

## The Effect of Product Quality, Social Media Marketing, E-WOM and Promotion on Consumer Purchasing Decisions for Azarine Sunscreen Products

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### ABSTRACT

This study aims to analyze the effect of product quality, social media marketing, electronic word-of-mouth (E-WOM), and promotion on consumer purchasing decisions for Azarine sunscreen products in Purwokerto. This quantitative research involved 184 respondents selected through purposive sampling technique. Analyzed with the help of SmartPLS 3.0. The results showed that all independent variables had a positive effect on consumer purchasing decisions. These findings highlight the importance of product excellence, digital marketing strategies, and promotional efforts in influencing consumer behavior in the skincare sector.

## INTRODUCTION

In recent years, the beauty sector has undergone remarkable expansion, particularly in the realm of skincare. Sunscreen has emerged as a highly sought-after item, driven by the growing public consciousness regarding personal care and the necessity of shielding the skin from environmental threats like ultraviolet radiation (Sahprda et al., 2025). In Indonesia, Azarine as one of the local brands offering sunscreen products has managed to gain public attention, through its product quality and innovative marketing strategies. According to sunscreen sales data in e-commerce Vritimes (2024), Andini (2024) dan (Pratama, 2024).

Tabel 1. Market share by Brand

Jan - Mar 2024

Azarine	14.3%
Facetology	12.4%
Skin Aqua	8.3%
Skintific	7.8%
Wardah	5.6%
Others	

Sunscreen sales trends in e-commerce in the first quarter of 2024, Azarine dominated sales with the most purchases with a percentage of 14.3%, outperforming other brands such as Facetology 12.4% and Skin Aqua by 8.3%. The dominance of the Azarine brand in sunscreen sales can influence purchasing decisions (Vritimes, 2024). Needs are not the only factors that affect consumer purchase decisions; reviews, social media content, product quality, and promotions are just a few examples of the information that is readily available on digital platforms.

Kotler & Keller (2021) define consumer behaviour theory as the process of choosing to purchase a good or utilise a service that is impacted by a number of variables, including social, cultural, psychological, and personal considerations. Azarine sunscreen products have become one of the local brands that are popular among Indonesian consumers, especially the younger generation, because they offer lightweight formulas and competitive prices (Awalya et al., 2023). In this situation, one of the elements influencing customer behaviour and purchase decisions is product quality. A product's performance, appearance, and functionality in relation to customer expectations are all considered aspects of its quality (Alhaddad & Aboud, 2022). This proves that product quality, whether buying a product or using a service, can influence purchasing decisions (Hidayati et al., 2023). Purchase decisions are positively impacted by product quality, according to the findings of study by Firdausa (2023) and Kridaningsih (2023). In the meanwhile, study findings by Rahmayanti & Andriana (2023) and Nabilah & Anggrainie (2022) clarify that decisions to buy are negatively impacted by product quality.

Apart from the quality of its products, Azarine also employs social media marketing techniques. Choi & Lee (2023) define social media marketing as an advertising campaign that uses digital channels including social media, marketplaces, and others. Marketing strategies through social media can quickly

and effectively reach consumers and allow brands to build two-way communication with consumers, create engagement and increase brand awareness. Azarine uses platforms such as Instagram and TikTok to promote its products through visual content, education and collaboration with influencers. According to the findings of studies by Permatasari & Hidayat (2023) and Ramadhani & Zaini (2023), social media marketing influences decisions to buy in a favourable way. In the meanwhile, studies by Pramudita & Suharyati (2024) and Noviyana et al. (2022) demonstrate that social media marketing has a detrimental impact on buying decisions.

Information from electronic word-of-mouth (e-wom) also influences decisions to buy Azarine sunscreen. Kaur & Soodan (2023) define electronic word of mouth (e-wom) as online communications from seasoned customers who serve as references prior to making a purchase. Consumers are increasingly depending on reviews, testimonials, and engaging material when making purchasing decisions. After utilising a product, happy customers are more likely to tell others about their experiences Rahayu & Cahyani (2023). E-WOM has a favourable impact on purchase decisions, according to study findings Rahayu & Cahyani (2023) and (Abadi & Hawa, 2024). Meanwhile, studies by Usman et al. (2024) and Cristimonica & Setiawan (2022) demonstrate that E-WOM has a detrimental impact on purchase decisions.

In the meantime, one of the components of the marketing mix that seeks to quickly boost product exposure and stimulate purchases is promotion. Promotions carried out by Azarine can be in the form of discounts, bundling or collaboration with influencers to attract attention and increase consumer buying interest (Algharabat et al., 2023). According to Chen & Chen (2023), the right promotional strategy not only increases sales volume but also strengthens the brand's position in consumer perception. According to the findings of studies by Sari & Purwanto (2022) and Nabilah & Anggrainie (2022), promotions influence consumers' decisions to buy. In the meanwhile, research by Damayanti & Tarigan (2024) and Muhtarom et al. (2022) demonstrates that promotions have a detrimental impact on consumers' decisions to buy.

Purchasing decisions are the dependent variable in this study. Kotler & Keller (2021) define a purchase choice as an individual's attitude towards using a service or purchasing a product based on their requirements and preferences. A product's perceived benefits, price, quality, service, location, and other psychological aspects all play a role in the choice to purchase it. When creating focused marketing strategies, businesspeople must have a thorough understanding of the aspects that affect purchase decisions. Thus, it can be said that, particularly in the fiercely competitive local cosmetics market, product quality, social media marketing, electronic word-of-mouth (E-WOM), and promotion are strategic elements that impact customer purchase decisions. This is what encourages the author to aim to conduct further research on how these four variables influence purchasing decisions for Azarine sunscreen products in the Purwokerto area.

This study replicates earlier research by Setiyadi et al. (2022), which looks at how customer decisions to buy Alzena skincare products in Pati district are

influenced by product quality (X1), social media marketing (X2), E-WOM (X3), and promotion (X4). There are a number of differences in this study, namely in the research location (Purwokerto), product type (Azarine brand sunscreen), and sampling technique (purposive sampling with a combination of online and offline approaches). By adjusting to the local context and current consumer trends, it is hoped that this research can provide empirical contributions that are relevant to the development of marketing strategies for local skincare products. This study replicates earlier research by Setiyadi et al. (2022), which looks at how customer decisions to buy Alzena skincare products in Pati district are influenced by product quality (X1), social media marketing (X2), E-WOM (X3), and promotion (X4).

## **THEORITICAL REVIEW**

### ***Theory of Consumer Behavior***

The choice to purchase a product or utilise a service is impacted by a number of elements, including psychological, personal, social, and cultural ones, according to consumer behaviour theory (Kotler & Keller, 2016). In the context of purchasing Azarine sunscreen products, consumer behavior can be reflected through responses to perceived product quality, external factors such as perceptions of product quality, exposure to marketing strategies through social media, the influence of information from fellow consumers through electronic word of mouth (E-WOM), and the attractiveness of promotions offered, become important elements that can influence purchasing decisions. These four variables act as external stimuli that influence consumer judgment and preferences before making a purchase. Thus, a strategic approach to gain a more thorough understanding of consumer behaviour is to investigate how product quality, social media marketing, E-WOM, and promotion affect consumers' decisions to buy Azarine sunscreen products. Peter & Olson (2013) explains that consumer responses are divided into affect and cognition. Affect is the emotional response of consumers to marketing stimuli, such as promotions, social media content, or testimonials from other consumers. Meanwhile, cognition is a mental response that involves the thinking process and consumer assessment of product information, such as product quality. In the context of this study, affection arises when consumers respond emotionally to promotions, social media content, or E-WOM reviews, while cognition is involved when consumers assess product quality and information rationally.

### ***Purchasing Decisions***

A purchasing decision is the process that consumers go through before deciding to purchase an item or service. Kotler & Keller (2016) define a purchase decision as the stage of the decision-making process where consumers actually choose to make a purchase after considering their choices. It includes identifying a problem, seeking information, weighing options, and post-purchase behavior. Apart from external variables such as culture, social environment, and company marketing, this choice is also influenced by internal elements such as personal desires and preferences. Problem identification, information search, alternative

appraisal, purchase choice, and post-buy behaviour are all indicators of purchasing decisions (Kotler & Keller, 2016).

Based on the theory of consumer behavior according to Kotler & Keller (2021) purchasing decision is the result of a series of rational steps that involve systematic processing. This process begins with problem recognition, where the customer realizes a need or desire that must be met. Next, customers seek information, both from internal sources such as personal experience and external sources such as culture, social environment, and company marketing, which helps them understand the various options available. The following step is the evaluation of alternatives, when consumers contrast goods and services according to certain standards including brand, location, price, quality, and service. (Maftokah et al., 2023). This study extends prior research by empirically testing the combined effects of four independent variables product quality, social media marketing, E-WOM, and promotion on purchasing decisions specifically in the context of Azarine sunscreen consumers in Purwokerto. Unlike broader or generalized models, this research applies a localized, context-specific approach to evaluate how these variables influence rational and emotional steps within the consumer decision-making process. The findings provide updated evidence on how both internal evaluations and external marketing stimuli converge to shape purchasing decisions in the skincare sector, offering practical insights for marketers and theoretical contributions to the evolving discourse on consumer behavior (Tran & Lee, 2025).

### *The Influence of Product Quality on Purchase Decisions*

One of the key elements influencing customer behaviour throughout the decision-making process for purchases is product quality. Kotler & Keller (2016) define product quality as a product's capacity to meet or beyond customer expectations in terms of performance. In the context of consumer behavior, product quality functions as a stimulus that can shape individual perceptions, attitudes and preferences towards a particular brand or product. Consumers tend to be more interested and encouraged to buy products that they value as having high quality because they are considered capable of providing maximum benefits and satisfaction in use. According to Lestari & Cahya (2023) indicators of product quality are form, feature, customization, performance quality, conformance quality, style.

In the context of consumer behavior, these six indicators act as a stimulus that can influence consumer cognition, affection, and conation before finally deciding to buy a product (Fadillah & Sari, 2023). Shape and style reflect visual and social appeal, features and customization relate to functional value and personalization, while performance and fit reflect reliability and consumer satisfaction. Thus, product quality acts as a key stimulus in influencing perceptions and purchase decisions, such as Azarine sunscreen products that target consumers with high expectations of protective functions, texture and product aesthetics (Rachmawati & Firmansyah, 2022).

According to the findings of study by Firdausa (2023) and Kridaningsih (2023), choices to buy are positively impacted by the quality of the goods. In the

meanwhile, study findings by Rahmayanti & Andriana (2023) and Nabilah & Anggrainie (2022) clarify that decisions to buy are negatively impacted by product quality. indicating that consumers may evaluate other factors more strongly, such as price sensitivity or brand familiarity, especially in highly competitive markets.

This divergence indicates the need for further exploration, particularly in specific market segments such as the local skincare industry. Therefore, this study seeks to fill the research gap by examining the impact of product quality on purchase decisions in the context of Azarine sunscreen products an emerging local brand with a strong digital presence and growing market share. By focusing on consumers in Purwokerto and applying a structured quantitative approach, this study provides updated empirical evidence and a contextual understanding of how product quality contributes to consumer decision-making within the Indonesian skincare market (Arifianto & Putri, 2023).

H1 : Purchase decisions are positively impacted by product quality.

### *The Influence of Social Media Marketing on Purchase Decisions*

Promoting using digital channels like social media, marketplaces, and others is known as social media marketing. Marketing strategies through social media can quickly and effectively reach consumers and allow brands to build two-way communication with consumers, create engagement and increase brand awareness (Choi & Lee, 2023). Through influencer partnerships, education, and visual content, Azarine promotes its goods on social media sites like Instagram and TikTok. According to Ramadhani & Zaini (2023) social media marketing has indicators of community building, content creation, content sharing, connecting.

In relation to the theory of consumer behavior according to Kotler & Keller (2021) social media marketing as an external stimulus starting from community building reflects social influence in consumer behavior, where involvement in online communities creates a sense of belonging to the brand. Content creation and content sharing relate to psychological factors, where visual and narrative information influences consumer interest and attitudes towards products. Connecting, meantime, improves two-way contact between companies and customers, allowing for input that influences how people personally see a brand's dependability and closeness. (Ramadhani & Zaini, 2023). This demonstrates how, in the case of Azarine sunscreen products, digital marketing tactics may influence important elements of the decision-making process.

According to the findings of studies by Permatasari & Hidayat (2023) and Ramadhani & Zaini (2023), social media marketing influences decisions to buy in a favourable way. In the meanwhile, studies by Pramudita & Suharyati (2024) and Noviyana et al. (2022) demonstrate that social media marketing has a detrimental impact on buying decisions, which suggests that excessive or poorly executed digital campaigns can lead to consumer fatigue, distrust, or rejection, especially when the content lacks authenticity or relevance.

These conflicting findings suggest a gap in research in understanding how social media marketing operates within the context of specific brands and target demographics. Therefore, this study aims to examine the influence of social

media marketing on purchasing decisions, specifically for Azarine sunscreen – an Indonesian skincare brand known for its intensive social media campaigns. By analyzing variables within the local environment (Purwokerto) and among consumers familiar with digital engagement, this study contributes to the empirical literature with nuanced insights into the effectiveness of social media marketing in the skincare industry (Zed et al., 2025).

H2 : Purchasing choices are positively impacted by social media marketing.

### ***The Influence of Electronic Word of Mouth (E-WOM) on Purchasing Decisions***

Online communications from seasoned customers that serve as references prior to a purchase are known as electronic word-of-mouth, or E-WOM. Consumers are increasingly depending on reviews, testimonials, and engaging material when making purchasing decisions. Kaur & Soodan (2023). Consumers who are satisfied after using a product tend to share their experiences (Ramadani & Rachmawati, 2022). According to Rahayu & Cahyani (2023) E-WOM indicators are intensity, opinion valence, content.

In relation to the theory of consumer behavior according to Kotler & Keller (2021), In the digital era, electronic word of mouth (E-WOM) is a potent social influence tactic that refers to the thoughts or reviews that customers communicate via online media. Intensity, which reflects how often consumers share their opinions, shapes the exposure and beliefs of other consumers. The valence of the opinion, which is the emotional direction of the review (positive or negative), influences consumers' perceptions and attitudes towards the product. And content, i.e. the depth of information in the review, which cognitively influences the evaluation of potential buyers (Rahayu & Cahyani, 2023). When it comes to sunscreen products like Azarine, these three indications help provide an external stimulus that might affect customers' internal decision-making processes.

According to research findings by (Abadi & Hawa, 2024) and Rahayu & Cahyani (2023), E-WOM influences purchase decisions in a favourable way. Meanwhile, studies by Usman et al. (2024) and Cristimonica & Setiawan (2022) demonstrate that E-WOM has a detrimental impact on purchase decisions. This inconsistency highlights a research gap in understanding how E-WOM affects purchasing decisions within specific product categories such as skincare. Given that skincare decisions often rely heavily on personal experiences and peer recommendations, this study seeks to explore how E-WOM impacts consumer behavior specifically for Azarine sunscreen products. By focusing on a localized consumer base in Purwokerto, this research contributes updated empirical insight on how online consumer opinions shape skincare purchase decisions, thus extending the body of knowledge in digital consumer behavior (Rahmawati & Nugroho, 2024).

H3 : E-WOM influences purchase decisions in a favourable way.

### ***The Influence of Promotion on Purchase Decisions***

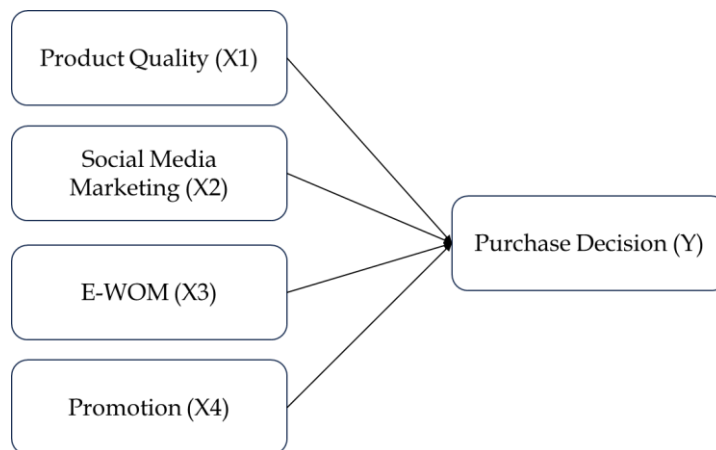
One component of the marketing mix that seeks to quickly boost product visibility and stimulate purchases is promotion (Algharabat et al., 2023).

Promotions carried out by Azarine can be in the form of discounts, bundling or collaboration with influencers to attract attention and increase consumer buying interest. According to Efendi & Aminah (2023) indicators of promotion, namely providing information, persuading and influencing, creating impressions, satisfying desires, advertising (as a medium of communication).

In relation to the theory of consumer behavior according to Kotler & Keller (2021), promotion plays an important role as an external stimulus that can influence consumers' perceptions and attitudes towards a product. Provides information, which contributes to shaping consumers' knowledge of the product and influences cognitive evaluation. Persuade and influence, which relates to the psychological aspects of driving preferences and purchase intentions. Create an impression, which builds a positive emotional perception of the brand. Satisfying wants, which targets consumers' personal needs. As well as advertising, as a mass communication channel that shapes social influence through wide exposure (Efendi & Aminah, 2023). When it comes to sunscreen products like Azarine, these five signs have a crucial role in influencing the internal processes that customers go through when making judgements about what to buy.

According to the findings of studies by Sari & Purwanto (2022) and Nabilah & Anggrainie (2022), promotions influence consumers' decisions to buy. In the meanwhile, research by Damayanti & Tarigan (2024) and Muhtarom et al. (2022) demonstrates that promotions have a detrimental impact on consumers' decisions to buy. This contradiction highlights a research gap in understanding the contextual effectiveness of promotional strategies, especially within the skincare industry, where consumer trust and emotional connection to the brand play a major role. This study addresses that gap by re-examining the influence of promotional efforts on purchasing decisions for Azarine sunscreen products in a localized market (Purwokerto), where cultural, demographic, and media exposure factors may shape promotional reception differently. By doing so, this research contributes new empirical insight into how various forms of promotion affect consumer decisions in the beauty and skincare sector, and validates whether positive impacts still hold across different geographic and behavioral segments (Rahmawati & Nugroho, 2024).

H4 : Purchase decisions are positively impacted by promotions.



**Figure 1. Hypothesis Framework**

- H1: Product quality has a positive effect on purchasing decisions
- H2: Social media marketing has a positive effect on purchasing decisions
- H3: E-WOM has a positive effect on purchasing decisions
- H4: Promotion has a positive effect on purchasing decisions

## **METHODOLOGY**

This study employs quantitative techniques. Saunders et al. (2023) define the quantitative technique as a systematic approach to investigate the link between variables that are assessed using numerical data and statistically analysed states that primary data is used in this study. Data obtained directly from respondents by distributing questionnaires is known as primary data. Data for this study came from questionnaire responses that were disseminated to residents of South Purwokerto, West Purwokerto, East Purwokerto, and North Purwokerto using two different approaches: online, using a Google Form with links shared on social media. While offline respondents can access the questionnaire through a barcode.

Population is as a whole subject or individual who has certain characteristics and is relevant to be used as a source of data in a study (Sekaran & Bougie, 2023). The population in this study were people in Purwokerto, namely South Purwokerto, West Purwokerto, East Purwokerto and North Purwokerto who had bought and used Azarine sunscreen products once.

The sample is a subset of the population that has been selected using certain methods and is used as a source of data to reflect the population overall (Etikan & Bela, 2023). Non-probability sampling is the sampling technique used in this study, meaning that not every person of the population has an equal chance of being chosen as a sample (Etikan & Bela, 2023). Purposive sampling, which is a sample methodology based on certain specified criteria, is the method that sampling seeks to employ (Palinkas et al., 2023). The sample size in this study must be at least five to ten times the number of indicators employed in order for the study to have excellent validity (Rachmawati et al., 2023) 184 participants are needed as samples for this study, which has 23 indicators in total (the result of the calculation of 23 indicators  $\times$  8). Based on these calculations, this study involved 184 community respondents in Purwokerto.

The study's sample consists of Purwokerto residents who have purchased and used Azarine sunscreen products at least once.

The analytical tool applied to evaluate the data in this study uses "Smart PLS Software version 3.0"

**RESEARCH RESULTS***Respondent Characteristics*

Table 2. Respondent Characteristics

<b>Identity</b>	<b>Information</b>	<b>Frequency</b>	<b>Presentase</b>
Total Purchase	1 time	30	16,3
	2 times	47	25,5
	> 2 times	107	58,2
Gender	Female	132	71,7
	Male	52	28,3
Age	16-20 years old	21	11,4
	21-25 years old	85	46,2
	26-30 years old	49	26,6
	>30 years old	29	15,8
Address	East Purwokerto	41	22,3
	West Purwokerto	54	29,3
	South Purwokerto	46	25,0
	North Purwokerto	43	23,4
Monthly Income	<Rp 1.000.000	29	15,8
	Rp 1.000.000 - Rp 1.500.000	57	31,0
	Rp 1.500.000 - Rp 2.000.000	49	26,6
	> Rp 2.000.000	49	26,6
Profession	Student	19	10,3
	College student	67	36,4
	Worker	98	53,3

The characteristics of respondents in the community in Purwokerto show that they have bought Azarine sunscreen products 1 time there are 30 respondents (16.3%), 2 times there are 47 respondents (25.5%), > 2 times there are 107 respondents (58.2%) and most of them are female as many as 132 respondents (71.7%), the largest age group in the range of 21-25 years as many as 85 respondents (46.2%), the largest address in West Purwokerto as many as 54 respondents (29.3%), 57 respondents (31.0%) reported having the greatest salary in the Rp 1,000,000–Rp 1,500,000 range, while 98 respondents (53.3%) reported having the highest level of occupation.

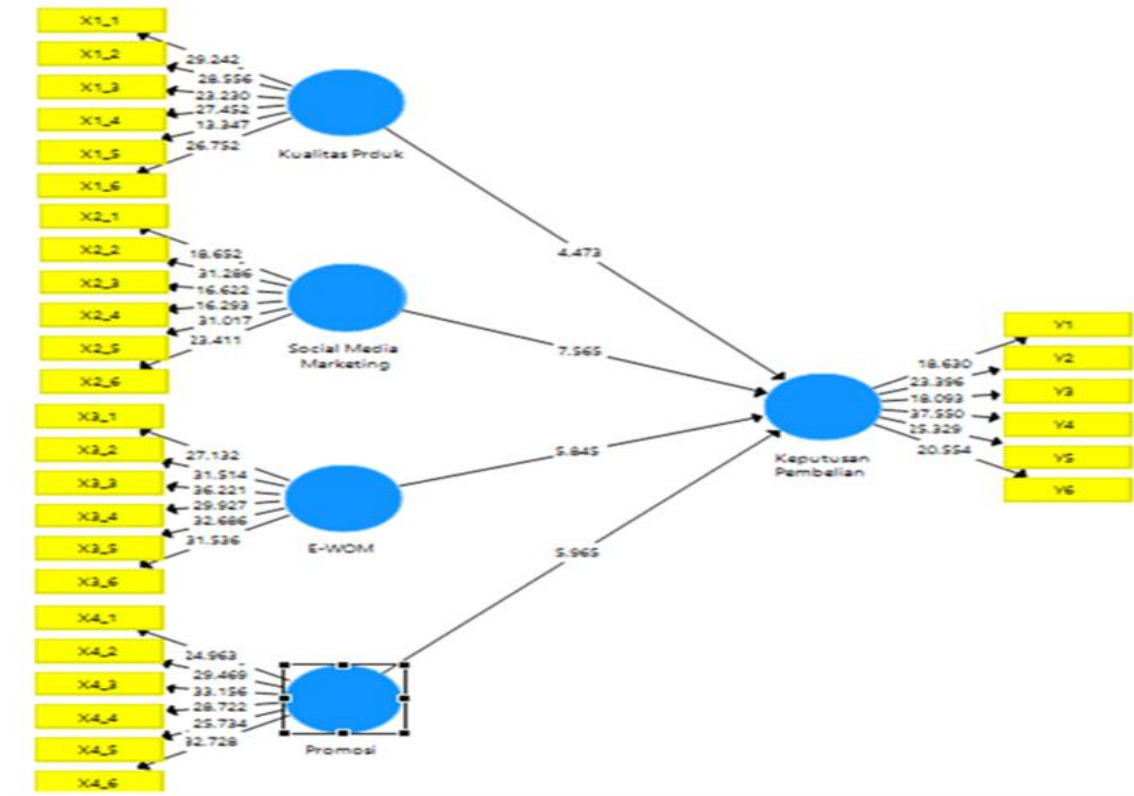


Figure 2. Findings From SEM PLS Analysis

The findings of the experiments in picture 2, where the inner model seeks to examine how social media marketing, E-WOM, promotions, and product quality affect customers' decisions to buy Azarine sunscreen products in Purwokerto.

Table 3. Outer Loadings Test

Variable	Item	Run 1	Run 2
<b>Product Quality (X1)</b>	X1.1	0.874	0.834
	X1.2	0.896	0.809
	X1.3	0.871	0.785
	X1.4	0.826	0.795
	X1.5	0.856	0.731
	X1.6	0.828	0.815
<b>Social Media Marketing (X2)</b>	X2.1	0.875	0.729
	X2.2	0.885	0.811
	X2.3	0.866	0.744
	X2.4	0.871	0.710
	X2.5	0.869	0.811
	X2.6	0.839	0.787
<b>E-WOM (X3)</b>	X3.1	0.890	0.805
	X3.2	0.898	0.818
	X3.3	0.894	0.868

	X3.4	0.930	0.831
	X3.5	0.862	0.819
	X3.6	0.917	0.828
<b>Promotion (X4)</b>	X4.1	0.901	0.791
	X4.2	0.903	0.830
	X4.3	0.892	0.825
	X4.4	0.900	0.828
	X4.5	0.891	0.792
	X4.6	0.882	0.817
<b>Purchase Decision (Y)</b>	Y1	<b>Rejected</b>	0.757
	Y2	0.801	0.790
	Y3	0.791	0.768
	Y4	0.727	0.797
	Y5	0.759	0.792
	Y6	0.801	0.787

From the table above, it can be concluded that in running 1 there is one indicator that has a validity value  $< 0.7$ , namely variable Y1 (0.559), so running 2 must be conducted. In the outer loadings test of running 2, all variables have values  $> 0.7$ , so all indicators can be considered valid and meet the requirements for further testing (Hair et al., 2022).

Table 4. Test of Construct Reliability and Validity

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extraced (AVE)
<b>Product Quality (X1)</b>	0.909	0.915	0.929	0.686
<b>Social Media Marketing (X2)</b>	0.873	0.874	0.904	0.612
<b>E-WOM (X3)</b>	0.885	0.897	0.912	0.633
<b>Promotion (X4)</b>	0.899	0.903	0.922	0.633
<b>Purchase Decision (Y)</b>	0.859	0.864	0.895	0.587

We may infer that the variables in this study are deemed credible because the testing table above shows that the variables of product quality, social media marketing, E-WOM, promotions, and purchase choices have values  $> 0.7$ . Additionally, it can be inferred from the above table that the validity of this study is good because the AVE values for the variables of product quality, social media marketing, E-WOM, promotions, and purchase choices have values  $> 0.05$  (Sarstedt et al., 2023).

Table 5. Fornell-Larcker Discriminant Test

Variable	E-WOM (X3)	Purchase Decision (Y)	Product Quality (X1)	Promotion (X4)	Social Media Marketing (X2)
E-WOM (X3)	0.828				
Purchase Decision (Y)	0.393	0.782			
Product Quality (X1)	0.059	0.355	0.796		
Promotion (X4)	0.052	0.436	0.132	0.814	
Social Media Marketing (X2)	0.188	0.551	0.188	0.193	0.766

The AVE values for each construct in the above table are E-WOM (0.828), purchase decision (0.782), product quality (0.796), promotion (0.814), and social media marketing (0.766), according to the results of the Fornell-Larcker discriminant validity test. The correlations between constructs are lower than these values. As a result, it has been established that every concept in the model is substantially distinct and satisfies the requirements for discriminant validity. This suggests that these constructs are reliable and suitable for more research (Sarstedt et al., 2023).

Table 6. R-Square Test

	R Square	R Square Adjusted
Purchase Decision (Y)	0.547	0.537

The following table displays the Adjusted R Square value, which shows how much the independent factors influence the dependent variable. The Adjusted R Square value in this investigation is 0.537. Consequently, the factors in this study can be said to have an impact (Beckker et al., 2024).

Table 7. Model Fit

	Saturated Model	Estimated Model
SMSR	0.064	0.064
d_ULS	1.933	1.933
d_G	0.735	0.735
Chi-Square	731.890	731.890
NFI	0.786	0.786

The results of the fit model show that the SMSR value for both models, both the Saturated Model and the Estimated Model, is 0.064, indicating a good model fit as this value is relatively small. The same d\_ULS and d\_G values for both models are 1.933 and 0.735 respectively, indicating consistency in the distance calculations between the estimated model and the saturated model. A Chi-Square

of 731.890 indicates a difference between the model and the data, but this value should be considered alongside other indices. The NFI value of 0.786 suggests that the model has a fairly good fit. Overall, these results indicate that the estimated model fits the data sufficiently well, although it is not perfect, and can be used for further analysis (Dijkstra & Henseler, 2024).

Table 8. Hypothesis Test

Hypothesis	Original Sampel (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic	P Values	Keterangan
Product Quality (X1) > Purchase Decision (Y)	0.222	0.229	0.050	4.437	0.000	Accepted
Social Media Marketing (X2) > Purchase Decision (Y)	0.394	0.394	0.052	7.565	0.000	Accepted
E-WOM (X3) > Purchase Decision (Y)	0.289	0.291	0.049	5.845	0.000	Accepted
Promotion (X4) > Purchase Decision (Y)	0.316	0.312	0.053	5.965	0.000	Accepted

The original value of the sample on product quality (0.222), social media marketing (0.394), E-WOM (0.289), and promotion (0.316) shows a positive direction and the P values for product quality, social media marketing, E-WOM, and promotion (0.000) < 0.05 indicate that Ha is accepted. Therefore, it can be concluded that the variables of product quality, social media marketing, E-WOM, and promotion have a positive influence on purchasing decisions (Chin et al., 2022).

**DISCUSSION**

According to the findings of the study, which employed the Smart PLS analysis tool version 3.0 to ascertain how the four factors – product quality, social media marketing, E-WOM, and promotion – affect consumers' decisions to buy Azarine sunscreen products in the Purwokerto region.

The results of the study show that decisions to buy are positively impacted by product quality. It has been shown that the primary determinant of purchase decisions is product quality. Customers view Azarine as a regional brand that can live up to their expectations with its lightweight formula, superior protection, and affordable prices. This is in line with the theory of consumer behaviour, which holds that people's attitudes and preferences before making a purchase may be influenced by their impressions of the quality of the goods. When selecting Azarine

sunscreen, people prioritise factors such performance, features, and product design. These results support the conclusions of the study Firdausa (2023), and Kridaningsih (2023) indicates that purchase decisions are positively impacted by product quality.

The results of the study show that social media marketing influences decisions to buy in a favourable way. Social media marketing techniques have also been successful in raising brand recognition and engagement. The use of platforms like Instagram and TikTok, as well as collaborations with influencers, can create an active and loyal online community for Azarine. Visual content, education, and two-way interaction between the brand and consumers strengthen emotional connections while providing relevant information. This supports the theory that social media marketing can serve as an external stimulus that stimulates consumer affective and cognitive aspects, thereby encouraging purchasing decisions. This research aligns with studies conducted by Permatasari & Hidayat (2023) and Ramadhani & Zaini (2023) explaining that social media marketing has a positive influence on purchasing decisions.

The study's findings demonstrate that E-WOM influences decisions to buy in a favourable way. E-WOM is becoming one of the most important considerations when making a purchase. Before making a purchase, consumers are depending more and more on user experiences, reviews, and testimonials. Trust and faith in the Azarine product are fostered by the review's breadth, polarity of opinions, and intensity. These findings support earlier research by Rahayu & Cahyani (2023) and Abadi & Hawa (2024), which explains that E-WOM has a positive influence on purchasing decisions. This phenomenon suggests that the opinions and experiences of other consumers can serve as an important reference.

The study's findings suggest that promotions influence consumers' decisions to buy. The promotions carried out by Azarine, such as discounts, bundling, and collaborations with influencers, have also proven to be effective in increasing consumer buying interest. Promotions not only encourage purchases in the short term but also strengthen the brand's position in consumers' minds. The information conveyed through promotions is capable of persuading and psychologically influencing consumers, in accordance with the indicators of promotion in marketing theory. These findings corroborate the findings of studies by Sari & Purwanto (2022) and Nabilah & Anggrainie (2022), which demonstrate that promotions positively impact consumers' decisions to buy.

## **CONCLUSION AND RECOMMENDATIONS**

Four hypotheses were examined based on the study's findings: promotions, social media marketing, electronic word-of-mouth (E-WOM), and product quality. All of these hypotheses were approved. This study demonstrates that advertising, social media marketing, electronic word-of-mouth (E-WOM), and product quality all positively influence Purwokerto customers' decisions to buy Azarine sunscreen. Product quality is the main factor that shapes consumer perception and trust, while digital marketing strategies and E-WOM strengthen engagement and build trust through reviews and online interactions. Appropriate promotions also prove to be effective in stimulating purchase interest. Based on these findings, it is

recommended that companies continue to improve product quality, optimize marketing strategies on social media, actively manage E-WOM, and design innovative promotions to maintain and enhance consumer loyalty.

#### **ADVANCED RESEARCH**

This study has several limitations that could serve as a basis for the development of future research. One of the limitations lies in the geographical scope, which is restricted to the Purwokerto area, making the generalization of findings to a broader population less representative. In addition, the independent variables used in this study are limited to product quality, social media marketing, electronic word of mouth (E-WOM), and promotions, without considering other variables that may also influence consumer purchase decisions, such as brand trust, customer satisfaction, and price perception (Suwandi & Anggraini, 2022). Four hypotheses were examined based on the study's findings: promotions, social media marketing, electronic word-of-mouth (E-WOM), and product quality. All of these hypotheses were approved. This study demonstrates that advertising, social media marketing, electronic word-of-mouth (E-WOM), and product quality all positively influence Purwokerto customers' decisions to buy Azarine sunscreen.

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