Factors Influencing Compact Powder Purchasing Decisions Luxcrime on TikTok (Study of Ternate City Community)

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Abstract*. This research aims to determine the influence of Product Quality, Brand Image and Electronic Word of Mouth on Purchasing Decisions for Luxcrime pressed powder on TikTok among the people of Ternate city. This type of research uses a quantitative approach. The population in this study were residents of the city of Ternate who used and purchased Luxcrime pressed powder on TikTok in the last 6 months and the number of samples in this study was 108 respondents. The data in this research is primary data obtained directly from questionnaires filled out by research respondents, and using SPSS 23 program tools. The results of this research show that: 1) Product quality has a significant effect on purchasing decisions; 2) Brand image has a significant influence on purchasing decisions; 3) Electronic word of mouth has a significant effect on purchasing decisions; 4) Product quality, brand image and electronic word of mouth have a significant influence on purchasing decisions.*

Keywords: product quality, brand image, electronic word of mouth, purchasing decisions

1. INTRODUCTION

Online media is any type of media or means of communication that is presented online via an internet connection, such as *email, websites, blogs* and social media. In online media, there are many types of media used to disseminate information such as YouTube, Facebook, TikTok, Instagram and others. This makes consumers interested because of the very diverse offers, competitive prices, and promotional methods via social media.

It is believed that the high use of the internet in Indonesia is in line with the increase in social media activity. One application that is widely used by many groups is TikTok. Quoted from CaptainSeo, a picture of social media users in Indonesia in 2023. TikTok application users in 2023 will be in second place after YouTube. For more details, see the following image.

TikTok is a social media that allows users to upload videos with a duration of 15 to 60 seconds, usually these videos have music or dialogue. Starting from an application for sharing videos, now TikTok is used to promote a product or service. Starting from doing business online. Lots of people do business online. One way is through the Tiktok application, for example selling clothes, food, and also skincare or other beauty products.

The cosmetics industry is one of the most popular, because cosmetics have become a necessity for most people today. For some women, cosmetics are important for women to change their appearance to make them look more beautiful in the eyes of other people. The *trend* of shopping for cosmetics makes awareness of appearance more attractive and causes the Indonesian cosmetics market to increase. Phenomenon What is happening now is that consumers are no longer interested in direct advertising or promotions, but tend to be more interested in other people's opinions as references before taking purchasing decisions. With advances in technology, a number of consumers use the internet to search for information about a

product or company, regarding a product before making a purchase.
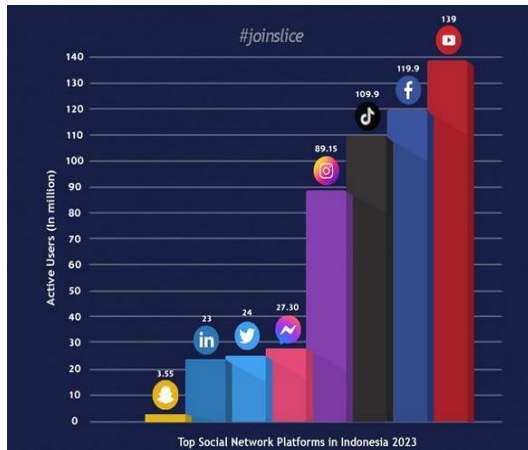
Source: Kapten Seo (2024)

Figure 1. Social Media User

One brand that is well known to the public is Luxcrime which offers various products, such as liptint, lipgloss, pressed powder, loose powder, setting spray, cushion, make-up remover, eyeliner and eyebrow pencil. Luxcrime is a local cosmetics brand in Indonesia. PT. Luxury Cantika Indonesia, or better known as Luxcrime, is a cosmetics company founded in 2015 by Achmad Nurul Fajri. Luxcrime was founded for Indonesian women, by providing high quality products whose aim is to enhance the beauty and elegance of Indonesian women

PT. GoTo Gojek Tokopedia Tbk. (GOTO) and TikTok officially announced cooperation in Indonesia to strengthen the growth of Indonesia's digital economy with a focus on empowerment and market expansion for national MSME players. This strategic partnership begins with the Buy Local campaign, which was launched on December 12 2023, in conjunction with National Shopping Day. The program in the TikTok application will allow users to shop and interact with their favorite local products. PT. GoTo Gojek Tokopedia Tbk. (GOTO) and TikTok will commit to providing wider benefits for MSMEs in Indonesia. Then utilize the *e- commerce* platform and encourage the creation of millions of new jobs over the next five years.
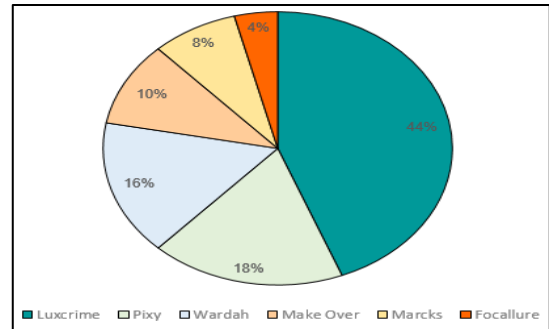
Source: Ternate city community, 2024

Figure 2. Research Gap

Based on mini research conducted on 50 people in the city of Ternate, it can be seen that 22 people or 44% use Luxcrime pressed powder, 9 people or 18% use Pixy pressed powder, 8 people or 16% use Wardah pressed powder, 5 people or 10% use Make Over pressed powder, 5 people or 8% used Marcks pressed powder and 2 people or 4% used Focallure pressed powder. From the mini research that has been carried out, it can be concluded that the majority of respondents use Luxcrime trade powder.

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2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Product Quality

According to Kotler and Armstrong (2008), the meaning of product quality is the ability of a product in performing its function, this includes overall durability, reliability, accuracy, ease of operation and repair of the product as well as other product attributes.

Brand Image

According to Kotler and Keller (2009), *Brand image* is the perception and belief held by consumers, as reflected in the associations that occur in consumers' memories. A strong brand image can provide. The main advantage for banks is that they can create competitive advantages. *Brand image* is the consumer's perception of a brand products that are formed from information obtained by consumers through experience using the product.

E-WoM

E-WoM is a positive or negative statement made by potential customers, actual customers and former customers about a product or company via the internet (Priansa, 2017). According to Hennig-Thurau et al., (2003), e-WOM is a form of marketing communication that contains positive or negative statements made by potential consumers, k consumers about a product or company, which is available to many people via the internet

Purchasing Decision

Kotler (2008) said that the purchasing decision is a stage of the buyer's decision process, namely when consumers actually buy the product. Where consumers recognize the problem, look for information about a particular product or brand and evaluate how well each alternative can solve the problem which then leads to the purchasing decisions.

The Influence of Product Quality on Purchasing Decisions

Kotler and Armstrong (2008) state that product quality is the ability of a product to perform its functions which include durability, reliability, accuracy, convenience, operation and repair and other attributes. Product quality is a form of assessment of the product to be purchased, whether it meets what consumers expect. If companie want to develop, let alone make a profit, they no longer have a choice but to adopt the concept of quality. This shows that quality has an influence on consumer. Consumers certainly will not buy products that cannot meet their expectations. The higher the quality of a product, the higher the consumer's decision to make a purchase. The results of research by Permatasari dan Hidayat (2023) state that product quality has a significant influence on purchasing decisions, the sama results are also seen in research by Aghitsni and Busyra (2022) which states that product quality influences purchasing decisions.

H1: Product quality has a significant effect on purchasing decisions

The Influence of Brand Image on Purchasing Decisions

Wicaksono (2007), put forward the importance of developing brand image in purchasing decisions. Creating an impression is one of the basic characteristics in modern marketing orientation, namely by giving more attention and creating a strong brand. The implication of this is that a product brand creates a brand image of the product itself in the minds of consumers and becomes a basic motivation for consumers in choosing a product. The results of research by Basri et al., (2023) shows that brand image has a significant influence on purchasing decisions, the same results are also seen

in research Supriyadi et al., (2017) states that brand image influences purchasing decisions.

H2: *Brand image* has a significant influence on purchasing decisions

The Ifluence of E-WoM on Purchasing Decisions

Consumers can find out about the products purchased from promotions carried out by business actors, both traditional and modern promotions. Referring to the large number of internet users in Indonesia, it has a great influence on the spread of information through electronic word of mouth. Santoso (2019), stated that eWoM is a neutral, positive, or negative experience for potential consumers regarding a service, product, brand or company that is used and spread through the internet media. The results of research by Kristyani and Jatmiko (2023) shows that ewom has a positive and significant influence on purchasing decisions, the same results are also seen in research Yulindasari and Fikriyah (2022) states that ewom has a significant influence on purchasing decisions.

H3: eWoM has a significant influence on purchasing decisions

The Influence of Product Quality, Brand Image and E-WoM on Purchasing Decisions

There are several factors that influence consumer purchasing decisions, including cultural, social, personal and psychological factors. (Kotler, 2008). Product quality itself is one of the factors of purchasing decisions which includes psychological factors. Product quality is highly considered, consumers want the best product quality in the products they have purchased.

Surachman (2008), defines brand image as a part of a brand that can be recognized but cannot be spoken, such as a symbol, a special lettering or color design, or the customer's perception of a product or service represented by its brand. When a brand has a strong and positive image in the minds of consumers, the brand will always be remembered and the possibility of consumers buying the brand in question is very large.

According to Wibowo (2015), states that eWoM is positive or negative communication between potential, customers or former customers about a product or company that is publicly available on the internet. Nowadays, to make a purchase, potential consumers usually look for information about the quality of a product on the internet, because of the many reviews about the product.

H4: Product quality, brand image and eWoM have a significant influence on purchasing decisions.

3. RESEARCH METHODS

The location of this research was conducted in the city of Ternate, North Maluku Province. The planned research period starts from February 2024

to August 2024. The population in this study were people who used Luxcrime compact powder and bought Luxcrime compact powder in the last 6 months at least 2 times on TikTok. The number of samples in this study was 18 x 6 = 108 Respondents. The characteristics of the sample in this study were male and female consumers who used Luxcrime compact powder and bought Luxcrime compact powder in the last 6 months at least 2 times on TikTok.

The data collection technique in this study was by using a questionnaire. According to Sugiyono (2017), A questionnaire is a data collection technique that is carried out by giving a set of written questions or statements to respondents to be answered. Questionnaires are used to obtain respondent data on product quality, brand image, electronic word of mouth and purchasing decisions. To test the influence between independent and dependent variables, namely the influence of product quality, brand image and E-WoM on purchasing decisions partially or simultaneously, multiple linear regression analysis is used using the statistical package for social scientists (SPSS) as a statistical test tool.

Kotler and Armstrong (2008), Product quality is the ability of a product to perform its function, including overall durability, reliability, accuracy, ease of operation and repair of the product as well as other product attributes. Product quality according to Tjiptono (2012), that is:

1. Performance, the operating characteristics of the core product purchased.
2. Additional features or features, namely secondary or complementary characteristics
3. Reliability, namely the small possibility of damage or failure to use.
4. Conformance to specification, namely the extent to which the design and operating characteristics meet previously established standards.
5. Durability, namely how long the product can continue to be used, including the technical life and economic life of the product.
6. Serviceability, including speed, competence, comfort, easy to repair and satisfactory complaint handling.
7. Aesthetics, namely the product's appeal to the five senses.
8. Perceived quality, namely the product's image and reputation and the company's responsibility towards it.

Keller (1998), states that brand image is a consumer's response to a brand based on the good and bad aspects of the brand that consumers remember. According to Keller (1998), The indicators used to measure brand image are as follows:

1. Corporate image
2. User image
3. Product image

E-WoM is a form of marketing communication that contains positive or negative statements made by potential consumers, consumers about a product or company. Goyette et al., (2010), divide eWoM into three dimensions:

1. Intensity
2. Valence of Opinion
3. Content

Kotler and Keller (2009), said that the purchasing decision is a stage of the buyer's decision process, namely when the consumer actually buys the product. According to Kotler and Keller (2009), purchase decision indicators are:

1. Consistency in a product
2. Habits in buying products
3. Giving recommendations to others
4. Making repeat purchases

4. RESULT AND DISCUSSION

One of the requirements for using multiple regression equations is the fulfillment of classical assumptions. To obtain an unusual and efficient check value (Best Linear Unbias Estimator/BLUE) from one multiple regression requirement with the least squares method, it is necessary to conduct testing to determine whether the resulting regression model meets the classical assumption requirements.

Table 1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		108
Normal Parameters[a]	Mean	.0000000
	Std. Deviation	2.36391919
Most Extreme Differences	Absolute	.149
	Positive	.133
	Negative	-.149
Kolmogorov-Smirnov Z		0.552
Asymp. Sig. (2-tailed)		.316

a. Test distribution is Normal.

Source: Primary data, processed 2024

Based on the above shows that the normality test can be seen that the Kolmogorov-Smirnov value for all regression equations above is significant 0.05 as required. From these results it can be seen that the residual data in this study is normally distributed, or in other words the data in this study has met the normality assumption.

Table 2. Multicollinearity Test Results

Variable	Collinearty Statistcs		Kesimpulan
	Tolerance	VIF	
X1	0,567	1,764	No Multicollinearity Occurs
X2	0,491	2,036	No Multicollinearity Occurs
X3	0,772	1,295	No Multicollinearity Occurs

Source: Primary data, processed 2024

The results of the calculation of the tolerance value show that there are no independent variables that have a tolerance value <0.01 and also with the results of the calculation of the VIF value, of the three independent variables tested there is no VIF value that is more than 10, so it can be concluded that there is no multicollinearity between the independent variables and the regression model.

This study uses a Scatterplot image, it is said that there is no heteroscedasticity if there is no particular pattern from the scatterplot graph and points that spread randomly, both above and below the number 0 on the Y axis. The results of the heteroscedasticity test displaying scatterplot graphs of the four variables representing the image of the three regression equation hypotheses. From the scatterplot image, it can be seen that all models have points spread above and below the number 0 on the Y axis, this means that this research model is free from heteroscedasticity. In this study, the data analysis technique used is multiple regression.
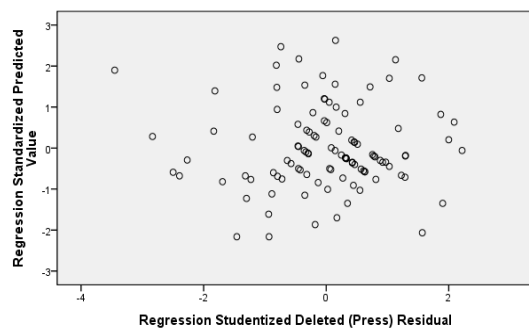
Source: Primary data, processed 2024
Figure 3. Heteroscedasticity Test Results

This analysis technique is used to determine the magnitude of the influence between the dependent variable and the independent with SPSS processing, then the regression results are obtained in the following table

Table 3. Multiple Regression Analysis

Variable	Unstandardized Coefficients		t_{count}	t_{table}	Sig
	(B)	**Std. Error**			
Constant	6,227	5,334	5,669		0,008
X1	0,386	0,132	4,948		0,000
X2	0,214	0,043	2,918	1,65	0,004
X3	0,246	0,089	2,763		0,007

Source: Primary data, processed 2024

Based on the data shown in Table 4.11 above, the following regression equation is obtained:

$Y = 6,227 + 0,386(X_1) + 0,214(X_2) + 0,246(X_3) + 5,334 (e)$

From the multiple linear regression equation above:

1. The statistical results of the regression test obtained a t count of 4.948 with a significance value of 0.000, therefore the significance is smaller than 0.05 (0.000<0.05) and the regression coefficient has a positive value of 0.386 so that the hypothesis stating that product quality has a significant effect on purchasing decisions is "proven".
   So it can be interpreted that: Ha is accepted and H0 is rejected, this can be seen from the t count value of 4.948 or> t table 1.65. In addition, the significant value of the product quality variable (X1) which obtained 0.000 where this value is <0.05.

2. The statistical results of the regression test obtained a t count of 2.918 with a significance value of 0.004, therefore the significance is smaller than 0.05 (0.004<0.05) and the regression coefficient has a positive value of 0.214 so that the hypothesis stating that brand image has a significant effect on purchasing decisions is "proven".
   So it can be interpreted that: Ha is accepted and H0 is rejected, this can be seen from the t-value of 2.918 or > t table 1.65. In addition, the significant value of the brand image variable (X2) which obtained 0.004 where this value is <0.05.

3. The statistical results of the regression test obtained a t-value of 2.763 with a significance value of 0.007, therefore the significance is smaller than 0.05 (0.007 <0.05) and the regression coefficient has a positive value of 0.246 so that the hypothesis stating that electronic word of mouth has a significant effect on purchasing decisions is "proven".
   So it can be interpreted that: Ha is accepted and H0 is rejected, this can be seen from the t-value of 2.763 or > t table 1.65. In addition, the significant value of the electronic word of mouth variable (X3) which obtained 0.007 where this value is <0.05.

Table 4. Multiple Regression Analysis Results

Variable	f_{cpunt}	f_{table}	Sig
X1, X2, X3	21,051	2,49	0,000

Source: Primary data, processed 2024

From the multiple regression output, it is known that the F count value is 44.170 with a significant level of 0.000 or <0.05. So the fourth hypothesis is accepted, it can be said that product quality, brand image and electronic word of mouth together (simultaneously) have a significant effect on purchasing decisions.

The Influence of Product Quality on Purchasing Decisions

Based on the results of the research that has been conducted, it is known that product quality has a significant influence on the purchase decision of Luxcrime compact powder on TikTok, because the product quality of Luxcrime compact powder cream

can be adjusted to the needs and desires of consumers.

The product quality factor plays an important role in influencing purchasing decisions, products that have good quality, reliability, have different characteristics and have advantages that are in accordance with what consumers want will make consumers satisfied and interested in making purchases (Yustiawan and Prijati, 2016). Meanwhile, according to Kotler and Keller (2009) Product quality is the totality of the properties and characteristics of products and services with all their capabilities to answer all stated or implied needs.

Luxcrime compact powder is a two-way cake compact powder or a mixture of powder and foundation with a shade that is adjusted to the skin color of the Indonesian people, namely yellow langsat or medium tone with yellow undertones and brown skin. In addition, Luxcrime compact powder also has high coverage that is able to cover black spots on the face.

This is in line with research conducted by Permatasari and Hidayat (2023) which shows that product quality results have a significant influence on purchasing decisions, the same results are also shown by Aghitsni and Busyra (2022), states that product quality influences purchasing decisions. This means that good product quality will make consumers interested in buying the product.

The Influence of Brand Image on Purchasing Decisions

Based on the results of the research that has been conducted, it is known that brand image has a significant influence on the purchase decision of Luxcrime compact powder on TikTok, because a good brand image can encourage consumers to make purchasing decisions on products.

Brand image needs to be built because it has an important role in forming a good product perception in the eyes of consumers as a purchasing decision factor. Brand image consists of three parts, namely the image formed based on the product, company and consumer (Sutisna, 2001). If the three images are formed well, the product will be more easily accepted by the public and consumers will not hesitate to make a purchase. Company image means public perception of the company's identity. This perception is based on what the public knows or thinks about the company concerned. Therefore, the same company does not necessarily have the same image in front of people.

The brand image that Luxcrime wants to display is a good image, because Luxcrime is a brand with products that have good quality. Luxcrime is also produced in a sterile place and already has a BPOM number. So it is expected to form a good perception in the minds of consumers about Luxcrime. Luxcrime wants to form an image that Luxcrime products can be used by all groups,

from male and female genders, from adolescence to adulthood, ordinary education to higher education, low or high income and people with various jobs.

This is in line with research conducted by Basri et al., (2023) There is an influence between brand image and purchasing decisions, the same results are also seen in research Supriyadi et al., (2017) states that brand image influences purchasing decisions. This means that the better the brand image perceived by consumers, the more it will encourage consumers to make purchasing decisions..

The Influence of E-WoM on Purchasing Decisions

Based on the results of the research that has been conducted, it is known that e-WoM has a significant influence on the purchase decision of Luxcrime compact powder on TikTok, this is because the information conveyed through social media is conveyed well so that it encourages potential consumers to make purchases.

Purchasing decisions cannot be separated from the opinions and reviews of several other users or e-WoM. E-WoM is a positive or negative statement made by potential customers, actual customers and former customers about a product or company via the internet, this makes consumer trust even higher (Priansa, 2017). This form of e-WoM is an important factor in shaping consumer behavior. With recommendations or reviews given by other consumers, for example in a sharing review platform or community through social media, it may be able to influence consumers in making decisions to buy a product or service. (Hennig-Thurau et al., 2003).

Luxcrime has always received a lot of positive responses from its consumers on social media such as TikTok. This has made more and more people aware of information about Luxcrime compact powder and make purchases because of the positive information or responses they see.

This is in line with research conducted by Yulindasari and Fikriyah (2022) which shows that e-WoM has a significant influence on purchasing decisions, the same results were also seen in the study Kristyani and Jatmiko (2023) shows that e-WoM has a positive and significant effect on purchasing decisions. This means that positive responses shared by consumers through their social media can make other people interested in making purchases of recommended products.

The Influence of Product Quality, Brand Image and E-WoM on Purchasing Decisions

Based on the results of the research that has been conducted, it is known that product quality, brand image and e-WoM together have a significant influence on purchasing decisions for Luxcrime compact powder on TikTok, this is because both in terms of product quality, brand image and consumer

responses have their own roles in attracting people to make purchases.

Kotler (2008), states purchasing decisions as an approach to solving problems in human activities to buy goods or services to meet needs and desires consisting of recognizing needs and desires, searching for information, evaluating alternative purchases, purchasing decisions, and post-purchase behavior.

Consumers choose a brand based on quality. Product quality is undoubtedly influencing consumer purchasing decisions. Acceptable product quality is the main element influencing consumer purchasing behavior. Consumer choices from various alternative choices available for products that best suit the desired needs (Assauri, 2002).

One of the company's tasks is to create a positive brand in the eyes of customers, where the brand is something that the company needs to pay attention to in the sustainability of its business in the future. Brands are considered as value indicators because they can create and add value to products, companies, communities or countries. Therefore, brands are indicators that provide value to internal and external customers and investors. (Kartajaya, 2010).

Purchasing decisions are inseparable from opinions and reviews from several other users or e-WoM. E-WoM is an internet-based social communication where web users can send and receive information related to products online. (Goldsmith, 2008).

From the empirical study above, it can be concluded that in purchasing Luxcrime compact powder products on TikTok, there are several factors that influence purchasing decisions, all variables have their own value in the minds of consumers, thus encouraging people to make purchasing decisions..

5. CONCLUSION

Based on the explanation above, several conclusions can be drawn as follows:

1. Product quality has a significant effect on purchasing decisions, meaning that the better the quality of the product offered, the higher the likelihood that a purchasing decision will occur.
2. Brand image has a significant effect on purchasing decisions, meaning that the better the brand image perceived by consumers, the more it will encourage consumers to make purchasing decisions.
3. Electronic word of mouth has a significant effect on purchasing decisions, meaning that the better the information provided to others through social media, the more it will encourage potential consumers to make purchasing decisions.
4. Product quality, brand image and electronic word of mouth together have a significant effect on purchasing decisions.

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