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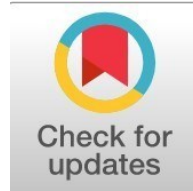
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Digital Marketing and Product Quality Shape Perfume Purchase Decisions

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Abstract

General Background: In the era of Industry 4.0, digital marketing has become a transformative force that reshapes how businesses communicate and engage with consumers. **Specific Background:** Within Indonesia's perfume industry, local brands such as SAFF & Co face growing competition and rely heavily on digital strategies to build brand awareness and influence consumer behavior. **Knowledge Gap:** However, limited research has explored how digital marketing and perceived product quality simultaneously affect consumer purchase intention in the context of local perfume brands. **Aims:** This study aims to analyze the effect of digital marketing and perceived product quality on purchase intention for SAFF & Co perfume in Surabaya. **Results:** Using a quantitative approach with 100 purposively selected respondents and multiple linear regression analysis, the findings reveal that both digital marketing and perceived product quality have a significant positive effect on purchase intention, with digital marketing having a stronger influence ($R^2 = 0.409$). **Novelty:** This study highlights the dominance of digital marketing as a driver of purchase intention in the local perfume sector, emphasizing its role in creating virtual consumer experiences where sensory evaluation is limited. **Implications:** The results imply that effective digital marketing strategies and consistent product quality are essential for enhancing consumer trust and purchase intention in digital marketplaces.

Highlights:

- Shows digital marketing's strong influence on perfume purchase intention.
- Identifies product quality as a key factor strengthening consumer trust.
- Reveals digital engagement explains 40.9% of purchase intention variance.

Keywords: Digital Marketing, Product Quality, Purchase Intention, Consumer Behavior, Perfume Industry

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Introduction

Digital technology has evolved to the point where it has changed consumer behavior and the way businesses operate. Digital technology has evolved to the point where it has changed consumer behavior and the way businesses operate[1]. The Internet has become more important to economic activities, especially marketing, than just a tool for information and communication. Digital marketing allows businesses to target consumers more precisely and create more

personalized interactions through the use of social media, e-commerce platforms, and websites. Previous research has shown that digital marketing can increase brand awareness [2].

Purchase intention is an important part of consumer behavior research because it represents a consumer's motivation and willingness to purchase a product[3]. Actual purchase behavior is often considered to be based on purchase intention, which is influenced by many factors, including product quality, perceived value, brand image, and advertising strategy[4] [5]. Purchase intention is especially important in the digital context because the interaction between the consumer and the product is often indirect and does not involve a physical experience [6] [7].

Perceived quality is therefore important in areas where sensory experiences such as smell and texture cannot be directly presented through digital means. In this case, product quality is considered important[8]. Consumers' perceived quality is influenced by information, brands, reviews, and marketing communications if they cannot evaluate the product before purchasing. Positive quality perceptions will promote purchase intentions, while negative quality perceptions can make it difficult for consumers to make a decision [9] [10].

Indonesia's perfume industry is an example. Today, the demand for perfume has increased significantly. According to a report by CNBC Indonesia's research magazine, the demand for perfume has increased significantly by up to 300%, especially among young consumers using social media and e-commerce[11] [12]. Local brands have an opportunity to compete with international rivals by using digital marketing strategies and improving the perception of product quality. SAFF & Co, a local perfume brand founded in 2019, has positioned itself in the market by using digital marketing and maintaining product quality as its main strategies[13].

Digital marketing has become an important method to reach a larger audience. Product quality has a significant impact on consumer purchase intention [14] [15]. Previous studies have examined these factors in sectors such as skincare, fashion, and SMEs, but the local perfume industry has received little attention. Indeed, consumers' perceptions of longevity, scent, and packaging design all influence their decision to purchase perfume. The purpose of this study is to determine how digital marketing and perceived product quality influence the purchase intention of SAFF & Co perfume in Surabaya. In addition, this study provides theoretical contributions to the field of digital marketing and provides[16].

Method

This study used quantitative methodology with association design to examine the impact of digital marketing and perceived product quality on consumer purchase intention. The study was conducted in Surabaya and targeted consumers of the local perfume brand SAFF & Co.

1. Population and Sample

The individuals participating in the survey had purchased or were aware of SAFF & Co. perfumes. Using purposive sampling technique, respondents were selected based on the primary criterion of having participated in SAFF & Co. digital marketing promotions. The final sample size consisted of one hundred respondents according to the Slovin formula.

2. Data Collection

A structured questionnaire using a Likert scale was used to collect primary data. This scale is suitable for measuring research variables because it is clear and easy to use. A score of 1 indicates a response of “strongly disagree”, while a score of 5 indicates a response of “strongly agree”.

3. Data Analysis

In this study, association statistics analysis was performed using Statistical Package for the Social Sciences, also known as SPSS. Association statistics are used to determine whether two or more variables are related to each other. Association analysis aims to determine the relationships or effects between variables present in the data. SPSS method was used to analyze the data over multiple stages:

- Validity Test and Reliability Test to ensure instrument accuracy and consistency.
- Multiple Linear Regression Analysis to assess the effect of digital marketing and perceived product quality on purchase intention.
- t-test (partial test) to determine the significance of individual variables.
- F-test (simultaneous test) to evaluate the combined influence of independent variables.
- Coefficient of Determination (R^2) to measure the explanatory power of the independent variables on the dependent variable.

Result and Discussion

A. Validity and Reliability Test

The validity test results demonstrated that all items for Digital Marketing (X_1), Perceived Product Quality (X_2), and Purchase Intention (Y) met the criteria, as the correlation coefficient values (r -count) exceeded the critical r -table value of 0.195. Reliability analysis also verified the internal consistency of the instruments, with Cronbach's Alpha values above 0.7 (Digital Marketing = 0.938; Perceived Product Quality = 0.899; Purchase Intention = 0.861). Therefore, the questionnaire employed in this research was considered both valid and reliable.

B. Normality and Multicollinearity Test

Normality was tested using the Kolmogorov-Smirnov (K-S) method. The analysis produced an Asymp. Sig. (2-tailed) value of 0.200, exceeding the 0.05 threshold. This indicates that the regression model satisfies the normality assumption, meaning the residuals are normally distributed and parametric statistical tests are appropriate for further analysis.

Table 1. Multicollinearity

Variable	Tolerance Value	VIF
DM	0,903	1,107
PPQ	0,903	1,107

The results of the multicollinearity test (Table 1) indicate that both Digital Marketing (DM) and Perceived Product Quality (PPQ) have tolerance values of 0.903 and VIF values of 1.107. As these values meet the required criteria (tolerance > 0.10 and VIF < 10), it can be confirmed that multicollinearity is absent, and the regression model is appropriate for further analysis.

C. Multiple Linear Regression Analysis

Table 2. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		t count	Sig
	B	Std. Error		
Constant	8.655	2.529	3.423	<0,001
DM	0,291	0,043	6.729	<0,001
PPQ	0,141	0,063	2.252	0,27

The regression model obtained was:

$$Y = 8.655 + 0.291 (X_1) + 0.141 (X_2)$$

This equation shows that both digital marketing and perceived product quality have a positive effect on purchase intention. The regression coefficient for digital marketing (0.291) indicates a stronger influence compared to perceived product quality (0.141).

D. t-Test Results

Table 3. t-Test

Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	8.655	2.529		3.423	.001
DM	.291	0.043	.558	6.729	.000
PPQ	.141	.063	.185	2.252	.027

The partial test results revealed that digital marketing significantly influenced purchase intention (It = 6.792, Sig < 0.001), while perceived product quality also significantly influenced purchase intention (t = 2.252, Sig = 0.027). These findings suggest that both independent variables play an important role, with digital marketing being the dominant factor in shaping consumer purchase intention.

F. Test Results

Table 4. F-Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1277.270	2	638.635	33.623	<0,001 ^b
Residual	1842.440	97	18.994		
Total	3119.710	99			

The simultaneous test produced an F-value of 33.623, which is greater than the F-table value of 3.09, with a significance level of less than 0.001. This confirms that digital marketing and perceived product quality collectively have a significant influence on purchase intention

G. Coefficient of Determination (R²)

Table 5. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.640 ^a	.409	.397	4.358

The coefficient of determination was 0.409 (40.9%), indicating that digital marketing and perceived product quality explained 40.9% of the variance in purchase intention, while the remaining 59.1% was influenced by other factors not included in this model, such as price, brand image, or peer recommendations.

Conclusion

The effect of digital marketing and perceived product quality on consumers' purchase intention toward SAFF & Co perfume in Surabaya was examined in this research. Research shows that digital marketing offers significant benefits, demonstrated by online advertising, social media engagement and effective digital campaigns in attracting consumer interest. Despite lower product quality, positive contributions through scent differentiation, longevity and attractive packaging enhance consumer confidence. Together, these two variables contribute 40.9% of the variation in purchase intention, demonstrating their role as important factors in making purchase decisions. In summary, digital marketing plays a significant role in influencing consumers' purchase intention, while perceived product quality plays an additional role, reinforcing consumer confidence.

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