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The Influence of Sales Promotion and E-Service Quality on Purchase Decisions In Watsons Indonesia E-commerce

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Abstract

Watsons as a leading company in Asia is now launching an e-commerce application by providing beauty and health products. Watsons still finds obstacles in driving consumer purchasing decisions. Even though Watsons offers a wide range of products and services, complaints regarding sales promotions and electronic service quality are still issues that need to be addressed. Based on research conducted by Humairoh & Annas (2023), the results showed that sales promotion and service quality showed a positive and significant influence on purchasing decisions. Apart from that, this research also conducted research simultaneously and obtained the results that sales promotion and service quality simultaneously had a positive and significant effect on purchasing decisions. This theory is in line with the unit of analysis used in this research, namely the researcher uses the variables sales promotion, e-service quality and purchasing decisions. The purpose of this research is to measure the influence of sales promotion and e-service quality variables on purchasing decisions. This research applies quantitative methods with the sampling technique used is non-probability sampling which was distributed to 385 respondents via an online questionnaire, namely Google Form. The respondent criteria used include consumers who have made purchases on the Watsons Indonesia e-commerce application. The data analysis techniques used in this research are descriptive analysis, classical assumption testing and multiple linear regression analysis with the help of IBM SPSS Statistics version 25 software. The results of hypothesis testing show that sales promotion has a positive and significant effect on purchasing decisions on e-commerce Watsons Indonesia with the T test results showing the calculated T value (7.357) > T table (1.966) and a significance level of 0.000 < 0.05.

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E-Service Quality has a positive and significant effect on purchasing decisions at Watsons Indonesia e-commerce with the T test results showing the calculated T value (7.017) > T table (1.966) and a significance level of 0.000 < 0.05. And simultaneously Sales Promotion and e-service quality have a positive and significant effect on purchasing decisions in Watsons Indonesia e-commerce with the F test results showing the calculated F value is greater than the F table (82,210 > 2.62) and obtained 0.000 < 0.05 as the level its significance.

Keywords: ***Sales Promotion, E-Service Quality, Purchasing Decisions, E-commerce.***

INTRODUCTION

The evolution of information technology in the context of globalization has significantly impacted the business sector, industry, and the social order of society. The development of information technology is driven by the rapid growth of information, which is easily accessible to the public (Luthfi, 2021). This phenomenon has triggered a paradigm shift from conventional marketing to digital marketing. The internet has become an essential part of life in many countries, including Indonesia. The use of the internet has accelerated due to the increasing number of tasks being conducted digitally (Bisma & Pramudita, 2020). According to data from Statista (2023), the number of e-commerce users in Indonesia shows a significant growth trend every year. In 2022, there were 178.94 million active users, an increase of 12.79% compared to the previous year. The projection for 2023 shows a higher figure, reaching 196.47 million users, and it is predicted to continue growing to 244.67 million by 2027. The presence of e-commerce has opened access for the public to millions of products from various brands, both local and international. In Asia, Watsons is the number one health and beauty retail company, with more than 7,200 stores in 24 countries offering an e-commerce platform that provides a wide range of products, including health, beauty, and personal care products.

Currently, Watsons Indonesia's e-commerce is facing intense competition. This is due to the presence of numerous competitors, which create uncontrollable competition in the health and beauty industry. Additionally, ineffective marketing strategies, such as poor market targeting and irrelevant promotional messages, have contributed to the decline in product sales. An article published by the Coordinating Ministry for Economic Affairs provided data from the Food and Drug Supervisory Agency (BPOM), stating that in 2023, the beauty industry grew by 21.9%. This represents an increase of 1,010 companies, up

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from 913 companies in 2022. Besides the growing beauty industry in Indonesia, the health industry is also continuing to grow. The Minister of Industry, Agus Gumiwang Kartasasmita, stated that there are 220 companies operating in the pharmaceutical and health sectors in Indonesia. He also noted a significant increase in the number of medical equipment manufacturing facilities, rising from 193 to 891 companies. The increasing number of players in the beauty and health market poses complex challenges for Watsons Indonesia in maintaining its market share. The presence of Watsons e-commerce has not significantly boosted their sales, as they still face stiff competition with other e-commerce platforms. According to Compas.co.id, as reported in an article by CNBC Indonesia in 2024, there is a shopping trend among the public on three major platforms: Shopee, Tokopedia, and Blibli.com. Between March 12 and April 9, 2024, sales of FMCG products reached an impressive figure of IDR 6.35 trillion. Personal care and beauty products contributed IDR 2.9 trillion, while health products contributed IDR 1.01 trillion. To create a purchasing decision phenomenon, Watsons Indonesia's e-commerce needs to offer attractive sales promotions and provide a pleasant shopping experience by continuously improving e-service quality. Therefore, in line with the phenomena presented, an in-depth study is needed to examine the importance of "The Influence of Sales Promotion and E-Service Quality on Purchase Decisions In Watsons Indonesia E-commerce."

LITERATURE REVIEW

Marketing

In line with the view expressed by Kotler and Keller (2016) in Rinaldi et al. (2024), marketing is a fundamental activity within an organization that consists of a series of planned steps to create, communicate, and deliver value to customers. Another definition is provided by Tjiptono & Chandra (2020), which describes marketing as a series of activities aimed at identifying, anticipating, and satisfying consumer needs and desires through valuable offerings

Marketing Mix

According to Kotler & Armstrong (2020), the marketing mix is defined as a strategic approach aimed at creating value for customers through a combination of integrated marketing elements, thereby achieving sustainable competitive advantage. According to Buchari Alma (2021), the marketing mix process involves in-depth analysis of the market,

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consumers, and competitors to determine the most effective combination for achieving competitive advantage.

Integrated Marketing Communication.

According to Clow & Baack (2018), Integrated Marketing Communications is a communication strategy that unifies all communication channels, both online and offline, into a single integrated program. Another definition is provided by Kotler & Armstrong (2018), who describe IMC (Integrated Marketing Communication) as a holistic approach that aligns various elements of marketing communication to create a coherent and consistent message. Through this strategy, companies strive to build a strong brand image and establish sustainable relationships with the target audience.

E-**commerce**.

According to Sengkey et al. (2022), based on this study, e-commerce encompasses all stages of business transactions conducted through electronic media, from pre-purchase to post-purchase. Meanwhile, Harmayani et al. (2020) state that e-commerce is a commercial activity conducted via the internet, including the dissemination, purchase, sale, marketing, and distribution of products or services.

Consumer Behavior

According to Nurhalim (2023), consumer behavior is defined as the actions or attitudes of consumers in carrying out activities to obtain what they desire. These actions include searching, purchasing, using, evaluating, and consuming the necessary products or services. Additionally, Kotler & Keller (2021) define consumer behavior as the study of the mental and emotional processes underlying consumer purchasing decisions, such as motivation, perception, and attitude. To design effective marketing strategies, marketers must conduct in-depth research on consumer behavior.

Service Quality

According to Manengal (2021), service quality is a dynamic and continuously evolving condition resulting from the complex interaction between products, employees, processes, and the work environment. Another opinion, provided by Adawia et al. (2020), defines service quality as a set of actions taken by a company to meet and exceed consumer expectations, resulting in customer satisfaction and loyalty to the company.

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Purchase Decision Process

According to Gunawan (2022), the consumer purchase decision process is a complex journey that begins with awareness of a need or desire. This journey involves stages such as searching for relevant information, comparing various product or service alternatives, deeply evaluating features and benefits, and finally, making a purchase decision based on priorities.

Purchase Decision

Agustina et al. (2023) state that a purchase decision can be understood as the result of a cognitive process involving the evaluation of various alternatives before the consumer makes a choice. According to Salem (2018) in Fitriany & Ariyanti (2024), it explains how consumers make decisions to purchase a product, starting from feeling a need to finally deciding to buy.

Electronic Service Quality

According to Pranitasari & Sidqi (2021) in Naufal et al. (2024), the definition of electronic service quality refers to the benchmarks used to assess the level of consumer satisfaction with internet-based services utilized for online transactions. According to Lee et al. (2005) in Sari et al. (2018), electronic service quality serves as a framework for analyzing and improving technology-based service quality.

Sales Promotion

According to Anang Firmansyah (2020), sales promotion is a strategic effort to directly stimulate consumer buying interest. Another definition provided by Bhagat, P. (2020) in Fitriany & Ariyanti (2024) describes sales promotion as part of a marketing strategy that includes an essential pillar in the marketing strategy, consisting of seven elements, along with six others: advertising, personal selling, direct marketing, public relations, corporate image, and exhibitions.

Effect of Sales Promotion on Purchase Decisions

In theoretical literature, promotion is an essential element of the marketing mix aimed at communicating information about products or services to the target market (Kotler & Armstrong, 2019). According to (Purwantinah, 2021), sales promotion is a crucial part of a business's success as it is a marketing strategy designed to enhance consumer perception of a product through additional offers, thus encouraging purchase

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actions. This study uses three indicators to measure Sales Promotion, as mentioned by (Prasetio & Muchnita, 2022), namely vouchers, cashback, and price-off deals. Another study by Dani Ardiansyah et al, 2020 states that sales promotion significantly affects purchase decisions. Their research shows that attractive promotions will encourage consumers to make purchasing decisions.

H1: Sales promotion has a positive and significant impact on purchase decisions on Watsons Indonesia e-commerce.

Effect of E-Service Quality on Purchasing Decisions

Good electronic service quality can enhance customer satisfaction, which ultimately leads to a stronger relationship between customers and the company (Ahmad & Zhang, 2020). Electronic service quality, which facilitates an easy purchasing process from ordering to fast and efficient delivery, can encourage users to use the Watsons Indonesia e-commerce app. The convenience and speed of the purchasing process on Watsons Indonesia e-commerce attract customers to shop online on the platform. Positive customer reviews serve as tangible evidence that Watsons Indonesia has successfully provided an easy and comfortable online shopping experience, motivating them to continue shopping on Watsons Indonesia e-commerce. This study uses six indicators to measure electronic service quality, as proposed by Raza et al. (2020): site organization, reliability, responsiveness, user friendliness, personal needs, and efficiency.A study conducted by (Mardhiyyah & Fadilla, 2021) states that E-Service Quality has a positive and significant effect on purchase decisions.

H2: E-Service Quality has a positive and significant impact on purchase decisions on Watsons Indonesia e-commerce

The impact of Sales Promotion and E-Service Quality on Purchasing Decisions

The rapid evolution of technology has transformed consumer behavior, prompting businesses to adopt electronic services that prioritize convenience and efficiency to remain competitive and meet the ever-changing needs of customers. Watsons Indonesia's e-commerce application has gained a loyal customer base among beauty and health enthusiasts due to its commitment to providing outstanding electronic service quality. This commitment is reflected in the shopping experience that effectively meets consumer needs. Another factor driving consumer attraction is Sales Promotion. Watsons Indonesia's e-commerce platform offers comprehensive features and various attractive promotions. Currently, consumers expect their activities to be fulfilled quickly at affordable

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prices. This study uses five indicators to measure purchase decisions, as proposed by Maulidia & Ratnasari (2021): product choice, brand choice, distributor choice, purchase amount, and purchase timing. Additionally, research by Annisa & Oktafani (2021) indicates that both promotion and e-service quality have a positive and significant impact on purchase decisions when considered simultaneously.

H3: Sales Promotion and e-Service Quality simultaneously have a positive and significant impact on Purchase Decisions on the Watsons Indonesia e-commerce application."

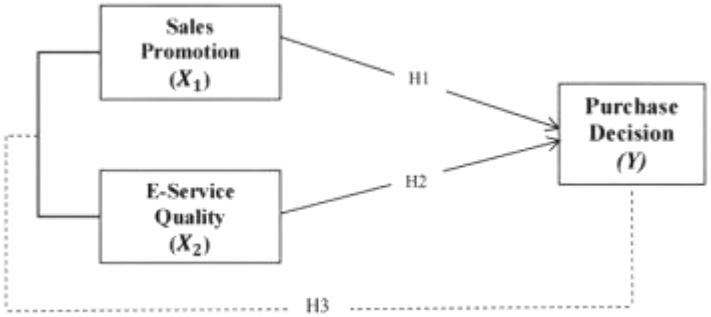


Figure 1: Conceptual Framework (Processed by the Author, 2024)

RESEARCH METHODS

This research method is quantitative, meaning that data is collected and analyzed using numbers and statistics. The research has characteristics based on the research method, objectives, researcher involvement, type of investigation, research time, and research setting, as outlined in the following table:

Table 1 Type of research

o	Research Characteristics	Type
1.	Based on Research Method	Quantitative
2.	Based on Objectives	Descriptive
	Based on Researcher Involvement	Without Data Intervention
	Based on Type of Investigation	Causal
	Based on Research Time	*Cross Sectional*
	Based on Research Setting	Non Contrived Setting

Source: Processed by the Author (2024)

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Based on Table 1, the research method used is the quantitative method. Non-probability sampling is the technique employed by the researchers for sampling. The researchers also apply purposive sampling. This study involved 385 respondents who have made purchases on Watsons Indonesia e-commerce. Data was collected through an online questionnaire distributed via Google Forms, which respondents were required to complete in full.

RESULT AND DISCUSSION

The next stage in analyzing this research involves performing classical assumption testing. This test is designed to ensure that the chosen model accurately represents the data and produces reliable results

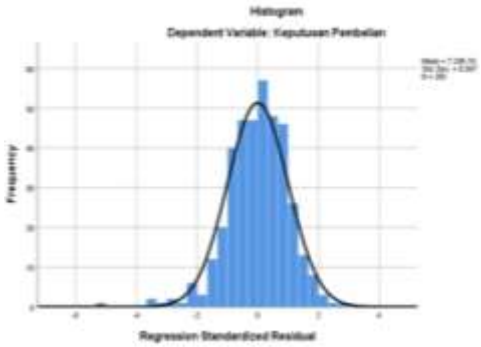


Figure 2: Histogram Chart (Processed by the Author using the SPSS 25 Program)

Based on the histogram, the data shows a symmetrical distribution pattern, indicating that the data is normally distributed. The researcher performed verification using the One-Sample Kolmogorov-Smirnov method. The significance level is 0.05 or 5%. The data obtained from this test is as follows

Table 2 Result of the Kolmogorov-Smirnov One-Sample Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		385
Normal Parameters[a,b]	Mean	0000000
	Std. Deviation	3.19729774
Most Extreme Differences	Absolute	.037
	Positive	.037
	Negative	-.036
Test Statistic		.037
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

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The researcher obtained results from the normality test using the One-Sample Kolmogorov-Smirnov method, with a significance value (Asymp.Sig.(2-tailed)) of 0.200. Data is considered normally distributed if the result is above 0.05 or 5%, which is a commonly used significance threshold in statistics. The results indicate that the data does not deviate from the normality assumption. This means the data meets the criteria for analysis using statistical methods based on normality assumptions, such as multiple linear regression

Table 3 Multicolinearity Test Results

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Sales Promotion	.862	1.160
	E-Service Quality	.862	1.160

a. Dependent Variable: Keputusan Pembelian

Based on Table 3 in the coefficients table, it shows that the independent variables, namely sales promotion and e-service quality, have values that meet the criteria for the multicollinearity test, with tolerance values >0.10 and VIF values <10. This result indicates that there is no significant multicollinearity between the Sales Promotion and E-Service Quality variables. In other words, these two variables are not highly correlated with each other and do not interfere with each other in the regression model. Therefore, the results of the multicollinearity test satisfy the classical assumption, and the analysis can proceed to the next stage.

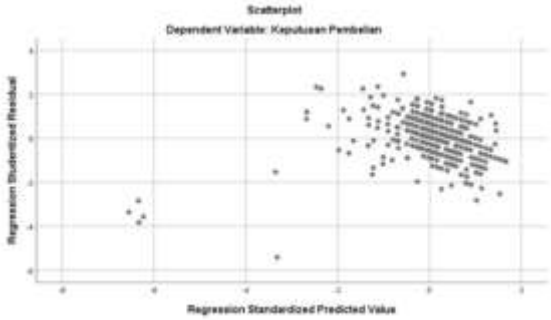


Figure 3: Heteroscedasticity Test Result (Processed by the Author using the SPSS 25 Program)

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Based on Figure 3 above, the scatter plot diagram shows that the data distribution pattern does not exhibit a clear trend. The data displays a random scatter around zero on the Y-axis. This pattern indicates that there is no consistent or systematic relationship between the dependent and independent variables. The analysis results suggest that there is no heteroscedasticity in this regression model. This conclusion aligns with one of the classical assumptions in linear regression, which is the assumption of homoscedasticity, stating that the model does not experience heteroscedasticity.

Table 4 Multiple Regression Test Result

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	17.646	1.758		10.036	.000
	Sales Promotion	.438	.060	.339	7.357	.000
	E-Service Quality	.227	.032	.323	7.017	.000

a. Dependent Variable: Keputusan Pembelian

Based on the regression analysis, the independent variable with the highest regression coefficient (βn) that is statistically significant indicates a greater influence on the dependent variable. In this case, the sales promotion variable has a coefficient of 0.438, while the e-service quality variable has a coefficient of 0.227. Since X1 (β1 = Sales Promotion) > X2 (β2 = E-Service Quality), where 0.275 > 0.246, the coefficient table shows that sales promotion (X1) has a more dominant effect on purchase decisions (Y) compared to e-service quality (X2).

Table 5 Partial Hypothesis Testing Results (T-Test)

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	17.646	1.758		10.036	.000
	Sales Promotion	.438	.060	.339	7.357	.000
	E-Service Quality	.227	.032	.323	7.017	.000

a. Dependent Variable: Keputusan Pembelian

The first hypothesis is that Sales Promotion (X1) has a positive effect on purchase decisions (Y). The coefficient table analysis shows a significance value (Sig) for the Sales Promotion variable of 0.000. Since the Sig value of 0.000 < 0.05, this finding results in H1

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being accepted and H0 being rejected. This finding proves that Sales Promotion (X1) significantly affects purchase decisions (Y).The second hypothesis is that E-Service Quality (X2) has a positive effect on purchase decisions (Y). The SPSS 'Coefficients' table analysis shows a significance value (Sig) for the E-Service Quality variable of 0.000. Since the Sig value of 0.000 is smaller than the probability of 0.05, the research does not support the null hypothesis (H0) while H2 is accepted. This finding proves that E-Service Quality (X2) significantly affects purchase decisions (Y).

Table 6 Simultaneous Hypothesis Testing Results (F-Test)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1689.621	2	844.811	82.210	.000[b]
	Residual	3925.522	382	10.276		
	Total	5615.143	384			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), E-Service Quality, Sales Promotion

Based on the findings of the research, it can be observed that the significance value obtained is 0.000 < 0.05. This indicates that H3 is accepted, meaning that Sales Promotion (X1) and E-Service Quality (X2) simultaneously influence Purchase Decisions (Y).

Table 7 Test Results for the Coefficient of Determination

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.549[a]	.301	.297	3.206

a. Predictors: (Constant), E-Service Quality, Sales Promotion

b. Dependent Variable: Keputusan Pembelian

Based on the results of the determination coefficient test, an R-Square value of 0.301 was obtained. This finding indicates that 30.1% of consumer purchase decisions on Watsons Indonesia e-commerce are influenced by Sales Promotion and E-Service Quality. The remaining 69.9% are influenced by factors outside the scope of this study.

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CONCLUSION

This study's results demonstrate that sales promotion (X1) and e-service quality (X2) both positively and significantly affect purchase decisions (Y) on Watsons Indonesia e-commerce. Additionally, the analysis shows that both sales promotion (X1) and e-service quality (X2) simultaneously have a positive and significant impact on purchase decisions (Y) on Watsons Indonesia e-commerce. Based on the study, it can be concluded that Watsons Indonesia e-commerce needs to enhance its promotional techniques, particularly its cashback programs. This could include introducing new cashback programs for new and seasonal products. Watsons Indonesia e-commerce could also implement accumulated cashback programs that can be redeemed for products or other vouchers. Additionally, Watsons Indonesia e-commerce could offer extra cashback for customers using specific payment methods, such as credit cards or digital wallets.Additionally, to enhance a pleasant online shopping experience, Watsons Indonesia e-commerce needs to improve server capacity and performance to handle traffic spikes, especially during promotions or major events. Watsons Indonesia e-commerce should also optimize for mobile by ensuring that the site and app are highly compatible with various devices and operating systems. Furthermore, managing the database effectively is crucial to ensure that product, customer, and transaction data remain accurate and up-to-date. To retain consumers and encourage continued purchases on Watsons Indonesia e-commerce, the company can expand its brand portfolio by partnering with more brands. This way, consumers will have more product alternatives to choose from. Additionally, customizing the shopping experience using algorithms to provide relevant product recommendations based on purchase history and customer preferences can be implemented

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