

The Influence of Digital Marketing On Purchasing Decisions For Scarlett Whitening Products (Case Study of Bengkalis State Polytechnic Students)

Ulva Fadhillah¹, Larbiel Hadi²

^{1,2} Politeknik Negeri Bengkalis, Bengkalis-Riau, Indonesia, 28711.
ulvafadhillah93@gmail.com, larbielhadi@polbeng.ac.id

ARTICLE INFO

ABSTRACT



This research is an associative research that aims to analyze the effect of digital marketing implementation on purchasing decisions for Scarlett Whitening products. The problem in this study is the application of digital marketing and purchasing decisions made by consumers on Scarlett Whitening products. The sampling technique used Nonprobability Sampling technique. Respondents totaled 100 students who used Scarlett Whitening products at Politeknik Negeri Bengkalis and used primary data sources (questionnaires). The correlation coefficient is positive and unidirectional at 0.888. The simple linear regression equation which is positive at $Y = 5.829 + 1.319X$ and the coefficient of determination shows 0.788, which means that digital marketing affects purchasing decisions by 78.8%. The T test results show that the t value of 19.100 is greater than the t table of 1.984, which means that H_0 is rejected and H_a is accepted. This states that digital marketing variables influence purchasing decisions.

Received: (August 19, 2024)

Received in revised:
(December 05, 2024)

Accepted: (December 10, 2024)

Published: (December 30, 2024)

Keywords: Digital Marketing, Purchasing Decisions, Scarlett Whitening products

Open Access

1. Introduction

The current focus of the majority of adolescents and adults is experiencing an insecure phase or lack of confidence in their physical condition. The most fatal object of insecurity is the physique, especially the face. Facial problems such as acne, pockmarks, dull skin, and so on that make teenagers and adults try to eliminate and prevent them by using skincare or beauty products to care for facial skin. Along with the development of business in the beauty industry, competition between companies is also increasing, each of which wants to seize and attract the widest possible market.

In today's digital age, digital marketing has become the key to success for many companies in effectively reaching their target market. Various factors, such as the development of internet technology, increased use of social media, and changes in consumer behavior, have drastically changed the landscape and marketing strategies. As a result of intense competition, consumers have become more selective and critical of all products and performance carried out by companies, therefore companies are required to be more creative and innovative so that the products produced are able to attract consumers to make purchases, because today's consumers are increasingly intelligent in choosing which

products they need and how they benefit them, Utaminingsih (2016). Through creativity and innovative things presented by beauty industry companies as a strategy to attract consumers so that they can decisively determine product purchasing decisions that prospective consumers have previously selected.

In general, purchasing decisions can be interpreted as the reasons that influence someone to buy a product by willing to spend their money. Many factors influence a product can be bought by people and vice versa, why people want to buy the product. In creating purchasing decisions, it is necessary to create a good marketing strategy. The quality of the product will also determine the image of the company itself. A good company image can ensure the survival of the company to survive the competition in forming loyal customers. Currently, the influence of product promotion on social media will also influence purchasing decisions as a means of communication that can have positive and beneficial effects.

This is one of the reasons many beauty products, including the Scarlett Whitening brand, use digital marketing to market their products through online media. The main target is teenagers and adults who can easily reach online

* Ulva Fadhillah

E-mail addresses: ulvafadhillah93@gmail.com (Politeknik Negeri Bengkalis)
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media which is part of digital marketing. According to Lombok & Samadi (2022), digital marketing is a marketing activity that utilizes internet media (Instagram, Facebook, Twitter, Tiktok, and Website) in its marketing activities with the aim of getting consumers to be interested in using services or consuming products produced by the company.

Ardhianti & Kusuma (2023), in their research said that in 2022, Scarlett Whitening managed to achieve sales of Rp. 300 billion with a market share of 57%. The company offers high-quality cosmetic products at affordable prices, making it accessible to various levels of society. With a combination of quality and competitive prices, Scarlett Whitening is able to attract consumers from all walks of life and expand its market reach.

In marketing its products through digital marketing, Scarlett Whitening utilizes the official website and social media such as Instagram, Line, Whatsapp, to the Official Shopee Mall account which is classified as an online marketplace today. Instagram is the media most often used by the Scarlett Whitening team to manage product marketing, ranging from introducing the latest products, mini games, giveaways, to introducing Scarlett Whitening brand ambassadors. When viewed from the appearance of its Instagram account, Scarlett Whitening has been verified with a blue tick, which means that this account is legal or official. The @scarlett_whitening account segmented its content for teenagers, millennials and adults, especially women according to their target market. Every Scarlett Whitening Instagram post also includes interesting and clear captions. Writing captions is very important so that the information you want to convey to viewers becomes clearer and more complete.

Based on this explanation, researchers are very interested in being able to conduct research with the title "The Effect of Digital Marketing Implementation on Purchasing Decisions for Scarlett Whitening Products (Case Study of Bengkalis State Polytechnic Students)". Which later researchers can explain the relationship between the influence of digital marketing on purchasing decisions for Scarlett Whitening brand products.

2. Literature Riview

This research is related to previous research, namely the Effect of Digital Marketing on Online Purchasing Decisions researched by Prisma Miardi Putri and R.A.Marlien (2022), with the results stating that digital marketing affects online purchasing decisions, considering that the reach to be achieved is very broad. Influencer maketing affects purchasing decisions, when the influencer is not attractive, the decision to buy will also decrease. This is in line with research conducted by Acep Samsudin et al (2022), entitled The Influence of Digital Marketing Strategies on Purchasing Decisions for Camille Products through the Shopee Marketplace, where the results of the study concluded that the digital marketing that was intensively carried out by Camille Beauty had an impact on purchasing decisions, this was due to the influence of

marketing carried out by Camille Beauty such as aggressively providing discounts, owner reviews, and also providing products for free.

According to Kotler et al in Hamali (2016), marketing is a social process in which individuals and groups get what they need and want by creating, offering, and exchanging products and services of value freely with other parties. Schiffman & Kanuk quoted by Astri Rumondang et al (2020), state that consumer behavior is a process that a buyer goes through in searching, buying, using, evaluating and acting on the consumption of products and services, as well as ideas that are expected to meet that person's needs. Kotler & Armstrong (2016), state that purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences satisfy their needs and wants. According to Nasrulloh (2020), digital marketing has the same meaning as electronic marketing, both of which describe the management and implementation of marketing using electronic media, so what is meant by digital marketing (online channels) to the market (websites, emails, databases, digital TV, and through various other recent innovations including blogs, feeds, podcasts, and social networks) that contribute to marketing activities that aim to make a profit and build and develop relationships with customers.

3. Methodology

This research will be conducted at the Bengkalis State Polytechnic campus which is located at Jalan Bathin Alam, Sungai Alam, Bengkalis, Riau and the research time starts from February - July 2024. The object of this research is Bengkalis State Polytechnic students who have bought and used Scarlett Whitening products. The types of data used in this study include qualitative and quantitative data. In this study, the data sources used are primary data in the form of respondent's responses to statements related to research variables attached to questionnaires and interviews conducted directly with random respondents. Meanwhile, the secondary data in this study were obtained through observation and literature study which according to Sugiyono (2020), is a data collection technique by reading and studying scientific literature related to research. which was carried out to strengthen the research results.

Population according to Sugiyono (2020), is a generalization area consisting of objects or subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. The population of this study were Bengkalis State Polytechnic students who used scarlett products. Based on data obtained from the BAAK section of the Bengkalis State Polytechnic campus which is divided into eight departments, the number of active students of the Bengkalis State Polytechnic in the 2023/2024 academic year is 3,333 people, but the number who use Scarlett Whitening products cannot be determined. According to Sugiyono (2020), the sample is part of the number and

characteristics of the population. The minimum sample for this study amounted to 96 respondents. In order to represent the results of research on the population, a sample of 100 respondents was taken.

The scale measurement used is the Likert scale. (Sugiyono, 2020) says the Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena for each question or statement the respondent must support a question to choose from. With a Likert scale, respondents choose answers to variables that are broken down into parts of variable indicators, each variable indicator has an instrument that is used as a benchmark in a question or statement. Data obtained from ordinal data, ordinal data is data obtained or classification, but between these data there is a relationship. For the purposes of quantitative analysis, the answers can be scored as follows:

Table 1. Scale Category

No	Statement	Score	Means Score
1	Strongly Agree (SA)	5	4,20 – 5,00
2	Agree (A)	4	3,40 – 4,19
3	Neutral (N)	3	2,60 – 3,39
4	Disagree (D)	2	1,80 – 2,59
5	Strongly Disagree (SD)	1	1,00 – 1,79

Source: Processed Data, 2024

According to (Sugiyono, 2020) what is meant by Nonprobability Sampling technique is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. In this study, the Snowball Sampling technique will be used, which is a sampling technique for data sources that are initially small but gradually become large, Sugiyono (2020). Like a snowball that rolls longer and longer or gets bigger and bigger, so the number of samples will increase over time.

The data analysis method that will be used in this research is quantitative data analysis where researchers will analyze data in the form of numbers processed using the correlation and simple linear regression analysis methods. The data analysis in this study was processed using the SPSS application to assist researchers in completing the research to be carried out. Some of the related tests and analyzes that will be carried out in this study include validity test, reliability test, classical assumption test, simple correlation test, simple linear regression test, t test and coefficient of determination.

The hypothesis is a temporary answer to the formulation of research problems, where the formulation of research problems has been stated in the form of a question sentence. It is said to be temporary, because the answers given are only based on relevant theories, not yet based on empirical facts obtained through data collection (Sugiyono, 2020).

Following the benchmark of the problems raised and the research objectives and theoretical basis regarding the effect of digital marketing

implementation, the following hypothesis can be proposed:

H_a: It is suspected that there is a positive and significant influence of the independent variable, namely Digital Marketing (X) on the dependent variable of purchasing decisions (Y).

Testing rules if:

$t_{count} \geq t_{table}$ or $sig < 0.05$, then H_a is accepted, meaning positive and significant.

$t_{count} \leq t_{table}$ or $sig > 0.05$, then H_a is rejected, meaning negative and significant.

The following is a table of variables and indicators, with the calculation of points using a Likert 5 scale:

Table 2. Variable and Indicators

Variable	Indicator	Measurement Scale
Digital Marketing (X)	a. Incentive Program b. Site design c. Cost d. Interactive	Likert SA = 5 A = 4 N = 3 D = 2 SD = 1
Purchasing Decision (Y)	a. Pemilihan produk b. Pemilihan merek c. Penyaluran d. Waktu pembelian e. Jumlah pembelian f. Metode pembayaran	Likert SA = 5 A = 4 N = 3 D = 2 SD = 1

Source: Liesander & Dharmayanti (2017) and Kotler & Armstrong (2016)

4. Result and Discussion

Respondents who have filled out the questionnaire aged less than 20 years are 20 respondents or in percentages of 20%, while respondents aged 20-25 years are 80 respondents or in percentages of 80%. In this case, respondents aged 20-25 are classified as consumptive, so that this age group can be said to have a very high level of consumption. the department that filled out the questionnaire the most and used Scarlett Whitening cosmetic products was from the Commercial Administration department with 72 people or 72% percent. namely the D4 Digital Business study program with 43 people or 43% percent. female respondents dominate, namely 83 people or 83%.

Presented data obtained from a number of questionnaires from 100 respondents on digital marketing variables and purchasing decisions for Scarlett Whitening products for Bengkalis State Polytechnic students who use Scarlett Whitening products. The total number of statement items on the questionnaire amounted to 30 statements. Digital marketing variables which have 3 statements from each indicator and a total of 12 statements, and purchasing decisions which also have 3 statements from each indicator and a total of 18 statements.

4.1 Validity Test

As for determining whether the statement in the questionnaire is valid or invalid, it is by

comparing the r count shown by the Pearson Correlation value table generated by the SPSS 20 software on both variable X and variable Y with the r table obtained from the r table determination column, which is 0.1966 with N (Number of respondents) is 100 people. If the resulting value is positive and r count > r table, then the statement item can be declared valid and can be included in the next test. However, if r count < r table, the item cannot be declared valid and cannot be included in the next test.

Table 3. Validity test of X and Y variables

Variable	Instrumen items	r table	r Count	Description
Digital Marketing (X)	1	0.1966	0.711	Valid
	2	0.1966	0.791	Valid
	3	0.1966	0.654	Valid
	4	0.1966	0.811	Valid
	5	0.1966	0.825	Valid
	6	0.1966	0.750	Valid
	7	0.1966	0.771	Valid
	8	0.1966	0.757	Valid
	9	0.1966	0.688	Valid
	10	0.1966	0.794	Valid
	11	0.1966	0.837	Valid
	12	0.1966	0.814	Valid
Purchasing Decision (Y)	1	0.1966	0.756	Valid
	2	0.1966	0.729	Valid
	3	0.1966	0.776	Valid
	4	0.1966	0.755	Valid
	5	0.1966	0.799	Valid
	6	0.1966	0.792	Valid
	7	0.1966	0.681	Valid
	9	0.1966	0.599	Valid
	10	0.1966	0.765	Valid
	11	0.1966	0.701	Valid
	12	0.1966	0.744	Valid
	13	0.1966	0.730	Valid
	14	0.1966	0.847	Valid
	15	0.1966	0.834	Valid
	16	0.1966	0.851	Valid
	17	0.1966	0.670	Valid
18	0.1966	0.695	Valid	

Source: Processed Data 2024 of SPSS 20

Based on Table 3. of the validity test results, it can be seen that each statement has a significant value below 0.05 and the calculated r value is greater than the r table. So it can be concluded that of the 30 statements consisting of 12 statement items for variable X and 18 statement items for variable Y, all of them are declared valid.

4.2 Reliability Test

The reliability test in this study was carried out using SPSS 20 software on 30 statements which were declared valid based on the Cornbach Alpha method with an Alpha value of 0.6. If the Alpha value is more than 0.6, the data is declared reliable. Then the results of the reliability test on this research instrument can be seen in Table 4. Below:

Table 4. Variable reliability test

Variable	Reliability as Coefficient	Cornbach Alpha	Alpha value	Description
Digital Marketing (X)	12 Pernyataan	0.936	0.60	Reliabel

Purchasing Decision (Y)	18 Pernyataan	0.953	0.60	Reliabel
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Source: Processed Data 2024 of SPSS 20

Based on Table 4. it can be concluded that from a total of 30 statements consisting of 12 statements for digital marketing variables, and 18 statements for purchasing decision variables are declared reliable with a cornbach alpha value > alpha value.

4.3 Normality Test

The normality test in this study was carried out using the Kolmogorov-Smirnov statistical approach. With the following conditions:

1. If the p-value > 0.05 means, the data is considered normally distributed.
2. If the p-value ≤ 0.05 means, the data is considered not normally distributed.

Table 5. Normality test results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
		N
		100
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	5,98564871
Most Extreme Differences	Absolute	,070
	Positive	,070
	Negative	-,069
Kolmogorov-Smirnov Z		,699
Asymp. Sig. (2-tailed)		,713
a. Test distribution is Normal.		
b. Calculated from data.		

Source: Processed Data 2024 of SPSS 20

Based on Table 5. of the above test, it can be seen that the Kolmogorov-Smirnov Z value is 0.699 with a significance value (Asymp. Sig 2 tailed) of 0.713 > 0.05, it can be concluded that the data is normally distributed.

4.4 Heteroscedasticity Test

Heteroscedasticity test with Scatterplot graph output, namely by looking at the pattern of dots on the regression Scatterplot. If the dots spread with an unclear pattern above and below 0 on the Y axis, there is no heteroscedasticity problem. The results of the heteroscedasticity test can be seen through the Scatterplot in Figure 3 below:

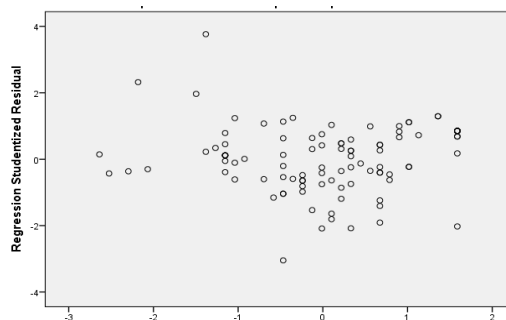


Figure 1. Heteroscedasticity Test
Source: Processed Data 2024 of SPSS 20

Based on this Scatterplot, there is no visible pattern indicating heteroscedasticity. In other words, the residual variance appears constant

across the entire range of predictor values. This means that the assumption of homoscedasticity is met, so the regression model used is considered valid for further analysis.

4.5 Linearity Test

The linearity test is very important in regression analysis, because linearity is one of the basic assumptions that must be met so that the regression model can produce accurate estimates. The results of the linearity test can be seen through the Scatterplot graph in Figure 4 below:

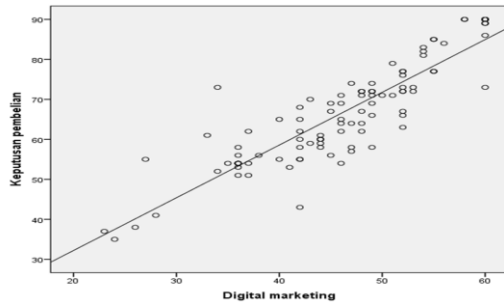


Figure 2. Scatterplot Linearity Test
Source: Processed Data 2024 of SPSS 20

Based on Figure 2. "Scatterplot Graph", it can be seen that the data plot points form a straight line pattern from the bottom left to the top right. This shows that there is a linear and positive relationship between the digital marketing variable (X) and the purchasing decision variable (Y). This positive relationship means that if digital marketing increases, purchasing decisions will also increase. Because there is a linear relationship between the digital marketing variable (X) and the purchasing decision variable (Y), one of the assumptions for the regression model in this study has been met.

4.6 Simple Correlation Analysis

Simple correlation analysis is used to determine the relationship between independent and dependent variables, namely between digital marketing variables and purchasing decision variables. The results of the simple correlation analysis can be seen in Table 6:

Table 6. Simple correlation analysis
Correlations

		Digital marketing	Purchasing Decision
Digital marketing	Pearson Correlation	1	,888**
	Sig. (2-tailed)		,000
	N	100	100
Purchasing Decision	Pearson Correlation	,888**	1
	Sig. (2-tailed)	,000	
	N	100	100

Source: Processed Data 2024 of SPSS 20

Based on Table 6. the relationship between digital marketing variables and purchasing decisions is significant because the significance figure is 0.00 < 0.01. In accordance with the results of the analysis, the correlation coefficient of digital marketing is positive, namely 0.888, so

the correlation between the two variables is unidirectional. This means that if digital marketing is high, the purchase decision is high. In general, the correlation or relationship between digital marketing and purchasing decisions is very perfect, strong, significant and unidirectional. very perfect, strong, significant and unidirectional.

4.7 Simple Regression Analysis

The results of the simple regression analysis can be seen in Table 7 below:

Table 7. Simple regression analysis
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,829	3,240		1,799	,075
	Digital marketing	1,319	,069	,888	19,100	,000

a. Dependent Variable: Purchasing decision
Source: Processed Data 2024 of SPSS 20

Based on Table 7. an equation is obtained with a constant coefficient and variable coefficients in the Unstandardized Coefficients B column, so that the regression equation is obtained, namely: $Y = 5.829 + 1.319X$

The Pearson Correlation coefficient has a range between -1 and +1. If the coefficient is -1 then the two variables under study have a perfectly negative linear relationship. If the correlation coefficient is +1 then the two variables under study have a positive linear relationship.

The number in the formula shows the results of the calculation of the coefficient in the regression equation, with a constant coefficient of 5.829 and for the digital marketing coefficient of 1.319. The regression model gives the result that the independent variable shows a positive coefficient sign. This means that an increase in the digital marketing variable will increase purchasing decisions. From this equation, a regression number of 1.319 is obtained.

4.8 T test

The results of the simple correlation analysis can be seen in Table 8 below:

Table 8. Calculation results Partial significance test (t test) between digital marketing variables on purchasing decisions, $\alpha = 0.05$ (two sides)

H	Variable	T _{count}	signifikan	T _{tabel} Df 98	$\alpha = 0,05$ (dua sisi)
100	Digital Marketing (X)	19,100	0,00	1,984	0,05

Source: Processed Data 2024 of SPSS 20

Based on the results of Table 8. explains the results of the calculation of the digital marketing variable significance test that $t \text{ count } 19.100 > t \text{ table } 1.984$ with $\text{Sig } 0.00 < \alpha = 0.05$. Because $t \text{ count } (19.100)$ is much greater than $T \text{ table}$

(1.984), it can be concluded that the results of this t test are significant. The p-value Significance value (0.00) is smaller than α (0.05), this indicates that the results of this t test are highly significant. Thus, the Digital Marketing variable (X) has a significant influence on purchasing decisions for Scarlett Whitening products, which means that H_a is accepted.

4.9 Coefficient of Determination

R^2 values range between 0 and 1. The closer to 1, the greater the proportion of variability in the dependent variable that can be explained by the independent variables in the model.

Table 9. Test results for the coefficient of determination (R^2) test
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.888 ^a	.788	.786	6,016

Source: Processed Data 2024 of SPSS 20

Based on the results of Table 9. explains the magnitude of the correlation or relationship value R which is 0.888. From this output, it is obtained (R square) or called the coefficient of determination is 0.788 or equal to 78.8%, which implies that the effect of the independent variable digital marketing on the dependent variable on purchasing decisions is 78.8%. So it can be said that 78.8% of the variables that influence purchasing decisions on Scarlett Whitening products are digital marketing, while the remaining 21.2% (100% - 78.8%) is caused by variables other than digital marketing which are not discussed in this study.

The Adjusted R^2 value of 0.786 or equal to 78.6% indicates that this model remains strong even when taking into account the number of variables in the model and sample size. Std. Error of the Estimate of 6.016 indicates the level of accuracy of the regression model prediction. The smaller the standard error value, the more accurate the model prediction. Overall, this regression model shows that Digital Marketing has a strong and significant influence on purchasing decisions for Scarlett Whitening product.

Based on the research results, it is known that the statements contained in variable X with indicators, namely, incentive program, site design, cost, interactive and variable Y with indicators, namely product selection, brand selection, distribution, purchase time, purchase amount, and payment method are declared valid, because $r_{count} > r_{table}$. When viewed in the reliability test in the calculation of Cronbach alpha for variables X (digital marketing) and Y (purchasing decisions) shows that each variable is said to be reliable.

In the statement with the highest mean value for the digital marketing variable, namely the Interactive indicator which obtained a mean value of 4.06, with the statement "With the official social media account for Scarlett Whitening products, you find it easier to find information about Scarlett Whitening's latest products" it can be interpreted that digital marketing has a very significant and

positive influence on the purchasing decisions of Bengkalis State Polytechnic students on Scarlett Whitening products.

Furthermore, the buyer's decision variable, namely the distribution indicator which obtained the highest mean, amounting to 4.05 with the statement "You find it easy to get Scarlett Whitening products both in online stores and offline stores" this statement can be interpreted that product availability is a very important aspect by respondents and plays a significant role in facilitating and improving purchasing decisions on Scarlett Whitening products.

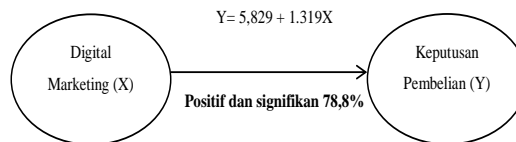


Figure 1. Research model of the effect of the application of Digital Marketing on Purchasing Decisions for Scarlett Whitening products (Case study of Bengkalis State Polytechnic Students)
Source: Processed Data, 2024

Based on the picture, If digital marketing goes well, on the website, social media as well as the Scarlett Whitening product marketplace, it will have a good impact on company goals. This research is relevant to previous studies which state that digital marketing, as the utilization of digital technology, is used to create channels to reach potential recipients with the aim of meeting consumer needs more effectively to achieve company goals (Purwana et al, 2017).

5. Conclusion

Based on the data analysis and discussion that has been presented, the following conclusions can be drawn from this study:

- a. Respondent's responses about digital marketing variables shown, it can be concluded that overall respondents have a very positive perception of digital marketing on Scarlett Whitening products. This is indicated by the overall average score which reaches 3.79, which is included in the "High" category, with the Interactive indicator obtaining the highest mean value of 4.06, with the statement "With the official social media account of Scarlett Whitening products, you find it easier to find information about Scarlett Whitening's latest products" it can be interpreted that digital marketing has a very significant and positive influence on the purchasing decisions of Bengkalis State Polytechnic students on Scarlett Whitening products.
- b. Respondent's responses to the purchase decision variables shown can be concluded that overall, respondents have a very positive perception of purchasing decisions on Scarlett Whitening products. This is indicated by the overall average score which reaches 3.70, which is included in the "High" category. With the distribution indicator that obtained the highest mean, namely 4.05 with the statement "You find it easy to get Scarlett Whitening products both in online stores and offline

stores”, it can be interpreted that product availability is a very important aspect by respondents and plays a significant role in facilitating and improving purchasing decisions on Scarlett Whitening products.

- c. The results of the calculation of the digital marketing variable significance test that $t_{count} 19.100 > t_{table} 1.984$ with $Sig\ 0.00 < \alpha = 0.05$. Thus, the Digital Marketing variable (X) has a significant influence on purchasing decisions for Scarlett Whitening products, which means that H_0 is accepted. The coefficient in the regression equation, with a constant coefficient of 5.829 and for the digital marketing coefficient of 1.319. This means that if digital marketing increases by one unit, the purchasing decision increases by 1.319. The results of this test show that the amount of R square or called the coefficient of determination (KD) is 0.788 or equal to 78.8%. So it can be concluded that 78.8% is the variable that influences purchasing decisions on Scarlett Whitening products is digital marketing.

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