

The Influence of Digital Marketing, Quality of Services, and Price on Purchasing Decisions on Vian Make-Up Artists in Surabaya

by Dewi Candra, Sengguruh Nilowardono, Miftahur Rochman

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The Influence of Digital Marketing, Quality of Services, and Price on Purchasing Decisions on Vian Make-Up Artists in Surabaya

Dewi Candra Ayuningtiyas, Sengguruh Nilowardono, Miftahur Rochman

Department of Management, Narotama University, Surabaya

Jl. Arief Rachman Hakim No. 51, Surabaya, Indonesia

dewicandrayus@gmail.com, Sengguruh@narotama.ac.id, miftahur.rochman@narotama.ac.id

Abstract

This research aims to analyze the influence of digital marketing, service quality and price on purchasing decisions on Vian Make-Up Artist. This research method uses quantitative methods with non-probability sampling techniques or non-random sampling with purposive sampling techniques of 100 people who use makeup services in Vian Make-Up Artist. Instrument tests are conducted with validity tests and rehabilitation tests. Data analysis methods are performed using descriptive statistical tests and hypothesis tests (multiple linear regression analysis). The results showed that digital marketing has a significant influence on purchase decisions at Vian Make-Up Artist, quality of service has a significant influence on purchase decisions on Vian Make-Up Artist and price has a significant influence on purchase decisions in Vian Make-Up Artist. The conclusion of this research is that both digital marketing, service quality and price both have significant results on purchasing decisions.

Keywords:

Digital Marketing, Prices, Purchasing Decisions, Quality of Services.

1. Introduction

One business that has increased rapidly is the Makeup business. Makeup is an art form to improve the appearance of an individual's face to be more perfect (Santosa, 2008). Many reasons that cause someone to look for MUA include the desire to look beautiful on special days such as weddings, graduations, and other special events. The increase in consumer demand for the presence of makeup artists causes the number of MUAs to increase rapidly. In 2016 there were at least 6,000 MUAs offering makeup services on Instagram. Then in 2021, there are currently more than 10,000 beauty service providers including makeup services in 35 cities in Indonesia (HelloBeauty, 2021). As a woman, the desire to beautify yourself by affixing makeup (makeup) and styling hair (hairdo) is important. Makeup has the goal of increasing self-confidence in the presence of others, and is a form of self-appreciation. Makeup becomes one of the most important things in starting the activity, by dressing up in front of a mirror. This activity almost spends all the preparation time before the activity (Kusumamurti, 2019).

This phenomenon supports the emergence of many MUA that offer makeup products and services to meet the needs of the community for beauty treatments. The increase in consumer demand for the presence of makeup artists causes the number of MUA to increase rapidly. Purchasing decision is one of the stages of evaluation in conducting an election among the many options available. In the make-up artist business today very fierce competition leads to a lot of choices and has almost the same facilities and very competitive prices. Seeing the enthusiasm of the people who are currently vying to pursue a career as AN MUA, creating a proliferation of makeup service businesses in Indonesia. As a result, more and more competition must be faced by actors in this field of business. Currently, MUA is required to be able to think creatively and innovatively so that consumers are interested in using its services so that its service business can continue to survive (exist) and not lose competitiveness with other MUA.

The first factor that influences purchasing decisions is digital marketing. It is a marketing of products through digital media connected by the internet. Today the internet can not only connect people with digital media, but also can be used as a link between consumers. The existence of digital marketing also makes communication between producers, marketers, and consumers or buyers easy. In addition, digital marketing makes it easier for business people to monitor and provide everything needed by prospective consumers. Internet applications that are widely used in marketing are social media such as Twitter, Instagram, Facebook, Telegram, Spotify, Youtube, and Tiktok. Applications from digital marketing are generally more guided in various technologies that use the internet. Therefore, business organizations should be good at observing the opportunity to carry out effective marketing activities in the digital era through low and effective costs.

The second factor that influences purchasing decisions is service quality. Good service is also an important key in the success of a business or company. According to Tjiptono (2012) service quality or service quality is the level of good or bad conditions of service provided by service companies in order to satisfy consumers by

providing or delivering services that exceed consumer expectations. So the consumer's assessment of service quality is a reflection of the evaluative perception of the service it receives at a certain time. Quality must start from customer needs and end at customer perception. This means that a good quality image is not based on the point of view or perception of the service provider but based on the customer's point of view or perception. Often we also hear the proverb which states that the customer is the king who must be served with the best possible. The superior quality of service is expected to be able to attract consumers to have a tendency to repurchase the products offered.

In addition to digital marketing and service quality factors that influence purchasing decisions, the third factor that influences purchasing decisions is price. Price is the amount of money spent to obtain a product or service that can provide income for a business, gives a perception of the quality of a product or service, is able to make the product or service competitive in the market, and the right price can attract consumers to buy the product or service. For Make-Up Artists, the price component is important and has a very significant influence on customer decisions. Meanwhile, for customers who are not sensitive, the relative price factor is not very important in its contribution to the creation of customer decisions. Thus, an appropriate pricing strategy is needed. The right price is a price that is in accordance with the quality of the product of an item and that price can provide satisfaction to consumers. If the consumer accepts the price that has been set, then the product will sell, on the contrary if the consumer rejects it, a review of the selling price is needed.

Table 1. Comparison of Previous Research Results

Researcher / Empirical Study	Digital marketing	Service Quality Against Purchase Decision	Price
Al-Azzam & Al-Mizeed (2021)	+ Sig		
Liwafa & Utami (2021)	+ Sig	+ Sig	
Saputra & Ardani (2020)	+ Sig	+ Sig	
Wiranata, dkk (2021)	+ Sig		
Bimantara (2021)			+ Sig
Turnomo & Fairuz (2019)		+ Sig	+ Sig
Mawardi (2021)	Not significant	+ Sig	
Saputro, & Laura (2020)	Not significant		
Mukarromah & Suyono (2021)			Not significant
Firdausy & Idawati (2017)		Not significant	

Source: processed data (2022)

The explanation of the previous research above shows that digital marketing, service quality and price variables can influence consumer purchasing decisions on Vian Make-Up Artist (MUA). The urgency of this research is in the midst of the positive growth of makeup services and the performance of makeup services which continues to increase, due to the enthusiasm of the people who are currently competing to pursue a career as MUA, plus the very competitive conditions can lead to become an obstacle for Vian Make-Up Artist to keep consumers deciding to buy Vian Make-Up Artist services, as well as very competitive prices. Vian Make-Up Artist, is required to be able to think creatively and innovatively so that consumers are interested in using his services so that his service business can continue to exist (exist) and is not less competitive with other MUA. This condition makes researchers interested in examining consumer buying behavior at Vian Make-Up Artist in the city of Surabaya.

Based on the background of the problem, the formulation of the problem from this research is whether digital marketing, service quality, price partially have a significant effect on purchasing decisions at Vian Make-Up Artist? Do digital marketing, service quality, and price simultaneously have a significant effect on purchasing decisions at Vian Make-Up Artist?

Based on the description of the background and the formulation of the existing problems, the purpose of this study is as follows: to test and analyze whether digital marketing, service quality, price significantly influence purchasing decisions at Vian Make-Up Artist, to test and analyze whether digital marketing, service quality, and price simultaneously have a significant effect on purchasing decisions at Vian Make-Up Artist.

2. Literature Review

2.1. The Relationship Between Digital Marketing Variables (X1) Towards Purchase Decisions (Y)

Digital marketing is a modern marketing technique that can provide new hope for a company in running its business (Nurchahyo, 2018). Digital marketing is used to expand marketing from conventional methods to all digital to reach consumers in a timely and flexible manner. So, every company must be able to adjust its marketing strategy by moving to online media. the better digital marketing is used, the easier it will be for the company to achieve its targets. Digital marketing has a good impact on companies, because currently consumers are looking for convenience, comfort and speed in finding information and buying a product or service, therefore Digital

marketing is a determining factor for consumers to make purchasing decisions. In line with research conducted by Al-Azzam & Al-Mizeed (2021); I.K.A. et al., (2021); Liwafa & Utami, (2021); Saputra & Ardani, (2020) (2021) state that digital marketing has a significant influence on purchasing decisions. Consumers consider digital marketing to be more informative in explaining products, easy to search and more interesting. For this reason, companies can take advantage of digital marketing to attract potential consumers to make purchases.

2.2. The Relationship Between Service Quality Variables (X2) Against Purchase Decisions (Y)

Service quality is the expected level of excellence and control over the level of excellence to meet consumer desires. If the service or service received or perceived is in accordance with what is expected, then the quality of the service or service is perceived as good and satisfactory. If the service or service received exceeds consumer expectations, then the quality of the service or service is perceived as bad. The results Saputra & Ardani (2020) research show that service quality has a significant influence on purchasing decisions. Quality services will encourage consumer purchasing decisions. In addition, quality service can also encourage consumers to forge strong bonds with the company. Likewise, research by Liwafa & Utami (2021); Turmono & Fairuz (2019) also concluded that service quality has a significant influence on purchasing decisions. Good or bad service quality depends on the ability of service providers to consistently meet customer expectations.

2.3. The Relationship Between Price Variables (X3) on Purchase Decisions (Y)

The better the pricing made by the company for the service products it offers, the higher the level of purchasing decisions that will be made by consumers for the service products offered by the company. On the other hand, the worse the price fixing made by the company for the service products it offers, the lower the level of purchasing decisions that will be made by consumers for the service products offered by the company. This reflects that in general, consumers will pay attention to the prices given by several companies in the same industry before finally deciding to use the products (goods/services) offered by the one company they want the most.

Previous research by Bimantara (2021) stated that the price variable had a positive and significant effect on purchasing decisions for recording services at Demores Home Music, and the research of Turmono & Fairuz (2019) also concluded that price had a positive and significant effect on purchasing decisions. With the right price setting, it is able to influence consumers to make purchases (Andis et al., 2019). Economical pricing tends to be able to attract more consumer buying interest. many consumers will be more interested in buying products at competitive prices that are also worth the benefits.

2.4. Conceptual Framework

According to Sugiyono (2017) the framework of thinking is a conceptual model of how theory relates to various factors that have been identified as important problems. The framework of thought in this research is Digital Marketing (X1), Service Quality (X2), and Price (X3) as independent variables and purchasing decisions (Y) as the dependent variable. The following is an overview of the conceptual framework in this research

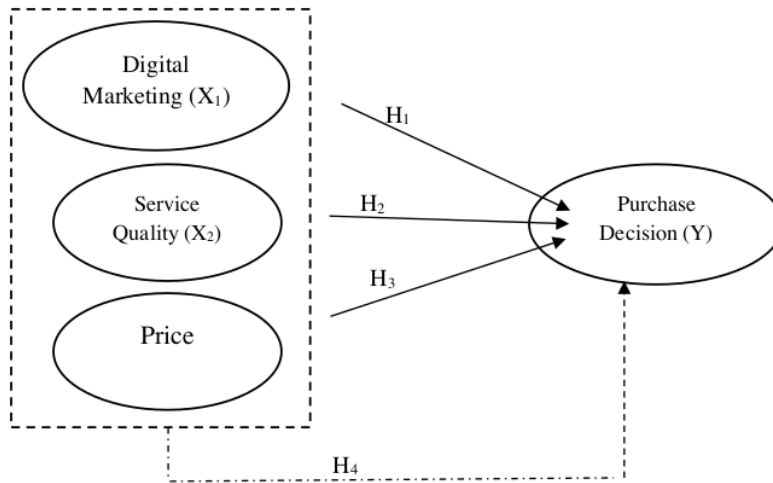


Figure 1. Conceptual Framework Research Results (2022)

3. Research Methods

The type of data used is primary data. Where researchers use questionnaires or questionnaires to collect information. The population in this study are consumers who have used the services of @vian_make-up artist and domiciled in the city of Surabaya. The sample is part of the population that is expected to be able to represent the population in this study, so the number of samples used to determine the number of samples is 100 people using purposive sampling technique. The data analysis method used is multiple linear regression analysis. Where the regression equation is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Explanation :

Y: Purchase Decision

e: Standard Error

α : Constant

X₁: Digital marketing

X₂: Service quality

X₃: Price

β_1 : Digital marketing variable regression coefficient

β_2 : Regression coefficient of service quality variable

β_3 : Price variable regression coefficient

4. Discussion

4.1. Data Quality Test Results

1. Validity test

Table 1. Digital Marketing Variable Validity Test Results

Variable	Item	Pearson Corellation	Description
Digital marketing	X1.1	0,679**	Valid
	X1.2	0,714**	Valid
	X1.3	0,647**	Valid
	X1.4	0,704**	Valid
Service Quality	X2.1	0,672**	Valid
	X2.2	0,744**	Valid
	X2.3	0,765**	Valid
	X2.4	0,676**	Valid
	X2.5	0,809**	Valid
Price	X3.1	0,754**	Valid
	X3.2	0,655**	Valid
	X3.3	0,718**	Valid
	X3.4	0,647**	Valid
Purchase Decision	Y ₁	0,857**	Valid
	Y ₂	0,751**	Valid
	Y ₃	0,874**	Valid
	Y ₄	0,838**	Valid

Source: processed data (2022)

Based on the table above, the four variable indicators used in this study are categorized as valid.

2. Reliability Test Results

This reliability test uses the *cronbach alpha* (α) formula, namely the variable will be accepted and can be said to be reliable if the variable has a *cronbach alpha* value greater than 0.60.

Table 2. Digital Marketing Reliability Test, Service Quality, Price, Purchase Decision

No.	Variable	Cronbach Alpha Value	Description
1	Digital Marketing	0,621	Reliable
2	Service Quality	0,787	Reliable
3	Price	0,624	Reliable
4	Purchase Decision	0,850	Reliable

Source: processed data (2022)

Based on the table above, the four variables used in this study are categorized as reliable because they have a Cronbach's Alpha value > 0.60.

4.2. Classic Assumption Test

1. Normality Test

Table 3. Normality Test (One-Sample Kolmogorov-Smirnov)

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.27615689
Most Extreme Differences	Absolute	.091
	Positive	.047
	Negative	-.091
Test Statistic		.081
Asymp. Sig. (2-tailed)		.059c

- a. Test distribution is Normal
- b. Calculated from data
- c. Lilliefors Significance Correction.

Source: processed data (2022)

Table 3 shows that the Kolmogorov-Smirnov value is 0.081. The Kolmogorov Smirnov value is greater than the significance value of 0.05, so the model meets the assumption of normality.

2. Multicollinearity Test

Table 4. Multicollinearity Test Results

Coefficients ^a		Collinearity Statistics	
Model		Tolerance	VIF
1	Digital Marketing	.629	1.591
	Service Quality	.602	1.660
	Price	.703	1.422

a. Dependent Variable: Purchase Decision

Source: processed data (2022)

Table 4 shows that there is no independent variable that has a tolerance value of less than 0.10 and there is also no independent variable that has a VIF value of more than 10. Therefore, the regression model is free from multicollinearity symptoms.

3. Heteroscedasticity Test

Table 5. Heteroscedasticity Test Results

		Correlations				
		Abs_Digital marketing	Abs_Service Quality	Abs_Price	Abs_Purchase Decision	
Spearman's rho	Abs_Digital marketing	Correlation Coefficient	1.000	.482**	.172	.128
		Sig. (2-tailed)	.	.000	.086	.206
		N	100	100	100	100
	Abs_Service Quality	Correlation Coefficient	.482**	1.000	.295**	.118
		Sig. (2-tailed)	.000	.	.003	.242
		N	100	100	100	100
	Abs_Price	Correlation Coefficient	.172	.295**	1.000	.037
		Sig. (2-tailed)	.086	.003	.	.711
		N	100	100	100	100
	Abs_Purchase Decision	Correlation Coefficient	.128	.118	.037	1.000
		Sig. (2-tailed)	.206	.242	.711	.
		N	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: processed data (2022)

Based on Table 5, it is shown that each model has a significance value greater than 5%. This shows that the independent variables used in this study have no significant effect on the dependent variable, therefore, this study is free from heteroscedasticity symptoms.

4.3. Hypothesis testing

1. t test (Partial)

Table 6. Hypothesis Testing Results

	Hipotesis	Standardized Coefficients (B)	t	Sig	Description
H1 (+)	Digital marketing → Purchase Decision	0,248	2,933	.004	Supported
H2 (+)	Service Quality → Purchase Decision	0,435	4,464	.000	Supported
H3 (+)	Price → Purchase Decision	0,390	5,058	.000	Supported

Source: processed data (2022)

The results of the analysis of the hypothesis test can be explained as follows:

- a. Hypothesis 1: Digital marketing affects consumer purchasing decisions for Vian Make-Up Artist in Surabaya. The test results obtained t count of 2.933 with a significance value of 0.000 < 0.05 so Ha is accepted, meaning that there is a positive and significant influence between digital marketing on purchasing decisions.
 - b. Hypothesis 2: Service quality influences consumer purchasing decisions for Vian Make-Up Artist in Surabaya. The test results obtained t count of 4.464 with a significance value of 0.000 < 0.05 so Ha is accepted, meaning that there is a positive and significant influence between service quality on purchasing decisions.
 - c. Hypothesis 3: price affects consumer purchasing decisions of Vian Make-Up Artist in the city of Surabaya. The test results obtained t count of 5.058 with a significance value of 0.000 < 0.05 so Ha is accepted, meaning that there is a positive and significant influence between price on purchasing decisions
4. F Test (Simultaneous)
Table 7 shows the results of the F test calculation using SPSS.

Table 7. F Test Results ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	7.793	3	2.598	54.292	.000b
Residual	4.593	96	.048		
Total	12.387	99			

- a. Dependent Variable: Purchase Decision
- b. Predictors: (Constant), Digital Marketing, Service Quality, Price, Purchase Decision
Source: processed data (2022)

Based on the results of the analysis, it is known that the significance value of F is 0.000 < 0.05, so H0 is rejected. This means that digital marketing variables (X1), service quality (X2), price (X3) simultaneously have a significant effect on Purchase Decisions (Y) on Vian Make-Up Artist in Surabaya City, or the model used in the research is feasible and can used for the next analysis. Thus, it means that the hypothesis is simultaneously supported.

5. Multiple Linear Regression Test

Table 8. Multiple Linear Regression Analysis Results

Variabel	Koefisien Regresi		t	Sig
	B	Std. Error		
Digital marketing	0,248	0,085	2,933	0,004
Service Quality	0,435	0,098	4,464	0,000
Price	0,390	0,077	5,058	0,000

(Constant): -0,238

R : 0,793

R² : 0,629

Source: processed data (2022)

Based on Table 8, the multiple linear regression equation can be written as follows.

$$Y = -0.238 + 0.248X_1 + 0.435X_2 + 0.390X_3$$

Based on the results of data processing as presented in table 8, the value of the correlation coefficient (R) is 0.793, it can be categorized that the influence given by digital marketing variables, service quality, price on purchasing decisions is a strong influence. In addition, the value of the coefficient of determination (R²) is 0.629 = 62.9%. R² is a number that shows the magnitude of the influence of the X variable (digital marketing, service quality, price) on the Y variable (purchase decisions), descriptively, the effect of X on Y is 62.9% and the remaining 37.1% is influenced by other factors. outside the research model used in the study.

4.4. Discussion of Research Results

1. The influence of digital marketing on the purchasing decision of Vian Make-Up Artist

The first hypothesis in this study is between digital marketing and purchasing decisions. The results of this first hypothesis test are the standardized coefficients (B) of 0.248, t-value of 2.933, and sig of 0.004. It states that

there is an influence between the two variables. These results are in accordance with research conducted by Al-Azzam & Al-Mizeed (2021); I.K.A. et al. (2021); Liwafa & Utami (2021); Saputra & Ardani, (2020) which states that digital marketing has a positive and significant effect on purchasing decisions. Consumers consider digital marketing to be more informative in explaining products and services, easy to trace and more interesting. For this reason, companies can take advantage of digital marketing to attract potential consumers to make purchases. Thus digital marketing can influence consumers in the decision-making process, because digital marketing is an important part at this time if companies do not use it, other companies will be left behind by other companies, product information sold, product availability and programs displayed always attract the attention of consumers so that they can provide an introduction, problems and provide the best solutions, provide maximum service to meet the needs of its consumers, and will not be able to compete with Vian Make-Up Artist.

2. The influence of service quality on purchasing decisions at Vian Make-Up Artist

The second hypothesis in this study is between service quality and purchasing decisions. The results of this second hypothesis test are the standardized coefficients (B) of 0.435, t-value of 4.464, and sig of 0.000. This indicates that there is an influence between the two variables. These results are in accordance with research conducted by Liwafa & Utami (2021); Mawardi (2021); Saputra & Ardani (2020); Turmono & Fairuz (2019) which states that service quality has a positive and significant effect on purchasing decisions. Good or bad service quality depends on the ability of service providers to consistently meet customer expectations. The better the service provided by Vian Make-Up Artist to its consumers, the higher the level of purchasing decisions that will be made by these consumers on the products and services offered. On the other hand, the worse the service provided by Vian Make-Up Artist to its consumers, the lower the level of purchasing decisions that will be made by these consumers on the products and services offered. Service quality is a standardized scale that measures customer expectations and perceptions. Vian Make-Up Artist should really pay attention to the quality of service, because the ability to compete and the level of profit is directly related to the quality of service. The comparison between the expected service and the service received in real terms by consumers is often referred to as service quality. Good service quality will determine consumer attitudes in assessing, deciding and giving an impression on the services provided. Therefore, the company must be responsible for the good and bad quality of its services.

3. The influence of price on purchasing decisions at Vian Make-Up Artist

The third hypothesis in this study is between price and purchasing decisions. The results of this third hypothesis test are the standardized coefficients (B) of 0.390, t-value of 5.058, and sig of 0.000. This indicates that there is an influence between the two variables. These results are in accordance with research conducted by Bimantara (2021); Turmono & Fairuz (2019) which states that price has a positive and significant effect on purchasing decisions. This reflects that in general, consumers will pay attention to the prices given by several companies in the same industry before finally deciding to use the products (goods/services) offered by the one company they want the most. In this case, (Bimantara 2021) argues that economical prices tend to be able to attract more consumer buying interest. Both explained that many consumers would be more interested in buying products at competitive prices that are also worth the benefits. The better the pricing made by the company for the service products it offers, the higher the level of purchasing decisions that will be made by consumers for the service products offered by the company. On the other hand, the worse the price fixing made by the company for the service products it offers, the lower the level of purchasing decisions that will be made by consumers for the service products offered by the company.

4. The influence of digital marketing, service quality, price on purchasing decisions at Vian Make-Up Artist

The fourth hypothesis in this study is between digital marketing, service quality, price on purchasing decisions. From the ANOVA (Analysis of Variance) test in table 4.19 above, the calculated F is 54.292 while the F table is known to be 3.08. Based on these results, it can be seen that the significant level is 0.000 < 0.05 so that H₀ is rejected and H_a is accepted. So, it can be concluded that digital marketing variables, service quality, price have a significant effect on purchasing decisions at Vian Make-Up Artist in the city of Surabaya. Based on the results of the coefficient of determination (R²) in the study of 0.629 or 62.9%, the results of the test explain that all independent variables consist of digital marketing, service quality, price. Can explain the dependent variable, namely Purchase Decision by 62.9% while the rest is explained by other variables that are not in this research model. From the research conducted by this author, it is concluded that the three variables, namely digital marketing, service quality, price t simultaneously significantly influence the purchase decision of @Vian-mark-up artist makeup services in Surabaya.

5. Conclusions and Suggestions

5.1. Conclusion

Based on the results of the research that has been described in chapter IV, the conclusions related to the influence of digital marketing, service quality and price on purchasing decisions for beauty services at Vian Make-Up Artist in this study are as follows:

1. There is a significant positive influence between Digital marketing on the decision to purchase beauty services at Vian Make-Up Artist. This means that the higher the Digital marketing, the higher the Purchase Decision.
2. There is a significant positive effect between service quality on purchasing decisions for beauty services at Vian Make-Up Artist. This means that the higher the quality of service, it will increase the Purchase Decision.
3. There is a significant positive effect between price on the decision to purchase beauty services at Vian Make-Up Artist. This means that the higher the price, the higher the Purchase Decision.
4. Digital marketing, service quality, and price simultaneously affect the decision to purchase Vian Make-Up Artist's beauty services. It is proven by the acquisition of calculated F (28.981) and the value of the probability is 0.000. seen from the table the calculated F value < 0.05.

5.2. Research Limitations

This research still has shortcomings and limitations, including as follows:

1. The factors that influence purchasing decisions in this study only consist of three variables, namely digital marketing, service quality and price based on the model used, while there are many other factors that influence purchasing decisions.
2. Respondents tend to be less thorough and do not understand the questionnaire so that researchers must provide explanations so that respondents focus on answering questions.
3. This research is limited to Vian Make-Up Artist customers only, so it cannot be generalized to other consumers. Also, the process of distributing questionnaires is a bit constrained because of the Covid-19 pandemic, which has not ended until now.

5.3. Suggestion

1. For Organizations
Based on the results obtained by Digital marketing, service quality and price have a significant positive influence on Bread Purchase Decisions at Vian Make-Up Artist in Surabaya, this shows that the higher Digital marketing, service quality and price at Vian Make-Up Artist in Surabaya. Vian Make-Up Artist parties must maintain Digital marketing, service quality and prices within the company so that consumers feel interested in making purchases, so that it will increase the decision to purchase beauty services at Vian Make-Up Artist.
2. For Further Researchers
 - a. It is hoped that future researchers will not rely on the factors in this research, namely digital marketing, service quality and price, but in future research, they hope to find more factors and also have a more positive influence on purchasing decisions.
 - b. Future researchers are expected to be able to add or use other research subjects and the population collection can be expanded, so that the results of the analysis and conclusions can be generalized to a wider scale.

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