Manajemen Kesatuan* 7(2): 259–67. doi:10.37641/jimkes.v7i2.228.
- Nadiya, Farisa Hasna, and Susanti Wahyuningsih. 2020. “Pengaruh Kualitas Produk, Harga Dan Citra Merek Terhadap Purchase Decision Fashion 3second Di Marketplace (Studi Pada Mahasiswa Pengguna Fashion 3second Di Kota Semarang).” *Jurnal Ilmu dan Riset Manajemen* 5(2): 1–20. Available at : <https://prosiding.unimus.ac.id/index.php/semnas/article/view/686>
- Nilowardono, Sengguruh, Agus Baktiono, I Putu Artaya, and Amrun Rosyid. 2024. “The Influence of Product Quality on Purchase Decision Through Brand Image: A Case Study On 3second Fashion.” *IJEED (International Journal of Entrepreneurship and Business Development)* 7(1): 30–39. doi:10.29138/ijeed.v7i1.2612.
- Onsardi, Sri Ekowati, Ade Tiara Yulinda, and Megawati. 2022. “Dampak Digital Marketing, Brand Image Dan Relationship Marketing Terhadap Purchase Decision Konsumen Lina Ms Glow Kota Bengkulu.” *Creative Research Management Journal* 5(2): 10. doi:10.32663/crmj.v5i2.3096.
- Prihatin, Fitria, and Esih Jayanti. 2022. “Influence of Marketing Mix on Purchasing Decisions At Rita Pasaraya Cilacap.” *Prosiding University Research Colloquium*: 13–31. Available at : <http://repository.urecol.org/index.php/proceeding/article/view/2191>.

- Radder, Laetitia, and Wei Huang. 2008. "High-involvement and Low-involvement Products." *Journal of Fashion Marketing and Management: An International Journal* 12(2): 232–43. doi:10.1108/13612020810874908.
- Saputra, Gede Wisnu, and I Gst. Agung Ketut. 2020. "Pengaruh Digital Marketing, Word of Mouth, Dan Kualitas Pelayanan Terhadap Purchase Decision." *E-Jurnal Manajemen* 9(7): 2596–2620. DOI: [10.24843/EJMUNUD.2020.v09.i07.p07](https://doi.org/10.24843/EJMUNUD.2020.v09.i07.p07)
- Sari, Syahriah, Syamsuddin Syamsuddin, and Syahrul. 2021. "Analisis Brand Awareness Dan Pengaruhnya Terhadap Buying Decision Mobil Toyota Calya Di Makassar." *Journal of Business Administration (JBA)* 1(1): 37–48. doi:10.31963/jba.v1i1.2678.
- Sastra Millenium, Alicia, I Wayan Suardana, and I Made Kusuma Negara. 2021. "Pengaruh Digital Marketing Dan Brand Awareness Terhadap Purchase Decision Pada Startup Bike Rental Bananaz Bali." *Jurnal IPTA (Industri Perjalanan Wisata)* 9(1): 173–77. doi:10.24843/ipta.2021.v09.i01.p17.
- Shahid, Zarlish, Tehmeena Hussain, and Fareeha Zafar. 2017. "The Impact of Brand Awareness on the Consumers' Purchase Intention." *Journal of Accounting & Marketing* 06(01): 1–4. doi:10.4172/2168-9601.1000223.
- Sugiyono, Prof Dr. 2017. 225 Penerbit CV. Alfabeta: Bandung *Metode Penelitian Bisnis : Pendekatan Kuantitatif, Kualitatif, Kombinasi, Dan R&D*. Available at : <https://cvalfabeta.com/product/metode-penelitian-bisnis-pendekatan-kuantitatif-kualitatif-kombinasi-dan-rd/>
- Sukmawati, Dyah Ayu Rara, Muhammad Mathori, and Achmad Marzuki. 2022. "Pengaruh Promosi, Harga, Dan Kualitas Produk Terhadap Purchase Decision Produk Skincare Somethinc (Studi Pada Konsumen Di Daerah Istimewa Yogyakarta)." *Jurnal Riset Akuntansi dan Bisnis Indonesia STIE Widya Wiwaha* 2(2): 579–99. <https://doi.org/10.32477/jrabi.v2i2.487>
- Werdiasih, Rustina Dewi, and Dinda Kartika Apriliani. 2021. "Pengaruh Citra Merk, Kualitas Produk, Dan Harga Terhadap Purchase Decision Pada Produk Smartphone Vivo." *Jurnal Manajemen Mulawarman* 5(3): 34–44. Available at : <https://jurnal.stiemuhcilacap.ac.id/index.php/je511/article/view/115>
- Yani, Ari Soeti, and Kristina Ngora. 2022. "Influence of Product Quality & Promotion on Purchase Decision with Buying Interest as a Moderating Variable." *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)* 5(2): 14034–46. doi:<https://doi.org/10.33258/birci.v5i2.5267>.
- Yulian, Toni Dwi, and Anik Lestari Andjarwati. 2018. "Pengaruh Brand Awareness, Perceived Quality, Dan Kelompok Acuan Terhadap Niat Beli Honda PCX 150." *UNEJ e-Proceeding* 150: 515–25. Available at: <https://jurnal.unej.ac.id/index.php/prosiding/article/view/9209>.
- Yunita, Puput, and Lies Indriyatni. 2022. "Pengaruh Brand Image, Daya Tarik Iklan, Dan Celebrity Endorser Terhadap Purchase Decision MS Glow (Studi Kasus Pada Pelanggan MS Glow Kota Semarang)." *Prosiding Seminar Nasional UNIMUS* 5: 279–87. Available at : <https://prosiding.unimus.ac.id/index.php/semnas/article/view/1108>