The Influence of Digital Marketing and Product Quality on Purchasing Decisions for Skincare Skintific Products for members of GenBi Lampung Province

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ABSTRACT

Introduction/Main Objective: This paper discusses the influence of digital marketing and product quality on purchasing decisions for Skintific skincare products among Gen-BI members in Lampung Province. In today's digital era, effective marketing strategies are essential to attract consumers, especially the younger generation who are connected to technology. **Background Problems:** This study examines how digital marketing and product quality influence purchasing decisions for skincare, posing the research question: "Do digital marketing and product quality influence purchasing decisions for Skintific products among Gen-BI members in Lampung Province?" **Novelty:** The uniqueness of this study lies in its specific analysis of the impact of these two factors within the context of the Gen-BI community, which has not been extensively researched before, thus filling a gap in the existing literature regarding the relationship between digital marketing strategies and consumer decisions in the skincare sector. **Research Method:** The research method used is quantitative with a descriptive approach. Data were collected from 83 Gen-BI members using purposive sampling and analyzed through multiple linear regression with SPSS Statistics 25, with the sample size determined using the Slovin formula at a margin of error of 10%. **Findings/Results:** The results indicate that digital marketing has a positive influence on purchasing decisions, while product quality also has a significant impact, underscoring the importance of both factors in shaping consumer behavior when choosing skincare products. **Conclusion:** The study concludes that digital marketing and product quality simultaneously have a significant influence on purchasing decisions for Skintific products among Gen-BI members.

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1. Introduction

In the last decade, advancements in information and communication technology have significantly transformed various aspects of life, particularly in the realm of skincare digital marketing. Digital marketing has become one of the primary strategies employed by skincare companies to reach consumers, especially among Generation Z (Gen Z), a group born between 1997 and 2012. Gen Z has grown up in the digital age with widespread access to technology and social media, shaping how they interact, learn, and shop. They are known for high social consciousness and prefer brands that are transparent and active on digital platforms (Anggitasari et al., 2017). With the increasing use of the internet and social media platforms such as TikTok, Instagram, and Facebook, interactions between major skincare brands—such as Wardah, Ms Glow, Nivea, Scarlet, and Skintific—and consumers have fundamentally changed. Social media is an integral component of digital marketing, acting as a bridge that enables skincare companies to communicate directly with consumers, increase engagement, and build deeper relationships. These platforms allow companies to deliver real-time messages, listen to consumer feedback, and create relevant content. Interactive features such as polls and live streaming foster active consumer participation, strengthening brand loyalty and influencing purchasing decisions (Sesandi et al., 2024).

Purchasing decisions are cognitive processes that involve thorough evaluations of various factors before consumers choose skincare products. In digital marketing, the information consumers obtain online plays a critical role in shaping their perceptions and preferences. According to (Warganegara & Safitri, 2023), consumers decide to buy products during the evaluation stage, carefully considering their options. (Wulandari, 2024) also found a positive relationship between product quality and purchasing decisions, with consumers tending to select products proven to be effective and safe. Thus, digital marketing is an essential tool for disseminating information that influences consumers' purchasing decisions.

Digital marketing not only broadens brand reach but also enables more precise measurement of marketing campaign effectiveness (Ryan, 2016) This is particularly relevant in the beauty industry and skincare products like Skintific, where consumers seek not only quality but are also influenced by marketing strategies. (Behera et al., 2020) highlight that content personalization based on user preferences increases engagement and conversions in digital marketing. Skintific, known for its innovation and product quality, has leveraged digital platforms to build brand awareness and attract consumers. Effective digital marketing encompasses not only social media advertising but also content marketing, influencer marketing, and direct consumer interaction across various digital channels. Combining engaging digital content with high product quality can significantly increase consumer involvement in purchasing decisions (Chaffey & Ellis-Chadwick, 2019).

Product quality remains a crucial factor influencing consumer purchasing behavior. Consumers have become increasingly sensitive to the ingredients in skincare products and their effects. (Cesariana et al., 2022) define product quality as the overall value offered to meet consumer needs. As awareness of skincare importance grows, consumers seek products that provide tangible benefits for skin health beyond just aesthetic appeal. Therefore, maintaining high product quality is indispensable for marketing success.

The New Generation of Indonesians (GenBI) in Lampung Province is an interesting research subject because they have unique characteristics, such as high involvement in digital platforms and social media, frequent exposure to Skintific's digital marketing activities, and critical views on product quality that reflect their educational background and active awareness of skincare ingredients and their effectiveness. GenBI is a community consisting of Bank Indonesia scholarship students from various universities throughout Indonesia. GenBI consists of individuals who are active, educated, and have a deep understanding of the products they use. This community is highly connected to digital technology, which raises important questions about how digital marketing influences purchasing decisions. Several previous studies have shown that digital marketing serves to strengthen brand awareness and increase purchasing decisions (Kankam, 2022). According to (Alimuddin & Poddala, 2023), the younger generation tends to prefer brands that have a strong online presence and actively interact with consumers. Research by (Rahmayani et al., 2023), also indicates that good product quality can greatly influence consumer purchasing decisions. However, there is a problem that despite the broad understanding of consumer behavior among the younger generation, there is still a lack of research that specifically examines the influence of Digital Marketing and Product Quality on Purchasing Decisions for skincare products, especially Skintifik, especially within the GenBI community itself. This research is important to conduct because it can provide new insights into the relationship between digital marketing and consumer decisions in this segment that is highly connected to technology.

Members of the New Generation of Indonesia (GenBI) in Lampung Province are interesting research subjects due to their unique characteristics, such as high engagement with digital platforms and social media, frequent exposure to Skintific's digital marketing activities, and their critical views on product quality, reflecting their active, educated, and aware backgrounds of skincare ingredients and their effectiveness. GenBI is a community consisting of Bank Indonesia scholarship recipient students from various universities throughout Indonesia. GenBI consists of individuals who are active, educated, and have a deep understanding of the products they use. This community is closely connected to digital technology, which raises important questions about how digital marketing influences purchasing decisions. According to (Alimuddin & Poddala, 2023) younger generations

tend to prefer brands that have a strong online presence and actively interact with consumers. However, there is a problem that despite a broad understanding of consumer behavior among the younger generation, there is still a lack of research that specifically examines the influence of Digital Marketing and Product Quality on Purchasing Decisions for skincare products, especially Skintific, especially within the GenBI community itself.

Therefore, this study aims to analyze the influence of digital marketing and product quality on purchasing decisions for Skintific skincare products among GenBI members in Lampung Province. With a quantitative approach, it is hoped that this research can identify significant relationships between these variables and provide valuable insights for stakeholders in the skincare industry.

2. Literature Review

2.1 Digital Marketing

Digital marketing is defined as a marketing technique used to interact and market goods and services with various digital platforms and channels (Kankam, 2022). Digital marketing is one of the main strategies in reaching consumers in the modern era. According to (Kotler & Keller, 2016), Digital marketing includes all marketing activities that use digital platforms to interact with consumers. This includes Social Media, E-Commerce, Email, and Website. Digital marketing allows companies to utilize data analytics to understand consumer behavior more deeply (Chaffey & Ellis-Chadwick, 2019). With this understanding, companies can customize marketing strategies to the preferences and needs of the target market. According to (Hariyanti et al., 2024) The application of digital marketing has a big influence on purchasing decisions. Digital marketing that is applied, such as flash sales and the use of celebrity endorsers, has a significant positive impact on product purchasing decisions in marketplaces such as Shopee (Rahmayani et al., 2023). This confirms the importance of the right digital marketing strategy in attracting consumer attention.

The following are the indicators of Digital Marketing according (Kotler et al., 2016), 1). Presence on Social Media 2). Digita Ad Campaign 3). Content Quality 4). Use of Influencers

2.2 Product Quality

Product quality is the totality of features and characteristics that are able to meet consumer needs. According to (Habiburahman, 2023), Product quality is an important aspect in purchasing decisions. It includes various important aspects, such as durability, reliability, and ease of use. According to (Kotler & Amstrong, 2018), Product quality also includes physical and psychological values perceived by consumers. Perceptions of product quality, such as *skincare* purchases*,* are a key factor that must meet consumer expectations in order to encourage repeat purchases. According to (Yusup & Nurmahdi, 2020),Product quality has a positive effect on customer satisfaction, which in turn affects

their purchasing decisions. In the *fashion* industry, especially *skincare*, product quality on purchasing decisions, shows that good quality directly increases purchasing decisions. In accordance with (Tjiptono & Chandra, 2016) emphasizes that high-quality products can increase customer satisfaction, which in turn has a positive impact on purchasing decisions.

Product Quality Indicators according to (Tjiptono & Chandra, 2016) are as follows 1). Ingredients and Formulation 2). Product Performance 3.). Packaging 4). Reviews and Ratings

2.3   Purchasing decisions

Purchasing decisions are the stage in the decision-making process where consumers actually decide to buy a product (Chaniago & Warganegara, 2023). Purchasing decisions are influenced by various psychological and social factors. Consumer behavior in making purchasing decisions is strongly influenced by the information received, including those from social media advertisements and website promotions (L. G. Schiffman & Kanuk, 2010). Closer and more direct interactions, especially social media and digital marketing, can increase consumer purchasing decisions. With the user experience when exploring product information online has a significant impact on purchasing decisions (Kotler & Amstrong, 2018). In the case of skincare products such as Skintific, purchasing decisions are influenced by two main factors: digital marketing and product quality. According to (Sari, 2024), Says Product Quality and brand image have a significant influence on purchasing decisions. According to (Abdullah, 2020) , the importance of perceived product quality and digital marketing methods, which also contribute positively to *skincare* purchasing decisions in Depok. Social media, especially Instagram and TikTok, play an important role in influencing consumer behavior when buying *skincare* products, where quality and price are the main considerations (Faujiah Ani, 2023).

Indicators according to (Panjaitan & Suryoko, 2017) are as follows 1). Product Quality 2). Price 3). Service Quality 4). Recommendations from Friends/Influencers. 5). Brand Reputation.

3.   Method, Data, and Analysis

This study examines the effect of Digital Marketing and Product Quality on purchasing decisions for Skintific skincare products among GenBI members in Lampung Province. The research employs a quantitative method based on multiple regression analysis. Quantitative research emphasizes the analysis of numerical data. The population consists of all active GenBI members in Lampung Province who have relevant experience and understanding of digital marketing and product quality, especially regarding Skintific skincare products, totalling 475 individuals. The sample size was determined using the Slovin formula with a 10% margin of error.

Applying the Slovin formula to a population of 475 with a 10% error rate results in a sample size of 82.61, which was rounded up to 83 participants for this study. The Likert scale was used for measurement. Purposive sampling was employed to select GenBI members in Lampung who have knowledge of digital marketing and the quality of Skintific skincare products. This technique ensures that the respondents are relevant to the study, enabling accurate insights into the influence of digital marketing and product quality on the purchasing decisions of GenBI members—who are active, educated, and technologically connected individuals. Primary data were collected using questionnaires. The collected data were analysed using multiple linear regression analysis to determine the simultaneous effects of digital marketing and product quality on purchasing decisions for Skintific skincare products. The regression analysis model used is as follows :

$$Y = a + b_1 X_1 + b_2 X_2$$

Y is the Purchase Decision, X_1 is Digital Marketing, X_2 is Product Quality, a is a constant, b_1 and b_2 are regression coefficients, and e is error. With this methodology, the research is expected to provide comprehensive results on the factors that affect Digital Marketing and Product Quality on Purchase Decisions, especially in Lampung Province. This study uses computational analysis with statistics that aims to make it easier for researchers to analyze data, namely using the SPSS 25 application device.

4. Result and Discussion

4.1. Validity Test

Based on the results of the validity test that has been carried out comprehensively and systematically on the variables of Digital Marketing (X_1), Product Quality (X_2), and Purchase Decision (Y), this analysis process utilizes SPSS software with the aim of obtaining more accurate, comprehensive, and reliable results. In this analysis, the results of the calculations that have been carried out show that the r-count value for each variable studied is greater than the r-table value that has been set, which is 0.2159. Thus, it can be firmly concluded that all statements presented in this study are declared valid, which means that all indicators studied have adequate ability to measure the variables in question accurately, consistently, and relevantly. This high validity provides strong confidence that the data obtained is reliable and suitable for use in further analysis regarding the significant influence between Digital Marketing and Product Quality on Purchase Decisions taken by consumers. This shows that the results of this study can be relied on to provide valuable insights for interested parties in understanding market dynamics.

4.2.   Reliability Test Results

The Reliability Test is applied with Cronbach's Alpha coefficient to ensure the stability and consistency of the research instrument as the main indicator to assess the level of reliability of the questionnaire used. The reliability test results are:

Table 1. Reliability Test Results

Variables	Croncbach's Alpha	Explanation
Digital Marketing (X1)	0,781	Reliable
Product Quality (X2)	0,649	Reliable
Purchase Decision (Y)	0,808	Reliable

Source: SPSS 25, 2025

If the Cronbach's Alpha value is greater than 0.60, then all statements in the research instrument can be considered reliable. This reliability shows the internal consistency of the measuring instrument used, which means that the items in the questionnaire have similarities in measuring the same concept. Based on the reliability test results, the Cronbach's Alpha value is also greater than 0.60. Thus, all statements in the instrument meet the expected reliability standards, so that the data collected can be relied upon for further analysis.

Table 1. shows that each Alpha value of the Digital Marketing variable (X_1) is 0.781, Product Quality (X_2) is 0.649, and the Purchase Decision variable (Y) shows 0.808. Then all statement items for each variable are said to be reliable, which means that this study has consistent measurement results because the Alpha value is> 0.60.

4.3.   Multiple Linear Regression Analysis

The model applied in this study is the Multiple Linear Regression Analysis Model. This model was chosen because of its ability to test the simultaneous influence between the variables Digital Marketing and Product Quality (X) on consumer purchasing decisions (Y). By using this analysis, researchers can understand the extent to which the two independent variables influence purchasing decisions. The analysis process was carried out with the help of SPSS version 25 software, which allows effective data processing. The results of this regression analysis are presented in the following table, providing a clear picture of the relationship and strength of influence between the variables studied:

Table 2. Multiple Linear Regression Analysis

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1(Constant)	13.507	4.583		2.947	.004
Digital Marketing (X1)	.396	.142	.340	2.795	.006
Product Quality (X2)	.398	.177	.274	2.255	.027

a. Dependent Variable: Purchase Decision (Y)
Source: SPSS 25, 2025

Based on the figure above, the findings of the multiple linear regression analysis test show that the constant (value a) is 13,507 and for Digital Marketing (value ß$_1$) is 0.396, and Product Quality (value ß$_2$) is 0.398. So that the following multiple linear regression equation can be obtained.

$$Y=a+ b_1X_1 +b_2X_2$$

$$Y=13.507+0.396X_1 +0.398X_2$$

1. The constant of 13,507 indicates that if Digital Marketing (X_1) and Product Quality (X_2) do not change, the value of the Purchasing Decision (Y) remains at 13,507.

2. Based on the Digital Marketing variable (X_1), the regression test results show that the Digital Marketing variable (X_1) has a positive regression coefficient with a value of 0.396, meaning that if there is an increase in the value of the X_1 variable by 1 point, there will also be an increase in the Y variable by 0.396.

3. Based on the Product Quality variable (X_2), the regression test results show that the Product Quality variable (X_2) has a positive regression coefficient with a value of 0.398, meaning that if there is an increase in the value of the X_2 variable by 1 point, there will also be an increase in the Y variable by 0.398.

4. Based on the explanation above, it is concluded that the *coefficients* value X_2 worth 0.398 is greater than X_1 worth 0.396. This means that Product Quality plays the highest role in increasing purchasing decisions for Skintific *Skincare* products for GenBi members of Lampung Province.

4.4. t-Test

Table 3. Results of the t-test

Coefficientsª

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1(Constant)	13.507	4.583		2.947	.004
Digital Marketing (X1)	.396	.142	.340	2.795	.006
Product Quality (X2)	.398	.177	.274	2.255	.027

a. Dependent Variable: Purchase Decision (Y)
Source: Processed SPSS 25,

1. Based on the analysis results in the table above, the value of t $_{count}$ 2.795> t $_{table}$ 1.990 and a significant 0.006 is below 0.05, it can be concluded that Digital Marketing (X_1) has a positive and significant influence on Purchasing Decisions (Y). Thus, this means that Digital Marketing is important to increase purchasing decisions for Skintific Skincare products for GenBI members in Lampung Province. In this study, Digital Marketing is not only about promoting products, but also building stronger relationships with GenBI members who are mostly young people who are active on digital platforms. More personal interactions and consideration of their preferences can make Digital Marketing strategies more effective, helping brands to attract GenBI members in relevant and innovative ways, and meet their needs as educated and technology-connected consumers.

2. Based on the analysis results in the table above, the t-value of 2.255 is greater than the t-table value of 1.990 and the significance of 0.027 is smaller than 0.05. This shows that Product Quality (X2) has a positive and significant influence on Purchasing Decisions (Y). Thus, it can be concluded that Product Quality plays an important role in increasing the purchasing decision of Skintific Skincare products among members of the New Generation of Indonesia (GenBI) in Lampung Province. This shows that GenBI members who are students receiving scholarships from Bank Indonesia and have high accuracy and awareness of quality are more likely to make positive purchasing decisions based on their assessment of the quality of Skintific products. Therefore, it is very important for Skintific to ensure that its products not only meet high quality expectations but also provide real benefits for skin health. Thus, a marketing approach that focuses on product innovation and quality will be more effective in attracting attention and maintaining the loyalty of GenBI members in an increasingly competitive market.

4.5. f-Test

Table 4. f test Results

ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	568.182	2	284.091	18.030	.000[b]
Residuals	1260.516	80	15.756		
Total	1828.699	82			

a. Dependent Variable: Purchase Decision (Y)

b. Predictors: (Constant), Product Quality (X_2), Digital Marketing (X_1)

Source: SPSS 25, 2025

Based on the results of the table analysis above, the value of t $_{count}$ 18.030> f $_{table}$ 3.960 and the siginifkan value of 0.000 is smaller than 0.05. Based on the description that has been described, the conclusion is that the Purchase Decision (Y) of skincare skintifik products on GenBi members of Lampung Province is positively influenced by Digital Marketing ($X_{1)}$ and Product Quality (X_2) together.

4.6. Coefficient of Determination Test

Table 5. results Coefficient of Determination Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.557[a]	.311	.293	3.969

a. Predictors: (Constant), Kualitas Produk (X2), Pemasaran Digital (X1)

Source: SPSS 25, 2025

Based on the results of the analysis that has been carried out, the R Square value is 0.311. This shows that the percentage of the Purchasing Decision (Y) variable that can be explained by the Digital Marketing (X_1) and Product Quality (X_2) variables is 31.1% or 0.311. This means that these variables have a significant contribution in influencing consumer purchasing decisions. Meanwhile, the remaining 68.9% of the Purchasing Decision variable is explained by other factors, including traffic variables and elements outside of this study, which may also affect the decisions made by consumers. This shows the importance of considering other variables in further analysis to gain a more comprehensive understanding.

5.   Conclusion and Suggestion

This study concludes that both digital marketing and product quality significantly influence the purchasing decisions of Skintific skincare products among GenBI members in Lampung Province. These findings highlight the importance of effective digital marketing strategies and high product quality in attracting consumer interest, particularly among the younger generation that is highly connected to technology. Empirically, this study offers unique insights into how strategies like direct engagement via social media and quality content, alongside safe and effective product quality, significantly affect GenBI members' decisions to purchase Skintific products.

However, this study has several limitations. First, the relatively small sample size and focus on a specific community may limit the generalizability of the results to a wider population. Additionally, using questionnaires as the sole data collection method may introduce bias if respondents do not provide honest or accurate answers. These limitations require careful consideration as they may affect the validity and reliability of the findings. Therefore, future research should consider employing more diverse methods, such as in-depth interviews or focus groups, and expand the study to include different communities for a more comprehensive understanding.

By incorporating these recommendations, future research can overcome current limitations and further enhance understanding of the impact of digital marketing and product quality on purchasing decisions in the skincare industry.

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