



The Effect Of Price And Content Marketing On Skintific Product Purchase Decisions In Medan Sunggal District, North Sumatra

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How to Cite :

Tarigan, S, D, K., Royani, I. (2024). The Effect Of Price And Content Marketing On Skintific Product Purchase Decisions In Medan Sunggal District, North Sumatra . EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 12(4). doi: <https://doi.org/10.37676/ekombis.v12i4>

ARTICLE HISTORY

Received [20 Agustus 2024]

Revised [30 September 2024]

Accepted [17 Oktober 2024]

KEYWORDS

Price, Content Marketing,
Purchasing Decisions, Skintific,
Medan Sunggal District

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ABSTRACT

The aim of this research is to determine the influence of price and content marketing on purchasing decisions for Skintific products. This research uses quantitative methods. The population in this study were in Medan Sunggal Sub-district, North Sumatra. The number of samples in this research was 100 samples. Data was collected by distributing questionnaires to respondents using Google Form. The results of data processing show that the price variable has a positive and significant influence on purchasing decisions for Skintific products. The content marketing variable has a positive and significant influence on purchasing decisions for Skintific products. Simultaneous research also shows that price and content marketing also have a positive and significant influence on purchasing decisions for Skintific products.

INTRODUCTION

Nowadays, the world of beauty is developing rapidly. Every individual, both women and men, wants an attractive and pleasing appearance. Because basically, appearance becomes the identity of an individual. If an individual has a good looking appearance, he will be considered a good person. And vice versa, if an individual does not pay attention to his appearance, he will be defined as a bad individual. A good appearance will also support a person's confidence. Therefore, if one wants to look good, one must pay attention to it. One of the ways to create a charming appearance is to wear beauty products.

Beauty products are products that are used on the surface of the outer skin whose function is to clean and beautify the appearance. In today's era, beauty products are not only worn by women but also men. This is marked by an increase in demand for beauty products. Beauty product fans have continued to surge steadily since 2017 and touched 11.99 percent or equal to Rp 19 trillion. In 2021, the beauty industry will grow to reach 6.46 percent. The beauty industry is expected to continue to surge in line with the emergence of the latest beauty product trends (Republika.co.id). One of the beauty products that is currently loved by the public is

Skintific. Skintific is a beauty product that originated in Canada. This brand entered Indonesia in 2021 and has become a favorite of the people of Indonesia. Skintific was declared the best newcomer brand of 2022 by Sociolla. Skintific also managed to become a Top Seller on Shopee e-commerce.

Figure 1 Top 5 Facial Care Brands



Based on the image above, it can be seen that Skintific ranks number two as the best-selling facial care brand in e-commerce in 2022. This shows that many Indonesians buy Skintific products. Before consumers make a purchase, there are factors that are considered regarding whether or not to buy the product. One of the purchasing decision factors is price.

Price is the amount of money that will be spent and later exchanged for a product or service and provide benefits and advantages from the product or service (Devi et al., 2020). Price is an important element for a company because it generates profits or revenue. From this, the company is expected to invest and decide what price will be spent on a product or service. Skintific issues prices with the middle to upper class. This is commensurate with the quality provided by Skintific, even though so many Indonesians state that the price of Skintific products is relatively expensive. Therefore, the Skintific company must be able to find a way to adjust the selling price to the income of the people of Indonesia.

In addition to price, another factor that can have an impact on purchasing decisions is content marketing. Content marketing is one of the marketing techniques carried out by sharing written content, audio and video on social media (Mahendra & Nugroho, 2013). Content marketing is a marketing process that is carried out by creating interconnected content to attract, acquire, and engage consumers with the aim of profiting (Chandra & Sari, 2021). Through good, good and attractive content marketing, companies can attract the attention of consumers and increase product sales. Skintific also utilizes content marketing in their marketing strategy, seeing the large number of promotional videos shared on their social media.

LITERATURE REVIEW

Purchase Decision

A purchase decision is the end result of a consideration of whether a person will buy a product and service as a form of their needs and desires or not to buy it (Arif & Hidayah, 2023). According to (Tjiptono, 2014) a purchase decision is a series of processes in which consumers find out problems or desires and find out information about the product or service to be purchased and then determine a choice that is tailored to their needs. Indicators of purchase decisions according to (Kotler & Keller, 2012) are: steadiness in a product, habits in buying products, taking the initiative to recommend to others, making repeat purchases.

Price

Price is a certain amount of money that will be given to the seller in order to get the right to try the product or service that has been purchased (Nahra Putra & Nurmahdi, 2020). Price is a

value that will later be exchanged by customers in order to get the benefits of consumption, use or ownership of the product or service that has been purchased (Noviyanti Hulu | Amril | Hayunimah Siregar, 2019). Price indicators according to (Kotler & Armstrong, 2016) are: affordable price, price according to product quality, price competitiveness, price according to the benefits obtained.

Content Marketing

Content Marketing is one of the marketing methods that is carried out by sharing written content, audio and video on social media (Mahendra & Nugroho, 2013). Content marketing indicators according to Patricia Milhinhos in (Chairina et al., 2020) are relevance, accuracy, value, easy to understand, easy to find, and consistent. Based on the above theory, the hypothesis in this study is:

- H1 : Price has a positive and significant influence on purchase decisions
- H2 : Content Marketing has a positive and significant influence on purchasing decisions
- H3 : Price and Content Marketing have a positive and significant influence on purchasing decisions

METHODS

This study uses a quantitative method by way of a survey. Non-probability sampling was chosen as a sampling technique with a "purposive sampling" approach. Purposive sampling is a method used to take samples with certain characteristics (Sugiyono, 2016). In this study, the population is the community in Medan Sunggal District, North Sumatra. The criteria of the respondents were: People in Medan Sunggal District, North Sumatra, male and female, and had purchased Skintific products at least once. The sample size in this study is 100 respondents, this number is determined by (Cooper & Emory, 1996) if the population size is unknown. The data collected comes from questionnaires or questionnaires distributed to respondents from Google Forms. The SPSS 26 tool will be chosen as an auxiliary tool for data analysis. Starting with the validity and reliability test, then the determination coefficient test, the T test and the f test.

RESULTS

To test the hypothesis, several tests were carried out. First, a validity test was carried out with a significance level of 5% (0.05) with the provision of $r_{\text{Calculate}} > r_{\text{Table}}$, then the statement was identified as valid. After the validity test was carried out, the results were obtained that all statement items were valid ($r_{\text{Count}} > 0.196$) (Table 1).

Table 1 Validity Test

		Correlations				
		X1.1	X1.2	X1.3	X1.4	TOTAL
X1.1	Pearson Correlation	1	.702**	.542**	.396**	.810**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X1.2	Pearson Correlation	.702**	1	.754**	.635**	.917**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X1.3	Pearson Correlation	.542**	.754**	1	.676**	.870**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X1.4	Pearson Correlation	.396**	.635**	.676**	1	.777**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
TOTAL	Pearson Correlation	.810**	.917**	.870**	.777**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

** Correlation is significant at the 0.01 level (2-tailed).

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	TOTAL
X2.1	Pearson Correlation	1	.746**	.656**	.473**	.255*	.054	.694**
	Sig. (2-tailed)		.000	.000	.000	.010	.595	.000
	N	100	100	100	100	100	100	100
X2.2	Pearson Correlation	.746**	1	.737**	.674**	.378**	.229*	.805**
	Sig. (2-tailed)	.000		.000	.000	.000	.022	.000
	N	100	100	100	100	100	100	100
X2.3	Pearson Correlation	.656**	.737**	1	.701**	.638**	.434**	.884**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X2.4	Pearson Correlation	.473**	.674**	.701**	1	.664**	.632**	.873**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
X2.5	Pearson Correlation	.255*	.378**	.638**	.664**	1	.804**	.787**
	Sig. (2-tailed)	.010	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
X2.6	Pearson Correlation	.054	.229*	.434**	.632**	.804**	1	.660**
	Sig. (2-tailed)	.595	.022	.000	.000	.000		.000
	N	100	100	100	100	100	100	100
TOTAL	Pearson Correlation	.694**	.805**	.884**	.873**	.787**	.660**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Correlations

		Y1	Y2	Y3	Y4	TOTAL
Y1	Pearson Correlation	1	.409**	.442**	.521**	.791**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
Y2	Pearson Correlation	.409**	1	.428**	.493**	.734**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
Y3	Pearson Correlation	.442**	.428**	1	.649**	.784**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
Y4	Pearson Correlation	.521**	.493**	.649**	1	.829**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
TOTAL	Pearson Correlation	.791**	.734**	.784**	.829**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Second, a reliability test was carried out with the provision of Cronbach's Alpha value > 0.6. Reliability tests were also carried out and the results were obtained that all reliability statement items (Table 2).

Table 2 Validity Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.860	4
Reliability Statistics	
Cronbach's Alpha	N of Items
.868	6
Reliability Statistics	
Cronbach's Alpha	N of Items
.783	4
Reliability Statistics	
Cronbach's Alpha	N of Items
.783	4

The next test is a t test with the provision $t_{\text{Count}} > t_{\text{Table}}$ or a significance level of 5% (Table 3).

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.042	1.385		4.363	.000
	HARGA	.216	.075	.251	2.874	.005
	CONTENT MARKETING	.301	.053	.496	5.671	.000

a. Dependent Variable: KEPUTUSAN PEMBELIAN

After the T test was carried out, the result was obtained that t calculated for the price variable of 2,874 > t Table 1,984, then H1 was accepted. For t Calculate the content marketing variable of 5,671 > t Table 1,984, then H2 is accepted. Next, an F test was carried out with the provision f Calculate > f Table and the sig value < 0.05.

Table 4 F Test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	206.696	2	103.348	36.151	.000 ^b
	Residual	277.304	97	2.859		
	Total	484.000	99			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), CONTENT MARKETING, HARGA

After the F test was carried out, the result was obtained that the value of f was calculated 36,151 > f Table 3.09, then H3 was accepted (Table 4). Then a determination coefficient test is carried out to see the extent to which price and content marketing can influence the purchase decision.

Table 5 Determination Coefficient Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.653 ^a	.427	.415	1.69080

a. Predictors: (Constant), CONTENT MARKETING, HARGA

After the determination coefficient test was carried out, the result was that the R square value of 0.427 means that as many as 42.7% are able to explain the purchase decision and the remaining 57.3% are explained by other variables that are not included in this study (Table 5).

DISCUSSION

Based on the processing of the data above, it was found that price has a "positive and significant" influence on the purchase decision of Skintific products. The data is similar to research (Nuryani, 2022) that price has a positive and significant effect on purchase decisions. The results of the data processing above also stated that content marketing had a "positive and significant" effect on the purchase decision of Skintific products. This is in line with research conducted (Shadrina & Sulistyanto, 2022) which states that content marketing has a positive and significant effect on purchase decisions. From the processing of the data above, it is also stated that price and content marketing have a positive and significant effect on the purchase decision of Skintific products.

CONCLUSION AND SUGGESTION

From the results of the data processing that has been carried out, it can be concluded that price has a positive and significant effect on the decision to purchase Skintific products. Content marketing also has a positive and significant effect on the purchase decision of Skintific products. Furthermore, price and content marketing have a positive and significant effect on the purchase decision of Skintific products.

Advice for Skintific companies is that because price affects purchasing decisions, Skintific must be able to adjust the price to the income of the Indonesian people, if the price is getting more expensive, it will result in a decrease in consumers. Then Skintific must also continue to improve and be more creative in creating content on social media so that consumers still feel interested and make purchases.

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