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The Effect of Digital Promotion and *Brand Awareness* on Purchasing Decisions on Scarlett Whitening *Skincare* Products (Study on TikTok Shop User Students at FEB UNM)

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ARTICLE INFO	ABSTRACT
  * Corresponding author. E-mail addresses: nuratifaaa25@gmail.com (N. A. S. Johnson).	In the digital era with the internet that is increasingly developing like today with the sophistication of this technology, it has a major effect on consumer behavior. Digital promotion has become one of the main strategies in marketing efforts to reach consumers who are increasingly connected online. Meanwhile, brand awareness remains an important aspect in shaping consumer perceptions of brands and products. The purpose of this study is to ascertain how Scarlett Whitening product purchasing decisions are influenced by digital promotion and brand awareness among students at Makassar State University's Faculty of Economics and Business. The study's population consisted of 70 enrolled students from Makassar State University's 2020 class in the Faculty of Economics and Business. A questionnaire was used to obtain the data. Multiple linear regression analysis utilizing the Statistical Product and Service Solution (SPSS) is the data analysis method employed. The study's findings suggest that digital promotion partially has a positive and significant effect on Purchasing Decisions. Brand Awareness partially has a positive and significant effect on Purchasing Decisions. Meanwhile Digital Promotion and Brand Awareness simultaneously have a positive and significant effect on Purchasing Decisions.

1. INTRODUCTION

In the digital era with the growing internet as it is today, the utilization of virtual entertainment is progressively boundless and has a major influence on consumer behavior. In view of overview information from the APJII (Finaka & Nurhanisah, 2023) noted that internet penetration in Indonesia reached 77.02% and was at 80% in 2022-2023 with a population of 215.63 million people from an all out populace of 275.77 million individuals The web is an aspect of primary needs because many things can be done from learning, communicating to shopping online. Therefore, business people must understand, be able to, and master digital marketing related to the digital economy (Hartono et al., 2018). In the face of highly competitive competition, every company must strive to attract, win the hearts and sympathies of potential customers so that they are willing to buy the products offered by the company (Prabawa, 2022).

With the current sophistication of the internet and technology, one of the popular online shopping platforms is TikTok, which contains informative content that has content creators such as cooking tutorials, vlogs, parodies, and beauty product reviews with video durations of 15 seconds to 3 minutes. On the other hand, skincare products are a trend for many people who want to maintain and care for the beauty of their skin. So

the most popular thing for content creators to do is review skincare products. In this situation, skin beauty companies must pay attention and know what consumers need so that they can be superior to competitors of similar companies selling beauty products in Indonesia. One of the quickest developing neighborhood magnificence brands in Indonesia is Scarlett Whitening By Felicya Angelista. In view of a review (Joan, 2022) business information Scarlett Whitening's sales are top with market share of 11.32% and total sales exceeding Rp40.9 billion in the April-June 2022 period. The brand offers a range of skincare products that claim to effectively brighten and keep your skin smooth. Observing a many skincare products on the two strengths possessed by the brand to continue to survive and compete with other skincare business players. The problem that Scarlett Whitening is currently facing is surviving amid many similar types of skincare that are popping up on TikTok.

Based on a survey quoted from (Sadya, 2022), it states that almost a percentage of people make purchasing decisions for skin care products. Purchasing decisions are decisions choices made by customers on an item or service through the process of assessing and searching for brand data to consider how different brands can solve the problem of customer needs and ultimately decide on the brand chosen (Maesyaroh, 2022). Purchasing decisions are an important aspect of marketing to determine consumer behavior. However, obtaining success in the skincare industry today does not only depend on the actual quality of the product itself but also a importance of promotion and brand awareness.

Network infrastructure technology is progressing so that the need for large capacity is also increasing, and technology is developing to meet these needs (Amalia et al., 2021). Increasing technology and information Scarlett Whitening uses TikTok media in advancing its marketing strategy, one of which is creating video content containing product promotions. Promotion is one of the important factors in shaping consumer perceptions about a product or brand. According to (Basri et al., 2023) Promotion is all activities that aim to convey or communicate a item or service to the objective market. This is to provide information about features, benefits, and other important things as well as to change attitudes or encourage potential consumers to make a decision to buy the product or service. In the context of online sales using the TikTok Shop platform, digital promotion can be done through short videos by collaborating or endorsing using influencers to reach Scarlett Whitening's target market. Digital promotion is a long-term result of advertising and marketing carried out by companies to promote products by utilizing digital technology as a means of introducing products to consumers (Kiran & Arumugam, 2020). According to Fadillah et al., (2020) One aspect of digital marketing is digital promotion, which makes use of digital media to familiarize products with customers so that they can participate directly or indirectly.

To increase product sales, Scarlett Whitening created a strategy by looking at other problems that arise, for example when digital promotional content is at a low level when promoting new products. Brand awareness has a significant role in the consumer buying process. The target market is more likely to select a product over its rivals if they have a higher level of brand awareness fot that product or brand. According to (Uuyun & Dwijayanti, 2022) Brand awareness is something that can help the brand match what the company wants or expects, by creating customer familiarity through the brand, and showing commitment to it. Brand awareness plays an important role in purchasing decisions by consumers, since customers will quite often purchase items that are natural and better know. One of a things that can be done to increase brand awareness is by means of brand recognition and brand recall (Basri et al., 2023). Scarlett Whitening creates a tagline to build consumer brand awareness of its products by using the tagline "Reveal Your Beauty" to encourage someone to be more confident and show the best version of themselves. In this case, the level of brand awareness of Scarlett Whitening can be an important factor in attracting TikTok Shop users to make purchases.

The author selected 2020 students from Makassar State University's Faculty of Economics and Business to participate in this study. Researchers see from several factors that students have a busy lifestyle because they are active in academic and social activities so that lack of sleep and irregular eating patterns can cause skin problems such as dull faces and cause acne. Proven from survey data (Zab, 2023) states that 57.6% of Indonesian women of generation Z have problems with their facial skin. In addition, college students are very fond of opening the TikTok application to see reviews of skincare products that they need.

Scarlett Whitening is now continuing to carry out its strategic tactics in the TikTok Shop media, along with the emergence of similar skincare product competitors. Especially among students who want to have healthy skin. Thus, the title has piqued the interest of researchers "The Effect of Digital Promotion and Brand Awareness on Purchasing Decisions on Scarlett Whitening Skincare Products (Study on TikTok Shop User Students at FEB UNM)".

2.   RESEARCH METHOD

Design of Research. Using approaches from descriptive analysis, this research employs a quantitative methodology. The information gathered from the responses to the questionnaire provided to the 2020 class of Makassar State University Faculty of Economics and Business respondents constitutes the primary data source.

Population and Sample. The demographics studied consisted of students of the Faculty of Economics and Business, Makassar State University class of 2020 who are TikTok Shop users. By using the formula (Hair et al., 2014) Then the scale of the sample can be determined by multiplying the indicator 14 by 5, so the sample is 14x5 = 70. The sample used in this study was taken as many as 70 respondents. Sample selection method using non-probability with purposive sampling technique with the characteristic of being an active student of the 2020 FEB UNM class, purchasing at least once Scarlett products at TikTok Shop, and using Scarlett Whitening facial care products. Data was collected by distributing questionnaires to TikTok Shop user students at FEB UNM. Each variable has question items based on indicators, namely digital promotion has 10 items, brand awareness variables have 8 items, and purchasing decision variables have 10 question items. Measurement of respondents' responses to each of these variables using a Likert scale, namely responses strongly agree worth 5, responses agree worth 4, responses agree enough worth 3, responses disagree worth 2, and responses strongly disagree worth 1.

Analysis Technique. This research was tested using an instrument test, namely the validity test and reliability test. The analysis methods that will be used in this study include: classical assumption test (normality test, multicollinearity test, and heteroscedasticity test), multiple linear regression analysis, t test, F test, and R^2 test.

3.   RESULTS AND DISCUSSIONS

From distributing questionnaires conducted to TikTok Shop users from active students of the 2020 class of Faculty of Economics and Business, Makassar State University, there are several characteristic of respondents such as study program, gender, number of purchases and type of product. The following is a description of the respondent data obtained.

Table 1. Characteristics Of Study Program

Study Program	Total	Presentation
Management	15	21.4%
Economic Education	8	11.4%
Development Economics	7	10.0%
Digital Business	3	4.3%
Entrepreneurship	5	7.1%
Accounting Education	12	17.1%
Accounting	12	17.1%
Diploma Accounting	8	11.4%
Total	70	100%

Source: Primary data processed 2023

Characteristics of Respondents Based on Study Program. In light of Table 1 above, it shows that the characteristics of the study program are dominated by students of the Management study program as many

as 15 respondents or 21.4%. This is because the Management study program has the largest number of students at the Faculty of Economics and Business, Makassar State University.

Table 2. Characteristics of Gender

Gender	Total	Presentation
Male	5	7.1%
Female	65	92.9%
Total	70	100%

Source: Primary data processed 2023

Characteristics of Respondents Based on Gender. In light of Table 2 above, it shows that the majority who bought Scarlett Whitening products in this study were dominated by women as many as 65 respondents or 92.9%. This is because female students are more caring and concerned about skin health. It is concluded that Scarlett Whitening buyers in students who are respondents in this study are mostly female.

Table 3. Characteristics of The Number of Purchases

Purchase Quantity	Total	Presentation
1 time	14	20.0%
2-3 times	36	51.4%
>3 times	20	28.6%
Total	70	100%

Source: Primary data processed 2023

Characteristics of Respondents Based on Number of Purchases. In light of Table 3 above, it shows that respondents in the characteristics of the number of purchases are dominated by purchases 2-3 times. With the intensity of repeat purchases, it shows that Scarlett Whitening products are suitable for the needs of students.

Table 4. Characteristics of Product Type

Product Type	Total	Presentation
Body Lotion	27	38.6%
Facial Serum	15	21.4%
Body Scrub	18	25.7%
Facial Wash	10	14.3%
Total	70	100%

Source: Primary data processed 2023

Characteristics of Respondents Based on Product Type. In light of Table 4 above, it shows that respondents on the characteristics of the type of product are dominated by body lotion as many as 27 respondents as much as 38.6%, which means that body lotion products are mostly purchased by students of the Faculty of Economics and Business, Makassar State University.

Table 5. Result of Validity Test

Variables	Question Item	r- Count	r-Table	Description
Digital Promotion (X1)	Item 1	0.714	0.235	Valid
	Item 2	0.570	0.235	Valid
	Item 3	0.621	0.235	Valid
	Item 4	0.685	0.235	Valid
	Item 5	0.574	0.235	Valid
	Item 6	0.459	0.235	Valid
	Item 7	0.788	0.235	Valid
	Item 8	0.562	0.235	Valid
	Item 9	0.710	0.235	Valid
	Item 10	0.490	0.235	Valid
Brand Awareness	Item 1	0.736	0.235	Valid

Variables	Question Item	r- Count	r-Table	Description
(X2)	Item 2	0.600	0.235	Valid
	Item 3	0.663	0.235	Valid
	Item 4	0.771	0.235	Valid
	Item 5	0.798	0.235	Valid
	Item 6	0.590	0.235	Valid
	Item 7	0.736	0.235	Valid
	Item 8	0.456	0.235	Valid
	Item 1	0.751	0.235	Valid
	Item 2	0.667	0.235	Valid
	Item 3	0.780	0.235	Valid
	Item 4	0.816	0.235	Valid
Purchase Decision (Y)	Item 5	0.802	0.235	Valid
	Item 6	0.770	0.235	Valid
	Item 7	0.797	0.235	Valid
	Item 8	0.481	0.235	Valid
	Item 9	0.451	0.235	Valid
	Item 10	0.452	0.235	Valid

Source: SPSS Processed Results, 2023

Validity Test. In light of Table 5 above, it shows that all question items from the digital promotion, brand awareness, and purchasing decisions have an r-count > r-table value, so it tends to be stated that all question items are valid and can be used.

Table 6. Result of Reliability Test

Variables	Cronbach's Alpha
Digital Promotion (X1)	0.818
Brand Awareness (X2)	0.813
Purchase Decision (Y)	0.765

Source: SPSS Processed Results, 2023

Reliability Test. In light of Table 6 above, it shows that the variables of digital promotion, brand awareness, and purchasing decisions have a Cronbach's alpa value > 0.60 so one might say that all thing estimations for every variable from the survey are reliable.
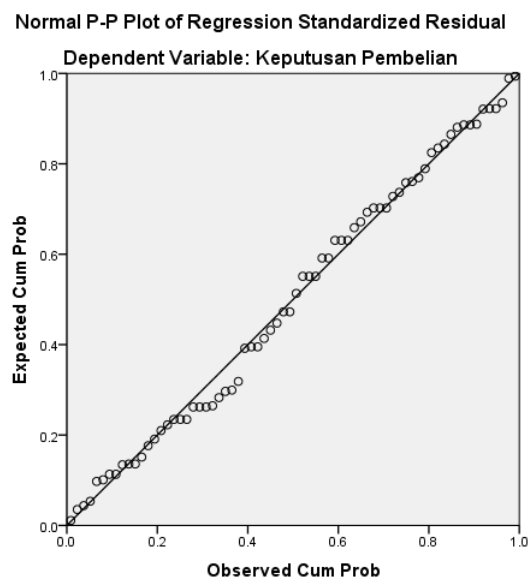

Figure 1. Normality Test Results
Source: SPSS Processed Results, 2023

Normality Test. The normality test in this study was carried out by analyzing the p-Plot graph to determine whether the residuals resulting from the regression model were normal or not. A decent regression model is to has a normal or close to normal data distribution. normality can be recognized by taking a gander at the circulation of data of interest on the inclining pivot of the chart or by checking out at the histogram of the residuals. Considering p-Plot graph in Figure 1, it shows the distribution of points around the regression line and follows the direction of the regression line, it can be concluded that the regression model is normally distributed.

Table 7. Result of Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Digital Promotion	.195	5.125
	Brand Awareness	.195	5.125

Source: SPSS Processed Results, 2023

Multicollinearity Test. In this study, it is done by looking at the Tolerance value greater than 0.1 and the Variance Inflation Factor (VIF) value smaller than 10.00 in the regression model to determine whether there is a correlation between the independent variables. In light of Table 7, it shows that the digital promotion and brand awareness variables have a VIF value of 5.125 < 10.00 and a Tolerance value of 0.195 > 0.1, which means that there is no correlation and there are no symptoms of multicollinearity between the independent variables in the regression model.
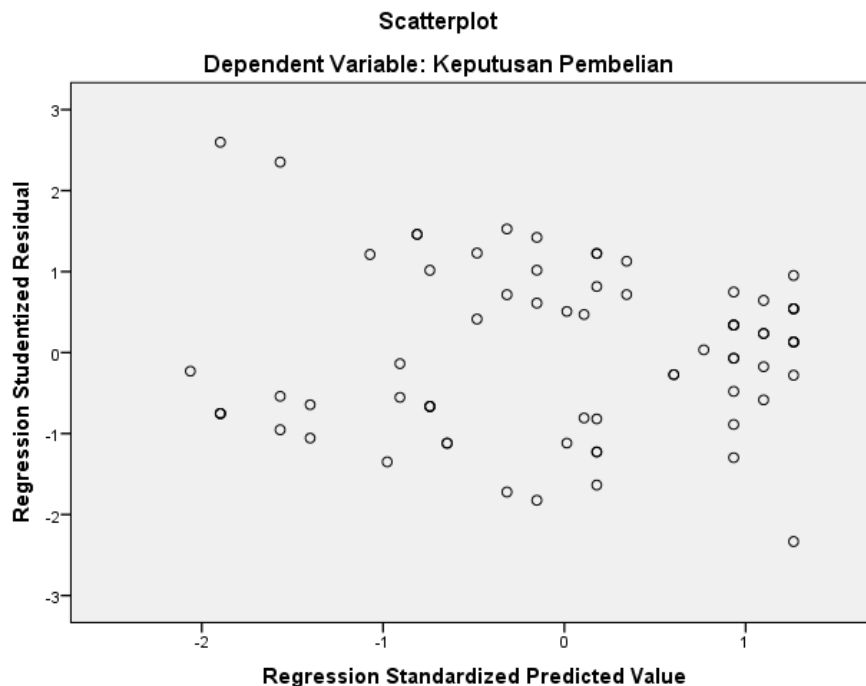

Figure 2. Results of Heteroscedasticity Test
Source: SPSS Processed Results, 2023

Heteroscedasticity Test. In this review, it is done by looking at the presence or absence of certain patterns in the scatterplot graph to prover whether in the regression model there is an inequality of variance from the residuals of one observation to another. If the difference from the residual starting from one observation to another is constant, it is called homoscedasticity and if the variance occours inequality is called heteroscedasticity. In light of Figure 2 above, it cab be seen that the distribution of points (data) does not

form a certain pattern and spreads above and below the number 0. So it can be concluded that there are no symptoms of heteroscedasticity in the residuals of the regression model.

Table 8. Result of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	23.261	4.598		5.059	.000
	Digital Promotion	1.422	.424	1.496	3.356	.001
	Brand Awareness	1.167	.496	1.049	2.354	.022

Source: SPSS Processed Results, 2023

Multiple Linear Regression Analysis. In this study, multiple linear regression analysis was used to determine how much influence digital promotion and brand awareness have on purchasing decisions. Based on data analysis using multiple linear regression calculations with the SPSS program, In light of Table 8 above, the multiple linear regression equation $Y = 23{,}261 + 1{,}422X_1 + 1{,}167X_2$ is obtained. This means that from this equation, the constant value of 23.261 means that if the Digital Promotion and Brand Awareness variables are not considered, the purchase decision will only be worth 23.261 points. The value of variables $X1$ and $X2$ is positive with a value for each variable of 1.422 and 1.167, which shows that the portion of each variable on the dependent variable has a positive and significant effect.

Table 9. Result of Partial (t) Test

Model		T	Sig.
1	(Constant)	5.059	.000
	Promosi Digital	3.356	.001
	Brand Awareness	2.354	.022

Source: SPSS Processed Results, 2023

Partial (t) Test. The t test was carried out with the aim of finding out the effect of each independent variable, namely Digital Promotion and Brand Awareness on dependent variable, namely Purchasing Decisions. Decision making in the t test is by using a significance value of 0.05 and a t-table of 1.996. In light of Table 9 above, it shows that the Digital Promotion variable obtained a t-count of 3.356 > t-table of 1.996. And the significance value is 0.001 < 0.05. So it can be concluded that H1 is accepted. Thut it is concluded that digital promotion partially has a significant effect on purchasing decisions for Scarlett Whitening skincare products for students of the FEB UNM. This means that if digital promotion is improved, this will increase consumers' purchasing decisions to purchase Scarlett Whitening products. The results of this study are in line with research conducted by (Irfanudin et al., 2022) with the title The Effect of Brand Awareness and Promotion on Product Purchasing Decisions (Case Study of PT Kreasi Mas Indah) which states that Promotion has a positive and significant influence on purchasing decisions.

In Table 9 brand awareness variable explains that the t-count is 2.354 > t-table of 1.996. And the significance value is 0.022 < 0.05. So it can be concluded that H2 is accepted. Thut it is concluded that brand awaraness partially has a significant influence on purchasing decisions. That is, the higher the brand awareness of a product, the higher the consumer confidence to decide to purchase Scarlett Whitening products. The results of this study are also in line with several previous studies, one of which is research conducted by (Basri et al., 2023) The Effect of Brand Awareness and Promotion on Car Purchasing Decisions at Carmudi.Co.Id which states that the brand awareness variable has a positive and significant effect on purchasing decisions.

Table 10. Result of Simultaneous (F) Test

Model		F	Sig.
1	Regression	13.349	.000[b]
	Residual		
	Total		

Source: SPSS Processed Results, 2023

Simultaneous (F) Test. The F test is used to determine the effect together or simultaneously between the independent variables, namely the Digital Promotion variable and the Brand Awareness variable on the dependent variable Purchasing Decision. Decision by sight F test is by using a significance value of 0.05 and F-tabel of 3.13. In light of Table 10 above, the F-count value (13.349) > F-tabel (3.13) with a significance value of 0.000 < 0.05, it can be concluded that H3 is accepted. It can be concluded that digital promotion and brand awareness simultaneously have a significant influence on purchasing decisions. then producers must be able to maintain the quality of digital promotions and brand awareness so that purchasing decisions do not decrease by increasing digital promotions to reach a wider range of consumers through digital media so as to create brand awareness in consumers.

Table 11. Result of the Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.534[a]	.285	.264	2.48335

Source: SPSS Processed Results, 2023

Coefficient of Determination Test. used to see determine how much the contribution value of the influence of the independent variables, digital promotion and brand awareness on the dependent variable, purchasing decisions. In light of Table 11 above that the R Square value is 0.285 or 28.5%, explains the percentage effect of the influence of the Digital Promotion and Brand Awareness variables on Purchasing Decisions is said to be still weak because it only has 28.5%. While the remaining 71.5% is explained by other variables not included in this research model.

Managerial Implication

1) Promosi Digital promotion partially has a positive and significant effect on purchasing decisions on Scarlett Whitening skincare products for students at the Faculty of Economics and Business, Makassar State University. This means that if digital promotion is increased, it will increase consumer purchasing decisions to buy Scarlett Whitening products. Given the many market rivals faced by the Scarlett company, it is better if the company maintains and increases the scope of digital promotions through all existing digital platforms by providing interesting content such as providing discounts and information that is easily understood by all market segments, especially in the student market segment. Always look for new ways to deliver brand messages with continuous innovation in terms of the latest TikTok trends and features. And form a creative team that can understand the latest trends so that they continue to produce interesting and relevant content. In this way, it is expected to attract purchasing decisions, especially in the student market segment which uses a lot of digital media in its social life.

   The results of this study are in line with research conducted by Irfanudin et al. (2022) with the title The Effect of Brand Awareness and Promotion on Product Purchasing Decisions (Case Study of PT Kreasi Mas Indah) which states that Promotion has a positive and significant influence on purchasing decisions.

2) Brand awareness partially has a positive and significant effect on purchasing decisions on Scarlett Whitening skincare products for students at the Faculty of Economics and Business, Makassar State University. This means that the higher the brand awareness of a product, the higher the consumer confidence to decide to buy Scarlett Whitening products. Therefore, companies should further improve and expand the reach of brand awareness on digital platforms with the aim that consumers are more familiar with the logo of Scarlett and also encourage consumers to make Scarlett their first choice. In this way, the company can increase quality, interesting and relevant content for the target audience. Then increase collaboration with influential influencers on social media in order to help introduce brands that may not have known the brand before. And interact with the audience because a quick response as well as active interaction through comments or live streaming can build greater brand awareness.

   The results of this study are also in line with several previous studies, one of which is research conducted by Basri et al. (2023) The Effect of Brand Awareness and Promotion on Car Purchasing

Decisions at Carmudi.Co.Id which states that the brand awareness variable has a positive and significant effect on purchasing decisions.

3) Digital promotion and brand awareness simultaneously have a positive and significant influence on purchasing decisions for Scarlett Whitening products for students of the Faculty of Economics and Business, Makassar State University. It must be possible for Scarlett Whitening to continue producing high ads of digital promotions and brand awareness so that purchasing decisions do not decline by improving product quality in accordance with consumer needs and the ability of consumer purchasing power by adjusting prices to suit market segments.

According to Afriliani et al. (2022) study, "The effect of brand awareness and promotion on consumer purchasing decisions for Lifebuoy soap in patumbak kampung village, patumbak sub-district," brand awareness and promotion simultaneously have a positive and significant effect on decisions made by consumers. The findings of this study are

4.   CONCLUSION

Based on the results of this study, it can be concluded that (1) Digital promotion partially has a positive and significant effect on purchasing decisions for Scarlett Whitening skincare products. (2) Brand awareness partially has a positive and significant effect on purchasing decisions for Scarlett Whitening skincare products. (3) Digital promotion and brand awareness simultaneously have a positive and significant effect on purchasing decisions for Scarlett Whitening skincare products.

Based on the above, the following suggestions can be made for this study: (1) For business units, may want to take this into account in order to expand the reach of their digital promotions across all of the currently available digital platforms. This can be achieved by offering informative content that is engaging and simple enough for all target audiences to understand, particularly the student market segment. (2) For future researchers, may consider other variables in order to get a bigger picture of the problem being studied.

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