

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

Farah Melinda, Rina Febriana, Jenny Sista Siregar
Universitas Negeri Jakarta

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

Corresponding author

Name: Farah Melinda

Email: farahmelinda1@gmail.com

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 nor 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). to on). 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 (Themba, 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 & Madiawati, 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* .

collection in research 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 *makeup 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 $\leq r$ table (at the α 5% /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

Indicator	<i>Pearson's Product Moments</i>	Sig.		α	Information
XP1	0,449	0.005	<	0.05	Valid
XP2	0.572	0,000	<	0.05	Valid
XP3	0.604	0,000	<	0.05	Valid
XP4	0,554	0,000	<	0.05	Valid
XP5	0.635	0,000	<	0.05	Valid
XP6	0.637	0,000	<	0.05	Valid
XP7	0.703	0,000	<	0.05	Valid
XP8	0.470	0.003	<	0.05	Valid
XP9	0.695	0,000	<	0.05	Valid
XP10	0.710	0,000	<	0.05	Valid
XP11	0.730	0,000	<	0.05	Valid
XP12	0.727	0,000	<	0.05	Valid
XP13	0.729	0,000	<	0.05	Valid
XP14	0.724	0.00	<	0.05	Valid
XH1	0.688	0,000	<	0.05	Valid
XH2	0,662	0,000	<	0.05	Valid
XH3	0.726	0,000	<	0.05	Valid
XH4	0.818	0,000	<	0.05	Valid
XH5	0.688	0,000	<	0.05	Valid
XH6	0.673	0,000	<	0.05	Valid
XH7	0,782	0,000	<	0.05	Valid
XH8	0.861	0,000	<	0.05	Valid
XH9	0.672	0,000	<	0.05	Valid
Y1	0.703	0,000	<	0.05	Valid
Y2	0,742	0,000	<	0.05	Valid

Y3	0.415	0.011	<	0.05	Invalid
Y4	0.551	0,000	<	0.05	Valid
Y5	0.708	0,000	<	0.05	Valid
Y6	0,669	0,000	<	0.05	Valid
Y7	0,454	0.005	<	0.05	Valid
Y8	0.626	0,000	<	0.05	Valid

Data Source: Processed from Questionnaire, 2024

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 2. Reliability Test Results

Variable	Cronbach's Alpha	Cut Off	N of Items	Information
Promotion (X1)	0.887	> 0.60	14	Reliable
Price (X2)	0.890	> 0.60	9	Reliable
Purchase Decision (Y)	0.762	> 0.60	8	Reliable

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 *hellobeauty*. 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:

Number of Respondents

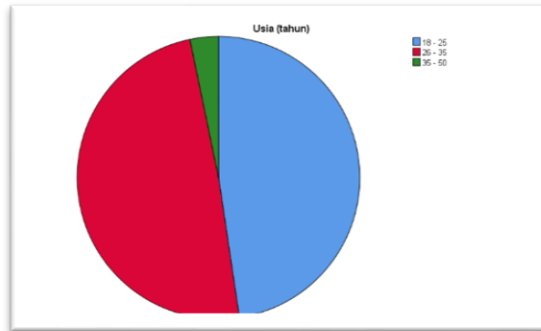


Figure 1 Pie chart of respondents' ages

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

Number of Respondents

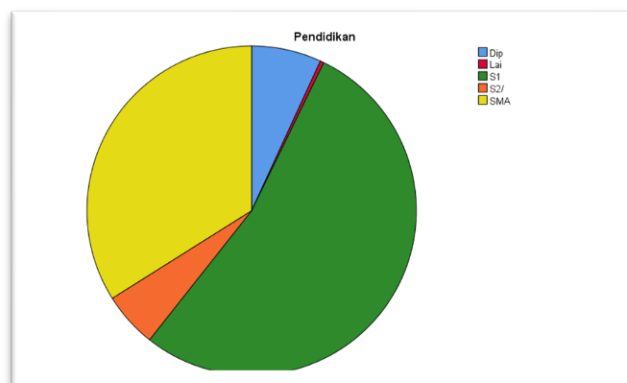


Figure 2 Respondent's Education Pie Diagram

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

Number of Respondents

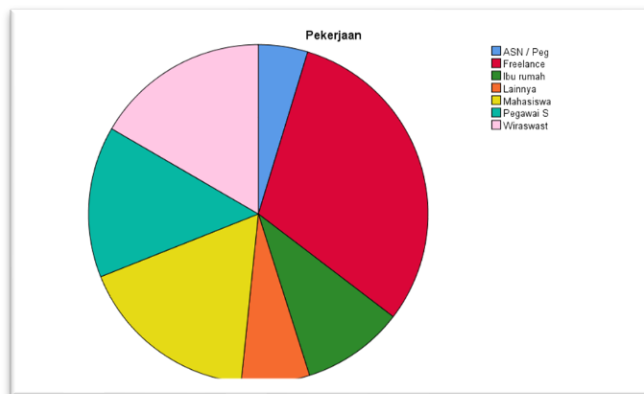
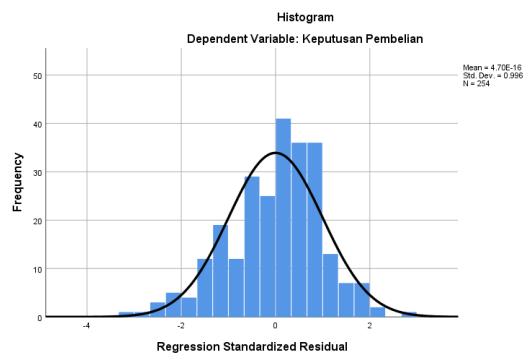


Figure 3 Pie Chart of Respondents' Occupations

Classic Assumption Test Results Normality Test Results

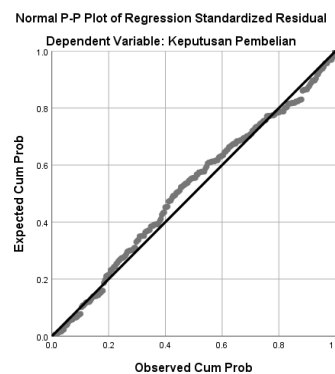


Data Source: Processed from Questionnaire, 2024

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.



Data Source: Processed from Questionnaire, 2024

Figure 5. Normal Probability Plot

Table 6. Normality Test Results

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residuals
N			254
Normal Parameters ^a ,	Mean		.0000000
	Std. Deviation		3.25267117
Most Extreme Differences	Absolute		.070
	Positive		.051
	Negative		-.070
Statistical Tests			.070
Asymp. Sig. (2-tailed)			.004 ^c
Monte Carlo Sig. (2- tailed)	Sig.		.155 ^d
	99% Confidence Interval	Lower Bound	.146
		Upper Bound	.165

Data Source: Processed from Questionnaire, 2024

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.

Testing Analysis Prerequisites

Testing the prerequisites for data analysis in this research is multicollinearity.

Further details are as follows:

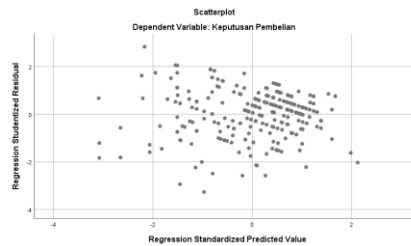
Multicollinearity Test

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:

No.	Variable	VIF	Significance	Conclusion
1	Promotion	1,358	5	Multicollinearity does not occur
2	Price	1,358	5	Multicollinearity does not occur

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

Variable	Sien coefficient	R	R ²	Q	T 0.05 (252)	Sig
Constant	8,850			3,554		
Promotion	,429	,535 a	,286	10,051	0.1231	0,000

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

Variable	Sien coefficient	R	R ²	Q	T 0.05 (275)	Sig
Constant	23,156			16,691		
Price	,305	,439 a	,193	7,767	0.1231	0,000

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 6 Linear Regression Test Results of promotion and price on purchasing decisions

Variable	Sien coefficient	R	R ²	F	F 0.05 (251)	Sig
Constant	8,794					
Promotion	,337	,568	,323	59,884	3.03	0,000
Price	,155					

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.

REFERENCES

- Agrawal, A. J. (2016). *What is 'O2O' and is it really a trillion dollar opportunity?* HuffPost Business. February 3.
- Arianto, N., & Giovanni. (2020). *The Influence of Product Quality and Price on Purchasing Decisions* . 3 (1), 12–22. <https://doi.org/https://doi.org/10.32493/jpkpk.v3i2.4075>
- Chamber, I., & June, C. (2020). *MARKET ANALYSIS : THE CANADIAN COSMETICS Prepared by the Italian Chamber of Commerce in Canada* . June .
- DataReportal. (2022). *Digital 2022: Indonesia* .
- Dirwan, D., Themba, OS, & Latief, F. (2021). *Aspect Purchasing Decisions at Consumers Lazada: Trust, Price, Tagline* . 3 (2), 86–93.
- Du, Y., & Tang, Y. (2014). Study on the Development of O2O E-commerce Platform of China from the Perspective of Offline Service Quality. *International Journal of Business and Social Science* , 5 (4), 308–312.
- Dukcapil; Director General. Fakkulloh, PZA (2022). *273 Million Indonesian Population Updated Version of the Ministry of Home Affairs* . 02-24.
- Dwijantoro, R., Dwi, B., & Syarief, N. (2021). *REGARDING SHOPEE MARKETPLACE PURCHASE DECISIONS* .
- Ekowati, S., Fintahiasari, M., & Aslim. (2020). *THE INFLUENCE OF PRICES AND PROMOTIONS ON PURCHASING DECISIONS* . May . <https://doi.org/10.36085/jam-ekis.v3i1.555>
- Fransiska, I., & Madiawati, PN (2021). *BRANDS ON PURCHASING DECISIONS ON SHOPEE USERS IN BANDUNG ANALYSIS OF THE EFFECT OF PRICE, PROMOTION, SERVICE QUALITY, AND BRAND IMAGE ON PURCHASING DECISIONS ON SHOPEE USERS IN*

- BANDUNG . 8 (4), 3340–3353.
- Gusrita, D., & Rahmidani, R. (2018). *EcoGen THE EFFECT OF MARKETING MIX AND SOCIAL ENVIRONMENT ON ONLINE PURCHASE DECISIONS FOR WOMEN'S CLOTHING IN PADANG CITY* Desy Gusrita, Rose Rahmidani Department of Economic Education, Faculty of Economics, Padang State University Jln. Prof. Dr. Hamka, Freshwater, . 1 .
- Hartanti, ND, & Agustin, SK (2022). *The Effect of Promotion, Trust, Security and Information Quality on Purchase Decisions on the Shopee Marketplace* . 100 (2012), 215–223.
- Ilmiyah, K., & Krishernawan, I. (2020). THE INFLUENCE OF PRODUCT REVIEWS, CONVENIENCE, TRUST, AND PRICE ON PURCHASING DECISIONS AT THE SHOPEE MARKETPLACE IN MOJOKERTO. *Maker: Journal of Management* , 6 (June), 31–42.
- Istanti, F. (2017). *AND E-PROMOTIONS ON SHOPPING PURCHASE DECISIONS* . 4 .
- Jogiyanto, H. (2005). *Information Systems Analysis and Design: a structured approach to the theory and practice of business applications*. Yogyakarta: Andi .
- Kadir, A. (2008). *Practical Demands for Learning Databases Using MySQL* . Andi Offset.
- Karinina, ST, & Rustam, TA (2023). *The Influence of Promotion, Convenience and Trust on Purchasing Decisions on the Lazada Marketplace (Case Study in Tiban Indah)* . 5 (April), 831–843.
- Kasma, U. (2018). *Implementation of E-Commerce to Increase Sales Turnover at 3Dz Collection* . 843–848.
- Ministry of Home Affairs, L. (2018). *Snapcart Research: 65 Percent of Online Shoppers Are Women* .
- Ministry of Health, R. (2009). *Indonesian Health Data Profile Year* .
- Kotler, P., & Armstrong, G. (2016). *Principles of Marketing 16th Edition*. England . Pearson.
- Kuncoro, M. (2013). *Research Management for Business and Economics* (4th ed.). Erlangga.
- Latifah, E., & Widiastuti, E. (2023). *THE INFLUENCE OF PRODUCT REVIEWS, PRICES AND PROMOTIONS ON PURCHASING DECISIONS FOR SHOPEE MARKETPLACE USERS IN SRAGEN DISTRICT* . 5 (2), 107–117.
- Lubis, AA (2015). *THE INFLUENCE OF PRICE AND PRODUCT QUALITY ON NEWSPAPER PURCHASING DECISIONS AT PT. DAILY GREEN LINE ORBIT MEDAN VOICE* . 16 (02), 1–11.
- Mandey, J. B. (2013). *PROMOTION, DISTRIBUTION, PRICE INFLUENCE ON THE DECISION TO PURCHASE SURYA PROMILD CIGARETTES* . 1 (4), 95–104.
- Nasution, AE, Pratami, L., Muhammad, P., & Lesmana, T. (2019). *Analysis of the Influence of Price, Promotion, Trust and Consumer Characteristics on Consumer Purchasing Decisions at 212 Mart in Medan City* . 1 (1), 165–173.
- Nasution, SL, Limbong, CH, & Nasution, DAR (2020). *No Title THE INFLUENCE OF PRODUCT QUALITY, BRAND IMAGE, TRUST, CONVENIENCE, AND PRICE ON PURCHASING DECISIONS IN E-COMMERCE SHOPEE (Survey of Undergraduate Students, Faculty of Economics, Department of Management, Labuhan Batu University) 1Siti* . 7 , 43–53.
- Phang, C. W., Tan, C.-H., Sutanto, J., Magagna, F., & Lu, X. (2014). *Leveraging O2O*

- commerce for product promotion: an empirical investigation in Mainland China. *IEEE Transactions on Engineering Management* , 61 (4), 623–632.
- Pradana, AR, Lukitaningsih, A., & Hutami, LTH (2022). *The Influence of Price, Promotion and Trust on Shopee Food Purchase Decisions (Yogyakarta City Consumer Study)* . 4 (1), 104–114.
- Pradana, D., & Hudayah, S. (2017). *The influence of price of product quality and brand image of brand image on motorbike purchasing decisions* . 14 (1), 16–23.
- Puspitasari, A., Astuti, RD, & Kurniani. (2017). *AND PROMOTION OF THE DECISION TO USE FUMIGATION SERVICES (CASE STUDY OF PT. SUCOFINDO SEMARANG BRANCH) Introduction* . 3 (1), 51–62.
- Putra, DA (2019). *Kadin Boss Says the Role of Bukalapak et al is Important for the Progress of National MSMEs*.
- Ramadani, M. (2019). *The influence of service quality, promotion and location on purchasing decisions at cellphone stores* . 1 (2), 36–46.
- Rouse, M. (2020). *What Does Platform Mean?*
- Sakti, IM, & Rofiaty. (2019). *THE INFLUENCE OF PURCHASE EXPERIENCE, TRUST AND PRICE TOWARD CUSTOMERS PURCHASE DECISION ON TOKOPEDIA* . Volume 8 .
- Sari, DY, Tjahjaningsih, E., Hayuningtias, KA, Management, PS, Economy, F., Postgraduate, B., & Stikubank, U. (2018). *REGARDING THE DECISION PROCESS TO PURCHASE A GOOD BRAND OF MOTHROOM BRAND (STUDY ON CONSUMERS OF GIANT BSB SEMARANG)* .
- Simangunsong, RM (2021). *THE INFLUENCE OF PROMOTIONS, PRICES AND TRUST ON PURCHASING DECISIONS IN E-COMMERCE SHOPEE ON STUDENTS OF HKBP NOMMENSEN UNIVERSITY MEDAN* . 1 , 131–149.
- Singarimbun, M., & Effendi, S. (2006). *Survey Research Methods, LP3ES. Jakarta: PT Pustaka LP3ES Indonesia* .
- Sugiyono, D. (2019). *Statistics for Research (30th Printing). Bandung: Cv Alfabeta* .
- Susanti, N., & Rohima, D. (2023). *The Influence of Product Quality, Price, and Promotion on Purchase Decisions for Parker Pens at PT. Traco's Main Friend on the Shopee Official Store Marketplace* . 3 (2), 333–342.
- Themba, O. S. (2019). *THE DECISION TO PURCHASE A HONDA MOTORCYCLE AND THE FACTORS THAT INFLUENCE IT (Study of STIEM Bongaya Makassar Students)* . 8 (2), 129–137.
- Ume, A.C., & Areros, W.A. (2020). *Promotions and Prices on the Decision to Purchase a Yamaha R15 Motorcycle at PT. Eternal Desire* .
- Utari, MC, Nuringwahyu, S., & Krisdianto, D. (2022). *The Influence Of Promotion, Brand Awareness, And Brand Ambassadors On Purchase Decisions On The Shopee Marketplace (Case Study of the Community of Jogosari Village, Pandaan District, Pasuruan Regency)* . 1 (4), 199–208.
- Wardhana, A. (2023). *Marketplace Marketing Concepts (Issue May)*.
- Widiyanto, G. (2021). *The Influence of Price, Service Quality, and Promotion Against Users' Decisions on Online Transportation (Grab) in Jakarta* . 2 , 1–8.
- Wijaya, PSM, Hardono, L, NL, Tarigan, Radito, TA, & Kodora, KF (2022). *The influence of service quality, price, trust, satisfaction and promotion on the decision to use Shopee Food* . 8 (2), 74–85.

- Wu, J., Zhao, H., & Chen, H. (Allan). (2021). Coupons or Free Shipping? Effects of Price Promotion Strategies on Online Review Ratings. *Information Systems Research* , 32 (2), 633–652.
- Wulansari, D. (2023). *The Influence of Sales Promotion, Ease of Use and Consumer Trust on Online Purchasing Decisions on Shopee E-Commerce* . 1 (1), 78–89.
- Yantimas, Y., & Candranigrum, DA (2019). Analysis of Hellobeauty Brand Activation in Building Consumer Loyalty. *Prologia* , 3 (1), 305. <https://doi.org/10.24912/pr.v3i1.6255>
- Yunanto, R. (2020). *The Role of Marketplaces as a Business Alternative in the Information Technology Era* . October 2017 . <https://doi.org/10.34010/komputa.v6i2.2476>
- Zhu, L. W. (2014). Research on the E-Commerce Model Based on the Value Chain. *Applied Mechanics and Materials* , 687 – 691 , 4462–4465. <https://doi.org/10.4028/www.scientific.net/AMM.687-691.4462>