



(Research) Article

The Influence of Price, Promotion, and Trust on Scarlett Skincare Product Purchase Decisions on Shopee E-Commerce

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Abstract: The rapid growth of e-commerce in Indonesia has significantly transformed consumer shopping behavior, including in the local skincare segment such as Scarlett, which is widely marketed through Shopee. This research is motivated by issues related to price fluctuations, inconsistent promotional activities, and consumer concerns regarding product authenticity that may influence purchasing decisions. The study aims to analyze the influence of price, promotion, and trust on the purchase decision of Scarlett skincare products on the Shopee platform, both partially and simultaneously. Using a quantitative approach with a causal design, this research involved 108 respondents who had purchased Scarlett products through Shopee. Data were collected using a 5-point Likert scale questionnaire and analyzed through JASP, including validity and reliability testing, classical assumption tests, and multiple linear regression analysis. The results show that all items are valid and reliable, and the regression model meets classical assumptions. The regression equation $Y = 4.145 + 0.303X_1 + 0.178X_2 + 0.178X_3$ indicates significant effects of all variables with $p < 0.05$. Partially, price, promotion, and trust positively and significantly influence purchasing decisions, while the F-test confirms a simultaneous effect. Furthermore, the R^2 value of 0.607 demonstrates that the three variables explain 60.7% of the variation in purchasing decisions. The findings suggest that price is the most dominant factor, followed by promotion and trust. This study offers empirical insights into consumer behavior toward local skincare products within the e-commerce ecosystem and provides strategic recommendations for sellers and platforms to optimize pricing strategies, promotional activities, and trust-building efforts.

Keywords: E-Commerce; Price; Promotion; Purchase Decision; Trust

1. Introduction

The development of digital technology has significantly changed the consumption behavior of the Indonesian people, especially through the rapid growth of the e-commerce sector. The value of Indonesia's e-commerce transactions, which reached USD 59 billion in 2023, shows the increasing dependence of consumers on online purchasing platforms (Google et al., 2023). Shopee, as the marketplace with the highest number of visits in Indonesia (iPrice, 2023), becoming the main means for consumers to buy skincare products, including local brands such as Scarlett that thrive through competitive pricing strategies, intensive promotions, and strong consumer confidence levels (Han et al., 2024).

Various previous studies have applied various approaches to analyze consumer behavior in e-commerce, especially regarding pricing, promotions, and trust. Kim et al. (2012) found that trust has a more dominant influence on online purchasing decisions than price perceptions. In addition, promotional strategies such as discounts, vouchers, and digital

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campaigns have been proven to increase consumer interest and purchase intent (Paulino da Costa Ferreira & Hwihanus, 2024). In the context of beauty products, trust in brands and platforms plays a major role in reducing risk perceptions and driving purchasing decisions (Do et al., 2023; Puspitarini et al., 2024). Other research shows that elements of the marketing mix including price, product quality, and promotion are significantly related to consumer purchasing decisions (Abidin & Triono, 2020).

However, the methods and approaches in previous studies still have some drawbacks. Many studies only examine consumer behavior in general or in different product categories, so they do not provide a specific picture of the decision to purchase local skincare products on Shopee. In addition, some approaches focus more on product quality, shopping experience, or aspects of digital interaction such as live streaming (Greenstein-Messica & Rokach, 2020; Abigail et al., 2024). The strength of the previous research is the depth of analysis on specific variables, but the weakness is the lack of comprehensive integration between price, promotion, and trust in a single research model that is relevant to Indonesian skincare consumers.

Based on the research gap, the main problem identified in this study is the absence of an empirical study that simultaneously analyzes the influence of price, promotion, and trust on the purchase decision of Scarlett skincare products on the Shopee e-commerce platform. Consumers still face issues such as price fluctuations, promotional inconsistencies, and concerns about product authenticity, which can affect their final purchase decisions.

To answer these problems, this study proposes a quantitative approach that examines the partial and simultaneous effects of price, promotion, and trust on purchasing decisions. This approach is expected to provide a more comprehensive empirical understanding of the behavior of local skincare consumers in the e-commerce ecosystem.

The contributions of this research include:

- 1) enriching literature related to digital consumer behavior with a focus on local skincare categories;
- 2) provide empirical evidence on the role of pricing, promotions, and trust in influencing purchasing decisions in e-commerce;
- 3) offer strategic recommendations for Scarlett and Shopee in improving the effectiveness of digital marketing; and
- 4) provide a reference for further research in the field of digital marketing and online consumer behavior.

The rest of the paper is arranged as follows: Part 2 presents a literature review and related research; Part 3 describes the research materials and methods; Part 4 presents the results of the research and discussion; Part 5 presents comparisons with other studies; and Section 6 contains conclusions, implications, limitations, and suggestions for future research.

2. Literature Review

This section integrates basic theories regarding price, promotion, and trust with relevant previous research findings, as well as formulates the research positions and gaps underlying the development of these studies. This approach follows the direction of the state of the art review as demanded in the international journal template, by focusing on the discussion on how these three variables contribute to the purchase decision of skincare products on e-commerce platforms.

Price in Theoretical and Empirical Perspectives

Theoretically, price is seen as a fundamental element in the marketing mix because it is the only component that generates revenue and serves as a quality signal for consumers (Hanif, 2021). In the context of e-commerce, pricing has high flexibility and is often used by companies to build value perceptions through discounts, rebates, and other pricing strategies. This is in line with the view Nasution & Rahmanta (2022) which confirms that price fluctuations can directly affect consumer behavior.

Empirical research shows that price can affect the perception of quality and buying interest. Squirrels (2021) Finding that price remains a key consideration even though consumers also take into account product reviews and reputation on marketplace platforms. Similar findings were put forward by Abidin & Triono (2020), which confirms that the

marketing mix, including price, exerts a significant influence on product purchase decisions in e-commerce. Thus, the literature shows that price is not only an economic, but also psychological, component that affects the perception of value and product quality.

Promotion in Theory and Previous Research

Promotion is a marketing communication tool that aims to influence consumer perception through strengthening information, increasing interest, and creating purchase incentives. Theoretically, promotion includes various activities such as advertising, direct sales, promotional stimulus, and digital marketing (Amelia & Iswadi, 2023). Wahyuni et al. (2020) emphasizing that effective promotions are able to raise consumer awareness and increase long-term loyalty.

Empirically, promotions have proven to play a significant role in shaping purchasing decisions in e-commerce. Greenstein-Messica & Rokach (2020) Showing that a promotional strategy optimized with a data approach is able to increase the effectiveness of sales campaigns. Puspitarini et al. (2024) Found that promotions through live streaming strengthen consumer interaction and increase purchase opportunities. Moreover Kore et al. (2018) confirming that attractive promotions are able to influence purchasing decisions directly, even in conditions where consumers rely heavily on practicality in online shopping.

Overall, promotions serve not only to increase product visibility, but also to influence consumer evaluations and preferences, especially in a competitive digital environment like Shopee.

Trust as a Key Factor in Online Transactions

Trust is a crucial element in e-commerce transactions because consumers cannot evaluate the product directly. Theoretically, trust includes the reliability, security, honesty, and responsibility given by the platform and the seller (Mariza & Khoiri, 2024). Trust can reduce risk perception and increase consumer comfort in making purchasing decisions.

Previous research has shown that trust is often the most decisive factor in online purchasing decisions. Kim et al. (2012) stating that trust has a stronger influence than price perception. Do et al. (2023) confirming that without trust in the platform, consumers tend to reject transactions despite attractive prices and promotions. Findings Halim et al. (2025) It also emphasizes that satisfaction and quality of digital services form trust which then encourages purchase intent, especially in skincare products.

Thus, trust is the main foundation in the success of digital transactions and is a critical variable in research on consumer behavior in e-commerce.

Purchasing Decisions in a Theoretical and Empirical Framework

Consumer purchasing decisions are the result of a sequential process that includes the identification of needs, information searches, evaluation of alternatives, purchases, and post-purchase evaluations (Hidayat, 2017). In the context of e-commerce, this process is influenced by the quality of digital services, reviews, security, as well as promotional and price factors (Surahman & Sulaeman, 2023).

Empirical research shows that reviews, quality of service, and trust contribute greatly to online purchasing decisions (Wildhan, Misti, 2024). Emotional factors and value perception also play a significant role in influencing consumer actions to complete the purchase process.

In the skincare industry, purchasing decisions are heavily influenced by trust in the brand, perception of quality, and product reputation, which shows the need for integration between pricing, promotion, and trust building strategies.

Research Gap and Research Position

Based on the synthesis of theories and previous research, several important gaps were found:

1. Most studies only examined price, promotion, or trust variables separately, not yet in a single integrated model on local skincare products on the Shopee platform.
2. Empirical research on local skincare brands like Scarlett is still limited, especially in the context of Generation Z consumer behavior that dominates e-commerce users.
3. There have not been many studies that have tested the interaction between price, promotion, and trust simultaneously on purchase decisions, even though the three

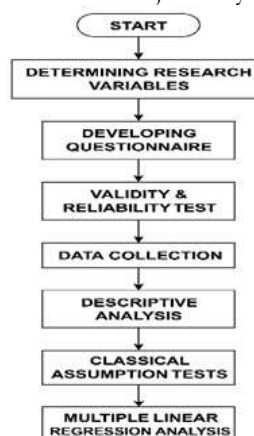
are known to be interconnected in shaping the perception of product value in the marketplace.

4. The specific context of Shopee as a platform with high promotional intensity has not been analyzed in depth, especially related to how discount programs, free shipping, and authenticity guarantees affect purchase decisions.

Therefore, this study contributes by presenting an integrative model that tests the influence of price, promotion, and trust on the purchase decision of Scarlett skincare products on Shopee e-commerce.

3. Method

This study uses a quantitative approach with a causal design, namely analyzing the influence of Price (X_1), Promotion (X_2), and Trust (X_3) on Purchase Decisions (Y). The quantitative method was chosen because it is based on the philosophy of positivism and uses standardized instruments to measure variables objectively (Scott, 2013).



Research Design and Procedure

Population, Sample, and Data Collection

The research population is consumers who have purchased Scarlett skincare products through Shopee. Since the population number is unknown, the study used the Lemeshow formula to determine the number of samples. The calculation resulted in a minimum of 96 respondents, and the final number used was 108 respondents to improve the accuracy of the data.

The sampling technique uses non-probability sampling type of accidental sampling, where respondents are selected based on their willingness to fill out a questionnaire. Data was collected through an online questionnaire using a five-point Likert scale.

Research Variables and Measurement

The research consisted of three independent variables Price (X_1), Promotion (X_2), Trust (X_3) and one dependent variable, namely Purchase Decision (Y). The indicators of each variable are arranged based on theory and validated through instrument tests. All questionnaire items were declared valid because r calculated > 0.1874 and reliable because of Cronbach's Alpha value > 0.70 .

Technical Data Analysis

The analysis is carried out through:

1. Descriptive statistics to describe the data profile.
2. Classical assumption test, including normality, multicollinearity, and heteroscedasticity; The results showed the model met the assumptions ($p > 0.05$)
3. Multiple linear regression to test the influence of X_1 , X_2 , and X_3 on Y , with the model:

$$Y = 4.145 + 0.303X_1 + 0.178X_2 + 0.178X_3 + e$$

4. The t-test and the F-test are used to test hypotheses; All variables were partially and simultaneously significant ($p < 0.05$)

Summary

This method provides a robust empirical structure to test the influence of price, promotion, and trust on Scarlett product purchase decisions on Shopee, with a concise yet comprehensive quantitative approach.

4. Results and Discussion

This study uses hardware in the form of a standard computer/laptop with the Windows operating system, as well as JASP software as the main tool to perform statistical analysis, including validity, reliability, classical assumption test, multiple linear regression, t-test, and F test

The dataset was obtained from an online questionnaire distributed to consumers who had purchased Scarlett skincare products through Shopee. A total of 108 respondents participated in this study, according to the sample calculation based on the Lemeshow formula. The instrument uses a five-point Likert scale with a pre-validated variable indicator.

Initial Data Analysis

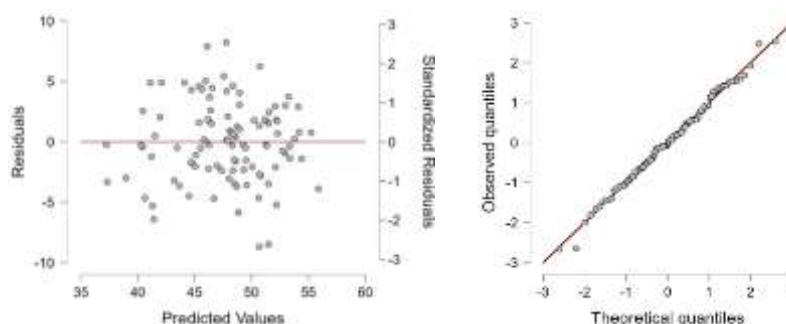
Validity and Reliability Tests

All items in the variables Price (X_1), Promotion (X_2), Trust (X_3), and Purchase Decision (Y) are declared valid because each item shows a calculated r value of > 0.1874 . For example, the price item ($X_{1.1}$) has a correlation of 0.728 and the promotional item ($X_{2.1}$) of 0.767, all of which exceed the r -value of the table

The instrument is also reliable because Cronbach's Alpha value is above 0.70, so the entire construct is stated to be consistent and trustworthy.

Classical Assumption Test

- The Normality, Multicollinearity, and Heteroscedasticity tests show that the model meets classical assumptions.
- The VIF values of < 10 and Tolerance > 0.10 in all variables showed that multicollinearity did not occur
- The Glejser method shows a significance value of > 0.05 for all variables, so there is no heteroscedasticity



Regression Analysis Results

Regression equations

The JASP analysis yields the following regression model:

$$Y = 4.145 + 0.303X_1 + 0.178X_2 + 0.178X_3 + e$$

Interpretation:

- The constant of 4.145 indicates that even though price, promotion, and trust have no effect, consumers still have a tendency to buy Scarlett at some level.
- The price coefficient (0.303) has the greatest influence compared to other variables.
- Both promotion (0.178) and trust (0.178) had a positive effect with equal strength.

T test (Partial)

The results of the t-test showed:

Model		Coefficients					Collinearity	
Model		Unstandardized	Standard Error	Standardized	t	p	Tolerance	
M ₀	(Intercept)	47.852	0.497		96.194	< .001		
M ₁	(Intercept)	4.145	3.480		1.191	.236		
	TOTAL X1	0.303	0.044	0.422	6.856	< .001	1.000	
	TOTAL X2	0.178	0.025	0.432	7.009	< .001	0.995	
	TOTAL X3	0.178	0.024	0.461	7.481	< .001	0.995	

Meaning to the hypothesis:

- H1 accepted: Price has a positive and significant effect on the purchase decision.
- H2 accepted: Promotion has a positive and significant effect.
- H3 accepted: Trust has a positive and significant effect.

F Test (Simultaneous)

ANOVA

Model		Sum of Squares	df	Mean Square	F	p
M ₁	Regression	1,735	3	578.35	53.48	< .001
	Residual	1,125	104	10.81		
	Total	2,860	107			

The model is declared to be significant simultaneously with a value of $F = 53.48$ and $p < 0.001$, which means that price, promotion, and trust together influence the purchase decision

This supports H4 that all three independent variables have a significant effect simultaneously.

Coefficient of Determination (R²)

The model generates values:

- $R = 0.779$
- $R^2 = 0.607$
- Adjusted $R^2 = 0.595$

The interpretation:

- The price, promotion, and trust variables explain 60.7% of the variation in purchase decisions.
- The rest (39.3%) were influenced by other variables such as product quality, buyer reviews, brand loyalty, and shopping experience that were not included in the study.

This supports H5, i.e. there is a dominant variable, namely Price (X₁) as the largest coefficient.

Discussion

The results of the study reinforce the theory that price is the main indicator of product value for consumers, so it is natural that the influence is the most dominant (Kotler & Keller, 2016) in your files. Effective promotions such as discounts, vouchers, and free shipping have been shown to increase purchase intent, according to the findings Adiawaty et al. (2022) and Paulino da Costa Ferreira & Hwihanus (2024). Trust in transaction security and product authenticity also plays an important role in online purchases, in line with the view Do et al. (2023) in your library.

Overall, the combination of competitive prices, attractive promotions, and consumer trust forms a strong basis for purchasing Scarlett products on Shopee. This research model

has good clarity and shows that skincare consumer behavior is greatly influenced by the perception of value and a sense of security during shopping.

Comparison

This section compares the research findings with the results of previous research as well as the theories listed in the bibliography, so that the contribution of this research can be seen in a more measurable way. The comparison is made based on three main variables: price, promotion, and trust.

Comparison with Previous Studies

Price

The findings of this study show that price is the most dominant variable in influencing the purchase decision of Scarlett products on Shopee. These results are consistent with the view Kotler & Keller (2016) which places price as a key indicator of value and quality from a consumer's perspective. In addition, the literature in the file shows that price fluctuations have a direct influence on consumer behavior in the digital context (Hanif, 2021; Nasution & Rahmanta, 2022). Thus, the study reinforces previous empirical evidence that purchasing decisions are highly sensitive to price perception.

Promotions

The significant influence of promotion in this study is also in line with the findings Adiaty et al. (2022), which states that promotional media is able to improve purchasing decisions. Moreover Paulino da Costa Ferreira & Hwihanus (2024) explained that promotions such as vouchers, discounts, and free shipping have been proven to increase consumer buying interest. Thus, the results of this study reaffirm that digital promotion strategies, especially in the e-commerce ecosystem, play a strong role in skincare purchasing behavior.

Trust

The study found that trust had a significant influence on purchasing decisions, supporting the findings Do et al. (2023), which states that trust in the platform and the seller is an important foundation in online transactions. This result is especially relevant in the skincare category, where consumers are often worried about the authenticity of the product. Therefore, this study strengthens the argument that increased trust through the assurance of security and transparency of the seller contributes greatly to the purchase decision.

Contribution Comparison

1. Compared to previous studies that generally analyzed these factors separately or in the context of other products, this study made a more specific contribution, namely:
2. Focus on one local skincare brand (Scarlett) on the Shopee platform, so that the results are more relevant to the industry.
3. Simultaneous analysis of price, promotion, and trust, thus providing a complete picture of the determining factors of purchasing decisions in the e-commerce environment.
4. Empirical proof that price is the most dominant variable, which has not been explained explicitly in previous research for the context of local skincare products.

Thus, this study not only corroborates previous findings, but also provides added value in the form of a more focused and relevant context for local skincare brands in Indonesia.

6. Conclusion

This study aims to analyze the influence of price, promotion, and trust on the purchase decision of Scarlett products through the Shopee platform. Based on the results of data processing using JASP, all instruments were declared valid and reliable, and the regression model met all classical assumption tests. The results showed that the three independent variables had a positive and significant effect on purchase decisions, both partially and simultaneously. Price variables are the most dominant factor, as explained in the theory that price is the determinant of consumer value perception (Kotler & Keller, 2016). These findings are reinforced by previous research listed in the file, such as Hanif, 2021 and Nasution &

Rahmanta, (2022), which confirms that prices are very sensitive in the context of online shopping.

Synthesically, the results of this study support all the hypotheses that have been proposed. Price, promotion, and trust not only significantly influence purchase decisions, but also complement each other in shaping consumer perception of skincare products in the e-commerce environment. These findings are relevant to the results of the study Adiawaty et al. (2022) and Paulino da Costa Ferreira & Hwihanus (2024), which emphasizes the effectiveness of digital promotions. In addition, the significant role of trust is also in line with the view Do et al. (2023) In the bibliography, that a sense of security and confidence in the seller is an important aspect of online transactions.

This research has a practical contribution for local skincare business people, especially in optimizing pricing and promotion strategies, as well as building consumer trust through transparency and product authenticity guarantees. Theoretically, this study adds to the empirical evidence on consumer behavior in the skincare industry and expands understanding of the dominant factors in purchasing decisions in e-commerce.

However, this study has limitations, including the limited sample coverage of Shopee users and focusing on only one brand, namely Scarlett. In addition, the study variables included only three factors, while the R² value showed that 39.3% of purchase decisions were influenced by other variables that were not studied. Therefore, the next research is recommended to add variables such as product quality, consumer reviews, brand image, or customer experience, as well as expand e-commerce platforms so that the research results are more comprehensive.

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"Funders have no role in the design of the research; in data collection, analysis, or interpretation; in scripting; as well as in the decision to publish the results."

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