

Original Article

The Influence of Promotional Strategies, Prices, and Product Quality on Purchasing Decisions

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Received Date: 02 February 2025

Revised Date: 19 February 2025

Accepted Date: 20 February 2025

Published Date: 26 February 2025

Abstract: *Vaseline Body Lotion is a skin care product that aims to improve the health of dry and damaged skin by combining the main ingredient, micro Vaseline Jelly, which repairs the skin's natural barrier, helps retain moisture, and protects the skin from water loss. Vaseline Body Lotion is also enriched with glycerin, an active moisturizing ingredient, and vitamins, such as E, to protect the skin from dryness. Vaseline body lotion improves skin elasticity, brightens the appearance, and provides long-lasting protection. Vaseline body lotion, designed for all skin types, has become a popular choice for customers worldwide as a trusted solution to keep skin healthy, soft, and radiant. This research uses a quantitative approach with a causality design approach to prove the influence between the independent variables and the dependent variable. Based on the results of hypothesis testing, it is stated that promotional strategies, Price, and product quality positively and significantly influence purchasing decisions.*

Keywords: *Body Lotion Vaseline, Product Quality, Promotional Strategies, Price, Purchasing Decisions.*

I. INTRODUCTION

In this modern era, it remains the leading choice for social interaction, and many people still use sites such as Facebook, Twitter, and Instagram to communicate and express themselves. In the current era of Industry 5.0, with increasingly advanced technology, business advertising and product sales can now be done on platforms such as Shopee, Tokopedia, Lazada, and other marketplaces (Saragih & Andriyansah, 2023). A marketplace is also a platform where sellers gather to sell goods or services to buyers without meeting in person. Buyers can view any products sold on the Marketplace. The market is the contemporary solution to the rapid progress of the Internet and information technology. The existence of this market is very profitable for business people (Anugrah et al., 2023).

It cannot be denied that increasingly sophisticated technology is a sign of changing times. Increasingly advanced technology can make many things more manageable, and one can be used to promote business. In Indonesia, marketing has undergone a significant transformation due to the entry of e-commerce and the shift in shopping culture from face-to-face to online (Nufus & Handayani, 2022). Ultimately, this resulted in the development of a new market, namely digital inbound marketing (Patruti-Baltes, 2016), which focuses on attracting customers who choose to interact with specific companies that do helpful things (Afdhal et al., 2022).

Digital marketing is a type of marketing that uses promotional strategies that utilize the Internet to connect with customers. When buying and selling, this makes communication easier between producers, marketers, and buyers or consumers. In addition, digital marketing can help businesses monitor and meet various customer needs. Social media is one of many resources for pushing a product. Social media is a place to interact in many ways, such as marketing products and telling people about products so that they know about them and are interested in buying them (Nufus & Handayani, 2022). Sellers can also use social media to promote their goods and services. The advent of the Internet signifies the rapid development of the influence of technology, along with many applications that offer various business and social media opportunities that can help with promotion, one of which is TikTok.

Social media is becoming the best marketing promotion. The product is a platform for socializing and interacting. This makes it possible to market the product so that people can find out more easily. TikTok, one of the most popular social media today is us, is used by business people to promote their business. Now, it doesn't just show entertainment videos. TikTok also has a new feature, TikTok, that allows users to shop. Apart from making things easier for customers, the TikTok Shop feature helps sellers promote their goods through live streaming or displaying links in videos. TikTok Shop is now one of the online buying and selling platforms most sought after by business entrepreneurs. In 2020, the TIKTOK application became a new culture in Indonesia; even though it had previously been released in 2018, the application has attracted several users of all ages, even being included in the ten famous free applications available on the Google Play Store in countries such as Indonesia, Korea, and



China.

TikTok Shop allows sellers to interact directly with consumers through live chat, messages, and comments, which increases the chance of conversion and grows relationships and trust with consumers. TikTok Shop offers many advantages for entrepreneurs, such as broad reach, creative content, direct interaction, ease of use, affordable prices, and a high probability that Vaseline body lotion products will sell out. In the modern era, customers can easily shop while accessing the Internet, one of which is by using the TikTok application. Shopping activities on TikTokshop are not tricky. The features are straightforward. Once you have a registered account, you must ensure that the app downloaded to your phone is the latest version. You don't need to switch to another application to complete a transaction. The shop in the TikTokshop application offers various goods from various brands. This opportunity allows customers to participate directly in various promotional events and get discounts. TikTokshop continues to innovate and develop by presenting various types of promotions and attractive product offers that are packaged well and promoted through creative content. To make payments more manageable, TikTok collaborates with banking institutions and other companies such as Gopay and Dana (Anisa et al., 2022).

2023 may change because the TikTok Shop is closed. In addition to the immediate loss, the decline in body lotion sales involves long-term considerations related to loss of audience or access to the market, which may be difficult to quantify directly in terms of financial loss. If the TikTok Shop closes, it may be difficult for Vaseline to collect this information and develop better marketing and sales strategies. (Erwina Rachmi Puspapertiwi, 2023). To stay competitive with competitors, companies must adapt their strategies and models to keep up with trends, especially in product marketing. Today, ever-evolving technology, including advertising, influence everyday life. The term "endorsement" is becoming more popular nowadays as a way to collaborate with other people with profitable results, and it makes celebrities, both artists and non-artists, increasingly popular. Companies are willing to spend a lot of money to use influencers to promote their business. Entrepreneurs have to spend more money to get more followers. Using celeb grams on Instagram can have an impact on followers and increase brand awareness compared to the product being promoted (Imelda Sari & Riofita, 2024)

Vaseline, Dove, and Rexona products in Indonesia fell 15% in the last quarter of 2023. In response to geopolitical conditions in the Middle East, people began to avoid multinational brands, which impacted Unilever's sales in Indonesia. Hein Schumacher, CEO of Unilever, stated that customers had boycotted Western businesses in Muslim-majority countries, such as Indonesia, where more than 200 million people are Muslim. This is because they believe that the company supports or is connected to Israel's attacks on Gaza. "In Indonesia, we saw double-digit declines in the fourth quarter as geopolitically focused consumer campaigns impacted sales of several multinational companies (Respati, 2024)."

Vaseline must be careful to maintain its position. Quality, brand reputation, and price perception are the main factors that encourage customers to rebuy these goods, according to Hayati (2019) and Jayanti et al. (2020), "Price perception," according to Rivai and Zulfritri (2021) in Clarita (2023), refers to the way buyers assess the Price of a product, whether it is cheap or expensive. The amount of money a buyer gives for a good or service that has been sold is called the perceived Price. Price differences for several body lotion products can be found here. Factors such as Price often influence the decision to repurchase a product.

Additionally, there is a significant price difference between Vaseline body lotion and other brands. Some brands have different prices, but Vaseline body lotion is quite expensive compared to The Body Shop hand & body, which is cheaper. Therefore, buyers will consider product prices based on price perceptions and word of mouth (Nabella & Ida, 2024).

Price perceptions, in addition to promotions through artist endorsements, influence buyers' choices. Because pricing pays attention to product quality, companies must set the right price for products because Price significantly influences consumers. For example, a high product price indicates low demand, and a low price indicates high demand (Fatmahwati & Wijayanto, 2024). One factor that influences buying interest is product quality. Product quality is the condition of the goods a company will sell, and its competitors' products do not have. Companies that produce these goods will concentrate on the quality of the goods they produce and will study their competitors' products before the products are sold. The company's product planning must be under customer needs and demonstrate good quality so that by the company's intentions, production results can be approved and by customer desires and create customer satisfaction. The quality of this product is also an essential part of marketing efforts, the results of which will be determined by consumer response (Sonia, 2021). High-quality products are essential in business competition. People always prefer to buy better than more expensive goods, although some believe the best goods should be more expensive (Nabella & Ida, 2024).

The Indonesian cosmetics market is the largest. With population growth and increasing community activities, especially in urban areas (N. Fitri et al., 2023), adolescent skin problems continue to emerge. Sensitive skin continues to experience problems if it doesn't get proper skin care; it can damage the skin and cause other skin problems, especially in urban areas, because air pollution damages the skin and causes many other skin problems. Therefore, skin care is critical (Pratiwi & Sulistyowati, 2022). Like the students at Muhammadiyah University of Technology Jakarta who recently started studying offline,

some students already live in Jakarta and need skin care products such as Vaseline body lotion. In addition, many women feel the need to use skin care products because of the hot weather in Jakarta.

Robert Chesebrough founded Vaseline in 1870. Whole people started using Vaseline to help improve dry skin. Vaseline believes restoring skin moisture is the first step to truly healthy skin. It is impossible to achieve genuinely healthy skin by covering up problems and making instant fixes. Because we're real skin experts, we can understand this. We will never forget her passion and determination to understand skin as we innovate and develop new products. The beauty and skincare industry has experienced significant growth because of the increased customer awareness of their skin health and appearance in recent years. Productive skin care products such as vaseline body lotion are essential for maintaining and improving healthy skin, but many options influence customer choice. Unilever makes Vaseline Gluta-Hya body lotion, a body lotion brand that has attracted attention because it has a unique formulation containing Glutathione and Hyaluronic acid (Hya) to brighten and moisturize the skin. Using various marketing strategies, Vaseline Gluta-Hya encourages customers to buy and become new buyers (Damayanti & Tarigan, 2024).

Consumer purchasing decisions begin when they have a need and are interested in the product they are going to buy; customers look for information before purchasing the item they are going to have and especially pay attention to the quality of the beauty product; the higher the quality of the product, the more likely the customer is to buy the product. Buyers' decisions about what they want to buy can influence their decisions. Two of the many factors buyers think about when buying an item depend on its Price and quality. Companies must know what consumers care about to attract customers (Sigit t et al., 2022).

The phenomenon of Indonesian women who care about the health of their skin and have the ambition to change their skin to become brighter creates an opportunity for companies in the beauty sector. The development of the skin care business is increasing, from facial skin care to body skin care. Indonesia's tropical climate means the company strives to help Indonesian women realize their desire for brighter and healthier skin. Several skin care products made from Vaseline are very diverse, ranging from hand and body lotion, body scrub, bath soap, skin vitamins, and sunblock to deodorant. Still, of all these products, people most often buy Vaseline body lotion (Laurensia et al., 2020).

The research gap (Indah et al., 2020) states that Promotion Strategy, Price, and Product Quality positively and significantly influence purchasing decisions. The results of research conducted by (Damayanti Tarigan, 2024) show that promotional strategies do not affect purchasing decisions. Perception of product quality has a significant influence on purchasing decisions for Vaseline Body Lotion. However, promotional variables and price perceptions influence purchasing decisions.

This isn't in line with previous research (Febrianti & Utomo, 2023), which shows that factors related to promotional strategies have a positive and significant impact on customer purchasing decisions. Meanwhile, research findings (Anwar & Satrio, 2015) show that price significantly and negatively impacts purchasing decisions. Research by (Destarini Prambudi, 2020) shows that price influences purchasing decisions negatively and insignificantly.

Based on phenomena and gap research on the relationship between strategy influence, promotion, price, and product quality, Vaseline body lotion impacts product purchasing choices for the TikTokshop application. It must be carried out again to fill existing research gaps. This research aims to determine whether promotional strategies, Price, and quality product quality influence purchasing decisions.

II. LITERATURE REVIEW

A) *Theory of Consumer Behaviour*

The theory of consumer behaviour put forth by Mowen and Minor (2023) serves as the foundation for the variables in this study. The study of purchasing units and exchange processes, such as purchasing, using, and disposing of products or services, experiences, and concepts, is known as consumer behaviour. Methods from social science, psychology, sociology, economics, and anthropology are used in consumer behaviour. Generalise: Three research perspectives are used in consumer behaviour research. This viewpoint challenges people to reflect and identify the factors influencing consumer purchasing decisions. There are three distinct viewpoints: the experience perspective, the decision-making perspective, and the behavioural influence perspective (Mowen & Minor, 2023).

Consumer behavior theory is the science that studies why, when, where, and how people buy, choose, and use goods or services to meet their needs. Consumer behavior is the behavior shown by consumers when searching for, buying, using, evaluating, and spending goods and services that are considered to meet their daily needs (N. A. Fitri & Basri, 2021). Kotler and Keller define consumer behavior as the study of how people, groups, and organizations choose, pay for, utilize, and acquire products, services, concepts, or experiences to meet their needs and desires. In the meantime, Engel in Simamora defines consumer behavior as actions that are directly involved in obtaining, consuming, and disposing of products and services, including the decision-making process that precedes and the actions that follow after making a decision (Desita, 2021)

According to Setiadi (2019), consumer behavior includes actions carried out by individuals or groups of individuals, such as organizations, which are influenced by internal and external variables that encourage them to choose and buy the goods and services they need. Meanwhile, according to Ariany et al. (2019), "Consumer behavior" can be defined as how consumers make decisions based on their desires and obtain benefits from them. These two types of benefits are benefit values whose satisfaction can be calculated and those whose satisfaction cannot. The view created by Keller and Kotler (2016) is that The study of consumer behavior examines how individuals, groups, and organizations choose, purchase, and utilize products, services, or concepts to satisfy their needs and wants. Both reasonable and irrational consumer behavior is possible (Yusri, 2020).

According to Asari et al. (2023) (Princesa, 2024), several indicators of consumer behavior: the first is getting recognition from other people, the second is looking for information about products that suit their needs, the third is comparing alternative products before deciding to buy, and the fourth is evaluating the product after purchase.

B) Purchase Decision

A purchasing decision is an action to purchase a certain amount of goods and services based on data collected about the product. It is carried out immediately after the conditions and desires arise, providing information for the next purchasing action (Faroh, 2020). According to Kotler, purchasing decisions are a series of actions buyers take before deciding what to buy. According to Suharno (2010), the purchasing decision is the phase in which the buyer makes a decision, purchases the product, and consumes it. This has a difference. According to Amirullah (2020), decision-making is a process of assessing and then choosing the most profitable. According to the above understanding, consumers make purchasing decisions (Until, 2019).

According to Kotler and Keller, consumers must go through five stages before purchasing. The first stage is problem recognition. The purchasing process begins when the buyer becomes aware of a problem or need triggered by internal and external stimuli. Internal stimuli, such as hunger and thirst, will develop into unrealistic motivations or needs that are triggered. The second is Information Search: Consumers can find information about the brand they seek from various sources, such as friends, family, advertising, packaging, and appearance. However, generally, consumers get information about their most essential brands from commercial sources, such as advertising and brand websites. Apart from that, consumers also look for products from these brands. Thirdly, Evaluation of Alternatives: Some essential concepts useful in increasing understanding of methods for evaluating are as follows. First, customers try to fulfill their needs. Second, they try to gain profits, specifically from product completion. Third, customers consider each item as a collection of many features. The ability to provide the profits necessary to meet needs. To meet their needs, customers will prioritize the most profitable features.

After learning about a product, customers choose to buy that product. The purchase decision is very important because of how attractive the product is. Because the more benefits a product offers, the greater the customer's desire to buy. Many factors can influence customer purchasing decisions. Companies must have a strategy to attract customers to buy the product (Sari, 2020). When a buyer decides to buy something, this is called a purchase decision. Consumers make purchasing decisions after knowing the problem by looking for information about a particular item or brand and assessing how well each option can solve the problem. Identifying all possible options for solving the problem and assessing those options systematically and objectively to determine the advantages and disadvantages of each, marketers must understand the various influences on buyers and know who makes purchasing decisions (Gunarsih et al., 2021).

According to Kotler and Armstrong (2018: 286), the first purchasing decision indicator is consumer product choice, where consumers can decide to buy a product or use their money for other purposes; secondly, brand choice, where consumers have to decide on the brand name they will buy each time. Brands have their differences. The third is the choice of the dealer, where consumers have to decide which dealer to visit; the fourth is the time of purchase, where consumers' decisions in choosing the time to buy can be different; for example, some buy every day, and some buy once a week, the fifth the number of purchases consumers can make decisions about how much product will be spent at one time, and sixthly, consumers can make decisions about the payment method that will be used in making decisions about using products or services (Efendi & Aminah, 2023).

C) Promotion Strategy

A promotional strategy is a comprehensive planning of how a company will achieve its mission and goals. Strategy is a unified, comprehensive, and integrated plan that links a company's strategic advantages to environmental challenges and is designed to ensure that the company's primary goals can be achieved through proper implementation. In uncertain situations, strategies help companies cope with change and create appropriate guidance and control. The strategy allows companies to quickly create new ways to capitalize on fresh environmental opportunities and reduce their risks by implementing appropriate systems and policies. Thus, companies are expected to use uncertainty as a friend rather than an enemy. Strategy is an integrated plan to achieve organizational goals by allocating resources efficiently. An environmental analysis can help achieve this strategy by identifying a company's strengths, weaknesses, threats, and opportunities. Thus, effective marketing strategies can be applied to consumer products (Trust, 2017).

Kotler and Armstrong state that promotion is part of the strategy used by businesses to inform and convince consumers about new products or services being released. This is done through advertising, personal selling, sales promotions, and publications. The private opinion that promotional Strategy is "a series of grand designs that describe how a company must operate to achieve its goals" supports the importance of this strategy for the company. Therefore, promotional strategies must be adapted for small businesses because only small businesses can increase people's income under challenging circumstances. Promotion helps businesses talk to customers and makes customers buy goods or services according to their desires. Promotional strategies not only help companies communicate with customers but also serve as a way to make customers buy goods or use services according to their desires and needs (Muhajir & Bilgies, 2022).

All promotions are carried out to achieve the company's overall goals, namely generating the most significant profits in the long term. One sign of promotion is advertising in the media. Newspapers, magazines, brochures, posters, and other media types are examples of print media prioritising visual messages produced through printing. Meanwhile, electronic media such as the Internet, television, and radio use electronic technology (Duha, 2024). A promotional strategy is how a company plans, implements and monitors its communications with customers and other target audiences. This strategy combines advertising, personal selling, sales promotion, publicity, public relations, and direct marketing in a coordinated program to communicate with buyers and other parties influencing their purchasing decisions. Based on the definition above, a promotional strategy is a plan carried out by an organization for customers to attract and encourage clients to buy goods sold by the company. The main objective of this strategy is to increase sales and achieve the company's sales goals (Waluya, 2021).

Promotion is something that every company must do. The main goal of promotions is to attract consumer attention by using persuasive messages. Instagram is currently not only used to fulfill a person's entertainment needs but can also be used for business activities because of its popularity as a social media that users like (Puspitarini & Nuraeni, 2019). promotions are very effective in a company's marketing mix because they inform, persuade, and remind customers about the company's products to increase sales figures by encouraging someone to exchange (Anugrah et al., 2023).

The aim of promotion in practice is that promotion can be carried out with the first aim of modifying behavior. People who speak have several reasons for communicating, such as seeking pleasure, asking for help, providing direction or assistance, providing information, and conveying ideas and opinions. In contrast, the promotion aims to change a person's behavior and perspective. Sellers always encourage customers to buy the company's goods and services. Second, informing promotional activities. This can be done to inform the target market about the company's offers. Information promotion is usually more appropriate in the early stages of the product life cycle. This is considered an important issue when increasing primary demand. Some people will not buy something until they know the benefits of a helpful promotion.

D) Price

Price can be considered a cost of living from the customer's perspective. Price is the amount of money spent to obtain goods or services in exchange, and it also functions as a medium of exchange in transactions. Price affordability, suitability, competitiveness, and discounts are the indicators used (Nuraini, 2024). The product's Price is significant because it can affect the manufacturer's profits. Price can also help buyers evaluate their purchasing items, so consider prices carefully. The market has many different perspectives on Price. Price is the money customers spend to buy the goods or services they need to meet their needs. Price is the value of goods or services that can be exchanged for money, usually in monetary units such as yen, dollars, or rupiah. Philip Kotler explains Price as the amount of money or value given to goods or services for a value that can be exchanged for various price advantages. This is important for consumer choice. However, non-price factors have become more critical for buyers in recent years. Price, in the narrowest definition, is the total money paid for services or goods (Pratiwi Sitorus, 2022)

Manufacturers use Price as a way to attract customers to buy their goods. Suppose the company's prices are in accordance with the customer's income and the quality of the goods they sell. In that case, the Price must be paid attention to so that customers are interested and will not regret it after buying the goods (Suryantoro et al., 2024). According to Kotler, Price is the amount of money exchanged for goods or services. Furthermore, Price is the value consumers exchange for profit from owning or using the goods or services. Consumers pay attention to Price when they purchase goods or services; some even consider it value. Price is the amount of money needed (plus some items, if possible) to obtain a combination of goods and services.

Price Indicators, according to Kotler in Astuti & Matondang (2020). Firstly, affordable prices. Everyone can reach prices according to the selected target market segment. Second, the suitability of Price to product quality. Product quality determines the price consumers will pay. The three price competitiveness: The Price offered must be higher or lower than that of competitors. Fourth, suitability between costs and benefits. Consumers will be satisfied when they benefit from what they provide by the value they spend. And fifthly, consumers will be satisfied when they benefit from what they provide according to their spending value. This is the match between costs and benefits (Duha, 2024).

E) Product Quality

Product quality is one of the factors that influences consumer purchasing decisions. Companies must consider the quality of the products they make because quality is an essential factor influencing consumers' decisions to buy goods or services. The better the quality of the product, the greater the consumer's buying interest in that product (Efendi & Aminah, 2023). Product quality is one of the factors that influences consumer purchasing decisions. Companies must consider the quality of their products because this is an important factor influencing consumers' decisions to buy goods or services. High-quality products will be more attractive to customers to buy. By providing high-quality goods, a company can be superior to its competitors. Therefore, companies must understand customers' desires to make high-quality products that meet customer expectations (Ernawati, 2019).

According to Tjiptono & Chandra, product quality is goods or services provided to customers to meet customer needs and desires and then enable them to use or experience them. The ability of a product is defined as the quality of the product to meet customer expectations and even exceed their expectations. However, if the product is of lower quality than expected, the customer will feel dissatisfied (Mahira, 2021). However, if the product is of higher quality than the customer expects, the customer will be happy (Subagiyo, 2024). Someone buys something to fulfill their needs. One considers not only the external appearance of the item but also the benefits obtained from the item. Therefore, companies must produce high-quality products. Mowen and Minor argue that customers' overall evaluation of the goodness of product performance is the best way to measure product quality.

On the other hand, Kotler and Armstrong say that product quality is a characteristic of a product or service that depends on its ability to express or imply customer needs. According to the company, quality is very different from the consumer's perspective. According to Assauri, product quality is defined as an element in an item or result that produces it by the purpose for which the item or result was made. (Gunarsih et al., 2021).

From the definition mentioned previously, the ability of a product to meet customer needs is known as product quality; Products that meet the requirements have good quality. According to Tjiptono (2020), product quality can be measured in various ways, including Performance, additional features or advantages, reliability, Durability, conformity to specifications, aesthetics, perceived quality, and dimensions of ease of repair, how customer satisfaction can be measured by looking at product quality theory. When consumers are satisfied with the goods they buy, they are more likely to repurchase them (Gunarsih et al., 2021).

According to Sofjan Assauri (2014), factors that influence the quality of the first product on the market include the number of new products that continue to appear—increasing at an incredible speed. They assure customers that the products available can meet almost every need. Second Financial: Increased competition in several industries and changes occurring in the world economy limit profits. Third Management (Management) Previously, certain groups were responsible for quality. Now, marketing must create product requirements through its product planning function. Fourth Human: Rapid growth in technical knowledge and the creation of new fields, such as computer electronics, have led to a great demand for employees with specialized knowledge. Fifth Motivation (Motivation): Research on human motivation finds that today's employees need something that makes them happier and recognize that they must contribute to achieving company goals (Galang, 2021).

The extent to which a product can fulfil consumers' desires and needs in accordance with expectations is referred to as product quality. States that product quality is very important to maintain customer loyalty and influence their decisions to purchase goods. High-quality products will increase consumer satisfaction and foster positive perceptions about the brand (Anggitasari & Ahmadi, 2024). Product Quality Indicators According to Kotler (2013) (M & Ali, 2017), first, Performance refers to the basic operating characteristics of a product, such as the product's ability to operate well. Secondly, Durability refers to the age or Durability of the product, namely how long the product can be used without needing to be replaced. Decisions, purchases, and customers.

F) Hypothesis Development and Framework

By using sound marketing strategies, companies can find potential consumers for their products or services to make a profit. Marketing strategies include various ideas and efforts to build customer relationships by providing additional value and benefits. This marketing strategy aims to understand customer needs and wants and build relationships with them.

H1: Promotional strategies have a positive impact on online sales through TikTokshop

According to Japarianto and Adelia (2020), Price is one of the factors that companies consider attractive to attract consumers to buy a product. Consumers' ability to buy a product is determined by what they have and the facilities they will get when buying a product. By looking at prices that suit the buyer's financial condition, buyers can indirectly find a price that suits their finances. Therefore, Price is significant because it will influence customer and their interest in buying the product. According to Indrasari (2019), Price is the value of the rupiah (Management et al., 2023).

H2: Price has a positive impact on online sales via TikTokshop

According to (Schiffman and Kanuk, 2019), product quality is the ability of a company to provide an identity or feature to each product. The company must pay attention to the quality of the product, its function, which includes Durability, reliability or progress, strength, ease of packaging, and product repair, and the level of the product produced so that it can help or support efforts to improve or maintain the product in its target market. (Towards et al., 2023). Product quality greatly influences purchasing decisions; on the TikTokShop app, high-quality items tend to attract customers' interest and make them more likely to purchase the product, which can help improve purchasing decisions on the platform.

H3: Product quality has a positive impact on online sales through the TikTokshop application

Based on the research background and literature review, this research analyzes the influence of vaseline body lotion sales with 3 (three) independent variables, namely promotional Strategy, Price, and product quality, and one dependent variable, namely purchasing decisions. Thus, the framework for thinking in this research is as follows.

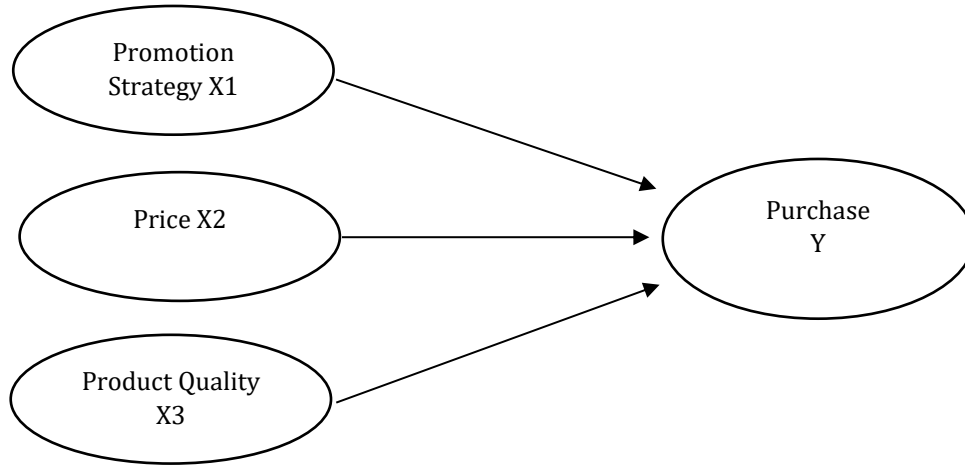


Figure 1. Research Rationale Framework

G) Research Methodology

This research aims to show the relationship between the independent and dependent variables. This is done using quantitative methods and a causality design approach.

a. Population and Sample

The population of this study is an unknown number of people who have used Vaseline Body Lotion in the Central Jakarta area. The sample used in the research used the *Structural Equation Model (SEM)* analysis. For research using SEM, according to Hair et al. (Abd Rohim & Asnawi, 2023), the number of samples is calculated using the formula for the number of research indicators with 5-10 because the total population is unknown. The number of indicators in this research is 18, so the required sample size is (research indicators) $\times 5-10 = 90$ to 180 respondents with the suggestion given that the minimum number of respondents in the SEM analysis is 100, so the sample size is set at 149 respondents who use TikTok Shop in the region. Central Jakarta.

b. Data Collection Techniques

The data collection technique in this research is a questionnaire with score measurements using a Likert scale calculation, namely a scale used to assess a person's attitudes, income and views on a scale of 1-4 (Strongly Disagree), (Disagree), (Agree), and (Strongly Agree).

c. Research Variables

The research variables include the dependent variable, namely Making decisions. The independent variables consist of Promotion Strategy, Price, and Product Quality. The indicators are used to measure the research variables by measuring this variable.

Table 1. Operational Research Variables

Variable	Indicator	Source
Purchase Decision (AND) <i>Dependent Variable</i>	1) Product Selection 2) Brand Selection 3) Distributor Selection 4) Purchase Time 5) Total Payers 6) Payment Method	(Gunarsih et al., 2021). (Efendi & Aminah, 2023)
Promotion Strategy (X) <i>Independent Variable</i>	1. Promotion 2. Promotion of Sales 3. Individual Sales 4. Public relations	(Trust, 2017). (Philip Kotler, 2019)
Price (X) <i>Independent Variable</i>	1) Price Affordability 2) Price Competitiveness and 3) Price matches the benefits of the product	(Muhammad & Nuryadin, n.d.) (Anam et al., 2020)
Product Quality (X) <i>Independent Variable</i>	1) Performance 2) Features/Privileges 3) Conformity to specifications 4) Reliability 5) Product Durability and Aesthetics	(Anam et al., 2020) (Product et al., 2019).

d. Data analysis

This research hypothesis was tested using t-count and procedures *bootstrapping*. This test also uses multiple linear analyses to see the influence of Promotion Strategy, Price, and Product Quality on purchasing decisions. The mathematical equation of multiple linear analysis can be written as follows:

$$\text{Model: PD} = \alpha + \beta_1\text{PS} + \beta_2\text{P} + \beta_3\text{PQ} + e$$

Where:

A : Constant
B : Beta
PD : Purchase Decision
PS : Promotion Strategy
P : Price
PQ : Product Quality
e : Fall

III. RESULTS AND DISCUSSION

This research uses a questionnaire distributed online to measure the variables of Price, Product Quality, Promotion Strategy, and Purchasing Decisions. This research aims to help people who have used or purchased a Vaseline Body Lotion product via the Tiktokshop application in the Central Jakarta area. The number of questionnaires distributed to respondents so far is 149 respondents, with the following details:

A) Validity and Reliability Test

In SEM PLS, to carry out validity testing is to calculate the Convergent Validity or Loading Factor, Discriminant Validity, and Significance Level of latent variables from the research model by reflecting on the results of the relationship between indicators and construct. Validity testing is carried out by inputting all respondent data from the questionnaire. The following is a display of the Smart PLS output results:

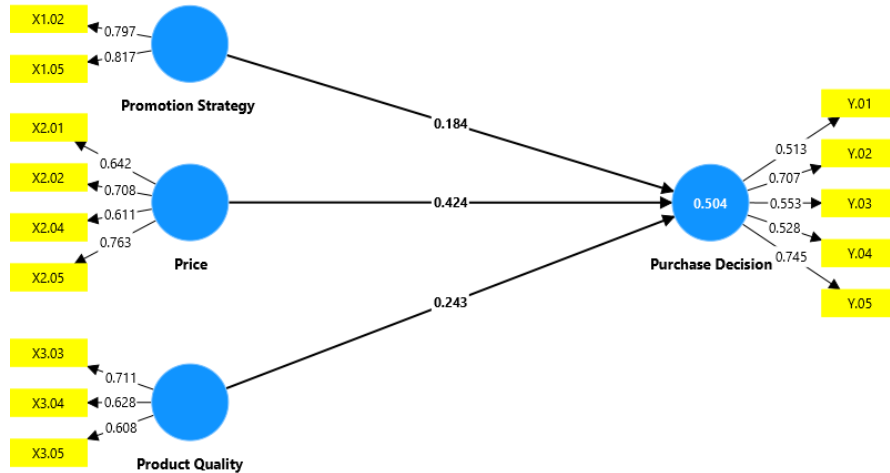


Figure 2. Outer Loadings Model

Source: Results processed by Smart PLS, 2024

Based on the outer loading value above, if there is still a value below 0.5, it must be dropped. Based on the loading factor values above, there are still loading factors with values below 0.5 because they have value *convergent validity*. If the indicator is low, the indicator that has a loading factor below 0.5 must be dropped. Based on the table above, in the Promotion Strategy construct, there is one indicator that has a loading factor value below 0.5, namely X1.1, X1.03 and The Product Quality construct has low loading factor values of X3.01 and X3.02, so the indicators in this construct must be dropped. The following describes the outer loading values for each indicator:

Table 2. Validity Test After Dropping

Variable	Indicator	Loading	Information
Promotion Strategy	X1.2	0.797	Valid
	X1.5	0.817	Valid
Price	X2.1	0.642	Valid
	X2.2	0.708	Valid
	X2.4	0.611	Valid
	X2.5	0.763	Valid
Product Quality	X3.3	0.711	Valid
	X3.4	0.628	Valid
	X3.5	0.608	Valid
Purchase Decision	Y.1	0.513	Valid
	Y.2	0.707	Valid
	Y.3	0.553	Valid
	Y.4	0.528	Valid
	Y.5	0.745	Valid

Source: Processed results, Smart PLS

Reliability testing aims to measure the overall quality and consistency of statements in the research. To determine the reliability of a construct in SEM PLS, look at the results of Composite Reliability for the indicator block. The following is a table of calculation results from SmartPLS.

Table 3. Composite Reliability

Variable	AVE	Composite Reliability	Information
Promotion Strategy (X1)	0.652	0.789	Reliebel
Price (X2)	0.468	0.777	Reliebel
Product Quality (X3)	0.424	0.687	Reliebel
Purchase Decision (Y)	0.381	0.750	Reliebel

The output reliability results show that the variables Promotion Strategy, Price, Product Quality and Purchasing Decisions have composite reliability above 0.6, so it can be concluded that the indicators for each variable have good reliability for measuring the construct. So, it can be said that the variables of Promotion Strategy, Price, Product Quality, and purchasing decisions have high discriminant validity.

B) Inner Model (R^2)

There is a weakness in the R-Square (R^2) value; the R-Square (R^2) value will increase every time an independent variable is added. This happens even though the independent variable does not significantly impact the dependent variable. Independent variables include promotional Strategy, Price, and product quality. Purchase decisions are the dependent variable in this study. The dependent variable in this research is purchasing decisions.

Table 4. R-Square

Variable	R-Square	R-Square Adjusted
Purchasing Decision	0.504	0.493

Based on the table above, the R-Square value is 0.504; this means that 50% of variations or changes in purchasing decisions are influenced by promotional strategies, price, and product quality, while this reason explains the remaining 49%.

C) Hypothesis Testing

The statistic value is used for each partial direct influence path to test the hypothesis of this research. The path diagram for hypothesis testing is explained below:

Table 5 Direct Effect Test Results

Variable	Original Sample	T Statistics	P Value	Information
Promotion Strategy => Purchase Decision	0.184	2.583	0.005	Significant Positive
Price => Purchase Decision	0.424	4.131	0.000	Positive Significant
Product Quality => Purchase Decision	0.243	2.546	0.005	Positive Significant

Source: Data Processed by SmartPLS

Below is an explanation of how the variables' relationships impact the previous table.

The first hypothesis's results indicate a positive and significant influence between Promotion Strategy and Purchasing Decisions; the original sample's value of 0.184 indicates that the more effectively a promotional strategy is implemented, the more purchasing decisions will be made; therefore, this hypothesis is accepted. The t-statistic value was 2.583 (> 1.66), and the p-value was 0.005 (< 0.05).

Additionally, a significant relationship between price and purchasing decisions was found in the original sample of 0.424 with a t-statistic value of 4.131 > 1.66 at the significance level $\alpha = 0.000$ (< 0.05) derived from the influence of price on purchase decisions. According to the original sample's value of 0.424, a more effective price considerably boosts purchasing decisions in this study. Thus, the second theory is agreed upon.

With a t-statistic value of 2,546 (> 1.66), a p-value of 0.005 (< 0.05), and an initial sample size of 0.243, the final one shows a positive and significant relationship between purchasing decisions and product quality. The original sample's score of 0.243 indicates that more decisions will be made to buy a product if it is of higher quality. Thus, the third theory is approved.

D) Research result

This study aims to determine the influence of promotional strategies, Price, product quality, and purchasing decisions on Vaseline body lotion products through the TikTokshop application in the Central Jakarta area.

a. The influence of promotional strategies on purchasing decisions for Vaseline body lotion products through TikTokshop

The results of testing the first hypothesis show a significant correlation between Promotion Strategy and purchasing decisions. This is in line with (Febrianti & Utomo, 2023). specifically, the results of research conducted by (Febrianti Utomo, 2023) acknowledge the presence of a connection between the level of Promotional Strategy and Purchasing Decisions. In this case, the impact of promotional strategy on the relationship shows that promotional strategy is the basis for consumers' purchasing the product. So, the first hypothesis is accepted.

In (Fernando, 2018) (Renaningtyas, 2022). Management must make sales efforts to increase customer purchases by paying attention to promotions. In this case, certain manufacturers advertise in print media, brochures, or even via the Internet. Consumers make purchases because of promotions. Quality can be improved if customers and consumers see promotions. This can positively affect customer purchasing decisions (Renaningtyas, 2022).

b. The influence of Price on purchasing decisions for Vaseline body lotion products via TikTokshop

The results of testing the second hypothesis state that there is a significant influence between Price and purchasing decisions. The results of this research support the second hypothesis that there is a positive and significant influence between Price and purchasing decisions, so the results of this research are not in line with previous research, namely research from (Destarini & Prambudi 2020). He says, "Price does not have a significant and negative effect on purchasing decisions." So, the second hypothesis is accepted.

Consumers always consider prices by product quality and benefits. If a product has a good brand image, good quality, and large profits, then consumers will not hesitate to pay high costs to buy the product (Lathiifa & Ali, 2020). According to consumer behavior theory, consumers try to maximize the benefits they obtain according to the funds they spend, so they are more likely to buy goods that offer the best value, namely a combination of reasonable prices and guaranteed quality (Labina et al., 2024).

c. The influence of product quality on purchasing decisions for Vaseline body lotion products through the TikTokshop application

The third hypothesis states that quality products positively and significantly influence purchase decisions. This is in line with (Nabella & Ida, 2024). Specifically, the results of research conducted by (Ida, 2024) on "Product quality on the decision to repurchase hand and body vaseline in Semarang City" found that product quality significantly influenced the decision to repurchase hand and body vaseline." So, the third hypothesis was accepted.

Product quality assessment in purchasing Vaseline body lotion can be linked to consumer behavior theory (Hartatik, 2022). The relationship between customer shopping behaviour and the products' quality is significant. When customers make a purchase, they will consider the quality of the product offered.

IV. CONCLUSION

This study aims to analyse effective promotional strategies that can attract consumer interest and increase awareness of products. Pricing in accordance with product value provides satisfaction for consumers, while superior product quality is a major factor in building customer loyalty.

TikTok Shop can test different types of promotions, such as exclusive discounts or product bundling, to find out which strategy is more effective in increasing sales. Further research can be conducted to evaluate the effectiveness of promotions in the long term and their impact on consumer loyalty.

It is advised that the research sample be increased for further studies by including more participants from different parts of Indonesia. In this manner, the study's findings will be more representative and give a clearer picture of how price, quality, and promotional tactics affect consumers' buying decisions.

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