
**THE EFFECT OF DISCOUNTS, INFLUENCERS, AND PACKAGING DESIGN ON
CONSUMER PURCHASE INTENTION FOR LUXCRIME COSMETICS IN
SURABAYA**



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Abstract

The beauty industry in Indonesia shows significant growth with increasingly intense competition among various cosmetic brands. Luxcrime emerges as one of the local brands that has successfully attracted attention and is favored by many Indonesian women for offering quality products at economical prices. The purpose of this study is to examine and analyze the impact of discounts, influencer use, and packaging design aspects on purchase interest for Luxcrime cosmetic products in the Surabaya area. The target group in this study is female consumers aged 18 years and above who have used and purchased Luxcrime products and reside in Surabaya. The research uses a quantitative approach with a total of 90 respondents as participants. The sampling technique applies non-probability sampling with purposive sampling method. Data analysis was conducted through multiple linear regression using IBM SPSS version 30 software to test and evaluate the data. Research findings indicate that discount factors, influencer roles, and packaging design elements have influence both individually (partially) and simultaneously on consumer interest in making purchases.

Keywords: Discount, Influencer, Packaging Design, Consumer Purchase Intention, Luxcrime Cosmetics

INTRODUCTION

The beauty industry in the modern era has gained a large following, including in Indonesia, which is experiencing rapid growth. Many enthusiasts come from various backgrounds, especially women who enjoy purchasing cosmetics to enhance their appearance. Beauty is considered highly important for women, as almost all of them dream of looking attractive, whether in front of the opposite sex or in society at large. Consequently, beauty is often held in high regard, with many willing to go to great lengths to achieve it. Since ancient times, women have been socially constructed as figures closely associated with beauty and elegance.

The growth and development of cosmetic products in Indonesia have led to the widespread presence of numerous local and international brands in the market, such as Make Over, Red-A, Luxcrime, Wardah, Skintific, Focallure, and The Originote. Major companies compete by creating unique advantages in their products, ensuring distinct quality. These companies market their products by following trends to attract consumer interest. Due to the intense competition within the cosmetics industry and its rapid growth, especially in major cities, companies must optimize their sales strategies to capture consumer purchasing interest.

According to Astuti and Iskandar (2022), consumer purchasing interest can be defined as a form of attraction or enthusiasm that emerges within customers toward a product, influenced by both internal and external factors. As a result, the desire to make a purchase arises when customers receive recommendations about the product, ultimately encouraging them to buy it. Companies strive to maintain consumer purchasing interest through various efforts, as the success of a business is largely determined by the number of product purchases made by consumers.

One effective strategy for maintaining consumer purchasing interest is offering discounts on marketed products. According to Kusnawan et al. (2019), a discount is defined as a price reduction given to consumers, reducing the amount they have to pay from the original price by a certain value. Discounts create a perception of greater value, encouraging consumers to make impulsive purchases. In the cosmetics industry, where many brands compete, attractive discounts can significantly influence consumer purchasing interest. Discounts on cosmetic products are typically offered during specific periods based on various criteria, such as purchase reductions, twin-date events, and live streaming sessions of a brand on e-commerce platforms.

Aside from offering discounts, Hatta and Adrenanus (2019) stated that consumers do not immediately trust a product. They will seek and gather as much information as possible about a product, and from this information, a perception is formed. Potential consumers often look for reviews of cosmetic brands, particularly from influencers on social media. Influencers play a crucial role in product sales, as they have an audience or followers who tend to trust and follow their preferences. In recent years, the use of social media influencers has become an effective strategy for marketing cosmetic products.

In addition to influencer reviews, another factor that attracts consumers, particularly women, is packaging design. A product's packaging design is also a key driver of consumer purchasing interest. Packaging serves the purpose of protecting the product during shipping, usage, and storage. The packaging design, often referred to as "packaging aesthetics," acts as

a wrapping element that adds value to the product by enhancing its visual appeal and overall aesthetics.

One cosmetic brand experiencing rapid growth in major cities like Surabaya is Luxcrime. Luxcrime is known as "approved by Tasya Farasya" and was founded by Achmad Nurul Fajri in 2015. The brand carries the tagline "I, Makeup, Skin, Happy 😊," which is reflected in its sales platform. Luxcrime offers a range of cosmetic products, including both skincare and makeup, aiming to provide consumers with comfort in viewing, touching, and using its products. Luxcrime's products are formulated with high-quality ingredients and packaged in a simple yet attractive design. The brand consistently follows market trends and meets global consumer needs. Additionally, Luxcrime's products are BPOM-certified, cruelty-free, vegan with natural ingredients, free from harmful chemicals, and halal-certified.

Based on the background above, the author is interested in exploring the impact of discounts, influencers, and packaging design on consumer purchasing interest, as these three variables play a strategic role in influencing consumer buying decisions. Attractive discounts, influential endorsements from social media figures, and visually appealing packaging can create a strong sense of attraction and desire, ultimately driving consumer purchasing behavior.

REVIEW OF LITERATURE

Discount

According to Kusnawan et al. (2019), discount is defined as a price reduction obtained by buyers, known as a deduction from the original price. Meanwhile, according to Nawawi (2023), discount is defined as an adjustment to the main price offered as an appreciation to consumers for certain actions, namely, timely payment, large quantity purchases, and various other aspects that benefit both parties.

In the research findings by Putra (2023), it is stated that the discount variable has a significant influence on the purchase intention variable. From these research results, the positive beta coefficient value establishes that discounts have a positive effect on purchase intention, which means the higher the discount offered, the more it increases consumer purchase intention. Meanwhile, in the research of Pangestu et al. (2024), it was found that the application of discounts at As-Salam Mart Bintara Jaya West Bekasi did not have a significant impact on sales volume and consumer interest. Several identified reasons include limited product availability, uncomfortable atmosphere, and unattractive discounted products at that location.

Influencers

According to Herviani et al. (2020), social media influencers are social media users who have a large number of followers on that platform. Meanwhile, according to Yustiawan and Lestari (2023), social media influencers with specific expertise are viewed as more effective and active by users compared to conventional celebrities, both in the context of social media and traditional advertising.

In the findings of previous research conducted by Aryudi (2021), results showed that influencer marketing has a significant positive effect on purchase interest for video game applications. These findings can be interpreted as the number of influencers promoting a product increases, consumer purchase interest will also increase. Meanwhile, in the research

by Hidayati and Priyono (2024), results indicated that influencers partially do not have an influence on purchase interest in UMKM Sprouts, accounting for only 0.338 or 3.38%. This is in line with the opinion from research conducted by Pasaribu et al. (2023), which suggests that influencer marketing does not have a significant influence and does not have a positive value on purchase interest for skincare products among university students.

Packaging Design

According to Kotler and Keller (2016), packaging design plays a very important role in building brand image and influencing purchasing decisions among customers. Meanwhile, according to Istianah (2023), packaging design, or what is often called packaging, is a container that can provide added value to a product by enhancing the visual appeal of that product.

The research findings by Ramadhina and Mugiono (2022) concluded that the packaging design variable has a significant influence on purchase intention; thus, H1 of their research was accepted. This is supported by the research findings of Yuniar and Basuki (2021), which stated that the packaging design variable has a significant influence on consumer purchase intention. Meanwhile, in Erniwati's (2021) research, product packaging design had a positive but not significant effect on consumer purchase intention for Pocari Sweat beverages in Pariaman City. This is evidenced by the significance level of packaging design at 0.264, which is predominantly larger than the threshold of 0.05.

Consumer Purchase Intention

The definition of consumer purchase interest, as cited by Astuti and Iskandar (2022), refers to the attraction consumers feel toward a specific commodity or service. This attraction is influenced by various factors, both internal (personal) and external (environmental). Meanwhile, Indika and Jovita (2017) define consumer purchase interest as the drive to acquire a product, which generally develops after consumers receive recommendations or input regarding the commodity, ultimately motivating them to make a purchase transaction. Several indicators of consumer purchase interest can be identified, including:

1. Transactional interest
2. Referential interest
3. Preferential interest
4. Exploratory interest

RESEARCH METHOD

In this study, the researcher employed a quantitative approach method with an associative research technique. This approach allows researchers to intuitively indicate and test the causal relationship between existing variables by analyzing structured and repeatable data, thereby producing more accurate and generalizable research findings.

The population in this study consists of female consumers who have purchased and used Luxcrime cosmetic products, are at least 18 years old, and reside in Surabaya. To determine the sample size, the researcher applied the Slovin formula, resulting in 90 respondents. The sampling technique used in this study follows the non-probability sampling method. Specifically, the purposive sampling technique was employed, in which samples are selected based on specific criteria that align with the research objectives.

The data analysis techniques in this study include validity tests, reliability tests, and classical assumption tests, which consist of normality tests, linearity tests, multicollinearity tests, and heteroscedasticity tests, as well as multiple linear regression analysis. Additionally, the study incorporates the coefficient of determination test (R^2) and hypothesis testing, including the simultaneous test (F-test) and partial test (T-test).

RESULTS AND DISCUSSION

The results of the questionnaire distributed via Google Forms collected a sample of 90 respondents, showing the characteristics of respondents based on age: 18-22 years old (53.3%), 23-27 years old (20%), 28-32 years old (20%), 33-37 years old (4.4%), and 38-42 years old (2.2%). The characteristics of respondents based on occupation are as follows: 51.1% students, 23.3% private employees, 14.4% civil servants, 7.8% entrepreneurs, and 3.3% others. Meanwhile, the characteristics of respondents based on domicile are 11.1% from Central Surabaya, 51.1% from East Surabaya, 13.3% from West Surabaya, 18.9% from South Surabaya, and 5.6% from North Surabaya.

Validity Test

Table 1
Validity Tes

No.	Variabel/Statement item	Corelation	Item	Information
<i>Discount</i>				
1.	X1.1	0,723	Item 1	Valid
2.	X1.2	0,659	Item 2	Valid
3.	X1.3	0,614	Item 3	Valid
4.	X1.4	0,679	Item 4	Valid
5.	X1.5	0,747	Item 5	Valid
6.	X1.6	0,586	Item 6	Valid
<i>Influencers</i>				
1.	X2.1	0,653	Item 1	Valid
2.	X2.2	0,604	Item 2	Valid
3.	X2.3	0,517	Item 3	Valid
4.	X2.4	0,675	Item 4	Valid
5.	X2.5	0,685	Item 5	Valid
6.	X2.6	0,478	Item 6	Valid
<i>Packaging Desain</i>				
1.	X3.1	0,807	Item 1	Valid
2.	X3.2	0,546	Item 2	Valid

3.	X3.3	0,512	Item 3	Valid
4.	X3.4	0,633	Item 4	Valid
5.	X3.5	0,604	Item 5	Valid
6.	X3.6	0,796	Item 6	Valid
<i>Consumer Purchase Intention</i>				
1.	Y.1	0,584	Item 1	Valid
2.	Y.2	0,615	Item 2	Valid
3.	Y.3	0,478	Item 3	Valid
4.	Y.4	0,563	Item 4	Valid
5.	Y.5	0,514	Item 5	Valid
6.	Y.6	0,661	Item 6	Valid
7.	Y.7	0,437	Item 7	Valid
8.	Y.8	0,496	Item 8	Valid

Referring to the validity test results presented in the table above, the data table shows a calculated correlation value r_{count} that exceeds the r_{table} value of 0.207 at a significance level of 0.05, indicating that the data is valid.

Reliability Test

Table 2
Reliability Test

Variable	Cronbach's Alpha	Information
<i>Discount (X₁)</i>	0,745	Reliabel
<i>Influencers (X₂)</i>	0,636	Reliabel
<i>Packaging Design (X₃)</i>	0,727	Reliabel
<i>Consumer Purchase Intention (Y)</i>	0,658	Reliabel

Referring to the results of the reliability test presented in the table above, all values for the variables Discount (X₁), Influencer (X₂), Packaging Design (X₃), and Consumer Purchase Intention (Y) meet the reliability criteria, making the questionnaire applicable as a research instrument. This conclusion is based on the Cronbach's Alpha value, which exceeds the reliability threshold of 0.6.

Normality Test

The normality test process uses a normal probability plot with the IBM SPSS version 30 application. The study implements the one-sample Kolmogorov-Smirnov test with a significance level of 0.05.

Table 3
Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		90
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.37547456
Most Extreme Differences	Absolute	.079
	Positive	.050
	Negative	-.079
Test Statistic		.079
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		

Based on the normality test table, it can be seen that the Asymp. Sig (2-tailed) value reaches approximately 0.200. Since this value exceeds 0.05, it can be concluded that the data distribution pattern in this analytical study meets the normality criteria.

Linearity Test

Table 4
Linearity Test

ANOVA Table						
		Sum of Squares	Df	Mean Square	F	Sig.
Y * X ₁	Between Groups	273.385	14	19.528	1.751	.063
	Linearity	88.078	1	88.078	7.900	.006
	Deviation from Linearity	185.307	13	14.254	1.278	.245
Within Groups		836.215	75	11.150		
Total		1109.600	89			

Based on the linearity test table, the significance difference between the Discount variable and Consumer Purchase Intention is 0.245. According to the decision criteria, it can be concluded that the relationship between the independent and dependent variables is linear since the significance level is greater than 0.05.

Table 5
Linearity Test

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Y * X ₂	Between Groups	(Combined)	541.935	13	41.687	5.581	.000
		Linearity	438.050	1	438.050	58.647	.000
		Deviation from Linearity	103.885	12	8.657	1.159	.328
	Within Groups		567.665	76	7.469		
	Total		1109.600	89			

The linearity test table shows a Deviation from Linearity significance value between the influencer variable and the consumer purchase intention variable of 0.328. Referring to the decision parameter, since the significance value exceeds 0.05, it can be stated that there is a linear relationship between the independent and dependent variables.

Table 6
Linearity Test

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Y * X ₃	Between Groups	(Combined)	303.893	12	25.324	2.420	.010
		Linearity	245.669	1	245.669	23.478	.000
		Deviation from Linearity	58.224	11	5.293	.506	.894
	Within Groups		805.707	77	10.464		
	Total		1109.600	89			

The output of the linearity test in the table shows a Deviation from Linearity significance value between the Packaging Design variable and Consumer Purchase Intention of 0.894. Based on the decision parameter, since the significance value exceeds 0.05, it can be concluded that the relationship between the independent and dependent variables is linear.

Multicollinearity Test

Table 7
Multicollinearity Test

Variabel Bebas	Collinearity Statistics	
	Tolerance	VIF
Discount (X ₁)	0.982	1.018
Influencers (X ₂)	0.917	1.091
Packaging Design (X ₃)	0,930	1.076

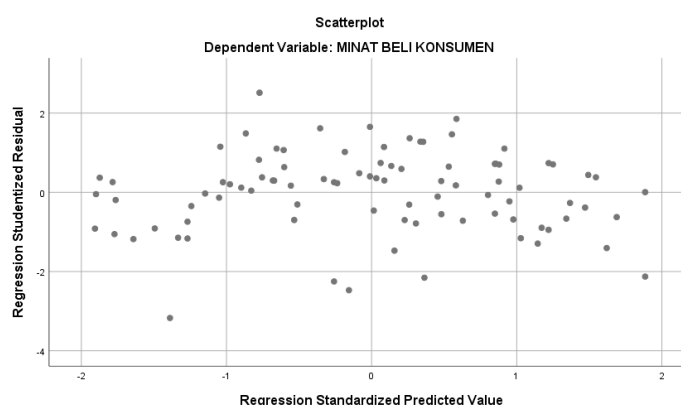
Referring to the results displayed in the table, the tolerance values for the Discount (X₁), Influencer (X₂), and Packaging Design (X₃) variables are recorded at 0.982, 0.917,

and 0.930, respectively, all of which exceed the 0.10 threshold. Meanwhile, the VIF values for the Discount (X1), Influencer (X2), and Packaging Design (X3) variables are approximately 1.100, 1.018, and 1.076, respectively. Based on the predetermined parameters, it can be concluded that there is no multicollinearity between the independent variables in this regression model.

Heteroskedastisitas Test

The heteroscedasticity test aims to analyze the possibility of residual variation in each observation within the linear regression model. In this study, the Scatter Plot Test method is used as a tool to detect the presence of heteroscedasticity. The test results are illustrated in the following figure:

Figure 1
Heteroskedasticity Test



Thus, in this analysis, it can be concluded that heteroscedasticity does not occur in the regression model.

Multiple Linear Regression Analysis

The following are the results of the multiple linear regression analysis test:

Table 8
Multiple Linear Regression Analysis

Model	Unstandardized Coefficient		Sig.	Information
	B	Std. Error		
(Constant)	3.228	3.281	.328	
Discount (X ₁)	0.261	0.084	0.002	Significant
Influencers (X ₂)	0.579	0.086	0.000	Significant
Packaging Design (X ₃)	0.387	0.085	0.000	Significant

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = 3,228 + 0,261 X_1 + 0,579 X_2 + 0,387 X_3$$

Here is the interpretation of the linear regression equation above:

1. From the equation, the constant (a) has a value of 3.228, indicating that if the variables discount, influencer, and packaging design are valued at 0, the level of consumer purchase intention remains at 3.228.
2. The coefficient of the discount variable (X1) is recorded at 0.261, meaning that each increase of 1 in the discount value will lead to an increase in consumer purchase intention by 0.261. The positive regression coefficient between discounts and consumer purchase intention shows that as discounts increase, consumer purchase intention will also increase..
3. The coefficient of the influencer variable (X2) has a value of 0.579, which means that if there is an increase of 1 in the influencer variable, consumer purchase intention will increase by 0.579. The positive regression coefficient between influencers and consumer purchase intention indicates that the more appealing an influencer is, the higher the consumer purchase intention.
4. The coefficient of the packaging design variable (X3) is 0.387, indicating that every increase of 1 in packaging design will enhance consumer purchase intention by 0.387. The positive regression relationship between packaging design and consumer purchase intention suggests that the more attractive the packaging design, the greater the consumer purchase intention.

Coefficient of Determination Test (R²)

The multiple linear regression analysis also produces the coefficient of determination (R²) value. The value is presented in the following table:

Table 9
Coefficient Of Determination Test (R²)
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.740 ^a	0.547	0.532	2.41655	2.132

a. Predictors: (Constant), Packaging Design, Discounts, Influencers

b. Dependent Variable: Consumer Purchase Interest

The coefficient of determination test aims to measure the contribution of independent variables to the dependent variable. Based on the table, the coefficient of determination (R²) is listed in the R Square column as 0.547. This figure indicates that the variables Discount, Influencer, and Packaging Design contribute 54.7% to Consumer Purchase Intention, while the remaining 45.3% is influenced by factors outside the research model.

F Test (Simultaneous)

The F-test in this study was implemented to determine the simultaneous influence of all independent variables on the dependent variable. The following are the results of the simultaneous hypothesis testing of the variables Discount (X1), Influencer (X2), Packaging Design (X3), and Consumer Purchase Intention (Y) using the F-test:

Table 10
F Test (Simultaneous)

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	607.384	3	202.461	34.670	.000 ^b
Residual	502.216	86	5.840		
Total	1109.600	89			

a. Dependent Variable: Consumer Purchase Interest

b. Predictors: (Constant), Discounts, Influencers, Packaging Design

Based on the results of the F-test in the table, with degrees of freedom $df (n1) = 2$ and $df (n2) = 87$, the obtained F-table value is 3.101. The simultaneous test shows that the calculated F-value is 34.670, while the F-table value is 3.101. Since the calculated F-value is greater than the F-table value, with a significance level of $0.000 < \alpha (0.05)$, according to the hypothesis, H_0 is rejected, and H_1 is accepted. Thus, it can be concluded that the independent variables (Discount, Influencer, and Packaging Design) have a significant simultaneous effect on the dependent variable (Consumer Purchase Intention).

Test t (Partial Test)

This study employs hypothesis testing to analyze the influence of the variables Discount, Influencer, and Packaging Design on Consumer Purchase Intention. The applied criterion states that if the calculated t-value exceeds the t-table value, the independent variable is considered to have an effect on the dependent variable. The results of the hypothesis testing are presented as follows:

Table 11
Test t (Partial Test)

Model	Unstandardized Coefficients		T	Sig.	Information
	B	Std. Error			
(Constant)	3.228	3.281	.984	.328	
Discount (X ₁)	0.261	0.084	3.120	0.002	Significant

Influencers (X ₂)	0.579	0.086	6.754	0.000	Significant
Packaging Design (X ₃)	0.387	0.085	4.561	0.000	Significant

Findings show that all three variables have positive and significant effects on Consumer Purchase Intention, where the Discount variable has a t-value of 3.120 > t-table 1.988 with significance 0.002 < 0.05 (H1 accepted), the Influencer variable shows a t-value of 6.754 > t-table 1.988 with significance 0.000 < 0.05 (H2 accepted), and the Packaging Design variable with a t-value of 4.561 > t-table 1.988 with significance 0.000 < 0.05 (H3 accepted), thus partially all three variables are proven to significantly influence Consumer Purchase Intention.

H1: The Effect of Discounts on Consumer Purchase Intention

Based on multiple linear regression analysis, the regression coefficient for the discount variable is 0.261. The significance level shows t-count of 3.120, while the t-table is 1.988. Since t-count > t-table and the significance value is 0.002 < 0.05, it can be concluded that the discount variable has a significant influence on consumer purchase intention. These results indicate that larger discounts offered by Luxcrime correspond to higher consumer interest in purchasing Luxcrime products. Conversely, when Luxcrime's discounts don't meet consumer expectations, purchase intention for Luxcrime products tends to decrease.

This research finding aligns with previous research conducted by Putra (2023), which stated that the discount variable has a significant influence on purchase intention. The results of that study showed a positive beta coefficient, indicating that the larger the discount given, the higher the consumer purchase intention. This research supports the statement by Rahmawaty et al., (2023) about Discounts that consumers tend to buy more products when there are large discount offers, even though the items may not be particularly needed. Factors influencing this behavior include the time consumers have for shopping, the duration of the discount period provided by the store, and discount offers during specific occasions or events. Products with discounts always become a main attraction for many consumers.

H2: The Influence of Influencers on Consumer Purchase Intention

The multiple linear regression analysis reveals that the regression coefficient for the influencer variable is 0.579. The significance level indicates a t-value of 6.754, exceeding the t-table value of 1.988, with a significance of 0.000 < 0.05. This confirms that influencers have a significant impact on consumer purchase intention. The findings suggest that the more appealing the influencer used by Luxcrime, the higher the likelihood of consumer interest in purchasing Luxcrime products. Conversely, if the influencer does not align with Luxcrime's brand identity, consumer purchase intention decreases.

These research findings align with previous studies conducted by Aryudi (2021), which stated that influencer marketing has a positive and significant impact on purchase intention for video game applications. This indicates that the more influencers promote a product, the higher the consumer purchase intention. This study also supports the statement by Lumbantoruan and Marwansyah (2023), which suggests that influencers can build trust and create emotional connections with their audience, thereby increasing purchase intention. Through recommendations and product reviews, influencers help consumers feel more confident in their purchasing decisions.

H3: The Influence of Packaging Design on Consumer Purchase Intention

The multiple linear regression analysis shows that the regression coefficient for the packaging design variable is 0.387. The significance level indicates a t-value of 4.561, while the t-table value is 1.988. Since $t\text{-value} > t\text{-table}$ and the obtained significance value is $0.000 < 0.05$, it can be concluded that packaging design has a significant impact on consumer purchase intention. This suggests that the more attractive Luxcrime's packaging design is, the higher the likelihood that consumers will be interested in purchasing the product. Conversely, if the packaging design is unappealing, consumer purchase intention decreases.

These research findings align with the study conducted by Ramadhina (2022), which states that packaging design influences consumer purchase intention both simultaneously and partially. This is supported by the expert opinion of Erlyana (2019), who emphasizes that packaging design plays a crucial role in attracting consumer attention. In the cosmetics industry, attractive and functional packaging not only affects purchase intention but also creates a first impression that shapes consumer perception.

H4: The Influence of Discounts, Influencers, and Packaging Design on Consumer Purchase Intention

Based on hypothesis testing using the F-test, it was found that the variables Discount (X1), Influencer (X2), and Packaging Design (X3) simultaneously influence Consumer Purchase Intention (Y). The simultaneous test results show that the calculated F-value is 34.670, while the F-table value is 3.101. Since $F\text{-calculated} > F\text{-table}$ with a significance level of $0.000 < \alpha 0.05$, the null hypothesis (H0) is rejected, and the alternative hypothesis (H1) is accepted. Therefore, it can be concluded that overall, the independent variables Discount, Influencer, and Packaging Design significantly influence the dependent variable, Consumer Purchase Intention.

This finding aligns with the research conducted by Moniz and Nurkariani (2024), which concluded that discounts have a positive and significant effect on purchase intention. This is further supported by Tjiptono (2014), who stated that discounts are price reductions offered by sellers to buyers as a form of appreciation for specific activities that benefit the seller.

CONCLUSION

Based on the results of the discussion conducted by the researchers through various stages, including data collection, data processing, data analysis, and presenting data related to the influence of discounts, influencers, and packaging design on consumer purchase intention for Luxcrime cosmetics in Surabaya, the following conclusions can be drawn:

1. Discounts have a positive and significant effect on consumer purchase intention for Luxcrime cosmetics in Surabaya. Thus, the first hypothesis in this study is accepted.
2. Influencers have a positive and significant effect on consumer purchase intention for Luxcrime cosmetics in Surabaya. Thus, the second hypothesis in this study is accepted.
3. Packaging design has a positive and significant effect on consumer purchase intention for Luxcrime cosmetics in Surabaya. Thus, the third hypothesis in this study is accepted.

4. Discounts, influencers, and packaging design collectively influence consumer purchase intention for Luxcrime cosmetics in Surabaya. Thus, the fourth hypothesis in this study is accepted.

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