The Influence of Digital Marketing, Brand Preference, and Product Quality on Buying Decision of Skincare Products

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ARTICLE INFO	ABSTRACT
Paper Type: Research Paper **Keywords:** Digital Marketing, Brand Preference, Product Quality, Buying Decision, Skincare Products **Article History** Received: 24 April 2023 Revised: 23 June 2023 Accepted: 30 June 2023 Available online: 31 August 2023 This is an open access article under the CC BY-NC-SA license (https://creativecommons.org/licenses/by-nc-sa/4.0/)	This study aims to identify and analyze the influence of digital marketing, brand preference, and product quality on buying decision of Avoskin skincare products. Skincare has become an important topic in the beauty industry. Along with the development of digital technology, digital marketing has become a significant factor in influencing consumer purchasing decisions. The study employed a survey method with cosmetic customers who purchased Avoskin Skincare products. This study utilized a purposive sampling approach approximately 100 Avoskin Skincare's users. Hypothesis testing involved convergent validity, discriminant validity, composite reliability, AVE, cronbach alpha, and coefficient of determination tests. Based on the data analysis results, this study found that the digital marketing, brand preference, and product quality variables have a significant influence on the buying decision of Avoskin skincare products. This research has important implications for understanding the influence of digital marketing, brand preference, and product quality on the buying decision of Avoskin skincare products. In a research perspective, this study contributes to knowledge in the areas of digital marketing and consumer behavior. In a practical standpoint, these findings can be utilized by Avoskin management to optimize their digital marketing strategies, strengthen brand preference, and enhance product quality, thereby influencing consumer purchasing decisions and achieving success in the market.

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Introduction

Nowadays, everyone is facilitated by technology for daily needs. An advancement of technology provides a strong impetus to consumer behavior that provides convenience from social and industrial aspects. The internet is now one of the instruments that help individuals do business and trade more easily. The easy and efficient ways to shop are changing people's lifestyles to be more modern. People's shopping habits have shifted from traditional to online shopping as the world changes. The rapid digital world is having a big influence on marketing strategies or promotional media used by entrepreneurs or merchants. Furthermore, the utilization of digital platforms allows for swift and direct interaction with customers, fostering a deeper understanding of their preferences and concerns. This insight can lead to tailored marketing strategies, enhancing communication, and nurturing stronger customer relationships.

Technological advances in the era of digitalization have a considerable impact on various existing industries, one of which is the trend in the world of beauty industry. The trend in the world of beauty industry is quite rapid, it can be seen at this time that there are many new brands both from skincare and cosmetics. One of them is Avoskin skincare products, that offers local ingredients as what widely used by other beauty brands. Avoskin can compete in local brand skincare market and get a positive response in community. This brand is under the auspices of PT Avo Innovation & Technology in 2014 by Anugrah Pakerti. The rise of new brands that have sprung up and the magnitude of people's need for skincare make competition fierce in the world of beauty industry. Meanwhile, in 2021, the development of the beauty industry continues to increase to 6.46%, so the beauty industry is predicted to increase continuously along with the latest beauty product trends.

There are several factors that make Avoskin a standout choice compared to other brands. First, as a local skincare product, Avoskin has a deep understanding of market needs and preferences when it comes to skincare. This brand can present products specifically designed to overcome common skin problems faced by Indonesian. Secondly, Avoskin has a good reputation when it comes to product quality. The brand maintains high quality standards in the production process, selection of quality ingredients, and thorough product testing. These factors make consumers believe that Avoskin products are safe and effective as skin care. Furthermore, Avoskin is also known for its innovation in digital marketing. The brand has successfully leveraged digital platforms to expand reach and increase brand awareness.

Creative marketing campaigns and effective digital strategies have helped Avoskin to reach potential consumers and build strong relationships with customers. A rapid competition in beauty products industry makes entrepreneurs keep good values in every product launched to compete with other brands, of course, good product quality is needed on each product. Product quality is said to be one of aspects that could influence purchasing decisions. Strong product quality including good brand and excellent product quality will become a reference on purchasing decision of customer. This phenomenon also happens in Avoskin brand, that an excellent quality helps consumers feel fit and exerting a beneficial influence on consumers' facial skin.

Keller (1993), Martínez and De Chernatony (2004), also Sääksjärvi and Samiee (2011) argued that the formation of consumer preferences towards a brand could encourage the customer trust in a brand. Brand preference can also become a guarantee of quality to consumers. If the firm has established brand preferences, the company will thrive and compete with its competitors (O'Shaughnessy, 1987).
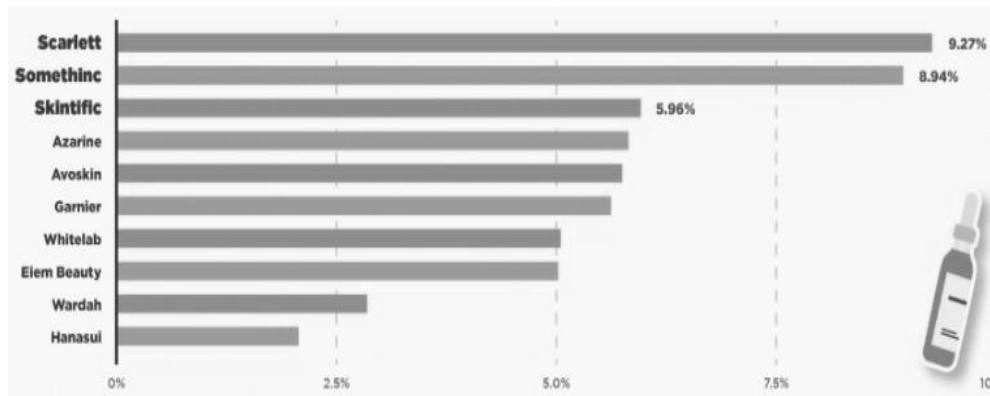
Figure 1. Top Rank Face Serum Brands on Tokopedia and Shopee in 2022
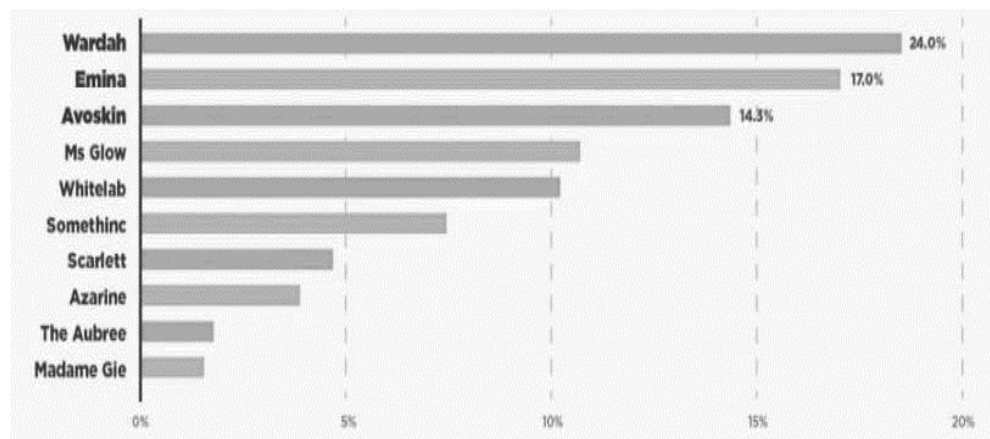
Source: Kompas (2022)

Figure 2. Serum Brand Sales Data on Shopee and Tokopedia in 2022

Source: Kompas (2022)

Based on the data, it shows that Avoskin's sales volume of 5.75% makes Avoskin enter the top 5 of 10 best-selling face serum brands in 2022. The excellent product quality of Avoskin can lead the brand to be rank 5th in e-commerce, and sales of facial toner Avoskin enters 3rd place with sales volume reaching 14.3%. But when compared to similar products, the price of Avoskin face serum is quite expensive but it is directly proportional to the quality provided. Avoskin provides the best ingredients in each of its products, no wonder many people are suitable and switch to using Avoskin skincare products.

There are some previous studies relating customer purchasing decision for skincare products. Saputra and Ardani (2020) research about the influence of digital marketing, word of mouth and service quality to purchasing decisions. The result of this study found that digital marketing and word of mouth significantly influence purchasing decision. So that, optimizing digital marketing in marketing will leads to profits obtained by the company. Other study from Nurzaini and Khasanah (2018) found that the better brand preferences will increase more purchasing decisions. This proves that brand preferences will make it easier for companies to influence customer attitudes in making purchasing decisions. Robi'ah and Nopiana's (2022) research about the influence of price perception and product quality on purchasing decisions for avoskin skincare products. The study shows that in the highly competitive skincare industry, price perception and product quality have a major influence on purchasing decisions. Therefore, this study

complements previous research by expanding the scope of variables considered in the context of Avoskin products.

This study investigates the influence of three additional variables, namely product quality, digital marketing, and brand preference, on purchasing decisions for Avoskin products. Product quality is an important factor in influencing purchasing decisions, because consumer perception of user value and satisfaction is greatly influenced by the quality of Avoskin skincare products. By analyzing the effect of product quality on purchasing decisions, this study provides insight into consumer assessments of Avoskin products and the extent to which product quality influences purchasing decisions. In addition, digital marketing is also a relevant variable in this study. In the rapidly evolving digital era, digital marketing strategies are essential to reach the target audience. This research identifies the influence of digital marketing on Avoskin's product purchase decisions, including the use of online platforms, social media, and other digital marketing campaigns. Taking these factors into account, the study provides insight into how digital marketing affects consumer awareness and preference for Avoskin products, as well as its impact on purchasing decisions. Furthermore, brand preference is also the focus of this study to complement previous research. In the context of Avoskin products, this study will identify the extent to which brand preferences influence purchasing decisions.

Factors such as brand image, reputation, and consumer loyalty to the Avoskin brand will be analyzed to understand their influence on purchasing decisions. The importance of this research was carried out because at this time there are so many new skincare products are emerged. Since in this time, skincare is the need of everyone, both women and men, this is also inseparable from the branding and promotion of skincare products on various social media platforms, in connection with the increasing skincare enthusiasts appear a variety of new brands that offer the advantages of their products. Therefore, from this interesting phenomenon, this study took the title "The Influence of Digital Marketing, Brand Preference and Product Quality on the Buying Decision of Avoskin Skincare Products". Problem formulation in the study is to find whether Digital Marketing, Brand Preference and Product quality individually affect the Buying Decision of Avoskin Skincare Products. And this study aims to know the digital marketing, brand preference and product quality influence on buying decisions of individual avoskin skincare products.

Literature Review
Digital Marketing

Heidrick & Struggles (2009) that digital marketing is an activity to market products using digital media such as, website, instagram, facebook. Digital marketing is a social media tool to describe a company's business that aims to inform, communicate, promote, and market products and services by using the internet as a medium (Syahidah, 2021). Digital marketing is a tool with media that provides new access by using advertising media so that this method is very influential and has a huge effect to cover more consumers interactively (Ekasari and Mandasari, 2022).

Brand Preference

Brand preference is the consistency of customers in choosing a brand, in other words customers have known and even tried other products but still choose one brand they like (Nurzaini and Khasanah, 2018). Brand preference is the same as brand loyalty, brand preference will not be formed in such a fast time, this process is developed over time along with the consistency of a product or brand. Brand preference is someone who likes and chooses / consumer choices in determining a particular desired brand (Putriansari, 2019).

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Product Quality

Product Quality can be offered by sellers as products if they have more selling value than competitors (Hendra et al., 2017). Product quality, namely products with their characteristics, can be used as a determinant of whether the product can provide consumer needs and expectations (Saputra and Ardani, 2020). Product quality is the ability of a product that aims to carry out task activities based on product durability, reliability, product strength, making it easier for products to be packaged and repairing products and the characteristics of the product (Wiranata, Agung and Prayoga, 2021).

The importance of product quality in purchasing decisions is also acknowledged by Prakosa and Tjahjaningsih (2021). They demonstrate that product quality significantly influences the purchasing decision process, where higher product quality leads to a higher level of purchasing decision involvement. Additionally, lifestyle also plays a crucial role in the purchasing decision process as another significant influencing factor. Knowledge about the product also plays a vital role in the purchasing decision process, as consumers who possess good knowledge about the features, benefits, and specifications of the product tend to be more motivated to make a purchase.

Buying Decision

Buying decision is the customer's choice to determine whether to purchase a product or not (Kotler, 2017). According to Tjiptono (2016), buying decision is a component of buyer attitude. Buyer attitude is a process directly related to efforts to acquire, select goods and services, and reach the decision-making stage that involves steps exceeding and following these stages. Decision-making is an activity carried out by individuals. This perspective aligns with Assuari (1966) in his book "Keputusan Pembelian" (Buying Decision) which discusses the importance of buying decisions in consumer behavior. Assuari emphasizes that buying decisions result from the interaction between internal and external factors that influence individuals in selecting and purchasing products. Buying decisions are the outcome of both rational and emotional evaluations of various available options, influenced by environmental factors and prior experiences. Similarly, Paramita, Ali, and Dwikoco (2022) explain that buying decisions are steps taken by consumers to determine suitable choices based on their desires or needs at the time, place, and manner of selection.

Previous Research

Several previous studies have examined the effect of product quality in the context of purchasing decisions. Research by Juli, Suardhika, and Hendrawan (2021) at Angelo Store Ubud Bali found that product quality, product innovation, and digital marketing have a significant influence on purchasing decisions at the store. Another study by Ekasari and Mandasari (2022) on Pixy Lipcream in Sidoarjo Regency found that product quality, digital marketing, and brand image also have a significant impact on purchasing decisions. Recent research by Robi'ah and Nopiana (2022) on Avoskin products also shows that price perception and product quality play a significant role in purchasing decision making in the competitive skincare industry. In contrary, research by Jelita and Apriliana (2021) on cosmetic products shows that product quality has a significant effect on purchasing decisions, while price does not have a significant influence. This is also supported by Yulianty, et al (2021) on Wardah brand lipstick products in Pekanbaru City found that product quality, promotion, and brand image have a significant influence on purchasing decisions, while price does not have a significant influence. These findings demonstrate the importance of product quality in influencing consumer preferences and purchasing decisions. Some previous research shown that brand preference has a significant influence in the purchasing decision-making process. Research by

Nurzaini and Khasanah (2018) found that the greater the brand preference, the greater the influence on purchasing decisions. These findings indicate that brand preference plays an important role in consumers' purchasing decision-making process.

Previous studies also revealed that digital marketing has a significant influence in the purchase decision-making process. Research by Rahman, Sudirman, and Kadir (2022) on the Lumier Skincare brand during the Covid-19 pandemic found that digital marketing has a significant influence on purchasing decisions by intervening brand awareness. In addition, research by Saputra and Ardani (2020) shows that by optimizing digital marketing, including word-of-mouth, it can significantly improve purchasing decisions. Another study by Syahidah (2021) on local skincare products found that digital marketing, including viral marketing, has a direct and significant influence on consumer trust and purchasing decisions. In addition, research by Wiranata, Agung, and Prayoga (2021) on Holland Bakery Batubulan shows that digital marketing, product quality, and brand image also have a positive and significant influence on purchasing decisions. These findings demonstrate the importance of digital marketing in influencing consumer buying behavior and corporate success.
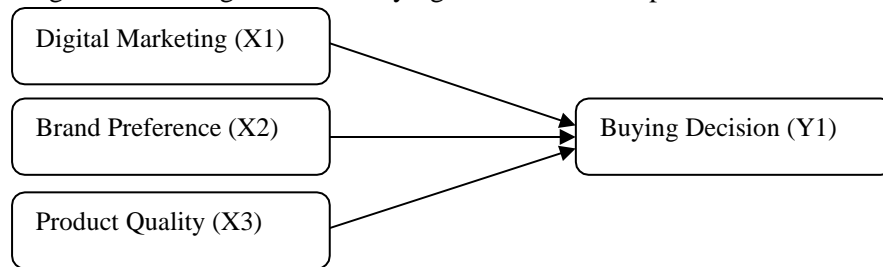
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┌────────────────────────────┐
│  Digital Marketing (X1)    │──────┐
└────────────────────────────┘      │
                                     ▼
┌────────────────────────────┐   ┌────────────────────────────┐
│  Brand Preference (X2)     │──▶│  Buying Decision (Y1)      │
└────────────────────────────┘   └────────────────────────────┘
                                     ▲
┌────────────────────────────┐      │
│  Product Quality (X3)      │──────┘
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Figure 3. Research Framework

Source: Research Result (2023)

Hypothesis Formulation
The Influence of Digital Marketing on Avoskin Products Buying Decision

Digital Marketing is a social media tool to describe a company's efforts that aim to inform, communicate, promote, and market a product and service through internet (Syahidah, 2021). The use of advertising media has an influence and huge effect to cover more consumers interactively.
The results of the digital marketing test have a significant influence on the buying decision of Avoskin skincare products. It means that digital marketing has a significant impact on the buying decision of Avoskin skincare products. This result is supported by previous research by Saputra and Ardani (2020), Ekasari and Mandasari (2022), Rahman, et al (2022) and Wiranata, et al (2021) that digital marketing has a significant effect on buying decisions. The findings of previous researchers can be conveyed hypotheses, namely:
H1. There is a significant influence of digital marketing on the buying decision of Avoskin skincare products.

The Influence of Brand Preference on Avoskin Products Buying Decision

Brand preference is the consistency of customers in choosing a brand, in other words customers have known and even tried other products but still choose one brand they like (Nurzaini and Khasanah, 2018). The results of previous research Putriansari (2019) and Nurzaini and Khasanah (2018) argue that Brand Preference has a significant influence on buying decisions. From the findings of previous researchers, a hypothesis can be conveyed:

H2. There is a significant influence of Brand Preference on the buying decision of Avoskin skincare products.

The Effect of Product Quality with Avoskin Skincare Product Buying Decision.

Product quality is a product that determines whether the product can be met needs and consumer expectations (Saputra and Ardani, 2020). The ability of a product that aims to carry out task activities related to product durability, reliability to advance, product strength, making it easier for products to be packaged and repairing (repairing) products and the characteristics of the product (Wiranata et al, 2021). Previous research by Robi'ah and Nopiana, (2022), Wiranata et al (2021), Yulianty et al(2021) found that brand preference has a significant influence on buying decisions. From the findings of previous researchers, a hypothesis can be conveyed:

H3. There is a significant effect of product quality on the buying decision of Avoskin skincare products.

Methodology

Sugiyono (2017) primary data sources are data obtained especially for a study project. Data is sourced from cosmetic consumers to fill in and answer questions given by researchers. Primary data relates to Avoskin Skincare consumer responses. Population is the total number of objects based on the characteristics of the research (Cipta, 2018). The population uses the number of Avoskin Skincare consumers who do not know the exact number. Survey used in this research consist of cosmetic customers who shop at Skincare Avoskin North Jakarta, as well as a data collection approach based on observation using the object of research. Djarwanto (2018) stated that sample is a portion of the population with certain characteristics or conditions to be measured. In this study, 100 Avoskin Skincare users were given samples. Purposive sampling strategies were used in this investigation. Using criteria, the sampling procedure has a specific purpose. The following are the selection criteria for respondents who are part of the sample: a) Consumers who use Avoskin Skincare products; b) Consumers aged more than 17 years, and c) Consumers have made purchases more than 2 (two) times. According to Roscoe (Sugiyono, 2017), the determination of the number of samples can be based on a sample size of around more than 30 and less than 500 respondents, which is appropriate or feasible in research. So, the sample size used in this study was 100 respondents.

The data collection technique using questionnaires is a list of written questions given to respondents (Sugiyono, 2017). This questionnaire is given to respondents to fill in the available answers with one answer considered the most suitable based on the wishes of respondents (Sugiyono, 2017). Arikunto (2018) stated that a questionnaire or assessment approach using the Likert scale was used in this study. The Likert scale approach questionnaire was assessed under the following conditions: 1) strongly disagree, 2) disagree, 3) neutral, 4) affirmative answer, 5) strongly agree answer.

Validity and reliability tests are used in instrument tests including a) classical assumption test consists of testing normality, multicollinearity, and heteroscedasticity; b) hypothesis testing including convergent validity, discriminant validity, composite reliability, AVE, cronbach alpha and coefficient of determination using the Structural Equation Modeling Partial Least Square (SEM PLS) model. The SEM PLS method is used to calculate the influence of brand preference, digital marketing, and product quality variables on buying decisions in Avoskin skincare products. This study uses multiple linear regression because it aims to identify the relationship and influence of the variables involved on the purchase decision of Avoskin Skincare products. In multiple linear regression, analysis can be

performed to see the extent to which independent variables, such as product quality, brand preference, and digital marketing contribute to the dependent variable, namely purchasing decisions. Using multiple linear regression, the study was able to simultaneously evaluate the influence of these variables and measure how significant their contribution was in explaining variations in consumer purchasing decision.

The definition of variables and the measurement of variables are:

Digital Marketing

Digital Marketing is an activity / activity to use products that are marketed by being used with digital media such as website, ig (Instagram), fb (Facebook). The indicators in this variable based on Wiranata, et al (2021) are:

1. Promotion, which is a way to market products through digital marketing.
2. SEO (Search Engine Optimization), which is a medium to search through the internet with the aim of consumers easily obtaining direct products from the website.
3. Social media, which is a means used for the purpose of marketing in a particular product.
4. Public relations (PR), namely dissemination by informing a product through consumer social media such as instagram, facebook. twitter and website.

Product Quality

Hendra and Lusiah (2017) define that product quality can be offered by sellers as products if they have more than selling value. The indicators in this variable (Wiranata, et al, 2021) are:

1. Durability, which is the state possessed by a product resistance in the form of a long time
2. The packaging, namely the packaging or protective equipment helps so that the product can last or last (not damaged quickly)
3. Its diversity, which is a collection of products in various forms to be offered to consumers
4. Health, namely products that contain a healthy content and safety used or consumed by consumers.

Buying or Purchasing Decision

Buying decision is the decision of the customer in terms of deciding whether to buy the product or not. Variable indicators Purchasing decisions (Wiranata et al, 2021) are:

1. Variant, which is a variation of a product.
2. Benefit, which is something that a product gets when buying compared to other brands.
3. Famous, that is, the product is well known to all levels of society, especially users.
4. Comparison, which is the situation of distinguishing a particular product from products with other brands.
5. Information Media, which is the place used to get the desired information. Data analysis methods used by instrument tests include validity tests and reliability tests as well as classical assumption tests

Results and Discussion

Description of Respondents

A summary of the description related to the acquisition of research subjects can be seen below:

Table.1 Description of Respondents

Gender	Total	Percentage (%)
Male	20	20
Female	80	80
Total	100	100

Age		
≤ 31 y.o	50	50
32 - 41 y.o	30	30
> 42 y.o	20	20
Total	100	100
Education		
Undergraduate	40	40
Graduated	60	60
Total	100	100
Work		
Student	10	10
Civil servant	32	32
Private workers	24	24
Entrepreneur	34	34
Total	100	100

Source: Primary Data (2023)

Based on the data collected, the majority of respondents are women around 80 people (80%), and men as many as 20 people (20%). The most responses were 30 people (30%) aged between 32 - 41 years, 50 people (50%) aged between 31 - 42 years, and 20 people (20%) aged over 42 years. 40 people (40%) have high school education and 60 people (60%) have a bachelor's degree. Self-employed people are represented by 34 people (34%), students as many as 10 people (10%), civil servants as many as 32 people (32%), and private workers around 24 people (24%) and entrepreneurs around 34 people (34%).

Data Analysis
Validity Test

A summary of the results of testing the validity of the variables Digital Marketing, Brand Preference, Product Quality and Buying Decision can be seen, namely:

Table.2 Validity Test

Digital Marketing Indicator	R count	R table	Information
DM1	0,903	0,197	Valid
DM2	0,907	0,197	Valid
DM3	0,900	0,197	Valid
DM4	0,911	0,197	Valid
Brand Preference Indicator			
K1	0,853	0,197	Valid
K2	0,879	0,197	Valid
K3	0,841	0,197	Valid
Product Quality Indicator			
PQ1	0,875	0,197	Valid
PQ2	0,867	0,197	Valid
PQ3	0,901	0,197	Valid
PQ4	0,903	0,197	Valid
Buying decision Indicator			
BD 1	0,712	0,197	Valid
BD 2	0,762	0,197	Valid

BD 3	0,704	0,197	Valid
BD 4	0,663	0,197	Valid
BD 5	0,600	0,197	Valid

Source: Primary Data, 2023

The results of the digital marketing validity (X1), brand preference (X2), and product quality (X3) and buying decision (Y) test data instruments show that the question items are all valid because they are calculated > rtable.

Reliability Test

A summary of Digital Marketing reliability testing, Brand Preference, Product Quality and Buying Decision can be seen, namely:

Table.3 Reliability Test

Variable	R alpha	R tabel	Information
Digital Marketing	0,926	0,60	Reliabel/ Konsisten
Brand Preference	0,815	0,60	Reliabel/ Konsisten
Product Quality	0,907	0,60	Reliabel/ Konsisten
Buying Decision	0,721	0,60	Reliabel/ Konsisten

Source: Primary Data, 2023

The summary results of the reliability test of the variables Digital Marketing, Brand Preference, Product Quality and Buying Decision showed reliability due to Cronbach alpha results >0.60.

Classical Assumption Test
Normality Test

Normality test results based on SPSS V.21.00 data processing below:

Table.4 Normality Test

Information	Asymp_Sig (2-tailed)	p-value	Result
Unstandardized Residual	0,315	P> 0,05	Normal

Source: Primary data, 2023

The normality test produces values of 0.315 > 0.05 which indicate that all data are normally distributed or have normal condition data distribution values.

Multicollinearity Test

The results of the multicollinearity test based on SPSS data processing version 21.00 can be seen below:

Table.5 Multicollinearity Test

Variable	Tolerance	V I F	Value	Information
Digital Marketing	0,625	1,601	10	no multicollinearity
Brand Preference	0,711	1,407	10	no multicollinearity
Product Quality	0,641	1,561	10	no multicollinearity

Source: Primary data, 2023

The findings of the multicollinearity test with a VIF score smaller than 10, show that there is no multicollinearity across all digital marketing, product quality, and brand preference data.

Heteroscedasticity Test

Heteroscedasticity testing based on SPSS data processing version 21.00 can be seen table 6:

Table.6 Heteroscedasticity Test

Variable	Significant level	Sign.	Information
Digital Marketing	0,05	0,148	No heteroscedasticity
Brand Preference	0,05	0,571	No heteroscedasticity
Product Quality	0,05	0,833	No heteroscedasticity

Source: Data processing result (2023) SPSS V.21.00

Heteroscedasticity testing with a sign>0.5 value, so that the results show that the entire Digital Marketing, Product Quality, and Brand Preference data is free of heteroscedasticity.

Hypothesis Test
Convergent Validity
Convergent Validity is performed by observing the reliability of items (validity indicators) indicated by the value of the loading factor. Loading Factor is a number that describes the relationship between the score of a question item and the score of the construct indicator that measures the construct. Loading factor values greater than 0.7 are considered valid. However, according to Hair et al. (1998), a loading factor value of about 0.3 is considered to meet the minimum level on the initial examination of the loading factor matrix, while a loading factor value of about 0.4 is considered better, and a loading factor value greater than 0.5 is generally considered significant. In this study, the limit of the loading factor value used was 0.7. After processing data using SmartPLS 4.0, the loading factor results can be seen in Table 7 below:

Table 7 Loading Factor Value

	Brand Preference	Buying Decision	Digital Marketing	Product Quality
BD 1		0.747		
BD 2		0.815		
BD 3		0.723		
BD 4		0.612		
BD 5		0.526		
BP 1	0.824			
BP 2	0.890			
BP 3	0.860			
DM 1			0.919	
DM 2			0.888	
DM 3			0.917	
DM 4			0.892	
PQ 1				0.859
PQ 2				0.843
PQ 3				0.921
PQ 4				0.923

Source: Data processing result (2023)

From the results of data analysis using SmartPLS 4.0 listed in Table 7, most indicators on each variable in this study show a loading factor value greater than 0.70, indicating good validity. However, there are 2 indicators on the Buying Decision variable, namely BD 4 and BD 5 which show a loading factor value of less than 0.70, namely 0.612 and 0.526. Indicators with a loading factor value below 0.70 have a low level of validity, thus indicating invalid variable values.

Discriminant validity

This study applies Discriminant validity using Hetero-trait Mono-trait Ratio (HTMT) as a measurement parameter. According to Henseler et al. (2015), the HTMT value of all constructs must be below 0.85 as the maximum limit. In this study, all HTMT values were smaller than 0.85, indicating that Discriminant validity was met as shown in Table 8

Table 8 Discriminant Validity Heterotrait-Monotrait Ratio (HTMT)

	Buying Decision	Brand Preference	Digital Marketing	Product Quality
Buying Decision				
Brand Prefence	0.761			
Digital Marketing	0.770	0.559		
Product Quality	0.675	0.547	0.606	

Source: Data processing result (2023)

Based on Discriminant validity analysis using HTMT parameters, all values of these parameters exceed the minimum values set. Therefore, it can be concluded that all construct data used in this model are valid.

Composite Reliability

According to Ghozali (2016), data with a Composite Reliability value above 0.7 shows a high level of reliability. In this study, the Composite Reliability value of each construct has been checked and meets the accepted reliability standards, so that the data used in this study can be relied upon. Table 9 presents the results of the Composite Reliability analysis which provides an overview of the level of construct reliability in this research model.

Table 9 Composite Reliability.

	Composite reliability (rho_a)	Composite reliability (rho_c)
Brand Preference	0.825	0.894
Buying Decision	0.747	0.818
Digital Marketing	0.933	0.947
Product Quality	0.913	0.937

Source: Data processing result (2023)

Composite Reliability (rho_a) and Composite Reliability (rho_c) are the results of processing using the SmartPLS 4.0 application. Both are important indicators of construct reliability, where the value received is usually greater than 0.7. The difference between the two lies in the approach used in calculating them. Composite Reliability (rho_a) is calculated based on a combination of Average Variance Extracted (AVE) and correlation between items. If all items are intended to measure the

same aspect of the construct and there is no indication that they measure different aspects, then Composite Reliability (rho_a) can be used. However, if the components used have different scales or the items are intended to assess different aspects of the construct or are not entirely related to each other, then the use of Composite Reliability (rho_c) can be more appropriate. Composite Reliability (rho_c) is calculated based on the total AVE of each item divided by the number of AVEs of each item and the correlation between those items. In this study, the value of Composite Reliability (rho_a) and Composite Reliability (rho_c) has been calculated and meets the requirements of the accepted value. This indicates the reliability of the construct used in this model.

Average Extracted Variance (AVE)
AVE is a measure that indicates the extent to which the variation described by a construct is compared to the variation caused by measurement error. AVE is calculated using the PLS algorithm method, to be considered valid, the variable must have an AVE value greater than 0.5, (Jogiyanto, 2011). The results of calculating Average Extracted Variance (AVE) are shown in Table 10.

Tabel 9 Average Extracted Variance (AVE)

	Average variance extracted (AVE)
Brand Preference	0.737
Buying Decision	0.480
Digital Marketing	0.818
Product Quality	0.787

Source: Data processing result (2023)

The table indicates that the variables with reflective indicators show an AVE value exceeding 0.5, indicating sufficient validity. However, there is an indicator on the Buying Decision variable that shows an AVE value below 0.5, indicating a low level of validity. Therefore, it is worth considering making modifications to such indicators.

Cronbach's Alpha
The use of Cronbach's Alpha was done to measure the internal reliability of indicators in latent variables. A high value on Cronbach's Alpha indicates that the indicators have a strong and consistent relationship. In this study, a construct or variable is considered reliable and acceptable if it obtains an Alpha value of > 0.6 (Sekaran, 1992). The results of the reliability test using SmartPLS 4.0 software can be seen in Table 10.

Tabel 10 Cronbach's Alpha

	Cronbach's alpha
Brand Preference	0.821
Buying Decision	0.722
Digital Marketing	0.926
Product Quality	0.909

Source: Data processing result (2023)

Based on Table 10, the results of reliability analysis show that all question items in the variable are declared valid. A variable is said to be reliable if the answers given by respondents are always consistent. Of the four instruments used in this study, all obtained Cronbach's Alpha values greater than 0.6, in

accordance with established reliability requirements. Therefore, it can be concluded that all variables meet the criteria of reliability and are reliable for use in this study.

Coefficient of Determination

The results of hypothesis testing in this study can be seen from the coefficient of determination of T-Statistic and P-Values. T-Statistic is used to test statistical values, with a threshold value of 1.96 for a 5% error rate. Therefore, the hypothesis is acceptable if the value of the T-Statistic > 1.96. In addition, P-Values are also used to test the value of the hypothesis, and the hypothesis is acceptable if the value of the P-Values < 0.05. Table 11 shows the results of T-Statistic and P-Values analysis obtained from hypothesis testing.

Tabel 11 T-Statistic dan P-Values

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Brand Preference -> Buying Decision	0.322	0.322	0.088	3.663	0.000
Digital Marketing -> Buying Decision	0.376	0.376	0.093	4.062	0.000
Product Quality -> Buying Decision	0.183	0.187	0.102	1.803	0.041

Source: Data processing result (2023)

Based on the data contained in the table, it can be concluded that the variables brand preference, digital marketing, and product quality have an influence on buying decision. Test this hypothesis using a quantitative approach by testing existing data using the Structural Equation Modeling Partial Least Square (SEM PLS) model. The SEM PLS method is used to calculate the influence of brand preference, digital marketing, and product quality variables on buying decisions on avoskin skincare products.

Discussion

Digital Marketing Influences Avoskin's Skincare Product Buying Decision

The results of digital marketing testing have a significant influence on the buying decision of Avoskin Skincare Products. This means that digital marketing has a significant impact on the buying decision of Avoskin Skincare Products. This result is supported by previous research by Saputra and Ardani (2020), Ekasari and Mandasari (2022), Rahman, Sudirman and Kadir (2022), and Wiranata, Agung, and Prayoga (2021) who found that digital marketing has a significant influence on buying decisions. Digital marketing has also played an important role in influencing the purchasing decisions of Avoskin consumers. The role of digital marketing is very relevant considering the increasing trend of internet and social media use in recent years. Through digital marketing, Avoskin can increase its brand visibility, convey product information more effectively, and build closer relationships with potential consumers. Based on the findings of the study conducted by Julius and Limakrisna (2016), it is suggested that sellers should be more creative in their promotional efforts during buying and selling transactions, aiming to achieve even higher sales than before.

The results of this study revealed that digital marketing has a significant influence on the purchase decision of Avoskin skincare products. The value of the digital marketing coefficient shows that

the better and more recognized the cosmetic company Avoskin in using digital marketing, it will increase consumer purchasing decisions. Cosmetic companies that effectively and consistently use digital marketing to promote Avoskin skincare products will have an impact on company management policies in implementing this strategy (Handoyo, 2023). Another study by Pamungkas and Sigit (20229) also shows that the effective and continuous use of digital marketing by cosmetic companies, in this case promoting Avoskin skincare products will increase consumer purchasing decisions.

Some of the digital marketing media used as Avoskin's promotional tools include email marketing, social media marketing, online advertising, SEO (Search Engine Optimization), social media, and content marketing. Using this digital marketing strategy, Avoskin can build brand reputation and increase the visibility of their products in the market. By digital marketing, Avoskin can send the latest product information and special offers to customers. Social media and online advertising help Avoskin to interact directly with potential consumers and increase brand awareness. By using digital marketing effectively and strategically, Avoskin can influence consumer purchasing decisions on its skincare products. Therefore, it is important for Avoskin to continue to optimize the use of digital marketing to improve consumer purchasing decisions on Avoskin skincare products.

The Influence of Brand Preference with Avoskin Skincare Product Buying Decision

The test results that brand preference has a significant effect on the buying decision of Avoskin skincare products. The results of testing the second hypothesis proved true that brand preference has a significant influence on the buying decision of Avoskin skincare products. Based on this, Avoskin brand preference refers to consumer preferences for the Avoskin brand compared to other skincare brands. This illustrates the tendency of consumers to choose and give priority to Avoskin skincare products based on their positive perception of the brand. Other factors such as product quality, brand reputation, and user experience with the brand can affect Brand Preference. This result is supported by previous research Putriansari (2019) and Nurzaini and Khasanah (2018) argue that Brand Preference has a significant influence on Buying decisions. Consumers who have a strong Brand Preference for Avoskin tend to be more inclined to choose and buy Avoskin skincare products than other brands.

The value of the brand preference coefficient shows that the better the brand preference carried out by the company, will more influence the purchasing decisions of Avoskin consumers. Appropriate and effective brand preference is an important consideration for Avoskin management to improve it further. Research by Korengkeng and Tielung (2018) also supports this finding by finding that Brand Preference has a significant influence on consumer purchasing decisions. This shows consistency in findings regarding the positive relationship between brand preference and buying decision.

Some factors that affect Avoskin's Brand Preference include celebrity endorsers, perceived quality, and product prices. The selection of the right celebrity endorser can help build a positive image of the Avoskin brand and increase consumer preference towards the brand. Consumer perception of the quality of Avoskin products, including the quality of raw materials and product finishes, also plays an important role in forming brand preference. Finally, competitive product prices and in accordance with the value offered can also affect consumer brand preference. By paying attention to these factors, Avoskin companies can direct their marketing strategies to build and increase consumer brand preference for Avoskin skincare products. The company's efforts to strengthen brand image, improve product quality perception, communicate product benefits clearly, and provide value according to price can contribute to improving brand preference. Therefore, with a strong brand preference, company can influence consumer purchasing decisions and strengthen Avoskin's position in skincare product market.

The Effect of Product Quality with Avoskin Skincare Product Buying Decision.

The test results found that product quality has a significant effect on the buying decision of Avoskin Skincare products. These results prove the third hypothesis, proven to be true, there is a significant effect on Product quality on Buying Decision of Avoskin Skincare Products. This result is supported by previous research by Robi'ah and Nopiana, (2022), Wiranata, Agung and Prayoga (2021), Yulianty, Setyawan and Indrastuti (2021) found that brand preference has a significant influence on buying decisions. Product quality refers to the quality of Avoskin skincare products including aspects of raw materials, formulation, performance, safety, and user experience. Consumers tend to choose and buy Avoskin skincare products when they believe that they are of good quality and meet their needs and expectations.

Consumers who feel good product quality from Avoskin will tend to have higher satisfaction. Good product quality can also build consumer trust and loyalty to the brand, thereby increasing their likelihood to make repeat purchases and recommend products to others. Therefore. it is important for the Avoskin company to maintain and improve product quality consistently. Efforts in controlling the quality of raw materials, conducting product research and development, and adopting high safety and quality standards will help strengthen Avoskin's product quality and influence consumer purchasing decisions.

Test findings show that product quality has a significant influence on purchasing decisions for Avoskin Skincare products. The value of the product quality coefficient shows that the better the quality of the products produced by the company, the higher the level of consumer satisfaction and their trust in Avoskin products, which ultimately influences purchasing decisions. The company as a manufacturer of Avoskin Skincare cosmetics has the responsibility to ensure high product quality. This can be achieved through the implementation of a rigorous evaluation and supervision process in every stage of production. Avoskin maintains product quality by using natural and organic ingredients that are guaranteed safety, and follows the principles of GMP (Good Manufacturing Practice) in the production process (Handoyo, 2023).

Avoskin company can influence consumer buying decisions through efforts to maintain good product quality. Consumers tend to choose Avoskin skincare products because they believe that they are safe, quality, and in accordance with their needs and expectations. Good product quality can also strengthen Avoskin's brand image, build consumer trust, and increase customer loyalty. Through a continued focus on product quality, Avoskin can gain a competitive advantage in the skincare market. Companies can continuously conduct product research and development, adopt the latest technology, and continuously improve production processes to maintain consistent product quality. In addition, listening to consumer feedback and responding to it with appropriate improvements is also an important strategy in maintaining and improving the quality of Avoskin products. In order to influence consumer buying decisions, companies can also use trusted quality labels or certifications as a form of legitimacy and assurance to consumers about product quality. In addition, effective marketing efforts to educate consumers about the benefits and value of products related to their quality can also increase the influence of product quality on purchasing decisions. By maintaining good product quality and improving it continuously, Avoskin can strengthen its brand position in the skincare market and build long-term relationships with consumers.

Conclusion

Based on the findings of this study, it can be concluded that factors such as digital marketing, brand preference, and product quality have a significant influence on consumer purchasing decisions in

choosing Avoskin skincare products. First, digital marketing has an important role in influencing consumer buying decisions. First, digital marketing has an important role in influencing consumer buying decisions. Through an effective digital marketing strategy, Avoskin can increase its brand visibility, convey product information more effectively, and build closer relationships with potential consumers. In today's digital era, the increasingly widespread use of the internet and social media provides opportunities for cosmetic companies to reach their target market more effectively through digital marketing. Second, brand preference has a significant influence on consumer purchasing decisions for Avoskin skincare products. In this case, Avoskin needs to build a strong brand image and strengthen emotional connections with consumers. In this case, Avoskin needs to build a strong brand image and strengthen emotional connections with consumers. This can be achieved by celebrity endorsers, attention to product quality, and appropriate pricing. By increasing brand preference, Avoskin can influence consumers to choose their skincare products. Third, product quality also has a significant influence on consumer purchasing decisions. The company as a manufacturer of Avoskin Skincare cosmetics must ensure the products produced have high quality and meet consumer expectations. In this case, Avoskin maintains the quality of its products through the use of natural and organic ingredients and complies with GMP (Good Manufacturing Practice) standards. Good product quality can build consumer trust, strengthen brand image, and increase customer loyalty.

The theoretical implication of this study is confirmation that factors such as digital marketing, brand preference, and product quality have a significant influence on purchasing decisions in the context of Avoskin skincare products. These findings can enrich understanding of the factors that influence buying decisions in the cosmetics industry. The practical implication of the study is that cosmetic companies, such as Avoskin, can use these findings as a basis in designing effective marketing strategies. In improving consumer purchasing decisions, Avoskin needs to pay attention to effective use of digital marketing to increase brand visibility and reach a broad target market. In addition, Avoskin also needs to focus on building strong brand preference through various marketing strategies and attention to product quality. By maintaining good product quality, Avoskin can build consumer trust and strengthen its position in the skincare market. Researchers feel that there are still limitations in research resulting in shortcomings that need improvement and improvement for further researchers and expect respondents' assistance in answering statements to be consistent given by researchers and increasing the number of research samples

Author's Contribution

All authors have made significant contributions to the final manuscript in the context of researching Digital Marketing, Brand Preference, and Product Quality on the Buying Decision of Avoskin Skincare Products. The specific contributions of each author are as follows: Oky Pujianto conducted data collection, drafted manuscripts, created illustrations, and developed key conceptual ideas. Andhatu Achsa and Ivo Novitaningtyas provided exceptional guidance and conducted critical article revisions, aligning with the research focus. Furthermore, all authors actively participated in result discussions, ensuring relevance to the research theme, and contributed to shaping the final manuscript.

Declaration of Competing Interest

The author affirms that the research was conducted without any commercial or financial associations that could potentially pose a conflict of interest within the context of the study's focus.

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