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The Influence Product Quality, Promotion and Lifestyle on Purchase Decision (A Study of Emina Product on Shopee E-Commerce)

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ABSTRACT

This research aims to determine the effect of Product Quality, Promotion, and Lifestyle on Purchase Decision regarding Emina products on Shopee e-commerce. The research design used is causality with a quantitative approach. The population in this study were shopee consumers who had bought emina products, with a sample of 140 respondents who were taken using non-probability sampling method. The research data are primary data with data collection methods using questionnaire instruments given with likert scale measurements. The data analysis method uses partial least square through the SmartPLS version 3.0 software instrument. The results of this study are quality product, promotion, and lifestyle have a positive and significant effect on purchase decisions. Therefore, these variables are very important for management in their efforts to increase sales in the future.

Keywords : *Product Quality; Promotion Lifestyle.*

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INTRODUCTION

According to Kotler and Keller (2022), marketing is an integrated communication process aimed at providing information about goods or services to satisfy human needs and desires. In a broader sense, marketing management involves stages of analysis, planning, implementation, and evaluation of initiatives designed to build and maintain profitable exchange relationships with target customers to achieve the organization's desired vision.

Modern technological advances have made it easier for people to meet various routine needs and wants. In this context, beauty products are no longer merely complementary but have developed into a primary need as well as part of the lifestyle of both men and women. Caring for one's appearance is an important aspect for everyone, especially in terms of boosting self-confidence. The increasing demand for beauty products in Indonesia has triggered the rapid growth of the local cosmetics industry, marked by the growing number of companies producing and offering a variety of products through various distribution channels—both physical stores such as department stores and beauty centers, and digital platforms such as online shops.

Launched by PT Paragon Technology and Innovation on March 13, 2015, in Jakarta, **Emina** emerged as a cosmetic brand targeting teenagers by offering stylish and lightweight products. These products are designed to be suitable for beginners, including those just starting to use cosmetics. As a relatively new player in the beauty industry, the brand offers a range of cosmetics as well as facial and body care products. Emina's marketing strategy specifically targets the teenage market as its main consumers (Ardianto, 2020).

Table 1. The 10 Best-Selling Cosmetic Brands in *E-Commerce* (March–April 2024)

| No | Brand | Total turnover |
|----|------------|----------------|
| 1 | Hanasui | 813.932 |
| 2 | Pinkflash | 557.214 |
| 3 | Oh My Glam | 459.606 |
| 4 | Wardah | 456.781 |
| 5 | Maybelline | 439.888 |
| 6 | 0.Two.O | 313.018 |
| 7 | Focallure | 294.916 |
| 8 | Somethinc | 168.181 |
| 9 | Emina | 139.860 |
| 10 | Skintific | 126.096 |

Emina ranks second lowest in total sales among the top-selling cosmetic brands in e-commerce. Thus, Emina products are far behind other products such as Hanasui, Pinkflash, Oh My Glam, and its sister brand Wardah.

According to Nasution et al. (2020), Shopee is a mobile-based e-commerce platform experiencing significant growth in Indonesia. Emina takes advantage of this potential by

participating in flash sale programs as a strategy to increase its sales volume. The flash sale mechanism, which relies on affordable prices as well as time and stock limitations, has proven effective in increasing consumer purchase interest in Emina products.

This phenomenon shows that although in 2024 Emina's production declined, the brand was still able to demonstrate that it can continue to grow and compete with initially rising products. Many factors can influence purchase decisions. The first is **product quality**—the ability to develop useful, varied, and innovative products that meet consumers' needs and expectations ensures that the product is of high quality (Rosa Indah et al., 2020).

Promotion is another key factor reflecting a company's efforts to communicate its products or services to potential consumers through information sharing, persuasion, and offering, with the ultimate goal of encouraging purchases (Alnando & Hutapea, 2021). Promotional media play a strategic role in conveying accurate information, increasing sales volume and profitability, attracting potential customers, strengthening customer loyalty, building a positive product image, and sustaining sales.

The final determining factor in the purchase decision process is **lifestyle**. Lifestyle can be defined as the representation of an individual's way of life, including how someone carries out daily activities, what their priorities or interests are in their social environment, and their perceptions of themselves and the surrounding reality (Mongisidi *et al.*, 2019).

LITERATURE REVIEW

Purchase Decision

According to Parhusip et al. (2021), a purchase decision is a problem-solving activity carried out by individuals in selecting appropriate behavior alternatives from two or more options and is considered the most suitable action to make a purchase after going through the decision-making process.

Product Quality

Arif M (2020) states that features are components or distinctive characteristics of a product that attract consumers, whether in terms of shape, color, or appreciation. However, it is difficult for businesses to implement because price relates to profit, and profit is the company's main goal.

Promotion

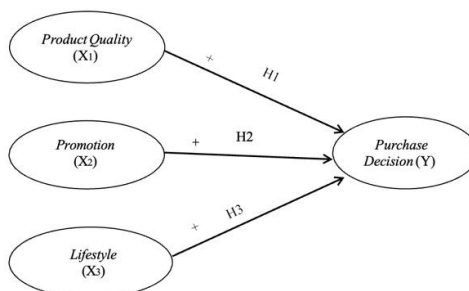
According to Laksana (2019), promotion is a form of communication between seller and buyer that comes from accurate information aimed at changing the attitude and behavior of the buyer—from being unaware to being aware—so that they become customers and continue to remember the product.

Lifestyle

According to Widiastutik in Masela MS (2019), lifestyle is broadly defined as a way of life identified by how people spend their time (activities) in work, hobbies, shopping, sports, and social activities; interests include food, fashion, family, and recreation; and opinions include views about themselves, social issues, business, and products.

Hypothesis and Conceptual Framework Based on the description below, a conceptual framework is formed as follows:

Figure 1. Research Framework



Hypothesis Development

a. The Quality Product on Purchase Decision

The results of Aurelia & Wriyakusuma (2022) state that product quality has a positive and significant effect on purchase decisions. This means that the better the product quality, the higher the purchase decision. This is also supported by the research results of Zularifa & Manik (2023), which state that product quality has a positive and significant influence on purchase

H1: There is a positive and significant influence of product quality on purchase decisions.

b. The Promotion on Purchase Decision

The research results of Ketlinia & Soebiantoro (2023) state that promotion has a positive and significant effect on purchase decisions. This means that the better the promotion carried out, the higher the purchase decision. This is also supported by the research results of Ardiatama & Budiarti (2020), which state that promotion has a positive and significant influence on purchase decisions.

H2: There is a positive and significant influence of promotion on purchase decisions.

c. The Lifestyle on Purchase Decision

The research results of Marini & Lestariningsih (2022) state that lifestyle has a positive and significant effect on purchase decisions. This is also supported by the research results of Iskuntianti et al. (2020), which state that promotion has a positive and significant influence on purchasedecisions.

H3: There is a positive and significant influence of lifestyle on purchase decisions.

METHOD

Research Time

This study began by searching and collecting relevant data, processing data, writing the research report, and presenting the overall results. The research subjects are “Emina product users” who made purchases through the Shopee e-commerce platform. The research was conducted from April 2024 to July 2025.

Research Design

The design used in this study is a causal analysis research design. Causal analysis is a research method aimed at determining cause-and-effect relationships between exogenous

variables (influencing variables) and endogenous variables (influenced variables). The approach used is quantitative.

Research Population

According to Sugiyono (2022), a population is a generalization area consisting of objects or subjects that have certain qualities and characteristics established to be studied and from which conclusions can be drawn. The population in this study is consumers who have purchased Emina products on Shopee.

Data Analysis Method

The analytical method used in this research is the Component or Variance-Based Structural Equation Model, where data processing uses the PLS (Partial Least Square) version 3.0 program. PLS is an alternative model of covariance-based SEM. PLS can be used to confirm theory and to explain whether there is a relationship between latent variables.

Data analysis was conducted using the Partial Least Square (PLS)-based Structural Equation Modeling (SEM) method using the SmartPLS 4.0 program. According to Ghozali (2019), PLS is intended for causal-predictive analysis in highly complex situations. The analysis stages included testing the measurement model (outer model) to evaluate convergent validity, discriminant validity, and reliability, as well as testing the structural model (inner model) to test the research hypotheses.

RESULTS AND DISCUSSION

Results

According to Ghozali & Latan (2021), an indicator is considered valid if its value is greater than 0.70, while a loading factor of 0.50 to 0.60 can already be considered adequate. Based on these criteria, if there is a loading factor below 0.50, it must be dropped from the model.

Table 1. PLS Algorithm Results

| Variabel | Indikator | Outer Loading | Description |
|-------------------------|-----------|---------------|-------------|
| Product Quality (X1) | PQ1 | 0.822 | Valid |
| | PQ2 | 0.818 | Valid |
| | PQ3 | 0.810 | Valid |
| | PQ4 | 0.827 | Valid |
| | PQ5 | 0.821 | Valid |
| | PQ6 | 0.831 | Valid |
| | PQ7 | 0.828 | Valid |
| | PQ8 | 0.811 | Valid |
| | PQ9 | 0.860 | Valid |
| Promotion (X2) | P1 | 0.794 | Valid |
| | P2 | 0.838 | Valid |
| | P3 | 0.799 | Valid |
| | P4 | 0.831 | Valid |
| | P5 | 0.841 | Valid |
| | P6 | 0.781 | Valid |
| Lifestyle (X3) | L1 | 0.829 | Valid |
| | L2 | 0.811 | Valid |
| | L3 | 0.824 | Valid |
| | L4 | 0.838 | Valid |
| Purchase Decision | PD1 | 0.777 | Valid |

| Variabel (Y) | Indikator | Outer Loading | Description |
|-----------------|-----------|---------------|-------------|
| | PD2 | 0.788 | Valid |
| | PD3 | 0.766 | Valid |
| | PD4 | 0.762 | Valid |
| | PD5 | 0.769 | Valid |
| | PD6 | 0.785 | Valid |
| | PD7 | 0.802 | Valid |
| | PD8 | 0.796 | Valid |

Based on the table above, the results of the modified convergent validity test show that all indicators have met the criteria for convergent validity because the loading factor values are above 0.70; therefore, all these indicators are declared valid.

Table 2. Cross Loading Value

| | Product Quality (X1) | Promotion (X2) | Lifestyle (X3) | Purchase Decision (Y) |
|-----|-------------------------|----------------|-------------------|--------------------------|
| PQ1 | 0.822 | 0.343 | 0.363 | 0.493 |
| PQ2 | 0.818 | 0.354 | 0.337 | 0.428 |
| PQ3 | 0.810 | 0.353 | 0.378 | 0.491 |
| PQ4 | 0.827 | 0.388 | 0.383 | 0.506 |
| PQ5 | 0.821 | 0.396 | 0.326 | 0.534 |
| PQ6 | 0.831 | 0.365 | 0.325 | 0.484 |
| PQ7 | 0.828 | 0.378 | 0.347 | 0.468 |
| PQ8 | 0.811 | 0.330 | 0.351 | 0.486 |
| PQ9 | 0.860 | 0.337 | 0.287 | 0.461 |
| P1 | 0.361 | 0.794 | 0.291 | 0.425 |
| P2 | 0.407 | 0.838 | 0.342 | 0.562 |
| P3 | 0.345 | 0.799 | 0.232 | 0.498 |
| P4 | 0.378 | 0.831 | 0.226 | 0.459 |
| P5 | 0.432 | 0.841 | 0.332 | 0.522 |
| P6 | 0.288 | 0.781 | 0.333 | 0.512 |
| L1 | 0.296 | 0.243 | 0.829 | 0.511 |
| L2 | 0.398 | 0.405 | 0.811 | 0.521 |
| L3 | 0.390 | 0.320 | 0.824 | 0.524 |
| L4 | 0.279 | 0.215 | 0.838 | 0.448 |
| PD1 | 0.459 | 0.456 | 0.430 | 0.777 |
| PD2 | 0.430 | 0.566 | 0.528 | 0.788 |
| PD3 | 0.486 | 0.435 | 0.419 | 0.766 |
| PD4 | 0.453 | 0.470 | 0.384 | 0.762 |
| PD5 | 0.422 | 0.517 | 0.511 | 0.769 |
| PD6 | 0.499 | 0.477 | 0.514 | 0.785 |
| PD7 | 0.574 | 0.458 | 0.485 | 0.802 |
| PD8 | 0.431 | 0.477 | 0.518 | 0.796 |

Based on the data in the cross-loading table, the indicator values for the variables product quality, promotion, lifestyle, and purchase decision are declared valid because the cross-loading values obtained are the highest for their intended constructs compared to other constructs. It can be concluded that there are no issues with the discriminant validity test through cross-loading.

Table 3. Average Variance Extracted (AVE) Value

| Variabel | Average Variance Extracted (AVE) | Description |
|-------------------|----------------------------------|-------------|
| Quality Product | 0.671 | VALID |
| Promotion | 0.663 | VALID |
| Lifestyle | 0.682 | VALID |
| Purchase Decision | 0.610 | VALID |

From the table above, it is shown that the results of the average variance extracted (AVE) test for all constructs have adequate reliability to be further examined, because the AVE values for all variables are greater than the cut-off value of 0.50.

Table 4. Cronbrach's Alpha and Composite Reliability Value

| Variabel | Cronbrach's Alpha | Composite Reliability | Result |
|-------------------|-------------------|-----------------------|----------|
| Product Quality | 0.946 | 0.953 | Reliable |
| Promotion | 0.898 | 0.922 | Reliable |
| Lifestyle | 0.844 | 0.895 | Reliable |
| Purchase Decision | 0.909 | 0.926 | Reliable |

Based on the table above, it can be seen that the results of the composite reliability and Cronbach's alpha tests show that the latent variables have composite reliability and Cronbach's alpha values of ≥ 0.70 . Therefore, it can be concluded that the questionnaire used as the research instrument is consistent.

Table 5. R-Square Test Result

| Variabel | R Square (R ²) | R Square Adjusted |
|-------------------|----------------------------|-------------------|
| Purchase Decision | 0.611 | 0.602 |

Based on the table above, it can be concluded that the R-Square value is 0.602, which is categorized as a moderate structural model. This means the model has a fairly good explanatory ability. This can be interpreted as the influence of product quality, promotion, and lifestyle on purchase decisions being 61.1%, while 0.389 or 38.9% is influenced by other variables that were not examined.

Table 6. The Result of Hypothesis Testing

| Variabel | Original Sample (O) | Sample Mean (M) | Standard Devitiation (STDEV) | T Statistic (O/STDEV) | P Values |
|--|---------------------|-----------------|------------------------------|-----------------------|----------|
| Product Quality (X1) → Purchase Decision (Y) | 0.292 | 0.292 | 0.088 | 3.330 | 0.001 |
| Promotion (X2) → Purchase Decision (Y) | 0.351 | 0.355 | 0.073 | 4.796 | 0.000 |
| Lifestyle (X3) → Purchase Decision (Y) | 0.361 | 0.354 | 0.073 | 4.916 | 0.000 |

The significance value of this hypothesis can be obtained with the bootstrapping procedure. Seeing the significance of the hypothesis by looking at the parameter coefficient value and the significance value of the T-statistic in the bootstrapping algorithm report. Direct effect if the

T-statistic value is 1.96 and no effect if the T-statistic is < 1.96 . To see the significance of the structural model testing, it can be seen that the T-statistic value between the exogenous variable (X) and the endogenous variable (Y).

Discussion

The effect of product quality on purchase decision

Based on the hypothesis test in this study, the T-statistic value is 3.330, the original sample value is 0.292, and the P-value is 0.001. The T-statistic value is greater than the T-table value of 1.96, the original sample value shows a positive value, and the P-value shows less than 0.05. These results indicate that product quality has a positive and significant effect on purchase decision.

The effect of promotion on purchase decision

Based on the hypothesis test in this study, the T-statistic value is 4.796, the original sample value is 0.351, and the P-value is 0.000. The T-statistic value is greater than the T-table value of 1.96, the original sample value shows a positive value, and the P-value shows less than 0.05. These results indicate that product quality has a positive and significant effect on purchase decision.

The effect of lifestyle on purchase decision

Based on the hypothesis test in this study, the T-statistic value is 4.796, the original sample value is 0.351, and the P-value is 0.000. The T-statistic value is greater than the T-table value of 1.96, the original sample value shows a positive value, and the P-value shows less than 0.05. These results indicate that product quality has a positive and significant effect on purchase decision.

CONCLUSION AND SUGGESTIONS

Conclusion

1. Product quality has a positive and significant effect on purchase decisions. The research results support the hypothesis proposed in this study. Thus, it can be concluded that good product quality will increase consumers' purchase decisions for Emina products.
2. Promotion has a positive and significant effect on purchase decisions. The research results support the hypothesis proposed in this study. Thus, it can be concluded that effective promotions will increase consumers' purchase decisions for Emina products.
3. Lifestyle has a positive and significant effect on purchase decisions. The research results support the hypothesis proposed in this study. Thus, it can be concluded that an appropriate lifestyle match will increase consumers' purchase decisions for Emina products.

Suggestions

Based on the conclusions of this study, recommendations can be made for consideration by companies and for further researchers:

1. Companies should continue improving product quality not only technically, but also in terms of building a prestigious social image so that consumers are proud to use and display these products on Shopee's e-commerce platform.
2. Companies should manage promotions with the right communication strategy, urgency,

and attractive packaging to maximize sales.

3. Companies should continue to develop product innovations and marketing strategies that emphasize positive experiences and emotional value, thereby strengthening the brand's relationship with consumers who have active and expressive lifestyles.
4. Limitations, Suggestions for future researchers: recommended to look for relationships other than the variables already used, with different variables or samples, in order to test other factors that influence purchasing decisions and obtain more relevant research results.

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