

**THE INFLUENCE OF SOCIAL MEDIA MARKETING, PRICE PERCEPTION,
AND PRODUCT QUALITY ON PURCHASING DECISIONS FOR CITRA
BODY SCRUB PRODUCT IN SURABAYA**



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Abstract

The Indonesian cosmetic industry has begun to develop from year to year. However, the development of the cosmetic industry in Indonesia is also followed by internal and external challenges. The existence of competition with foreign markets, especially China, has made the cosmetic industry in Indonesia begin to be affected. If it is not immediately addressed, the Indonesian cosmetic industry can be defeated by the foreign cosmetic industry. This study aims to determine and analyze the influence of social media marketing variables, price perception, and product quality on purchasing decisions for Citra body scrub products in the city of Surabaya. Samples were taken using purposive sampling technique with a total of 112 respondents. Data collection was carried out by distributing questionnaires. The scale used in the questionnaire is a Likert scale of 1-5. The results of the questionnaire answers were analyzed using SmartPLS software. This study tests the hypothesis using the Structural Equation Model (SEM) technique with the Partial Least Square (PLS) analysis method. The results of this study indicate that social media marketing has a positive and significant effect on purchasing decisions. Price perception has a positive and significant effect on purchasing decisions. Product quality has a positive and significant effect on purchasing decisions.

Keywords: Social Media Marketing, Price Perception, Product Quality, Purchase Decisions

INTRODUCTION

Internet and social media users in Indonesia are currently growing rapidly due to the development of technology in recent years. The increasing number of people who understand technology has led to a significant increase in the number of internet users and mobile applications as sources for finding primary information (Hariyana & Syahputra, 2022). According to data from (We Are Social, 2023), internet users in Indonesia are increasing every year. Data from the last 5 years shows that the increase in internet users in Indonesia is increasingly rapid, starting from 174 million users in 2019, 200 million users in 2020, 201 million users in 2021, 202 million users in 2022, and finally 213 million users in 2023. The increase in internet users in Indonesia has certainly also affected the level of social media users in Indonesia. According to research conducted by GoodStats data, in 2019 social media users reached 61.83%, in 2020 it reached 66.05%, in 2021 it reached 69.99%, in 2022 it reached 73.29%, and in 2023 social media users in Indonesia reached a percentage of 76.04% of the total population in Indonesia. Then, in 2024 it is estimated that social media usage in Indonesia will increase to 78.32% (GoodStats, 2023).

This is certainly very much utilized by various companies to start promoting their products and services via social media following changes in current consumer behavior who prefer to do research and purchase products via social media. Reported from the website of the Coordinating Ministry for Economic Affairs of the Republic of Indonesia, Coordinating Minister for Economic Affairs Airlangga Hartanto said that the growth of the cosmetics industry in Indonesia is currently very rapid, marked by the number of cosmetics industries reaching 21.9% from 913 companies in 2022 and increasing to 1,010 companies in 2023 and the potential market size in 2023 can reach 467,919 products, indicating an increase of more than tenfold in the last five-year period (Limanseto, 2024). The very rapid development of the cosmetics industry in Indonesia has also finally attracted the interest of other countries to market their products in Indonesia because of the large number of enthusiasts, one of which is China. The Chinese cosmetics industry has begun to spread in Indonesia in recent years and this is starting to be worrying, especially for the existence of the local cosmetics industry. Reported by CNBC Indonesia, the general chairman of the Association of Indonesian Cosmetic Companies and Associations, Solihin Sofian, stated that the growth of the local cosmetics industry is currently affected by the entry of cosmetic products from China. Both legal and illegal, the Chinese cosmetics industry is starting to dominate the Indonesian market. Moreover, with the current trend of using social media which influences consumer purchasing patterns, Chinese cosmetic products are increasingly known by consumers (Purwanti, 2024).

One example of a local brand that was affected is Citra. Citra is a cosmetic product that has been around in Indonesia for a long time and has become a brand that is very attached to the minds of the Indonesian people, especially Indonesian women. Citra is an original Indonesian product produced by PT. Unilever Indonesia Tbk which aims to maintain and care for the beauty of Indonesian women's skin. The existing Top Brand Index data shows that Citra is in second place in the beauty scrub subcategory in 2019-2023. In 2019, Citra's TBI value was 18.30, then dropped to 17.60 in 2020, 15.80 in 2021, 15.70 in 2022, and the last one was at the lowest number, namely 15.40 in 2023. Although

in second place, Citra's index value has continued to decline from year to year. The decline in this product index further shows that many consumers rarely purchase Citra products, so the company needs to improve its business strategy in order to continue to compete and maintain its position in the market.

REVIEW OF LITERATURE

Social Media Marketing

Social Media Marketing is a marketing strategy that uses social media as a medium to promote products or services. According to Gunelius (2011) in (Sanjaya et al., 2022) Social Media Marketing is a form of marketing method that can be direct or indirect, which aims to increase awareness, recognition, memory, and encourage action towards brands, businesses, products, individuals, or other entities. This method utilizes various tools available on social media platforms, such as blogging, microblogging, social networking, social bookmarking, and content sharing. The use of social media can make it easier for a company to reach consumers or potential consumers from various regions and can minimize the company's capital expenditure for promotions compared to promotions through other platforms. Social media marketing or SMM can also be used to achieve company management goals such as branding, customer service, and customer relations (Tiodora & Ronald, 2024). From all these explanations, it means that social media marketing can be a fairly effective strategy for companies to promote products or services that can influence increasing consumer purchasing decisions. According to Gunelius (2011) in (Taan et al., 2021) the indicators used in social media marketing are: content creation, content sharing, connecting, and community building.

Price Perception

Price perception, according to Schiffman & Kanuk (2008) in (Kamila & Khasanah, 2022) is a view of how a consumer sees a certain price (high, reasonable, low) which has a strong influence in making a decision to buy a product or service. Another opinion is that price perception is a number of values given to consumers in order to get benefits from using or getting a product or service (Putri & Yosephya, 2023). Price perception has a fairly important role in influencing a consumer's purchasing decision, because when a consumer sees a product or service that has a value that matches the existing price, they will tend to buy the product (Nurwisesa & Andhika, 2023). From all the explanations regarding price perception, it can be concluded that price perception is a consumer's view of a product or service to assess whether the product has a value that is equivalent to the price offered and if a consumer has a positive price perception, then this can increase consumer purchasing decisions while if the consumer has a negative price perception, then this can reduce the level of consumer purchasing decisions. According to Kotler & Armstrong (2012) in (Setiawan & Santosa, 2020) price perception indicators are: product price affordability, price suitability with product quality, price suitability with benefits, and price competitiveness.

Product Quality

Product quality is the physical characteristics, functions, and attributes of a product or service that are assessed through the quality standards expected by consumers which

include several important things such as durability, reliability, accuracy, ease of use and product repairability which have the main purpose of meeting and satisfying the expectations and needs of consumers (Ermini et al., 2023). The quality of a product can be categorized as good if the product has good quality and has quality materials so that the quality of the product can meet consumer expectations and create a sense of satisfaction in consumers when using the product (Yulistria et al., 2023). Products offered to consumers must have proven quality, because product quality is the most important aspect for consumers (Herlambang & Komara, 2022). When compared to other similar products that can also meet their needs and desires, consumers will still tend to choose products that have better quality. This means that product quality is an aspect that needs to be considered by a company in order to meet consumer demand and expectations for the product so that with good product quality, it can influence consumer purchasing decisions. According to (Haryadi et al., 2020) product quality indicators are: performance, additional features or features, reliability, and durability.

Purchase Decisions

Purchasing decision is a decision-making process when buying a product that starts from recognizing the problem, seeking information, evaluating alternatives, making a purchasing decision and then getting behavior after buying the product, namely being satisfied or dissatisfied with the product that has been purchased (Satria, 2023). Purchasing decisions made by consumers can be influenced by various aspects, for example, such as the products and services provided by the company to consumers (Pane et al., 2020). Purchasing decisions will be made by a consumer when they clearly know about a product and then decide to buy the product (Sari, 2020). This means that from all the explanations that exist, purchasing decisions are a process experienced by a consumer when they are going to buy a product. Consumers will make assessments from all aspects until they can decide whether the product is worth buying or not. According to Kotler (2021) in (Devi & Fadli, 2023), purchasing decision indicators include: product stability, purchasing habits, recommendations from others, and repeat purchases.

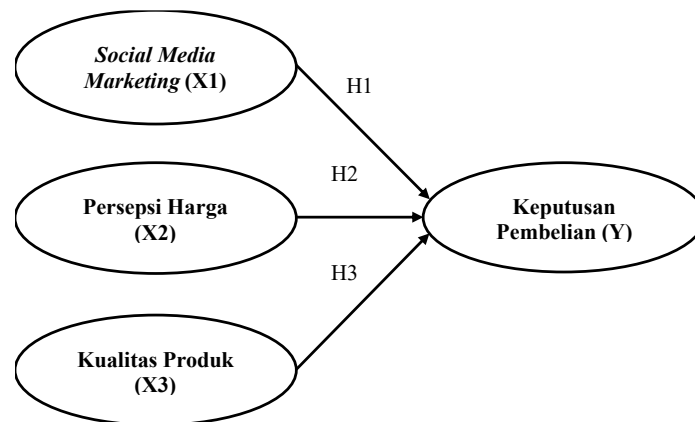


Figure 1.
Research Framework

Based on the theoretical basis and previous research that has been explained, the hypothesis in this study is:
H1: Social Media Marketing (X1) has a positive effect on purchasing decisions (Y) of Citra body scrub products in Surabaya City
H2: Price Perception (X2) has a positive effect on purchasing decisions (Y) of Citra body scrub products in Surabaya City
H3: Product Quality (X3) has a positive effect on purchasing decisions (Y) of Citra body scrub products in Surabaya City

RESEARCH METHOD

This study uses non-probability sampling and purposive sampling methods to determine the sample in the study. Non-probability sampling is a sampling technique that is carried out by taking samples not randomly, but rather the elements of the population selected as samples are obtained because there are other aspects that have been previously designed (Isfarudi et al., 2021). Purposive sampling is a sampling technique used if researchers have certain considerations in taking samples or determining samples for certain purposes (Santina et al., 2021). In this study, research data collection was carried out using a questionnaire approach. Measurements for the questionnaire in this study used a 1-5 Likert scale with an analysis method using SEM-PLS with SmartPLS software. The population in this study was consumers who had purchased Citra body scrub products in the city of Surabaya, and the sampling technique used was a purposive sampling technique with a total of 112 consumers as respondents.

RESULTS AND DISCUSSION

Results of Respondent Characteristics

In this study, respondent data were obtained from the results of distributing questionnaires to 112 research respondents with the criteria of respondents who live in the city of Surabaya, have purchased Citra body scrub products and are at least 17 years old and above. The characteristics of respondents in this study include age and gender.

Table 1.
The Characteristics of Research Subject

Characteristics	Information	Sum	Percentage (%)	Total
Age	17-25 years old	96	85.7%	112
	26-35 years old	6	5.4%	
	36-45 years old	3	2.7%	
	>45 years old	7	6.3%	
Gender	Woman	92	82.1%	112
	Man	20	17.9%	

Source: Primary Data (2025)

Based on the data in the table, it can be seen that respondents aged 17-25 years amounted to 96 people with a percentage of 85.7%, respondents aged 26-35 years amounted to 6 people with a percentage of 5.4%, respondents aged 36-45 years amounted to 3 people with a percentage of 2.7%, and finally respondents aged >45 years amounted to 7 people with a percentage of 6.3%. The results of the data above show that the respondents of the study are dominated by ages between 17-25 years with a total of 96 respondents. Also, it can be seen that from the total number of 112 respondents, there are 92 female respondents with a percentage of 82.1% and 20 male respondents with a percentage of 17.9%. The results of the data above show that the respondents are dominated by females with a total of 92 respondents.

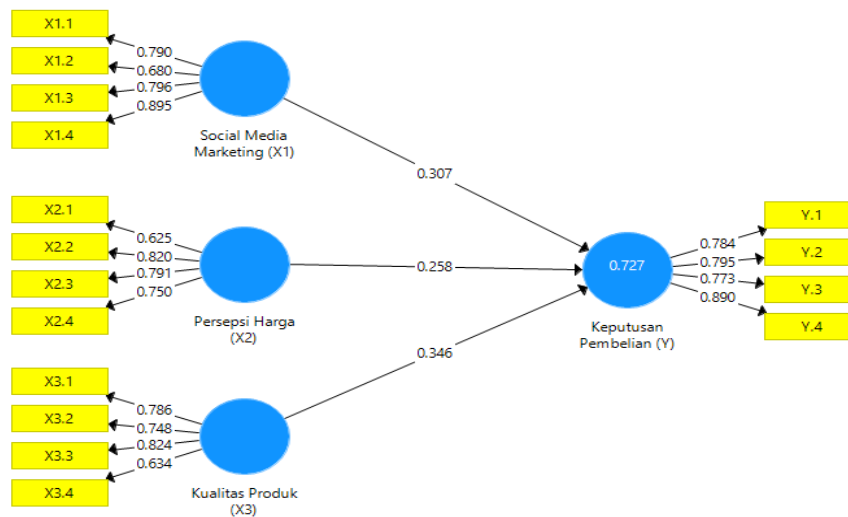


Figure 2.
Outer Models

The PLS output image displays the factor loading values for each indicator located above the arrow between the variable and the indicator. In addition, the path coefficients values are also displayed above the arrow line between the exogenous and endogenous variables. The R-Square value can also be seen located inside the endogenous variable circle.

Results of Respondent Characteristics

Table 2.
Instrument Test Analysis

No	Variable	Item	Outer Loading	AVE	Composite Reliability	Information
1.	Social Media Marketing (X1)	X1.1	0.790	0.630	0.871	Valid and Reliable
		X1.2	0.680			
		X1.3	0.796			
		X1.4	0.895			

2.	Price Perception (X2)	X2.1	0.625	0.563	0.836	Valid and Reliable
		X2.2	0.820			
		X2.3	0.791			
		X2.4	0.750			
3.	Product Quality (X3)	X3.1	0.786	0.564	0.837	Valid and Reliable
		X3.2	0.748			
		X3.3	0.824			
		X3.4	0.634			
4.	Purchase Decisions (Y)	Y1	0.784	0.659	0.885	Valid and Reliable
		Y2	0.795			
		Y3	0.773			
		Y4	0.890			

Source: Primary Data (2025)

From the data above, it can be seen that the value of each indicator in the outer loadings is more than 0.7, and the AVE value is above 0.5, the indicators in the study are considered valid. The composite reliability value is above 0.7. Then all indicators in the study can be considered reliable.

Table 3.
R-Squares

Variable	R-Square
Purchase Decision (Y)	0.876

Source: Primary Data (2025)

The R^2 value of 0.727 is included in a strong correlation, where this figure can be obtained because the answers from respondents tend to be consistent and in the same direction, so that the model can explain 72.7% of the variation in Purchasing Decisions influenced by independent variables, namely Social Media Marketing, Price Perception, and Product Quality. Meanwhile, the remaining 27.3% is explained by other variables not included in this study.

Table 4.
Hypothesis Examination

Influence of Variables	Path Coefficient	T-Statistic	P-Value	Information
Social Media Marketing (X1) -> Purchase Decision (Y)	0.307	1.671	0.018	Accepted

Price Perception (X2) -> Purchase Decision (Y)	0.258	1.820	0.035	Accepted
Product Quality (X3) -> Purchase Decision (Y)	0.346	2.102	0.048	Accepted

Source: Primary Data (2025)

A hypothesis conclusion was obtained stating:

H1: Social Media Marketing has a positive effect on purchasing decisions that can be accepted, with path coefficients of 0.307, and a T-statistic value of 1.671 > 1.96 (T-table value of $Z_{\alpha} = 0.05$), or P-Value 0.048 < 0.05, with significant/positive results.

H2: Price perception has a positive effect on purchasing decisions that can be accepted, with path coefficients of 0.258, and a T-statistic value of 1.820 > 1.96 (T-table value of $Z_{\alpha} = 0.05$) or P-Value 0.035 < 0.05 with significant/positive results.

H3: Product quality has a positive effect on purchasing decisions that can be accepted, with path coefficients of 0.346, and a T-statistic value of 2.102 > 1.96 (T-table value of $Z_{\alpha} = 0.05$) or P-Value 0.018 < 0.05 with significant/positive results.

The Influence of Social Media Marketing on Purchase Decisions

From the results of the research that has been conducted, it is proven that Social Media Marketing has a positive effect on the purchasing decision of Citra body scrub in the city of Surabaya, so hypothesis 1 is accepted. This can explain that the better or more effective social media marketing is carried out, the more it can increase consumer purchasing decisions. The results of the descriptive analysis show that in the social media marketing variable, the indicator X1.4, namely community building, has the highest factor loading value, meaning that Citra has succeeded in creating strong relationships between members, where members are not only actively involved but also feel like an important part that supports the sustainability of the Citra brand. One example is by inviting several Citra followers to the launch of the latest product, where at the event the guests who come can directly try Citra's new products and also take part in interesting activities such as painting batik using Citra lotion.

The Influence of Price Perception on Purchase Decisions

From the results of the research that has been conducted, it is proven that price perception has a positive effect on the purchasing decision of Citra body scrub in the city of Surabaya. This means that the more positive the price perception held by consumers, the higher the level of consumer purchasing decisions. The results of the descriptive analysis show that in the price perception variable, the indicator X2.2, namely the suitability of price to product quality, has the highest factor loading value, meaning that consumers feel that the price offered by Citra is comparable to the benefits and quality obtained. The price of the Citra product itself is IDR 21,000, this price is relatively cheap compared to its competitors who are the first pioneers of beauty scrubs in Indonesia, namely Mustika Ratu for IDR 50,000. This price comparison is one of the factors that makes consumers have a good price perception of Citra body scrub products.

The Influence of Product Quality on Purchase Decisions

The results of the research that has been conducted prove that product quality has a positive influence on purchasing decisions for Citra scrub products in Surabaya City. This means that the better the quality of a product, the higher the consumer's purchasing decision

will be. The results of the descriptive analysis show that in the product quality variable, the indicator X3.3, namely product reliability, has the highest factor loading value, meaning that consumers feel that Citra scrub products can function well and consistently without experiencing failure. This is supported by the testimony of consumers @Rinyunior0410 who stated that after using Citra scrub, the skin feels clean and can moisturize the skin (Female Daily, 2024). In addition, Citra has also won the Female Daily Best of Beauty Award 2023, this proves that consumers agree that the quality of Citra's products is very good and can increase their purchasing decisions.

CONCLUSION

The results of the research that has been conducted prove that the variables of social media marketing, price perception, and product quality have a positive influence on purchasing decisions for Citra scrub products in Surabaya City. This means that Citra needs to maintain a good and effective social media marketing strategy, prices that can compete with competitors and equivalent benefits so that consumer perceptions of prices remain positive, and maintain good product quality so that consumers continue to buy Citra scrub products. Recommendations for further research can add several variables such as brand image, brand awareness, and influencer marketing that may influence purchasing decisions.

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