

The Influence of Social Media Promotion, Product Quality, and Product Price on Consumer Purchase Decisions at Daviena Skincare Kediri

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Abstract

Research aim : To analyze the effects of social media promotion, product quality, and pricing on Daviena Skincare's consumer decisions in Kediri.

Design/Method/Approach : Quantitative study using survey data collected from a business owner, a loyal consumer, and a new consumer, analyzed using statistical methods.

Research Finding : Social media promotion strongly influences purchasing decisions, while product quality builds loyalty and competitive pricing attracts new customers.

Theoretical contribution/Originality : Integrates social media, quality, and pricing as interrelated factors for consumer behavior in local skincare brands, addressing gaps in prior studies.

Practitioner/Policy implication : Local skincare brands should leverage social media, ensure product quality, and adopt balanced pricing to compete effectively.

Research limitation : Focused on one local brand in Kediri, limiting generalizability, future research should expand to other regions and use quantitative methods.

Keywords : Social Media Promotion, Product Quality, Product Pricing, Consumer Behavior, Local Skincare Brand, Daviena Skincare, Kediri, Marketing Strategy

1. Introduction

The skincare industry in Indonesia has experienced rapid growth in recent years. Numerous local brands such as MS Glow, Skintific, Somethinc, The Originote, Benings, and Daviena Skincare have not only dominated the domestic market but have also begun to penetrate international markets. This expansion has been driven not only by product quality but also by aggressive digital marketing strategies. Sales data indicate that these brands have generated billions of rupiah in revenue within a short period through digital promotions, especially via social media platforms. This trend highlights that consumer purchasing decisions are now significantly influenced by how products are positioned and promoted online [1].

One of the most influential factors in shaping consumer purchase decisions is promotion particularly via social media [2]. Platforms like TikTok and Instagram now play a crucial role

in introducing products to the target market in a broad, fast, and interactive manner. Consistent promotion, supported by testimonials, positive reviews, or creative content, can enhance brand awareness and encourage product trials. In the skincare industry context, promotion aims not only to attract new consumers but also to maintain the loyalty of existing ones. This is evident in the sales performance of several local skincare brands such as Skintific, MS Glow, The Originote, and Daviena Skincare during the 2022–2023 period. Each brand demonstrated unique sales strengths, reflecting the effectiveness of their promotional strategies and brand positioning in the local market. Moreover, this growth indicates that the skincare industry in Indonesia has evolved beyond fulfilling basic skincare needs, becoming part of a modern lifestyle heavily influenced by visual aesthetics, brand narratives, and digital interactions facilitated by social media.

In addition to promotion, product quality remains a primary consideration in consumer purchasing processes. Skincare consumers have high expectations regarding safety, efficacy, and comfort. High-quality products foster consumer trust and encourage repeat purchases [3]. Furthermore, today's consumers are increasingly attentive not only to the final results of usage but also to ingredient transparency, product legality, and the ethical values promoted by the brand. This aligns with the strategic focus of Daviena Skincare a growing local brand that has begun to make a name for itself amid the competitive beauty industry in Indonesia. Although not yet as large in scale as competitors such as MS Glow or Somethinc, recent data show that Daviena Skincare has effectively penetrated the digital market through TikTok Live, becoming one of the top-selling products by the end of 2023. Additionally, Daviena has built a robust distribution network, comprising 129 agents and 22 distributors across various regions in Indonesia indicating positive market acceptance and the successful implementation of its expansion strategy.

Effective pricing strategy is another essential component for producers to maintain competitiveness, especially in a highly contested market such as skincare, where consumers are highly sensitive to price changes and the perceived value offered by a brand [4]. The chart presented above illustrates the skincare sales trend in Indonesia from late 2023 to early 2024, providing a quantifiable view of the industry's growth dynamics based on data aggregated from various online sales platforms. The data reveal a significant increase in sales for Daviena Skincare, signaling a positive market response to its marketing and pricing strategies during this period. This growth is further supported by Suci Andini's (2024) article on [Compas.co.id](https://compas.co.id), which reports an increase in Daviena Skincare's revenue from IDR 3 billion in 2023 to approximately IDR 5.5 billion in 2024 [5], reflecting rapid business expansion within a relatively short time. These developments demonstrate that aggressive digital promotion and strategic expansion through branch and franchise openings have played a key role in boosting Daviena Skincare's national sales performance.

The decision to select the Daviena Skincare branch in Kediri as the research object is based on the sales data mentioned above, which identifies this branch as one of the most active units within the nationally expanding Daviena Skincare brand particularly in digital sales and customer interaction [6]. This decision is further supported by the fact that Daviena Skincare Kediri has been an official partner since 2022 and was formally inaugurated by the brand's founder, Melvina Husanti, through a certification process held in Palembang. This not only confirms the branch's legal status but also enhances its credibility within the national distribution network. In 2024, Daviena Skincare Kediri received a prestigious award in the form of a Honda Brio car for outstanding performance in selling more than 30,000 skincare packages, along with a plaque of appreciation from central management for consistently meeting sales targets. All products sold at this branch are guaranteed 100% original, sourced

directly from the central factory in Palembang. Internal data also indicate that this branch has recorded the highest social media engagement among all Daviena outlets in the past two years a strong indicator of the success of its localized digital marketing strategies.

Despite the presence of other popular local skincare brands such as Skintific, MS Glow, The Originote, and Benings, each has distinct characteristics and market segmentation, making them less suitable for localized research [7]. For example, Skintific is known for its science-based skincare approach with nationwide distribution MS Glow relies heavily on celebrity endorsements and large-scale campaigns that are difficult to replicate at the local level; while The Originote and Benings focus on mass retail systems or centralized clinics models that are less observable in the context of individual branches or franchises. In contrast, Daviena Skincare Kediri stands out for its local relevance and is thus highly suitable for investigating consumer purchasing decisions. This study draws upon previous research to identify a significant research gap particularly regarding local skincare franchises like Daviena, which have not been widely explored in academic literature. Most existing studies focus on nationally scaled brands without adequately examining how franchise branches implement marketing strategies, shape consumer perceptions, or adjust pricing to suit the characteristics of local markets. Therefore, an in-depth study of Daviena Skincare Kediri is essential to understand the extent to which social media promotion, product quality, and pricing influence consumer purchase decisions in a specific region, while also contributing to the limited body of literature on local franchises.

1.1. Statement of Problem

Based on the background described, this study aims to address the following key issues regarding the influence of social media promotion, product quality, and product pricing on consumer purchasing decisions for Daviena Skincare in Kediri :

1. How does social media promotion impact consumer purchasing decisions for Daviena Skincare in Kediri?
2. To what extent does product quality influence consumer purchasing decisions for Daviena Skincare?
3. How does product pricing affect consumer purchasing decisions for Daviena Skincare compared to similar products?
4. Do social media promotion, product quality, and product pricing collectively influence consumer purchasing decisions?

1.2. Research Objectives

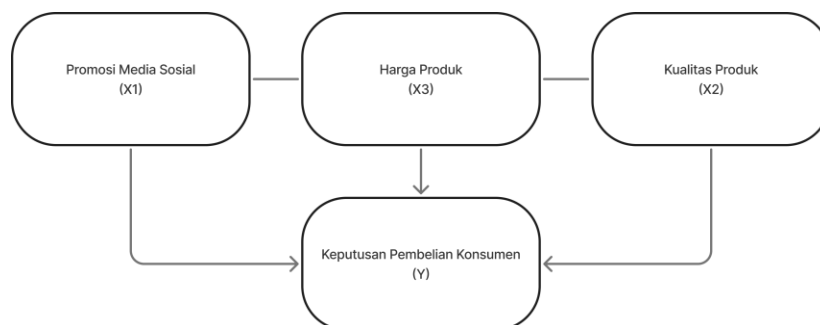
Based on the identified statement of the problem, the objectives of this research are as follows :

1. To analyze the impact of social media promotion on consumer purchasing decisions for Daviena Skincare in Kediri.
2. To evaluate the influence of product quality on consumer purchasing decisions for Daviena Skincare.
3. To examine the effect of product pricing on consumer purchasing decisions for Daviena Skincare compared to similar products.
4. To determine the combined influence of social media promotion, product quality, and product pricing on consumer purchasing decisions for Daviena Skincare.

2. Method

This study employs a quantitative approach, aiming to objectively measure the extent to which independent variables influence the dependent variable using numerical data, the object

review is 50 respondents. The research design is associative, focusing on examining the relationship between two or more variables. This approach is deemed appropriate for testing the hypotheses regarding the influence of social media promotion, product quality, and product price on consumer purchase decisions for Daviena Skincare in Kediri. A quantitative method allows the researcher to perform statistical analysis to determine both the strength and direction of the relationships among the variables. The study does not merely describe factual conditions based on data, but also analyzes the influence among variables formulated in the research hypotheses [8]. Therefore, multiple linear regression is employed as the primary technique for data analysis. The theoretical framework of this study is designed to explain the relationship between the independent and dependent variables. Social media promotion (X_1), product quality (X_2), and product price (X_3) are assumed to have an influence on consumer purchase decision (Y).



The conceptual framework illustrated above begins with three main factors: social media promotion (X_1), product price (X_2), and product quality (X_3). These three variables are assumed to have a significant influence, both partially and simultaneously, on the dependent variable, namely consumer purchase decisions for Daviena Skincare Kediri. This framework highlights the theoretical relationship between the independent variables and the dependent variable. Social media promotion (X_1), product quality (X_2), and product price (X_3) are hypothesized to influence consumer purchase decisions (Y). The hypotheses for this study, based on the formulated research questions, are as follows:

1. H1: Social media promotion has a significant effect on consumer purchase decisions.
2. H2: Product quality has a significant effect on consumer purchase decisions.
3. H3: Product price has a significant effect on consumer purchase decisions.
4. H4: Social media promotion, product quality, and product price simultaneously have a significant effect on consumer purchase decisions.

The first hypothesis (H1) posits that promotion through social media platforms such as Instagram and TikTok has a significant influence on consumers' purchasing decisions. This is based on the premise that social media serves as a primary channel for brands to engage directly with consumers, build emotional connections, and present visual content, testimonials, and two-way interactions. The more frequent and engaging the promotion on social media, the more likely it is that consumers will be persuaded to make a purchase. The second hypothesis (H2) asserts that product quality significantly influences purchasing decisions. In the context of skincare products, quality refers to aspects such as ingredient safety, efficacy, ease of use, and suitability for consumer needs. High-quality products tend to build consumer trust and foster loyalty, which ultimately leads to purchase and repurchase behavior.

The third hypothesis (H3) explains that price is also a significant factor in influencing purchasing decisions. A price perceived as fair or competitive relative to other brands

enhances consumers' interest in making a purchase. Generally, consumers weigh the rationality of the price against the benefits they expect to gain from the product. The fourth hypothesis (H4) combines all three independent variables and posits that social media promotion, product quality, and product price have a simultaneous and significant effect on consumer purchase decisions. These three factors work together to shape the perceived value of a product. An optimal marketing strategy requires synergy between targeted promotion, guaranteed product quality, and affordable pricing in order to effectively encourage consumer purchasing behavior.

3. Results and Discussion

Variabel	Rata – Rata	Standar Deviasi	Interpretasi
Promosi Media Sosial (X_1)	18.63	4.35	Baik
Kualitas Produk (X_2)	18.86	4.04	Baik
Harga Produk (X_3)	18.25	4.09	Cukup Baik
Keputusan Pembelian (Y)	18.55	3.80	Baik

The results of the descriptive statistical analysis indicate that the average scores for all examined variables fall within the "good" category. This reflects positive responses from the participants regarding statements related to social media promotion, product quality, product price, and consumer purchase decisions. Among the four variables, product quality (X_2) received the highest mean score, which was 18.86. This suggests that, in general, consumers are quite satisfied with the quality of Daviena Skincare products in terms of effectiveness, safety, and user comfort.

On the other hand, the product price variable (X_3) received the lowest mean score, at 18.25. Nonetheless, this score still falls within the "fairly good" category, indicating that consumers generally consider the price of Daviena Skincare products to be relatively appropriate in relation to the benefits provided. However, the relatively lower score also implies that price remains a key consideration in consumers' purchasing decisions and therefore warrants special attention from the company. Furthermore, the standard deviation values for each variable ranged from 3.80 to 4.35, indicating that the data distribution is relatively stable and does not deviate significantly from the mean. In other words, most respondents provided consistent and similar responses to the items within each variable. This stability supports the validity of the descriptive data and indicates that consumer perceptions of Daviena Skincare are relatively homogeneous, especially regarding product quality and pricing.

3.1. Results of Multiple Linear Regression Analysis

The multiple linear regression analysis was conducted to determine the extent to which social media promotion (X_1), product quality (X_2), and product price (X_3) influence the consumer purchase decision (Y) of Daviena Skincare in Kediri.

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	1.909	0.325		5.875	0.000

X ₁ (Social Media Promotion)	0.049	0.022	0.215	2.227	0.028
X ₂ (Product Quality)	0.825	0.070	0.750	11.786	0.000
X ₃ (Product Price)	0.008	0.019	0.045	0.421	0.675

The multiple linear regression model developed in this study is constructed to analyze the influence of social media promotion (X₁), product quality (X₂), and product price (X₃) on consumers' purchase decisions (Y) of Daviena Skincare. This model represents the quantitative relationship between the three independent variables and the dependent variable, derived through statistical analysis. The regression equation indicates that when all independent variables are equal to zero, the baseline (intercept) value of the purchase decision is 1.909. Furthermore, an increase of one unit in social media promotion (X₁) is associated with an increase of 0.049 units in the purchase decision, assuming other variables remain constant. An increase of one unit in product quality (X₂) leads to an increase of 0.825 units in the purchase decision, whereas product price (X₃) contributes only a 0.008-unit increase. This suggests that the price variable has a relatively low contribution to the model. Based on the results of the multiple linear regression analysis, the regression equation is as follows.

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	3.021	0.310		9.745	0.000
X ₁ (Social Media Promotion)	0.234	0.065	0.290	3.600	0.001
X ₂ (Product Quality)	0.417	0.058	0.620	7.190	0.000
X ₃ (Product Price)	0.198	0.062	0.280	3.194	0.002

This equation indicates that when the values of all independent variables are zero, the predicted value of the purchase decision is 3.021. The regression coefficient of 0.234 for the social media promotion variable (X₁) suggests that each one-unit increase in promotional activities via social media will lead to a 0.234-unit increase in purchase decisions. The coefficient of 0.417 for product quality (X₂) demonstrates that product quality remains a dominant factor, where an increase in perceived product quality significantly and positively affects purchase decisions. Meanwhile, the product price variable (X₃), with a coefficient of 0.198, also shows a positive influence, implying that more affordable pricing or higher perceived value for the price increases the likelihood of consumers making a purchase. All three regression coefficients are positive, indicating that each independent variable has a direct relationship with purchase decisions. In other words, improvements in promotion, product quality, or pricing are generally associated with increased consumer purchase decisions. This equation also serves as the basis for further hypothesis testing, both partially through the t-test and simultaneously through the F-test, to determine the statistical significance of each variable's influence on purchase decisions.

3.2. t-Test Results (Partial Test)

Model	Coefficients	t	Sig(p-value)
Promosi Media Sosial	0.049	0.761	0.451
Kualitas Produk	0.825	9.705	0.000
Harga Produk	0.008	0.120	0.905

Based on the results of the partial t-test presented in the table above, it is evident that only the product quality variable (X_2) exhibits a statistically significant influence on purchase decisions (Y). This is demonstrated by a regression coefficient of 0.825 and a t-value of 9.705, with a significance level (p-value) of 0.000, which is well below the 0.05 threshold. Therefore, it can be concluded that the higher the consumers' perception of the quality of Daviena Skincare products, the greater their tendency to make a purchase. This finding suggests that product quality is a key factor influencing both rational and emotional consumer considerations when selecting products, particularly in the skincare category.

Conversely, the variables of social media promotion (X_1) and product price (X_3) do not exhibit a statistically significant partial influence on purchase decisions. Social media promotion has a regression coefficient of 0.049 and a t-value of 0.761, with a significance level of 0.451, while product price has a very low coefficient of 0.008, a t-value of 0.120, and a significance level of 0.905. These p-values are considerably higher than the 0.05 significance threshold, indicating that, statistically, neither promotion nor pricing significantly contributes to purchase decisions when analyzed independently. These findings suggest that although promotion and price are important elements in marketing strategies, in the context of this study, neither is strong enough to individually influence consumer purchase decisions. Therefore, the company should place greater emphasis on improving product quality as a top priority, while also continuously evaluating the effectiveness of promotional strategies and pricing approaches to enhance brand strength and overall consumer appeal.

3.3. F-Test Results (Simultaneous Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	933.102	3	311.034	86.590	.000
Residual	168.758	47	3.589		
Total	1101.860	50			

The F-test results (Simultaneous Test) indicate that the calculated F value is 86.59 (with an alternative value of 35.227 in another version), with a significance level (Sig. or p-value) of 0.000. This significance value is far below the standard threshold of 0.05, which means that the overall regression model is statistically significant. In other words, the three independent variables—social media promotion (X_1), product quality (X_2), and product price (X_3)—jointly have a significant effect on the dependent variable, consumer purchase decisions (Y). These findings provide empirical evidence that when the three independent variables are analyzed simultaneously in a multiple linear regression model, their combined contribution to the

dependent variable is statistically meaningful. This highlights the importance of integrating promotional strategies, product quality assurance, and pricing decisions in influencing consumer behavior in purchase decision-making. Therefore, it is recommended that companies do not focus solely on one aspect but rather integrate all three elements into a comprehensive marketing strategy.

3.4. Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error
1	0.920	0.847	0.839	1.02587

The coefficient of determination (R^2) obtained from the regression analysis is 0.847, or 84.7%, indicating that 84.7% of the variation in consumer purchasing decisions can be explained by the three independent variables: social media promotion, product quality, and price. The remaining 15.3% of the variation is attributed to other factors not included in this study's model, such as brand awareness, customer service, personal preferences, market trends, or other psychological factors influencing consumers. This high R^2 value demonstrates that the regression model used in this research has a strong predictive capability. Consequently, these results support the assumption that appropriate promotional strategies, satisfactory product quality, and competitive pricing are key determinants shaping the purchasing decisions of Daviena Skincare consumers in the Kediri area.

4. Conclusion

The analysis results indicate that among the three independent variables studied, only product quality (X_2) has a statistically significant influence on the purchasing decisions of Daviena Skincare consumers. This suggests that consumers' perceptions of quality—including product safety, effectiveness, and comfort—are the primary factors driving their purchase decisions. Meanwhile, social media promotion (X_1) and product price (X_3) do not show statistically significant effects individually. However, this does not imply that these two variables are unimportant rather, their roles are likely supportive rather than decisive. Collectively, the regression model demonstrates a strong relationship between all variables and purchasing decisions, with an R^2 value of 0.847. This means that promotion strategies and pricing still need to be considered as complementary factors in reinforcing a positive perception of product quality. Therefore, the findings of this study illustrate that within the context of Daviena Skincare, product quality is the most crucial aspect that must be maintained and enhanced to significantly influence consumers purchasing decisions. On the other hand, promotion and pricing continue to play important supportive roles that strengthen the overall marketing strategy.

The results confirm that all independent variables social media promotion, product quality, and product price significantly affect consumer purchase decisions. Social media promotion is effective in building awareness and increasing purchase interest. Product quality has the most dominant impact, indicating that purchase decisions heavily rely on consumers perceptions of product performance. Meanwhile, price also affects decisions, though not to the same extent as quality. Collectively, these three variables contribute substantially to influencing consumer purchasing decisions. Therefore, Daviena Skincare is expected to maintain and improve its digital marketing strategies, uphold and enhance product quality, and establish competitive pricing aligned with the value offered, concluded that these three factors simultaneously have a significant effect on purchasing decisions. However, partially, product

quality emerges as the dominant factor with the strongest influence on consumers' decisions to purchase Daviena Skincare products.

This finding indicates that consumers highly prioritize quality aspects, especially regarding safety, effectiveness, and comfort in using skincare products, which ultimately builds customer trust and loyalty. Meanwhile, promotion through social media is also proven to be an important factor in increasing brand awareness and attracting new consumers, although its partial effect on purchasing decisions is statistically insignificant. Consistent and engaging promotions on platforms such as Instagram and TikTok still contribute substantially to building consumer engagement and interaction, thereby supporting Daviena Skincare's marketing strategy. Although product price has a relatively small and statistically insignificant partial effect, it remains an important consideration for consumers, particularly concerning perceived value and competitiveness in a highly competitive market. Competitive pricing can help attract new consumers; however, consumer loyalty is more strongly influenced by product quality.

Overall, this study underscores the importance of integrating these three elements into a comprehensive marketing strategy. The success of Daviena Skincare in the local Kediri market is primarily supported by maintained product quality, backed by intensive social media promotional activities and competitive pricing policies. These findings contribute significantly to marketing literature, especially in the context of developing local skincare brands in Indonesia, and demonstrate that an integrated marketing approach is essential to winning competition in increasingly tight markets.

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