

Analysis of electronic word of mouth (e-wom), price, and product quality on purchase decisions at skintific

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Article Info	ABSTRACT
Keywords: e-WOM (Electronic Word of Mouth), Price, Product Quality, Purchase Decision	This research aims to analyze and test electronic word of mouth, specifically regarding price and the quality of a Skintific product, in influencing the decision to purchase. Data collection efforts involved distributing questionnaires through the application of Google Forms. The research applied data analysis through validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, and t-testing with the assistance of the SPSS application. The results indicate that the variables of electronic word of mouth and product quality have an influence on consumer decisions to make a purchase. However, the variable of price itself does not have an impact on consumer purchase decisions.
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INTRODUCTION

In the current era, several aspects of the industry are rapidly advancing, and the skincare sector is one of the many facets experiencing significant growth. Skincare has gained popularity and is now receiving more public attention. Essentially, both men and women aspire to have clean and healthy skin, leading to an increased awareness of the need for skincare and facial care (Rahmahyanti & Andriana, 2023). In Indonesia, the skincare industry is on the rise, resulting in the emergence of skincare products from various brands, both local and international. With numerous skincare brands entering the Indonesian market, there is fierce competition among the owners of skincare brands in the country.

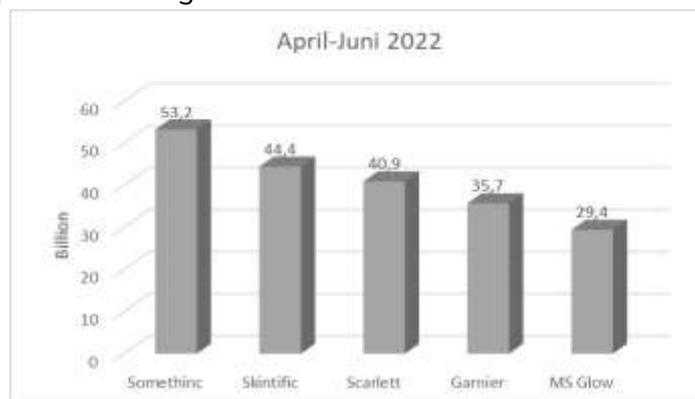


Figure 1: Data on the top 5 best-selling facial care brands on e-commerce in the second quarter of 2022

Source: (<https://compas.co.id>)

One of the foreign brands that has emerged in Indonesia is the Skintific product. Skintific ranked as the second top-selling skincare brand in Indonesia in 2022, with sales amounting to IDR 44.4 billion. This brand originates from Canada and has been present in Indonesia since August 2021. The name Skintific is a combination of two words: "skin," meaning skin, and "scientific," indicating scientific knowledge. The name was chosen because the owner of the Skintific brand envisions creating skincare products accessible to everyone seeking to enhance their skincare routine through innovative products made from pure active ingredients, intelligent formulations, and the Trilogy Triangle Effect (TTE) technology. This technology works by utilizing the right active ingredients for specific skin issues, employing intelligent formulations to address and moisturize the skin, and combining beneficial ingredients effectively to protect and maintain healthy skin. Therefore, Skintific products are expected to provide effective and precise results, and they are safe for individuals with sensitive skin.

The decision to make a purchase is understood as a decision by the buyers regarding which brand to choose. Kotler and Armstrong (2009) explain that the buyer's decision is a decision-making process that involves evaluating options and brands to establish preferences. Additionally, consumers seek information about desired products and make purchase decisions based on product comparisons (Kusuma & Santika, 2017).

Electronic Word of Mouth (e-WOM) plays a crucial role in purchase decisions, especially in the beauty and skincare industry. It is not only utilized by consumers as a source of product information but also as a means for consumers to recommend products to others. When consumers are choosing skincare products, they often need information about the product's ingredients, brand, price, and quality (Atila et al., 2023).

Price is a determining factor in market demand. If consumers perceive satisfaction with the price of a product, they are more likely to repurchase it (Sintia, 2023). Consumers consider product quality when making purchasing decisions and are willing to pay a higher price for products with expected value (Atila et al., 2023). Based on the presented information, the author is interested in conducting research on Skintific with the title "Electronic Word of Mouth (e-WOM), Price, and Product Quality Influence on Purchase Decisions at Skintific."

Theoretical Framework and Hypothesis Development

Purchase Decision

Purchase decision, according to Kotler & Armstrong (2016), is part of the attitude of consumers involved in exploring how individuals or organizations make selections, purchase products, and use them in connection with services and experiences to fulfill needs and desires.

Electronic Word of Mouth (e-WOM)

e-WOM, as understood by Schiffman & Kanuk (2012) and Sulthana & Vasantha (2019), is the spread of information using online platforms. Social media, in particular, is a primary place for content, reviews, references, and recommendations. Sharing information through e-WOM in social media has a positive effect on purchase intention (Atila et al., 2023). Hypothesis 1 (H1): There is a presumed influence of electronic word of mouth on purchase decisions.

Price

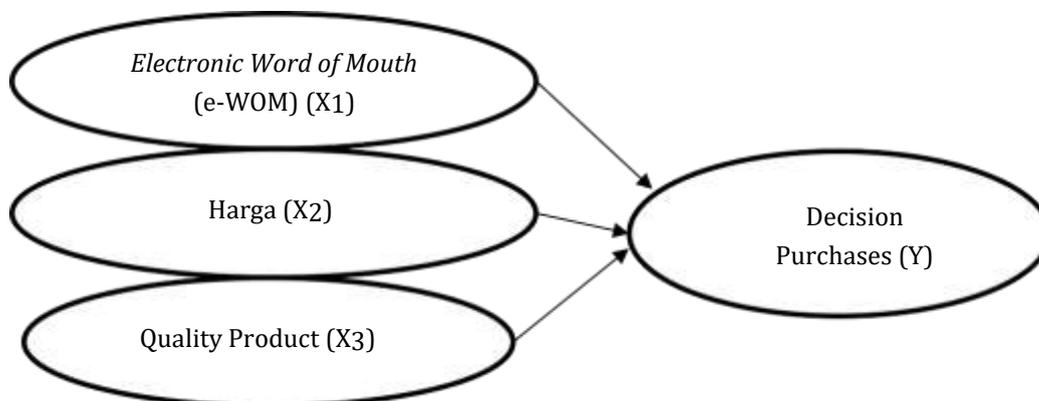
Price, as defined by Kotler & Armstrong (2018) and Anwar & Satrio (2015), is the amount of money paid for a product or service, considered by consumers as a crucial consideration when making purchases. Hypothesis 2 (H2): There is a presumed influence of price on purchase decisions.

Product Quality

Product quality, according to Astuti & Abdullah (2018) and (Firmansyah et al., 2019), encompasses a product's ability to perform its tasks, including durability, reliability, strength, packaging, and other related aspects. Quality has a direct impact on consumer satisfaction and influences purchase decisions (Nafsyiah et al., 2023). Hypothesis 3 (H3): There is a presumed influence of product quality on purchase decisions.

Theoretical Framework

Based on the above explanations, the research framework can be constructed as



follows:

Figure 2: Theoretical framework

Explanation:

→ : Partial influence

METHOD

Research Approach

This research applies a quantitative approach, utilizing study data in numerical form. Analysis efforts will be conducted using statistical testing tools as a means to calculate acquired data and draw conclusions. The procedure employed for sample collection involves purposive sampling, understood as a mechanism or method for selecting samples based on predefined criteria or specific considerations. The criteria for sampling in this research are individuals who have either viewed social media, online reviews, content related to, or have purchased and used Skintific products. The study gathers 143 respondents as the research sample, employing the Likert scale as a measurement tool with the assistance of SPSS 26 and classical assumption testing methods, multiple linear regression analysis, as well as partial tests (t-test).

RESULTS AND DISCUSSION

Results of Data Analysis

A questionnaire is considered valid if its statements are capable of presenting a measurable aspect to be assessed by the questionnaire. Validity testing is conducted by comparing the critical value (r -table) for the degree of freedom (df) = $(N-2)$. In this discussion, N represents the sample size. If the calculated r -value $>$ the critical r -table value, then the posed questions are considered valid (Ghozali, 2016). The results of the validity test can be seen in Table 1, and the reliability test results are presented in Table 2.

Table 1. Validity Test

Variable	Item Number	R Result	R table	Information
e-WOM (X_1)	Q4	0,732	0,159	Valid
	Q5	0,720	0,159	Valid
	Q6	0,778	0,159	Valid
	Q7	0,710	0,159	Valid
Pprice (X_2)	Q8	0,696	0,159	Valid
	Q9	0,651	0,159	Valid
	Q10	0,696	0,159	Valid
	Q11	0,724	0,159	Valid
Quality Product (X_3)	Q12	0,727	0,159	Valid
	Q13	0,744	0,159	Valid
	Q14	0,771	0,159	Valid
Buying decision (Y)	Q1	0,762	0,159	Valid
	Q2	0,793	0,159	Valid
	Q3	0,768	0,159	Valid

Source: Data Processed by the Researcher (2023)

The validity test in Table 1 indicates that all questions related to the above indicators have a calculated $R > 0.05$ in the statistical data distribution, resulting in 0.159. Additionally, the significance value is considered valid if the calculated $R > 0.05$. Therefore, the data from the indicator questions in the table are VALID. This questionnaire instrument can be used for further testing.

Table 2. Reliability Test

Variable	Value Cronbach's Alpha	Limit value	Information
e-WOM (X_1)	0,715	0,60	Reliable
Price (X_2)	0,633	0,60	Reliable
Quality Product (X_3)	0,641	0,60	Reliable
Buying decision (Y)	0,665	0,60	Reliable

Source: Data Processed by the Researcher (2023)

The Cronbach's Alpha reliability test is applied to determine whether the questionnaire produces consistent results. When measurements are repeated, the questionnaire is considered consistent if the value is above 0.60 (Sujerweni, 2014). The

results in Table 2 show that the values for e-WOM, Price, Product Quality, and Purchase Decision are all above 0.60, indicating consistency in the questionnaire for further analysis.

Subsequently, classical assumption tests are conducted to assess whether the study's data meet the specified criteria for further analysis, addressing the hypotheses formulated in the study.

Table 3. Multicollinearity Test

Model	Collinearity Statistic	
	Tolerance	VIF
1 (Constant)		
e-WOM	.656	1.525
Price	.662	1.510
Quality Product	.946	1.057

Source: Data Processed by the Researcher (2023)

Multicollinearity testing is performed to present evidence of possible multicollinearity. Based on the multicollinearity test in Table 3, it is understood that all independent variables tested present a VIF value below 10 and a tolerance value above 0.01. Thus, the regression model is free from multicollinearity phenomena.

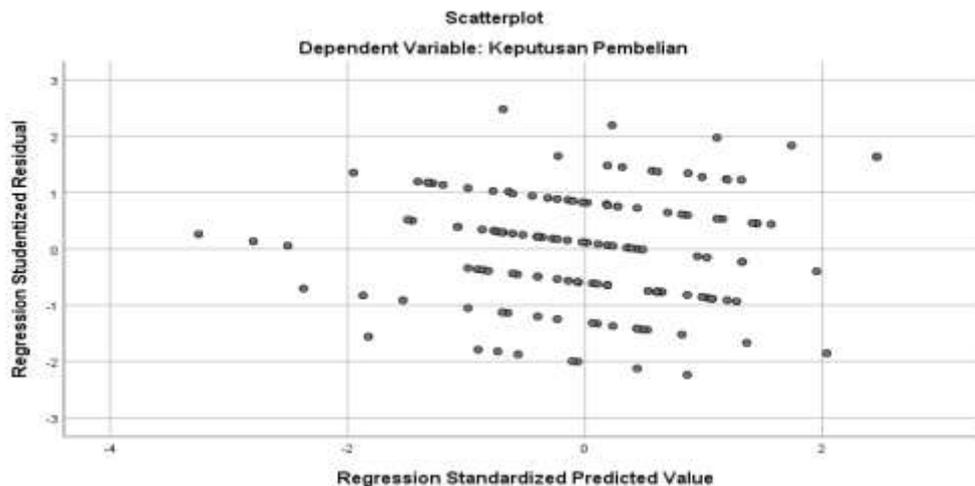


Figure 3. Heteroscedasticity Test

Source: Data Processed by the Researcher (2023)

Figure 2 illustrates the use of scatterplot graphs between Z (ZPRED) and residual values (SREID). The graph shows that the points exhibit dispersion both above and below the zero mark, forming a certain pattern. Therefore, freedom related to the heteroscedasticity phenomenon is present in the regression model.

Table 4. Autocorrelation Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.536 ^a	.287	.272	.582	1.852

Source: Data Processed by the Researcher (2023)

Based on Table 4, the Durbin-Watson (DW) value is 1.852. With $\alpha = 0.05$, $n = 142$, and $k=3$, the critical values are $dL = 1.682$ and $dU = 1.769$. Since 1.852 lies between dU and $(4-dU)$, it is concluded that there is no autocorrelation.

Table 5. Normality Test

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		142
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.40515478
Most Extreme Differences	Absolute	.073
	Positive	.036
	Negative	-.073
Test Statistic		.073
Asymp. Sig. (2-tailed)		.061 ^c

Source: Data Processed by the Researcher (2023)

For significance level $\alpha = 0.05$ and a two-tailed test, the normality test of residuals using the Kolmogorov-Smirnov Test yields a significance value of $0.061 > 0.05$. Therefore, the data is considered normally distributed. Next, the multiple linear regression analysis method was employed. This analysis is used to determine the relationship between the independent variable X and the dependent variable Y.

Table 6. Multiple Linear Regression Test

Coefficients ^a						
Unstandardized Coefficients			Standardized Coefficients			
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	7.511	.601		12.498	.000
	e-WOM	.138	.036	.341	3.840	.000
	Price	.031	.034	.081	.915	.362
	Quality Product	.123	.032	.286	3.875	.000

Source: Data processed by the researcher (2023)

From the conducted multiple linear regression, the equation can be formulated as follows:

$$Y = 7,511 + 0,138 X_1 + 0,031 X_2 + 0,123 X_3$$

1. The coefficient constant for the variables e-WOM (X1), Harga (X2), and Kualitas Produk (X3) is 7.511, making the purchase decision (Y) equal to 7.511.
2. The coefficient regression value for e-WOM (X1) is 0.138, indicating that the e-WOM value is 0.138.
3. The coefficient regression value for Harga (X2) is 0.031, meaning that the Harga value is 0.031.
4. The coefficient regression value for Kualitas Produk (X3) is 0.123, indicating that the Kualitas Produk value is 0.123.

Through the multiple linear regression calculations, it can be understood that the impact of the e-WOM variable is at 0.138 compared to the influence of the quality of a product, which is at 0.123. Additionally, the impact of the price itself is at 0.031. This suggests that the variable e-WOM, among the variables described, has a more significant influence than the quality of a product and the price concerning the decision to purchase Skintific products. In this study, the t-test was utilized to examine the significance of the correlation between variable X and Y, demonstrating an impact that is separate, simultaneous, or partial.

Table 7. t-Test

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std.Error	Beta	T	Sig.
1	(Constant)	7.511	.601		12.498	.000
	e-WOM	.138	.036	.341	3.840	.000
	Price	.031	.034	.081	.915	.362
	Quality Product	.123	.032	.286	3.875	.000

Source: Data processed by the researcher (2023)

The results of the t-test reveal that variable X1 obtains a t-value of 3.840 > 0.166 (t-table), with a significant value of 0.000 < 0.05. This indicates that variable X1 significantly influences the partial perspective on consumers' purchase decisions. The variable representing the price as X2 receives a t-value of 0.915 > 0.166 (t-table) with a significant value of 0.362 > 0.05, indicating that the price does not significantly influence the partial perspective on consumer purchase decisions. The variable representing the quality of the product as X3 obtains a t-value of 3.875 > 0.166 (t-table) with a significant value of 0.000 < 0.05, suggesting that the quality of the product significantly influences the partial perspective on consumer purchase decisions. It can be understood that the e-WOM and product quality variables have an impact on purchasing decisions, while the price variable itself does not influence consumer purchase decisions.

Results Interpretation

Based on the research and analysis conducted using SPSS 26, the researcher interprets the test results as follows:

1. Influence of Electronic Word of Mouth (e-WOM) on Consumer Purchase Decisions

The test results in the study show that this variable has a significant value of < 0.05. This result serves as evidence that the variable can influence the efforts to make purchasing decisions by consumers. Atila et al., (2023) also stated that e-WOM has a positive and significant impact on purchase decisions. Currently, e-WOM is highly optimal for use as a promotional tool, leveraging advances in information technology (Apriliani & Setyawati, 2023). Quality and visually appealing information from Skintific on social media can influence consumers to decide to purchase Skintific products.

2. Influence of Price on Purchase Decisions

The conducted test results reveal that the price itself has a significant value of 0.362 > 0.05. Therefore, it can be said that the price itself does not have a significant influence, either simultaneously or partially. This is contrary to the study conducted by Ariella (2018),

which explained that price does not have a significant influence on the decision to make a purchase. However, this finding is inconsistent with the study conducted by Anjani & Setiawan (2023), which revealed that price has a positive and significant impact on consumer purchasing decisions.

Considering the indicators for Skintific's price, which include considering the price concerning product quality, comparing Skintific's prices with other Skintific sellers, and considering the price based on expected benefits, this study indicates that the price does not influence purchase decisions.

3. Influence of Product Quality on Purchase Decisions

The test results in the research show that product quality has a significant value of < 0.05 . Therefore, it can be explained that product quality has a significant impact, either simultaneously or partially, on consumer purchase decisions regarding Skintific products. The study conducted by Nafsyiah et al., (2023) explained that product quality has a positive impact on purchase decisions. According to Lie et al. (2019), consumers tend to consider perceived quality as the main consideration when making purchase decisions. If consumers believe that the product is of high quality, they are more likely to be interested and evaluate the information they receive. Companies must maintain the quality of their products if they want to survive in the face of higher competition.

CONCLUSION

The conclusion drawn from this study is based on the analysis of data and the interpretation of results regarding the electronic word of mouth (e-WOM) and product quality variables. These variables are found to have a significant and partial influence on the decision to purchase Skintific products. This implies that Skintific's production, which markets itself by presenting quality through visually appealing video content, can captivate consumer buying interest. However, the variable of price itself does not significantly influence the decision to make a purchase, suggesting the possibility of other factors, such as consumers prioritizing product quality over the offered price.

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