

## The influence of promotional attractiveness and product quality on the willingness to repurchase consumers of scarlett whitening body lotion

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### Abstract

Beauty trends about facial and body skincare are on the rise these days. This makes the beauty industry grow rapidly. Along with the development of the times, the desires and needs of consumers for beauty care products are also growing, in addition to facial care, the most concerned thing by every woman is body care. Body care is a series of body treatments used to keep the body's skin condition healthy and well-groomed, the use of body lotion is included in a series of body treatments, one of the beauty products that is currently on the rise is body lotion from Scarlett Whitening. The purpose of this study was to determine the effect of promotion and product quality on the willingness to repurchase scarlett whitening body lotion products. Respondents in this study were consumers who had bought Scarlett Whitening body lotion products. The sampling technique used is non-probability sampling using Judgemental sampling with a sample of 130 respondents. The data analysis techniques used are validity test, reliability test, classical assumption test, multiple linear regression analysis, t test, F test and determination coefficient. The results of this study found that the promotion variable has a proven positive effect on willingness to repurchase directly, and the product quality variable has a positive effect on willingness to repurchase directly.

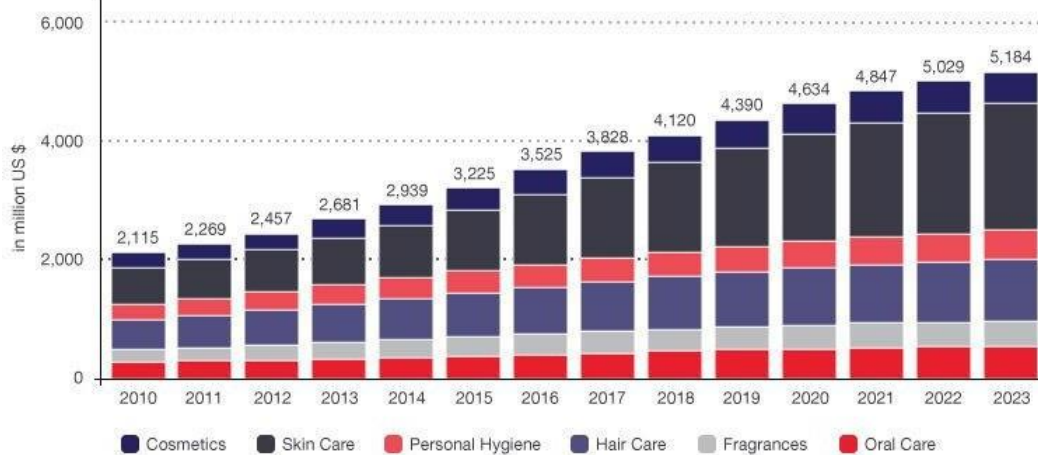
**Keywords:** Promotion Attractiveness, Product Quality, Willingness to Repurchase

### INTRODUCTION

Along with the development of the times make the desires and needs of consumers to beauty care products also evolve, in addition to facial care the most concerned by every woman is body care. Body care is a series of body treatments used to keep the body's skin condition healthy and well-groomed, the use of body lotion is included in a series of body treatments. Body lotion has benefits for the skin including moisturising the skin, preventing dull skin and brightening the skin. One brand that releases body lotion products is Scarlett Whitening.

PT Opto Lumbung Sejahtera is a company that manages local beauty care products with the brand name "Scarlett Whitening". Scarlett Whitening is a beauty care product owned by artist Felicya Angelista which has been established since 2017. Scarlett Whitening releases three categories of care products namely body care, face care and hair care which are BPOM certified. Scarlett Whitening is a product that focuses on facial and body skin care, has the benefit of brightening the skin because it contains Glutathione and Vitamin E which can make the skin look brighter and healthier.

**Figure 1. Trend Data of Cosmetic Market Value Growth in Indonesia 2010-2023**



Source: (Techno Business, 2020)

Based on Figure 1, data on the growth trend of cosmetics in Indonesia shows that many businesses in the industry continue to make significant profits and grow every year. Effective cosmetics and marketing tactics are needed to compete with other players in the cosmetics industry and attract customer interest in the products. Scarlett, Nivea, MS Glow, The Body Shop, and many more businesses are involved in the cosmetics industry. These businesses certainly offer various benefits and use various marketing techniques to attract the attention of customers and encourage them to buy the goods sold by these businesses. Potential buyers of cosmetics will be more selective in their choices as they will choose the product that best suits their needs since the advantages of each company are different. Every business needs a plan to market its goods if it wants to win potential clients. Potential customers may choose to buy the company's products with the help of effective promotions, as this is one of the most important tools a business uses to sell its goods. Every business must pay attention to the quality of the products it sells in addition to doing promotions, because good product quality can affect whether or not potential customers are interested in repurchasing the product.

**Figure 2. Top 10 Best Selling Body Lotion Brands on Shopee and Tokopedia Period 1-15 August 2022**



Source: <https://compas.co.id/article/body-lotion-scarlet>

Based on Figure 2, it shows that sales of the Body Lotion category are dominated by Scarlett Whitening Body Lotion. Promotion of Scarlett Whitening Body Lotion must be done correctly and according to the target market to be successful. . Scarlett Whitening must also pay attention to the quality of its products to remain the market leader of Body Lotion in Indonesia, by making consumers make repeat purchases of its Body Lotion products.

Although Scarlett Whitening dominates the body lotion market, it is clear that Scarlett Whitening needs to pay attention to the demands and desires of its customers. Researchers are interested in using Scarlett Whitening Body Lotion as the object of research because it is the product with the highest sales ranking. The body lotion version of the Scarlett Whitening product includes elements related to the factors under study, especially promotion and product quality.

Based on the above background, researchers are interested in conducting research with the title "The Effect of Promotion and Product Quality on Willingness to Repurchase Scarlett Whitening Body Lotion".

## RESEARCH METHOD

### Object of Research



In this study, the object under study is the Scarlett Whitenin Body Lotion product. Where the research subjects are customers who have bought and used Scarlett Whitening body lotion products. This research was conducted by distributing questionnaires to 130 respondents. This research was conducted using a questionnaire containing a list of questions for respondents regarding the variables in this study. this research. This method was chosen to obtain primary data, namely data sourced directly from consumers of Scarlett Whitening Body Lotion. In this study, there are 2 independent / independent variables and 1 dependent / dependent variable. The independent / independent variable consists of Promotion (X1) and Product Quality (X2), while the dependent / dependent variable is Purchasing Decision (Y). The sampling technique to be used in this study is non-probability sampling or non-random sampling. The approach used is judgement sampling with a sample of 130 respondents, where the sampling of sample members is based on certain criteria, namely customers who have bought and used Scarlett Whitening body lotion products. This study uses primary data taken and collected directly from the source, namely by distributing questionnaires to 130 respondents who bought body lotion products from Scarlett Whitening. The data collection technique used is a communication technique given to respondents with questions about promotion, product quality, and purchasing decisions. In conducting data processing and analysis, researchers use research data processing media, namely the SPSS (Statistical Product & Service Location) programme using IBM SPSS Statistics 26 software to facilitate the calculation process.

## RESULTS AND DISCUSSIONS

### Validity Test

**Table 1. Promotion Variable Validity Test Results (X1)**

No	Statement	r count	Description
<b>Advertising</b>			
1	The advertisements provided by Scarlett Whitening can provide complete information	0.698	Valid
<b>Sales Promotion</b>			
2	Scarlett Whitening provides attractive discounts or	0.810	Valid

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	discounts for Body Lotion products		
3	Scarlett Whitening gives attractive gifts to its consumers when purchasing Body Lotion products	0.791	Valid
Public Relation			
4	I know Scarlett Whitening sponsors Indonesian Badminton and Rossa concerts to publicise its products	0.797	Valid

**Table 2. Product Quality Variable Validity Test Results (X2)**

No	Statement	r count	Description
Product Quality Conformance (Conformance Quality)			
1	The body lotion products offered by Scarlett Whitening have the appropriate quality as given	0.877	Valid
Product Reliability			
2	Scarlett Whitening body lotion products have consistent product quality over time	0.835	Valid
Product Customisation			
3	Scarlett Whitening customises their body lotion products according to customer desires	0.739	Valid

**Table 3. Results of the Validity Test of the Willingness to Repurchase Variable (Y)**

No	Statement	r count	Description
Intention to buy the same amount			
1	I am willing to repurchase Scarlett Whitening Body Lotion products in the same amount	0.868	Valid
Purchase intention by increasing the amount			
2	I am willing to repurchase Scarlett Whitening Body Lotion products in larger quantities than before	0.878	Valid
Purchase intention with frequency or intensity of purchase			
3	I am willing to buy Scarlett Whitening Body Lotion products more often	0.878	Valid



Based on the table above, it can be explained that the rcount value for measuring all variables has a correlation coefficient greater than rtable ( $r_{count} > r_{table}$ ), so it can be concluded that all items of each variable concept are suitable for use as measuring instruments.

### Reliability Test

**Table 4. Promotion Variable Reliability Test Results**

Cronbach's Alpha	Description
0.815	Reliable

Based on Table 4, it can be seen that the reliability test results for the promotional attractiveness variable are  $0.815 > 0.70$ , which means that the promotional attractiveness variable is declared reliable and can be used in research

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**Table 5. Product Quality Variable Reliability Test Results**

Cronbach's Alpha	Description
0.770	Reliable

Based on Table 5, it can be seen that the reliability test results for the promotion variable are  $0.770 > 0.70$ , which means that the product quality variable is declared reliable and can be used in research.

**Table 6. Results of the Willingness to Repurchase Variable Reliability Test**

Cronbach's Alpha	Description
0.846	Reliable

Based on Table 6, it can be seen that the reliability test results for the promotion variable are  $0.846 > 0.70$ , which means that the repurchase willingness variable is declared reliable and can be used in researchers.

### Variable Analysis


#### Promotion (X1)

Promotion variables (X1) in this study were measured using 7 questions which will represent indicators by this variable, the results of the respondents' answers to the promotion variables are presented in the table below :

**Table 7. Average Score of Promotion Variables**

No	Statement	Value					Mean
		SS	S	N	TS	STS	
1	The advertisement given by Scarlett Whitening can provide complete information	52	53	20	5	0	4.17
3	Scarlett Whitening provides attractive discounts on Body Lotion products.	34	61	25	9	1	3.91
4	Scarlett Whitening gives attractive gifts to its consumers when purchasing Body Lotion products.	41	40	39	8	2	3.85
6	I know Scarlett Whitening sponsors Indonesian Badminton and Rossa concerts to publicise its products	44	32	23	22	9	3.62
Total							3.89

Based on Table 7, it shows that the average score of 130 respondents who have given an assessment of the statement regarding promotion has an average score of 3.89 which means good. Based on this indicator, it shows that respondents agree.

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### Product Quality (X2)

The Product Quality variable (X2) in this study was measured using 4 questions which will represent indicators by this variable, the results of the respondents' answers to the product quality variable are presented in the table below :

Table 8. Average Score of Product Quality Variables							
No	Statement	Value					Mean
		SS	S	N	TS	STS	
1	The body lotion products offered by Scarlett Whitening have the quality that corresponds to the given	47	49	28	6	0	4.05
2	Scarlett Whitening's body lotion products have consistent product quality over time.	49	51	27	2	1	4.12
3	Scarlett Whitening customises their body lotion products according to customer desires	52	46	28	4	0	4.12
<b>Total</b>							<b>4.10</b>

Based on Table 8, it shows that the average score of 130 respondents who have given an assessment of the statement regarding product quality has an average score of 4.10 which means good. Based on this indicator, it shows that respondents agreed.

### Willingness to Repurchase (Y)

The Willingness to Repurchase (Y) variable in this study is measured using 3 questions which will represent indicators by this variable, the results of the respondents' answers to the repurchase willingness variable are presented in the table below:

Table 9. Average Willingness to Repurchase Score							
No	Statement	Value					Mean
		SS	S	N	TS	STS	
1	I am willing to repurchase Scarlett Whitening Body Lotion products in the same quantity.	47	40	14	15	4	3.86
2	I am willing to repurchase Scarlett Whitening Body Lotion products in larger quantities than before	40	30	22	20	8	3.57



3	I am willing to buy Scarlett Whitening Body Lotion products more often.	40	46	16	13	5	3.66
<b>Total</b>							3.70

Based on Table 9, it shows that the average score of 130 respondents who have given an assessment of the statement regarding promotion has an average score of 3.70 which means good. Based on this indicator, it shows that respondents agree.

### Normality Test

According to Ghozali (2021: 196), the normality test aims to test whether in the regression model, confounding or residual variables have a normal distribution. As is known, the t and F tests assume that the residual values follow a normal distribution. The following are the results of the normality test using the Shapiro-Wilk test in this study:

**Table 10. Normality Test Results**

	Unstandardized residual
<b>Sig,</b>	0.202

Based on Table 10 above, the results of the normality test using the Shapiro-Wilk test explain that the Sig value. (2-tailed) is  $0.202 > 0.05$ . So it can be concluded that the data has a normal residual value.

### Multicollinearity Test

According to Ghozali (2021: 157), the multicollinearity test aims to test whether the regression model found a correlation between independent variables. A good regression model should not have a correlation between the independent variables. In this study, two different equations were tested, the following are the results of the multicollinearity test in this study:

**Table 11. Multicollinearity Test Result**

Model	Collinearity Statistics	
	Tolerance	VIF
Promotion	0.618	1.619
Product Quality	0.618	1.619

Based on the table 11 above, it can be concluded that the promotion variable has a tolerance value of  $0.618 > 0.10$  and  $VIF\ 1.619 < 1$ , so it can be concluded that the promotion variable is free from multicollinearity. The product quality variable has a tolerance value of  $0.618 > 0.10$  and  $VIF\ 1.619 < 1$ , so it can be concluded that the product quality variable is free from multicollinearity.

### F Test

**Table 12. Model Feasibility Test Results (F)**

F	Sig
126.796	0.202

Table 12 explains that the calculated F value is greater than the F table ( $126.796 > 3.07$ ) and the significance of  $0.000 < 0.005$ , it can be concluded that at least one of the coefficients is not equal to zero so it can be said that this regression is suitable for use in this study.

## T Test

**Table 13. Coefficient Significance Test Results (t)**

Variable	t table	t count	Sig
Promotion Attractiveness	1.978	3.832	0.000
Product Quality	1.978	9.778	0.000

Table 13 shows that the variable promotional attractiveness on willingness to repurchase has a calculated t value ( $t = 3.832$ ) greater than the t table ( $t = 1.978$ ) with a significance of  $0.000 < 0.05$ , so reject  $H_0$ . Greater than the t table ( $t = 1.978$ ) with a significance of  $0.000 < 0.05$ , so reject  $H_0$ .  $H_a$  or it can be concluded that the promotional attractiveness variable has a positive effect on repurchase willingness.

Table 13 shows that the variable promotional attractiveness on willingness to repurchase has a calculated t value ( $t = 9.778$ ) greater than the t table ( $t = 1.978$ ) with a significance of  $0.000 < 0.05$ , then reject  $H_0$ . So reject  $H_0$  and Accept  $H_a$  or it can be concluded that the product quality variable has a positive effect on repurchase willingness.

## Test R<sup>2</sup>/Coefficient of Determination

**Table 14. Coefficient of Determination (R<sup>2</sup>)**

Adjusted R Square
0.677

Table 14 explains that the adjusted R square result has a value of 0.677. The conclusion from the explanation above is that the effect of the independent variables of promotion and product quality on the dependent variable on willingness to repurchase is 67.7%. Most of the 32.3% value is influenced by other factors not examined in the study.

## Discussion

### The Effect of Promotion on Willingness to Repurchase



The results of the research that have been conducted produce empirical evidence that the effect of promotion ( $X_1$ ) on willingness to repurchase ( $Y$ ) is obtained t which is  $3.832 > 1.978$  and the significance value is  $0.000 > 0.005$ . So it can be concluded that promotional attractiveness ( $X_1$ ) has a positive effect on willingness to buy again ( $Y$ ).

The results of this study are supported by research by Hariyanto (2015), which states that promotion affects purchase intention, whose adaptation is willingness to buy. Based on the results of the research that has been done and the results of previous research, promotions that are attractive and often carried out can certainly make consumers of Scarlett Whitening body lotion survive and be willing to make repeat purchases.

### The Effect of Product Quality on Willingness to Repurchase

The results of the research that have been conducted produce empirical evidence that the effect of product quality ( $X_2$ ) on willingness to repurchase ( $Y$ ) is obtained t which is  $9.778 > 1.978$  and the significance value is  $0.000 > 0.005$ . So that



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It can be concluded that product quality (X2) has a positive effect on willingness to repurchase (Y).

The results of this study are supported by the research of Kristiana et al. (2019), which states that product quality has a positive and significant effect on willingness to repurchase. Based on the results of the research that has been done and the results of previous research, high and maintained product quality can certainly make consumers of Scarlett Whitening body lotion survive and be willing to make repeat purchases.

## CONCLUSION

Based on the results of research on the effect of promotion and product quality on purchasing decisions, it can be concluded that promotion attractiveness has a positive effect on repurchase willingness. The higher the attractiveness of the promotion, the higher the level of willingness to repurchase, and vice versa. Product quality has a positive effect on willingness to repurchase.

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