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The Influence Of Product Quality On The Buying Decision Of Marina Hand & Body Lotion Among Consumers In Bandar lampung

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Abstract

The increasingly intense competition in Indonesia's beauty industry, particularly in the skincare product segment, has encouraged local brands such as Marina to continuously innovate in order to survive and grow amid market dynamics. This research seeks to investigate the extent to which product quality affects consumers' decisions to purchase Marina hand and body lotion. This research employed an explanatory method with a quantitative approach. A total of 100 consumers of Marina hand and body lotion participated as respondents by completing a questionnaire. The collected data were then quantified using a Likert scale. Data analysis involved descriptive analysis, validity and reliability testing, classical assumption tests, multiple linear regression analysis, and hypothesis testing including t-test and coefficient of determination (R^2) using SPSS version 22. The data were analyzed using multiple linear regression analysis. The results showed that product quality had a positive influence on purchasing decisions, with a contribution of 36.5%. These findings indicate that consumers' positive perceptions of product quality can enhance satisfaction, trust, and ultimately their purchasing decisions.

Keywords: Product Quality, Purchase Decision, Hand and Body Lotion, Marina, Consumers

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INTRODUCING

The rapid growth of the cosmetics industry has significantly influenced societal trends. Advancements in the economic, socio-cultural, and technological sectors have contributed to these changing trends, making cosmetic products a primary necessity, especially for women. Progress in these three areas has led to increasingly intense competition in the beauty industry. As a result, cosmetic brands are required to continuously innovate to remain competitive and meet consumer demands (Anam et al., 2021). Therefore, selecting the right marketing strategy is essential for cosmetic brands to compete effectively in the market.

According to Statista data, the revenue of Indonesia's beauty and personal care market reached USD 7.23 billion, equivalent to IDR 113.73 trillion (at an exchange rate of IDR 15,734.6 per dollar) in 2022, up from IDR 99.704 trillion in 2021. The market is projected to continue growing annually by 5.81% between 2022 and 2027 (Mutia, 2022). This growth is driven by several factors, including shifts in consumption patterns, changing consumer preferences, and technological advancements (Nawiyah et al., 2023).

One of the most in-demand cosmetic products today is hand and body lotion, a skincare product applied to the body and hands to maintain moisture (Kristianingsih et al., 2022). This product is highly needed by Indonesian consumers due to the hot tropical climate, which can damage the skin by causing dryness, dullness, and darkening. Therefore, hand and body lotion is essential to keep the skin hydrated and healthy (Basyir, 2021).

Marina is a hand and body lotion product from a local beauty brand produced by Tempo Group. It was first introduced to the domestic market in 1982, and its production is entirely handled by an Indonesian company. PT Barclay Products, a subsidiary of PT Tempo Scan Pacific Tbk, has been active in the cosmetics and consumer goods industry since 1977, five years before Marina's launch (Eva Martha Rahayu, 2016). This brand focuses on body care products and offers several advantages, such as its *bio-whitening complex* content, natural ingredients, and affordability.

According to the 2024 market analysis, Marina achieved the highest sales in the body lotion category, with 212,000 units sold in April alone. This indicates that a significant portion of consumers preferred Marina as their top choice during that period (Markethac.id, 2024). This success reflects Marina’s ability to offer high-quality products in a competitive market.

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Given the fierce competition in Indonesia's beauty industry, local brands like Marina must continuously enhance product quality to maintain their presence. One of the most influential factors in consumer purchasing decisions is product quality. Kotler & Armstrong (2016) Product quality reflects how effectively an item can carry out its intended purpose, including features such as durability, dependability, and other characteristics that contribute to a favorable consumer perception.

The increasingly competitive dynamics in Indonesia's cosmetics market, particularly in the hand and body lotion segment, demand that local brands quickly adapt to changing consumer preferences. These changes are often driven by a heightened awareness of product quality and other influencing factors. Local brands like Marina are under pressure to compete with established international brands, both in terms of product innovation and marketing strategies. Therefore, understanding how product quality affects consumer purchase decisions is highly relevant for strengthening the competitiveness of local brands in a dynamic market.

LITERATURE REVIEW

Consumer Behavior

Kotler & Keller (2016) Consumer behavior examines how individuals or groups make choices, carry out purchases, and use products or services as an effort to fulfill their needs and wants. Meanwhile, Petter and Olson (2014) define consumer behavior as the result of interactions between influences, awareness, behavior, and the environment in which people engage across various aspects of life.

Quality Product

Good quality not only creates customer satisfaction but also shapes a positive perception of the brand and encourages repeat purchasing decisions. Kotler and Armstrong (2012) Product quality refers to how well a product fulfills its primary function, encompassing aspects such as longevity, dependability, precision, user-friendliness, and ease of care or repair. Wijaya (2011) states that product quality is the result of a combination of all product characteristics derived from marketing, production, and maintenance activities.

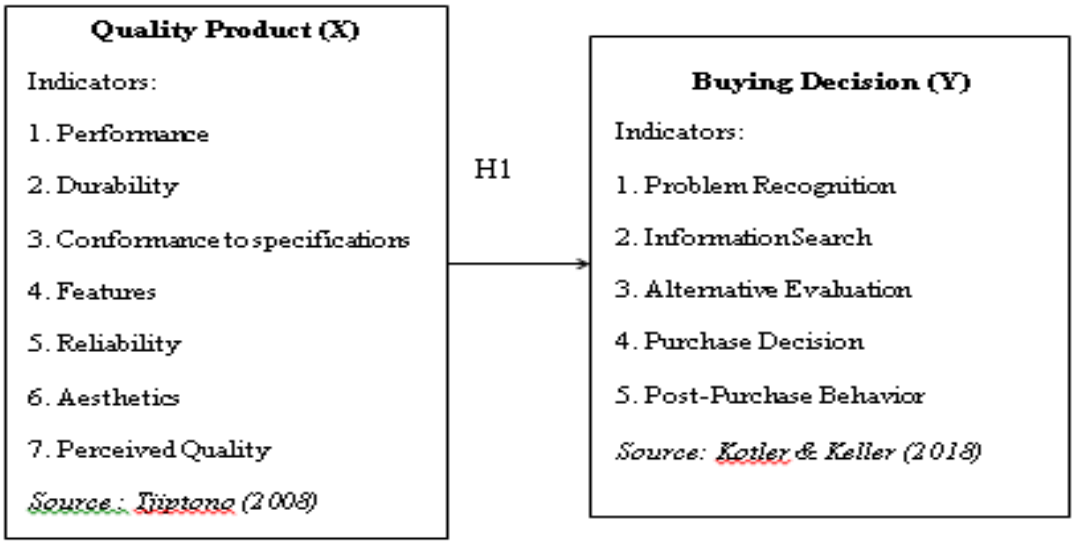
Buying Decision

According to Kotler & Keller (2016) The process of making a purchase decision starts with identifying a need, continues with gathering information, assessing available

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alternatives, making the purchase choice, and concludes with an evaluation after the purchase. Consumers not only consider the functional aspect of the product but also assess how well the product meets their initial expectations. Meanwhile, Tjiptono (2002) consumer purchase decisions are shaped by the information they receive about the product, their previous usage experiences, and the level of quality they believe the product provides..

FRAMEWORK



Information:
H1 : Influence of X and Y variables

RESEARCH METHOD

This research adopts a quantitative method, emphasizing the gathering and evaluation of numerical data sourced directly from primary respondents. The data were collected through the distribution of structured questionnaires, systematically designed and disseminated using the Google Forms platform. The sampling technique used was purposive sampling, involving 100 carefully selected respondents based on criteria relevant to the research objectives namely, individuals residing in Bandar Lampung who have purchased and used Marina hand and body lotion products, in accordance with the

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sampling method proposed by Sugiyono (2017). The questionnaire utilized a Likert scale ranging from 1 to 5 to measure participants' responses clearly and consistently. Data collection was conducted directly through digital communication channels such as WhatsApp and Instagram to efficiently reach a wider audience. Once the data were collected, statistical analysis was performed using SPSS version 22.

RESULT

The following is a condensed version of the review of findings that followed the analysis of the tests conducted, which led to the following conclusions.

Validity Test

X (Product Quality)	R Count	Rtable	Information
X1	0,682	0,361	Valid
X2	0,731		Valid
X3	0,652		Valid
X4	0,686		Valid
X5	0,499		Valid
X6	0,710		Valid
X7	0,634		Valid
X8	0,761		Valid
X9	0,681		Valid
X10	0,683		Valid
Y (Buying Decision)	**R Count**	**Rtable**	**Information**
Y1	0,714	0,361	Valid
Y2	0,709		Valid
Y3	0,727		Valid
Y4	0,681		Valid

Table 1. Validity

The results of the validity test show that each item in the research instrument has a correlation value that exceeds the critical value of the r table, indicating that all items are valid and can be used as a data collection tool.

Reliability Test

Variable	Cronbach Alpha	Standard	Information
Quality Product (X)	0,863	0,60	Reliable
Buying Decision (Y)	0,666	0,60	Reliable

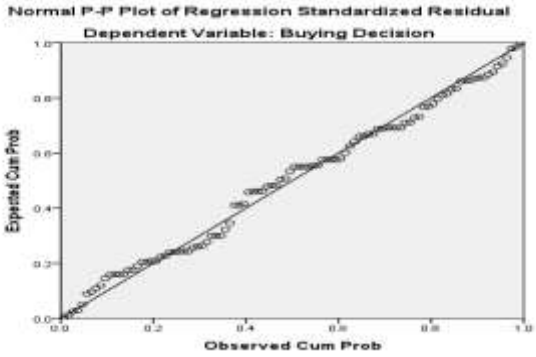
Table 2. Reliability Test

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Based on the analysis results, all Cronbach's Alpha values exceed the minimum threshold of 0.60, indicating that the instrument has a satisfactory level of internal consistency and is suitable for use in the subsequent stages of analysis.

Normality Test



The examination of the Normal P-P Plot of standardized regression residuals indicates that th majority of the data points align with the diagonal line, implying that the residuals are distributed in a roughly normal pattern. This indicates that the normality assumption of the regression model has been generally satisfied, including within each subgroup of the sample. The pattern reinforces the statistical validity of the model, as the residuals do not display any noticeable deviation or skewness, thereby supporting the accuracy of the inferential results obtained from the analysis.

Heteroscedacity Test



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Based on the analysis results, the regression model does not show any indication of heteroscedasticity. This is evident from the pattern of residuals, which are randomly scattered around the zero line without forming a specific pattern. Therefore, it can be concluded that the model meets the assumption of homoscedasticity and is suitable for further analysis.

Multicollinearity Test

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	8.067	1.157		6.972	.000		
Quality Product	.220	.029	.604	7.509	.000	1.000	1.000

a. Dependent Variable: Buying Decision

Table 3. Multicollinearity Test

Referring to the data presented in the table, the independent variables have tolerance values greater than 0.1 and VIF scores less than 10. These results suggest that multicollinearity is not present in the model.

Determination Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.604[a]	.365	.359	1.87205

a. Predictors: (Constant), Quality Product

b. Dependent Variable: Buying Decision

Table 4.Determination Test

The table above shows that there is a significant relationship between the consumer trust variable and the purchase decision, with an R value of 0.604. In addition,

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the recorded coefficient of determination (R^2) is 0.365 or equivalent to 36.5%. This indicates that the independent variable in this study, namely product quality, is able to explain approximately 36.5% of the purchase decision. Meanwhile, the remaining 63.5% is influenced by other factors outside the variables examined in this research.

Partial Test

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	8.067	1.157		6.972	.000		
Quality Product	.220	.029	.604	7.509	.000	1.000	1.000

a. Dependent Variable: Buying Decision

Table 5. Partial Test

The t-value for the product quality variable is 7.509 with a significance level of 0.000. Based on the results of the partial statistical analysis, it can be concluded that:

- With a t-value of 7.509 > the critical t-table value of 1.984, and a significance level of 0.000 < 0.05, there is a significant partial effect of product quality on the purchase decision of Marina hand and body lotion among consumers in Bandar Lampung.

DICUSSION

Product quality has a significant influence on the purchase decision of Marina hand and body lotion in Bandar Lampung, as indicated by the hypothesis testing results. The positive coefficient value of the product quality variable shows that consumers perceive Marina products to be of good quality, which includes tangible benefits (such as moisturization and UV protection), affordable prices, attractive packaging, and easy availability in stores.

The results of this study conclude that consumer perception of Marina's product quality is relatively favorable within the skincare product category. This is influenced by various aspects, such as the longevity of the product, its functional advantages like skin hydration and UV shielding, visually appealing packaging, and cost-effective pricing.

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Product quality emerges as a key component that shapes positive consumer experiences and satisfaction, ultimately encouraging purchase behavior.

These results align with the research conducted by Mulyati & Jaya (2020) consumers' perception of product quality plays a significant and favorable role in influencing their buying decisions. This reinforces the perspective that product quality reflects a brand's reliability in fulfilling consumer needs.

In line with the view of Kotler a& Amstrong (2012) Product quality refers to how effectively a product fulfills its intended functions, covering aspects such as durability, dependability, precision, user-friendliness, and ease of maintenance or repair. These dimensions are clearly observable in Marina products, particularly in their good absorption, light texture, pleasant fragrance, and wide availability in various retail outlets.

The R-Square value obtained in this study is 36.5%, indicating that the product quality variable contributes significantly—by 36.5%—to influencing consumer purchase decisions. The remaining 63.5% is influenced by other variables not included in this model.

CONCLUSSION

Product quality partially has a significant influence on the purchase decision of Marina hand & body lotion in Bandar Lampung. Consumers choose Marina products because they perceive them as having good quality, such as skin protection benefits, a light texture, a pleasant fragrance, and attractive packaging. The higher the consumer's perception of Marina's product quality, the greater the likelihood that they will decide to purchase the product. This indicates that product quality is one of the key factors driving consumer purchase decisions for local skincare products like Marina.

RESEARCH LIMITATIONS

There are several limitations in the implementation of this study that should be taken into consideration. First, the scope of the research is limited to consumers of Marina hand and body lotion products residing in the Bandar Lampung area. Therefore, the findings of this study may not be generalizable to consumer behavior in other regions or to users of similar products from different companies.

Second, this research is confined to two principal variables, with product quality designated as the independent variable and purchase decision as the dependent variable. The researcher also did not include other potential influencing factors, such as

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pricing strategies, distribution channels, or promotional efforts, which may also affect consumer purchasing decisions.

Given these limitations, it is recommended that future research expand the geographic coverage, include a broader range of variables, and consider a combination of quantitative and qualitative approaches to obtain a more comprehensive understanding of the research outcomes.

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