

MARKETING STRATEGY ANALYSIS ON BEAUTY PRODUCT PURCHASE DECISIONSON THE SHOPEE INDONESIA

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ABSTRACT

This study aims to determine the effect of price, promotion, and service quality on purchasing decisions on beauty products with Shopee applications. This study uses the Likert scale method, which is to explain and show respondents' responses to the characteristics of a product, the results of which are obtained from the results of questionnaires and are associative to describe the relationship between the independent variable and the dependent variable . The number of samples was 316 respondents who were selected based on calculations using the Slovin formula whose sample object was performed on women using the Shopee application. The data analysis technique used is multiple linear analysis. The results showed that the price and promotion variables had a significant effect on purchasing decisions on beauty products with Shopee applications, while service quality variables did not have a significant effect on purchasing decisions on beauty products with Shopee applications.

Keywords : Price; Promotion; Service Quality; Purchase Decision

INTRODUCTION

Many companies are increasingly interested in competing, and developing the right marketing strategy at all times certainly requires discipline, flexibility, and sustainability (Gulla, 2015). The increasingly tight competition in the business world makes entrepreneurs look for the right strategy to market the products they sell. Entering the era of globalization of the ASEAN Economic Community (AEC), makes a country more advanced in developing product sales easily.

The ability to determine the right marketing strategy is absolutely the law. Where to win business competition in the business being run, the company must be able to recognize what products are the needs and expectations of consumers today and in the future. Consumers as individuals who buy products have gone through stages first such as getting information about the product they want to buy through advertising or references from other people, then comparing one product with another until finally deciding to buy. Consumer behavior is a very important phenomenon in the company's marketing activities, namely consumer behavior in making purchases.

This causes companies implementing the marketing concept to need to observe consumer behavior and factors that influence product purchasing decisions made. Because the marketing concept is an important factor in achieving company goals. Activities in the company must be directed at the goal of satisfying customer needs and desires. Marketing is the key to achieving company goals in achieving profits (Kotler, 2012:17).

One of the main choices of companies to market the products they sell today is to utilize the use of internet technology for trading activities to grow rapidly. The development of technology in the field of trade or sales is with the emergence of regional, space and time limitations that can also be used as a tool to seek knowledge about selling products and expanding marketing networks. The development of the internet began with the construction of the ARPANet network. ARPA (Advanced Research Project Agency) is a network developed by the United States Department of Defense whose task is to conduct research on computer networks with packet switching technology.

To support the previous description, a pre-survey was conducted by distributing questionnaires to 100 respondents who were female students at the Pelita Indonesia Institute of Business and Technology in Pekanbaru, Riau. From the results of the questionnaire, it was obtained that female students who were respondents used the Shopee application more, especially female students from semester 4 to semester 7. Respondents preferred the Shopee application compared to making transactions to purchase beauty products using other applications such as Tokopedia, Lazada, Buka Lapak, and Bibli.Com.

With the growth of the level of use of online shop applications in Indonesia which always increases every year, online shopping services also increase consumer interest in shopping. Starting from various types of internet networks used, technological tools used such as mobile phones, computers, laptops, to applications that support online shopping have also increased very rapidly. Online promotion is a process of activities carried out by parties (companies) in offering products or services that are introduced or advertised through online media (internet), so that there is no direct face-to-face meeting between buyers and sellers.

Some online shopping applications that are already worldwide today and are often used by consumers to buy products are Tokopedia, Shopee, Buka Lapak, Blibli.com, Lazada, Salestok, Olx, Zalora, Jd.id, Elevenia, and Zilingo. Many product categories are provided by these online shopping applications to make it easier for consumers to see the catalogs being sold. In these online buying and selling applications, product information is very clearly stated starting from price, size, color, shape, stock quantity, discounts, city of origin of the product being sold, shipping costs, how many days of shipping, payment methods, even to return and cancellation methods for buying goods are already in the online shopping application.

Looking beautiful at all times is the desire of all women. That is the basic reason why more and more online cosmetic & beauty stores are popping up. This is triggered by the high level of demand from the community, especially women, for various kinds of goods that can make them always look beautiful and attractive. This condition automatically encourages manufacturers and sellers to offer their products online. Buying beauty products online is indeed very practical and fun. No need to leave the house to get the desired product. Simply access the related site to order the latest items from well-known manufacturers during break time at work. This flexibility is what encourages more and more consumers, both men and women, to prefer shopping online rather than looking for goods in nearby stores. Online applications also serve purchases 24 hours and 7 days. Orders can be made from anywhere and the requested goods will be sent to the desired address. In addition, the beauty products offered are usually not limited to local vendors. There are many online cosmetic stores that exclusively bring in quality foreign products in order to provide satisfaction for their customers.

The ease and flexibility of shopping in online applications should also be accompanied by a wise attitude when choosing both products and the site itself. Although it is the outermost part of the body and protects others, the skin still has different sensitivities from one person to another. The use of inappropriate cosmetic and beauty products can cause side effects. For example, the skin becomes dry or acne-prone. That is why, when you want to buy beauty products, you need to understand the type of skin you have so that you can choose products that suit your skin's needs. The same thing also needs to be done when shopping online, even

though you can't do a skin test like usual. Also, make sure that the shop in the online application is trusted. A good reputation indicates that the seller has high credibility in offering quality products. Find more information and get trusted reviews from people close to you. A quality online shop certainly not only sells the desired goods, but maximizes service by providing reliable customer service and interesting tips related to beauty.

Price is the amount charged for a product or service or the sum of all values given by the customer to gain the benefit of having or using a product or service (Kotler & Armstrong, 2010). The relationship between price and purchasing decisions is because the price of a product influences purchasing decisions. The higher the price, the lower the purchasing decision. Conversely, if the price is low, the purchasing decision will be high. Research conducted by (Faroh, 2017) shows that price has a positive effect on online purchasing decisions. This means that price has a major influence on consumer purchasing decisions to buy a product at the desired price. The prices of beauty products offered by online applications vary with various customized services.

Promotion is a form of marketing communication, which means marketing communication is a marketing activity that seeks to disseminate information, influence or persuade and remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned (Tjiptono, 2008). Promotional activities are all efforts made by sellers to introduce products to potential consumers to persuade them to buy and remind consumers to make repeat purchases. Research conducted by Setyako (2016) shows that promotion has a positive and significant effect on online purchasing decisions.

Service quality is a measure of how well the level of service provided is able to match customer expectations. Service quality is important for a company, because with good service will make consumers have ease of decision making in making purchases on a product. Service is every activity or benefit offered by one party to another party that is intangible and does not result in any ownership of service production can be related to physical production or not. The quality of service that often occurs when shopping on online applications is very good when viewed from the rating or comments from online applications is a good response Tjiptono (2012:157).

The results of Faroh's (2017) study showed that price, promotion, and service quality have a positive and significant effect on the decision to purchase facial care. This study is also supported by Herlina's (2018) study which shows that price, promotion, and service quality have a significant effect on the decision to purchase airline tickets online on the traveloka.com site.

Based on the description above, the purpose of this study is to analyze the influence of price, promotion, and service quality on purchasing decisions for beauty products on the Shopee application.

LITERATURE REVIEW

Marketing management is the art and science of selecting target markets that need to be planned in advance in order to obtain, maintain, and communicate the superior value of goods or services and everything according to what consumers want, which will then give rise to marketing (Armstrong & Kotler, 2016:27).

Price

Price is an amount of money charged for a good or service from the value of money exchanged by consumers for the benefits of having and using the product or service. Indicators of price are price affordability, price suitability with product quality, price competitiveness, and price suitability with benefits (Kotler and Armstrong, 2013:151).

Promotion

Promotion is a form of company activity that refers more to communication between sellers and buyers with an effort to persuade target customers to buy goods or services sold. Promotion indicators are advertising, sales promotion, personal selling, and public relations (Kotler and Armstrong, 2014:76).

Quality of Service

Service quality as a measure of how well the level of service provided is able to match consumer expectations. Based on this definition, service quality is determined by the company's ability to meet consumer needs and desires according to consumer expectations. Indicators of service quality are real service, ability to provide service, response, and assurance (Tjiptono, 2011).

Buying decision

Purchasing decision is an action of consumers to want to buy or not a product by considering the quality of service, price, information on the product to be purchased. Indicators of purchasing decisions are stability in a product, habits in choosing products, responding to others, and customer responses (Kotler, 2012).

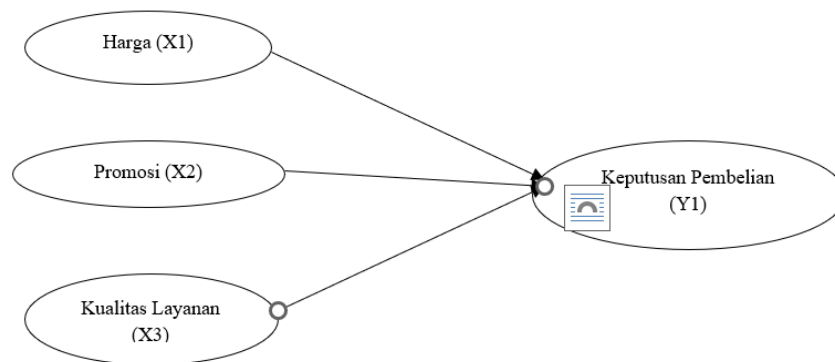


Figure 2. Framework of Thought

Hypothesis

Based on the background of the problem and the literature review presented above, several hypotheses in this study are as follows:

- H1 : Price matters significant positive effect on purchasing decisions on beauty products.
- H2 : Promotion is influential significant positive effect on purchasing decisions on beauty products.
- H3 : Quality service has a significant positive influence on purchasing decisions for beauty products.

RESEARCH METHODS

The research was conducted at the Pelita Indonesia Institute of Business and Technology Pekanbaru located at Jl. A. Yani No.77-88. Sampling in this study was determined by the formula:

$$n = N / (1 + (N \cdot e^2))$$

n = Sample Size

N = Population

e = Percentage of allowance due to sampling error that can still be tolerated (5%) or 0.05.

The calculation of sample size, based on the Slovin formula, is described as follows.

$$n = 1.510 / (1 + (1.510) \cdot [(0.05)]^2)$$

$$n = 1.510 / (1 + (1.510) \cdot (0.0025))$$

$$n = 1,510 / 4,775$$

$$n = 316$$

Based on the calculation results, the sample in this study was determined to be 316 female students.

Research Variables

In this study, two variables were used, namely independent variables which are variables that affect other variables consisting of price, promotion, and service quality. While the dependent variable which is another variable is the purchasing decision.

Research Instruments

To measure the value of the variables studied, a research instrument is used. In this study, the instrument used was a questionnaire. In each statement listed in the questionnaire, the researcher provides a measurement scale, namely the Likert scale, which is later changed to quantitative by providing a score measured with an interval scale.

Data Types and Sources

The type of data used is qualitative data obtained from questionnaire answers distributed to a number of respondents regarding written information regarding the analysis of the influence of price, promotion, and service quality on purchasing decisions for beauty products. In the collection technique, primary data is obtained directly from respondents in the form of questionnaire answers to predetermined samples.

Data collection technique

The data collection techniques used in this research are as follows: (1) Literature study, a data collection method by studying literature that can support and complete the data needed in the research. (2) Questionnaire, in the form of a list of written statements given to respondents who are the sample in this research.

Data Analysis Methods

The data analysis method used in this study is multiple linear regression which is carried out with preliminary tests in the form of validity tests and reliability tests. Next is the classical assumption test in the form of normality tests, multicollinearity tests, heteroscedasticity tests, and autocorrelation tests. The next stage is model testing, determination coefficient testing, and finally hypothesis testing.

RESULTS AND DISCUSSION

Validity Test and Reliability Test

Table 1. Validity Test Results

Variables	Indicator	Test Results	Condition	Interpretation
Price	Affordability	0.369	0.113	Valid
	Price matches product quality	0.606	0.113	Valid
	Price competitiveness	0.526	0.113	Valid
	Price match with benefits	0.290	0.113	Valid
Promotion	Advertising	0.175	0.113	Valid
	Sales promotion	0.422	0.113	Valid
	Personal sales	0.355	0.113	Valid
	Public relations	0.327	0.113	Valid
Quality of Service	Real service	0.741	0.113	Valid
	Ability to provide services	0.681	0.113	Valid
	Response/responsiveness	0.757	0.113	Valid
	Guarantee	0.616	0.113	Valid
Buying decision	Consistency in a product	0.497	0.113	Valid
	Habits in choosing products	0.447	0.113	Valid
	Give recommendations to others.	0.473	0.113	Valid
	Customer response	0.494	0.113	Valid

Source: Processed Data, 2024

Based on the results in Table 1, it can be seen that overall the question items used as a way to obtain measurement results against research indicators have been declared as valid indicators, which are indicated by the value of the test results (r count) greater than the specified requirements (r table). With the discovery of indicators as valid indicators, the results of respondent responses can be used as a tool to measure research variables, and analysis can be carried out on each proposed research indicator.

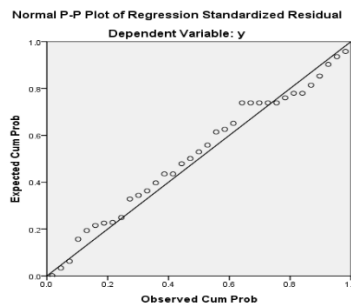
Table 2. Reliability Test Results

Variables	Test Results (Cronbach Alpha)	Condition	Interpretation
Price	0.662	0.6	Reliable
Promotion	0.626	0.6	Reliable
Quality of Service	0.855	0.6	Reliable
Buying decision	0.693	0.6	Reliable

Source: Processed Data, 2024

The results of the reliability test show that the variables used in this study have an alpha coefficient above 0.6. This means that all variables used in this study have reliable values and the questionnaire used in this study is an appropriate questionnaire.

Classical Assumption Test Normality Test



Source: Processed Data, 2024

Figure 3. Normality Test Results

Based on Figure 3, it shows that the dots (points) spread around the diagonal line so that it is stated as a diagonal line and its distribution follows the direction of the diagonal line. So it is stated that the regression model in this study is suitable for measuring purchasing decisions for beauty products in the Shopee application, where the residual data in this study is proven to be normally distributed.

Table 3. One-Sample Kolmogorov-Smirnoc Test

Unstandardized Residual		
N		316
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.89531651
Most Extreme Differences	Absolute	.045
	Positive	.045
	Negative	-.043
Kolmogorov-Smirnov Z		.598
Asymp. Sig. (2-tailed)		.867

Source: Processed Data, 2024

Based on the results in Table 3, it can be seen that the test results on Kolmogorov-Smirnov obtained significant results with a value of 0.867, or greater than the error tolerance value (0.05), so it can be stated that the assumption of normality of the data residues in the simple linear regression equation has been met.

Multicollinearity Test

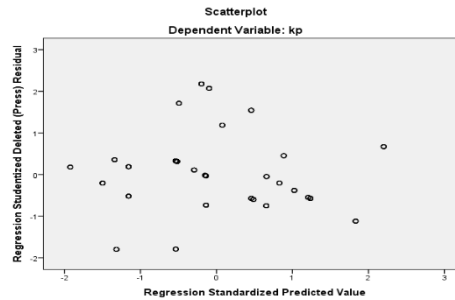
Table 4. Multicollinearity Test Results

Variables	Test Results		Condition		Interpretation
	VIF	Tolerance	VIF	Tolerance	
Price	2,077	.481	<10	>0.01	There is no multicollinearity phenomenon
Promotion	2,886	.346	<10	>0.01	
Quality of Service	1.6	.625	<10	>0.01	

Source: Processed Data, 2024

Based on the results in Table 4, the VIF value for each research variable is smaller than the requirement (VIF <10), so it can be concluded that there are no symptoms of multicollinearity in the proposed research instrument, or the variables are not perfectly correlated with other independent variables.

Heteroscedasticity Test



Source: Processed Data, 2024

Figure 4. Heteroscedasticity Test Results

In Figure 4, it can be seen that the dots are scattered without forming a pattern around the diagonal line (spreading then narrowing or vice versa), above and below 0 on the Y axis, so it can be concluded that this regression model is free from heteroscedasticity symptoms.

Autocorrelation Test

Table 5. Autocorrelation Test Results

Durbin Watson Values	Condition (k=3, n=316)			
	You	DI	4-du	4-dl
1,859	1.82922	1.80408	2.17078	2.19592

Source: Processed Data, 2024

Based on the results in Table 5, it was found that the test result values were between du and 4-du ($du < d < (4-du)$), or it can be concluded that there was no autocorrelation in this study.

Multiple Linear Regression Test

Table 6. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.946	.202		4.695	.000
1 Price	.257	.059	.262	4.340	.000
Promotion	.491	.078	.449	6.305	.000
Quality of Service	.018	.047	.021	.395	.693

Source: Processed Data, 2024

$$Y = 0.946 + 0.257X_{\text{Price}} + 0.491X_{\text{Promotion}} + 0.018X_{\text{Service Quality}} + e$$

The constant value of 0.946 shows that the purchasing decision has a positive value of 0.946 which is influenced by price, promotion, and service quality. HPrice has a coefficient value of 0.257, which means that if the price value increases, the purchasing decision will also increase. PPromotion has a coefficient value of 0.491, which means that if promotion increases, purchasing decisions will also increase. Service quality has a coefficient value of 0.018. This means that if the quality of service increases, purchasing decisions will also increase.

Model Test (F Test)

Table 7. Model Test Results (F)ANOVA

Model	Sum of Squares	Df	Mean Square	F count	F table	Sig.
1 Regression	32,624	3	10,875	85,829	≈2.6	.000b
Residual	39,531	312	.127			
Total	72.156	315				

Source: Processed Data, 2024

Based on the calculation results in Table 7, a significance value of 0.000 was obtained, or less than the error tolerance level (α) in this study is 5%, it can be concluded that the research model built in this study is appropriate or can be used for further analysis. These results can also be interpreted that the independent variables of the study, namely price, promotion, and service quality have a significant positive effect on purchasing decisions.

Coefficient of Determination (R²)

Table 8. Determination Test Results (Model Summary)

Model	R	R Square	AdjRSquare	Std. Error of the Estimate
1	.672a	.452	.447	.35595

Source: Processed Data, 2024

From table 8 it can be seen that the value of the coefficient of determination test (Adjusted R Square) obtained is 0.447. This means that 44.7% of beauty product purchasing decisions can be explained by the variables of price, promotion, and service quality. Meanwhile, 55.3% of beauty product purchasing decisions are influenced by other variables not examined in this study.

Hypothesis Test (t-Test)

Table 9. t-Test Results

Variables	Thitung	t table	Sig.	Decision
Price	4,340	2,827	.000	Has a significant positive impact
Promotion	6.305	2,827	.000	Has a significant positive impact
Quality of Service	0.395	2,827	.693	No effect

Source: Processed Data, 2024

From Table 9 above, the partial test results can be explained as follows: (1) The price variable has a t count of 4.340 while the t table is 2.287 so that the t count $\geq$ t table with a significance value for the price variable of 0.000 which is smaller than the significance level of 0.05. So it can be concluded that price has a positive and significant effect on the decision to purchase beauty products. So, hypothesis 1 is accepted. (2) The promotion variable has a t count of 6.305 while the t table is 2.827, so that the t count $\geq$ t table, with a significance value for the price variable of 0.000 which is smaller than the significance level of 0.05. So it can be concluded that promotion has a positive and significant effect on the decision to purchase beauty products. So, hypothesis 2 is accepted. (3) The service quality variable has a t count of 0.395 while the t table is 2.287 so that the t count $\leq$ t table with a significance value for the service quality variable of 0.693 which is greater than the significance level of 0.05. So it can be concluded that service quality does not affect the decision to purchase beauty products. Therefore, hypothesis 3 is rejected.

Discussion and Research Results

The Influence of Price on Purchasing Decisions

Purchasing decisions are actions of consumers to buy or not a product by considering satisfaction with the quality of service, price and product information offered by the provider and meeting the consumer's taste (Kotler, 2012). With increasing consumer satisfaction with the treatment given by the service or product provider, it will encourage consumers to make decisions to buy the products or services offered. This can also illustrate that sellers can always optimize their efforts with the aim of satisfying consumers.

The results of the study indicate that the price variable has a positive and significant effect on purchasing decisions, thus it can be interpreted that consumers will be more likely to buy if the service provider provides the right and competitive price. However, if the price set cannot describe the competitiveness of other types of services, it will have a real impact on reducing the perception of consumer decisions to make purchases, and will even tend to use other types of services, both online and conventional. The results of this study are in line with research conducted by Herlina (2018), Faroh (2017), Janah (2017), Istiyanto (2015), Rediono (2011), Pramana (2012), Krisnawati (2016), Armahadyani (2016), and Sinambow (2015).

On the indicator with the highest assessment, as an indication of the strength of the research object, namely the indicator of price suitability with perceived benefits has been very well provided by Shopee, but can be improved again so that consumers can be satisfied. On this indicator, it can be clearly seen the results that show that Shopee has shown that the price given for the product offered is a reflection of the benefits that can be received. The benefits offered to consumers can also be interpreted that Shopee makes it easier for consumers to

get the desired product, in faster ways so that it will make it easier for consumers to find and get products that are beneficial for themselves or other parties related to consumers.

Meanwhile, the indicator with the lowest measurement on the price variable, namely the price competitiveness perceived by consumers has not been able to satisfy all respondents. This price competitiveness is certainly a comparison with the prices offered by other online service providers that provide a more competitive price structure. In reality, this price competitiveness has been carried out by Shopee by providing offers free shipping, it turns out that it actually has an impact on increasing prices, where the prices formed in reality have been calculated for the shipping costs in them. This must certainly be a concern for Shopee in order to avoid the perception that Shopee is more expensive than other service providers. For this reason, it is recommended that management be more transparent with the actual prices and shipping costs, so that the public can better understand that the prices formed are basically competitive.

The Effect of Promotions on Purchasing Decisions

Purchasing decisions are actions of consumers to buy or not a product by considering the quality of service, price, information on the product they want to buy. Communication from the environment usually influences consumer choice of purchasing a product. One form of communication that can be done by a company is promotion aimed at making consumers more familiar with the products or services provided by producers or service providers. With promotions that are carried out effectively, in theory it is expected to be able to modify consumer behavior, especially in their purchasing decisions, so that consumers can make purchases on the products or services offered (Kotler, 2012).

The results of the research hypothesis testing found that the promotion variable has a positive and significant effect on purchasing decisions, which can be interpreted that if the promotion implemented can be carried out effectively it will tend to change consumer purchasing decisions so that they make purchases of the products offered, and vice versa if the promotion carried out is not effective and cannot change consumer behavior then it will have a direct impact on reducing the likelihood of consumers making purchases. Promotion variables related to the company's ability to provide value to consumers and can influence purchasing decisions where from the promotion carried out, consumers get the desired product results and are satisfied with the service. The existence of this significant influence means that if the company improves the quality of marketing services on the promotion variable, then consumer purchasing decisions will also increase because the promotion variable has a positive and significant effect on purchasing decisions for beauty products. This result is in line with the research of Herlina (2018), Faroh (2017), Istiyanto (2015), Rediono (2011), Pramana (2012), Krisnawati (2016), Widagdo (2011), Armahadyani (2016), and Sinambow (2015). Meanwhile, in the research of Janah (2017), the results were found to indicate that promotion had no significant effect on purchasing decisions.

The results of the descriptive analysis show that on average the promotions carried out by Shopee have been well received by its consumers, but certain improvements still need to be made in order to be more optimal and to change consumer behavior. When viewed from the indicator with the highest measurement, namely individual sales, of course this is a statement that in Shopee sellers are seen as a combination of many sellers, each of which is not related to each other, so that each seller has their own way and strengthens their quality so that consumers can be interested in the products offered. However, this can be an indication that Shopee actually does not give something to the seller, or there is no intervention in the form of organizational promotion, but individual promotion.

Meanwhile, in the lowest indicator, it can be seen in the sales promotion indicator, which is interpreted by consumers as not being optimally implemented. The sales promotion referred to in this study is related to promotions in the form of discounts or free shipping promos, which have not been able to reach consumers properly, or cannot be understood by consumers, because the price that appears on the payment is not yet competitive, as has been expressed in the influence of price on purchasing decisions, where the price competitiveness at Shopee is not yet strong, especially when compared to competitors in the online buying and selling service industry. For this reason, it is recommended that Shopee management be able to intensify the procurement of sales promotions with more appropriate communication media and more competitive values.

The Influence of Service Quality on Purchasing Decisions

As stated in the previous sub-chapter of influence, consumer purchasing decisions can change if consumer satisfaction patterns change. This consumer satisfaction is certainly closely related to the quality of service received by consumers. Service quality is a measure of how good the level of service provided is to be able to match consumer expectations, or it can also be said as the company's ability to meet consumer needs and desires. With consumer dissatisfaction, this will tend to change consumer behavior to cancel or postpone the purchase of a product, which will be a potential loss for the company (Tjiptono, 2011).

The results of the study show that the service quality variable does not affect the purchasing decisions of Shopee consumers on its beauty products. This can be interpreted that positive changes in the quality of service provided by Shopee do not necessarily change consumer behavior, even though in the end there is an opportunity

for consumers to make purchases. This is due to the competitiveness factor that Shopee has not been able to fulfill, and has an impact on consumer perceptions to ignore the quality of service provided. The results of this study contradict research conducted by

Other things is Shopee management that has not provided a guarantee to its consumers that the products delivered have guaranteed quality or after-sales service for the goods received by consumers. This is certainly an important thing for consumers where both physical quality and after-sales service must be received by consumers within a certain period of time, so that it can be on par with conventional sales services, where the place of sale is the same part as the after-sales service, or the goods received are given a usage guarantee, especially for beauty products that are in direct physical contact with consumers and are sensitive to certain skin types. This is certainly a concern for management, so that it can provide a guarantee for consumers if there is dissatisfaction with the services and products received.

Meanwhile, the most preferred factor by consumers is the ability to provide services, especially customer service for complaints about delivery and receipt time, which is considered the best and most satisfying. However, this has not been fully met, where there are still consumers who feel that the service received is only a normative service, not an optimal service.

CLOSING

Based on the formulation of the problem, literature review and research results, the conclusion of this study is that price and promotion have a significant positive effect on the decision to purchase beauty products on the Shopee application, while service quality does not affect the decision to purchase beauty products on the Shopee application.

Based on the conclusions of this study, several suggestions can be given, namely that Shopee is advised to be able to provide guarantees for beauty products that have been sold or marketed, so that it can provide a sense of comfort and security to its consumers, which will have an impact on changes in consumer behavior and for further researchers can examine other factors that can influence purchasing decisions such as product diversity, brand image, shipping speed, and others.

This research has been attempted and implemented in accordance with scientific procedures, however, it still has limitations, namely that by using a questionnaire, sometimes the answers given by respondents do not show the actual situation.

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