



THE EFFECT OF CONSUMER EXPERIENCE, PRODUCT QUALITY, AND DISCOUNTS ON SAFF N CO PERFUME PURCHASING DECISIONS (A STUDY ON UNIVERSITY STUDENTS IN SLEMAN REGENCY)

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ARTICLE INFO	ABSTRACT
<p>Article history: Received June 2, 2026 Received in revised form June 15, 2026 Accepted June 18, 2026 Available online June 27, 2026</p>	<p>The research aimed to (1) examine the effect of consumer experience on purchasing decisions; (2) examine the effect of product quality on purchasing decisions; (3) examine the effect of discounts on purchasing decisions; and (4) examine the effect of consumer experience, product quality and discounts simultaneously on purchasing decisions.</p> <p>This study employed a quantitative approach with a survey method involving 190 student consumers residing in Sleman Regency who were selected through a purposive sampling technique. The sample criteria included active students aged 17–25 years who had purchased Saff & Co perfume at least once. Data were collected using a questionnaire with a Likert scale. The research instrument has been declared valid through the construct validity test and reliable based on the Cronbach's alpha and composite reliability tests. Data analyses were carried out using Structural Equation Modeling (SEM) 4.0 software.</p> <p>The study findings indicated (1) consumer experience has a positive and significant influence on purchasing decisions (2) product quality has a positive and significant influence on purchasing decisions (3) discounts have a positive and significant influence on purchasing decisions (4) consumer experience, product quality, and discounts simultaneously have a positive and significant influence on purchasing decisions as evidenced by the results of the F statistic.</p>
<p>Keywords: consumer experience, product quality, discounts, purchase decision</p>	<p>Penelitian ini bertujuan untuk (1) mengkaji pengaruh pengalaman konsumen terhadap keputusan pembelian; (2) mengkaji pengaruh kualitas produk terhadap keputusan pembelian; (3) mengkaji pengaruh diskon terhadap keputusan pembelian; dan (4) mengkaji pengaruh pengalaman konsumen, kualitas produk, dan diskon secara bersamaan terhadap keputusan pembelian.</p> <p>Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei yang melibatkan 190 konsumen mahasiswa yang tinggal di Kabupaten Sleman, yang dipilih melalui teknik sampling purposif. Kriteria sampel meliputi mahasiswa aktif berusia 17–25 tahun yang pernah membeli parfum Saff & Co setidaknya sekali. Data dikumpulkan menggunakan kuesioner dengan skala Likert. Instrumen penelitian telah dinyatakan valid melalui uji validitas konstruk dan reliabel berdasarkan uji alpha Cronbach serta uji reliabilitas komposit. Analisis data dilakukan menggunakan perangkat lunak Structural Equation Modeling (SEM) 4.0.</p> <p>Temuan penelitian menunjukkan bahwa (1) pengalaman konsumen memiliki pengaruh positif dan signifikan terhadap keputusan pembelian; (2) kualitas produk memiliki pengaruh positif dan signifikan terhadap keputusan pembelian; (3) diskon memiliki pengaruh positif dan signifikan terhadap keputusan pembelian; (4) pengalaman konsumen, kualitas produk, dan diskon secara simultan memiliki pengaruh positif dan signifikan terhadap keputusan pembelian sebagaimana dibuktikan oleh hasil statistik F.</p>

1. Introduction

Cosmetics have been around and used for several years. The cosmetic products on the market are quite diverse, ranging from lipstick, eyeshadow, to perfume with favorite scents used by almost everyone. In 2024, perfume product sales increased 31% from the previous two years. Research by [1], shows that perfume has evolved from a third-class item to a second-class (secondary) item for the public. Based on pre-survey data, perfume users with frequent frequency (after bathing, while traveling and re-spray) come from students, while people with jobs such as Entrepreneurs/Self-Employed, Medical Personnel/Doctors, and Housewives only use perfume when they want to travel. This is in line with research conducted by [2], which states that nowadays students have many activities on campus and during these activities they maintain their appearance, one of which is by maintaining body odor so as not to disturb others around them.

Based on [3], DIY Province is ranked 7th in having the most students in Indonesia. Meanwhile, the region with the largest number of students in Yogyakarta Province according to BPS DI Yogyakarta 2025 is Sleman Regency, namely 256,208 people, so it can be a potential consumer of perfume, especially Saff N Co. Saff N Co is a local perfume that is developing in Indonesia, and is an alternative daily perfume for consumers from various circles, especially students.



Fig. 1 Local Perfume Market Competition
Source: [4]

Figure 1 shows the market competition for local perfume brand Saff N Co is ranked third with a share of 4.15%. This figure has not been able to shift its main competitors, namely Mykonos with a share of 5.14% and HMNS 4.49%. This can be influenced by several factors, namely the experience provided by Saff N Co to consumers is not as good as its competitors, the product quality is less consistent compared to its rivals, and the discounts offered are not enough to provide appropriate value when consumers want to buy. In fact, the use of perfume, especially at this time, increasingly refers to a symbol or self-identity. The use of perfume for Indonesian consumers not only functions to fulfill the need for aroma, but also becomes a reputation for social status for the perfume user. Therefore, it is important for a perfume product to be able to meet expectations and in accordance with product descriptions and advertisements so that consumers do not feel disappointed.



Fig. 2 Consumer Reviews of Saff N Co Perfume
Source: (Shopee, 2026)

Figure 2 shows consumer reviews that have had negative experiences ranging from poor product quality to disappointing post-purchase experiences due to physical defects in the product. Consumers felt that the fragrance's durability did not match the description, the perfume was received in a leaky packaging, and even irritation during use. These reviews can influence the purchasing decisions of other potential consumers and potentially reduce the number of purchase decisions. Basically, purchasing decisions are influenced by several consumer behavioral factors, such as the experience felt by the consumer. Consumer experience, according to [5], is a value creation that involves consumer involvement in various physical, emotional, and intellectual aspects. This experience includes consumer responses both physically and emotionally. Research by [6], proves that customer experience has a significant influence on purchasing decisions. This finding shows that a good experience can make customers more likely to make a purchase. Indicators of consumer experience according to [7], namely sensory experience, feeling experience, thinking experience, action experience, and related experience.

Besides consumer experience, another factor influencing purchasing decisions is product quality. [8], defines product quality as encompassing various product characteristics such as durability, the ability to be used independently without relying on other products, unique features, and physical appearance, including color, shape, and packaging. A high-quality product is one that is reliable in terms of usability, function, and packaging. Research conducted by [9] demonstrates that improving product quality leads to increased purchasing decisions, and vice versa. Every quality product needs to maintain its quality to increase the number of purchasing decisions. [10], defines product quality indicators as product performance, durability, features, reliability, product aesthetics, and perceived quality.

Another factor that determines purchasing decisions is discounts. Discounts are a reduction in the price of a product from the normal price for a certain period [11]. Discounts are usually offered at certain events or special days and have the effect of accelerating consumer purchasing decisions for a product. According to [11], discount indicators include the size of the discount, the discount period, and the type of product receiving the discount. Research by [12] states that discounts have a significant influence on purchasing decisions; the higher the discount, the greater the purchasing decision. Based on the description of the theoretical study and several previous research results, the research model can be described as follows.

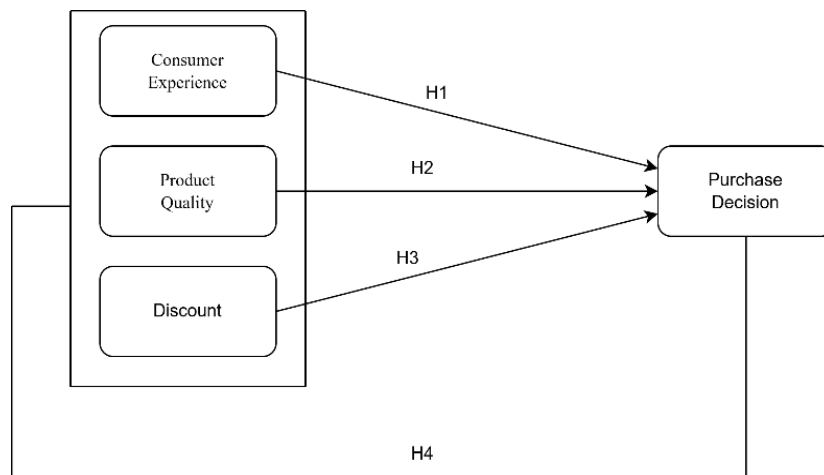


Fig. 3 Research Paradigm; Source: Author's own work

Based on the framework of thought, the research hypothesis proposed is as follows.

- H1 : Consumer Experience Influences Purchasing Decisions for Saff N Co Perfume Among College Students in Sleman Regency
- H2 : Product quality influences the purchasing decisions of Saff N Co perfume among students in Sleman Regency.
- H3 : Discounts influence the purchasing decisions of Saff N Co perfume among students in Sleman Regency.
- H4 : Consumer experience, product quality, and discounts influence the purchasing decisions of Saff N Co perfume among students in Sleman Regency.

2. Method

This research is a quantitative study using a survey method. The sample was selected using a purposive sampling technique, with a total of 190 student respondents aged 17-25 years who resided in Sleman Regency and had purchased Saff N Co perfume at least once. Data analysis was performed using SEM-PLS with the assistance of SmartPLS V4.1.1.8 software.

3. Results and Discussion

3.1 Result

This research is survey research. The data used are primary data and analyzed using the Structural Equation Modeling-Partial Least Square (SEM-PLS) approach using SmartPLS V4.1.1.8 software. The analysis was carried out in two main stages, namely the outer model and the inner model. The outer model stage is used to test the validity and reliability of the instrument through convergent validity tests, discriminant validity tests, and reliability tests based on Cronbach's Alpha and Composite Reliability values. Furthermore, the inner model stage is to evaluate the value of the relationship between latent constructs through the R-Square value, t-statistic, and p-value to determine the level of significance of the influence between the inner model variables.

3.1.1 Respondent Characteristics

Table 1 Respondent Characteristics Based on Gender

Category	Frequency	Percentage
Male	69	36,32%
Female	121	63,68%
Total	190	100%

Source: Primary Data Processed, 2026

Table 1 shows that the majority of respondents in this study were female (63.68%), while only 36.32% were male. The respondents' age range is presented in the following table.

Table 2 Respondent Characteristics Based on Age

Category	Frequency	Percentage
17-19 years	23	12,22%
20-22 years	132	69,47%
23-25 years	35	18,42%
Total	190	100%

Source: Primary Data Processed, 2026

Table 2 shows that respondents in the 20-22 age group dominated the overall survey. Meanwhile, only 35 respondents were in the 23-25 age group, with the remainder being in the 17-19 age group. This indicates that Saff N Co perfume is more popular among the 20-22 age group, who are generally active students.

Tabel 3 Respondent Characteristics Based on Purchase Frequency

Category	Frequency	Percentage
1 time	71	37,37%
2 times	59	31,05%
3 times	33	17,37%
More than 3 times	27	14,21%
Total	190	100%

Source: Primary Data Processed, 2026

The highest purchase frequency, as shown in Table 3, falls in the one-time category, meaning 37.37% of respondents have made a single purchase. This purchasing pattern is followed by consumers who have made two purchases, at 31.05%. The 1-2 purchase rate indicates that most respondents are in the product trial stage.

3.1.2 Outer Model

Outer model testing is conducted to determine the validity and reliability of the indicators against the construct being studied. Inner model testing includes convergent validity, discriminant validity, AVE, Cronbach's Alpha, and Composite Reliability.

3.1.2.1 Convergent Validity

Convergent validity testing is conducted to determine the extent to which indicators represent the construct or variable being measured. Convergent validity testing in this study uses the loading factor values of each indicator. An indicator is considered valid if it has a loading factor value > 0.70. The following are the loading factor values for each variable.

Table 4 Convergent Validity Test Results

Variable	Indicator	Loading Factor	Description
Consumer Experience	10	0,786-0,832	Valid
Product Quality	12	0,732-0,848	Valid
Discount	6	0,825-0,887	Valid
Purchase Decision	10	0,800-0,890	Valid

Source: *Output SmartPLS V4.1.1.8, 2026*

Based on Table 4, all indicators for each variable have values > 0.70. This indicates that all indicators meet the convergent validity criteria. High loading factor values demonstrate that the indicators are capable of representing the measured variables.

3.1.2.2 Average Variance Extracted (AVE)

Tabel 5 AVE Result

Variable	Average Variance Extracted	Description
Consumer Experience	0,642	Valid
Product Quality	0,651	Valid
Discount	0,730	Valid
Purchase Decision	0,714	Valid

Source: *Output SmartPLS V4.1.1.8, 2026*

Table 5 shows that the AVE value for each variable has a value > 0.50 so it can be said to be valid and meets statistical convergent validity for further testing.

3.1.2.3 Discriminant Validity

Discriminant validity test in this study used the Heterotrait Monotrait Ratio (HTMT) approach to ensure that each construct in the model clearly differs from the others. An HTMT value <0.90 indicates good discrimination.

Table 6 HTMT Test Results

Variable	Discount	Purchase Decision	Product Quality	Consumer Experience
Discount				
Purchase Decisions	0,707			
Product Quality	0,668	0,779		
Consumer Experience	0,280	0,623	0,736	

Source: *Output SmartPLS V4.1.1.8, 2026*

Based on Table 6, all variables have HTMT values <0.90. These values range from 0.280 to 0.779, and it can be said that each construct in the research model meets the appropriate discriminant validity based on HTMT.

3.1.2.4 Reliability Test (Cronbach’s Alpha & Construct Reliability)

Table 7 Reliability Test Results

Variable	Cronbach’s Alpha	Composite Reliability	Description
Consumer Experience	0,938	0,947	Reliable
Product Quality	0,951	0,957	Reliable
Discount	0,926	0,942	Reliable
Purchase Decision	0,955	0,961	Reliable

Source: *Output SmartPLS V4.1.1.8, 2026*

Based on Table 7, all constructs have Cronbach's Alpha and Composite Reliability values > 0.70, thus meeting the reliability criteria. This indicates that all variable indicators are able to measure consistently and reliably.

3.1.3 Inner Model

Inner model testing is used to evaluate the R-Square value, hypothesis testing through bootstrapping analysis, and F test. The R-Square value is in the range of 0 to 1. Hypothesis testing with a significance value <0.05 and simultaneous F test.

3.1.3.1 R-Square Test

Table 8 R-Square Result

Variabel	R-Square	R-Square Adjusted
Purchase Decision	0.658	0.652

Source: *Output SmartPLS V4.1.1.8, 2026*

The R-square value shown in Table 8 is 0.658. This indicates that the variables consumer experience, product quality, and discounts can explain 65.8% of the purchasing decision variable. The remaining 34.2% is explained by variables other than those examined in this study.

3.1.3.2 Partial Hypothesis Test

Table 9 Partial Hypothesis Result

Path Coefficient	Original Sample (O)	T-Statistics (O/STDEV)	P-Values	
Consumer Experience -> Purchase Decision	0.283	4.682	0.000	Significant
Product Quality -> Purchase Decision	0.291	3.582	0.000	Significant
Discount -> Purchase Decision	0.410	7.155	0.000	Significant

Source: *Output SmartPLS V4.1.1.8, 2026*

Based on Table 9, the partial results of the hypothesis test are explained as follows.

- a. Hypothesis 1 is accepted. Consumer experience has a positive and significant effect on purchasing decisions. The t-statistic value is $4.682 > 1.96$, p-value is $0.000 < 0.05$.
- b. Product quality has a positive and significant effect on purchasing decisions. The t-statistic value is $3.582 > 1.96$ and the p-value is $0.000 < 0.05$. Hypothesis 2 is accepted.
- c. Discounts have a positive and significant effect on purchasing decisions. The t-statistic value is $7.155 > 1.96$ and the p-value is $0.000 < 0.05$. Hypothesis 3 is accepted.

3.1.3.3 Simultaneous F Test

Table 10 Simultaneous F-Test Results

Hypothesis	Model	F Calculate	F Table	P-Value	Description
Customer Experience, Product Quality, and Discounts -> Purchase Decision	Regression	9.371	2,65	0.000	Significant

Source: *Output SmartPLS V4.1.1.8, 2026*

Based on Table 10, the F-count value is $9.371 > F$ Table 2.65 with a p-value of $0.000 < 0.05$ so it can be concluded that Hypothesis 4 is accepted. Consumer Experience, Product Quality and Discounts have a positive and significant effect on Purchasing Decisions.

3.2 Discussion

This study aims to determine the influence of consumer experience, product quality and discounts on purchasing decisions.

3.2.1 The Influence of Consumer Experience on Purchasing Decisions

The results of the hypothesis test for the consumer experience variable revealed a path coefficient of 0.283 with a p-value of $0.000 < 0.05$. This result is supported by a positive t-statistic of 4.682, exceeding 1.96. This finding indicates that personal impressions or experiences felt by consumers are important benchmarks when making transactions or purchasing decisions. Broadly speaking, the perceptions or motivations formed are based on two important elements: feel-experience and act-experience. The physical comfort when perfume is sprayed on the skin and the motivation to appear elegant and confident when wearing perfume are forms of emotional feelings that lead to purchase decisions. Overall, the combination of comfort and fulfillment of emotional expectations strengthens consumers' purchasing decisions.

3.2.2 The Influence of Product Quality on Purchasing Decisions

The results of the second hypothesis test (H2) showed a p-value of 0.000, which is less than 0.05. Product quality has a positive and significant influence on consumer decisions to purchase Saff N Co perfume. This means that high product quality, such as a long-lasting scent, varied packaging, and product performance that matches the description, successfully convinces consumers. The main attraction that attracts consumers' attention is the choice of scents available in Saff N Co perfume. The variety of variants is considered

adaptive because it makes it easier for consumers to choose a scent that suits their characteristics. The results of this study confirm that a product's ability to target various individual characteristics through superior quality is a crucial factor in influencing purchasing decisions.

3.2.3 The Influence of Discounts on Purchasing Decisions

The results of the third hypothesis test (H3) showed a p-value of 0.000, which is less than 0.05. Based on this value, the third hypothesis regarding discounts' influence on purchasing decisions is accepted. This indicates that the discounts offered successfully provide added value in the form of savings for consumers. The main factor influencing consumers to make a purchase decision immediately was the implementation of a time limit or duration for the Saff N Co perfume discount. This strategy was effective because it successfully created a sense of urgency, encouraging consumers to make a purchase immediately to avoid missing out on the discount period.

3.2.4 The Influence of Consumer Experience, Product Quality and Discounts on Purchasing Decisions

The results of the fourth hypothesis test regarding the influence of customer experience, product quality, and discounts on purchasing decisions showed that the calculated f-value (9.371) was greater than the f-table value (2.65), and the p-value (0.000) was less than 0.05. Based on these results, the hypothesis that customer experience, product quality, and discounts jointly influence purchasing decisions is accepted. Physical and emotional comfort, which creates a pleasant experience, supported by the wide variety of available aromas, and the attractiveness of discounts offered for a specific period of time, can increase consumer purchasing decisions.

4. Conclusions

Based on the research results, here are some conclusions.

- a. Consumer experience has a positive and significant influence on the purchasing decisions of Saff N Co perfume among university students in Sleman Regency. These results indicate that the emotional memories, comfort, and impressions felt by students when interacting with the Saff & Co. brand, both online and offline, are strong drivers of their purchase. Sleman students are not only buying perfume as a product, but they are buying the experience it offers. These findings provide a strategic contribution for companies to shift from simply focusing on selling products to focusing on creating emotional bonds. This is the foundation for building long-term loyalty in the youth segment.
- b. Product quality has a positive and significant influence on the purchasing decisions of Saff N Co perfume among students in Sleman Regency. The significance of this point proves that students in Sleman Regency are critical and rational consumers. Although they are concerned with trends, they still place the functional aspects of the product—such as aroma durability, uniqueness of the scent, and safety of the perfume liquid on the skin—as the main considerations before spending money. These results confirm that the superiority of Saff & Co.'s formula is currently on the right track. Its contribution is to ensure that the company's investment in research and development (R&D) of perfume formulas is commensurate with market response.
- c. Discounts have a positive and significant influence on the purchasing decisions of Saff N Co

perfume among students in Sleman Regency. This finding is highly contextually relevant to the respondents' profile, namely students. The financial characteristics of students in Sleman (who mostly rely on monthly pocket money) make them highly price-sensitive. The presence of discounts, vouchers, or special promotions serves as an instant psychological stimulus to encourage impulsive purchases. This finding contributes to the mapping of the Company's discount strategy. The Company now understands that short-term discount stimulation strategies are very effective for clearing inventory and capturing market share from competitors in the student segment.

- d. Consumer Experience, Product Quality, and Discounts simultaneously have a positive and significant influence on the Purchasing Decision of Saff N Co perfume among students in Sleman Regency. Together (simultaneously), these three variables form a solid purchasing decision ecosystem. This means that companies cannot rely on only one aspect. High-quality perfume will not sell optimally if the experience is poor or the price is considered too high without a balancing promotion for student pockets. The contribution of this point is as a guideline for the formulation of an integrated marketing strategy (Integrated Marketing Communication). Companies get a complete picture that marketing investments must be divided proportionally into three aspects: improving service/experience, maintaining product quality, and price promotion tactics.

Conflict of interest

The Funders are not involved in the research design, data collection, analysis, or interpretation, article preparation, or decision to publish the results of the research.

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