The Influence of Digital Marketing, Product Quality and Product Knowledge On Purchase Intention In Local Npure Skincare

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Abstract. This research was conducted based on a phenomenon that occurs in society, namely the trust of women in Bali to switch to using the local skincare brand Npure. The local Npure brand develops its digital marketing in terms of attracting consumer buying interest. This study aims to determine the effect of Digital Marketing, Product Quality and Product Knowledge on purchase interest in NpureLocal Skincare in Denpasar City. This study uses a quantitative descriptive method using the SPSS Statistics 27 program. The sampling procedure used is a non-probability sampling technique, namely purposive sampling, which is a sample selection technique based on criteria. The sample used was 100 respondents with the criteria of women aged 16-20 years. The results of this study found that Digital Marketing, Product Quality, and Product Knowledge have a positive and significant effect on Purchase Interest in Local Npure Skincare. This is stated by t count> t table, significance> 0.05 and the calculated F value of 95,930 with a significant F of 0.00 <0.05. Companies can develop the three variables and researchers can modify the research by adding indicators or other variables.

Keywords: Digital Marketing, Product Quality, Product Knowledge, Purchase Intention

Introduction

Indonesian women deeply require skincare or cosmetics, with around 50.17% feeling quite insecure about their facial skin condition as per Zap Beauty Index (2023). Currently, females principally prefer shopping for skincare over other options like apparel or footwear. Within the swiftly growing local beauty industry, affordable prices and quality comparable to foreign brands stand as two key reasons underpinning preference for domestic skincare labels, among multiple motivations. As businesses utilize the internet for financial success, communication and consumer visibility, traditional promotion gives way to diverse online platforms for these local brands, with social media advertising drawing shoppers effectively (Uzunoglu, 2023). Digital marketing unfettered creativity and effectively unlimited opportunities to technologically promote skincare items. It enables simplified, modern mobile-centric shopping experiences while efficiently connecting industry players. Numerous media choices like Instagram, TikTok, Shopee and assorted e- commerce sites actively promote today's skincare products. Around 57% female respondents proactively purchase skincare online, with social media continuously catalyzing the cosmetics trade alongside salient digital buffers. Market penetration and promotional effectiveness renders Instagram paramount based on Zap

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Beauty Index (2023) findings.

Instagram and TikTok jointly provide beauty-related information to 51.9% Indonesian females presently. Skincare brands must diligently harness social media for integrated marketing communication campaigns that lifts buying interest (Lestari et al., 2023). However, research reveals inconsistent digital marketing influence on eventual purchase intention. Some studies conclude substantially positive impacts (Chrisniyanti & Fah, 2022) while other empirical evidence establishes insignificant statistical relationships between these variables.

As a locally manufactured skincare product, Npure has energetically promoted quality Indonesian- suitable items through integrated campaigns on e-commerce platforms. Its naturally sourced ingredients prove local goods can match international quality benchmarks. Deficient consumer confidence in the actual digital marketing efforts and genuine product quality frequently affects selections, thereby driving greater reliance on accrued product knowledge. Comprehensive information permits more realistic, fact-based purchase choices (Baek & Kim, 2022).

The phenomenon occurring is that Npure's sales level is experiencing instability due to fluctuating ups and downs, thus affecting the sales volume of products amidst the high usage of local skincare. This can be seen from the 2021 sales data as a whole, the Npure brand managed to record a revenue of IDR 602.7 million in the February 1-18, 2021 period alone, indicating quite high purchase intention. However, Compass Dashboard noted the growth in sales of this local Beauty and Care brand started slowing down. In the February 15-28, 2023 period, Npure's sales quantity for toner products was 6.8K pieces, earning IDR 255.8 million revenue but then rose to 10.1K pieces in the March 1-14, 2023 period, raking in IDR 423.9 million total revenue for all products. This shows instability in sales has persisted from 2021 into 2023, indicating ineffective interest stimulation among consumers up until now even though local skincare usage is increasing.

Npure deploys its Instagram presence to furnish specialized skin consultations, product giveaways alongside consistent health education to elevate consumer knowledge (Dwivedi et al., 2021).

Superior product knowledge considerably empowers discerning consumer selections, directly elevating buying interest (Khoirunnisa & Albari, 2023). However several researchers argue its statistically insignificant influence or outright lack of impact on purchases (Kang et al., 2022). Buying interest represents strong consumer desire for specific products after systematically evaluating information quality, provenance and relevance. It spotlights potential consumers for skincare business development, relating with factors like competitive pricing and product quality benchmarks (Karya et al., 2021).

As a local skincare manufacturer, Npure saw unstable, fluctuating sales volumes from 2021 to 2023 which indicates imperfect consumer attraction presently. This study scrutinizes variable-specific phenomena for Indonesian women aged 16-20 years residing in Denpasar city, Bali province. The simultaneous examination of digital marketing, product quality cues and accrued knowledge on localized skincare buying intention introduces an incremental novelty factor compared to preceding studies.

Methods

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1. **Sampel and Procedure**

According (McCall, 2018), purposive sampling is a technique that selects participants based on specific criteria determined by the researcher. As such, this study employed purposive sampling to recruit 100 women between the ages of 16 until 20 years old who have an interest in or have used Npure skincare products in Denpasar City, Bali Province. The specific inclusion criteria aligned, who stated that women aged 16-20 years old are the primary users of skin whitening and brightening products. Participants were asked to voluntarily complete an online questionnaire made using Google Forms. The questionnaire was based on (McCall, 2018) statement that questionnaires are techniques used to gather information quickly and efficiently. The questionnaire collected data on the independent variables of digital marketing, product quality, and product knowledge as well their influence on the dependent variable of purchase intention for the Npure skincare brand. The questionnaire used a 4-point Likert scale to measure the level of agreement with statements relating to each variable. Prior to distribution, the questionnaire underwent testing for validity and reliability.

2. **Measures**

The questionnaire measured the independent variables of digital marketing, product quality, and product knowledge identified (McCall, 2018) and their influence on the dependent variable of purchase intention. Likert scales were utilized, as suggested by (McCall, 2018), given their ability to quantify qualitative data such as attitudes, viewpoints, and perceptions. Each variable was represented by 4 questionnaire items rated on a scale from 1 (strongly disagree) to 4 (strongly agree). (McCall, 2018) stated that testing for the validity and reliability of questionnaire items is key prior to distribution. As such, appropriate testing was conducted. Higher scores reflected more affirmative perceptions and intents. Overall index scores were also calculated for each variable by averaging responses to the associated items. Digital marketing was measured using 12 questionnaire items related to Npure's use of social media, websites, YouTube videos, online advertising, and smartphone apps for marketing. Product quality was measured using 10 items concerning Npure's safety, effectiveness, fragrance, texture, and packaging. Product knowledge was measured through items about the ingredients, benefits, usage guidelines, comparison to substitutes, and uniqueness of Npure skincare. Finally, purchase intention was measured using 8 questionnaire items related to interest, consideration, willingness, likelihood, and preference for buying Npure products. The Likert scale ranged from 1 (strongly disagree) to 4 (strongly agree), with higher scores indicating more positive perceptions and greater intentions. Composite scores were calculated for each variable by summing and averaging responses to create an overall index score.

Result and Discussion

1. **Respondent Characteristics**

The respondents in this study varied in terms of domicile and age. The questionnaire was distributed to women between the ages of 16-20 years old residing in Denpasar City who have purchased or used Npure skincare products. As shown, there were 16 respondents from East Denpasar, 39 from South Denpasar, 33 from West Denpasar, and 12 from North Denpasar, indicating that respondents living in South Denpasar dominated. Furthermore, there were 5 respondents aged 16 years old, 4 aged 17 years old, 7 aged 18 years old, 18 aged 19 years, and 66 aged 20 years. This signifies that 20-year-old respondents were the most prevalent among the age groups.

2. **Validity Test**

Table 1: Validity Test

Variable	Item Statement	Corrected Item-Total Correlation	Crisis Value	Information
Digital Marketing	X1.1	.775	0,30	VALID
	X1.2	.808	0,30	VALID
	X1.3	.768	0,30	VALID
	X1.4	.733	0,30	VALID
	X1.5	.696	0,30	VALID
	X1.6	.651	0,30	VALID
	X1.7	.775	0,30	VALID
	X1.8	.710	0,30	VALID
	X1.9	.376	0,30	VALID
	X1.10	.465	0,30	VALID
	X1.11	.884	0,30	VALID
	X1.12	.808	0,30	VALID
Product Quality	X2.1	.427	0,30	VALID
	X2.2	.701	0,30	VALID
	X2.3	.875	0,30	VALID
	X2.4	.790	0,30	VALID
	X2.5	.693	0,30	VALID
	X2.6	.850	0,30	VALID
	X2.7	.815	0,30	VALID
	X2.8	.792	0,30	VALID
	X2.9	.835	0,30	VALID
	X2.10	.876	0,30	VALID
Product Knowledge	X3.1	.872	0,30	VALID
	X3.2	.908	0,30	VALID
	X3.3	.846	0,30	VALID
	X3.4	.810	0,30	VALID
	X3.5	.891	0,30	VALID
	X3.6	.869	0,30	VALID
Purchase Intention	Y1	.934	0,30	VALID
	Y2	.866	0,30	VALID
	Y3	.886	0,30	VALID
	Y4	.829	0,30	VALID
	Y5	.878	0,30	VALID
	Y6	.432	0,30	VALID
	Y7	.802	0,30	VALID
	Y8	.866	0,30	VALID

The validity test was conducted using the corrected item-total correlation method to determine the ability of each instrument in each variable to measure what it intends to measure. An instrument is considered valid if it has a correlation coefficient above 0.30. The results showed that all instruments for every variable had values above 0.30 indicating that they were valid and can be used to test the research hypotheses.

3. **Reliability Test**

Table 2: Reliability Test

Variable	Cronbach's Alpha	Information
Digital Marketing	0,924	Reliabel
Product Quality	0,943	Reliabel
Product Knowledge	0,957	Reliabel
Purchase Intention	0,942	Reliabel

The reliability test was carried out using Cronbach's Alpha to assess the consistency of the instruments as indicators of their corresponding variables or constructs. An instrument is reliable if a respondent's answers to the questions are consistent over time. The rule of thumb is that a construct or variable is reliable if its Cronbach's Alpha value exceeds 0.70. The test indicated that all the instruments had Cronbach's Alpha values above 0.70 suggesting that they were reliable and therefore suitable for analysis.

4. **Normality Test**

Table 3: Normality Test

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One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parametersa,b	Mean	.0000000
	Std. Deviation	2.05475540
Most Extreme Differences	Absolute	.105
	Positive	.073
	Negative	-.105
Test Statistic		.105
Asymp. Sig. (2-tailed)		.058c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

The normality test was conducted using the Kolmogorov-Smirnov method to determine whether the residuals of the regression model were normally distributed. The significance value obtained was 0.058 which is higher than 0.05 indicating that the residuals were normally distributed and met the assumption of normality required for parametric testing of the hypotheses.

5. **Multivollinearity Test**

Table 4: Multicollinearity Test

Coefficientsa			
		Collinearity Statistics	
Model		Tolerance	VIF
1	Digital Marketing	.486	2.059
	Product Quality	.259	3.863
	Product Knowledge	.227	4.397
a. Dependent Variable: Purchase Intention			

The multicollinearity test aims at examining potential correlation between the independent variables in the regression model. High correlations indicate an overlap between the explanatory variables which can affect the statistical significance of the results. The tolerance values obtained were above 0.10 and the VIF values were below 10, indicating the absence of multicollinearity issues between the predictor variables.

6. **Heteroscedasticity Test**

Table 5: Heteroscedasticity Test

Coefficientsa		Collinearity Statistics	
Model		Tolerance	VIF
1	Digital Marketing	.486	2.059
	Product Quality	.259	3.863
	Product Knowledge	.227	4.397
a. Dependent Variable: Purchase Intention			

The Glejser test for heteroscedasticity was conducted by regressing the absolute residuals on the independent variables. The absence of heteroscedasticity is indicated if the p-values associated with the variables are higher than 0.05. The test showed p-values greater than 0.05 for all variables confirming that heterscedasticity was not a concern in the model.

7. **Multiple Linear Regression Analysis**

Table 6: Multicollinearity Test

Coefficientsa		Collinearity Statistics	
Model		Tolerance	VIF
1	Digital Marketing	.486	2.059
	Product Quality	.259	3.863
	Product Knowledge	.227	4.397
a. Dependent Variable: Purchase Intention			

The multicollinearity test aims at examining potential correlation between the independent variables in the regression model. High correlations indicate an overlap between the explanatory variables which can affect the statistical significance of the results. The tolerance values obtained were above 0.10 and the VIF values were below 10, indicating the absence of multicollinearity issues between the predictor variables.

8. **Coefficient of Determination Results**

Table 7; Coefficient of Determination Results

Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.866a	.750	.742	2.08661

a. Predictors: (Constant), Product Knowledge, Digital Marketing, Product Quality

b. Dependent Variable: Purchase Intention

The adjusted R-squared value obtained was 0.742. This indicates that 74.2% of the variation observed in the purchase intention can be attributed to the collective effect of the three independent variables – digital marketing, product quality, and product knowledge.

9. Partial Test Results

Table 8: Partial Test Results

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.380	2.011		6.189	.000
	Digital Marketing	.107	.065	.120	2.641	.004
	Product Quality	.169	.091	.186	2.854	.001
	Product Knowledge	.799	.140	.610	5.701	.000

a. Dependent Variable: Purchase Intention

The t-test was conducted to assess the individual effects of the independent variables on the dependent variable of purchase intention. The positive significant t-values confirmed that digital marketing, product quality, and product knowledge each had a positive and significant influence on consumers' intention to purchase the skincare products, in isolation of each other.

H1: Digital marketing (X1) has a positive and significant effect on purchase intention (Y). This is indicated

By a t-value of 2.641 which is greater than t-table of 1.984 and a significance of 0.004 which is less than 0.05. Therefore, the hypothesis that digital marketing has a positive and significant effect on purchase intention is accepted.

H2: Product quality (X2) has a positive and significant effect on purchase intention (Y). This is shown by a t- value of 2.854 which is greater than t-table of 1.984 and a significance of 0.001 which is less than 0.05. Thus, the hypothesis that product quality has a positive and significant influence on purchase intention is accepted. **H3:** Product knowledge (X3) has a positive and significant effect on purchase intention (Y). This is supported by a t-value of 5.701 which exceeds the t-table value of 1.984 and a significance of 0.00 which is below 0.05. Hence, the hypothesis that product knowledge positively and significantly impacts purchase intention is accepted.

10. Simultaneous Test Results

Table 9 . Simultaneous Test Results

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1253.020	3	417.673	95.930	.000b
	Residual	417.980	96	4.354		
	Total	1671.000	99			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), Product Knowledge, Digital Marketing, Product Quality						

The F-test conducted jointly assessed the effect of all the three explanatory variables together on the outcome variable. The large F-value of 95.930 with an associated significance lower than 0.05, led to the conclusion that collectively, the variables – digital marketing, product quality, and product knowledge significantly predicted intention to purchase the skincare products.

Effect of Digital Marketing on Purchase Intention

The t-test results revealed that digital marketing (X1) had a positive significant effect on purchase intention (Y), with a t-value of 2.641 and p-value of 0.004. This implies that better digital marketing by local skincare companies leads to increased purchase intention for their products in Denpasar City, as indicated by the questionnaire items spanning accessibility, interactivity, entertainment, trust, annoyance, and informativeness. This finding aligns with the statement by Salamsyah (2023) that digital marketing positively and significantly influences purchase intention. Similar claims were made by Pujianto (2023) regarding this relationship. The interactivity behind digital marketing campaigns allows consumers to engage more deeply with the products, resulting in greater interest and higher possibility of eventual purchase. High quality content that educates and entertains consumers also plays a key role in digital marketing effectiveness in shaping consumers behavior and decisions (Chaffey & Ellis-Chadwick, 2019).

As digital channels penetrate deeper globally, local firms need to utilize them strategically to reach wider audiences by highlighting the unique values of their offerings to induce purchase intention.

Effect of Product Quality on Purchase Intention

Product quality (X2) was found to be positively associated with purchase intention (Y), as evidenced by a t- statistic of 2.854 and p-value below 0.05. This shows that improved quality of offerings by local skincare companies tends to increase intentions to buy them in Denpasar City, captured through measures of performance, range of features, durability, sensory traits and ethical brand imaging. The findings concur with Melinda (2021) and Nazara (2023) who also reported positive significant impacts of product quality on purchase intentions.Consumers nowadays have high expectations regarding product performance that caters to their specific needs and offers long-term value. Meeting and exceeding these desires through continual quality enhancements encourages consumers to choose those products more willingly. Furthermore, ethical and sustainable production elevates quality perception by creating positive brand associations that attract

modern consumers (Ann et al., 2020). This amplifies purchase intent for local skincare brands embracing responsible practices.

Effect of Product Knowledge on Purchase Intention

Product knowledge (X3) positively and significantly influenced purchase intention (Y) as shown by the t-value of 5.701 and p-value below 0.05 significance threshold. This suggests that greater information provided to customers by local skincare firms regarding product attributes, functional benefits and overall value helps build familiarity and raises willingness to purchase locally made skincare items in Denpasar City. The finding corroborates the conclusions by Efendi (2022) and Irawati (2023) concerning this relationship.Consumers depend greatly on available product information to construct knowledge and shape opinions about brands when navigating purchase choices. Complete, meaningful information contributes to more favorable brand attitudes by resolving uncertainties and signaling superior value. This in turn motivates intention towards purchasing the promoted products. Therefore, comprehensive and persuasive content highlighting unique selling points of local skincare lines assists in driving consumer purchase leanings.

Collective Effect on Purchase Intention

Taken together, the three explanatory variables - digital marketing, product quality and product knowledge, were found to be significant predictors of purchase intention based on the F-test outcome showing a large F- statistic of 95.930. This implies that some combination of better digital marketing reach, quality improvements and enriched product information by local skincare enterprises enhances consumers' willingness and plans to buy such merchandise in Denpasar City. The finding aligns with studies by Wiguna (2022) which also reported significant joint effects. Each element plays a complementary role. Digital media helps disseminate information to stimulate interest, product quality transforms initial curiosity into willingness-to-buy upon meeting needs better than rivals, and product knowledge acts as a catalyst in cementing purchase plans by clearing doubts. By leveraging these collectively, local skincare businesses can significantly nurture purchase intentions for their product lines across wider consumer segments.

Limitations and Future Research

Despite the meaningful conclusions, this study had some limitations that open up avenues for further research. Firstly, the scope was restricted only to female skincare consumers in a specific city. Expanding the sampling frame can uncover additional insights across more diverse demographic and geographic profiles. Secondly, cross-sectional self-reported data was used which limits ability to confirm causal claims. Future studies could apply experimental or longitudinal approaches to gather behavioral data and determine causality more definitively over time. Finally,

this research considered only consumer perceptions and intentions. Observing post-purchase experiences can offer supplementary evidence and predictor refinements.

Conclusion

This study aimed to examine the effects of digital marketing, product quality, and product knowledge on purchase intention for local skincare products in Denpasar City. Firstly, digital marketing was found to positively and significantly influence purchase intention. This indicates that improved digital marketing efforts by local skincare companies lead to higher intention to purchase their products among consumers in the city.

Secondly, product quality had a positive significant effect on purchase intention as well. Enhanced product quality characteristics including performance, features, durability and ethical branding prompt greater willingness to buy local skincare items in Denpasar City. Additionally, product knowledge positively impacted purchase intention in a significant manner. More comprehensive information communicated by firms regarding product attributes, benefits and value helps drive consumer purchase leanings regarding locally manufactured skincare goods.

Finally, taken together, digital marketing, product quality and product knowledge collectively and significantly affected consumer purchase intentions. Leveraging these factors jointly enables local enterprises to stimulate demand for their skincare offerings across wider market segments. Based on the conclusions, some recommendations can be provided. Future scholars can expand the research model by incorporating more variables and indicators. The sampling frame can also be extended beyond the current geographic scope for richer insights.

Experimental or longitudinal approaches may help ascertain causality more definitively as well. For businesses, continually enhancing digital marketing reach, product quality and information sharing on product benefits can nurture purchase intentions and buying behavior over time. The limitations of this study like single location setting and self-reported data may constrain generalizability and causal interpretations. However, addressing them can help strengthen the validity and usefulness of findings to both marketers in developing effective strategies as well as researchers aiming to advance theoretical knowledge.

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