

The Role of Influencer Marketing and Sales Promotion on the Purchase Decision of Scarlett Whitening Products

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Abstract

This research is a quantitative research that examines social phenomena with the aims to determine the effect of influencer marketing and sales promotion on purchase decision of scarlett whitening products. The population of this research is scarlett whitening consumers. This research took a sample of 100 respondents through a non-probability sampling technique using purposive sampling method. The data collection for this research was in the form of distributing questionnaires to consumers who had bought and used scarlett whitening products. The data analysis technique used is descriptive analysis and inferential analysis by the Partial Least Square (PLS) 3.0 analysis tool. The results of this research state that the influencer marketing has a significant effect on purchasing decisions and sales promotion has a significant effect on purchasing decisions. The implications of this research, can be a reference for business owners in determining a marketing multichannel system to increase sales of scarlett whitening products, especially in sales promotion and marketing through influencers.

Keyword: Influencer Marketing, Sales Promotion, Purchase Decision

INTRODUCTION

Marketing activities hold an important role in the business world. Everything is fast and far, especially in the era of globalization. The business world is changing in response to consumer preferences and environmental needs. Industry is a business or activity that processes raw materials and semi-finished products into products that have added value and generate profits (Farida, 2022). Purchase decision is processed by choosing two or more available alternatives. Which means, the individual has to choose from several available alternatives (Sudjirin, 2020). The beauty industry continues to develop along with the times. Face and body treatments called skincare and bodycare are intended as cosmetic aids and have other benefits such as anti-aging and free radical prevention. UV rays are known to be very damaging to the skin and the risk of damaging skin cancer. Skincare and bodycare are now not only used by women, but also by men. And until now, modern society cannot be separated from the use of these circuits.

The modern beauty industry has experienced this development unnoticed. Not only surprising changes, but also increasing public interest in choosing the desired beauty products, of course, must be adapted to the needs of consumers targeted by the company and not mislead the goal. Currently, beauty products are not only local products, but also products from abroad, companies need to develop a strong strategy to attract potential customers and remain loyal to the products offered. Because beauty is important for women and is an important factor in supporting their self-confidence. The increasing demand for beauty products is also driven by people's needs.

Scarlett Whitening is a local brand since 2017, in the (Compas, 2022) skincare category which is in second place
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with best-selling sales in e-commerce of IDR 17.7 billion for the February 2021 period and for the bodycare category it ranks first in best-selling sales in e-commerce with a total market share of 18.9% for the period August 2021. This is the reason for conducting research on Scarlett Whitening products compared to other local brands, because from the previous year until now Scarlett Whitening is still a product that is in demand by consumers and also always launches the latest product innovations with advantages, quality and its own benefits according to market demand. The products sold are body cream, shampoo, conditioner, facial wash, serum and cream moisturizer. There are several natural ingredients used in these products such as Centella Asiatica, Tea Tree, Leaf Water, and others.

Currently, media publications are considered the best way to influence customers to buy, so the products offered by influencer marketing through publication media are attractive to potential buyers, so it is very important to choose influencer marketing as a means of conveying messages in advertising. (Kotler et al., 2020) influencer marketing is someone who can influence other people's purchasing decisions because influencer marketing can help other people determine product specifications and provide product information as an alternative evaluation. Influencer is a very powerful marketing, and marketers can use the power of influencers to build credibility, increase sales, generate consumer trust, and try to get them to engage with consumers frequently (ANA, 2020). The unique characteristics and ability of influencer marketing in presenting products can attract consumers (Uyuun & Dwijayanti, 2022). According to previous research, (Amalia & Nurlinda, 2022) now the power of social media is getting stronger with the support of influencer marketing to

influence people to introduce products, influencer marketing is used as a way of company promotion.

After marketing through influencers, companies must also identify customer needs. Companies can identify consumers by advertising the purchase of a product or service. Promotions must attract and encourage consumers to buy and consume products as usual. Sales promotion involves activities that motivate buyers to buy products and add value to buyers or trade (Ferrell & Hartline, 2014). Sales promotion can arouse the desire of consumers to make purchasing decisions. What consumers are always looking for, both in offline and online shopping is attractive promos or promotions such as discounts, free shipping, cashback, and others. According to previous research, (Nigsih & Cahya, 2022) there is significant value from sales promotion analysis on purchasing decisions.

Based on the phenomena and relevant previous studies mentioned above, the purpose of this research is to determine the role of influencer marketing and sales promotion on the purchase decision of scarlett whitening products.

METHODOLOGY

This research uses quantitative data because this research will obtain data in numerical form for data processing. The objects of this research are influencer marketing (IM), sales promotion (SP), and purchase decisions (PD). The population in this research is consumers who have purchased a series of Scarlett Whitening products. The sampling technique uses a non-probability sampling which is purposive sampling that the sampling method was based on several criteria or an overview of the population.

The data collection process uses primary data sources through distributing questionnaires to 100 respondents using Google Form. The purpose of distributing the questionnaires is to obtain the answers that will be processed to measure the variables are influencer marketing, sales promotion and purchasing decisions with a likert scale. Each item has 5 answer choices based on a Likert scale of 1 - strongly disagree, 2 - disagree, 3 - neutral, 4 - agree, and 5 - strongly agree. In measuring items that represent the constructs shown in research model and table 1. This study used Partial Least Squares (SmartPLS) 3.0 version, through descriptive analysis and inferential analysis with Average Variance Ecxtracted (AVE), Realibility, R-Square, and hypothesis test value.

RESULT AND DISCUSSIONS

Characteristics of Respondents

Scarlett whitening consumers are dominated by female consumers aged 21-25 years who have occupation as students, where the average consumer of Scarlett Whitening is a millennial generation woman. Table 1 details the characteristics of the respondents based on age, gender and occupation.

Table 1. Characteristics of Respondents

Demographic Factor	Classification	Number of Respondents	%	Total
Age	15-20 years	36	36%	100%
	21-25 years	43	43%	
	26-30 years	18	18%	
	> 31 years	3	3%	
Gender	Male	32	32%	100%
	Female	68	68%	
Occupation	Student	45	45%	100%
	Civil Servant	10	10%	
	Private	32	32%	
	Employee			
	Entrepreneur	4	4%	
	Others	9	9%	

Descriptive Analysis

The results of SmartPLS 3.0 processing are the data in the form of loading factor values. The loading factor value will be stated to be good in building variables when the value is in the range of 0.7. In figure 2, is the result of the loading factor value:



Figure 1. Outer Model

Based on the results of the outer model, it can be seen that for the loading factor value, the influencer marketing, sales promotion, and purchase decision variables have a value range above 0.7 in each construct. This means that the indicators used in each variable have a high influence on building that variable.

The smallest construct value on the influencer marketing variable is at IM6 of 0.725 and for the highest construct value is at IM7 of 0.897 which means that in this study the influencers selected by Scarlett Whitening are able to communicate their products well so they can attract consumers attention.

The smallest construct value in the sales promotion variable is in SP5 of 0.885, and for the highest construct value is in SP1 of 0.927 which means "that Scarlett Whitening has chosen and offered the right marketing promotion in increasing consumer purchases.

The smallest construct value on the purchase decision variable is on PD5 of 0.767, and for the highest construct value is on PD2 and PD3 of 0.858 which means that Scarlett Whitening is

Inferential Analysis

The following is an inferential analysis of data processing results using SmartPLS 3.0.

Average Variance Extracted (AVE)

The cross loading value can be seen from the Average Variance Extracted (AVE) value. The Average Variance Extracted value has a condition that the value of the variable used must be range above 0.5 – 0.6 considered valid. AVE value in table 2, as follow:

Table 2.
Average Variance Extracted

Variable	Average Variance Extracted
IM (X ₁)	0.717
SP (X ₂)	0.817
PD (Y)	0.669

The variable that has the lowest Average Variance Extracted (AVE) value is the purchasing decision variable, and the variable that has the highest value is the sales promotion variable. The overall AVE value is above 0.5. It can be concluded that each variable is requirements and stated valid.

Reliability Test

Reliability testing in this study used the Composite Reliability and Cronbach's Alpha values. Where the terms and conditions are reliable if the value of each variable is be range above 0.70. Composite Reliability and Cronbach's Alpha values in table 3, as follow:

Table 3.
Reliability Test

Variable	Composite Reliability	Cronbach's Alpha
IM (X ₁)	0.953	0.943
SP (X ₂)	0.964	0.955
PD (Y)	0.953	0.945

Composite Reliability and Cronbach's Alpha values show very high values. Where as a whole the variables used have a value above 0.70, which means that the variables used in this research are very reliable to do a research.

Determinant Coefficient (R-Square) Test

R-Square is a test conducted with the aim of seeing how high the independent variable has the ability to explain the dependent variable in a research.

Table 4.
R-Square Test

	R Square	Adj R Square
Purchase Decision	0.872	0.869

From the output results, the R-Square values are 0.872 and 0.869. Which means that the purchase decision variable can be explained by the influencer marketing and sales promotion variables of 87.2%. Then, the rest can be explained by other variables not examined in this research, such as social media marketing, product quality, etc.

a popular brand and has good product quality compared to other local brands.

Hypothesis Test

T-test hypothesis testing is carried out to determine whether or not it has an effect, whether it is positive or not and whether or not it is significant for each independent variable on the dependent variable.

Table 5.
T-Statistic Test

	Original Sample (O)	T Statistics (O/STDEV)	P Values
Influencer Marketing (X ₁) → Purchase Decision (Y)	0.596	5.640	0.000
Sales Promotion(X ₂) → Purchase Decision (Y)	0.359	3.497	0.001

In the original sample it can be stated that influencer marketing has a positive and significant effect on purchasing decisions as well as sales promotion has a positive and significant effect.

Discussion

Based on the analysis and processing of data using SmartPLS 3.0 of Influencer Marketing and Sales Promotion on Purchasing Decisions, the following results are obtained:

The Effect of Influencer Marketing on Purchase Decision

The t-statistic test value is the t-count value of 5.640 > t-table 1.98498 and has a significance value of 0.000 < 0.05 because in this research the error rate is 5%. So that means that the higher the Influencer Marketing, the more consumers will make a decision to buy Scarlett Whitening products.

Based on the respondents answers, the highest value is found in the Influencer Marketing variable statement item is IM7 of 0.897. This means that the Scarlett Whitening product used by influencers raises consumer curiosity. The smallest construct value on the influencer marketing variable is at IM6 of 0.725 which means that in choosing an influencer, companies must consider the appearance of an attractive and trusted influencer so that it adds confidence to the audience that the products offered are of good quality.

The results of this research is that the decision to purchase Scarlett Whitening products can be influenced by Influencer Marketing. This is in accordance with the hypothesis that was built before. The results obtained are in accordance with the results of a literature review conducted by (Uyuun & Dwijayanti, 2022) indicating influencer marketing has an effect on purchase decision. Other research using simple linear regression analysis with SPSS software with purposive sampling method from (Prasetya, Astono, & Ristianawati, 2021) the results showed that the influencer marketing variable on social media had a positive and significant effect on purchase decision at online store Zalora. And further the

results of this research, also supported by (Eneng, Purnaningsih, & Muksin, 2020) showed that influencers had a positive and significant influence on purchasing decisions of Taichan Satay "Fried" in Serpong.

The Effect of Sales Promotion on Purchase Decision

The t-statistic test value is the t-count value of 3.497 > t-table 1.98498 and has a significance value of 0.000 < 0.05 because in this research the error rate is 5%. So that means that the higher the Sales Promotion, the more consumers will make a decision to buy Scarlett Whitening products.

Based on the respondents answers, the highest value is found in the Sales Promotion variable statement item is SP1 of 0.927. This means that the consumers will buy products when they get coupons from the Scarlett Whitening store or e-commerce. The smallest construct value in the sales promotion variable is in SP5 of 0.885 which means that companies can make promotional package price programs according to consumer needs, for example shower scrub with body lotion packages for brightening skin.

The results of this research is that the decision to purchase Scarlett Whitening products can be influenced by Sales Promotion. This is in accordance with the hypothesis that was built before. The results obtained are in accordance with the results of a literature review conducted by (Wirakanda & Pardosi, 2020) uses descriptive analysis techniques and simple regression, the results indicate that customer ratings of sales promotion conducted by Blibli.com are "good" and shows that the sales promotion variable has a positive and significant effect. Other research analysis used a multiple linear regression with SPSS by (Pramana, 2022) indicates that brand image, product quality, and sales promotion had a significant and positive effect on purchase decision of tupperware tumbler products. And further the results of this research, also supported by (Safeera & Karsa, 2022) using quantitative method with a correlational approach indicate that there is a correlation between sales promotion of Indihome products and consumer purchase decision.

CONCLUSIONS

The results of the research determined that influencer marketing has a positive and significant effect on purchasing decisions, along sales promotion has a positive and significant effect on purchasing decisions.

So it can be suggested that Scarlett Whitening can pay attention to the influencers who will be selected to collaborate in terms of promoting their products so that the messages conveyed can be conveyed clearly and produce persuasive properties and provide discount voucher codes with referral codes through the promoting influencers along package price as well.

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