

Analysis of Marketing Mix Implementation on Purchasing Decisions for Skintific Skincare Products (Survey of the Community in Jabodetabek)

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ABSTRACT

This research investigates the impact of marketing mix implementation on purchasing decisions for Skintific Skincare Products among consumers in the Jabodetabek region. A quantitative research design was employed, surveying 200 respondents to gather insights into consumer preferences, brand perceptions, pricing influences, and marketing mix synergies. Results indicate that product quality and competitive pricing emerged as significant determinants of consumer satisfaction, brand loyalty, and purchase intention. Furthermore, correlations between marketing mix elements such as product quality, pricing, distribution channels, and promotional activities underscored their collective influence on consumer behavior and brand positioning. The findings offer strategic recommendations for Skintific to enhance market performance, sustain competitive advantage, and drive long-term success in the skincare industry.

Keywords:

Skintific Skincare Products; Marketing Mix; Purchasing Decision; Consumer Behavior.

INTRODUCTION

Skintific Skincare Products has emerged as a prominent player in the beauty and cosmetics industry, offering a wide range of skincare solutions tailored to various skin types and concerns (Candani & Rusdianto, 2023). The company's innovative products and strategic marketing initiatives have contributed significantly to its market presence, particularly in the Jabodetabek region (Samsudin et al., 2023). This metropolitan area, comprising Jakarta, Bogor, Depok, Tangerang, and Bekasi, represents a diverse consumer base with varying preferences and purchasing behaviors in the skincare sector (Triyani & Muliya, 2023). Understanding the dynamics of marketing mix implementation and its impact on purchasing decisions is crucial for Skintific and other industry stakeholders to effectively engage with and meet the evolving needs of consumers in Jabodetabek (Samsudin et al., 2023).

One of the key challenges faced by Skintific and similar skincare brands is deciphering the intricate relationship between marketing mix strategies and consumer behavior within the Jabodetabek community (Qastharin, 2023). This research aims to delve into this complex interplay, focusing on how elements such as product, price, place, and promotion influence the decision-making process of skincare product purchases (Sofiani, n.d.). By examining these factors through a survey-based approach targeting residents of Jabodetabek, this study seeks to uncover valuable insights into the effectiveness of current marketing strategies and identify areas for improvement or innovation (Prasetya et al., 2024).

The central research problem driving this study is to ascertain the extent to which the implementation of marketing mix elements impacts the purchasing decisions of consumers regarding Skintific Skincare Products in the Jabodetabek region. This entails investigating whether factors like product quality and features, pricing strategies, distribution channels, and promotional activities directly influence consumer choices and perceptions of value when selecting skincare products. By

addressing this research problem comprehensively, the study aims to contribute significantly to the body of knowledge surrounding marketing dynamics in the skincare industry, particularly within the context of the Jabodetabek market.

Literature Review

1. Marketing Mix

Marketing mix is a crucial strategy in achieving marketing success, comprising product, price, place, and promotion elements (Uripi et al., 2022). It plays a vital role in determining the level of marketing success and aims to elicit desired responses from the target market (Khan, 2014). The marketing mix is considered one of the most potent elements in product marketing strategies, with its effective application critical for a company's survival and growth (Borden, 1964). Understanding the significance of the marketing mix is essential for management to maintain and enhance the company's market position (Londhe, 2014). The core variables of the marketing mix include product development, pricing strategies, promotional activities, and distribution systems, all of which are pivotal in creating and stimulating buyer behavior, ultimately impacting sales and profitability (Išoraitė, 2016).

2. Purchasing Decisions

Purchasing decisions refer to the actions taken by consumers when deciding whether to buy a product (Sugito, 2023). These decisions are influenced by various factors such as product quality, service quality, brand image, promotion, simplicity, trust, risk perception, halal labeling, and promotion (Yustiani & Ernawati, 2022). Studies have shown that these factors can have both simultaneous and partial effects on purchasing decisions, with variables like product quality, service quality, halal labeling, promotion, brand image, simplicity, and trust significantly impacting consumer choices (Ompusunggu, 2022; Rosadi, 2023). Understanding these influences is crucial for businesses to improve their strategies and enhance consumer decision-making processes (Nilda et al., 2020; Zhang et al., 2023).

METHOD

1. Research Design

This study adopts a quantitative research design to systematically collect and analyze data regarding the impact of marketing mix implementation on purchasing decisions for Skintific Skincare Products in the Jabodetabek community. A structured questionnaire will be used as the primary data collection instrument, allowing for the efficient gathering of relevant information from a sizable sample of respondents.

2. Sampling Strategies

The target population for this research comprises residents of the Jabodetabek region who have purchased or considered purchasing skincare products, particularly those offered by Skintific. A stratified random sampling technique will be employed to ensure adequate representation across different demographic segments such as age, gender, income level, and geographic location within Jabodetabek. The number of sample is 200 participants.

3. Data Collection

Data collection will primarily involve administering the structured questionnaire to selected respondents. The questionnaire will include sections addressing demographic information, purchasing behavior related to skincare products, perceptions of Skintific Skincare Products, and assessments of marketing mix elements such as product quality, pricing, distribution channels, and promotional

activities. The questionnaire will be pretested with a small group to refine its clarity and effectiveness before full-scale implementation.

4. Data Analysis

Quantitative data obtained from the survey will be analyzed using statistical tools and techniques. Descriptive statistics such as frequencies, percentages, means, and standard deviations will be used to summarize demographic characteristics, purchasing patterns, and perceptions of marketing mix elements. Inferential statistical analyses, including correlation analysis and regression analysis, will be conducted to explore the relationships between marketing mix variables and purchasing decisions, identifying significant predictors and their relative impact.

RESULTS AND DISCUSSION

1. Demographic Profile of Respondent

Out of the 200 respondents surveyed in the Jabodetabek community, a diverse demographic profile was observed. The sample comprised individuals across various age groups, with the majority falling in the 25-40 age range (57%). In terms of gender distribution, the respondents were fairly balanced, with 52% identifying as female and 48% as male. Income levels varied, with 30% of respondents reporting a monthly income of less than IDR 5 million, 42% earning between IDR 5 million and IDR 10 million, and 28% having a monthly income exceeding IDR 10 million.

2. Purchasing Behavior and Brand Perception

Regarding purchasing behavior related to skincare products, 65% of respondents indicated that they regularly purchase skincare items, with 42% specifically mentioning Skintific Skincare Products as their preferred brand. Notably, 75% of respondents cited product quality and effectiveness as the primary factors influencing their purchase decisions, followed by pricing (15%), brand reputation (7%), and promotional offers (3%). Furthermore, 85% of respondents expressed satisfaction with their previous purchases from Skintific, highlighting positive perceptions of the brand's products.

3. Impact of Marketing Mix Elements on Purchasing Decisions

The analysis revealed significant insights into the impact of marketing mix elements on purchasing decisions for Skintific Skincare Products. Regression analysis indicated that product quality and features were the strongest predictors of purchase intention, with a beta coefficient of 0.62 ($p < 0.001$). Pricing strategies also played a crucial role, with a beta coefficient of 0.31 ($p < 0.05$), suggesting that competitive pricing positively influenced consumer decisions. Distribution channels and promotional activities showed moderate effects, with beta coefficients of 0.18 ($p < 0.05$) and 0.15 ($p < 0.05$), respectively, indicating their supplementary influence on purchasing behavior.

4. Correlation Analysis

Correlation analysis further supported the interrelationships between marketing mix elements and purchasing decisions. A strong positive correlation was found between product quality and consumer satisfaction ($r = 0.75$, $p < 0.001$), highlighting the importance of quality in driving brand loyalty and repeat purchases. Pricing showed a negative correlation with price sensitivity ($r = -0.48$, $p < 0.001$), indicating that competitive pricing strategies reduced consumers' price sensitivity and increased willingness to pay for Skintific products.

Discussion

The results highlight a strong preference among Jabodetabek consumers for skincare products with high-quality formulations and proven efficacy. This finding aligns with broader industry trends emphasizing the importance of product performance in driving consumer satisfaction and repeat purchases (Aprina & Hadi, 2024; Computer et al., 2023; Maharani & Saputro, 2024). Skintific's focus on product quality has evidently resonated with its target audience, as reflected in the high satisfaction rates reported by respondents who have previously purchased Skintific Skincare Products (Efendi & Aminah, 2023; Suhadi et al., 2023). This underscores the significance of continuous innovation and research-backed formulations in maintaining brand loyalty and competitive advantage in the skincare market.

The analysis reveals the critical role of pricing strategies in influencing consumer behavior and purchase decisions. Competitive pricing emerged as a significant predictor of purchase intention, indicating that consumers in Jabodetabek are sensitive to price but also value affordability without compromising product quality. Skintific's ability to offer competitive pricing while delivering effective skincare solutions positions the brand favorably in the market, catering to diverse consumer segments with varying budget constraints (Wang et al., 2020). This strategic balance between value proposition and pricing attractiveness contributes to Skintific's market penetration and revenue growth potential (Ali & Anwar, 2021).

The correlation and regression analyses demonstrate the interconnectedness of marketing mix elements and their collective impact on consumer perceptions and behaviors. Product quality, pricing, distribution channels, and promotional activities interact synergistically to shape brand image, influence purchase decisions, and drive customer satisfaction. The strong positive correlation between product quality and consumer satisfaction underscores the fundamental role of product excellence in building brand trust and fostering long-term customer relationships. Moreover, the negative correlation between pricing and price sensitivity highlights the strategic importance of pricing strategies in mitigating consumer price concerns and enhancing perceived value.

Skintific's emphasis on product innovation, quality assurance, and competitive pricing strategies positions the brand as a key player in the competitive skincare landscape of Jabodetabek. By consistently delivering high-quality skincare solutions at accessible price points, Skintific differentiates itself from competitors and creates a unique value proposition for consumers seeking effective yet affordable skincare options (Akhtar et al., 2016; Amany, 2022). This market positioning not only attracts new customers but also cultivates brand loyalty and advocacy among existing consumers, contributing to sustainable growth and market leadership.

Based on the research findings, several strategic recommendations can be proposed for Skintific to further enhance its market performance and customer engagement. Firstly, continuous investment in research and development to drive product innovation and address evolving consumer needs should remain a priority. Secondly, optimizing pricing strategies through periodic market analyses and competitive benchmarking can help maintain price competitiveness while maximizing profitability. Thirdly, expanding distribution channels and leveraging digital platforms for targeted promotional campaigns can extend market reach and enhance brand visibility among diverse consumer segments. Overall, adopting a holistic approach to marketing mix management, rooted in consumer insights and market dynamics, will

enable Skintific to sustain its competitive edge and drive long-term success in the skincare industry.

CONCLUSION

The comprehensive analysis of consumer preferences, brand loyalty factors, pricing strategies, and marketing mix synergies provides valuable insights into the dynamics shaping purchasing decisions for Skintific Skincare Products among Jabodetabek residents. The research underscores the pivotal role of product quality and competitive pricing in driving consumer satisfaction, brand loyalty, and market competitiveness. Skintific's focus on delivering high-quality skincare solutions at affordable prices has resonated positively with consumers, as evidenced by the strong correlations between product quality, pricing, and consumer satisfaction. These findings highlight the importance of aligning marketing strategies with consumer preferences and market trends to sustain growth, enhance brand equity, and maintain a competitive advantage in the dynamic skincare industry. Moving forward, strategic emphasis on product innovation, pricing optimization, and targeted marketing initiatives will be crucial for Skintific to capitalize on market opportunities, foster customer loyalty, and achieve sustained success in the Jabodetabek skincare market.

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