

The Influence of Price, Product Quality, and Promotion on Purchasing Decisions of Azarine Hydrasoothe Sunscreen Gel in Surakarta

Zahra Juli Ekawati^{1*}, Rini Adiyani², Kurniawati Darmaningrum³

1 Universitas Tunas Pembangunan Surakarta, Surakarta, Indonesia

2 Universitas Tunas Pembangunan Surakarta, Surakarta, Indonesia

3 Universitas Tunas Pembangunan Surakarta, Surakarta, Indonesia

*E-mail: zahraekawati99@gmail.com

ABSTRACT

The skincare industry in Indonesia is growing rapidly due to increasing awareness of skin health. Sunscreen is an essential skincare product that protects the skin from UV rays. This research focuses on the purchasing decisions of Azarine Hydrasoothe Sunscreen Gel in Surakarta, influenced by price, product quality, and promotion. A quantitative method was used with a sample of 100 respondents obtained through purposive sampling. Data were collected via questionnaires and analyzed using multiple linear regression. The results indicate that price, product quality, and promotion have a positive and significant effect on purchasing decisions both partially and simultaneously. These findings can help businesses, especially in the skincare industry, to enhance their marketing strategies.

KEYWORDS: azarine; price; product quality; promotion; purchasing decision

INTRODUCTION

Indonesia's skincare sector has seen rapid growth driven by public awareness of skin health. The market is projected to reach USD 2.76 billion in 2024 with a CAGR of 3.70% until 2029. Products like sunscreen play a crucial role in protecting skin from harmful UV rays. Azarine, a local skincare brand, dominates the sunscreen market with a 14.3% market share in Q1 2024. Azarine Hydrasoothe Sunscreen Gel is favored for its lightweight formula, SPF 45 PA+++, and natural ingredients.

The hot tropical climate of Surakarta, with high UV intensity during the dry season, increases the necessity for effective sun protection. Price is a strategic element in marketing, while product quality influences customer satisfaction. Promotion is essential to raise awareness and trust in products. This study investigates how price, product quality, and promotion influence the purchasing decisions of consumers in Surakarta for Azarine Hydrasoothe Sunscreen Gel.

This research intends to fill the gap by focusing on these three variables simultaneously in the context of skincare products in Surakarta. The objectives of this study are to determine the effect of price, product quality, and promotion on purchasing decisions of Azarine Hydrasoothe Sunscreen Gel

METHODOLOGY

This quantitative research employed a survey method involving 100 respondents selected using purposive sampling. The object was Azarine Hydrasoothe Sunscreen Gel users in Surakarta.

Research Design. Quantitative method using structured questionnaires. Population and Sample: Surakarta residents who have used Azarine Hydrasoothe Sunscreen Gel. Data Collection Technique: Online questionnaires using Google Forms. Instruments Used: Likert-scale based questionnaires. Data Analysis Method: Classical assumption tests and multiple linear regression using SPSS.

Population and sample used. A population is a collection of objects or subjects that have a certain number and characteristics that are used as a reference by researchers to be studied and drawn

conclusions. The population in this study is the people living in Surakarta. A sample is a part of the population taken through a certain method so that it can represent the condition of the population in general. Sample selection aims to obtain accurate and reliable data efficiently and effectively, so that the research results on the sample can be generalized to the population as a whole. In this study, researchers used a non-probability sampling approach with a purposive sampling technique, namely selecting respondents based on certain criteria, namely those who have used the Azarine Hydrasoothe Sunscreen Gel product.

Data Collection Techniques. A questionnaire is a data collection method that involves providing respondents with a list of written questions or statements to answer independently. In this study, the questionnaires were distributed online using the Google Forms platform. The unit of analysis was the individual, as each answer reflects the respondent's personal opinion.

Tools or Instruments Used. Validity testing aims to measure the extent to which each item in the questionnaire is able to represent the variables to be studied. The testing process is carried out by comparing the calculated *r* value with the *r* table, and considering the significance value. An instrument is said to be valid if the calculated *r* value is greater than the *r* table and the significance level is below 0.05, which indicates that the instrument is suitable for use in research. Reliability testing is a method to assess the extent to which an instrument, such as a questionnaire, can consistently measure research variables. An instrument is considered reliable if respondents' answers to the same statement show consistency over time. Reliability testing is carried out using the Cronbach's Alpha method, where an instrument is declared reliable if the Cronbach's Alpha value is ≥ 0.60 and unreliable if the value is ≤ 0.60 .

Data Analysis Methods. In this case, the researcher used primary data collected through questionnaires distributed to respondents as the primary data collection tool, using Google Forms, distributed on social media, targeting residents of Surakarta. In the questionnaire, the author provided respondents with statements and alternative answers. The secondary data used in the study came from reference books, online news sites, journals, and previous research.

RESULTS AND DISCUSSION

Quantitative method using structured questionnaires. Population and Sample: Surakarta residents who have used Azarine Hydrasoothe Sunscreen Gel. Data Collection Technique: Online questionnaires using Google Forms. Instruments Used: Likert-scale based questionnaires. Data Analysis Method: Classical assumption tests and multiple linear regression using SPSS.

Figure and Table

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4,971	2,237		2,222	,029		
	Harga	,150	,068	,150	2,197	,030	,971	1,030
	Kualitas Produk	,219	,065	,230	3,380	,001	,979	1,021
	Promosi	,429	,042	,684	10,108	,000	,988	1,012

a. Dependent Variable: Keputusan Pembelian

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,752 ^a	,565	,552	1,8

a. Predictors: (Constant), Promosi, Kualitas Produk, Harga
b. Dependent Variable: Keputusan Pembelian

- Price (X1) significantly affects purchasing decisions ($t = 2.197$; $\text{sig} = 0.030$).
- Product Quality (X2) significantly affects purchasing decisions ($t = 3.380$; $\text{sig} = 0.001$).
- Promotion (X3) significantly affects purchasing decisions ($t = 10.108$; $\text{sig} = 0.000$).
- Simultaneously, all variables influence purchasing decisions ($F = 41.634$; $\text{sig} = 0.000$).
- Adjusted R2 is 0.552, meaning that 55.2% of the variation in purchasing decisions is explained by the three variables.

These results are consistent with previous research. Price affects customer buying behavior by matching affordability and perceived value. Quality influences satisfaction and trust, while promotions improve awareness and drive purchase intent.

CONCLUSION

Price, product quality, and promotion have significant partial and simultaneous effects on purchasing decisions of Azarine Hydrasoothe Sunscreen Gel in Surakarta. This study confirms the importance of a holistic marketing approach. Future research can explore additional factors like brand image or customer loyalty.

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