THE INFLUENCE OF LOYALITY AND CONSUMER DISERE TO PURCHASING DESIFION OF LINE PRODUK SCARLETT WHITENIG BRAND

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A B S T R A C T

This research is motivated by the constraints and constraints of consumers of Scarlett Whitening brand products in deciding to purchase these products which are influenced by the choice of various product lines, selection of Scarlett Whitening product distributors, delivery duration, namely timeliness of delivery and problematic payment methods. The aim of this research is to find out "This has an impact on buyers' loyalty and tastes regarding purchasing choices for Scarlett Whitening brand products which consist of 4 sub-variables, product line, dealer, delivery duration and payment method. The research method used was a descriptive survey, the sample size was 60 respondents, the sampling technique used the quota sampling method and the method for determining the sample was incidental. This research found that individually consumer loyalty and taste (X) have a very large influence on purchasing choices consisting of 4 sub variables, choice of product line (Y1), dealer (Y2), delivery duration (Y3) and payment method (Y4) . Simultaneously, consumer loyalty and taste have a positive and significant influence on purchasing choices. However, the results of the coefficient of determination test (R2) of the independent variable influence the dependent variable with a value of 38%, meaning that the remaining 62% in this study is influenced by other variables that have not been studied.
Keywords: Loyalty; appetite; product line; distributor; delivery duration; payment method; purchasing decision

INTRODUCTION

Marketing in practice requires a strategy, including digital marketing practices, this also requires a method or strategy in the long term to reach consumers, especially consumers in the loyal category, who ultimately develop an appetite for a product which is a basic need for every consumer.

Every action includes different attitudes, perceptions and opinions, this reflects the behavior of every human being. In this case, it is behavior related to consumer behavior. For example, someone who has a proportional and adequate income is able to follow the lifestyle that is currently developing in society. This allows it to be adjusted to suit individual tastes. Appearance is a lifestyle that is paid attention to by every character, every man and woman. They want the best appearance. This can be done with treatments using various existing cosmetic brands. In this way, it can support their perfect appearance when they are outside. There are various cosmetic brands that can beautify your appearance by carrying out various treatments, one of which is the Scarlett Whitening cosmetic brand which has 3 product lines, namely facial care, body care and hair care.

A person who has chosen a cosmetic product for if he is satisfied with the cosmetic, will make repeated purchases, in this case a routine purchase, can be said to be loyal to that product. "Loyalty is a positive attitude that consumers give to a company towards products or services so that consumers will come to buy or use products or services from that company" (Rabbani et al., 2022, p. 166). According to Masadah, consumer loyalty can be defined as a deep dedication to continuously repurchase or repurchase selected services or products in the future, thus leading to repetition of the same symbol or purchase of the same brand series (Kuswinton et al., 2023).

An activity carried out by someone in purchasing a good or service. If the goods match the perception that he hopes will make the purchase and the product has use value and the design of the product is attractive to consumers, it can be said that he has an appetite for the product. This is in line with the opinion "Taste is a person's activity in purchasing goods or services" (Hendrarini & Parsudi, 2020)). From the opinion above, it is in accordance with the results of observations of Scarlett Whitening brand users that: Consumers who are loyal and have a taste for a particular brand can be caused by the quality of a product which triggers a feeling of wanting to make a repeat purchase or the

product used by consumers is the best brand ever used by them. consumer. Thus, consumer loyalty and taste influence the decision to purchase a product.

As a result of the observations above, the problem phenomena found regarding consumer loyalty and decisions with previous research conducted by other researchers are: the influence of customer loyalty on consumers' purchasing decisions. Mixue Makassar has a positive and significant effect (Anastasia et al., 2023), the influence of brand, trust and Consumer loyalty towards purchasing decisions for Emina products among management study program students at the UNIPA Surabaya Faculty of Economics has a positive and significant influence(Fatimah Putri Anggraini & Christina Menuk Srihandayani, 2020), the influence of product quality and product design on purchasing decisions has a positive and significant influence (Suari et al., 2019).. The above phenomenon is related to the opinion that states: "Consumer loyalty, also called customer loyalty, is a behavior that expresses customers' routine purchases, based on decision-making units, a person's loyalty to a product"(Rabbani et al., 2022, p. 165).

Then he also mentioned that loyal customers will consistently buy the product even though they have many alternative choices, in line with the following opinion: "Loyal customers will also buy the same product even though there are many other alternative choices. Several research results explain that a good relationship between producers and consumers will be able to increase consumer loyalty, so that they do not switch to other products" (Anastasia et al., 2023). In consumer loyalty, it is also stated "Consumer or customer loyalty is a form of customer loyalty to the new product or service being offered and can be interpreted as meaning that the product or service is able to meet consumer needs" (Wydyanto & Rafqi Ilhamalimy, 2021).

Various kinds of cosmetic brands on the market from each brand are predicted to have consumers who are loyal to that brand, including Scarlett Whitening brand cosmetic products. Cosmetics under the Scarlett Whitening brand are beauty care products produced in Indonesia, by PT. Motto Beringin is located in Bogor, founded by Felicya Angelista since 2017. One of the brands launched by PT. Beringin Abadi's motto is Scarlett Whitening is a line of beauty products that focuses on brightening and maintaining healthy skin. The products include facial care, body care and hair care. The products it produces are registered with BPOM.

Scarlett Whitening brand beauty care products are intended for men and women aged 12-40 years. Any profession can use it, from doctors, students, teachers, employees and others. Scarlett Whitening brand beauty care products are available offline and online with varying prices adjusted to each product line.

Scarlett Whitening brand beauty care products are marketed predominantly online via e-commerce sites using the Shopee, Tokopedia, Lazada, Facebook, Instagram and web platforms. Scarlett Whitening brand cosmetic products are virally discussed on social media, especially as they are endorsed by many influencers and public figures. The impact of advertising promotions given to the public so that consumers can get to know the details of the Scarlett Whitening brand. Scarlett whitening brand cosmetic products will become popular in 2022, this is reflected in high sales. It can be seen that users will reach 23.8 billion users in 2022, as shown in the picture below, the Scarlett Whitening brand product is the market leader, in other words, the ruler of beauty product brands.

Below, sales data for Scarlett Whitening products and two main competitors are presented, namely:

Figure 1. Sales Data for Scarlett Whitening Products in 2022 and Main Competitors

Source: https://compas.co.id/article/penjualan-produk-kecantikan/
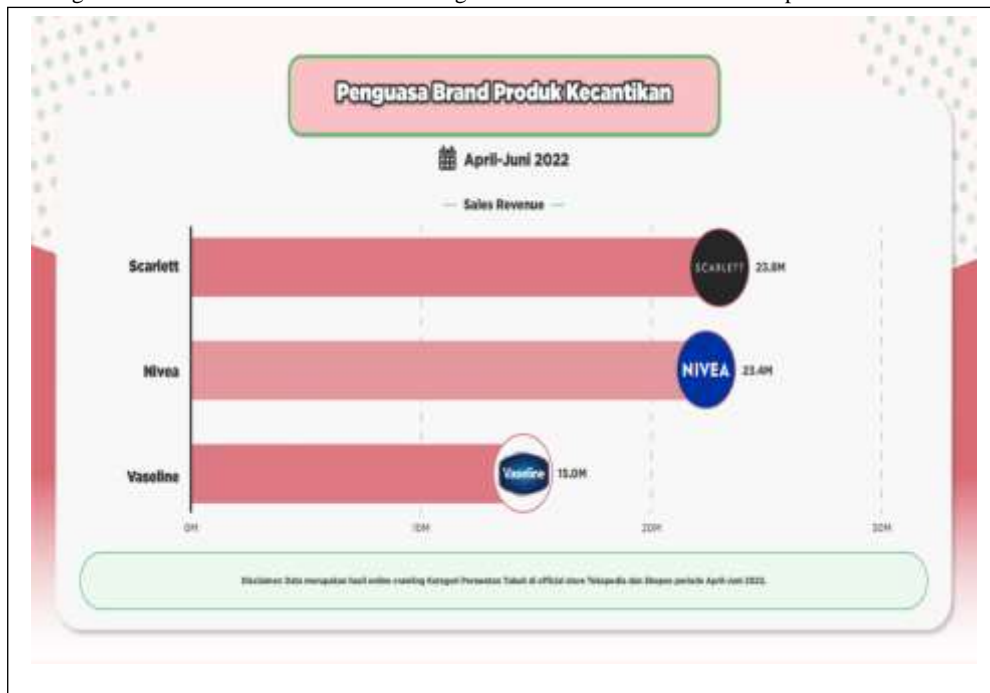
Based on Figure 1.1, Scarlett product sales data in 2022, is in first position with a total of 23.8 billion users, followed by the Nivea brand with 23.4 billion users and in third position is the Vaseline brand with 15.0 billion users. In this case, Scarlett brand products are the dominant beauty product brands in the April-June 2022 period. Consumers of Scarlett whitening brand beauty care products are local and international people, especially South Korea and France. This, introduced through Paris Fashion Week 2022, Scarlett collaborated with Fashion brands to take part in the Gekrafs (National Creative Economy Movement) Fashion Show which was held on March 6 2022 at The Westin Paris Vendome, which was organized by the CEO of Fashion Divison, EO, namely Wulan S . Haryono (https://bit.ly/3TYy0hk). Apart from that, the brand ambassador for Scarlett whitening products comes from South Korea, namely Song Jong Ki (https://bit.ly/49EONM0).

According to researchers' observations, the phenomenon, consumer scarlett whitening, is widely used by Baubau Polytechnic students. This is known from students who are consumers of scarlett whitening who buy the product more than 1 time, 2 times, 3 times and even so on. For this reason, students who buy more than 3 times or more are said to be consumers who are loyal and have an appetite for their products.

According to previous research, customer loyalty has a positive and significant influence on purchasing decisions (Anastasia et al., 2023) and consumer tastes have a positive and significant influence on purchasing decisions (Ningtias et al., 2022). However, there is research that has no effect, namely consumer loyalty has no effect on purchasing decisions (Dumula et al., 2023) and research on consumer tastes has no effect on purchasing decisions (Malinda, 2019).

Based on the explanation above, Scarlett Whitening branded beauty care products are known nationally and internationally in South Korea and France and have many consumers and have made consumers loyal and appetizing because they meet consumers' expectations and include 3 product lines, namely facial care, skin care body and hair care. This product line has made consumers fanatical about Scarlett Whitening brand care products. However, consumer preferences for the Scarlett Whitening brand are still constrained by the choice of product line, supplier, delivery duration and payment method.

METHODOLOGY

This research uses descriptive research, namely research that describes by providing an objective description of the phenomenon of loyalty and consumer tastes regarding purchasing decisions for the Scarlett Whitening brand product line. Meanwhile, the method used in this research is a descriptive survey, namely research that uses samples from a population, then analyzed using statistics. This type of research data, namely primary data, means data obtained directly from the field

(Sugiyono, 2020, p. 9). The population is all consumers of Scarlett Whitening brand cosmetic products, namely active students of the Baubau Polytechnic from 2020-2023 who are not known for certain and have purchased and used Scarlett Whitening brand cosmetic products more than three times.

The sampling technique/method used by the quota method can be described as a technique/method for determining samples from a population with special characteristics, so that the target number (quota) can be achieved. The sample required for this research was 60 respondents. The way to determine the sample in this research is incidental sampling, namely determining the sample based on chance. Meanwhile, data collection methods use observation, questionnaires and interviews. The research period will be from June – August 2024 at Baubau Polytechnic. The research instrument in the study used a questionnaire distributed to each class at Baubau Polytechnic. Then, after data collection was completed, the questionnaire was processed online using the SPSS (Statistical Package For The Social Science) program online. Data analysis techniques in this research are validity test, reliability test, classic assumption test (normality test and heteroscedasticity test), multiple linear analysis test, t test, f test and coefficient of determination test.

RESULTS AND DISCUSSION
Validty Test
Validity test to test the validity of the instrument before the research is carried out by distributing questionnaires to respondents. The significant level is 5% using SPSS software. A statement is said to be valid if the calculated r_value exceeds the r_table value at a significance level of 0.05, following the results of the validity test:

Table 1. Validity Test Results for Consumer Loyalty and Taste Variables (X)

Variabel	r Hitung	r Tabel	Information
Consumer Loyalty and Taste (X)			
X.1	0,781	0,254	Valid
X.2	0,772	0,254	Valid
X.3	0,802	0,254	Valid
X.4	0,763	0,254	Valid
X.5	0,791	0,254	Valid
X.6	0,810	0,254	Valid
X.7	0,784	0,254	Valid
X.8	0,805	0,254	Valid
X.9	0,759	0,254	Valid
X.10	0,694	0,254	Valid
X.11	0,703	0,254	Valid
X.12	0,702	0,254	Valid
X.13	0,715	0,254	Valid

Source: Processed Primary Data, 2024

Based on table 1, the results of the validity test for the loyalty and consumer taste variables, namely, all statements for the loyalty and consumer taste variables are completely valid, because r count > r table.

Tabel 2. Validity Test Results of Product Line Choice Purchase Decision Variables (Y1)

Variabel	r Hitung	r Table	Information
product line selection purchasing decisions (Y1)			
Y1.1	0,619	0,254	Valid
Y1.2	0,770	0,254	Valid
Y1.3	0,805	0,254	Valid
Y1.4	0,905	0,254	Valid
Y1.5	0,865	0,254	Valid
Y1.6	0,879	0,254	Valid
Y1.7	0,838	0,254	Valid
Y1.8	0,859	0,254	Valid

Source: Processed Primary Data, 2024

Based on table 2, the results of the validity test for the product line choice purchasing decision variable, namely the statement for the product line choice purchasing decision variable, are entirely valid, namely the calculated r value > r table.

Table 3. Validity Test Results for Buying Decision Variables through Suppliers (Y2)

Variabel	r Hitung	r Tabel	Information
Purchasing Decisions through Distributors (Y2)			
Y2.1	0,768	0,254	Valid
Y2.2	0,810	0,254	Valid
Y2.3	0,906	0,254	Valid
Y2.4	0,894	0,254	Valid
Y2.5	0,903	0,254	Valid
Y2.6	0,807	0,254	Valid
Y2.7	0,805	0,254	Valid
Y2.8	0,815	0,254	Valid

Source: Processed Primary Data, 2024

Based on table 3, the results of the validity test for the decision variable to buy through a dealer, namely the statements for the variable for the decision to buy through a dealer are all valid, because the calculated r value > r table.

Table 4. Validity Test Results for Purchase Decision Variables according to Delivery Duration (Y3)

Variabel	r Hitung	r Tabel	Information
Keputusan Membeli sesuai Durasi Pengiriman (Y3)			
Y3.1	0,793	0,254	Valid
Y3.2	0,838	0,254	Valid
Y3.3	0,792	0,254	Valid
Y3.4	0,810	0,254	Valid
Y3.5	0,849	0,254	Valid
Y3.6	0,775	0,254	Valid

Source: Processed Primary Data, 2024

Based on table 4. The results of the validity test of the purchasing decision variable according to the delivery duration, namely the statement for the purchasing decision variable according to the delivery duration is completely valid, the calculated r value > r table is obtained.

Table 5. Validity Test Results for Purchase Decision Variables via Payment Method (Y4)

Variabel	r Hitung	r Tabel	Information
Purchase Decision via Payment Method (Y4)			
Y4.1	0,607	0,254	Valid
Y4.2	0,871	0,254	Valid
Y4.3	0,850	0,254	Valid
Y4.4	0,857	0,254	Valid
Y4.5	0,842	0,254	Valid
Y4.6	0,705	0,254	Valid

Source: Processed Primary Data, 2024

Based on table 5, the results of the validity test of the purchasing decision variable via payment method, namely the statement for the purchasing decision variable via payment method, is entirely valid, because the calculated r value > r table.

Reliability Test

Reliability tests are carried out to determine the consistency and stability of each research instrument carried out. A variable is considered reliable if it has a value. A variable is said to be reliable if it has a Cronbach alpha value > 0.6. The results of calculating the reliability coefficient value for this research are:

Table 6. Reliability Test Results

| Variabel	Item	Cronbach Alpha	Reliability	Information
Consumer loyalty and taste (X)	13	0,936	0,6	Reliabel
Product line choice purchasing decisions (Y1)	8	0,930	0,6	Reliabel
Purchasing decisions through dealers (Y2)	8	0,936	0,6	Reliabel
Purchasing decisions according to delivery duration (Y3)	6	0,890	0,6	Reliabel
Purchase decisions via payment method (Y4)	6	0,880	0,6	Reliabel

Source: Processed Primary Data, 2024

In relation to Table 6, the results of the reliability test, namely the results of the reliability test, the reliability coefficient value is > 0.6, so the indicator or variable questionnaire is declared reliable.

Classical Assumption Test
Normality Test

       The normality test is used to test whether the independent variable and dependent variable meet a normal distribution. To find out, use the PP chart. Plots. On the PP Plot graph the data will be normally distributed, check by looking at the distribution of data (points) on the diagonal axis of the graph. Below are the results of the normality test for purchasing decision variables which consist of four sub-variables, namely:

Figure 2. Normality Test Results for Purchase Decision Variables for Product Line Choices (Y1), Purchase Decisions via Channels (Y2), Purchase Decisions according to Delivery Duration (Y3) and Purchase Decisions via Payment Method (Y4)
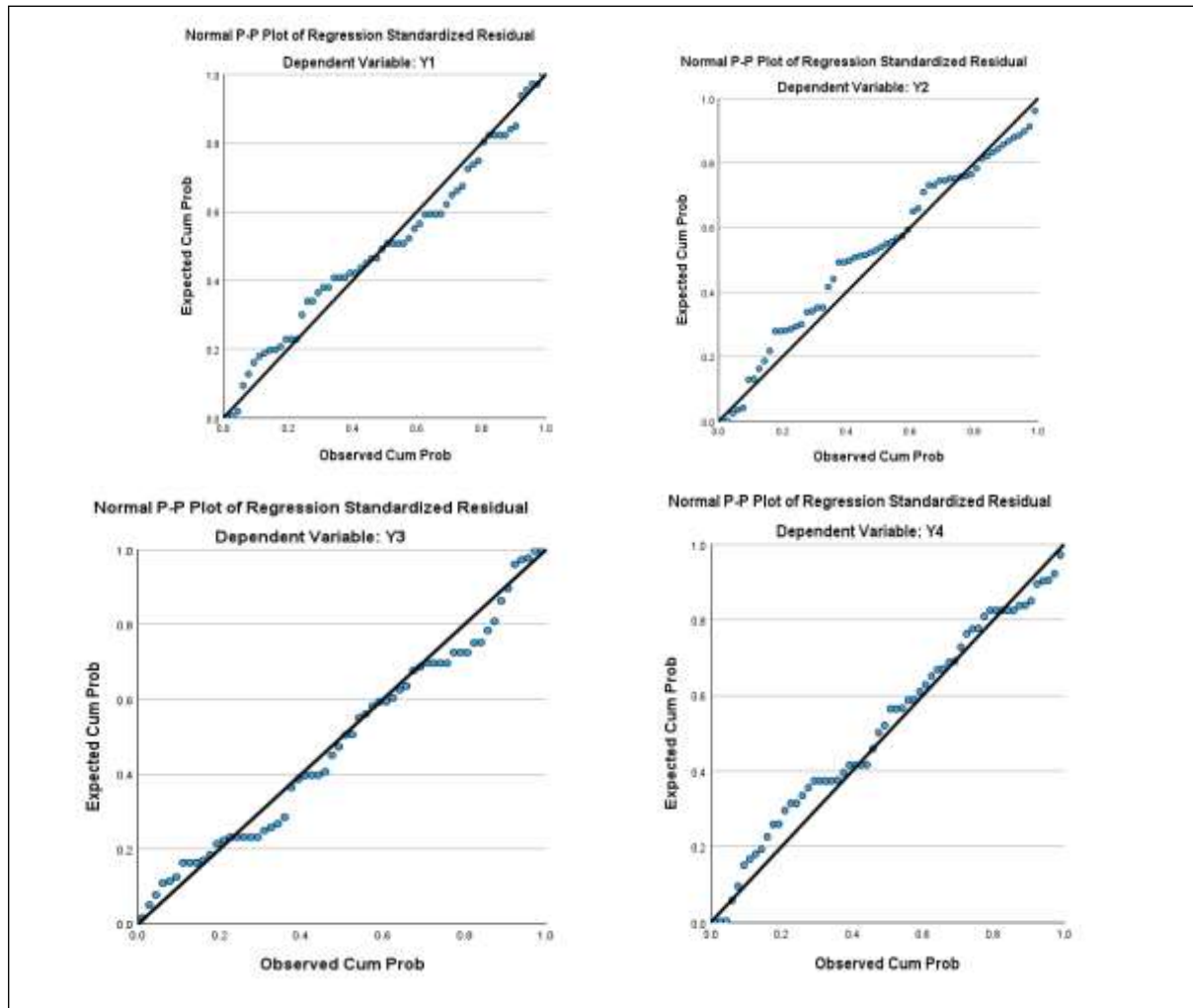
Source: Data processed with SPSS 29.0, 2024

       From Figure 2, the results of the normality test for the purchasing decision variable for product line choice (Y1), the decision to buy through a dealer (Y2), the decision to buy according to delivery duration (Y3) and the decision to buy via payment method (Y4), can be seen that the data is spread around the diagonal axis where The data (points) follow the diagonal axis, so that the regression model is normally distributed.
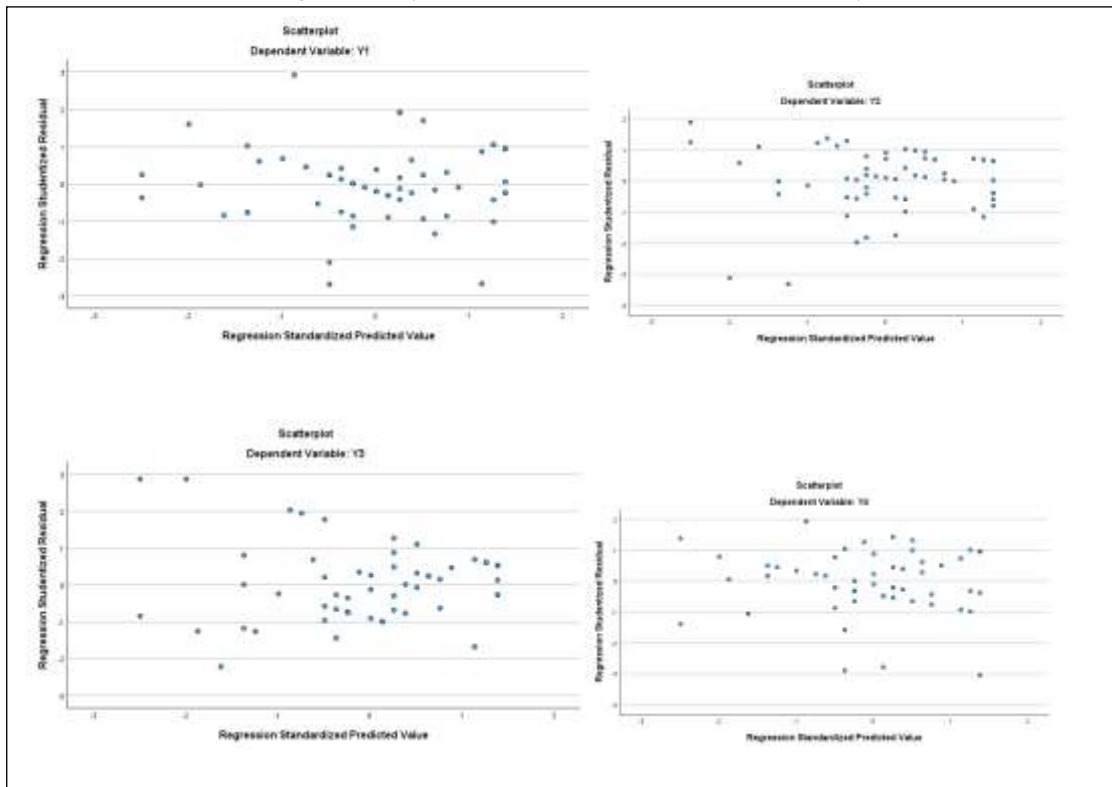
Heteroscedasticity Test

       The regression model used in the research can be seen from the inequality of variance of the residual observations carried out using the heteroscedasticity test. Data processing uses SPSS, the basis for decision making used is that if there is no clear pattern and the distribution of data (dots) is spread above and below the number 0 on the Y axis then heteroscedasticity does not occur and vice versa.

       Below are the results of the normality test for the purchasing decision variable which consists of four sub-variables, namely the decision to purchase product line choices (Y1), the decision to

purchase through a dealer (Y2), the decision to purchase according to delivery duration (Y3) and the decision to purchase via payment method (Y4), can be explained as follows:

Figure 3. Heteroscedasticity Test Results
Dependent Variable: Purchase Decision on Product Line Choices (Y1), Purchase Decision via the Supplier (Y2),
Purchase Decision according to Delivery Duration (Y3) and Purchase Decision via Payment Method (Y4)

Source: Data processed with SPSS 29.0, 2024

Based on Figure 4.5 Heteroscedasticity test on the variable purchase decision choice of product line (Y1), purchase decision through a distributor (Y2), purchase decision according to delivery duration (Y3), purchase decision through payment method (Y4), it can be seen that the data does not form a clear pattern, the data (points) spread above and below the number 0 on the Y axis, thus there is no heteroscedasticity.

Multiple Linear Analysis Test

Test simultaneously or together the two variables, namely variable (X) consumer loyalty and tastes and (Y) purchasing decisions consisting of four sub-variables, namely (Y1) purchasing decisions for product line choices, (Y2) purchasing decisions through distributors, (Y3) purchasing decisions according to delivery duration and (Y4), purchasing decisions through payment methods, can be explained in the following table:

Table 7. Multiple Linear Analysis Results

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
Y1	(Constant)	12,471	3,062		4,073	<,001
	Loyalty and consumer tastes	0,374	0,056	0,658	6,660	<,001
Y2	(Constant)	22,694	4,452		5,098	<,001
	Loyalty and consumer tastes	0,219	0,082	0,332	2,677	0,010
Y3	(Constant)	14,784	2,290		6,456	<,001
	Loyalty and consumer tastes	0,214	0,042	0,555	5,083	<,001
Y4	(Constant)	16,399	2,721		6,026	<,001
	Loyalty and consumer tastes	0,165	0,050	0,398	3,306	0,002

Source: Processed data from SPSS, 2024

Based on Table 7. The results of multiple linear analysis, the value used is the standardized coefficient based on the value of Std. Error value, a linear equation is made as follows:

Y1 = a + b X

    = 12,471 + 0,374 X

Based on the linear regression equation data above, the results are presented as follows: The constant value is 12.471, meaning that if there is no change in the independent variable (the value of X is 0), the value of the dependent variable (Y1) is 12.471. The coefficient value of the regression variable X (consumer loyalty and taste) is 0.374, which is positive, so that if consumer loyalty and taste increase by 1 value, the decision to purchase product line choices will increase by 0.374.

Y2 = a + bx

    = 22,694 + 0,219X

Based on the results of the linear regression equation, it can be seen as follows: The constant value is 22.694, meaning that if there is no change in the independent variable (the value of X is 0), the value of the dependent variable (Y2) is 22.694. The coefficient value of the regression variable X (consumer loyalty and taste) is 0.219, which is positive, so that if consumer loyalty and taste increase by 1 value, the decision to buy through a distributor will increase by 0.219.

Y3 = a + bx

    = 14,784 + 0,214X

Based on the results of the linear regression equation, it can be seen as follows: The constant value is 14.784, meaning that if there is no change in the independent variable (the value of X is 0), the value of the dependent variable (Y3) is 14.784. The coefficient value of the regression variable X (consumer loyalty and taste) is 0.214, which is positive, so that if consumer loyalty and taste increase by 1 value, the decision to buy according to the delivery duration will increase by 0.214.

Y4 = a + bx

    = 16,399 + 0,165X

Based on the results of the linear regression equation, it can be seen as follows: The constant value is 16.399, meaning that if there is no change in the independent variable (the value of X is 0), the value of the dependent variable (Y4) is 16.399. The coefficient value of the regression variable X (consumer loyalty and taste) is 0.165 which is positive, so that if consumer loyalty and taste increase by 1 value, the decision to buy through the payment method will increase by 0.165.

Determination Coefficient Test

Test the coefficient of determination (R^2) to test how much influence the independent variable has on the dependent variable. Processing using SPSS software, can be explained in the table below:

Table 8. Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
Y1	$0{,}658^a$	0,433	0,424	3,452
Y2	$0{,}332^a$	0,110	0,095	5,018
Y3	$0{,}555^a$	0,308	0,296	2,581
Y4	$0{,}398^a$	0,159	0,144	3,067
Y5	$0{,}632^a$	0,399	0,388	2,743

Source: Processed data from SPSS, 2024

Based on table 8, the coefficient of determination test R^2 value, namely: The coefficient of determination test R^2, model Y1 in regression 0.424 means that 42% of purchasing decisions for product line choices can be explained by the independent variables of loyalty and consumer tastes, meaning that the remaining 58% is explained by other variables that have not been studied. Test the coefficient of determination R^2, model Y2 at regression 0.095 means that 9% of purchasing decisions through distributors can be explained by the independent variables of loyalty and consumer tastes, while the remaining 91% is explained by other variables studied. Test the coefficient of determination R^2, model Y3 regression padal 0.269 means that 26% of purchasing decisions according to delivery duration can be explained by the independent variables of loyalty and consumer tastes, while the remaining 74% is explained by the other variables studied. Test the coefficient of determination R^2, model Y4 regression padal 0.144 means that 14% of purchasing decisions through payment methods can be explained by the independent variables of loyalty and consumer tastes while the remaining 86%

is explained by the other variables studied. Test the coefficient of determination R2, model Y5 regression padal means that 38% of purchasing decisions for product line choices, distributors, delivery duration and payment methods can be explained by the independent variables of loyalty and consumer tastes while the remaining 62% is explained by the other variables studied.

Partial Test (t Test)

Tests carried out to determine the significance of the relationship between variables X and Y are called partial tests (t tests). The basis for making t test decisions, namely if the sign value <0.05 then X has an influence and vice versa and if the t value> t table then X has an influence and vice versa. The t test to determine whether variable X (consumer loyalty and taste) really affects variable Y (purchasing decisions), which consists of 4 sub-variables, namely purchasing decisions for product line choices (Y1), buying decisions through distributors (Y2), buying decisions according to delivery duration (Y3) and buying decisions through payment methods (Y4), can be seen in the following table:

Table 9. t-test results

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
Y1	(Constant)	12,471	3,062		4,073	<,001
	Loyalty and Consumer Taste	0,374	0,056	0,658	6,660	<,001
Y2	(Constant)	22,694	4,452		5,098	<,001
	Loyalty and consumer taste	0,219	0,082	0,332	2,677	0,010
Y3	(Constant)	14,784	2,290		6,456	<,001
	Loyalty and consumer tastes	0,214	0,042	0,555	5,083	<,001
Y4	(Constant)	16,399	2,721		6,026	<,001
	Loyalty and consumer tastes	0,165	0,050	0,398	3,306	0,002

Source: Processed data from SPSS, 2024

Based on Table 9, the t test results are: Hypothesis testing of consumer loyalty and taste (X) on purchasing decisions for product line choices (Y1), from the results of the calculations that have been carried out, the calculated t value is 6.660 ≥ t table 2.004 (t table value = n - k = 60 -5 = 55 and a significance value of 0.05 with a large significant level of 0.001 ≤ 0.05. Thus, Hypothesis I is accepted, loyalty and consumer tastes have a positive and significant effect on purchasing decisions for product line choices. Thus, Hypothesis I is accepted, loyalty and consumer tastes have a positive and significant effect on purchasing decisions for product line choices. Hypothesis testing of consumer loyalty and taste (X) on buying decisions through distributors (Y2). Regarding the results of the calculations that have been carried out, the calculated t value is 2.677 ≥ t table 2.004 (t table value = n - k = 60 -5 = 55 and a significance value of 0.05 with a large significant level of 0.010 ≤ 0.05. Thus, Hypothesis II is accepted. Thus, Hypothesis II is accepted. Loyalty and consumer tastes have a positive and significant effect on buying decisions through distributors. Hypothesis testing of consumer loyalty and taste (X) on purchasing decisions according to delivery duration (Y3), from the results of the calculations that have been carried out, the calculated t value is 5.083 ≥ t table 2.004 (t table value = n - k = 60 -5 = 55 and a significance value of 0.05 with a large significant level of 0.001 ≤ 0.05. This means that Hypothesis III is accepted, loyalty and consumer tastes have a positive and significant effect on purchasing decisions according to delivery duration. Hypothesis testing of consumer loyalty and taste (X) on buying decisions through payment methods (Y4), from the results of the calculations that have been carried out, the calculated t value is 3.306 ≥ t table 2.004 (t table value = n - k = 60 -5 = 55 and a significance value of 0.05 with a large significant level of 0.002 ≤ 0.05. This shows that Hypothesis IV is accepted, loyalty and consumer tastes have a positive and significant effect on purchasing decisions through payment methods.

Simultaneous Test (Test f)

The f test is to determine together or simultaneously the independent variables of loyalty and consumer tastes (X) affect the dependent variable, namely the purchase decision (Y) which consists of four sub-variables of purchasing decisions for product line choices (Y1), buying decisions through distributors (Y2), buying decisions according to delivery duration (Y3) and buying decisions through

payment methods (Y4). The hypothesis will be tested with a significance level of 5% or 0.05, the following f test results have been carried out, namely:

Figure 4. Results of the f test

	ANOVA[a]				
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	289.554	1	289.554	38.479	<,001[b]
Residual	436.446	58	7.525		
Total	726.000	59			
a. Dependent Variable: Y					
b. Predictors: (Constant), X					

Source: Data processed with SPSS, 2024

Based on Figure 4 The results of the f test, the calculated f value of 38.479 ≥ the f table value of 4.01 with a significant value of 0.001 ≤ a significant value of 0.05, thus the regression model can be used to explain the effect of loyalty and consumer tastes on purchasing decisions consisting of four sub-variables, namely purchasing decisions for product line choices, buying decisions through distributors, buying decisions according to delivery duration and buying decisions through payment methods or it can be said that the variables of loyalty and consumer tastes have a simultaneous or overall effect on purchasing decisions for product line choices, buying decisions through distributors, buying decisions according to delivery duration and buying decisions through payment methods.

The results of testing the H1 hypothesis show that loyalty and consumer tastes affect purchasing decisions for product line choices. This is evidenced by the level of significant value of the t test 0.001 ≤ 0.05. This means that consumers of scarlett whitening brand products make purchasing decisions on the scarlett whitening product line consisting of facial care, body care and hair care. These consumers, loyal and tasteful to scarlett whitening brand products and consumers decide to buy various scarlett whitening brand product lines with the assumption that consumers think the product is of high quality and meets the needs they buy. And these consumers feel satisfied, thus making loyal and tasteful consumers characterized by repeated purchases. The discussion of the results of this study is supported by the theory that states consumer loyalty, also called customer loyalty, is a behavior shown by customers with regular purchases, based on decision-making units, a person's loyalty to a product (Rabbani et al., 2022, p. 166). Furthermore, in line with the results of research which states that customer loyalty has a positive and significant effect on purchasing decisions (Anastasia et al., 2023). However, this research contradicts research which states that consumer loyalty has no effect on purchasing decisions (Dumula et al., 2023)

The results of testing Hypothesis H2 show that loyalty and consumer tastes affect purchasing decisions through distributors. Thus, the significant value of the t test is 0.010 ≤ 0.05. This means that consumers of scarlett whitening products make buying decisions through distributors because distributors are accessible to consumers, prices that can be reached by consumers, distributors of scarlett whitening products can provide the products consumers need and provide friendly and polite service. In this case, consumers of scarlett whitening products assume that consumers have an opinion regarding the suppliers of scarlett whitening products that can be reached so that consumers feel satisfied, thus making consumers loyal and tasteful by making sustainable purchases. The discussion of the results of this study is supported by the theory which states that customer loyalty is a behavior shown by customers by remaining continuously loyal / loyal to the products (goods and services) offered by a company (Kusuma et al., 2020, p. 217). Furthermore, in line with the results of research which states that consumer loyalty affects purchasing decisions (Fatimah Putri Anggraini & Christina Menuk Srihandayani, 2020). However, this research contradicts research which states that consumer loyalty has no effect on purchasing decisions. (Dumula et al., 2023)

The results of testing the H3 hypothesis show that loyalty and consumer tastes have a significant effect on purchasing decisions according to delivery duration. Here the significant value of the t test is 0.001 ≤ 0.05. This means that consumers of scarlett whitening brand products make buying decisions according to the duration of delivery because the estimated delivery time meets consumer expectations, namely exactly at the time set for the delivery schedule for scarlett whtening

products. In this case, consumers of scarlett whitening products assume that consumers think that the estimated delivery time meets consumer expectations and these consumers are satisfied, thus making consumers loyal and tasteful, characterized by consumer commitment to buying decisions consistently over a long time. The discussion of the results of this study is supported by the theory of consumer loyalty, which is that consumers are deeply committed to staying with the product consistently in the long term to make purchasing decisions for the selected product (Veronika & Nainggolan, 2022). Furthermore, in line with the results of research which states that which states that customer loyalty has a positive and significant effect on purchasing decisions (Anastasia et al., 2023). However, this research contradicts research which states that consumer loyalty has no effect on purchasing decisions (Dumula et al., 2023)

The results of testing the H4 hypothesis show that loyalty and consumer tastes have a significant effect on purchasing decisions through payment methods. This is evidenced by the significant results of the t test $0.002 \leq 0.05$. This means that consumers of scarlett whitening brand products make buying decisions because the payment method in purchasing scarlett whitenng products can be with COD (Cash On Delivery) or with a transfer system, the payments provided are practical and efficient. In this case, consumers of scarlett whitening brand products assume that consumers think that payments are made easily so that consumers of scarlett whitening products are loyal and tasteful characterized by consistent repeat purchases. The discussion of the results of this study is supported by theory, which states that consumer loyalty is a customer commitment to a brand, store or supplier based on a positive attitude which is reflected in consistent repeat purchases (Tjiptono, 2015, p. 387). Furthermore, in line with the results of research which states that consumer loyalty affects purchasing decisions (Fatimah Putri Anggraini & Christina Menuk Srihandayani, 2020). However, this research contradicts research which states that consumer loyalty has no effect on purchasing decisions (Dumula et al., 2023)

The results of testing the H5 hypothesis show that loyalty and consumer tastes have a joint or simultaneous and significant effect on purchasing decisions, namely purchasing decisions for product line choices, buying decisions through distributors, buying decisions according to delivery duration and buying decisions through payment methods. With an explanation of the level of significant value of the f test $0.001 \leq 0.05$. Scarlett whitening brand beauty care consumers who buy due to the impression, use value and shape of an attractive product that makes consumers buy repeatedly and regularly because these consumers are loyal and tasteful. Thus consumers who are loyal and tasteful towards a product will be fanatical about the decision to purchase a scarlett whitening brand product that they will buy due to a product line that provides consumer needs, the location of distributors that can be reached, product delivery according to delivery estimates and practical and efficient payment methods. This is in accordance with the theory of purchasing decisions, namely consumer decisions regarding preferences for brands in the set of choices, namely product line choices, buying decisions through distributors, buying decisions according to the duration of the judgment and buying decisions through payment methods (Kotler et al., 2022). This research is in line with research which states that consumer loyalty has a positive and significant effect on purchasing decisions (Anastasia et al., 2023) and research which states that consumer tastes have a positive and significant effect on purchasing decisions (Ningtias et al., 2022) and reject research stating that consumer loyalty has no effect on purchasing decisions (Dumula et al., 2023) as well as research stating that consumer tastes have no effect on purchasing decisions (Malinda, 2019)

Hasil dan pembahasan tidak dipisahkan dalam dua sub bab, namun dijadikan satu secara berurutan/sistematis. Hasil-hasil penelitian dan temuan harus bisa menjawab pertanyaan atau tujuan penelitian di bagian pendahuluan. Hasil penelitian harus didukung oleh data yang valid. Pergunakan referensi yang relevan untuk menguatkan pembahasan terhadap hasil penelitian yang ada. Penulisan sub judul pada bagian ini tidak perlu mencantumkan simbol huruf atau nomor.

CONCLUSION

Based on the problem formulation and data analysis that has been carried out, the researcher can conclude as follows: There is a positive and significant influence on consumer loyalty and tastes on purchasing decisions for product line choices, the majority of consumers of scarlett whitenng brand products who are loyal and have tastes have decided to buy products that meet their needs; There is a positive and significant influence on consumer loyalty and tastes on purchasing decisions through distributors, most consumers of scarlett whitenng brand products who are loyal and have tastes have decided to buy from distributors who are easy to reach and provide friendly and polite service; There

is a positive and significant influence on consumer loyalty and tastes on purchasing decisions according to delivery duration, most consumers of scarlett whitening brand products who are loyal and have tastes have decided to buy according to the product delivery schedule and the estimated delivery time meets consumer expectations exactly at the set time; There is a positive and significant effect of consumer loyalty and taste on purchasing decisions according to the duration of delivery, generally consumers of scarlett whitening brand products who are loyal and have taste have decided to buy through the COD (Cash On Delivery) payment method or with a transfer system and the payments provided are practical and efficient; There is a positive and significant effect of consumer loyalty and taste on purchasing decisions for product line choices, buying decisions through suppliers, buying decisions according to the duration of delivery and buying decisions through payment methods, usually consumers of scarlett whitening brand products who are loyal and have taste have decided to purchase products that meet their needs, distributors that can be reached, timely delivery and provide a practical and efficient payment system.

Limitations of Research

The limitations in this study are that this research was conducted online because many students are on semester break.

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