



## The Effect of Digital Marketing and Personal Selling on Consumer Purchase Decisions in Beauty Products

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**Abstract:** MS.GLOW beauty products is a business engaged in the beauty or skincare section, in marketing MS.GLOW products using digital marketing and personal selling to make consumer purchasing decisions. And the purpose of this research is: (1) to find out whether digital marketing influences purchasing decisions; (2) to find out how personal selling influences purchasing decisions; (3) to find out whether digital marketing has a simultaneous effect on purchasing decisions. In this study, the quantitative correlation method was used to analyze the numbers. The population of this study is all consumers who buy MS.GLOW products at Cut Rafa Aek Nabara stores and the sample in this study is representative of the population in this study as many as 60 people. The sampling method in this study used saturated sampling techniques. The analysis technique used is a statistical test. The results of the study explain that digital marketing and personal selling variables influence consumer purchasing decisions which show that the coefficient value  $Y = 0.909 + 0.836X$  with a significant 0.000 is smaller than 0.06 and statistical calculations in the summary model with an R Square value of 0.732 means digital marketing and personal selling influence on purchasing decisions.

**Keywords:** Digital Marketing; Purchase Decision; Personal Selling

### INTRODUCTION

The development of the current generation of information and communication technology has made using the internet easier and faster, which has led to changes in marketing techniques. The use of technology is expected to bring enormous benefits to the increasingly competitive business world. Companies that can take part in the competition are companies that can apply technology in their business. To increase competition and sales of company products, one of the technical implementation methods is to market various products or services through e-commerce. E-commerce is an activity of buying and selling on the Internet where buyers and sellers do not meet face to face but instead communicate via the Internet (Afiffah & Cahyani 2021).

Commercial activities carried out through the Internet media are one of the uses of technology. The Internet is an electronic tool that can be used for various activities such as communication, research, and business transactions. Selling products online changed the way buyers market. The growing use of the internet ushered in a new world of e-commerce commerce. E-commerce is a general term for buying and selling processes that are supported by electronic means (Khoziyah & Lubis 2021).

Information technology and communication such as the internet is one of the social media that can be used to communicate with each other. The use of the internet today is not only a communication tool, but business actors also use it as a marketing tool. Today's people's lifestyles are increasingly modern and trendy because lifestyles, cultures, mindsets, needs, and desires also change. Therefore, many sellers use online media to market their products via the internet or online media, because they also follow technological developments and the practical and modern lifestyle of the wider community. Marketing communication is a digital marketing technique that plays an important role in arousing customer interest (Rahmi et al. 2017).

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Suparyanto & Rosad (2018) Digital marketing is a technology in marketing products and services that must use digital media. Digital marketing offers benefits for both consumers and sellers, where it is a great communication tool for building strong customer relationships. According to Kotler (2017), marketing is a social process in which individuals and groups obtain what they need and want through creating, offering, and exchanging products and services value-free with others. From the two concepts above, it can be concluded that Marketing Communication is a communication activity carried out by individuals or groups that convey messages to consumers, potential customers, and customers using a number of channels and media with a purpose.

The existence of the internet has also spawned new efforts in marketing, namely Digital Marketing or Digital Marketing which is a marketing effort using internet-connected devices with various strategies and digital media in online communication channels (Chakti, 2019). With digital marketing, it can connect sellers with consumers, and sellers can reach more audiences and save marketers costs. Digital marketing is the promotion and search for digital markets online by utilizing various means, such as social media. It can be seen that currently, many business actors are using the internet to promote their goods, including MS.GLOW products at Aek Nabara's cut rafa shop. A business or business that has great potential and rapid growth is the beauty product business. Most beauty product businesses make big profits, but not everyone in this business can make big profits because some businesses don't last long or go bankrupt. This was mainly due to the difficulties in the MS.GLOW beauty product business at the cut rafa shop and the business strategy that was applied was not quite right. Under these conditions, beauty product businesses need a good performance to be able to compete well with other business actors. In addition, the success of an entrepreneur is not only seen from the amount of profit but also from various elements, such as consumer satisfaction with service or taste and how entrepreneurs can develop and present their products even better.

Personal selling is a component of the promotion mix in addition to advertising, sales promotion, and publicity which emphasizes persuasive communication to inspire consumers to make purchases. Personal selling is direct communication between sellers and potential customers to introduce a product to potential customers and form customer understanding of the product so that they will then try and buy it (Shinta, 2019). Based on the phenomenon that there is a loss of the target market, it is very important for the MS.GLOW beauty product business at Aek Nabara's cut rafa shop to find out whether visitors represent the target market. Likely, the traffic generated is not the intended audience, which may indicate a misplaced digital advertisement or an incorrect marketing communication. And also those who use excessive clickbait set unrealistic targets and are late in updating products that are new releases and only focus on features.

Previous research that has become the author's reference in looking at comparisons is research by Putri & Marlien (2022), Shopee is an online marketplace application, Shopee offers a wide range of products such as electronics, needs for mothers and children, fashion, makeup, and skin care, even fresh vegetables are sold at Shopee. This study aims to examine the effect of digital marketing, influencer marketing, and online customer reviews on online purchasing decisions. The objects used in this research are Shopee e-commerce users. The sampling technique used is a proportional sampling method with 120 respondents (Putri & Marlien, 2022).

Other research is about the effect of digital marketing on purchasing decisions to determine the effect of digital marketing and viral marketing on customer decisions in buying Samyang noodle products. The purpose of this research is to find out how



strong the correlation between digital marketing and viral marketing variables is on the purchasing decision variable for Samyang noodle products. Partially knowing the influence of digital marketing and viral marketing variables on purchasing decision variables for Samyang noodle products. Knowing the effect of digital marketing and viral marketing variables on purchasing decision variables for Samyang noodle products simultaneously. This study used qualitative research methods (Aziza & Hawignyo, 2022). Based on the descriptions of the two studies, it can be seen that the information messages conveyed by digital marketing have a fairly strong influence as a means of spreading stimulus in the form of digital marketing information messages to improve the quality of information related to decision-making.

MS.GLOW beauty product business actors at Aek Nabara's cut rafa shop also promote and market their products to consumers through personal selling. Personal selling is promotion directly face-to-face with two or more business actors and consumers. Marketing products directly or personal selling, the MS.GLOW beauty product business at Aek Nabara's Cut rafa shop must liven up the buying and selling atmosphere and underlying ways to make their products attractive. By marketing MS.GLOW beauty products, businesses must master how to offer them to consumers. According to Kotler & Armstrong in Wulandari & Iskandar (2018), Personal selling is one of the oldest jobs done in the world, people who do personal selling are usually called salespeople, agents, and management districts. The existence of a company aims to promote and market its products and utilize personal selling (Muafidah & Sulistyowati 2021).

hypothesis

H1 = Digital marketing has a positive effect on consumer purchasing decisions.

H2 = Personal Selling influences consumer purchasing decisions.

H3 = Digital marketing and personal selling simultaneously influence consumer purchasing decisions.

The advantages of marketing MS.GLOW products directly or personal selling at cut rafa stores are very high consumer trust in businesses and very easy and convenient service. However, introducing MS.GLOW beauty products at Aek Nabara's cut rafa shop is not an easy thing. The personal selling marketing strategy is the most widely used and Brand Activation is a form of promotion to bring products closer to consumers' attention but there are also problems or shortages of MS.GLOW product business actors at Aek Nabara's cut rafa store is a limited market reach and requires There are a lot of employees and limited operational time because marketing MS.GLOW beauty products at Cut Rafa stores only has an average of 6 to 8 hours a day. That's why it's so important for businesses to have a communication strategy as well as increase affiliate marketing sales and influence purchasing decisions. Marketing communication activities also have the goal of increasing the effectiveness of product communications, fostering strong emotional connections between consumers and brands, and helping to influence purchasing decisions.

Purchasing decisions are a series of processes that start with the consumer knowing the problem, seeking information about a particular product or brand, and evaluating the product or brand and how well each of these alternatives can solve the problem, which then leads to a Tjiptono purchase decision in (Permatasari et al., 2020). There are several purchasing decisions made by consumers when the consumer buying decision is realized in Kotler & Keller in Qazzafi (2020) namely product choice, brand choice, distribution place choice, purchase amount or consumer quantity, and purchase time can be decided. And to understand consumer buying behavior, MS.GLOW beauty products at Aek Nabara's cut rafa store must be able to understand



what is happening and what consumers are thinking starting from the arrival of external stimuli to the occurrence of a purchase decision. Consumer actions that are usually carried out when buying a product are purchasing decisions. There are several problems in making purchasing decisions, including doubts, consumer doubts in determining purchasing decisions due to a lack of understanding and information about these products, and failure to consider opportunity costs (costs). Based on the description above, research can be carried out to determine the effect of digital marketing and personal selling on purchasing decisions for MS.Glow products at Aeknabara.

## METHODS

This research method uses a quantitative correlation method that analyzes numbers Arifin (2020) namely an assessment that aims to get an actual picture of how digital marketing influences purchasing decisions for MS.GLOW beauty products and personal selling. Data and data sources were obtained through interviews and using a questionnaire as a data collection tool. The population of this study is all consumers who buy MS.GLOW products at Cut Rafa Aek Nabara stores and the sample in this study is representative of the population in this study as many as 60 people. The sampling method in this study used saturated sampling techniques. While the data analysis used in this study used the PLS program.

### Research Instrument Test

Validity is a measure that indicates the extent to which a measuring instrument can measure what is to be measured. An instrument is appropriate to be used as a measure of a concept if it has a high level of validity, and vice versa if low validity indicates that the instrument is not appropriate to apply. The validity test is carried out by correlating the designed instrument with empirical data that occurs in the field. The significance test was carried out by comparing the value of the  $r_{count}$  with the  $r_{table}$  for a degree of freedom ( $df$ ) =  $n - 2$ , in this case,  $n$  is the number of samples and  $\alpha$  = 0.05. If  $r_{count}$  is greater than  $r_{table}$  and the value is positive, then it is declared valid.

The reliability test is used to see whether the measuring instrument used shows consistency in measuring the same symptoms. Statements that have been declared valid in the validity test, their reliability will be determined. The standard used in determining the reliability or unreliability of a research instrument. Namely by looking at the comparison between the  $r_{count}$  and  $r_{table}$  values at the 95% confidence level (5% significance). The reliability test method used in this study is a measurement method using the Alpha-Cronbach technique. If the alpha value in the questionnaire is more than 0.60 then the questionnaire is said to be reliable.

### Classic assumption test

The normality test aims to determine whether the distribution of data follows or approaches the normal Ghozali in Ayuwardani (2018). This research requires a one-sample Kolmogorov-Smirnov test by determining a significance level of 0.05. Then the facts can be stated to be normally distributed if the significance is greater than 0.05.

### Multicollinearity Test

According to Ghozali in Ayuwardani (2018), the multicollinearity test is used to see and find out whether there is a correlation between the independent variables in the regression model. In a good study, there should not be multicollinearity. To be able to detect the presence or absence of multicollinearity, it can be tested by looking at the



tolerance value and the variance factor (VIF). If the VIF value  $\leq 0.10$  and the VIF value  $\geq 10$ , then in this study there is multicollinearity.

#### Heteroscedasticity Test

Ghozali in Ayuwardani (2018) states that the heteroscedasticity test is used to be able to test and see whether from one observation to another there are differences in the residual variance. To see whether there is heteroscedasticity or not, observations can be made by paying attention to waveforms, widening, and narrowing. If this happens, there is heteroscedasticity in the study and vice versa.

#### Multiple Linear Regression Analysis

Multiple Linear Regression Analysis was carried out aiming to find the results of the independent variables or dependent variables that influence the dependent variable or independent variable. So in this case the form of the regression equation will be written as follows::

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

Keterangan :

Y = buying decision

$X_1$  = digital marketing

$X_2$  = personal selling

e = Standart Error

$b_1, b_2,$  = Koefesien Regresion

#### Hypothesis test

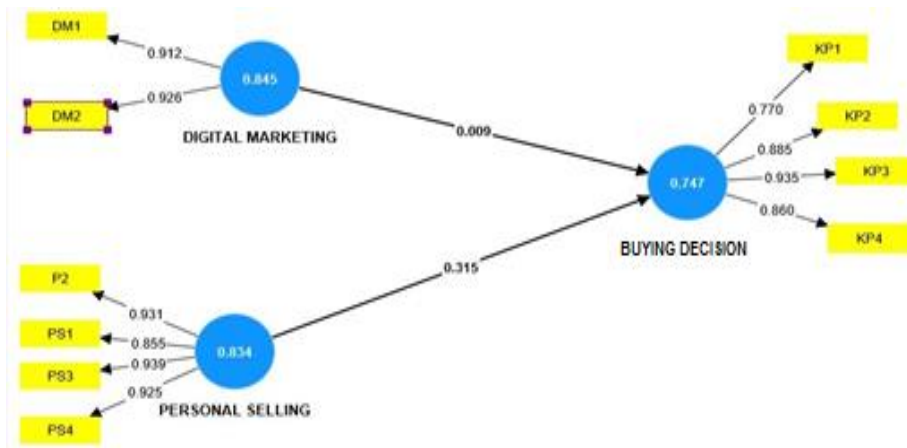
A partial test (t-test) is also known as an individual significant test where this test shows how far the effect of the independent variable is partially on the dependent variable. The t-test was conducted to determine the effect of the independent variables on the dependent variable partially. The t-test in this study was carried out with the Eviews program. This test uses a significance level of 0.05 and 2 sides. A simultaneous Test (F-Test) is used to test whether each independent variable (X) has a positive and significant influence on the dependent variable (Y) simultaneously. The test compares the  $f_{count}$  with the  $f_{table}$ .

#### The coefficient of determination

In general, the coefficient of determination is used to be able to measure how much the contribution percentage of the independent variables is. The greater the value of  $R^2$ , the better the ability of variable X to explain variable Y where  $0 < R^2 < 1$ . Then if the value of  $R^2$  is smaller the effect of variable X on variable Y is relatively small. In this study the analysis technique used was a statistical test that used structural equation modeling based on PLS, and tested the validity by using the factor loading value, then the reliability test was using Cronbach's alpha composite reliability value along with average variance extracted (AVE).

## RESULT AND DISCUSSIONS

The results of this study obtained a sample size of 60 people, the data obtained were the analysis and characteristics of the respondents as well as data related to digital marketing and personal selling on consumer purchasing decisions on MS.GLOW beauty products at the Aek Nabara cut rafa store. After setting the research objectives, using sampling techniques and questionnaire data collection. In the next step, the collected data is analyzed using a multiple linear regression approach. The researcher must ensure that the collected data can be used in making the reliability test model.



**Figure 1. Reliability test**

Source: Research results (2023)

**Table 1. Reliability test results**

Variable	Cronbach's Alpha	Average Variance Extracted (AVE)
Digital Marketing	0,817	0,845
buying decision	0,933	0,834
Personal selling	0,885	0,747

Source: Research results (2023)

The reliability test in Figure 1 and Table 1 above shows that digital marketing has a very positive effect on consumer purchasing decisions and can be proven by the Cronbach's Alpha value of 0.817 where the Cronbach's Alpha value is greater than  $> 0.60$ . as well as the Average Variance Extracted (AVE) value of 0.845 in the digital marketing variable (X1). Then personal selling gets a Cronbach's Alpha value of 0.885 and Average Variance Extracted (AVE) with a value of 0.747 means that the personal selling variable (X2) influences consumer purchasing decisions, with a Cronbach's Alpha value greater than  $> 0.60$ . which in this study had 12 questions and each question showed an R Square value (0.309). In this study, the results of the reliability of digital marketing and personal selling variables had a Cronbach's Alpha value greater than 0.60, which concluded that valid and reliable questionnaire questions were used in this study. For the purchase decision variable, Cronbach's Alpha value is known to be 0.933 and the Average Variance Extracted (AVE) value is 0.834. Then a hypothesis test is carried out based on the variables X1 and X2. Data from digital marketing and personal selling variables are valid and reliable because the Cronbach Alpha value for purchasing decisions is  $0.933 > 0.60$ .

Based on known data, the characteristics of the respondents were mostly female, namely 93.3% and the characteristics of respondents aged 20-23 years were 95.5%.

**Table 2. Regression results**

Variable	Coefficient	Significance
Digital Marketing	0,909	0,000
Personal selling	0,836	0,000

Source: Research results (2023)



From Table 2 above, the regression results are in the form of significant coefficients of the independent variables. It is known from Table 2 that digital marketing has a very positive and significant effect on purchasing decisions and personal selling has a significant effect on purchasing decisions at the cut rafa aek nabara shop. the variable that has a significant effect because the significant value is less than 0.000 <0.05, based on the coefficient value showing digital marketing will increase by 0.909 and personal selling by 0.836 with other variable hypotheses.

**Table 3. Results of the Analysis of the Summary Determination Analysis**

Model	R	R Square	Adjusted R Square	Std. Error
1	0,531	0,732	0,718	2,181

Source: Research results (2023)

The value of R Square has been used as a measure of how the regression model explains digital marketing variables as independent variables and personal selling on purchasing decision variables are called independent variables. From the results of the table above, it can be seen that the R Square value is 0.732 which is interpreted as the effect of the digital marketing variable (X1) and personal selling (X2) simultaneously on the purchasing decision variable (Y). So that MS.GLOW beauty products at Cut rafa aek nabara shops utilize digital marketing and personal selling to influence consumer purchasing decisions on MS.GLOW beauty products.

**Table 4. ANOVA F Analysis Test Results**

Model	Sum Of Square	Df	Mean square	F	Sig.
Regression	10,180	2	5,090	186,843	0,000
Error	2,368	57	0,027		
Total	11,733	59			

Source: Research results (2023)

From the table above which has been processed by researchers that digital marketing and personal selling variables affect purchasing decision variables, it can be seen that the regression coefficient value is 51,042 with a significance of 0.000 > 0.05. It is concluded that from the above results is the magnitude of the influence between digital marketing and personal selling variables on consumer purchasing decisions for the MS.GLOW beauty product at Cut Rafa Aek Nabara shop. Based on the results it is known that there is a regression sum of the square value of 10.180 where the mean square value is 5.090. Where the regression value of the digital marketing coefficient is 0.909 which is a significant 0.000 and personal selling has a value of 0.836 and a significant value of 0.000, which means that these two variables influence the dependent variable whose sample size has been tested to represent the population.

The results of this study explain that H3 is acceptable. And digital marketing and personal selling variables influence purchasing decisions on MS.GLOW beauty products at cut rafa aek nabara shop.

**Table 5. Partial t-test results**

Variable	t	Sig
Digital Marketing	15,730	.000
Personal selling	11,003	.003

Source: Research results (2023)



The t-test is used to determine whether each independent variable has a partially significant effect on the dependent variable. The t-test is said to be significant when  $t_{count} > t_{table}$  and if otherwise  $t_{count} < t_{table}$  then the results are not significant. Based on Table 5, the results that have been obtained are the  $t_{value}$  between the digital marketing variable and the purchasing decision variable showing a  $t_{value}$  of 15.730 while the  $t_{table}$  is 1.234 because  $t_{counts}$  to  $t_{table}$   $15.730 > 1.234$ . So the digital marketing variable has a significant effect on the purchasing decision variable. And it can be seen from the probability value of 0.000 which is less significant and has been determined to be  $0.000 < 0.05$ . So purchasing decisions can be significantly influenced by digital marketing.

The  $t_{value}$  between the personal selling variable and the purchasing decision variable shows that the  $t_{value}$  is 11.003 while the  $t_{table}$  is 1.234 because  $t_{counts}$  to table  $11.003 > 1.234$ . So the personal selling variable has a significant effect on the purchasing decision variable. With a probability value of 0.003, it is less than the significance that has been determined to be  $0.000 < 0.05$ . So purchasing decisions can be significantly influenced by personal selling.

### **The effect of digital marketing on purchasing decisions for MS.GLOW beauty products in the city of Aek Nabara**

The results of the data from this study show that digital marketing variables have an effect on consumer purchasing decisions on MS.GLOW beauty products in the city of Aek Nabara with a regression result value of 0.909 a variable that has a significant effect because the significant value is less than  $0.000 < 0.05$ . This explains that the research location uses digital marketing as a product marketing tool. like previous research conducted by Aziza & Hawignyo (2022) based on the discussion, there is a VIF value for each Digital Marketing and Viral Marketing variable, namely 1.123 or more than 1 and less than 10. This means that there is no multicollinearity on each independent variable. In other words, there is no correlation between Digital Marketing and Viral Marketing variables on the purchasing decision variable for Mie Samyang products. However, each independent variable shows positive results, where the data shows that the Digital Marketing variable has an influence and is significant on the purchasing decision of Mie Samyang products. This is based on partial test results with a significance value of  $(0.059) > (0.050)$ .

### **The influence of personal selling on purchasing decisions for MS.GLOW beauty products in the city of Aek Nabara**

From the data showing personal selling, the regression value is 0.836 where the personal selling variable influences purchasing decisions, with a significant value of 0.000. The research location that was examined on MS.GLOW beauty products at Cut Rafa Aek Nabara shop uses personal selling in promoting its products, where personal selling is marketing products directly or face to face to consumers. The data that has been processed by researchers greatly influences variable Y, while research conducted by Yanto & Prabowo (2020) personal selling variable can be declared reliable because  $R_{table}$  is smaller than  $R_{count}$ , namely Cronbach's Alpha value of 0.60  $< 0.863$ . Thus the instrument using personal selling variables in this study was declared reliable.

## **CONCLUSION**

Based on the results and discussion of the research above, it can be concluded that the digital marketing variable has a very positive effect on consumer purchasing decisions on MS.GLOW beauty products at the Cut Rafa Aek Nabara store with this because digital is used as a tool by business actors to utilize the purchasing decision





process for products that have been introduced to consumers. Judging from the person selling variable, the influence of the consumer purchasing decision variable on the MS.GLOW beauty product at the Cut Rafa Aek Nabara store, with this because personal selling is used to promote its products directly to consumers so that businesses can immediately find out how consumers respond to products marketed.

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