The Influence of Promotions and Prices on The Decision to Purchase Facial Makeup Services at The Hellobeauty Marketplace Service

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ABSTRACT
With the aim of increasing sales of beauty services on the HelloBeauty marketplace. Such actions have a positive impact on business, especially in the beauty industry, and can contribute to the achievement of educational goals in this field. The method used in this research is a quantitative method with analysis to determine the effect of promotion and price as independent variables in influencing purchasing decisions for facial makeup services as the dependent variable. The variables in this research are promotion and price as independent variables (X) and purchasing decisions as the dependent variable (Y). Based on the results of the research and analysis that has been carried out, promotions have a positive and significant effect on purchasing decisions for makeup services on the Hellobeauty marketplace. Price has a positive and significant effect on the decision to purchase makeup services on the Hellobeauty marketplace.

Keywords: Promotions, sales, marketplace, services, facial make-up

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INTRODUCTION
Internet continues growing and almost Indonesia uses it source For fulfil need them, share information, work, or social media. Including activity shop and buy goods or services, which consist from clothes, goods electronics, necessities daily, food.

In the context of the currently developing global economy, this includes the use of the internet as a media for marketing communications and business transactions. Marketing using the internet network which is widely known today is e-commerce. E-Commerce is an electronic trading system, or online transactions for buying and selling goods and services. E-commerce marketing is an online business strategy to increase visits and sales. According to (Zhu, 2014), e-commerce is a business transaction carried out through a network, including online advertising, ordering, payment, appropriate distribution of goods, and customer service. E-commerce is a virtual shop with one seller and one brand, while the marketplace is a virtual market where there are many sellers in it (Yunanto, 2020). Apart from that, the internet provides many benefits, such as non-stop internet use for 24 hours, wider market reach, and low promotional costs, making it easier for business people to market their products and services which really helps to increase sales.
Internet users in Indonesia alone in January 2022 reached 204.7 million or 73.7% of the total population, an increase of 2.1 million (1%) between 2021 and 2022 (DataReportal, 2022). According to the Department of Population and Population Registration (Dukcapil) of the Ministry of Home Affairs, Indonesia’s population reached 273,879,750 million people as of 30 December 2021 (Dukcapil; Director General. Fakrulloh, 2022). In the context of personal computing, platform refers to the basic hardware (computer) and software (operating system) used as a platform for running software applications (Rouse, 2020). Whereas application according to (Jogiyanto, 2005), refers to the use of instructions or statements in a computer that are arranged in a certain way so that the computer can process input into output. According to (Kadir, 2008:3), an application refers to a program that is ready to be used or designed to carry out certain functions for users or other applications, as an application or use of a concept that is the focus of discussion, or as a computer program created to help humans in complete certain tasks.

Marketplaces or more commonly known as online markets, are now an option for people who are looking for convenience or don't have time to shop in physical markets. A marketplace is a digital platform that connects sellers and buyers online, provides a place to offer products or services, and facilitates online transactions. Corrot and Nussenbaum in (Wardhana, 2023). The service marketplace plays a role in bringing together service providers and customers, can be accessed via computer devices connected to the internet using a search engine (web browser) and can also be accessed via mobile phone. They help both parties find each other and process their transactions through secure online payments.

Rosan P Roeslani, General Chair of the Indonesian Chamber of Commerce and Industry (Kadin), conveyed the importance of the existence of marketplaces such as Bukalapak and Tokopedia in the current technological era. Their presence has made a significant contribution to the Micro, Small and Medium Enterprises (MSME) sector (Putra, 2019). According to (Kasma, 2018), the marketplace model provides benefits for sellers, such as more promising new income, increased market share, reduced operational costs, expanded reach, and increased customer loyalty. People tend to prefer transactions through online markets because they are considered easier and more practical. By using a marketplace, sellers also don't need to pay money to rent a place.

Beauty sector help cleanliness and beauty as standard style life, esp with Lots brands and products. Development industry beauty in 2011 is use makeup cosmetics, and growing rapidly. Main reason from growth is shift generations, social media, globalization, and e-commerce.

On consumer purchasing behavior (Chamber & June, 2020). The changes that occur also make trends from all over the world easy to spread, make it easy for people to learn, and influence beauty and daily routines. The development of internet technology makes beauty products and services easier to reach, women in modern times also want to find it easy to do things. This made the CEO of HelloBeauty see that there was an opportunity to innovate in this industry. They, CEO & Founder founded the startup HelloBeauty to solve problems related to beauty services. HelloBeauty is A Connecting marketplace between Make Up Artist (MUA) with client. Platforms This help
MUA to manage and develop business they with provide tools necessary business. Additionally, HelloBeauty make it easier woman in search and order appropriate makeup services with preference them, incl cost, time, and location.

According to (Ministry of Home Affairs Research and Development, 2018), based on research Snapcart, as much as 65 percent user e-commerce is Woman. Majority consumer e-commerce is generation millennial age 25-34 years old reached 50 percent. Generation Z (15-24 years) contributed 31 percent, generation Refer from classification age, (Ministry of Health, 2009) divide into 9 (nine) groups age namely: toddlerhood (ages 0-5 years), childhood (ages 5-11 years), adolescence early (age 12-16 years), adolescence end (age 17-25 years), adulthood early (age 26-35 years), adulthood late (age 36-45 years), old age early (age 46-55 years), old age late (age 56-65 years) and old age (age 65 years). The results of this research concluded that women are very enthusiastic about carrying out buying and selling transactions via the internet.

Beauty services marketplace has become an online marketing place for the beauty services and courses industry. Marketplace in the beauty services sector is a type of O2O (online to offline) business that requires experience for its users. Where the O2O business model refers to the integration of offline business opportunities with intermediaries platforms online (Phang et al., 2014). So to order a service, consumers have to order it online and get the service offline. This is different from traditional markets which require someone to come to the location to get a service or just want to know the prices and services available. O2O is a form of service that brings together suppliers and consumers through online platforms or mobile applications (Agrawal, 2016). Role and the usefulness of online marketing marketplace This helps customers with price transparency. Customers can also easily browse various online vendors and search for the best available deals offered in the market (Du & Tang, 2014). Apart from Hellobeauty, there are many other beauty service provider marketplaces, including bridestory, superfroof, Sociabuzz and Mecapan. The author knows that Hellobeauty is the first beauty services marketplace in Indonesia. Considering the large number of competitors, this makes the author interested in making Hellobeauty a research object.

Further efforts are needed to attract consumer interest in making purchases by developing more attractive promotions, adjusting prices, and increasing consumer confidence in order to compete with other service marketplaces. The current technology industry business competition requires entrepreneurs to always pay attention to the quality of products/services, promotions and prices to consumers in order to be able to attract consumers' interest in making purchases.

Many factors influence purchasing decisions on service products related to the marketplace Hellobeauty. These are promotions and prices. According to (Kotler & Armstrong, 2016: 158), product marketing has an impact on purchases and triggers responses from consumers. Marketing stimuli in purchasing decisions consist of several factors, such as product/service, price, place, and promotion.

Promotion is element mix marketing that focuses on informing, persuading, and reminding return consumer will brands and products company. Promotion must designed as interesting possible and information be delivered must easy for people to understand. By carrying out appropriate promotions, as stated by (Utari et al., 2022) in
their research, which states that promotions significantly influence purchasing decisions. In contrast to the results of research conducted by (Hartanti & Agustin, 2022) that partial promotions have no effect on purchasing decisions, promotions are not a factor that causes consumers to decide to buy, so it is possible that consumers in determining purchasing decisions pay more attention to other factors.

Apart from promotions, another determining factor is price. (Arianto & Giovanni, 2020) in their research said that price has a significant influence on purchasing decisions. Not only that, a price that is appropriate to the product or service will increase consumers’ perception of the product well, or if the quality matches the price given. Customers consider price to be one of the most important factors when deciding whether to buy or not (Dirwan et al., 2021). Apart from that, setting the right price is the main key for businesses to attract consumer purchasing decisions and increase the number of products sold (Thembia, 2019). Prices for services displayed by vendors on the Hellobeauty website vary, depending on reputation, flying hours and the portfolio of makeup products displayed. The better the vendor’s reputation, the higher the price offered.

This study aims to improve the benefits for the beauty industry and platform by attracting new consumers, encouraging purchases, and improving education through UNJ's program for students, academics, and professionals. The platform, Hellobeauty, serves as a valuable learning tool, helping students understand consumer behavior benefits and make informed decisions, contributing to the development of beauty industries and education.

"From the description of the problem previously explained, the research problem formulation includes promotion and price aspects of purchasing decisions on the Hellobeauty Marketplace, as well as the results or conclusions of several previous studies regarding factors that influence purchasing decisions (research gaps)." Previous research from (Utari et al., 2022); (Simangunsong, 2021); (Dirwan et al., 2021); (Sakti & Rofiaty, 2019); (AR Pradana et al., 2022); (Dwijantoro et al., 2021) shows the results that the promotion variable has a positive and significant effect on purchasing decisions. Research results from (Hartanti & Agustin, 2022) found that promotions partially had a negative effect on purchasing decisions. Different findings were also seen in research conducted by (AE Nasution et al., 2019); (Ramadani, 2019); (Sari et al., 2018) which concluded that promotions have a positive but not significant influence on purchasing decisions.

Several studies regarding prices, such as those conducted by (Arianto & Giovanni, 2020); (Fransiska & Madlawati, 2021); (SL Nasution et al., 2020); (Ume & Areros, 2020); (Wu et al., 2021); (Istanti, 2017) found that the price variable has a positive and significant influence on purchasing decisions. However, different research results were found in research by (Puspitasari et al., 2017); (Gusrita & Rahmidani, 2018); (Ekowati et al., 2020) which concluded that the price variable has a negative and significant influence on purchasing decisions. Other research conducted by (AE Nasution et al., 2019); (Sari et al., 2018); (Mandey, 2013) shows the finding that the price variable has a positive but not significant influence on purchasing decisions.

**METHOD**
Quantitative research is the research design that researchers used in this research. According to (Sugiyono, 2019), in this quantitative approach design, the research will be pre-determinate, analyzing statistical data and interpreting statistical data. A research approach that answers research problems requires careful measurement of the variables of the object under study to produce conclusions that can be generalized regardless of the context of time, place and situation. The method used in this research is a quantitative method with analysis to determine the effect of promotion and price as independent variables in influencing purchasing decisions for facial makeup services as the dependent variable. The variables in this research are promotion and price as independent variables (X) and purchasing decisions as the dependent variable (Y).

Study This carried out in June 2024, with send questionnaire through google forms in a way online in the area Jabodetabek Indonesia, connected Hellobeauty marketplace is marketplace community with amount user limited only For interested groups course, so many amount user Hellobeauty marketplace in a way Certain Not yet Once researched beforehand, determination amount the researcher’s sample take, based on many amount review customer user service makeup on the Hellobeauty website page.

non-probability sampling techniques were used. Non-probability sampling is a technique in which each element or member of the population has an unequal chance of being selected as a sample. In research This is for determine size sample with use Slovin’s formula, So, size desired sample according to Slovin’s formula with population as many as 697 and levels error of 5% is around 254.2. Because of size sample must form number round, So amount samples required is as much 254 users service makeup marketplace hellobeauty. Researchers will use a purposive sampling type design, namely sampling based on certain criteria such as:

1. Women with age classification: 1. Late adolescence group: 17-25 years old 2. Early adulthood group: 26-35 years old 3. Late adulthood group: 36-45 years old.
2. Visitors or customers of the Hellobeauty Marketplace
3. Have you ever purchased facial makeup services or are interested in purchasing facial makeup services on the marketplace? hellobeauty.

In context study this use technique purposive sampling. According to (Singarimbun & Effendi, 2006), purposive sampling is take sample in a way on purpose from whole population that has identified its characteristics. Characteristics election sample in study This are: Visitors and consumers of services facial from, Hellobeauty marketplace service, Has account Hellobeauty, Consumer know Hellobeauty marketplace service.

Primary data can obtained through Observation is a complex and composed process from various interrelated biological and psychological processes related. Applied questionnaire in studies This depend on statement closed. Secondary data obtained from various available sources support research, like through documentation and study literature. In context study this, variable independent (variable independent) that will used are: Price (X1) to consumers hellobeauty marketplace, Promotion (X2) to consumers hellobeauty marketplace.
In context study this, variable dependent (variable dependent) that will researched is decision purchase (Y) on the hellobeauty marketplace. Validity test Calculation done with SPSS software help for find Valid and invalid item numbers need to be consulted with r product moment with validity test research criteria is If r calculated > r table (at the α 5% / 0.05 level) then the instrument is valid. If r calculated ≤ r table (at the α5% /0.05 level) then the instrument is invalid. The method used to test this reliability is the Cronbach’s alpha method, where a questionnaire is considered reliable if the Cronbach’s alpha value is > 0.05 (Kuncoro, 2013). It can be tested using the Alpha formula. Analyze the data to be done covers analysis statistics descriptive, test assumptions classic, analysis multiple linear regression, and hypothesis testing. Testing This done with help SPSS software complete

RESULT
Validity Test Results
Table 1. Validity Test Results

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Pearson's Product Moments</th>
<th>Sig.</th>
<th>α</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>XP1</td>
<td>0.449</td>
<td>0.005</td>
<td>&lt; 0.05</td>
<td>Valid</td>
</tr>
<tr>
<td>XP2</td>
<td>0.572</td>
<td>0.000</td>
<td>&lt; 0.05</td>
<td>Valid</td>
</tr>
<tr>
<td>XP3</td>
<td>0.604</td>
<td>0.000</td>
<td>&lt; 0.05</td>
<td>Valid</td>
</tr>
<tr>
<td>XP4</td>
<td>0.554</td>
<td>0.000</td>
<td>&lt; 0.05</td>
<td>Valid</td>
</tr>
<tr>
<td>XP5</td>
<td>0.635</td>
<td>0.000</td>
<td>&lt; 0.05</td>
<td>Valid</td>
</tr>
<tr>
<td>XP6</td>
<td>0.637</td>
<td>0.000</td>
<td>&lt; 0.05</td>
<td>Valid</td>
</tr>
<tr>
<td>XP7</td>
<td>0.703</td>
<td>0.000</td>
<td>&lt; 0.05</td>
<td>Valid</td>
</tr>
<tr>
<td>XP8</td>
<td>0.470</td>
<td>0.003</td>
<td>&lt; 0.05</td>
<td>Valid</td>
</tr>
<tr>
<td>XP9</td>
<td>0.695</td>
<td>0.000</td>
<td>&lt; 0.05</td>
<td>Valid</td>
</tr>
<tr>
<td>XP10</td>
<td>0.710</td>
<td>0.000</td>
<td>&lt; 0.05</td>
<td>Valid</td>
</tr>
<tr>
<td>XP11</td>
<td>0.730</td>
<td>0.000</td>
<td>&lt; 0.05</td>
<td>Valid</td>
</tr>
<tr>
<td>XP12</td>
<td>0.727</td>
<td>0.000</td>
<td>&lt; 0.05</td>
<td>Valid</td>
</tr>
<tr>
<td>XP13</td>
<td>0.729</td>
<td>0.000</td>
<td>&lt; 0.05</td>
<td>Valid</td>
</tr>
<tr>
<td>XP14</td>
<td>0.724</td>
<td>0.00</td>
<td>&lt; 0.05</td>
<td>Valid</td>
</tr>
<tr>
<td>XH1</td>
<td>0.688</td>
<td>0.000</td>
<td>&lt; 0.05</td>
<td>Valid</td>
</tr>
<tr>
<td>XH2</td>
<td>0.662</td>
<td>0.000</td>
<td>&lt; 0.05</td>
<td>Valid</td>
</tr>
<tr>
<td>XH3</td>
<td>0.726</td>
<td>0.000</td>
<td>&lt; 0.05</td>
<td>Valid</td>
</tr>
<tr>
<td>XH4</td>
<td>0.818</td>
<td>0.000</td>
<td>&lt; 0.05</td>
<td>Valid</td>
</tr>
<tr>
<td>XH5</td>
<td>0.688</td>
<td>0.000</td>
<td>&lt; 0.05</td>
<td>Valid</td>
</tr>
<tr>
<td>XH6</td>
<td>0.673</td>
<td>0.000</td>
<td>&lt; 0.05</td>
<td>Valid</td>
</tr>
<tr>
<td>XH7</td>
<td>0.782</td>
<td>0.000</td>
<td>&lt; 0.05</td>
<td>Valid</td>
</tr>
<tr>
<td>XH8</td>
<td>0.861</td>
<td>0.000</td>
<td>&lt; 0.05</td>
<td>Valid</td>
</tr>
<tr>
<td>XH9</td>
<td>0.672</td>
<td>0.000</td>
<td>&lt; 0.05</td>
<td>Valid</td>
</tr>
<tr>
<td>Y1</td>
<td>0.703</td>
<td>0.000</td>
<td>&lt; 0.05</td>
<td>Valid</td>
</tr>
<tr>
<td>Y2</td>
<td>0.742</td>
<td>0.000</td>
<td>&lt; 0.05</td>
<td>Valid</td>
</tr>
</tbody>
</table>
Based on Table 1, it is known that all indicators for each variable show validity. This shows that all indicators used in this research are considered appropriate or relevant and can be used as items for data collection.

However, the results of the validation test on the purchase decision items showed that of the 8 items, there was 1 item that was invalid, namely item number 3 in the purchase decision variable, this item was not removed but 1 word of the statement in the item was only replaced from "affordable" becomes "competitive", so the number of questions on purchasing decisions that will be used in the research remains 8 questions. The results of the validation test for the promotion instrument were 14 questions and the price was 9 questions, all of which were declared valid. Then all the number of questions will be used in the research.

### Reliability Test Results

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach's Alpha</th>
<th>Cut Off</th>
<th>N of Items</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotion (X1)</td>
<td>0.887</td>
<td>&gt; 0.60</td>
<td>14</td>
<td>Reliable</td>
</tr>
<tr>
<td>Price (X2)</td>
<td>0.890</td>
<td>&gt; 0.60</td>
<td>9</td>
<td>Reliable</td>
</tr>
<tr>
<td>Purchase Decision (Y)</td>
<td>0.762</td>
<td>&gt; 0.60</td>
<td>8</td>
<td>Reliable</td>
</tr>
</tbody>
</table>

**Data Source:** Processed from Questionnaire, 2024

Based on the results of the reliability test in Table 2, the results of the reliability test of the independent variables promotion (X1) and price (X2), show that the data obtained is reliable because the Cronbach's alpha value is 0.887 and 0.890, while the reliability test results of the dependent variable purchasing decision (Y) shows that the data obtained is reliable because the Cronbach's alpha value is 0.762.

### Data Description

Data collection for this research was carried out in May 2024 with female research subjects, aged: Group 1: 17-25 years, Group 2: 26-35 years, Group 3: 36-50 years. Visitors and customers of the Hellobeauty Marketplace, who have purchased facial makeup services or are interested in purchasing facial makeup services on the marketplace hellobay. In detail it can be explained as follows:

1. **Number and Age of Respondents**

Based on Table 3, the age of respondents aged 18-25 years is 122 people, users aged 26-35 years are 124 people, 35-50 are 8 people, the number of respondents can be illustrated with the pie chart in Figure 1:
2. **Education**

Respondents’ education consists of 84 people from high school, 17 people from Diploma, 138 people from Bachelor’s degree, 14 people from Master’s degree and 1 other person, the number of respondents can be illustrated with the pie diagram in Figure 2

3. **Work**

The occupation of the respondents based on the research results stated that there were 38 private employees, 13 ASN/civil servants, 45 self-employed people, 76 freelancers, 46 students, 19 housewives, and 17 others. The number of respondents can be illustrated with the pie chart in figure 2
Figure 3 Pie Chart of Respondents' Occupations

Classic Assumption Test Results
Normality Test Results

Data Source: Processed from Questionnaire, 2024

Figure 4. Histogram Graph

Based on Figure 1, the Histogram shows the frequency distribution of standardized residuals. This distribution looks quite symmetrical and approaches a bell shape, which shows that the residuals follow a normal distribution. This is supported by a normal curve line superimposed on the histogram.

Most of the residuals are concentrated around the value 0, indicating that the regression model does not have significant systematic bias. Another method used in graphic analysis is the normal probability plot, which compares the cumulative distribution of data with a normal distribution. If the residual data is normally distributed, the line representing the actual data will follow the diagonal line.
Based on the normality test results in Table 4.7, the data shows that it is normally distributed. This is shown by the *Kolmogorov-Smirnov test* which gives results with a significance level of 0.155 which is above 0.05.

### Table 6. Normality Test Results

<table>
<thead>
<tr>
<th></th>
<th>Unstandardized Residuals</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>N</strong></td>
<td>254</td>
</tr>
<tr>
<td><strong>Normal Parameters</strong> a. Mean</td>
<td>.0000000</td>
</tr>
<tr>
<td>Std. Deviation</td>
<td>3.25267117</td>
</tr>
<tr>
<td><strong>Most Extreme Differences</strong></td>
<td></td>
</tr>
<tr>
<td>Absolute</td>
<td>.070</td>
</tr>
<tr>
<td>Positive</td>
<td>.051</td>
</tr>
<tr>
<td>Negative</td>
<td>-.070</td>
</tr>
<tr>
<td><strong>Statistical Tests</strong></td>
<td></td>
</tr>
<tr>
<td>Asymp. Sig. (2-tailed)</td>
<td>.004 ^c</td>
</tr>
<tr>
<td>Monte Carlo Sig. (2-tailed)</td>
<td>.155 ^d</td>
</tr>
<tr>
<td>99% Confidence Interval Lower Bound</td>
<td>.146</td>
</tr>
<tr>
<td>Upper Bound</td>
<td>.165</td>
</tr>
</tbody>
</table>

Data Source: Processed from Questionnaire, 2024
Testing Analysis Prerequisites

Testing the prerequisites for data analysis in this research is multicollinearity. Further details are as follows:

**Multicollinearity Test**

The multicollinearity test aims to determine whether or not there is a significant correlation between the independent variables. This test was carried out using the SPSS statistical program. If the Variance Inflation Factor (VIF) value does not exceed 5, then multicollinearity does not occur. This test is a prerequisite for carrying out multiple regression analysis. A summary of the multicollinearity test results can be seen in the following table:

<table>
<thead>
<tr>
<th>No.</th>
<th>Variable</th>
<th>VIF</th>
<th>Significance</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Promotion</td>
<td>1.358</td>
<td>5</td>
<td>Multicollinearity does not occur</td>
</tr>
<tr>
<td>2</td>
<td>Price</td>
<td>1.358</td>
<td>5</td>
<td>Multicollinearity does not occur</td>
</tr>
</tbody>
</table>

Based on the results in Table 4.5.1, it can be concluded that there is no multicollinearity between the independent variables because the VIF value obtained is less than 5. Therefore, this model does not face multicollinearity problems.

**Heteroscedasticity Test Results**

Data Source: Processed from Questionnaire, 2024

*Figure 4.3. Heteroscedasticity Test Results*

Based on Figure 4.3, this *Scatterplot* shows that the regression model is quite good at predicting "Purchase Decisions". Most of the points are centered around the value 0 on the y-axis. Overall, the *scatterplot* shows that the regression model functions well, indicating that there is no heteroscedasticity, because the data distribution does not form a certain line or there is no clear pattern.

**Hypothesis test**

A hypothesis is a temporary assumption regarding a problem that has been formulated. Therefore, the validity of this assumption is tested empirically. This test was carried out using simple regression techniques for the first, second and third hypotheses, while for the fourth hypothesis used multiple regression analysis techniques. The following is an explanation of the results of testing the research hypothesis:

1. First hypothesis testing

   The first hypothesis in this research states that "Promotions have a significant influence on purchasing decisions for facial makeup services on the Hellobeauty service..."
marketplace.” This hypothesis testing was carried out using simple regression analysis. Following are the test results:

Table 4.5.1 Linear Regression Test Results of promotions on purchasing decisions

<table>
<thead>
<tr>
<th>Variable</th>
<th>Sien coefficient</th>
<th>R</th>
<th>R²</th>
<th>Q</th>
<th>T 0.05 (252)</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>8,850</td>
<td>3,554</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotion</td>
<td>0.429</td>
<td>0.535</td>
<td>0.286</td>
<td>0</td>
<td>10,051</td>
<td>0.1231</td>
</tr>
</tbody>
</table>

a. Coefficient of Determination (R²)

The coefficient of determination indicates how well the regression line fits the data. This regression line explains the proportion of variation in purchasing decisions (Y) that can be explained by the independent variables. Based on the results of data analysis using the SPSS statistical program, the R² value obtained was 0.286, which means that 28.6% of the variation in the decision variable to purchase makeup services (Y) can be explained by the promotion variable, while 71.4% is explained by other factors.

b. Simple Significance Testing with T Test

Significance testing was carried out to determine the significant influence of promotion (X₁) on purchasing decisions (Y). The hypothesis tested is that there is a significant influence of promotions on purchasing decisions for facial makeup services on the Hellobeauty marketplace. This significance test uses the T test. Based on the results of the T test, the calculated T value is 10,051. If compared with the T table value of 0.1231 at a significance level of 0.05, then T count > T table, so the first hypothesis is accepted. This means that there is a significant positive influence from promotions on purchasing decisions for facial makeup services on the Hellobeauty marketplace.

2. Second hypothesis testing

The second hypothesis in this research is “Price has a significant influence on purchasing decisions for facial makeup services on the Hellobeauty service marketplace.” This hypothesis testing was carried out using simple regression analysis. Following are the test results:

Table 5 Linear Regression Test Results of price on purchasing decisions

<table>
<thead>
<tr>
<th>Variable</th>
<th>Sien coefficient</th>
<th>R</th>
<th>R²</th>
<th>Q</th>
<th>T 0.05 (275)</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>23,156</td>
<td>16,691</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Price</td>
<td>-0.305</td>
<td>-0.439</td>
<td>-0.193</td>
<td>-7.767</td>
<td>0.1231</td>
<td>0.000</td>
</tr>
</tbody>
</table>

a. Coefficient of Determination (R²)

The coefficient of determination indicates how well the regression line fits the data. This regression line explains the proportion of variation in purchasing decisions (Y) that can be explained by the independent variables. Based on the results of data analysis using the SPSS statistical program, the R² value obtained was 0.193, which means that
19.3% of the variation in the decision variable to purchase makeup services (Y) can be explained by the price variable, while 80.7% is explained by other factors.

a. Simple Significance Testing with T Test

Significance testing is carried out to determine the significant influence of price (X1) on purchasing decisions (Y). The hypothesis tested is that there is a significant influence of price on purchasing decisions for facial makeup services on the Hellobeauty marketplace. This significance test uses the T test. Based on the results of the T test, the calculated T value is 7.767. If compared with the T table value of 0.1231 at a significance level of 0.05, then T count > T table, so the second hypothesis is accepted. This means that there is a significant positive influence of price on purchasing decisions for facial makeup services on the Hellobeauty marketplace.

3. Third hypothesis testing

The fourth hypothesis in this research states that "Promotions and prices have a significant influence on purchasing decisions for facial makeup services on the Hellobeauty service marketplace." Testing this hypothesis uses multiple regression analysis. The following are the results of the test:

<table>
<thead>
<tr>
<th>Variable</th>
<th>Sien coefficient</th>
<th>R</th>
<th>R²</th>
<th>F</th>
<th>F 0.05 (251)</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>8,794</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotion</td>
<td>0.337</td>
<td>0.568</td>
<td>0.323</td>
<td>59,884</td>
<td>3.03</td>
<td>0.000</td>
</tr>
<tr>
<td>Price</td>
<td>0.155</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Coefficient of Determination (R²)

The coefficient of determination indicates how well the regression line can explain variations in purchasing decisions (Y) using independent variables. Based on the results of data analysis using the SPSS statistical program, the R² value of 0.323 indicates that 32.3% of the variation in purchasing decisions for facial makeup services on the Hellobeauty marketplace (Y) can be explained by the promotion (X1) and price (X2) variables, while 67.7% explained by other factors.

b. Simple Significance Testing with F Test

Significance testing is carried out to find out whether promotion (X1) and price (X2) together have a significant effect on purchasing decisions (Y). The hypothesis tested is that there is a significant influence of promotion, price, and trust on purchasing decisions for facial makeup services on the Hellobeauty marketplace. This significance test uses the F test. The test results show the calculated F value is 59,884. If compared with the F table value of 3.03 at a significance level of 0.05, then the calculated F value is > F table, so the hypothesis is accepted. This shows that there is a significant positive influence of promotion and price on purchasing decisions for facial makeup services on the Hellobeauty marketplace.
DISCUSSION
Discussion of Research Results
The Influence of Promotions on Purchasing Decisions on the Hellobeauty Marketplace
Promotion is an activity carried out by a company to convey the benefits of its products and convince consumers to buy (Kotler & Keller, 2016). Apart from functioning as a communication tool between companies and consumers, promotions also aim to influence consumers in the process of purchasing or using services according to their needs and desires. To market their products, companies need to carry out promotions, because even if the product is of high quality, if consumers don't know about it or doubt it, they will not buy. Therefore, promotions greatly influence consumer purchasing decisions (Agantha, 2016).

Promotions are proven to have a positive and significant influence on purchasing decisions. This proves that promotions through events regularly held by Hellobeauty have succeeded in influencing consumers to make purchasing decisions. Hellobeauty always organizes various events in different locations for makeup artists and consumers, such as the MUA Gathering in collaboration with Social Cosmetics, wedding makeup, and business classes, which are enlivened with door prizes and giveaway activities, they also hold makeup contests and carry out social media activations such as sharing makeup tips, holding giveaways, live Instagram, and others (Yantimas & Candranigrum, 2019). Apart from that, service providers at Hellobeauty often provide discounts, it seems that this promotion also increases consumer purchasing decisions. This is evident in the indicator "Discounts offered by Hellobeauty influence my decision to purchase makeup services" which received the highest score, indicating that discounts are the main attraction for consumers. The results of this research are consistent with previous research findings from (Wijaya et al., 2022); (Fransiska & Madiawati, 2021); (Karinina & Rustam, 2023); (AR Pradana et al., 2022); (Wijaya et al., 2022); (Mandey, 2013); (Dwijantoro et al., 2021); (Wulansari, 2023); (Latifah & Widiastuti, 2023) The research results show that promotions have a positive and significant influence on purchasing decisions. This means that the higher the promotion, the more likely consumers are to purchase makeup services on the Hellobeauty marketplace. This research relates promotion to several dimensions such as advertising, personal selling, sales promotion, public relations, and direct marketing. Thus, the more attractive promotions that are carried out, the more consumers will choose Hellobeauty. Considering the tight marketplace competition in Indonesia, Hellobeauty needs to provide a special appeal to become consumers' first choice.

The Influence of Price on Purchasing Decisions on the Hellobeauty Marketplace
Price is one of them mix marketing that produces results income, element others produce cost. Consumer in take decision For buy something products offered Lots influenced by his perception to price, product, promotion and location (mix marketing) who have implemented by the company during this (Kotler & Keller, 2016). Connection between price with decision purchase that is price influence decision consumer in do purchases, increasingly tall price so decision purchase will the more low
, on the contrary if price low so decision purchase changed the more high (Kotler & Armstrong, 2015). Study about price, one of them carried out by (Susanti & Rohima, 2023) which shows show that consumer consider price for do decision purchase. Price has role important to decision purchase consumer because consumer will interested with more price affordable compared to with prices offered by competitors.

This result in line with results study from (Lubis, 2015); (Arianto & Giovanni, 2020); (D. Pradana & Hudayah, 2017); (Latifah & Widiastuti, 2023); (Ilmiyah & Krishernawan, 2020); (AR Pradana et al., 2022); (Sakti & Rofiaty, 2019); (Wijaya et al., 2022); (Ilmiyah & Krishernawan, 2020); (Widiyanto, 2021), shows the results that price has a positive and significant influence on purchasing decisions. Price has a positive and significant influence on purchasing decisions. It proves that variation the prices available at Hellobeauty are sufficient influence decision purchase consumer. On Hellobeauty for sale a number of the same service with different prices, prices vary on Hellobeauty reflect level the quality, the more expensive the price from service makeup, increasingly quality tools and materials used, and also increasingly tall level skills possessed makeup artist, and vice versa. This will give consumers the choice to purchase services with the many choices offered by service providers. Seen in the indicator "The quality of makeup services at HelloBeauty makes me feel that the price is reasonable." indicates the highest score. This shows that the prices offered by the Hellobeauty marketplace are a choice provided for consumers so they can choose the best service price that suits their quality and desires.

**CONCLUSION**

Based on the results of the research and analysis that has been carried out, the following conclusions can be drawn:

1. Promotions have a positive and significant effect on purchasing decisions for makeup services on the Hellobeauty marketplace.
2. Price has a positive and significant effect on purchasing decisions for makeup services on the Hellobeauty marketplace.
3. Promotion and price have a positive and significant effect together regarding the decision to purchase makeup services on the Hellobeauty marketplace.

**Theoretical Implications**

Based on the research that has been carried out, discussed and described, the conclusions drawn have the following implications:

1. Promotions connected to several dimensions such as price discounts and coupon vouchers from Hellobeauty influence consumer purchasing decisions. The more promotions carried out, the greater the attraction for consumer purchasing decisions.
2. Price influences purchasing decisions. Higher prices are often considered an indicator of better quality by consumers. In the context of facial makeup services at Hellobeauty, this means that consumers may associate high prices with more professional service, the use of high-quality products, and more satisfactory results. The quality perception theory by Zeithaml (1988) states that consumers use price as an indicator of product or service quality.
Consumers evaluate products or services based on the value they receive relative to the price they pay. If a higher price comes with better service or a higher quality product, consumers are likely to feel that they are getting as much or more value.

The positive influence of price on purchasing decisions for makeup services on the Hellobeauty marketplace shows the importance of understanding how price influences consumer perceptions of quality, exclusivity and value. Hellobeauty can use these insights to optimize pricing strategies, improve quality perceptions, and target market segments seeking exclusive, high-quality services.

3. Promotion and price influence purchasing decisions together
   • Promotion: Increase product awareness and appeal, encourage purchases.
   • Price: Influences the perception of product value and affordability, influencing purchasing decisions.

Theoretically, this shows the importance of effective marketing strategies in promotion and pricing to influence consumer behavior and increase sales.

Practical Implications
It is hoped that the results of the research carried out can be input for the Hellobeauty marketplace so that it can improve services to consumers better with better promotion strategies and optimization of price strategies to win market competition.

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