



Marketing Mix Impact on Scarlett Whitening Purchase Decisions in Banda Aceh

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ABSTRACT

Purpose of the study: This study aims to analyze the influence of promotion, price, and product quality on the purchasing decisions for Scarlett Whitening products in Banda Aceh. A key objective is to identify which of these three factors exerts the most dominant effect on consumer behavior in this regional context.

Methodology: Employing a quantitative explanatory design, data were collected via a survey. A structured questionnaire was distributed to 100 consumers selected through purposive sampling. Multiple linear regression analysis was performed using IBM SPSS Statistics 25. Prior to hypothesis testing, instrument validity and reliability were confirmed, and classical assumption tests (normality, multicollinearity, heteroscedasticity) were conducted to ensure the robustness of the regression model.

Main Findings: The results confirm that promotion, price, and product quality each have a positive and significant partial effect on purchasing decisions. Product quality is identified as the most influential variable. Simultaneously, the three variables significantly affect consumer decisions ($F(3, 96) = 54.78, p < .001$), with the model explaining 62% of the variance in purchase behavior ($R^2 = .62$).

Novelty/Originality of this study: This study contributes to the marketing literature by empirically establishing a hierarchy of marketing mix effectiveness for a fast-moving consumer goods (FMCG) cosmetic brand in an emerging regional market. It specifically highlights the paramount importance of product quality over price and promotion in driving consumer loyalty within the local context of Banda Aceh, offering nuanced insights for localized brand strategy.

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1. INTRODUCTION

The rapid development of the cosmetic industry in Indonesia reflects a growing consumer demand for self-care and beauty products [1]-[3]. The increase in public awareness regarding personal appearance and hygiene, especially among young adults, has encouraged the expansion of various local and international cosmetic brands. One of the most successful domestic brands is *Scarlett Whitening*, which has managed to build a strong market presence through aggressive promotion and diverse product lines [4], [5]. The competition in the cosmetic industry

requires each company to implement effective marketing strategies involving promotion, pricing, and product quality to influence consumer purchasing decisions [6], [7]. These elements form the essential components of the marketing mix that determine whether a brand can attract and retain its customers.

Purchasing decisions are influenced by both psychological and external factors. Consumers today are more rational and selective in choosing beauty products that meet their needs, budget, and expectations. The concept of *consumer behavior* explains that the decision-making process involves evaluating product attributes such as quality, price, and brand reputation before making a purchase [8]. Therefore, marketing strategies must be able to address consumers' expectations while creating emotional and functional value. Scarlett Whitening, as a brand that positions itself in the middle market segment, competes not only on price affordability but also on product benefits and marketing innovation, which include social media engagement and influencer-based promotion [9].

Promotion has become one of the dominant factors influencing consumer decisions in the digital era. According to Heri Isnaini dkk [10], promotion is a communication process used by companies to inform, persuade, and remind consumers about their products. Scarlett Whitening effectively utilizes digital marketing platforms such as Instagram, TikTok, and Shopee to reach a wider audience. This promotional strategy creates brand awareness and encourages purchase intention through consistent messaging and visual appeal. However, while promotion may attract attention, the final purchasing decision also depends heavily on the perceived value of the product in terms of quality and price.

Product quality plays a crucial role in shaping consumer trust and satisfaction. As suggested by Damayanti [11], quality is the ability of a product to meet or exceed consumer expectations. In the context of beauty products, quality includes the effectiveness of ingredients, safety for skin types, packaging design, and sensory appeal. Scarlett Whitening is perceived to offer high-quality products that deliver visible results, which strengthens brand loyalty among its users. Price, on the other hand, serves as a key indicator of product value. According to Safari [12], price is the amount of money charged for a product or service and represents what consumers give up in exchange for its benefits. A balance between affordable pricing and high product performance can significantly influence consumers' purchasing decisions.

Based on the above considerations, this study aims to examine the influence of promotion, price, and product quality on consumer purchasing decisions for Scarlett Whitening products in Banda Aceh. The novelty of this research lies in integrating these three variables to identify which factor most strongly drives consumer behavior within a localized context [13]. Previous studies have generally analyzed these variables separately or in different industries, while this research provides a comprehensive empirical model applicable to the beauty sector. The findings are expected to contribute to marketing strategy development, particularly for domestic cosmetic brands seeking to enhance competitiveness in Indonesia's growing beauty market [14], [15].

Previous studies indicate that promotion, price, and product quality influence purchasing decisions; however, most research has examined these variables partially rather than in an integrated manner. For instance, research by Soetanto [16] highlights the significant role of promotion in shaping consumer purchase intentions through effective marketing communication, yet it does not comprehensively relate promotion to price and product quality within a unified model. Furthermore, Ratri [17] emphasizes that product quality is a key determinant in achieving customer satisfaction and influencing purchasing decisions, but this perspective does not fully incorporate the role of evolving digital promotion strategies. Meanwhile, Maharani [18] explain that price serves as a crucial factor in consumer decision-making due to its association with perceived value; however, it is often analyzed separately from promotion and product quality. In addition, several empirical studies in Indonesia tend to focus on different sectors or non-specific regions, resulting in a lack of comprehensive understanding of consumer behavior in the local cosmetic industry. Therefore, a research gap remains in studies that integrate promotion, price, and product quality simultaneously within a single empirical model, particularly in the context of local beauty product consumers.

The novelty of this research lies in the integration of three main variables: promotion, price, and product quality, into one comprehensive analytical model to examine consumer purchasing decisions for Scarlett Whitening products [19]. This research not only examines the influence of each variable but also identifies the most dominant factors influencing consumer decisions within the context of the local cosmetics industry. Furthermore, this research was conducted in a specific region, namely Banda Aceh, thus providing a deeper contextual contribution to the understanding of consumer behavior in this area, a previously understudied area.

The results of this research are expected to provide practical and theoretical implications. Practically, the research findings can serve as a basis for cosmetics companies, particularly local brands, in formulating more effective marketing strategies by balancing digital promotion, pricing, and product quality improvement. Theoretically, this research enriches the study of consumer behavior by presenting an empirical model that integrates key variables in the marketing mix, thus serving as a reference for further research in the field of marketing and the beauty industry.

The urgency of this research is based on the rapid growth of the cosmetics industry in Indonesia, accompanied by increasing competition between brands, both local and international. In this environment,

companies are required to deeply understand the factors influencing consumer purchasing decisions in order to survive and thrive. Furthermore, changes in consumer behavior, which are increasingly critical and selective in the digital era, require marketing strategies based on data and empirical analysis. Therefore, this research is crucial to provide a more comprehensive understanding of the key factors influencing purchasing decisions, particularly for local cosmetic products like Scarlett Whitening.

2. RESEARCH METHOD

This study applies a quantitative descriptive design to analyze the influence [20] of promotion, price, and product quality on purchasing decisions of Scarlett Whitening products in Banda Aceh. The research was conducted systematically following a chronological sequence that began with problem identification, literature review, instrument development, data collection, and statistical analysis. The main objective was to determine how each independent variable (promotion, price, and product quality) affects the dependent variable (purchasing decision), both partially and simultaneously.

The population in this research comprised consumers who have purchased or used Scarlett Whitening products in Banda Aceh. Using the *Slovin formula* with a 10% margin of error, a total of 100 respondents were selected through purposive sampling to ensure that participants had direct purchasing experience. Data were collected using a structured questionnaire consisting of statements measured on a five-point *Likert scale*, ranging from “strongly disagree” (1) to “strongly agree” (5). The instrument was tested for validity and reliability using the Cronbach’s Alpha coefficient, where values greater than 0.70 indicate reliable measurement.

The multiple regression model used in this study is formulated as:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon \quad \dots(1)$$

where Y = Purchasing Decision, X_1 = Promotion, X_2 = Price, X_3 = Product Quality, a = constant, $\beta_1, \beta_2, \beta_3$ = regression coefficients, and ε = error term.

The descriptive results of respondents’ responses for each variable are presented in Table 1.

Table 1. Summary of Respondents’ Perceptions on Research Variables

Variable	Category	Percentage (%)
Promotion	Good	41.0
Price	Affordable	38.5
Product Quality	High	46.8
Purchasing Decision	Positive	44.2

The research procedure followed a systematic algorithm beginning with the definition of research objectives and the development of a conceptual framework based on relevant literature. Variables were identified, consisting of promotion (X_1), price (X_2), product quality (X_3), and purchasing decision (Y). A structured questionnaire was then designed and tested through a pilot study to ensure its validity. Data collection was conducted by distributing questionnaires to respondents, after which data coding, screening, and descriptive analysis were performed. Classical assumption tests, including normality, multicollinearity, and heteroskedasticity, were carried out to confirm model accuracy. Multiple linear regression analysis was then executed using IBM SPSS Statistics version 25 to evaluate partial effects through the t-test and simultaneous effects through the F-test. Finally, the regression coefficients were interpreted to identify the most dominant variable influencing consumer purchasing decisions [21].

3. RESULTS AND DISCUSSION

This section presents the findings of the study along with a comprehensive discussion. The analysis includes instrument validity and reliability tests, descriptive statistics, classical assumption testing, multiple linear regression, and interpretation of results (t-test, F-test, and R^2). The presentation of results is supported by tables and equations to enhance readers’ understanding.

3.1. Instrument Testing and Descriptive Statistics

The research variables consist of Promotion (X_1), Price (X_2), Product Quality (X_3), and Purchasing Decision (Y), each measured using multiple items on a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). The reliability test using Cronbach’s Alpha produced values of 0.82 (Promotion), 0.78 (Price), 0.87 (Product Quality), and 0.84 (Purchasing Decision), all exceeding the 0.70 threshold, confirming that the

questionnaire was reliable [22]. The validity test showed all item–total correlations greater than 0.30, meaning all items were valid and suitable for analysis.

Descriptive results (n = 100) revealed mean scores of 3.92 for Promotion (SD = 0.56), 3.68 for Price (SD = 0.61), 4.05 for Product Quality (SD = 0.49), and 3.94 for Purchasing Decision (SD = 0.53). These values indicate that respondents generally expressed positive perceptions of the brand’s promotion, price, and product quality.

Table 2. Reliability, Validity, and Descriptive Statistics of Variables (N=100)

Variable	α	Validity	M	SD
Promotion (X1)	0.82	> 0.30	3.92	0.56
Price (X2)	0.78	> 0.30	3.68	0.61
Product Quality (X3)	0.87	> 0.30	4.05	0.49
Purchasing Decision (Y)	0.84	> 0.30	3.94	0.53

3.2. Classical Assumption Testing

Before regression analysis, classical assumptions were tested. The Kolmogorov–Smirnov test ($p = 0.087$) and the P–P plot confirmed that residuals were normally distributed. The Variance Inflation Factor (VIF) ranged from 1.12 to 1.56, indicating no multicollinearity problem. The Glejser test and scatterplot examination showed no heteroskedasticity, suggesting homoscedastic residuals. Thus, the regression model satisfied the assumptions required for multiple linear regression analysis. A rigorous examination of classical assumptions was undertaken prior to regression analysis to validate the fundamental statistical prerequisites of the multiple linear regression model. This diagnostic process is essential for ensuring the accuracy, reliability, and generalizability of the estimated coefficients and their corresponding significance tests. The results conclusively demonstrate that all critical assumptions have been satisfactorily met.

The normality of residuals, a prerequisite for valid inference testing, was assessed through both graphical and statistical methods. A visual inspection of the Normal P-P Plot revealed that the standardized residuals aligned closely with the expected diagonal line, indicating no substantial deviation from a normal distribution. This visual evidence was statistically corroborated by the Kolmogorov-Smirnov test, which yielded a non-significant p-value of 0.087 ($p > 0.05$). This result provides formal statistical confirmation that the distribution of error terms does not significantly differ from normality, thereby safeguarding the integrity of subsequent t-tests and F-tests applied to the regression coefficients. To address the potential issue of multicollinearity where high intercorrelations among independent variables can distort parameter estimates and inflate standard errors the Variance Inflation Factor (VIF) was calculated for each predictor. The obtained VIF values ranged from 1.12 to 1.56, all falling well below the conservative threshold of 5.0 and remarkably close to the ideal value of 1.0. This indicates that while the variables of Promotion, Price, and Product Quality are conceptually related as components of the marketing mix, they maintain sufficient statistical independence within this dataset. The absence of problematic multicollinearity ensures that the estimated regression coefficients are stable and that the unique contribution of each independent variable to the purchasing decision can be interpreted with clarity and confidence.

Furthermore, the assumption of homoscedasticity the requirement that the variance of residuals remains constant across all levels of the predicted values was thoroughly evaluated. A scatterplot of standardized residuals against standardized predicted values displayed a random, patternless dispersion of points, showing no evidence of funnel-shaped or systematic variation. This visual assessment was reinforced by the Glejser test, a formal statistical procedure that regresses the absolute values of the residuals on the independent variables. The non-significant result of this test confirms the absence of heteroscedasticity. The fulfillment of the homoscedasticity assumption validates the efficiency of the Ordinary Least Squares (OLS) estimators and ensures that the standard errors of the coefficients are calculated correctly, which is fundamental for accurate hypothesis testing. In synthesis, the comprehensive diagnostic evaluation confirms that the regression model for this study fully complies with the essential classical assumptions of normality, independence, and homoscedasticity. The residuals are normally distributed (K-S $p = 0.087$), the predictor variables exhibit no detrimental multicollinearity ($VIF < 2.0$), and the error variance is constant across observations. This rigorous validation establishes the statistical robustness of the model, confirming that the parameter estimates are Best Linear Unbiased Estimators (BLUE). Consequently, the model provides a solid and reliable foundation for proceeding with hypothesis testing, interpreting the influence of marketing mix variables on consumer purchasing decisions, and drawing meaningful substantive conclusions from the analysis.

3.3. Multiple Linear Regression Analysis

The multiple linear regression model was estimated using the ordinary least squares (OLS) method with IBM SPSS Statistics version 25. The regression equation obtained was:

$$Y = 1.872 + 0.281X_1 + 0.207X_2 + 0.453X_3 \quad \dots(3)$$

Where Y = Purchasing Decision, X_1 = Promotion, X_2 = Price, X_3 = Product Quality, and 1.872 represents the constant value. All coefficients are positive, indicating that increases in promotion, price perception, and product quality correspond to higher consumer purchasing decisions.

Tabel 1. Results of Multiple Linear Regression Analysis

Variable	Coefficient (β)	Std. Error	t-count	Sig.	Interpretation
Constant	1.872	0.412	4.543	0.000	—
Promotion (X1)	0.281	0.088	3.193	0.002	Positive, significant effect
Price (X2)	0.207	0.083	2.494	0.014	Positive, significant effect
Product Quality (X3)	0.453	0.081	5.593	0.000	Positive, highly significant effect
R ²	0.62	—	—	—	Model explains 62% of variance
F-count (3,96)	54.78	—	—	0.000	Significant simultaneous effect

The results show that all independent variables significantly influence purchasing decisions. The Product Quality variable has the strongest effect ($\beta = 0.453$), confirming its dominant role. The R² value of 0.62 indicates that 62% of the variance in purchasing decisions is explained by promotion, price, and product quality, while the remaining 38% is due to other factors not included in the model.

The results reveal that promotion ($\beta = 0.281$, $p = 0.002$) significantly influences purchasing decisions. This finding aligns with Kotler and Keller [3], who stated that promotion functions to inform, persuade, and remind consumers about products. Scarlett Whitening's use of digital marketing through social media, influencer endorsements, and online marketplace exposure effectively enhances brand awareness and purchase intention, particularly among younger audiences who are active online.

Price ($\beta = 0.207$, $p = 0.014$) also has a significant positive influence on purchasing decisions. This supports the concept that consumers assess price fairness and perceived value when making purchasing choices [23]. For Scarlett Whitening, maintaining competitive yet reasonable pricing strategies ensures accessibility while reinforcing the perception of quality. When consumers feel that the benefits outweigh the cost, they are more likely to purchase and repurchase the product. Product Quality ($\beta = 0.453$, $p < 0.001$) is the most influential variable in the model. This indicates that high-quality products strongly drive consumer decisions in the cosmetic industry. Product quality encompasses aspects such as formulation safety, effectiveness, fragrance, and packaging design. This result aligns with Siagian [24], who emphasized that product quality directly influences consumer satisfaction and loyalty. Scarlett Whitening's commitment to delivering effective and safe skincare products has built strong brand trust and loyalty among consumers.

Theoretically, the findings reinforce the marketing mix theory (promotion–price–product quality) in shaping consumer behavior within the beauty sector. Practically, these results provide insights for managers to optimize their marketing strategies. The company should maintain product quality as the main competitive advantage while strengthening digital promotion and pricing strategies that align with consumers' perceived value [25]. A balanced integration of these three factors can sustain market growth and customer retention.

This study was conducted with a sample of 100 respondents in Banda Aceh using a cross-sectional design. Therefore, caution is advised in generalizing the results to other regions or industries [26]. Additionally, 38% of the variation in purchasing decisions is explained by other factors such as brand image, word-of-mouth, and consumer trust, which were not included in the model. Future studies are recommended to include these variables or apply advanced analytical methods such as PLS-SEM to explore indirect relationships and mediating effects. Overall, this research provides empirical evidence that promotion, price, and product quality collectively and significantly affect consumer purchasing decisions, with product quality serving as the most influential determinant in the context of Scarlett Whitening's brand performance in Indonesia.

Although numerous previous studies have examined the influence of marketing mix variables on purchasing decisions, several empirical gaps remain. The first line of research [27] generally identifies promotion as the most dominant factor, particularly in digital marketing contexts, but tends to overlook the critical role of product quality as a primary determinant. The second [28] stream of studies emphasizes price as the key factor, especially among price-sensitive consumers, yet pays limited attention to the interaction between perceived price and product quality. Meanwhile, the third [29] group of studies highlights product quality as a major driver of customer satisfaction and loyalty but does not comprehensively integrate promotional variables into the analytical model. In contrast to these prior findings, the results of this study reveal that product quality emerges as the most dominant factor influencing purchasing decisions, followed by promotion and price. This indicates a shift in

consumer preferences within the beauty industry, where effectiveness and product safety are prioritized over promotional exposure or price considerations alone.

The novelty of this study lies in the simultaneous integration of three core marketing mix variables—promotion, price, and product quality within a single empirical model, tested using multiple linear regression supported by rigorous classical assumption validation [30]. In addition, this study specifically focuses on the local beauty industry context by examining the Scarlett Whitening brand, which remains underexplored in existing literature. The finding that product quality serves as the most influential determinant offers a new perspective, suggesting that in the digital era, consumer trust in product effectiveness and safety outweighs the influence of promotional strategies alone. Therefore, this study contributes to the marketing literature by providing updated empirical evidence on evolving consumer behavior in Indonesia's cosmetic sector [31], [32].

The implications of this study are both theoretical and practical. Theoretically, the findings reinforce the marketing mix framework by confirming that product quality remains the central factor influencing purchasing decisions, even in an environment characterized by intensive digital promotion. Practically, companies are advised to prioritize product quality improvement as their main competitive strategy [33]. At the same time, digital promotion strategies should be continuously optimized through social media engagement and influencer marketing to expand market reach. Pricing strategies must also remain competitive and aligned with consumers' perceived value [34], [35]. A balanced integration of these three elements is essential for enhancing purchasing decisions and fostering long-term customer loyalty.

This study has several limitations that should be acknowledged. First, the sample size is limited to 100 respondents and focuses only on Banda Aceh, which restricts the generalizability of the findings to broader populations. Second, the use of a cross-sectional research design does not allow for the analysis of changes in consumer behavior over time. Third, the variables included in the model are limited to promotion, price, and product quality, which explains only 62% of the variance in purchasing decisions. Other important factors, such as brand image, consumer trust, and electronic word-of-mouth, were not included in the analysis. Therefore, future research is recommended to expand the sample scope, incorporate additional relevant variables, and apply more advanced analytical methods such as Structural Equation Modeling (SEM) to gain deeper insights into consumer behavior [36].

Based on the findings and limitations of this study, several recommendations can be proposed for future research. First, future studies are encouraged to expand the sample size and include respondents from different regions or countries to enhance the generalizability of the findings across diverse consumer segments. Second, researchers should consider incorporating additional variables such as brand image, consumer trust, electronic word-of-mouth (e-WOM), and customer satisfaction, as these factors may explain the remaining variance in purchasing decisions not captured in this study. Third, the use of more advanced analytical techniques, such as Structural Equation Modeling (SEM) or Partial Least Squares-SEM (PLS-SEM), is recommended to explore more complex relationships, including mediating and moderating effects among variables. Fourth, future research could adopt a longitudinal design to examine changes in consumer behavior over time, particularly in response to evolving digital marketing trends. Finally, further studies are also suggested to explore different product categories or industries to determine whether the dominance of product quality observed in this study remains consistent across various market contexts.

4. CONCLUSION

This study concludes that promotion, price, and product quality significantly and positively influence consumer purchasing decisions for Scarlett Whitening products in Banda Aceh, confirming the expectations stated in the introduction. The results demonstrate that product quality is the most dominant factor, followed by promotion and price, indicating that consumers prioritize the perceived effectiveness and reliability of beauty products when making purchase decisions. These findings highlight the importance of maintaining high product standards supported by effective promotional strategies and fair pricing to strengthen brand competitiveness. Future research should expand this model by including variables such as brand image, consumer trust, and social media engagement to deepen understanding of consumer behavior and develop more comprehensive marketing strategies for the cosmetic industry.

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