

BUKTI KORESPONDENSI
ARTIKEL JURNAL INTERNASIONAL BEREPUTASI

Judul : The effect of advertising on the decision to purchase facial wash during the COVID-19 pandemic

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No	Perihal	Tanggal
1.	Bukti penerimaan abstrak artikel untuk dipresentasikan secara oral pada Pertemuan Ilmiah Tahunan Virtual IAI 2021 "THE OPPORTUNITIES OF PHARMACISTS DIGITAL SERVICE IN PANDEMIC RECOVERY"	10 Agustus 2021
2.	Bukti proofreading manuskrip	21 Agustus 2021
3.	Bukti konfirmasi hasil review manuskrip pertama dan komentar reviewer	21 Oktober 2021
4.	Bukti konfirmasi submit manuskrip revisi pertama	12 November 2021
5.	Bukti konfirmasi hasil review manuskrip kedua dan komentar reviewer	14 November 2021
6.	Bukti konfirmasi submit manuskrip revisi kedua	14 November 2021
7.	Bukti penerimaan manuskrip untuk dipublikasi	21 November 2021
8.	Bukti artikel sudah terpublikasi	9 Maret 2022

**1. Bukti penerimaan abstrak artikel untuk
dipresentasikan secara oral pada
Pertemuan Ilmiah Tahunan Virtual IAI
2021 "THE OPPORTUNITIES OF
PHARMACISTS DIGITAL SERVICE IN
PANDEMIC RECOVERY"
(10 Agustus 2021)**



Baiq Leny Nopitasari <baiqleny.nopitasari@gmail.com>

Fwd: Letter of Acceptance PIT IAI 2021

1 message

anna pradiningsih <annapradiningsih@gmail.com>
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Mon, Apr 17, 2023 at 1:10 PM

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Dari: **Ikatan Apoteker Indonesia** <billing@iai.id>
Date: Sel, 10 Agu 2021 10.53
Subject: Letter of Acceptance PIT IAI 2021
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Cc: <b4nch4@gmail.com>



Kepada

Yth **Anna Pradiningsih**,Kode Abstrak: **OP2021081**

Pertama-tama kami ucapkan terima kasih atas partisipasi Bapak/Ibu di Pertemuan Ilmiah Tahunan Virtual IAI 2021 "THE OPPORTUNITIES OF PHARMACISTS DIGITAL SERVICE IN PANDEMIC RECOVERY", 26-28 AGUSTUS 2021. Berdasarkan hasil seleksi yang dilakukan oleh Seksi Ilmiah, abstrak dengan judul **PENGARUH IKLAN TERHADAP PERILAKU DAYA BELI SABUN PEMBERSIH WAJAH DI MASA PANDEMI COVID-19**, dinyatakan **DITERIMA** untuk dipresentasikan sebagai ORAL Presentation.

Diharapkan kepada Bapak dan Ibu agar dapat menyelesaikan proses registrasi dan pembayaran sebelum tanggal 20 Agustus 2021 untuk menghindari pembatalan penerimaan abstrak. Selanjutnya, Bapak/Ibu dapat memperhatikan informasi lebih lanjut terkait presentasi oral atau poster di <https://www.iai.id/pit2021/abstract>

Peserta oral dan poster presentasi dapat mempublikasikan hasil penelitiannya pada jurnal internasional atau nasional bereputasi yang telah ditentukan, informasi dan prosesnya dapat dilihat pada alamat: <https://www.iai.id/pit2021/fullpaper>

Narahubung:

1. apt. Dr. Yusran Syah, M.Sc. (081802759919)
2. apt. Ike Dhiyah Rochmawati, M.Farm.Klin. (0811314411)

Demikianlah hal ini kami sampaikan, atas perhatian dan kerjasamanya kami ucapkan terimakasih.

With kindest regards

apt. Andi Hermansyah, M.Sc., Ph.D

4/17/23, 1:20 PM

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Seksi Ilmiah
PIT Virtual IAI 2021

**2. Bukti proofreading manuskrip
(21 Agustus 2021)**

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Name : Wahyu Tejo, S.S

Position : English Teacher and Translator of CILACS UII

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“THE EFFECT OF ADVERTISING ON THE PURCHASING POWER BEHAVIOR OF FACIAL CLEANING SOAPS IN COVID-19 PANDEMIC”

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**3. Bukti konfirmasi hasil review manuskrip
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(21 Agustus 2021)**



Baiq Leny Nopitasari <baiqleny.nopitasari@gmail.com>

Fwd: [PIT Virtual IAI 2021] Decision on Manuscript "The Effect of Advertising on the Purchasing Power Behavior of Facial Wash in Covid-19 Pandemic"

1 message

anna pradiningsih <annapradiningsih@gmail.com>
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Mon, Apr 17, 2023 at 12:46 PM

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Dari: **Rudi Hendra** <rhendra@iai.id>

Date: Jum, 22 Okt 2021 17.42

Subject: [PIT Virtual IAI 2021] Decision on Manuscript "The Effect of Advertising on the Purchasing Power Behavior of Facial Wash in Covid-19 Pandemic"

To: <annapradiningsih@gmail.com>

Dear Anna Pradiningsih

Your manuscript, "The Effect of Advertising on the Purchasing Power Behavior of Facial Wash in Covid-19 Pandemic" which you submitted to the Pharmacy Education Journal in collaboration with The Indonesian Pharmacists Association (IAI), has been peer reviewed, and the reviewer comments are attached.

The reviews are generally favourable, implying that your paper may be suitable for publication with **major correction**. Kindly consider these suggestions, and we eagerly await your revision. We will revise your revision in light of peer review comments, and once the manuscript satisfies the requirement, it will be submitted to the editor of Pharmacy Education Journal. We will notify you if any changes or additional information become available.


When revising your manuscript, please highlight the changes you make using MS Word's track changes mode or by using bold or coloured text to expedite the processing. Please click on the link below to submit your revision:

<https://forms.gle/TbBy9vp1moYUBWvx8>Due date: **November 12th 2021**

Thank you

Sincerely

Scientific Committee
PIT Virtual IAI 2021

2 attachments **The Effect of Advertising on the Purchasing Power Behavior of Facial Wash _in Covid-19 Pandemic.pdf**
155K **FK4 rev.docx**
50K

**Review Form Response Full Article PIT Virtual IAI 2021
Pharmacy Education Journal in collaboration with
The Indonesian Pharmacists Association (IAI)**

Manuscript title	:	The Effect of Advertising on the Purchasing Power Behavior of Facial Wash in Covid-19 Pandemic
Originality of the work and Scientific merit	:	Fair
Title describes the content of paper properly and clearly	:	Fair
Appropriateness of abstract	:	Good
Description of the problem and solution offered	:	Good
Description of experimental design	:	Poor
Presentation of experiment results (clear and systematic)	:	Fair
Discussion and interpretation of results	:	Fair
Statistical treatment of data (if necessary)	:	Fair
Relevance of data and conclusion	:	Fair
Appropriateness and relevance of citation and references	:	Fair
Quality of figures and tables	:	Fair
Overall quality of the paper	:	Fair
RECOMMENDATION	:	Accepted with major revision
<p>Additional Comment: This study involved humans as the participants. Therefore, please add the ethical approval. Additional information is needed particularly in the method section to make it more transparent. The detailed comments can be seen in the manuscript.</p>		

The Effect of Advertising on the Purchasing Power Behavior of Facial Wash in Covid-19 Pandemic

ABSTRACT

Background: During the COVID-19 pandemic, cleanliness became main case in everyday life, particularly facial hygiene. Nowadays, the public has more time in accessing media, hence the purchasing power behavior influence of facial wash is higher from promotional media. **Aim:** To determine the effect of advertising on purchasing power behavior of facial wash in COVID-19 pandemic. **Methods:** This was an observational study with quantitative approach. **Results:** The results of the research correlation test conducted on 100 respondents resulted in a p-value of $0.018 < 0.05$. The correlation test of each p-value indicator was $0.487 > 0.05$ for the ad information indicator, p-value $0.02 < 0.05$ for the ad criteria indicator and p-value $0.0673 > 0.05$ for the ad component indicator. **Conclusion:** The results revealed that there were ad influences on the purchasing power of facial wash during the COVID-19 pandemic.

Keywords: advertising, purchasing power, facial wash, COVID-19

Introduction

Facial wash is one of the cosmetic products serving to clean dead skin cells, dirt, and oil on the face (Yuniarsih et al., 2020). The advantage of cleaning the face with facial wash is it is able to remove the oily layer of skin which is most of the dirt contained on the face is in this layer, hence dirt particles on the face are easier to clean. Furthermore, facial wash also has a strong cleaning power (Renata et al., 2017).

The decision to purchase a product is significantly influenced by the advertising perception which ranges from style, voice, words, picture, and colors which affect the

purchasing power of the consumer. It presents that consumers in conducting their purchase decisions are based on information obtained (Wulansari, 2015). Advertising is defined as a message offering a product addressed to the public through an information medium. The objective of advertising is to provide information or motivate consumers to choose their products (Wijaya, 2014). One of the media which has been administered to offer products is television. The presence of this television provides information which is widespread even to all over of the world. It allows people to easily obtain information quickly (Rachmawati, 2012). Furthermore, to television, social media is recently easier to reach by all circles of one of the social media that we employ such as YouTube and Instagram.

Cleanliness is important, particularly during the COVID-19 pandemic. Facial wash products have become a routine requirement for facial hygiene. The decision to purchase a soap product is influenced by advertisements on the television or social media (Gitleman, 2020). During this pandemic, the exposure to advertising media is higher due to more leisure time than before the pandemic. It may lead to an increase of the advertising influence on the purchasing power behavior of cosmetic products, one of which is facial wash (Sejati & Suastrini, 2020) (Syahidah, 2021).

Methods

Research methods employed descriptive observational with quantitative approaches. The instrument was **administeres** initially in the form of a questionnaire with a validity and reliability test. The study was conducted within one month at the University of Muhamadiyah Mataram. The research sample was all students at the University of Muhammadiyah Mataram who were willing to follow the research and have perceived advertisements of facial wash products on television or social media. Sampling technique with Purposive Sampling method calculated employing Slovin Formula producing a sample count of 100 respondents. Data retrieval technique administering questionnaires in the form of

google form was distributed through links on WhatsApp group applications in each force at the University of Muhammadiyah Mataram. The resulting data was analyzed employing descriptive analysis and correlation tests.

Results

Validity and Reliability Test

The validity of the instrument was characterized by a calculated r-value greater than the table's r-value. Based on the results of the validity test in Table I, it is stated that all questions in the questionnaire possess a larger calculated r compared to the r table. Thus, it is concluded that all questions are valid (Sugiyono, 2011). A data is stated to be reliable if the resulting Cronbach's Alpha value is greater than Cronbach's Alpha value of 0.60. Based on the results of reliability tests in Table II, it is presented that both questionnaires have reliability, thence they can be employed as research instruments.

Respondent Demographics Data

Based on Table IV, the highest demographic data of respondents was from the Faculty of Health Sciences, the female gender, seeing advertisements through social media and the most extensively used facial wash products were Wardah.

Effect of Advertising on The Purchasing Power Behavior of Facial Cleansing Soap

Based on Table III, it is displayed that the data is homogeneous and linear but not normally distributed. Hence, it continues with the administration of the Spearman Non-Parametric Correlation Test. Spearman Correlation Test results received a positive p-value of $0.018 < 0.05$. Thus, it can be concluded that there is an influence of advertising on the purchasing power behavior of facial wash in COVID-19 pandemic. The value of positive significance implies that the higher the influence of advertising, the higher the purchasing power behavior of facial wash.

Spearman Correlation Test for Ad Information Indicator possesses a positive p-value of $0.487 > 0.05$. Thus, it is concluded that there is no influence between indicators of advertising information on the purchasing power behavior of facial wash in COVID-19 pandemic. Spearman Correlation Test for Ad Criteria Indicator resulted as positive p-value of $0.02 < 0.05$. Thus, it implied that there is an influence between the indicators of advertising criteria on the purchasing power behavior of facial wash in COVID-19 pandemic. The value of positive significance explains that the higher the effect of the indicator, the higher the purchasing power behavior of facial wash. Spearman correlation test for Ad Component Indicator owns a p-value of $0.673 > 0.05$. Thus, it is implied that there is no influence between the indicators of advertising components on the purchasing power behavior of facial wash in COVID-19 pandemic.

Discussion

Purchasing intentions are an interest of consumers to purchase certain products. After having a purchasing interest, consumers realize the purchase process. This process is indicated by the existence of consumer behavior, perceptions or views, and attitudes towards a product (Karinka & Firdausy, 2019). Marketing media employed as an opportunity to attract prospective buyers to possess product interest. Consumers exposed to marketing media make decisions based on the external environment provided by the ad. Then, it is adjusted to the individual characteristics of consumers. The indicator of buying interest is AIDA (Attention, Interest, Desire, and Action) (Mubarok, 2016).

The interest in buying an online product in women is higher than that of men (Karinka & Firdausy, 2019). It **influence** the interest in facial wash. Women possess a higher interest rate than men towards facial wash (Renata et al., 2017). It is in accordance with the demographic results of the study that female respondents are more interested to purchase facial wash than men.

The influence of social media is greater than television. It is in line with the previous research explaining that social media owns more influence on the product purchase decisions than television media (Rionaldy & Trenggana, 2019). The highest advertising influence comes from social media. It is in accordance with the previous research which revealed that the intensity of viewing ads and the level of knowledge on Instagram social media are in a good category (Sapma Apriliana & Priyo Utomo, 2019).

The advertising on television and social media affects product purchase decisions (Gitleman, 2020). The influence of advertising on the purchasing power behavior of facial wash is caused by several elements in an aspect of observation, comprising of Awareness, Trial, Interest, Evaluation, and Decision. Based on research (Renata et al., 2017), it was stated that the element of knowledge possesses the highest value. It is corroborated with the results of this study in which an advertisement increase consumer knowledge about a product, hence, it affect the behavior of the consumer's purchasing power.

The decision to purchase a product is influenced by promotion exposure in the form of advertising. Advertising is a promotional medium that containing a presentation about a product or service. The influence of advertising on purchasing power behavior includes the product recognition stage derived from product information and product marketing (Kotler & Keller, 2009) (Schiffman & Kanuk, 2008). Indicators affecting ads are not only from the information and components of the ad but are influenced by a criterion and message of the ad. It is associated with the previous research which explains that the advertising indicators affecting purchasing power behavior are the messages provided in the ad (Susanti & Gunawan, 2019) (Nugraha Windusara & Artha Kusuma, 2015).

Conclusion

The results of the correlation test, in general, generated a positive significance value of $0.018 < 0.05$. Thus, it is concluded that there is an influence of advertising on the purchasing power behavior of facial wash in COVID-19 pandemic.

Acknowledgements

The author would like to thank all research participants at the University of Muhammadiyah Mataram, Indonesia.

Conflict of Interest

The authors declare no conflict of interest.

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- Terhadap Produk Sabun Wajah. *Jurnal Tata Rias*, 06, 32–40.
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Table I. Validity Test Result

Indicators	Question	Calculated r	r table	Results
Ad Informaton	P1	0,625	0,279	Valid
	P2	0,483		Valid
	P3	0,560		Valid
	P4	0,649		Valid
Ad Criteria	P5	0,290		Valid
	P6	0,380		Valid
	P7	0,572		Valid
Ad Component	P8	0,425		Valid
	P9	0,495		Valid
	P10	0,570		Valid
The Purchasing Power Behavior	P11	0,610		Valid
	P12	0,486		Valid
	P13	0,483		Valid
	P14	0,459		Valid
	P15	0,582		Valid
	P16	0,464		Valid
	P17	0,551		Valid

Table II. Reliability Test Results

Indicators	Cronbach's Alpha	N	Results
The effect of advertising	0,687	10	Reliabel
The purchasing power behavior	0,605	7	Reliabel

Table III. Homogeneity, Normality and Linearity Test Results

Data Analysis	α	P-value	Results
Homogeneity Test	0,05	0,752	Homogen
Normality Test		0,001	Not normally distributed
Linearity Test		0,415	Linear

Table IV. Respondent Demographic Data

Demographic Data	Total Respondents	Presentase
Faculty		
FKIP	8	8%
FISIPOL	11	11%
FAPERTA	12	12%
FATEK	3	3%
FIK	60	60%
FIH	5	5%
FAI	1	1%
Gender		

Laki-laki	22	22%
Perempuan	78	78%
Advertising Media		
Televisi	27	27%
Media sosial	73	73%
Facial Wash Product		
Acnes	8	8%
Garnier	16	16%
Emina	8	8%
ms glow	3	3%
Ponds	12	12%
Fair & lovely	3	3%
Glowskin	1	1%
Safi	1	1%
Wardah	17	17%
Scarlet	2	2%
Azasin	1	1%
Clean & clear	2	2%
Biore	4	4%
Sari ayu	1	1%
Nivea	2	2%
Produk klinik/dokter	4	4%
Shinzui	3	3%
Cosrx	1	1%
Thai sabun beras	1	1%
Hadalabo	2	2%
Air mawar	1	1%
Essensial fairness	1	1%
Luxury	2	2%
Elbyci	1	1%
Vaseline	1	1%
Give	1	1%
Bio essence	1	1%

**4. Bukti konfirmasi submit manuskrip revisi
pertama
(12 November 2021)**



Baiq Leny Nopitasari <baiqleny.nopitasari@gmail.com>

Fwd: [PIT Virtual IAI 2021] Revision submission confirmation

1 message

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Mon, Apr 17, 2023 at 12:46 PM

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Dari: <rhendra@iai.id>

Date: Jum, 12 Nov 2021 13.20

Subject: [PIT Virtual IAI 2021] Revision submission confirmation

To: <annapradiningsih@gmail.com>

Dear
Anna Pradiningsih

We appreciate your submission of your manuscript titled " The Effect of Advertising on the Purchasing Power Behavior of Facial Wash in Covid-19 Pandemic "

We will revise your manuscript in light of the reviewers' comments and will contact you if additional information is required.

Sincerely
Scientific Committee
PIT Virtual IAI 2021

 **submit confirmation Anna Pradiningsih.pdf**
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Dear

Anna Pradiningsih

We appreciate your submission of your manuscript titled " **The Effect of Advertising on the Purchasing Power Behavior of Facial Wash in Covid-19 Pandemic** "

We will revise your manuscript in light of the reviewers' comments and will contact you if additional information is required.

Sincerely

Scientific Committee

PIT Virtual IAI 2021

**5. Bukti konfirmasi hasil review manuskrip
kedua dan komentar reviewer
(14 November 2021)**



Baiq Leny Nopitasari <baiqleny.nopitasari@gmail.com>

Fwd: [PIT Virtual IAI 2021] Manuscript revision needed

1 message

anna pradiningsih <annapradiningsih@gmail.com>
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Mon, Apr 17, 2023 at 12:46 PM

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Dari: **Rudi Hendra** <rhendra@iai.id>

Date: Mon, 14 Nov 2021 10.23

Subject: [PIT Virtual IAI 2021] Manuscript revision needed

To: anna pradiningsih <annapradiningsih@gmail.com>

Dear Anna Pradiningsih

Thank you for your revision.

We have checked your revision. However there is a minor revision that needs to be done.

In the references list, you need to arrange alphabetically . So please revise your manuscript accordingly by using attached file.

Please submit your manuscript to

<https://forms.gle/TbBy9vp1moYUBWvx8>Due date: **November 20th 2021**

Sincerely,

Scientific Committee
PIT Virtual IAI 2021**FK4_Revisi_Anna Pradiningsih_Universitas Muhamamdiyah Mataram - anna pradiningsih.docx**
61K

The Effect of Advertising on the Purchasing Power Behavior of Facial Wash in Covid-19 Pandemic

ABSTRACT

Background: During the COVID-19 pandemic, cleanliness becomes main case in everyday life, particularly facial hygiene. Nowadays, the public has more time in accessing media, hence the purchasing power behavior influence of facial wash is higher from promotional media. **Aim:** To determine the effect of advertising on purchasing power behavior of facial wash in COVID-19 pandemic. **Methods:** This is descriptive observational and cross-sectional research. The effect of advertising on the power of facial wash is the variable being studied. One-way ANOVA and Spearman Correlation Analysis are used to process the data. **Results:** Spearman Correlation Analysis results conducted in 100 respondents produced a correlation coefficient of 0.018. The correlation coefficient results of each indicator are 0.487 for the ad information indicator, 0.02 for the ad criteria indicator, and 0.0673 for the ad component indicator. **Conclusion:** The results revealed that there is an effect of advertising on the purchasing power behavior of facial.

Keywords: advertising, purchasing power, facial wash, COVID-19

Introduction

Facial wash is one of the cosmetic products serving to clean dead skin cells, dirt, and oil on the face (Yuniarsih, Akbar and Lenterani, 2020). The advantage of cleaning the face with facial wash is it is able to remove the oily layer of skin which is most of the dirt contained on the face is in this layer, hence dirt particles on the face are easier to clean. Furthermore, facial wash also has a strong cleaning power (Renata, Soeyono and Si, 2017).

The decision to purchase a product is significantly influenced by the advertising perception which ranges from style, voice, words, picture, and colors which affect the purchasing power of the consumer. It presents that consumers in conducting their purchase decisions are based on information obtained (Wulansari, 2015). Advertising is defined as a message offering a product addressed to the public through an information medium. The objective of advertising is to provide information or motivate consumers to choose their products (Wijaya, 2014). One of the media which has been administered to offer products is television. The presence of this television provides information which is widespread even to all over of the world. It allows people to easily obtain information quickly (Rachmawati, 2012). Furthermore, to television, social media is recently easier to reach by all circles of one of the social media that we employ such as YouTube and Instagram.

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advertising on the purchasing power of facial wash during the COVID-19 pandemic in students at University of Muhammadiyah Mataram.

Methods

This was descriptive observational and cross-sectional research. The instrument used in the form of questionnaires by conducted validity tests and reliability tests using Spearman Correlation Analysis. The questionnaire used is a modification of the questionnaire that has been used in previous research (Rachmawati, 2012). The ad effect questionnaire used includes 3 indicators, namely Information Indicator, Criterion Indicator, and Ad Component Indicator. The study was conducted within one month at the University of Muhamamdiyah Mataram. The research sample was all students at the University of Muhammadiyah Mataram who were willing to follow the research and have perceived advertisements of facial wash products on television or social media. Sampling technique with Purposive Sampling method calculated employing Slovin Formula producing a sample count of 100 respondents. Data retrieval technique administering questionnaires in the form of google form was distributed through links on WhatsApp group applications in each force at the University of Muhammadiyah Mataram. Data were analyzed with One-way ANOVA and Spearman Correlation Analysis. This research had received ethical approval from The Research Ethics Committee in Faculty of Medicine Al-Azhar Islamic University of Mataram (No: 29/EC-04/FK-06/UNIZAR/VIII/2021).

Results

Validity and Reliability Test

Based on the results of the validity test in Table I, it is stated that all questions in the questionnaire possess a larger calculated r compared to the r table. Thus, it is concluded that all questions are valid (Sugiyono, 2011). A data is stated to be reliable if the resulting Cronbach's Alpha value is greater than Cronbach's Alpha value of 0.60 (Sugiyono, 2012). Based on the results of reliability tests in Table I, it is presented that both questionnaires have reliability, thence they can be employed as research instruments.

Respondent Demographics Data

Based on Table II, the highest demographic data of respondents was from the Faculty of Health Sciences, the female gender, seeing advertisements through social media and the most extensively used facial wash products were Wardah.

Effect of Advertising on The Purchasing Power Behavior of Facial Cleansing Soap

Based on Table III, it showed that the data is homogeneous and linear but not normally distributed. Hence, it continues with the administration of the Spearman Non-Parametric Correlation Analysis. Based on Table IV. Spearman Correlation Analysis results received a positive p -value of $0.018 < 0.05$. Thus, it can be concluded that there is an effect of advertising on the purchasing power behavior of facial wash in COVID-19 pandemic. The value of positive significance implies that the higher the effect of advertising, the higher the purchasing power behavior of facial wash. Based on the results, the indicator that contributes to purchasing power behavior was ad criteria (p -value=0.02) (Table IV).

Discussion

The purchase of beauty products in the pandemic period has significantly increasing, since people use cosmetics as a daily necessity. The influence of providing information on a cosmetic product is very important to increase people's purchasing power. Based on previous study, it is known that during the pandemic COVID-19, the provision of understanding through viral marketing and digital marketing has a positive influence on the decision to buy cosmetic products (Syahidah, 2021).

Purchasing intentions are an interest of consumers to purchase certain products. After having a purchasing interest, consumers realize the purchase process. This process is indicated by the existence of consumer behavior, perceptions or views, and attitudes towards a product (Karinka and Firdausy, 2019). Marketing media employed as an opportunity to attract prospective buyers to possess product interest. Consumers exposed to marketing media make decisions based on the external environment provided by the ad. Then, it is adjusted to the individual characteristics of consumers. The indicator of buying interest is AIDA (Attention, Interest, Desire, and Action) (Mubarok, 2016).

The interest in buying an online product in women is higher than that of men (Karinka and Firdausy, 2019). Women possess a higher interest rate than men towards facial wash (Renata, Soeyono and Si, 2017). It is in accordance with the demographic results of the study that female respondents are more interested to purchase facial wash than men.

The influence of social media is greater than television. It is in line with the previous research explaining that social media owns more influence on the product purchase decisions than television media (Rionaldy and Trenggana, 2019). The highest advertising influence comes from social media. It is in accordance with the previous research which revealed that the intensity of viewing ads and the level of knowledge on Instagram social media are in a good category (Sapma Apriliana and Priyo Utomo, 2019).

The advertising on television and social media affects product purchase decisions (Gitleman, 2020). The influence of advertising on the purchasing power behavior of facial wash is caused by several elements in an aspect of observation, comprising of Awareness, Trial, Interest, Evaluation, and Decision. Based on research (Renata, Soeyono and Si, 2017), it was stated that the element of knowledge possesses the highest value. It is corroborated with the results of this study in which an advertisement increase consumer knowledge about a product, hence, it affect the behavior of the consumer's purchasing power.

The decision to purchase a product is influenced by promotion exposure in the form of advertising. Advertising is a promotional medium that containing a presentation about a product or service. The influence of advertising on purchasing power behavior includes the product recognition stage derived from product information and product marketing (Kotler and Keller, 2009) (Schiffman and Kanuk, 2008). Indicators affecting ads are not only from the information and components of the ad but are influenced by a criterion and message of the ad. It is associated with the previous research which explains that the advertising indicators affecting purchasing power behavior are the messages provided in the ad (Susanti and Gunawan, 2019) (Nugraha Windusara and Artha Kusuma, 2015).

The main limitation of this study is that this study was conducted cross-sectional so that it could not measure the behavior of purchasing power in the future. Another limitation was the respondents were limited to students at the University of Muhammadiyah Mataram so it needed to be done again with different respondents.

Conclusion

The study showed that there is an effect of advertising on the purchasing behavior of facial wash. The main contributor from advertising was the advertising criteria. Cosmetic company should reinforce the advertising criteria to increase purchasing product, especially in the pandemic condition.

Acknowledgements

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Conflict of Interest

The authors declare no conflict of interest.

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Table I. Validity and Reliability Test Result

Indicator	Question	Coeffecient correlation	Cronbach's Alpha
Ad Informaton	P1	0,625*	0,687**
	P2	0,483*	
	P3	0,560*	
	P4	0,649*	
Ad Criteria	P5	0,290*	
	P6	0,380*	
	P7	0,572*	
Ad Component	P8	0,425*	
	P9	0,495*	
	P10	0,570*	
The Purchasing Power Behavior	P11	0,610*	0,605**
	P12	0,486*	
	P13	0,483*	
	P14	0,459*	
	P15	0,582*	
	P16	0,464*	
	P17	0,551*	

* : Valid

** : Reliable

Table II. Respondent Demographic Data

Demographic Data	Total Respondents	Percentage
Faculty		
Faculty of Teacher Training and Education	8	8%
Faculty of Political Science	11	11%
Faculty of Agriculture	12	12%
Faculty of Engineering	3	3%
Faculty of Health Sciences	60	60%
Faculty of Legal Sciences	5	5%
Faculty of Islamic Religion	1	1%
Gender		
Male	22	22%
Female	78	78%
Advertising Media		
Television	27	27%
Social media	73	73%
Facial Wash Product		
Acnes	8	8%
Garnier	16	16%
Emina	8	8%
ms glow	3	3%
Ponds	12	12%
Fair & lovely	3	3%

Glowskin	1	1%
Safi	1	1%
Wardah	17	17%
Scarlet	2	2%
Azazine	1	1%
Clean & clear	2	2%
Biore	4	4%
Sari ayu	1	1%
Nivea	2	2%
Produk klinik/dokter	4	4%
Shinzui	3	3%
Cosrx	1	1%
Thai sabun beras	1	1%
Hadalabo	2	2%
Air mawar	1	1%
Essensial fairness	1	1%
Luxury	2	2%
Elbyci	1	1%
Vaseline	1	1%
Give	1	1%
Bio essence	1	1%

Table III. Homogeneity, Normality, Linearity and Bivariat Test Results

Data Analysis	α	p-value	Results
Homogeneity Test	0,05	0,752	Homogen
Normality Test		0,001	Not normally distributed
Linearity		0,415	Linear

Table IV. Correlation of The Effect of Advertising on Facial Wash Purchasing Power Behavior

Advertising		Purchasing Power Behavior	p-value ^a	p-value ^b
The Effect of advertising	Ad Information Indicator	Facial wash purchasing power behavior	0,018*	0.487
	Ad Criteria Indicator			0.002*
	Ad Component Indicator			0.673

^a : The effect of advertising on purchasing power behavior (Spearman Correlation Analysis)

^b : The effect of advertising indicator on purchasing power behavior (Spearman Correlation Analysis)

**6. Bukti konfirmasi submit manuskrip revisi
kedua
(14 November 2021)**



Baiq Leny Nopitasari <baiqleny.nopitasari@gmail.com>

Fwd: [PIT Virtual IAI 2021] Revision submission confirmation

1 message

anna pradiningsih <annapradiningsih@gmail.com>
To: baiqleny.nopitasari@gmail.com

Mon, Apr 17, 2023 at 12:47 PM

----- Forwarded message -----

Dari: <rhendra@iai.id>

Date: Mon, 14 Nov 2021 21.49

Subject: [PIT Virtual IAI 2021] Revision submission confirmation

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Dear
Anna Pradiningsih

We appreciate your submission of your manuscript titled " The Effect of Advertising on the Purchasing Power Behavior of Facial Wash in Covid-19 Pandemic "

We will revise your manuscript in light of the reviewers' comments and will contact you if additional information is required.

Sincerely
Scientific Committee
PIT Virtual IAI 2021

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Dear

Anna Pradiningsih

We appreciate your submission of your manuscript titled " **The Effect of Advertising on the Purchasing Power Behavior of Facial Wash in Covid-19 Pandemic** "

We will revise your manuscript in light of the reviewers' comments and will contact you if additional information is required.

Sincerely

Scientific Committee

PIT Virtual IAI 2021

**7. Bukti penerimaan manuskrip untuk
dipublikasi
(21 November 2021)**

Education

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Workflow

Submiss

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Name

[PE] A

Confir

[PE] Approval for publication

Participants

- Sherly Meilianti (smeilianti)
- Baiq Leny Nopitasari (bnopitasari)

Messages

Note	From
<p>Dear Baiq Leny Nopitasari,</p> <p>We would like to invite you to do a final review of your manuscript: "IAI CONFERENCE: The effect of stress level on the therapeutic outcomes of type 2 diabetes mellitus at the regional public hospital of West Nusa Tenggara province ," before we publish it.</p> <p>May you have a final look and let us know if there are any changes needed by 27 July 2021, 23:59 GMT? Please note that if we do not receive any feedback by that time, we will consider this as approval for the publication of your article.</p> <p>Submission URL: https://pharmacyeducation.fip.org/pharmacyeducation/authorDashboard/submission/1405</p> <p>Thank you and we look forward to hearing from you.</p> <p>Best, PEJ team</p> <p>Pharmacy Education</p>	<p>smeilianti 25-07-2021 09:26</p>



Baiq Leny Nopitasari <baiqleny.nopitasari@gmail.com>

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Date: Mon, 21 Nov 2021 18.24

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Your manuscript has been accepted for publication in the Pharmacy Education Journal (PEJ). Before your manuscript is submitted to the PEJ editor teams, we would like to remind you to transfer the publication charge fee of Rp.1,700,000,- to CIMB Niaga account no. 800049498500 (Pharma Tekno Solusi PT) and upload the payment proof to <https://forms.gle/hFMx49aVr8A5vnDR6> by November 27th 2021.

Kindly contact us if you have any additional questions.

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We appreciate your submission of your revised manuscript titled " **The Effect of Advertising on the Purchasing Power Behavior of Facial Wash in Covid-19 Pandemic** "

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Sincerely

Scientific Committee

PIT Virtual IAI 2021



**8. Bukti artikel sudah terpublikasi
(9 Maret 2022)**

[PE] [PEJ SPECIAL ISSUE] Action to authors - Approval for publication

Participants

Omolayo Awolola (omolayo)

Baiq Leny Nopitasari (bnopitasari)

Messages

Note

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omolayo

09-03-2022 10:38

We would like to invite you to do a final review of your manuscript: "IAI SPECIAL EDITION: The Effect of Advertising on the Purchasing Power Behavior of Facial Wash in Covid-19 Pandemic," before we publish it.

May you have a final look and let us know if there are any changes needed by **next week?**

Please note that if we do not receive any feedback by that time, we will consider this as approval for the publication of your article.

The final galley can be seen in the "copy-edited" section.

Thank you and we look forward to hearing from you.

Best,

PEJ Team.

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