



## Increasing Consumer Purchasing Decisions with Sales Promotion and Service Quality

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**Abstract:** This study aimed to determine the impact of sales promotion and service quality on purchasing decisions for Emina products in Lazada e-commerce, either partially or simultaneously. The study's approach makes use of a quantitative method. The sample is 96 respondents to Emina users who shop at Lazada e-commerce. The non-probability sampling method was taken by distributing questionnaires to the population in Tangerang City. Records were analyzed using SPSS version 26 software program. The studies resulted in sales promotion having an advantageous and giant impact on purchasing decisions on Emina products in Lazada e-commerce, service quality having a positive and significant effect on purchasing decisions on Emina products in Lazada e-commerce, as well as sales promotion and service quality simultaneously have a positive and significant effect on purchasing decisions on Emina products in Lazada e-commerce, sales promotion has a more have an impact on than service quality on purchasing decisions. Test the studies model of 49.3%.

**Keywords:** Sales Promotion, Service Quality, Purchasing Decision.

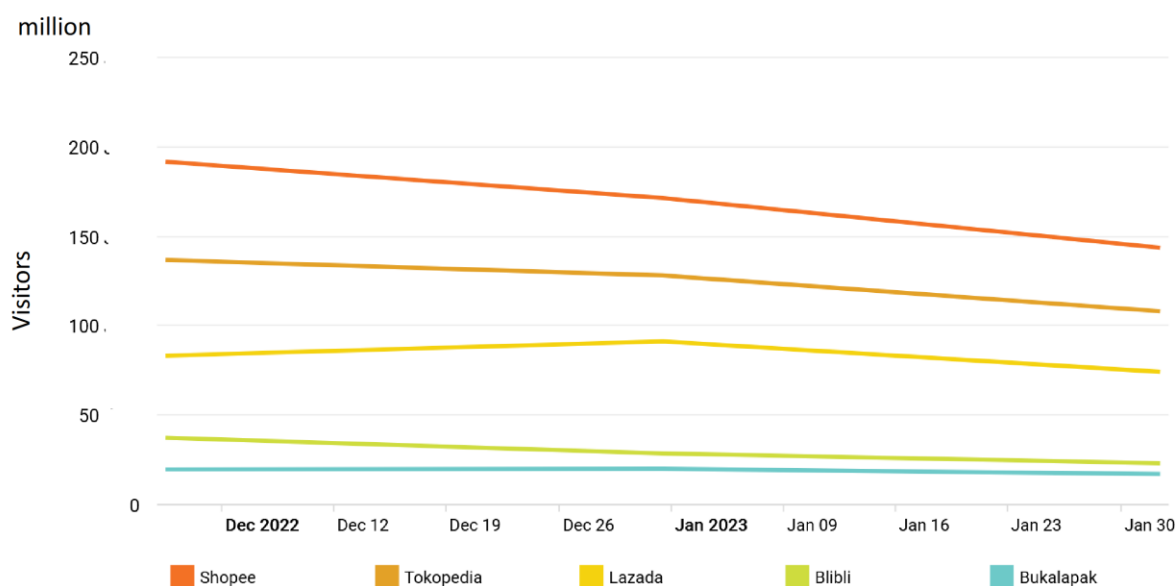
### INTRODUCTION

The dynamics of business competition in the 4.0 industrial revolution has been felt in society from simple to modern so that it affects information conduct in all fields, both within the fields of health, entertainment, the world of enterprise, and conversation without any obstacles of area and time. The need for facts expects agencies to have net-primarily based media, in which the information furnished may be obtained correctly using users. The net performed a crucial position within the industrial revolution 4.0, in which the internet could make it less complicated for people to perform activities. The reason for the usage of the net itself is to socialize, speak, and interact with various packages, including web, Volg, electronic mail, and others.

The Covid-19 pandemic, which has paralyzed almost all sectors in Indonesia, is not an exception inside the exchange area, making the authorities problem policies so that people do now not acquire in large crowds, thereby proscribing people from leaving their houses. This

makes people choose to keep online thru the internet to attach transactions clearly, either thru e-commerce or different social networks. The range of Internet customers in Indonesia has grown hastily because of the last five years (Annur, 2022). Advances in the digital generation have made it less complicated for human beings to buy their day-by-day desires. Without the hassle of going through visitors' jams to get to a shopping center, the favoured object may be more easily received by having access to the net via a telephone. Converting existence after the pandemic has additionally made humans use the internet plenty, especially after they need to save. People prefer to use e-commerce services except for the usage of social media. Before the pandemic, human beings have been loose to save directly at buying centres.

Presently, Indonesia is one of the countries with fast internet customers. There may be a shift in an increasing number of advanced technology, mainly to online-primarily based media. This also performs a position within the development of e-commerce in Indonesia, wherein e-commerce companies often perform numerous techniques to attract the eye of purchasers. In line with (J.C.Athapaththu & K.M.S.D.Kulathunga, 2018), e-commerce is a shopping facility without vicinity and time regulations that can be finished anywhere and every time to make service or product buy transactions. E-commerce makes it simpler for humans to make purchases with no area regulations, and the expenses are relatively reasonably priced compared to direct investments. In Indonesia, the wide variety of e-commerce person data in 2023 is as follows:



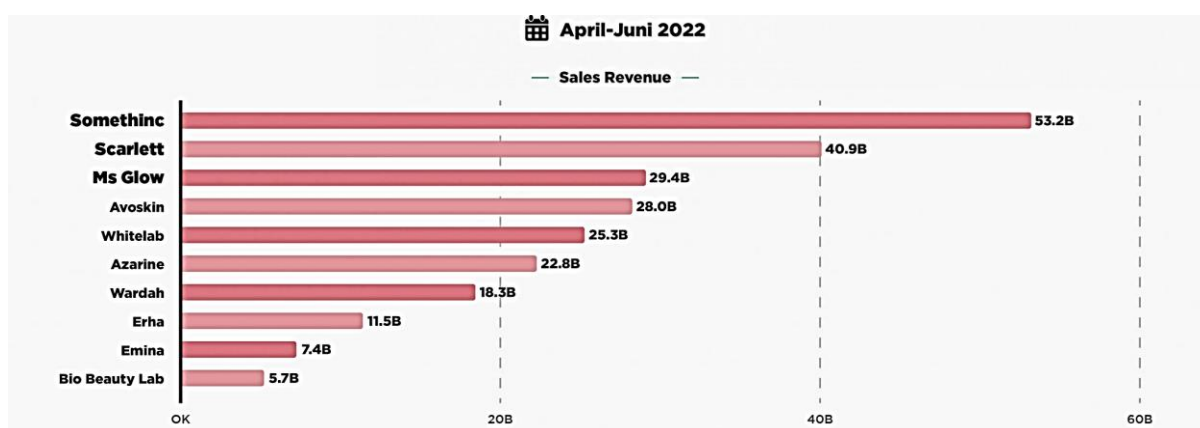
Source: (Ahdiat, 2023)

**Figure 1. Number of Monthly Site Visitors of the 5 Largest E-Commerce in Indonesia (December 2022-February 2023)**

Figure 1 suggests the trend of visits to e-commerce websites in Indonesia declined in early 2023. This passed off to the five e-commerce sites with the essential traffic, specifically Shopee, Tokopedia, Lazada, Blibli, and Bukalapak. In step with SimilarWeb statistics (Ahdiat, 2023), for February 2023, the Shopee site most effectively acquired 143.6 million visits. This parent is down with the aid of around 16% compared to January 2023 and even reduced through 25% from the success on the stop of last 12 months. Like Shopee, the number of visitors to the Tokopedia and Blibli websites also fell for two consecutive months in January-February 2023. In the meantime, visits to the Lazada and Bukalapak sites had expanded in advance this year but declined again in February 2023, as proven by the chart.

Based on the statistics above, Lazada is in third region at the same time as its competitors, consisting of Tokopedia and Shopee, are above it. It was reporting from Lazada.co.id, Lazada is an internet purchasing center offering various products ranging from electronics, accessories, fashion, child devices, beauty, automotive, and household goods. The Lazada institution was founded in 2012 via Rocket Net and Pierre Poignant and collaborated with the Alibaba institution in 2014. In Indonesia itself, it was installed on account in 2012 and is a department of Lazada in Southeast Asia, including Malaysia, the Philippines, Singapore, Thailand, and Vietnamese.

Over the past couple of years, the beauty business has undergone plenty of adjustments. This progress is because of revolutionary advances that retain to create alternatives. Due to the fact presently, in meeting their desires, humans generally tend to search for something that is practical and clean, consisting of buying beauty products. This could be acquired through the net, particularly in e-commerce services. However, in this situation, there are several problems faced using clients in buying skincare products via e-trade, specifically, purchasers can't touch, odor, and attempt products earlier than buying them. As a result, clear and unique visuals and depictions of items are crucial in an internet-primarily based enterprise. The subsequent is the amount of sales statistics for skincare brands:



Source: (Compas.co.id, n.d.)

**Figure 2. Sales data of the best-selling local skincare brands in Indonesia**

Figure 2. (Compas.co.id, n.d.) suggests that the real income of something 53.2 billion, Scarlett 40.9 billion, MS Glow 29.4 billion, Avoskin 28.0 billion, Whitelab 25.3 billion, Azarine 22.8 billion, Wardah 18.3 billion, Erha 11.5 billion, Emina 7.4 billion, and Bio beauty Lab 5.7 billion. The data suggest that Emina's products have fewer sales than different brands. Emina is one of the Indonesian skincare brands founded using PT Paragon Technology and Innovation in 2015. PT Paragon Era and Innovation is an organization engaged inside the splendour region and became based utilizing Dra. Hj. Nurhayati Subakat, Apt. on February 28, 1985. The flagship emblem of PT Paragon era and Innovation is Wardah, established in 1999, and MAKEOVER was founded in 2010 (*PT Paragon Technology and Innovation - TribunnewsWiki.Com*, n.d.). This phenomenon shows that consumers shop online at Lazada, which starts evolving with a desire to be fulfilled. After receiving sufficient data, the consumer will make a purchase decision. Moreover, customers will see that there are promos supplied by using Lazada, particularly charge discount promotions and provider best wherein purchasers might be interested, so as to then make it less difficult for consumers to make shopping decisions.

Buying selections are a manner where consumers recognize the hassle, look for facts on a specific product or brand, and compare how nicely every one of those alternatives can

resolve the hassle, which then ends in a purchase decision (Tjiptono, 2019). Consequently, if purchasers have a pleasing level while purchasing a product, they'll make a purchase decision again. Before consumers decide to buy a product, they want to remember numerous issues while shopping for a product online, inclusive of charge discounts and service quality when shopping products online.

Promotion is a form of advertising and marketing conversation that is an advertising activity that seeks to disseminate records, influence, and persuade them to be inclined to accept, purchase, and be unswerving to the goods presented utilizing the organization involved. Advertising is an activity done through groups to disseminate information that aims to trade customer attitudes and behaviour so that customers can apprehend and remember the goods offered and purchase the goods supplied. Although each product has benefits and disadvantages, advertising can create attractiveness by highlighting the product's advantages. The aim is to construct a high-quality photo and build consumer confidence to be interested in the goods supplied. Types of income promotion to increase income include price discounts, gifts, unfastened transport, and banded or bundling payment (Suci Wahyuni et al., 2020).

As a skincare brand in Indonesia, Emina should have a terrific promotional method in marketing its various products to arouse curiosity some of the public and lead them to be fascinated and decide to shop for the products offered by Emina. A number of the promotional gear used by Emina in promoting her products at Lazada are advertising, reductions and coupons. Discounts or price cuts are one of the promotional strategies to create a mindset that creates the illusion of reducing the rate of a product being bought so that consumers can buy without spending a different price range. This brings advantages to the company because it generates impulse shopping for choices due to customer interest in the products provided (Julianto & Rodhiah, 2023). The discounted charges for Emina merchandise in other e-commerce can impact purchaser decisions to shop for products provided at Lazada. There are many variations within the application of vouchers at Lazada, along with free delivery, cashback, save vouchers, and so forth. But what's posted on the Emina page is the handiest loose transport coupon with a minimum purchase. There aren't any other coupon versions. This makes researchers suspect a loss of public hobby in shopping for merchandise from Emina at Lazada.

The notion of persuading shopping choices is service satisfaction which may be interpreted in line with (Philips Kotler et al., 2019) that provider exceptional is a dynamic situation associated with merchandise, offerings, humans, tactics, and the surroundings that meet or exceed expectancies. Provider excellence is a crucial aspect of an organisation's competitive benefit. The significance of service best can help an organization be unique from competing organizations. Reasonable provider satisfaction is the key to growing profitability (Ghobadian in Adyanto & Santosa, 2018). Correct provider fines will affect earnings, with the effects an excellent way to be obtained by an organization. That is, a suitable provider will create a sustainable atmosphere between the corporation and consumers. In imparting provider first-rate, Emina has not been maximized, because there are nonetheless many poor feedback from consumers such as irrelevant goods sent to consumers, sluggish packaging of merchandise to be despatched, and the period of the return technique or return of products that are not appropriate (Lazada.co. id). Customer checks approximately the quality of service acquired significantly impact the buying selections of potential new customers. The excellent provider continues to be not foremost in product packaging and delivery time. The system of returning items (return) at Lazada is pretty long. this can be making consumers sense involved that refunds have now not been made that have been transacted, and the products have been again to the seller. Researchers suspect that the quality of carrier that

consumers feel is missing will make consumers discourage them from making purchasing decisions for these products.

The effect of income promoting and service great on purchasing decisions offers different results according to analysis (Fitra Dwi Prayogo et al., 2022) that sales promotion positively affects user purchasing decisions at Tokopedia. Meanwhile, in line with (Julianto & Rodhiah, 2023) (Hermansyah et al., 2022), income promotion has no effect on shopping decisions in e-commerce. Research (Adyanto & Santosa, 2018) shows service excellence has the most negligible influence on buying selections. Consequently, the reason for this have a look at is to determine consumer purchasing decisions that are inspired by sales promotion and service quality on Emina products in Lazada e-commerce.

## **LITERATURE REVIEW**

### **Purchasing Decision**

Purchasing decisions are the system of creating selections from consumers in shopping for a product. This is associated with the wishes and expectations predicted to grow delighted with the outcome (Harahap & Amanah, 2020). (Hanaysha, 2018) states that purchasing decisions are a method fashioned before clients make purchases, typically starting evolved with meeting desires. Choices are a reaction to several opportunity solutions carried out consciously by analyzing the opportunities of those alternatives and their effects. Every selection will make a very last desire, which can be a movement/opinion. (Schiffman & Kanuk, 2015) Selections are a ramification of alternative selections/greater. Therefore, opportunity selections must exist for a person while you decide. If someone has the option of making a purchase or now not, then that man or woman is in a position to make a choice. Buying decisions in an enterprise are what manufacturers have been waiting for. The selection to buy an object/carrier arises because of an emotional impulse from within and from the influence of different human beings. purchasing choices exist from a series of approaches of prospective buyers in spotting their wishes, searching for facts after which comparing alternatives. (Tjiptono, 2019) buying decisions are movements taken through clients to buy a product and in the selection-making system that determines these sports. (Philip Kotler & Armstrong, 2018) The purchasing decision is the degree to the customer's decision-making manner in which the consumer buys. Decision-making is a man's or woman's hobby immediately involved in obtaining and using the products offered.

### **Sales Promotions**

Sales promotions are executed directly to inspire purchases/sales and offer purchasers incentives or brought price for items/offerings (Grewal & Levy, 2014). It's far more critical than sales advertising that advertising and marketing efforts via income merchandising are finished quickly. Sales promotion is one of the proper spearhead techniques in conveying statistics to people searching for products/services to make purchases. (Philip Kotler et al., 2019) Sales promotion is the essence of advertising and marketing campaigns, generally performed within the brief term to stimulate quicker or more significant investments. (Sohn & Kim, 2020) explains that income merchandising is a tool used to promote customer shopping behaviour in a brief time. This is supported by a statement from (Thehawijaya & Susilo, 2023) and is why sales promotion is an advertising communication. If it's far expanded, then e-commerce customers' loyalty level will even increase.

### **Service Quality**

In keeping with, (Philip Kotler et al., 2019), carrier quality is a dynamic circumstance related to products, services, people, strategies, and the environment that meet or exceed expectancies. In line with Ghobadian in Adyanto & Santosa, 2018), carrier excellence is



crucial to an organization's aggressive gain. The significance of Provider Great is that it can assist an organisation to be specific from other corporations. Exquisite carrier excellence is the key to increasing suitable profitability. In keeping with Sunyoto (P. & Gunadi, 2020) the high-quality or first-class of the service enterprise is a presentation of a service or product in line with the standards that follow where the product is held and the shipping is at least the same as what customers need and count on.

### **Effect of Sales Promotion on Purchasing Decisions**

(Peter & Donnelly, 2013) income promoting is a pastime or cloth to provide immediately to customers, private sellers, or outlets to shop for a product. This encouragement will add price or incentives to the product, including coupons, sweepstakes, refunds, or shows. Sales promotion is subtly convincing in numerous ways that can stimulate customers to grow product purchases immediately (Malau, 2017). From this description, it can be interpreted that sales promotion is a technique in the form of gives made so that you can attract the attention of purchasers to buy and use products/offerings at once. The sales promotion signs in keeping with (Philip Kotler et al., 2019) are 1) Coupons, 2) Rebates, three) rate packages. Promoting is carefully associated with purchasing choices, the better the merchandising, the higher the buying decision. If the advertising increases, then the acquisition selection will boom. That is regular with studies (Thehawijaya & Susilo, 2023) stating that sales promotions have a delicate and massive impact on buying choices, whereas in step with (Julianto & Rodhiah, 2023), sales promotions have a negative and significant impact on shopping selections.

H1: there's an influence of sales promotion on purchasing selections on Emina products in Lazada e-commerce.

### **Effect of Service Quality on Purchasing Decisions**

Service quality is described as the effort made by the company to improve the quality of the products and services produced by the organization (Alma, 2016). That is in line with the explanation (Rusydi, 2017), which states that carrier causation is a corporation's power whilst passing on nice accommodation facilities to clients compared to its competitors. Service quality is carefully related to purchasing decisions, the better the provider excellent, the higher the purchasing choice. In line with (Philip Kotler et al., 2019), service best is a dynamic situation associated with merchandise, services, people, approaches, and the environment that meet or exceed expectancies. High service will best improve shopping decisions. According to research by (Putri Soetanto & Saino, 2022) (Rochman & Kusumawati, 2023), carrier quality has an excellent sized effect on purchasing decisions.

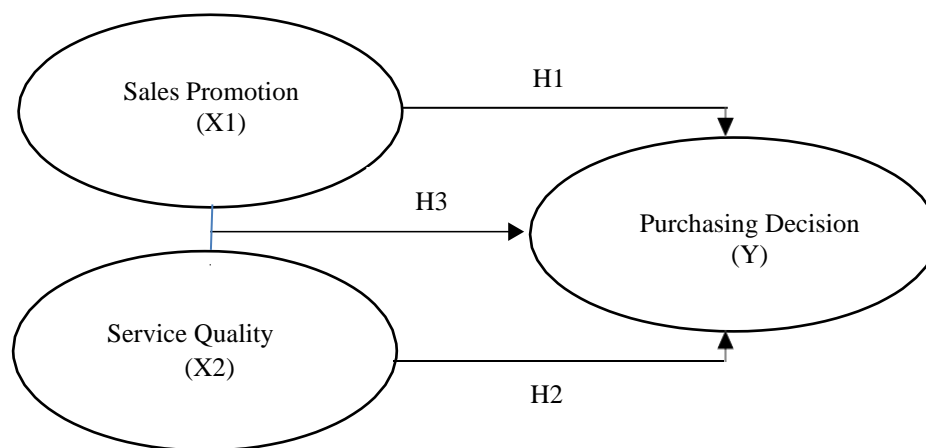
H2: there is an influence of service quality on purchasing decisions for Emina products in Lazada e-commerce.

### **The impact of Sales Promotion and Service Quality on Purchasing decisions**

The purchase choice is the degree within the purchaser's choice-making procedure wherein the consumer virtually buys. Selection-making is an interest immediately involved in acquiring and using the goods supplied (Philip Kotler et al., 2019). Promos or fee reductions are advertising tricks to attract consumer interest to finish a buy selection. One example of a promo is a reduction or cut price. One of the functions for using reductions or charge discounts is for the organization's money to go with the flow and preserve to generate profits. Discounts or rebates are monetary discounts made to ability clients to draw them to buy (Simamora, 2010). A discount or rebate is occasionally called an instantaneous charge discount for purchases made within a certain period. These rebates or charge reductions can take the shape of cash or price reductions for customers who pay directly (Philip Kotler et al.,

2019). If promoting and providing first-class increase, then shopping selections will grow. This follows research conducted via (Witarisma, 2021) (Fitra Dwi Prayogo et al., 2022), which shows that merchandising and carrier exception simultaneously have an excellent sized effect on shopping selections.

H3: Sales promotion and service quality have a simultaneous influence on purchasing decisions for Emina products in Lazada e-commerce.



**Figure 3. Research Conceptual Framework**

## RESEARCH

This form of study used is quantitative studies. According to (Arikunto, 2019) the quantitative method is a research approach based on the philosophy of positivism used to analyze specific populations or samples. Facts collection uses studies devices, and statistical data analysis, intending to try out the hypotheses set. Testing the theory in this take a look at makes use of the associative-causal approach. In line with (Sugiyono, 2019), associative studies aim to discover the relationship between two or extra variables. A causal dating is a causal courting, one variable (unbiased) affects every other variable (based). The independent variables are income promoting and provider satisfaction, the established variable is the purchase selection. The sample of this study is consumers who buy Emina products online via Lazada e-commerce. Figuring out the pattern length on this examination using the method (Lemeshow et al., 1997) that is due to the fact the entire population of emina product users in the Tangerang metropolis isn't known with actuality, using a sampling error of 10%, a total of 96 samples was produced. The sampling approach uses simple random sampling, and all Emina consumers have an equal opportunity to be sampled. The item of research is in the Tangerang metropolis place. Information changes into taken using a device using a survey approach with a Likert rating scale of one-5. Information is gathered and analyzed with the help of SPSS software version 26 (Ghozali, 2018).

## RESULT AND DISCUSSION

The classic assumption test is used as a fulfilment of assumptions to test inference statistics, especially in the multiple regression test, so it is known whether there are disturbances in multiple regression (Sekaran, 2017).

**Table 1. Results of the Kolmogorov-Smirnov One-Sample Normality Test**

Unstandardized Residual		
N		96
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	3.07081897
Most Extreme Differences	Absolute	.113
	Positive	.110
	Negative	-.113
Test Statistic		.113
Asymp. Sig. (2-tailed)		.179 <sup>c</sup>

From the One-Sample Kolmogorov-Smirnov Test table, the Asymp.Sig (2-tailed) number is 0.179, which is more significant than 0.05, so it can be concluded that the sample data has a normal distribution.

**Table 2. Multicollinearity Test Results**

	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
(Constant)	3.571	2.420		1.476	.143		
Sales Promotion	.405	.082	.399	4.916	.000	.829	1.206
Service Quality	.362	.067	.436	5.379	.000	.829	1.206

From the table, the results of the multicollinearity test show that the Tolerance values for variables X1 and X2 are 0.829, meaning there is no multicollinearity in the data being tested. The calculation results also show that all independent variables have VIF 1.206 values less than 10 (<10). So it can be concluded that there are no symptoms of multicollinearity in the regression model used.

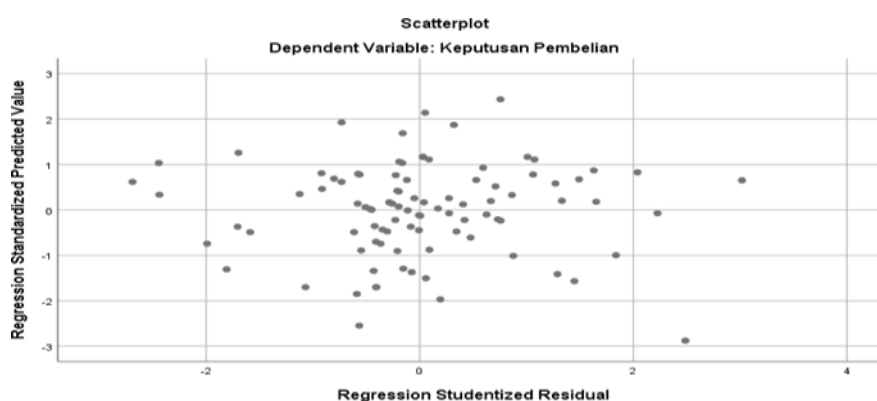

**Figure 4. Heteroscedasticity Test Results**

Figure 4 shows that no heteroscedasticity disturbance occurs in estimating the estimator model's parameters. The points spread above and below the number 0 on the Y axis without forming a particular pattern, so heteroscedasticity does not occur. So overall, it can be concluded that there is no heteroscedasticity problem in this study.



**Table 3. Multiple Regression Test Results**

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Result
	B	Std. Error	Beta			
(Constant)	3.571	2.420		1.476	.143	
Sales Promotion	.405	.082	.399	4.916	.000	Data Supported
Service Quality	.362	.067	.436	5.379	.000	Data Supported

The multiple linear regression equation is obtained:  $\text{Purchase Decision} = 3.571 + 0.405 \times \text{Sales Promotion} + 0.362 \times \text{Service Quality} + e$ . This equation can be interpreted as follows: a constant value of 3,571 indicates a purchase decision (Y) if the independent variables, namely sales promotion (X1) and service quality (X2), do not exist or have a value equal to zero. If the sales promotion variable (X1) and service quality (X2) are simultaneously on the purchasing decision variable (Y), then the sales promotion coefficient (X1) is 0.405, and service quality (X2) is 0.362. When viewed from the regression coefficient, it can be seen that sales promotion has a more excellent coefficient value of 0.405 compared to the service quality variable of 0.362. This indicates sales promotion's effect is more significant than service quality's effect on purchasing decisions.

In the partial test of sales promotion variables on purchasing decisions. Based on the calculation results, it can be seen that  $t$  counts the sales promotion variable (4,916) >  $t$  table (1,986) with a significant value of 0.000, less than 0.05 or 5%. Then H1 is accepted, meaning that the sales promotion variable (X1) positively and significantly affects consumer purchasing decisions (Y) on Emina products in Lazada e-commerce. This research is in line with research (Ramadhina & Kusumahadi, 2021) (Fitra Dwi Prayogo et al., 2022) (Hermansyah et al., 2022) (Mawarni & Muzammil, 2023) sales promotion influences purchasing decisions. Emina uses sales promotion to stimulate consumers to make faster or bigger purchases. (Sohn & Kim, 2020) explain that sales promotion is a tool to encourage consumer buying behaviour quickly. This is supported by a statement from (Mawarni & Muzammil, 2023), which explains that sales promotion is a marketing communication. If it is increased, e-commerce users' loyalty levels will also increase.

In the partial test of service quality variables on purchasing decisions. Based on the results of the  $t$ -test calculations, it was found that  $t$  count (5,379) >  $t$  table (1,986) with a significant value of 0.000, less than 0.05 or 5%. Thus, H2 is accepted, meaning that the service quality variable (X2) positively and significantly affects consumer purchasing decisions (Y) on Emina products in Lazada e-commerce. This research is in line with (Maciej Serda et al., 2018) (Witarisma, 2021) (Hisan & Rizkia, 2021) service quality has a positive influence on purchasing decisions. Emina's consumers on Lazada e-commerce assess quality by comparing what they expect and get. Therefore, ensuring consumers receive the same thing they hope will significantly help maintain service quality.

**Table 4. Simultaneous Hypothesis Significance Test Results**

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	870.657	2	435.328	45.193	.000 <sup>b</sup>
	Residual	895.843	93	9.633		
	Total	1766.500	95			

Based on the  $F$  test, it can be seen that  $F$  count (45,193) >  $F$  table (3.09) with a significant value of 0.000 less than 0.05, it can be concluded that H3 is accepted. This shows

sales promotion (X1) and service quality (X2) simultaneously has a positive and significant effect on the purchasing decision (Y) of Emina consumers in Lazada e-commerce. Research (Fitra Dwi Prayogo et al., 2022) shows that sales promotion and E-service quality influence sweepstakes, refunds, or displays. Sales promotion is subtly convincing in various ways in which the company stimulates consumers to increase purchases of goods immediately. E-service quality is used for multiple activities ranging from shopping to all other services through technology at all transaction stages. Purchasing decision is a system or stage that combines and combines opinions to assess more than one alternative attitude and determines the choice of one. The purchase decision is an integrated system in which insights are combined to evaluate more than one alternative attitude and make a choice on one of them. Likewise, research (Syachrony et al., 2023) states that promotion and service quality will increase purchasing decisions.

**Table 5. Test Results for the Coefficient of Determination**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.702 <sup>a</sup>	.493	.482	3.104

In Table 5, the R Square value is 0.493, then multiplied by 100% according to the coefficient of determination test formula ( $R^2 \times 100\%$ ), so a result of 49.30% is obtained. Thus the contribution of sales promotion and service quality to purchasing decisions is 49.30%, while the remaining 50.70% is influenced by other variables not examined.

## CONCLUSION

From the consequences and dialogue, it can be concluded that sales promotion has a positive and significant effect on buying decisions on Emina products in Lazada e-commerce, service quality has a positive and significant impact on purchasing decisions on Emina products in Lazada e-commerce, as well as sales promotion and service quality simultaneously has a positive and significant impact on buying decisions on Emina products in Lazada e-commerce, sales promotion has a more substantial influence than service quality on purchasing decisions. Take a look at the studies version of 49.3%.

Pointers that Emina can bring must be more progressive in imposing promotional techniques, inclusive of putting commercials about products on the Lazada domestic web page and participating in significant events held through Lazada, due to the fact the income promotion method is the primary key to success in attracting purchasers to shop for a product that is offered. Lazada. Suppose consumers get good service, even supposing they're asking approximately a product. In that case, it can be ascertained that a buy selection will arise, which is anticipated to make consumers interested in shopping for the goods provided utilizing Emina in Lazada E-commerce. Emina is more targeted at attracting consumers to make purchasing decisions for Emina's profitability to increase because, currently, the competition in the beauty business is getting tougher. So it may be cautioned that if Emina increases innovation in imposing income promotion techniques and providing appropriate service, consumers might be interested in making purchasing decisions for the products presented. In addition, studies can use different variables that could impact purchasing decisions based on the situations that arise within the studies object so that the results follow the actual problem.

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