

THE INFLUENCE OF DIGITAL MARKETING AND PRODUCT QUALITY ON SKINTIFIC PURCHASE DECISIONS AMONG FEMALE STUDENTS AT THE UNIVERSITY OF JAMBI

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Abstract

This study examines the associations of digital marketing and perceived product quality with purchasing decisions for Skintific products among female students of the Faculty of Economics and Business, Universitas Jambi. A quantitative associative survey was conducted with 95 respondents selected through purposive sampling. Primary data were collected using a five-point Likert-scale questionnaire and analyzed using multiple linear regression, instrument tests, classical assumption diagnostics, partial t-tests, and an overall F-test. Digital marketing ($B = 0.407$; $t = 3.490$; $p < .001$) and product quality ($B = 0.568$; $t = 6.111$; $p < .001$) were each positively associated with purchasing decisions. The overall model was statistically significant ($F = 169.37$; $p < .001$). The reported coefficient of determination requires verification because the original manuscript provides inconsistent values (0.786 in its results table and 0.807 in its abstract and discussion). The findings indicate the relevance of both marketing communication and perceived quality within this sample, without establishing causality or generalizability beyond the study population.

Keywords:

digital marketing; product quality; purchase decision; Skintific; consumer behavior.

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Digital technologies have transformed how consumers encounter product information, compare alternatives, and interact with brands. Social media, e-commerce platforms, and other digital channels enable marketers to communicate with consumers and receive feedback (Kotler & Keller, 2016; Chaffey & Ellis-Chadwick, 2019). In cosmetics and skincare, purchasing decisions may also depend on perceived product quality, including suitability, comfort, and consumers' perceptions of safety (Tjiptono, 2015).

Skintific provides a relevant context for examining these two considerations among digitally engaged university students. The original preliminary survey reports that 72% of respondents identified digital marketing and 75% identified product quality as considerations in their purchasing decisions. However, the preliminary survey's sample size, instrument, and administration require documentation before these percentages can be treated as independently verifiable evidence.

Prior findings are not uniform. Ginting et al. (2025) and Kurnia (2022) report significant relationships involving digital marketing and product quality, whereas Azizah (2024) and Wahyuni et al. (2024) report non-significant digital-marketing results in their respective settings. Differences in products, respondent groups, and research settings motivate further examination rather than establish a new causal mechanism. This study contributes context-specific evidence on Skintific purchasers among female students at the Faculty of Economics and Business, Universitas Jambi. It tests the individual and joint statistical relationships of digital marketing and perceived product quality with purchasing decisions

Literature Review and Hypotheses

Digital Marketing

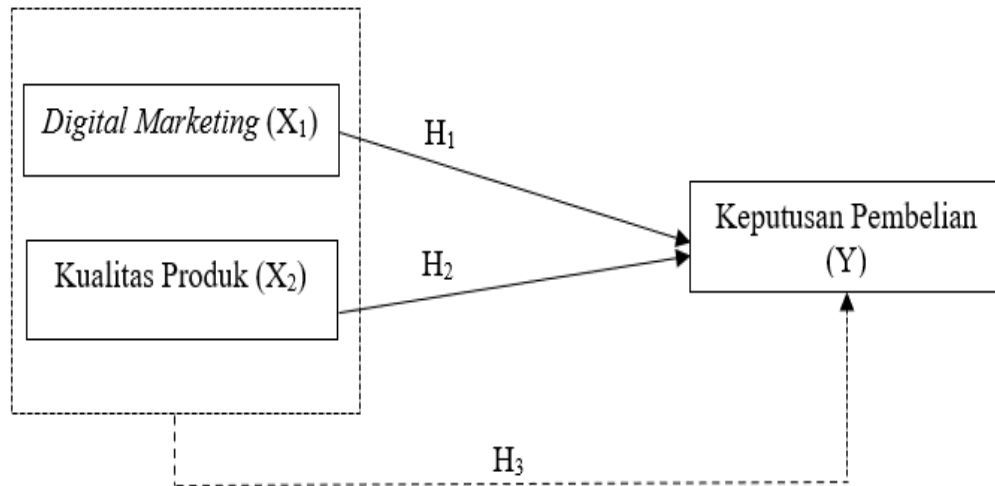
Digital marketing uses internet-based channels to deliver information and facilitate interaction between businesses and consumers (Chaffey & Ellis-Chadwick, 2019). Accessible information, engaging content, and interactive communication may be associated with consumers' evaluation of available products. H1: Digital marketing is positively associated with purchasing decisions for Skintific products.

Product quality

Perceived product quality concerns consumers' assessments of a product's attributes and ability to meet their expectations (Kotler & Keller, 2016; Tjiptono, 2015). In skincare, perceptions of suitability, comfort, and the match between product claims and experience may inform purchase evaluations. H2: Perceived product quality is positively associated with purchasing decisions for Skintific products.

Purchasing decisions and theoretical perspective

Purchasing decisions reflect consumer evaluations of needs, information, and alternatives (Kotler & Armstrong, 2017). The Theory of Planned Behavior (Ajzen, 2005) provides a contextual perspective on attitudes, subjective norms, and perceived behavioral control. The present survey does not directly measure those TPB constructs or test mediation; accordingly, TPB is used only to frame the proposed associations, not as an empirically tested mechanism. H3: Digital marketing and perceived product quality are jointly associated with purchasing decisions.



Gambar 2.1 Kerangka Pemikiran

METHOD

This quantitative associative study examines female students of the Faculty of Economics and Business, Universitas Jambi, who had purchased and used Skintific products. Ninety-five respondents were selected using purposive sampling. Primary data were collected through a Google Forms questionnaire using five-point Likert responses. The independent variables were digital marketing (X1) and product quality (X2); purchasing decision (Y) was the dependent variable. The manuscript does not specify the survey dates, population count, item-level instrument, or sample-size rationale; these details should be supplied by the authors.

SPSS was used for instrument validity and reliability tests, normality, multicollinearity and heteroskedasticity diagnostics, multiple linear regression, partial t-tests, an overall F-test, and the coefficient of determination. The model is $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \epsilon$. Since the design is cross-sectional and nonprobability-based, coefficients are interpreted as conditional statistical associations, not proof of causation.

HASIL DAN DISKUSI

Data Instrument Quality

Tabel 5.6 Hasil Uji Validitas

No.	Variabel	Reported r	Reference r	Cronbach's α
1	Digital Marketing (X ₁)	0,659	0,202	0.739
2	Kualitas Produk (X ₂)	0,647	0,202	0.740
3	Keputusan Pembelian (Y)	0,655	0,202	0.734

Source: Primary data processed (2026).

All three reported correlation values exceed the stated reference value, and Cronbach's alpha values exceed 0.70. However, the original table provides only one correlation per construct; item-level validity cannot be independently confirmed without the full instrument output.

Regression diagnostics

No.	Diagnostic	Reported result	Interpretation
1	Kolmogorov–Smirnov	Asymp. Sig. = 0.200	No significant departure reported; confirm test applies to regression residuals
2	Multicollinearity	Tolerance = 0.702; VIF = 1.425 for both predictors	No indication of problematic multicollinearity
3	Glejser: X1	p = 0.739	No significant heteroskedasticity detected
4	Glejser: X2	p = 0.833	No significant heteroskedasticity detected

Source: Primary data processed (2026).

The normality assumption for regression concerns residuals, not necessarily the raw variable distributions. The authors should verify the variable used in the reported Kolmogorov–Smirnov test.

Multiple regression and hypothesis

No.	Predictor	Unstandardized B	t	Reported p
1	Intercept	1.455	-	0.608
2	Digital marketing (X1)	0.407	3.490	< .001
3	Product quality (X2)	0.568	6.111	< .001

Source: Primary data processed (2026).

The reported estimated equation is $Y = 1.455 + 0.407X_1 + 0.568X_2$. Holding the other predictor constant, a one-unit higher digital marketing score is associated with a 0.407-unit higher purchasing-decision score; the corresponding coefficient for product quality is 0.568. Both coefficients are positive and statistically significant according to the reported results. Coefficient magnitudes should not be used to rank relative importance without standardized estimates and measurement-scale checks.

The overall F-test is reported as $F = 169.37$, $p < .001$, with two predictors and 95 observations (residual degrees of freedom should be 92). The source incorrectly states $95 - 3 - 1 = 91$ in its t-test explanation; the correct calculation is $95 - 2 - 1 = 92$.

Coefficient of determination: verification required

The original results table states $R = 0.887$ and $R^2 = 0.786$, while the abstract and later discussion state $R^2 = 0.807$. These values cannot be treated as interchangeable. In addition, the reported F statistic and sample/model dimensions should be checked against the same SPSS Model Summary and ANOVA output. No definitive R^2 is asserted in this revision pending author verification. The abstract, results, discussion, and conclusion must all be updated consistently after that check.

Digital marketing and purchasing decisions

The positive coefficient for digital marketing is consistent with the view that accessible product information and online communication accompany purchasing evaluations among digitally active consumers. The result aligns with the findings attributed to Ginting et al. (2025) and Kurnia (2022), while differing from the non-significant relationships reported by Azizah (2024) and Wahyuni et al. (2024). Differences in study context and measurement may contribute to these divergent results, although the current data do not test such explanations directly.

Product quality and purchasing decisions

The positive product-quality coefficient suggests that respondents reporting more favorable quality perceptions also report stronger purchasing-decision scores, after accounting for digital marketing. This is consistent with the importance of perceived product attributes in consumer evaluation (Tjiptono, 2015). It is also in line with the results attributed to Rosmita and Andella (2023) and Mokodompit et al. (2022), while differences in product categories limit direct comparison.

Joint relationship and contribution

The significant overall F-test indicates that the two-predictor regression model is statistically informative for this sample. Digital marketing may shape the information available to prospective purchasers, while product-quality perceptions relate to their evaluation of the product. These are interpretive possibilities, not experimentally established pathways. The study adds evidence for a specific brand and student population, but does not demonstrate a novel TPB mechanism. Its explanatory-power estimate must remain provisional until the inconsistent SPSS values are reconciled.

Conclusion

Among 95 surveyed female students at the Faculty of Economics and Business, Universitas Jambi, both digital marketing and perceived product quality show positive, statistically significant associations with purchasing decisions for Skintific products. The overall regression model is significant. For practitioners, the findings suggest considering clear digital product communication alongside attention to perceived quality, while avoiding claims that the observed associations prove that either factor causes purchases. The purposive sample is restricted to one faculty and consists of existing users or purchasers, limiting generalizability. The cross-sectional, self-reported design does not establish temporal or causal direction. Future studies could use a broader sampling frame, document the item-level instrument, and test additional variables such as price and brand image. Before publication, the authors must verify the inconsistent model statistics against the original SPSS output.

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