



The Effect Of Promotion, Price, And Product Quality On Purchasing Decisions For The Originote Products At Shopee Among The Sidoarjo Community

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Abstract. The growth of e-commerce has increased competition among beauty product brands, including The Originote on Shopee. This study aims to analyze the effect of promotion, price, and product quality on consumers' purchase decisions for The Originote products on Shopee among the people of Sidoarjo. This research employed a quantitative approach involving 100 respondents who had purchased The Originote products through Shopee. Data were collected using questionnaires with a Likert scale and analyzed using validity and reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, and the coefficient of determination using SPSS. The results show that promotion, price, and product quality have positive and significant effects on purchase decisions. Promotion has a regression coefficient of 0.374 with a t-value of 4.543, price has a coefficient of 0.271 with a t-value of 3.856, and product quality has a coefficient of 0.349 with a t-value of 3.937. Therefore, effective promotion, appropriate pricing, and good product quality can increase consumers' purchase decisions for The Originote products on Shopee in Sidoarjo.

Keywords: *Promotion, Price, Product Quality, Purchase Decision, Shopee.*

INTRODUCTION

The current era of globalization has driven increasingly fierce market competition, with various brands and products vying for consumer attention. This phenomenon is evident in the growing consumer understanding and awareness regarding the quality and image of a brand (Merek et al., 2025). The Indonesian cosmetics industry, especially in the skin care segment, is also showing rapid development. Many products with various brands are available for purchase. Skin care is an essential part of an individual's upbringing and physical appearance. The skincare products industry has developed rapidly due to growing concern among workers regarding the health and appearance of the skin. Various kinds of skin care products can be used to keep the skin healthy, hydrated, and protected from damaging elements from the outside (Setiyanti & Ansori, 2024). The increasing concern of people regarding skin health has driven significant development of the skincare industry. However, this development also triggers increasingly competitive competition, so that companies are required to implement effective development strategies and build competitive advantage (Oleng et al., 2024).

The presence of various brands in the market can stimulate consumer purchase intention toward a product. Purchase intention is formed when the offered product meets consumer expectations and needs. If the available product satisfies customer needs and expectations, customers will be motivated to purchase it (Habibatullah et al., 2025). One factor that significantly influences online sales is a company's need to promote its products or services. Promotions are correlated with consumer purchasing decisions, as they can entice consumers to buy specific products. Therefore, promotion can be considered a factor that stimulates consumer decisions to purchase a product (Aurora & Fretes, 2024).

One of the skincare products that has attracted attention among people especially skincare lovers is The Originote. As one of Indonesia's local skin care brands, The Originote participates in the competitive press industry in the increasingly developing skin care industry. Even though it was founded in 2018, this brand has only recently gained wider attention in the market in 2022. The Originote's popularity is growing rapidly in the market for high-quality products relatively affordable (Rajagukguk et al., 2025). As one of the fairly popular beauty brands, The Originote strives to provide high-quality products to meet consumers' needs and expectations. The Originote's first product, a serum, was launched in March 2022, followed by a moisturizer one month later. The Originote moisturizer became popular due to its benefits in maintaining the skin barrier, hydrating the skin, and helping to address acne, making it suitable for various skin types. The product contains Hyaluronic Acid, Ceramide, and Chlorella, while also being offered at an affordable price (Tsaqif et al., 2025).

Companies can implement various marketing strategies to attract consumers' attention, build customer relationships, and increase customer loyalty toward the company. Therefore, companies need to determine appropriate strategies for promoting their products and managing product attributes in order to encourage consumers to make purchasing decisions. One of the efforts made by companies to attract consumers' attention is promotion. Effective promotion can influence and determine a company's marketing strategy. Companies must be able to communicate product information in a way that can influence customers to make a purchase. For example, when a promoted product does not provide the color options shown in the promotion, customers may not be able to choose the color they desire. (Tindangen et al., 2024). Promotion is one of the important components that plays a significant role in determining the success of a company's marketing strategy. Through promotional activities, consumers can become aware of, understand, and be encouraged to purchase the products offered.

Figure 1 Best-Selling Skincare Products on Shopee in 2024
Source: Shopee, Skintific, and The Battle for Dominance in Indonesia's Moisturizer Market –
Magpie Ecommerce Intelligence Press Release



Although still dominated by Skintific, The Originote successfully capitalized on the decline in the category leader's market share to strengthen its position on Shopee and increase its presence amid increasingly intense competition. In addition, promotion is also an activity carried out by companies to attract customers' interest and attention toward the products or services they market (Oleng et al., 2024). Promotion is one of the elements of the marketing mix that functions to inform, persuade, and remind consumers of the advantages of the products or services offered by a company (Safitri & Madura, 2023).

Price can be defined as the amount of value, either in monetary terms or in the form of other sacrifices, that consumers must give up to obtain a product or service. Such sacrifices are not limited to monetary payments but may also include goods, services, time, and effort provided as a form of exchange to obtain ownership or the right to use a particular product (Volume, 2024). In addition to price, product quality also plays an important role for consumers, as it is one of the aspects considered in the decision-making process when purchasing a product (Mardiayanti & Andriana, 2022).

Product quality refers to the standards or criteria used to assess the extent to which a product or service is able to meet the values and expectations desired by consumers. Therefore, a product or service can be considered high-quality if it functions properly and provides benefits in accordance with users' expectations (Aditiya & Oetarjo, 2024). Good product quality is demonstrated by a product's ability to provide benefits, functions, and value that align with customers' needs and expectations through the provision of high-quality products (Nopitasari & Murwanti, 2025).

Purchase decision refers to the stage in the evaluation process in which consumers compare various available alternatives and establish priorities regarding the brand or product that best suits their needs. In other words, a purchase decision is the action taken by consumers to determine their choice of a particular product from various available alternatives based on certain preferences and considerations (Firdaus et al., 2022).

Based on previous studies, promotion has been found to have a positive and significant effect on purchase decisions (Aryanti & Astini, 2025). However, this finding differs from the results of a study conducted by (Yuniawaty et al., 2025) which states that the promotion variable does not have a significant effect on the purchase decision of The Originote skincare products. Previous research conducted by (Puspita Sari & Ambardi, 2023) which states that price has a positive and significant effect on purchase decisions. However, a previous study conducted by (Agustina et al., 2024) which found that price does not have a significant effect on purchase decisions.

The findings of the study concluded that product quality has a significant effect on the purchase decision of The Originote products. The product quality variable was proven to have a positive and significant effect on purchase decisions for The Originote products (Harga et al., 2024). This finding is not consistent with the results of previous research conducted by other researchers (Ambarita & Wasino, 2024) which concluded that product quality does not have a significant effect on purchase decisions. Therefore, this study is entitled "The Effect of Promotion, Price, and Product Quality on Purchase Decisions of The Originote Products on Shopee among Consumers in Sidoarjo."

LITERATURE REVIEW

Promotion

Based on Kotler dan Keller (Herlianti & Handayani, 2023), Promotion is a marketing activity carried out to communicate information and offer products or services to customers. This activity aims to introduce the benefits and advantages of a product in order to attract consumers' attention and increase their interest in purchasing or using the product, thereby encouraging an increase in sales volume. Therefore, if consumers are not aware of or have never received information about the products being offered and their benefits, the likelihood of consumers purchasing those products will be very low (Hanifah Sahar Najiyah, 2023). According to Kotler and Keller, as cited in (Aziz, 2023), According to Kotler and Keller, as cited in ..., there are several indicators of promotion, namely:

1. Advertising
2. Sales Promotion
3. Personal Selling
4. Public Relations

Price

Based on Kotler dan Keller (Suryana & Achmad, 2022), Price can be defined as the amount of value or cost charged to consumers as compensation for the benefits obtained from a product or service. In other words, price reflects the amount that consumers are required to pay to obtain and use the products or services provided by a company. According to Kotler (Samosir et al., 2025), Price is one of the components of the marketing mix that can be adjusted most easily. This is because price can change more quickly than other elements, such as products and agreements related to the distribution process. According to Tjiptono, as cited in (Merek et al., 2026), the indicators of price are as follows:

1. Price Affordability
2. Price Conformity with Product Quality
3. Price Competitiveness
4. Price Conformity with Benefits

Product Quality

Based on Kotler dan Armstrong (Produk, 2021), Product quality refers to a product's ability to deliver performance or functionality that meets or even exceeds consumer expectations. Therefore, companies need to understand market needs and preferences in order to develop innovative and creative products that can attract consumers' interest and create demand for the products offered. Based on the explanation above, it can be concluded that product quality is one of the important factors that influences customers' purchase decisions. Good product quality can increase a product's competitiveness in the market and provide benefits to both consumers and companies by enabling the product to meet established needs, expectations, and standards(Chandrika et al., 2023). The indicators of are as follows: (Dian Grace Sagala et al., 2024),

1. Performance
2. Durability
3. Conformance to Specifications
4. Features

Purchase Decision

Based on Kotler dan Armstrong (Keputusan et al., 2022), Purchase decision refers to an activity that directly involves customers when purchasing products offered or marketed by sellers. Consumers' purchase decisions regarding a particular product are closely related to consumer behavior. Consumer behavior is an important aspect of marketing activities that companies need to understand, as this understanding enables companies to determine how consumers think, perceive, and act(Harga et al., 2023). According to Kotler dan Keller(Agustina et al., 2024), It is stated that purchase decisions have several indicators, namely:

1. Product Choice
2. Brand Choice
3. Purchase Timing
4. Purchase Quantity

METHODS

This study employs a quantitative research method. Quantitative research is a research method based on a specific population or sample, in which data are collected using research instruments and analyzed quantitatively with the aim of testing predetermined hypotheses. The object of this study comprises consumers of The Originote skincare products who reside in Sidoarjo and have previously purchased The Originote products through Shopee.

This study uses a quantitative approach to analyze the effect of independent variables on the dependent variable. The independent variables consist of promotion (X1), price (X2), and product quality (X3), while purchase decision (Y) serves as the dependent variable. Data collection is conducted by distributing an online questionnaire to respondents using Google Forms, supported by secondary data obtained from previous studies and other relevant sources.

In this study, the variables are measured using a Likert scale to assess individuals' or groups' attitudes, opinions, and perceptions toward the phenomenon being investigated. Respondents are provided with five answer choices for each variable, using a rating scale ranging from 1 to 5.

Population and Sample

A sample can be defined as a part of a population that represents the population's size and characteristics. In this study, the sampling technique used is probability sampling, which is a sampling technique that provides an equal opportunity for every member of the population to be selected as a member of the sample. The population in this study consists of consumers in Sidoarjo who have purchased The Originote skincare products through Shopee. Therefore, the exact size of the population in this study cannot be determined. Since the population size is unknown, the sample size is determined using the Lemeshow formula. The Lemeshow formula is used because the population size is not known with certainty or is considered infinite. The formula used is as follows:

$$n = \frac{Z^2 \times P(1 - P)}{d^2}$$

Description:

N = Sample size

Z = Z-score at a 95% confidence level = 1.96

P = Maximum estimated proportion

d = Alpha (0.10) or sampling error = 10%

Based on the formula above, the sample size is calculated as follows:

$$n = Z^2 \times P(1 - P) / d^2$$

$$n = (1.96)^2 \times 0.5 (1 - 0.5) / (0.1)^2$$

$$n = 3.8416 \times 0.25 / 0.01$$

$$n = 96.04 \approx 96$$

Based on the calculation using the formula, the resulting sample size is 96.04 respondents, which is then rounded up to 100 respondents. Therefore, this study uses 100 respondents as the research sample. A total of 100 respondents participated in this study. This number is considered adequate based on the guideline proposed by Roscoe, which states that quantitative research generally requires a sample size ranging from 30 to 500 respondents to allow the research results to be statistically analyzed and produce valid findings.

The collected data are subsequently analyzed using validity testing, reliability testing, normality testing, classical assumption tests, linear regression analysis, t-test, and the coefficient of determination test (R^2). All data processing and analysis are conducted with the assistance of SPSS software. The validity test is used to determine whether each item in the research instrument is valid. An item is considered valid if it is capable of measuring the variable being studied and meets the predetermined criteria. The reliability test is used to determine whether the research instrument has a good level of consistency and reliability, allowing it to produce stable and trustworthy data. The normality test is conducted to determine whether the data collected from the questionnaire are normally distributed.

Statistical Data Analysis

1. Validity Test

The validity test is conducted to assess the extent to which a research instrument, such as a questionnaire, is capable of accurately and appropriately measuring the variable it is intended to measure. This test aims to ensure that each statement item in the instrument adequately represents the research variable.

An item or instrument is considered valid if the calculated r-value (r-count) is greater than the r-table value at the predetermined significance level, or if the item-total correlation coefficient is 0.30 or higher. Conversely, if the calculated r-value is lower than the r-table value, or if the item-total correlation coefficient is less than 0.30, the item or instrument is considered invalid.

2. Reliability Test

The reliability test is conducted to assess the level of consistency and stability of a research instrument in producing data when it is repeatedly used under relatively similar conditions. This test aims to ensure that the research instrument, such as a questionnaire, is capable of producing consistent results so that the data obtained can be considered reliable.

In research, the reliability test is generally conducted after the instrument has been declared valid. One of the commonly used methods is Cronbach's Alpha. An instrument is considered reliable if it has a Cronbach's Alpha value greater than 0.60. The higher the Cronbach's Alpha value obtained, the higher the level of reliability of the instrument.

3. Classical Assumption Tests

a. Normality Test

The normality test is conducted to determine whether the data used in the study are normally distributed or originate from a population with a normal distribution. This test is important because various statistical analysis methods, particularly parametric statistical methods, require the data to be normally distributed so that the analysis can produce accurate and accountable conclusions.

b. Linearity Test

The linearity test is a statistical method used to determine whether the relationship between the independent variables and the dependent variable is linear. In other words, this test determines whether a linear pattern exists in the relationship between the variables or whether the relationship follows another pattern.

c. Multicollinearity Test

The multicollinearity test is a statistical test used to detect the presence of a high correlation between two or more independent variables in a regression analysis. This test is conducted to determine whether the independent variables have a high degree of correlation with one another.

d. Autocorrelation Test

The autocorrelation test is a statistical test used to determine whether there is a correlation between errors in a regression model across different periods. This test is conducted to determine whether the errors occurring in different periods within the regression model are correlated with one another.

4. Heteroscedasticity Test

The heteroscedasticity test is a statistical test used to determine whether there is inequality in the variance of the residuals (prediction errors) in a regression model. This test is conducted to determine whether the distribution of errors in the data remains consistent or varies across observations.

5. Hypothesis Testing

a. t-Test

The t-test is a statistical test used to determine whether there is a significant effect of the independent variables on the dependent variable in a regression model. The test is used to determine whether the observed effect is statistically significant or merely occurs due to sampling variation.

b. Coefficient of Determination Test (R^2)

The coefficient of determination, denoted by R^2 , is a statistical measure used to determine the strength of the relationship between the independent variables and the dependent variable in a regression equation. It indicates the extent to which the regression model is able to explain the variation in the dependent variable based on the independent variables.

RESULTS

Respondent Characteristics

This study involved 100 respondents as participants. Based on gender, the respondents consisted of 17% males and 83% females. Based on age groups, the respondents were classified into three categories: 17–20 years old (4%), 21–30 years old (95%), and over 35 years old (1%). In terms of occupation, the respondents consisted of students (27%), lecturers/teachers (10%), entrepreneurs (53%), and civil servants (10%). All respondents who participated in this study resided in Sidoarjo (100%). Furthermore, 97% of respondents had purchased The Originote products more than once, while 3% had not.

Table 1. Respondent Characteristics

Characteristics	Category	Frequency (n)	Percentage (%)
Domicile	Sidoarjo	100	100
Age	17–20 years	4	4
	21–30 years	95	95
	>35 years	1	1
Gender	Male	17	17
	Female	83	83

Occupation	Lecturer/Teacher	10	10
	Student	27	27
	Civil Servant	10	10
	Entrepreneur	53	53
Previous purchase of The Originote products more than once	Yes	97	97
	No	3	3

Source: SPSS 27, processed in 2026

Validity Test

Table 2. Validity Test

Item	r-count	r-table	Conclusion
Promotion (X1)			
X1.1	0.73	0.1966	Valid
X1.2	0.816	0.1966	Valid
X1.3	0.765	0.1966	Valid
X1.4	0.575	0.1966	Valid
Price (X2)			
X2.1	0.687	0.1966	Valid
X2.2	0.752	0.1966	Valid
X2.3	0.72	0.1966	Valid
X2.4	0.737	0.1966	Valid
Product Quality (X3)			
X3.1	0.72	0.1966	Valid
X3.2	0.767	0.1966	Valid
X3.3	0.748	0.1966	Valid
X3.4	0.698	0.1966	Valid
Purchase Decision (Y)			
Y.1	0.72	0.1966	Valid
Y.2	0.828	0.1966	Valid
Y.3	0.769	0.1966	Valid
Y.4	0.67	0.1966	Valid

Source: SPSS 27, processed in 2026

The validity test in SPSS analysis aims to determine the extent to which a research instrument, such as a questionnaire, can accurately measure the variables being studied. The validity test is generally indicated by the correlation value between the score of each questionnaire item and the total score of the variable. An item is considered valid if the Pearson correlation coefficient (r) is greater than the r -table value at the predetermined significance level, such as 0.05. Conversely, if the correlation value is lower than the r -table value or does not indicate a significant relationship, the item is considered invalid and should be considered for revision or removal. The validity test is conducted to ensure that the instrument

used is capable of producing accurate and appropriate data before proceeding to the next stage of statistical analysis.

In this study, the validity test was conducted using IBM SPSS for Windows Version 30. The decision-making criterion was based on the r-count value indicated by the Corrected Item-Total Correlation. With a sample size of 100 respondents, the degrees of freedom (df) were $100 - 2 = 98$, with a significance level (alpha) of 0.05, resulting in an r-table value of 0.1966. If the r-count > r-table (0.1966), the questionnaire item is considered valid. Conversely, if the r-count $\leq$ r-table, the questionnaire item is considered invalid.

Based on the test results, all items for each variable had Pearson Correlation values greater than 0.1966. Therefore, it can be concluded that all questionnaire items in the research instrument are valid and suitable for use as a data collection instrument.

Reliability Test

Table 3. Reliability Test

Variable	Cronbach's Alpha	Minimum Value	Description
X1	0.7	0.6	Reliable
X2	0.698	0.6	Reliable
X3	0.713	0.6	Reliable
Y	0.738	0.6	Reliable

Source: SPSS 27, processed in 2026

The decision-making criterion for the reliability test is based on the Cronbach's Alpha value. If the Cronbach's Alpha value is greater than 0.60, the questionnaire is considered reliable. Conversely, if the Cronbach's Alpha value is less than 0.60, the questionnaire is considered unreliable. Based on the test results, all variables have Cronbach's Alpha values above 0.60. Therefore, it can be concluded that the research instrument meets the reliability criteria and that all variables are reliable.

Normality Test

The normality test is used to determine whether the data are normally distributed.

Normality Test Decision-Making Criteria:

- If the significance value is > 5% or 0.05, the data are normally distributed.
- Conversely, if the significance value is $\leq$ 5% or 0.05, the data are not normally distributed.

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.78698810
Most Extreme Differences	Absolute	.072
	Positive	.072
	Negative	-.053
Test Statistic		.072
Asymp. Sig. (2-tailed) ^c		.200 ^d

a. Test distribution is Normal.

b. Calculated from data.

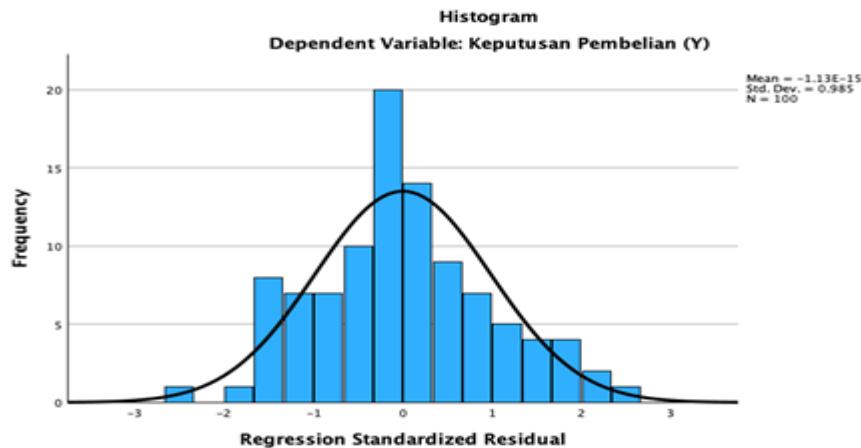
c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: SPSS 27, processed in 2026

Based on the One-Sample Kolmogorov-Smirnov Test, the normality test results indicate that the data used in the multiple regression model meet the normality assumption. This is indicated by the Asymp. Sig. (2-tailed) value of 0.200, which is greater than 0.05. Therefore, it can be concluded that the data in this study are normally distributed.

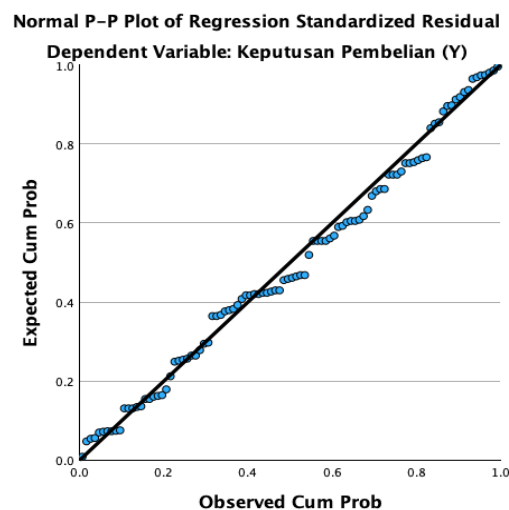
Figure 2 Regression Standardized Residual



Source: SPSS 27, processed in 2026

Based on the normality test using the histogram, the residual distribution forms a pattern that resembles a normal curve, with most of the data concentrated around zero. The residual mean of -1.13E-15, which is close to zero, and the standard deviation of 0.985, which is close to one, indicate that the residuals are approximately normally distributed. Therefore, it can be concluded that the regression model meets the normality assumption.

Figure 3 Probability Plot



Source: SPSS 27, processed in 2026

Based on the normality test using the Normal P-P Plot, the residual points are distributed around and follow the direction of the diagonal line. Therefore, it can be concluded that the residuals in the regression model are normally distributed, indicating that the regression model meets the normality assumption.

Linearity Test

Table 5. Linearity Test

Promotion (X1) and Purchase Decision (Y)

ANOVA Table								
				Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision (Y) * Promotion (X1)	Between Groups	(Combined)		249.847	8	31.231	31.792	<.001
		Linearity		244.361	1	244.361	248.753	<.001
		Deviation from Linearity		5.486	7	.784	.798	.591
	Within Groups			89.393	91	.982		
	Total			339.240	99			

The effect of Price (X2) on Purchase Decision (Y).

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision (Y) * The effect of Price (X2)	Between Groups	(Combined)	221.600	7	31.657	24.757	<.001
		Linearity	214.270	1	214.270	167.568	<.001
		Deviation from Linearity	7.330	6	1.222	.955	.460
	Within Groups		117.640	92	1.279		
	Total		339.240	99			

Product Quality has a positive and significant effect on Purchase Decision.

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision (Y) * Product Quality (X3)	Between Groups	(Combined)	255.652	8	31.956	34.790	<.001
		Linearity	248.430	1	248.430	270.458	<.001
		Deviation from Linearity	7.222	7	1.032	1.123	.356
	Within Groups		83.588	91	.919		
	Total		339.240	99			

Based on the linearity test results, the relationship between Promotion (X1) and Purchase Decision (Y) meets the linearity assumption. This can be seen from the significance value in the Linearity section of < 0.001 ($p < 0.05$), indicating a significant linear relationship between the two variables. Meanwhile, the significance value of Deviation from Linearity is 0.591 ($p > 0.05$), indicating that there is no significant deviation from the linear relationship pattern. Therefore, the relationship between Promotion (X1) and Purchase Decision (Y) is linear and meets the requirements for use in linear regression analysis.

The subsequent test results also show that the relationship between Price (X2) and Purchase Decision (Y) meets the linearity assumption. The significance value in the Linearity section is < 0.001 ($p < 0.05$), indicating a significant linear relationship between Price and Purchase Decision. In addition, the Deviation from Linearity value of 0.460 ($p > 0.05$) indicates that there is no significant deviation from the linear relationship. Therefore, it can be concluded that the relationship between Price (X2) and Purchase Decision (Y) is linear and meets the requirements for regression analysis.

The results of the linearity test between Product Quality (X3) and Purchase Decision (Y) also indicate that the relationship between the two variables meets the linearity assumption. This is indicated by the significance value in the Linearity section of < 0.001 ($p < 0.05$), meaning that there is a significant

linear relationship between Product Quality and Purchase Decision. The Deviation from Linearity significance value of 0.356 ($p > 0.05$) indicates that there is no significant deviation from the linear relationship pattern. Therefore, the relationship between Product Quality (X3) and Purchase Decision (Y) can be considered linear and meets the requirements for use in linear regression analysis.

Multicollinearity Test

Table 6. Multicollinearity Test

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.275	.821		.335	.738		
	Promotion (X1)	.374	.082	.370	4.543	<.001	.284	3.515
	Price (X2)	.271	.070	.266	3.856	<.001	.395	2.531
	Product Quality (X3)	.349	.089	.344	3.937	<.001	.247	4.045

a. Dependent Variable: Keputusan Pembelian (Y)

Based on the table above, all research variables have Tolerance values > 0.10 and VIF values < 10.00 . Therefore, it can be stated that the regression model does not show symptoms of multicollinearity and meets the classical assumption of multicollinearity.

Autocorrelation Test

Table 7. Autocorrelation Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.905 ^a	.819	.814	.79919	1.864

a. Predictors: (Constant), Product Quality (X3), Price (X2), Promotion (X1)

b. Dependent Variable: Purchasing Decisions (Y)

A good regression model is a model that does not experience autocorrelation. One method that can be used to detect the presence or absence of autocorrelation is the Durbin-Watson test.

The Durbin-Watson test decision-making criteria are as follows:

1. If d (Durbin-Watson) $< d_L$ or $d > (4 - d_L)$, it can be concluded that autocorrelation exists.
2. If d is between d_U and $(4 - d_U)$, it can be concluded that there is no autocorrelation.
3. If d is between d_L and d_U or between $(4 - d_U)$ and $(4 - d_L)$, the test result falls within an inconclusive region.

Based on the "Model Summary" output, the Durbin-Watson (d) value is 1.864. This value is then compared with the Durbin-Watson table values at a 5% significance level using the formula $(k; N)$. The number of independent variables is 3 ($k = 3$), while the sample size is 100 ($N = 100$), resulting in $(k; N) = (3; 100)$. Based on the Durbin-Watson distribution table, the values obtained are $d_L = 1.6131$ and $d_U = 1.7364$.

Discussion

The Durbin-Watson value (d) of 1.864 is greater than the upper bound (d_U) of 1.7364 and less than $(4 - d_U)$, which is $4 - 1.7364 = 2.2636$. Therefore, based on the decision-making criteria of the Durbin-Watson test, it can be concluded that there is no autocorrelation problem or symptom. Thus, the multiple linear regression analysis can be continued.

Heteroscedasticity Test

Table 8. Heteroscedasticity Test

		Coefficients ^a		Standardized Coefficients Beta	t	Sig.
Model		Unstandardized Coefficients B	Std. Error			
1	(Constant)	.525	.504		1.043	.300
	Promotion (X1)	.049	.051	.184	.967	.336
	Price (X2)	-.012	.043	-.044	-.275	.784
	Quality Product (X3)	-.032	.054	-.119	-.581	.562

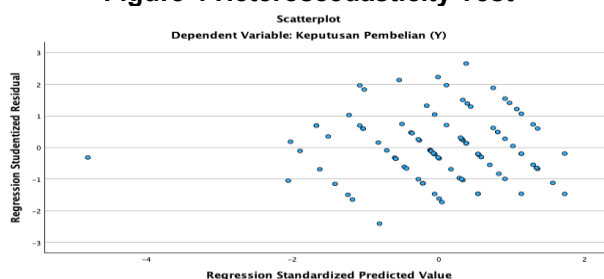
a. Dependent Variable: Abs_Res

One of the assumptions that must be met in regression analysis is the absence of heteroscedasticity. If heteroscedasticity occurs, it may cause inaccuracies or uncertainty in the regression analysis results.

The decision-making criteria for the heteroscedasticity test using the Glejser test are as follows:

1. If the significance value (Sig.) > 0.05, it can be concluded that the regression model does not experience heteroscedasticity.
2. If the significance value (Sig.) < 0.05, it can be concluded that the regression model experiences heteroscedasticity.

Figure 4 Heteroscedasticity Test



Source: SPSS 27, processed in 2026

Based on the test results, all variables show significance values above 0.05. Therefore, based on the decision-making criteria for the heteroscedasticity test using the Glejser method, it can be concluded that the regression model does not experience heteroscedasticity.

Partial Test (t-Test)

Table 9. Partial Test (t-Test)

		Coefficients ^a		Standardized Coefficients Beta	t	Sig.
Model		Unstandardized Coefficients B	Std. Error			
1	(Constant)	.275	.821		.335	.738
	Promotion (X1)	.374	.082	.370	4.543	<.001
	Price (X2)	.271	.070	.266	3.856	<.001
	Quality Product (X3)	.349	.089	.344	3.937	<.001

a. Dependent Variable: Purchasing Decisions (Y)

The t-test is one of the hypothesis tests used in simple or multiple linear regression analysis. The t-test is used to determine whether each independent variable (X) partially has an effect on the dependent variable (Y). The decision-making criteria for the t-test are as follows:

1. If the significance value (Sig.) < 0.05 and t-count > t-table, there is a significant effect of variable X on Y.

2. If the significance value (Sig.) > 0.05 and t-count < t-table, there is no significant effect of variable X on Y.

Promotion (X1)

The t-test results show that the Promotion variable has a t-count value of 4.543. This value is greater than the t-table value of 1.984. In addition, the significance value of < 0.001, which is less than 0.05, indicates that Promotion has a significant effect on Purchase Decision. The positive regression coefficient of 0.374 indicates that Promotion has a positive effect on Purchase Decision. This means that the better the promotional activities carried out by The Originote, the higher the consumers' purchase decisions.

Price (X2)

The t-test results show that the Price variable has a t-count value of 3.856. This value is greater than the t-table value of 1.984. In addition, the significance value of < 0.001, which is less than 0.05, indicates that Price has a significant effect on Purchase Decision. The positive regression coefficient of 0.271 indicates that Price has a positive effect on Purchase Decision. This means that the better consumers perceive the suitability of The Originote's product prices, the higher their purchase decisions.

Product Quality (X3)

The t-test results show that the Product Quality variable has a t-count value of 3.937. This value is greater than the t-table value of 1.984. In addition, the significance value of < 0.001, which is less than 0.05, indicates that Product Quality has a significant effect on Purchase Decision. The positive regression coefficient of 0.349 indicates that Product Quality has a positive effect on Purchase Decision. This means that the better the quality of The Originote products perceived by consumers, the higher their purchase decisions.

Conclusion

Based on the t-test results, it can be concluded that, partially, the variables Promotion (X1), Price (X2), and Product Quality (X3) have positive and significant effects on Purchase Decision (Y). This is evidenced by the t-count values of each variable being greater than the t-table value of 1.984 and the significance values being less than 0.05.

Coefficient of Determination Test (R²)

Table 10. Coefficient of Determination Test (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.905 ^a	.819	.814	.79919

a. Predictors: (Constant), Kualitas Produk (X3), Harga (X2), Promosi (X1)

b. Dependent Variable: Keputusan Pembelian (Y)

Based on the results in the Coefficients table, the multiple linear regression equation is as follows:

$$Y = 0.275 + 0.374X_1 + 0.271X_2 + 0.349X_3 + e$$

Description:

- Y = Purchase Decision
- X1 = Promotion
- X2 = Price
- X3 = Product Quality
- e = Error or other factors outside the research model

Interpretation of Regression Analysis Results

The constant value of 0.275 with a significance level of 0.738 (> 0.05) indicates that when Promotion (X1), Price (X2), and Product Quality (X3) are at zero, the predicted value of Purchase

Decision (Y) is 0.275 units. However, the constant does not indicate a statistically significant effect because its significance value is greater than 0.05.

The regression coefficient of the Promotion variable (X1) is 0.374, indicating that every one-unit increase in Promotion will be followed by an increase in Purchase Decision of 0.374 units, assuming that the other variables remain constant. The significance value of < 0.001 (< 0.05) indicates that Promotion has a positive and significant effect on Purchase Decision. This means that the better the promotional activities carried out by The Originote, the higher the tendency of consumers to make a purchase.

The Price variable (X2) has a regression coefficient of 0.271. This means that every one-unit increase in Price will increase Purchase Decision by 0.271 units, assuming that the other variables remain unchanged. The significance value of < 0.001 (< 0.05) indicates that Price has a positive and significant effect on Purchase Decision. Therefore, the better consumers perceive the suitability of The Originote's product prices, the higher their purchase decisions.

Furthermore, the regression coefficient of Product Quality (X3) is 0.349, indicating that a one-unit increase in Product Quality will increase Purchase Decision by 0.349 units, assuming that the other variables remain constant. The significance value of < 0.001 (< 0.05) indicates that Product Quality has a positive and significant effect on Purchase Decision. This means that the better the quality of The Originote products perceived by consumers, the greater the tendency of consumers to make a purchase.

Based on the multiple linear regression analysis, it can be concluded that Promotion (X1), Price (X2), and Product Quality (X3) each have a positive and significant effect on Purchase Decision (Y). Among the three variables, Promotion has the highest regression coefficient, namely 0.374, making it the variable with the greatest effect on Purchase Decision. Product Quality has the second-highest effect, with a coefficient of 0.349, while Price has a coefficient of 0.271.

DISCUSSION

H1: Promotion Has a Significant Effect on Purchase Decision

Promotion is one of the strategies used by companies to introduce and provide information about their products to the market. High promotional intensity can create a strong impression and increase consumers' awareness of a product. This condition can increase consumers' tendency to choose products that they frequently encounter when making purchasing decisions (Mubarak, 2024). The results of this study indicate that promotion has a positive effect on the purchase decision of The Originote products in Sidoarjo. Based on the t-test results, the promotion variable obtained a t-count value of 4.543, while the t-table value was 1.984. Since the t-count value is greater than the t-table value and the significance value is < 0.001 , which is less than 0.05, it can be concluded that promotion has a significant effect on purchase decisions. In addition, the regression coefficient of 0.374 indicates a positive relationship. This means that the better and more effective the promotional activities carried out by The Originote, the higher the tendency of consumers to make purchasing decisions. Promotion plays an important role as one of the communication tools that companies can use to increase consumers' attention and knowledge of their products. In addition, appropriate promotion can help reduce consumer uncertainty, thereby encouraging them to make purchases. The effectiveness of promotional activities also depends on the suitability of the strategies used by the company (Sari et al., 2025). In this study, promotion is measured through several indicators, namely Advertising, Sales Promotion, Personal Selling, and Public Relations. Through promotional activities, companies can provide information about their products to consumers, thereby increasing consumers' knowledge, interest, and desire to make purchases. Therefore, appropriate and attractive promotional activities can also serve as a strategy for The Originote to encourage consumers to increase their purchase decisions in Sidoarjo.

H2: Price Has a Significant Effect on Purchase Decision

Price is one of the important components influencing consumers' purchase decisions toward a product. This means that price is not only a consideration in terms of the cost that consumers have to pay, but is also related to the benefits obtained from a product. The more suitable the perceived benefits are in relation to the price paid, the higher the perceived value of the product, which can increase purchase decisions (Amalia & Markonah, 2022). This indicates that affordable prices can encourage consumers to purchase a product because consumers tend to choose products that match their financial capabilities and provide the expected benefits (Yohana Dian Puspita & Ginanjar Rahmawan, 2021). Based on the results of this study, the price variable has a positive and significant effect on the purchase

decision of The Originote products in Sidoarjo. Based on the t-test results, the price variable obtained a t-count value of 3.856. This value is greater than the t-table value of 1.984. In addition, the significance value of < 0.001 , which is less than 0.05, indicates that price has a significant effect on purchase decisions. The positive regression coefficient of 0.271 indicates that price has a positive effect on purchase decisions. This means that the better consumers perceive the suitability of the price of The Originote products, the higher their purchase decisions will be.

H3: Product Quality Has a Significant Effect on Purchase Decision

Product quality plays an important role in influencing consumers' purchase decisions. The higher the quality offered by a product, the greater the tendency of consumers to make a purchase, because product quality is often one of the main considerations in determining their choice (Selvia et al., 2022). The results of this study indicate that product quality has a positive and significant effect on the purchase decision of The Originote products in Sidoarjo. This can be seen from the t-test results, which show that the product quality variable obtained a t-count value of 3.937. This value is greater than the t-table value of 1.984. In addition, the significance value of < 0.001 , which is less than 0.05, indicates that product quality has a significant effect on purchase decisions. The positive regression coefficient of 0.349 indicates that product quality has a positive effect on purchase decisions. This means that the better the quality of The Originote products perceived by consumers, the higher the consumers' purchase decisions for The Originote products in Sidoarjo. Product quality refers to the ability of a product to perform its functions and provide its intended uses in accordance with consumers' expectations. Therefore, consumers tend to choose and purchase a product when it has good quality and meets their expectations. Conversely, low product quality can reduce consumers' purchase intention. Thus, the poorer the quality offered, the lower the tendency of consumers to purchase the product (Kepercayaan et al., 2025).

CONCLUSION

Based on the findings of this study, it can be concluded that the variables of promotion, price, and product quality simultaneously have a positive and significant effect on the purchase decision of The Originote products on Shopee among the people of Sidoarjo. Promotion is proven to have a positive and significant effect on purchase decisions, indicating that the more effective the promotional strategies implemented, the greater the tendency of consumers to make a purchase.

In addition, price is also proven to have a positive and significant effect on purchase decisions. This indicates that the suitability between the price offered and the quality and benefits received by consumers can encourage the formation of purchase decisions. Furthermore, product quality is proven to have a positive and significant effect on purchase decisions, indicating that the higher the product quality perceived by consumers, the greater their tendency to purchase The Originote products. This shows that consumers' purchase decisions for The Originote products tend to increase when consumers receive attractive promotions, appropriate prices, and good product quality.

LIMITATION

This study is limited to 100 respondents from Sidoarjo who have purchased The Originote products through Shopee. In addition, this study only examines three independent variables: promotion, price, and product quality. Therefore, future research is expected to include other variables and a broader research area to obtain more comprehensive results.

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