

The Effect of Social Media Marketing and Product Quality on Purchasing Decisions Through Purchase Interest

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Abstract

Scarlett Whitening products are a top choice for women due to their affordability and availability in various beauty stores. The company is smart in utilizing social media marketing to be an effective strategy in advertising products to the modern era that relies on technology. Population in the study were users of Scarlett Whitening products in the Management Study Program of Sarjanawiyata Tamansiswa University. Method used in the research is quantitative, by distributing Google Form questionnaires to 100 respondents. The analysis conducted by classical assumption test and multiple linear regression using SPSS 20.0. The results showed that social media marketing and product quality have a significant positive impact on purchase intention. However, social media marketing does not significantly affect purchasing decisions, but purchasing decisions are significantly positively influenced by product quality. Purchase intention acts as a significant mediator between purchasing decisions, social media marketing, and product quality.

Keywords: Social Media Marketing, Product Quality, Purchase Interest, Purchase Decision

Abstrak

Produk Scarlett Whitening menjadi pilihan utama bagi banyak wanita karena harganya yang terjangkau dan ketersediaannya di berbagai toko kecantikan. Perusahaan ini cerdas dalam memanfaatkan social media marketing menjadi strategi efektif dalam mengiklankan produk ke era modern yang mengandalkan teknologi. Populasi dalam penelitian yaitu pengguna produk Scarlett Whitening di Program Studi Manajemen Universitas Sarjanawiyata Tamansiswa. Metode yang digunakan dalam penelitian yaitu kuantitatif, menggunakan penyebaran kuesioner *Google Form* kepada 100 responden. Analisis dilakukan dengan uji asumsi klasik dan regresi linier berganda menggunakan SPSS 20.0. Hasil penelitian menunjukkan bahwa social media marketing dan kualitas produk memberikan dampak positif signifikan pada minat beli. Meskipun demikian, social media marketing tidak secara signifikan memengaruhi keputusan pembelian,

namun keputusan pembelian dipengaruhi positif secara signifikan oleh kualitas produk. Minat beli berperan sebagai mediator yang signifikan antara keputusan pembelian, social media marketing, dan kualitas produk.

Kata Kunci: *Pemasaran Media Sosial, Kualitas Produk, Minat Pembelian, Keputusan Pembelian*

INTRODUCTION

Beauty and skin health care is now an important priority, especially for women, both teenagers and adults in Indonesia. The beauty industry, especially skincare products, has experienced significant development with many new local products from various brands. Women consider skin care to be an important asset for their beauty. Interestingly, beauty treatments are not only limited to women because men are also increasingly active in caring for facial and body skin to improve their appearance. In fact, skincare products specifically for men are increasingly available. In Indonesia itself, there are many local beauty companies that provide various types of beauty care products, one of which is the Scarlett Whitening beauty care product (Sinaga & Adlina, 2023).

Based on several previous studies, in examining the influence of social media marketing and product quality on purchasing decisions through purchase intention, such as research conducted by Noviyana et al. (2022), states that Social Media Marketing (SMM) tends to have no influence on purchasing decisions and only certain factors such as type of product or service, purpose of using social media, consumer trust, marketing strategy, target market, and user experience. Hanaysha (2022) also said the same thing, who stated that SMM will have an effect if the type of product is more related to lifestyle or impulsive

decisions that increase trust in a product and online reputation. Effective marketing strategies, careful impact measurement, and positive consumer experiences on social media can increase the influence of SMM, but based on this research it is also stated that SMM is not the only factor that influences purchasing decisions, and its implementation needs to be adapted to the specific context of the company and industry. Based on this, purchasing decisions are not influenced by SMM so in this study, an analysis of the long-term impact of social media marketing on purchasing decisions and customer retention is still limited and research needs to be carried out to understand the extent of external factors, such as economic trends or global events, influencing consumer purchasing interest triggered by social media marketing and product quality, in order to provide a more holistic and in-depth insight into the complex dynamics in consumer purchasing decisions regarding Scarlett Whitening beauty products.

Product quality is a variable in this research because the quality of products promoted online still plays an important role in influencing consumer purchasing decisions. Online promotions provide an opportunity to convey in-depth information about product specifications and features, as well as facilitate customer reviews and testimonials. Visual factors such as product images and demonstration videos can strengthen

perceptions of quality. Apart from that, brand interactions with consumers via social media also influence the reputation and image of product quality. In this context, online promotions are not only a tool to increase visibility, but also a means to build consumer confidence in the quality of the products offered. This is in line with several previous studies such as Sun & Wang (2020) and Hasan & Sohail (2021), product quality plays an important role in purchasing decisions, so in this study, product quality variables and Social Media Marketing (SMM) are closely related. tightly. SMM plays an important role in strengthening the image of product quality through reviews, testimonials and visual content shared by consumers. Brand interactions with consumers on social media platforms can shape brand reputation, which also reflects perceived product quality. In contrast, good product quality can be a key asset in an SMM marketing strategy, strengthening positive interactions between brands and consumers, and providing the basis for positive reviews. Thus, product quality and SMM reinforce each other to influence consumer perceptions and purchasing decisions.

Scarlett Whitening focuses its marketing strategy on social media by recognizing the importance of technology and current developments. A number of social media, for example Twitter, Instagram and Facebook, have become the main tools for society to quickly exchange information (Elverina & Furinto, 2021; Fadhilah et al., 2022). This company takes advantage of the popularity of social media which is not only limited to teenagers, but also covers various

age ranges (Herman & Athar, 2018). By marketing via social media, Scarlett Whitening is able to reach various market segments, making it more dynamic. The use of social media marketing has become an effective strategy for many companies in introducing their products to consumers, by utilizing information technology to ensure the accessibility of information anytime and anywhere for consumers. Social media marketing is the main choice for companies in this digital era because consumer behavior is now closely related to the use of cellphones, the internet and social media. In this way, consumers can review advertisements more frequently as they carry out their daily activities. One of the reasons for consumer purchasing decisions is product quality factors. According to Ernawati (2019) and Purba et al. (2022) companies need to pay special attention to the quality of the products they produce, because this influences consumer purchasing decisions. Product quality reflects the company's ability to satisfy customers and markets Lores & Siregar, 2019). The quality of beauty care products is very important for women because it has a direct impact on skin health and beauty. Poor quality products can damage the skin and have the potential to have a negative impact on consumers. With so many beauty products on the market, the risk of fake products from rogue manufacturers is also increasing which can cause harm to users.

Companies need to pay attention to product quality and marketing strategies via social media to attract buyers' purchasing interest. This marketing can be done by creating informative and interesting content. According to Cahya et al. (2021), buying

interest is an internal drive that is influenced by stimulus and positive feelings towards the product. Apart from that, Rokhmawati et al. (2022) explains purchasing interest as a consumer's desire for a particular product, which then becomes a consideration stage before making a purchasing decision. Thus, companies need to pay special attention to supporting factors, such as product quality and marketing strategies via social media to create consumer desire or interest in the product. Purchase interest in a product often results in purchasing decisions from consumers. This decision is the final action before consumers actually buys the product. It is important for companies to understand that this purchasing decision has a significant impact, because company profits will increase as the number of customers who choose to buy the company's products increases. Therefore, it is necessary to understand the aspects that influence the purchasing decisions of company consumers, in order to increase their sales and profits (Rachmawati et al., 2019).

Social media marketing is the main choice for companies, considering that in the digital era, consumer behavior tends to be closely connected to the use of cellphones (gadgets), the internet and social media in their activities. Therefore, advertising is intended to be visible to as many consumers as possible, while they continue their daily activities. The following is data regarding the largest advertising spending industry in the first semester of 2022 in Indonesia based on data from Nielsen.

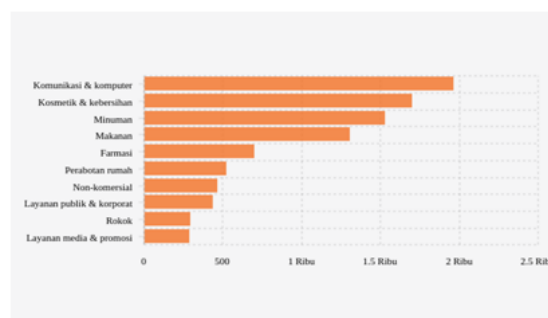


Figure 1 Biggest Advertising Spending in Semester I 2022

From the data in Figure 1, it is known that cosmetics and hygiene products were in second place with an allocation of US\$ 1.7 billion for advertising spending at the same time. With companies investing more and more money in cosmetics, hygiene and facial care products, advertisements for beauty and personal care treatments have become abundant on various social media platforms. The existence of advertising can support consumers in choosing beauty care products that are suitable for their needs and skin problems. From the interest in purchasing a product, quite a few then lead to a decision to purchase that product. The purchasing decision taken by consumers is the decision whether buy the product or not. This purchasing decision is the final stage for consumers before finally buying the product (Waluya et al., 2019). Purchasing decisions for companies are very important, because the more purchasing decisions made by consumers increase the company's profits because consumers have decided to purchase their products (Kuncoro & Kusumawati, 2021).

Based on the advertising expenditure data above, the best-selling local skincare brands in E-Commerce as reported, were processed in the period April – June 2022.

Local brands managed to achieve total skincare sales worth IDR. 292.4 billion. With total transactions of 3.8 million via e- Graph 1. Best Selling Local Skincare Brands in E-Commerce commerce.



Figure 2 Best Selling Local Skincare Brand in E-Commerce

Judging from the ranking graph above, which is a ranking graph of the 10 best-selling local skincare brands in e-commerce in the April – June 2022 period in Kompas (2022), it is known that the Scarlett Whitening product is ranked second after Somethinc which is the best-selling local skincare product with total sales of Rp. 40.9 billion, from this figure it can be stated that Scarlett Whitening is able to beat other competitors. This indicates that the quality of Scarlett Whitening products has proven to be effective in dealing with skin problems, seen from the best-selling ranking of local skincare brands. By paying attention to good product quality and carrying out social media marketing through informative and interesting content, it can have an impact on the emergence of consumers' buying interest in the products they see through these advertisements. According to Cahya et al. (2021) interest as encouragement, namely a strong internal impulse that drives action, which is influenced by positive feelings and

stimuli towards the product. According to Rokhmawati et al. (2022), purchase interest is the consumer's desire for the product to be consumed. Purchase interest is a stage where consumers then consider it before making a purchasing decision about a product. Therefore, here the company is of course obliged to pay attention to supporting factors such as product quality and social media marketing in order to be able to create a desire or interest in buying the product.

This study aims to explore the long-term impact of social media marketing (SMM) and product quality on purchasing decisions through purchase intention, especially in the context of the beauty care industry in Indonesia. By taking the Scarlett Whitening beauty product as the focus, this research will deepen understanding of how SMM and product quality interact with each other to influence consumer perceptions and purchasing decisions. Through in-depth analysis, this research is expected to be able to provide a more comprehensive understanding for companies to design more efficient marketing strategies, increase customer loyalty, and strengthen their position in an increasingly competitive market.

LITERATURE REVIEW

Social Media Marketing according to Suripto (2019) is a digital marketing method by utilizing social networks and the internet to advertise an organization's products and services, either at a cost or without a cost. Currently, social media marketing is recognized as a very effective and efficient marketing strategy when compared to direct marketing

strategies. As quoted by As' ad & Alhadid (2014), there are several dimensions of social media marketing, such as online communities (media for building communities), interaction (the number of interactions that arise), sharing of content (a person's intensity in sharing and receiving content), accessibility (ease of access), and credibility (clear message delivery). Social Media Marketing is used because this research explores the influence of marketing via social media on purchasing decisions. By detailing SMM dimensions such as online communities, interaction, and credibility, research can understand more deeply how marketing activities on social media can shape consumer buying interest.

Devi (2019) revealed that the main focus that must be paid attention to by every company that wants its products to have the ability to compete in the market is product quality. Every consumer hope to get a product that has high quality standards, some of them are even willing to pay a higher price to get a quality product that can meet their expectations. Products are not limited to tangible goods, but also include intangible aspects, for example services, products, and so on, with the aim of fulfilling the needs and desires of buyers or consumers (Mahanani, 2017). According to the explanation by Kannan (2018) quoted by Agustina et al. (2019), product quality dimensions involve several aspects such as durability, performance, reliability, additional features and aesthetics. Product quality is the main factor influencing purchasing decisions. Product quality theory provides a framework for analyzing dimensions—durability, performance, reliability, and others—that can

strengthen or weaken the influence of product quality on purchasing decisions.

Purchasing decisions include the process in which consumers choose the options they will choose, including decisions regarding the type of product they want to buy, location of purchase, consideration of whether to make a purchase or not, timing of purchase, and selection of payment method. This decision was taken after consumers considered the various products available (Lesmana & Ayu, 2019). Dewi & Sulivyo (2022) emphasize several main indicators of consumer purchasing decisions, including: 1) Needs Search, which involves identifying the need for goods or services. 2) Information Search, which involves the role of information about goods or services from various sources. 3) Evaluation of Alternatives, which includes consideration between various products. 4) Purchase Decision, which is a concrete action to purchase a product. 5) Post-Purchase Behavior, which includes the level of satisfaction after the purchase transaction is made. Purchasing decisions are used because the focus of research is on the process by which consumers choose to buy. This theory provides a structure for understanding the steps in purchasing decision making, from need discovery to post-purchase behavior.

Purchase Intention refers to the actions that consumers choose when making a decision to purchase a particular desired product (Irvanto & Sujana, 2020). Latief (2018) defines interest as an encouragement for someone to carry out a specific action, where in this context, the action is in the form of purchasing a product. Factors that influence purchasing interest involve various aspects,

including the impact of product advertising. The success of a product advertisement in attracting consumers' attention can create interest in making a purchase. Purchase intention is used to explore how purchase interest plays a role in connecting the influence of SMM and product quality on purchasing decisions. This theory can provide a better understanding of how consumers form purchase intentions after being exposed to marketing strategies and product quality.

METHOD

This study applies a quantitative approach. The dependent variable applied is Purchase Decision (Y), while the independent variables in this study are Social Media Marketing (X1) and Product Quality (X2). Apart from that, this study also involves an intervening variable in the form of Purchase Interest (Z).

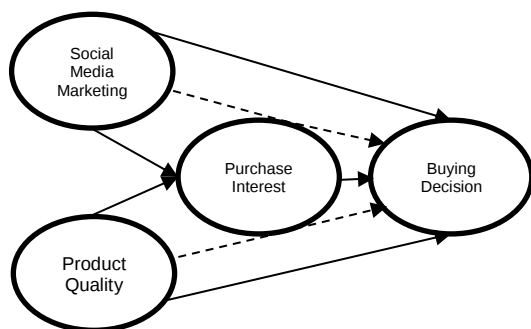


Figure 3 Research methods

A purposive sampling technique was applied to collect research data, where a questionnaire in the form of a Google Form was distributed to Management Study Program students at the Faculty of Economics, Bachelorwiyata Tamansiswa University, who used Scarlett Whitening

products. A total of 100 participants were selected as the research sample. Distribution of questionnaires that apply a 1-5 Likert scale. The data analysis applied in the study applies a multiple linear regression model. In order to ensure the quality of the data to be used, validity and reliability testing is carried out. The next step is to carry out classical assumption tests to obtain the accuracy of the analysis model. This classic assumption involves: 1) Normality test, to check the distribution pattern of data within a group of data or normally distributed constructs. 2) Multicollinearity test, to check the correlation between variables. 3) Heteroscedasticity test, functions to assess differentiation between variants observed in the regression model. The hypothesis was tested using multiple linear regression analysis, followed by carrying out the t test, F test, and coefficient of determination test. Next, a Sobel test was carried out with the aim of measuring the strength of applying intervening variables to compare the independent variable with the dependent variable.

RESULT

Questionnaires related to social media marketing variables, product quality, buying interest and purchasing decisions were distributed to 100 participants. The validity of the questionnaire was then tested using data validity and reliability tests. A comparison was made between the validity coefficients and the numbers in the r-table to be able to verify the validity of the data. Questionnaire question items can be declared valid or valid if at a significance level of 0.05, the r-count is higher than the r-table. Through the application of df

(degree of freedom) analysis, and calculations frequency, the resulting $df = 100 - 2 = 98$. carried out through the application of the Therefore, the r table figure obtained is 0.1654. formula $df = n - 2$. With n as the participant

Table 1. Variable Validity Test Results

Variable	Statement Items	r-count	r-table	Information
Social Media Marketing (X1)	SMM1	0,514	0,1654	Valid
	SMM2	0,649	0,1654	Valid
	SMM3	0,563	0,1654	Valid
	SMM4	0,620	0,1654	Valid
	SMM5	0,506	0,1654	Valid
	SMM6	0,688	0,1654	Valid
	SMM7	0,599	0,1654	Valid
	SMM8	0,531	0,1654	Valid
	SMM9	0,656	0,1654	Valid
	SMM10	0,549	0,1654	Valid
Product quality (X2)	KP1	0,544	0,1654	Valid
	KP2	0,629	0,1654	Valid
	KP3	0,691	0,1654	Valid
	KP4	0,566	0,1654	Valid
	KP5	0,507	0,1654	Valid
	KP6	0,514	0,1654	Valid
	KP7	0,566	0,1654	Valid
	KP8	0,651	0,1654	Valid
	KP9	0,615	0,1654	Valid
	KP10	0,561	0,1654	Valid
Purchase Interest (Z)	MB1	0,619	0,1654	Valid
	MB2	0,542	0,1654	Valid
	MB3	0,547	0,1654	Valid
	MB4	0,667	0,1654	Valid
	MB5	0,578	0,1654	Valid
	MB6	0,601	0,1654	Valid
	MB7	0,675	0,1654	Valid
	MB8	0,570	0,1654	Valid
Buying decision (Y)	KP1	0,550	0,1654	Valid
	KP2	0,590	0,1654	Valid
	KP3	0,562	0,1654	Valid
	KP4	0,699	0,1654	Valid
	KP5	0,692	0,1654	Valid
	KP6	0,547	0,1654	Valid
	KP7	0,695	0,1654	Valid
	KP8	0,576	0,1654	Valid
	KP9	0,658	0,1654	Valid
	KP10	0,574	0,1654	Valid

The output of the validity test questions related to the variables used in this study is shown in Table 1. These results show that the r-calculated number exceeds the r-table number (0.1654). Therefore, it is stated that all indicator statement items for each variable are considered valid.

Table 2. Reliability Test

Variable	Cronbach's Alpha
Social Media Marketing	0,709
Product quality	0,655
Purchase Interest	0,687
Buying decision	0,691

Testing the reliability of research data uses the Cronbach Alpha method. Variables in

research can be said to meet the requirements for reliability when Cronbach Alpha has a number that exceeds 0.60. The results where the four variables received a Cronbach Alpha number that exceeded 0.60 are shown in table 2. These results indicate that all statements in each variable are considered to meet the requirements for use in collecting

questionnaire data. The multicollinearity test was carried out by checking the Variance Influence Factor (VIF) figure and the Tolerance figure. Signs that a regression model is experiencing symptoms of multicollinearity are shown by a VIF number that exceeds 10, and a tolerance value that does not reach 0.10.

Table 3. Multicollinearity Test (1) and Multiple Linear Regression Test (1)

Model 1	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
Multicollinearity Test (1) and Multiple Linear Regression Test (1)							
(constant)	6.837	2.776		2.463	0.016		
SMM	0.235	0.078	0.290	3.025	0.003	0.646	1.549
KP	0.362	0.080	0.434	4.527	0.000	0.646	1.549
Multicollinearity Test (2) and Multiple Linear Regression Test (2)							
(constant)	3.946	2.800		1.410	0.162		
SMM	0.084	0.080	0.085	1.057	0.293	0.590	1.695
KP	0.554	0.086	0.543	6.436	0.000	0.533	1.876
MB	0.333	0.099	0.272	3.349	0.001	0.577	1.734

It can be seen in table 3 that the VIF number for the independent variable in each equation results in a VIF number not reaching 10 and the tolerance number exceeding 0.10. Therefore, there are no indications of multicollinearity symptoms in the regression model, so the model can be applied and used for further analysis. After going through various feasibility tests, the data was tested using multiple linear regression which aims to evaluate and prove whether the independent variables (social media marketing, product quality and purchasing decisions) influence the dependent variable (purchase interest). Social media marketing received a significance figure of 0.003, and the product quality variable had a value of 0.000, both of which did not exceed 0.05. From the two significance figures for each variable, it is concluded that the regression equation 1, which involves social media marketing and product quality, significantly influences

purchasing interest.

Social media marketing received a significance figure of 0.293, which is proven in table 3. Meanwhile, product quality showed a significance figure of 0.000, as well as the purchase interest variable with a figure of 0.001. Because the social media marketing variable has a significance number > 0.05, it can be said that the social media marketing variable does not significantly influence purchasing decisions. On the other hand, the significance figure obtained by the product quality and purchase interest variables is <0.05, so that the conclusion that can be drawn is that purchasing decisions are significantly influenced by product quality and purchase interest.

Based on the results of the hypothesis tests carried out, there are several interesting findings regarding the influence of social media marketing and product quality on purchasing interest and purchasing decisions. First, in

terms of influence on buying interest, it is proven that social media marketing has a significant positive influence on buying interest, with a significance value of 0.003, which is smaller than the specified alpha level (0.05). This indicates that H1 is accepted, and that marketing efforts via social media significantly influence consumer purchasing interest.

Second, product quality is also proven to have a significant positive influence on purchase intention, with a very low significance value, namely 0.000. This shows that H2 is also accepted, and that product quality has a strong impact on consumer purchasing interest.

Third, there is a finding that purchasing interest significantly influences purchasing decisions, with a significance value of 0.001. This confirms that H3 is accepted, which indicates that consumer purchasing

interest significantly influences purchasing decisions.

However, when looking at the influence on purchasing decisions, the findings are slightly different. Even though social media marketing has a significant influence on purchasing interest, it is not proven to have a significant influence on purchasing decisions, with a significance value of 0.162. This shows that H4 cannot be accepted, which means that although social media influences purchasing intention, it does not significantly influence consumer purchasing decisions.

Meanwhile, product quality is proven to have a very significant positive influence on purchasing decisions, with a significance value of 0.000. This confirms that H5 is accepted, and that product quality has a strong and significant impact on consumer purchasing decisions.

Table 4. F Test Results

Model	Sum of Squares	df	Mean square	F
F Test Results (1)				
Regression	582.400	2	291.200	35.593
Residual	793.600	97	8.181	
Total	1376.000	99		
F Test Results (2)				
Regression	1310.937	3	436.979	55.798
Residual	751.813	96	7.831	
Total	2062.750	99		

Table 4 displays the probability number $0.000 < 0.05$ where the calculated F number is $35.593 > F$ table 2.700. This shows that H_0 is rejected and H_a is accepted. Therefore, it can be stated that social media marketing variables and product quality variables influence purchasing interest significantly and positively simultaneously. The F test in the second equation shown in Table 4

proves the probability number $0.000 < 0.05$, where the calculated F number is $55.798 > F$ table 2.700. That way we can prove the rejection of H_0 and acceptance of H_a . Thus, it is stated that social media marketing variables, product quality, and purchasing interest influence purchasing decisions significantly in a positive direction simultaneously.

Table 5. Determination Coefficient Test

R	R Square	Adj. R Square	Std. Error
0.651 ^a	0.423	0.411	2.86032
0.797 ^a	0.636	0.624	2.79846

Based on Table 5, the coefficient of determination test was carried out twice, namely for equations one and two. In equation 1, the Adjusted R Square figure for the independent variable is 0.411 or 41.1%, which means that social media marketing and product quality influence purchasing interest by 41.1%. In equation 2, the Adjusted R Square figure shows that the purchasing decision variable is influenced by product quality, social media marketing, and purchasing interest of 0.624 or 62.4%.

In assessing whether the intervening variable is able to act as a mediator in influencing the relationship between the independent and dependent variables, a Sobel test is carried out. An intervening variable is considered a mediator when it plays a role in connecting the independent variable and the dependent variable. In this way, the purchase interest variable has a role as an intervening variable.

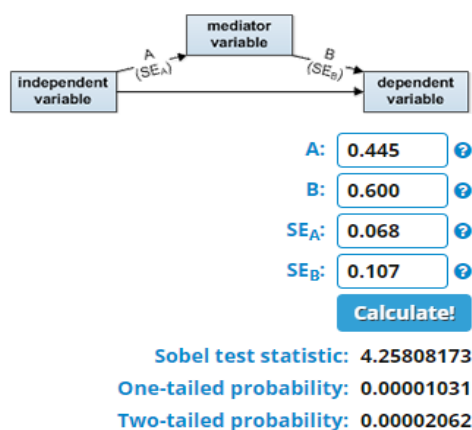


Figure 4 Sobel Test (1)

The Sobel calculator shown in Figure 4 proves that the Y number is 4.258 at a

significance level of 0.05. This means that the Y number is greater than 1.984. Therefore, the purchase interest variable is stated to be able to act as a mediator that has a positive and significant influence on the relationship between purchasing decision variables and social media marketing.

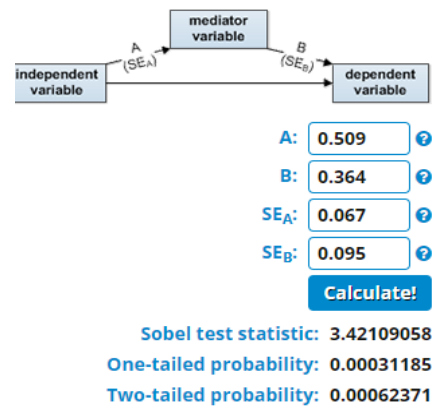


Figure 5 Sobel Test (2)

The Sobel calculator shown in Figure 5 produces a Y number of 3.421 at a significance level of 0.05. This means that the Y number is greater than 1.984. Therefore, it is proven that the purchase interest variable acts as a mediator variable which positively and significantly influences the relationship between purchasing decision variables and product quality.

This research describes the findings of the analysis regarding the influence of Social Media Marketing (SMM), Product Quality, Purchase Interest and Purchase Decisions on Scarlett Whitening products. Based on hypothesis testing using SPSS 20.0, it was found that Social Media Marketing has a positive and significant influence on Purchase Interest, along with the calculated t value being greater than the t table (3,025 > 1,984) and a significance of 0.003. This shows that Scarlett Whitening's marketing strategy through social

media, especially promotions on various platforms, is effective in attracting consumer interest. Likewise, Product Quality also makes a significant contribution to Purchase Interest, with a t value of $4,527 > 1,984$ and a significance of $0,000$. Products that are packaged well and maintain durability can increase consumer buying interest. It turns out that buying interest also influences purchasing decisions, as evidenced by the calculated t value which is greater than the t table ($3,349 > 1,984$) and has a significance of 0.001 . Therefore, the higher the buying interest, the greater the potential for purchases made by consumers. However, the test results prove that Social Media Marketing does not have a significant effect on Purchasing Decisions, with a significance of $0.293 > 0.05$. Other factors, such as price or product quality, may be more dominant in consumer decision making. Conversely, Product Quality has a significant positive impact on Purchasing Decisions, in line with previous research findings. Apart from that, this research also found that Purchase Interest acts as a mediator between Social Media Marketing and Product Quality and Purchase Decisions. Thus, purchasing interest is able to bring a positive influence from marketing strategy and product quality to consumer purchasing decisions. The findings provide an in-depth understanding of the factors that influence consumer behavior in the context of digital marketing, especially related to the Scarlett Whitening product.

CONCLUSION

The research results prove that SMM and product quality have a significant positive

effect on purchasing interest. Purchase interest and product quality influence purchasing decisions. Apart from that, purchase interest is able to act as a mediator between SMM and product quality on purchasing decisions. Scarlett Whitening Company can increase marketing effectiveness by paying attention to consumer reviews in the marketplace rather than just focusing on social media, increasing product variations to meet different consumer needs, reducing the intensity of advertising uploads on social media to avoid disturbing consumers, and updating product content to be competitive. with other beauty products in attracting consumer interest and purchasing decisions. For further research, it would be best to increase the sample to more than 100 respondents so that it is more representative of Scarlett Whitening users in the Management Study Program at the Bacheloriwiyata Tamansiswa University. It is also recommended that the research object be expanded so that it is not limited to Scarlett Whitening users in the program alone. This research model only tests the relationship between social media marketing, product quality, and purchase interest on purchasing decisions, with Adjusted R Square values of 0.411 and 0.624 for the two equations tested. Other variables not included in this model could be the focus of research in future research.

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