



THE INFLUENCE OF PRODUCT QUALITY, PRICE AND ELECTRONIC WORD OF MOUTH ON THE PURCHASE DECISION OF MS GLOW SKINCARE

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Abstract

Skincare is a very important product for the skin, so consumers are very picky in choosing the best quality products according to their skin type. One of the most popular skin care products in Indonesia today is the Ms Glow skin care product. Based on the reviews given by consumers on marketplaces and social media, it was found that there were still many consumers who were not suitable for these skincare products and when compared to the prices of some competitors, MS Glow skincare tended to be more expensive. The purpose of this study was to analyze the influence of product quality, price and electronic word of mouth on purchasing decisions for Ms Glow Skincare. The method used in this research is to use associative and quantitative methods. The number of samples is 98 people using the Slovin formula. Data collection techniques through questionnaires (questionnaire). Analysis of the research data is multiple linear regression. The results of this study indicate that product quality, price and electronic word of mouth simultaneously have a significant effect on purchasing decisions for Ms Glow Skincare. Partially product quality, price and electronic word of mouth have a significant effect on purchasing decisions.

Keywords: *Product Quality, Price, Electronic Word of Mouth, Purchase Decision*

1. INTRODUCTION

Along with the times, technology and culture are increasingly modern today, beauty care has become a necessity that is considered important by some people, especially women. The number of beauty products on the market affects a person's purchase intention and influences purchasing decisions. Buying beauty products, especially facial care products, is a necessity nowadays. Good facial care products are currently becoming a trend or lifestyle and are increasingly popular (Afif & Aswati, 2022). Beauty and skin care products (Skincare) are a series of facial care products to maintain healthy skin. Skincare is also very important for preventing various skin problems such as acne, acne scars, dark spots, and dull skin. One of the most popular skin care products in Indonesia today is the Ms Glow skin care product. Ms Glow's product is a local brand founded by Shandy Purnamasari and Maharani Kemala.

Purchasing decisions are individual activities in solving problems that are carried out to choose one option among other alternatives which is the most appropriate action in buying first which has previously gone through the decision-making process (Putra et al., 2022). In addition, purchasing decisions are also a decision-making process that requires individual activities to evaluate, acquire, use or manage goods and services. From this definition we can understand that purchasing decisions are a process of making a decision to buy a product (Astuti & Hasbi, 2020). In purchasing Ms Glow products, there were some students who felt they were suitable for using these products and there were also those who felt they were not suitable for using them. There are some students who are not suitable for using these products and feel unsatisfactory with the quality they get. With some consumers still suffering from problems with facial skin and creating dependence, such as no change in facial skin, still causing acne, and when the product is no longer used it makes

the face return to the way it was before which must be used continuously which makes dependence on the product.

According to (Tirtayasa et al., 2021) Product quality is an important thing that must be pursued by every company if you want what is produced to be able to compete in the market to satisfy consumer needs and desires. Very good quality products will attract the interest of consumers. Product quality is the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs (Kotler & Keller, 2015). Product quality is an advantage possessed by a company, in other words, goods and services produced with good quality have their own charm and make consumers repurchase in the future. (Arianto, et al., 2018). Price is the amount of money required in exchange for various combinations of products and services. Thus, a price must be associated with various goods and services, which in the end will be the same as something, namely products and services (Arda & Banurea, 2022). Price is an exchange rate for goods for the benefits obtained from an item or service for a person or group at a certain time and a certain place. If the price set by the company is high, it will make the demand from consumers for a product decrease, and vice versa (Sitanggang et al., 2020).

Table 1. Price Comparison of Ms Glow and Competitors

No	Ms Glow		Scarlett		Emina	
	Type	Price	Type	Price	Type	Price
1.	Night Cream	85,000	Night Cream	75,000	Night Cream	25,000
2.	Day Cream	75,000	Day Cream	75,000	Day Cream	25,000
3.	Glowing toners	80,000	Essence Toner	75,000	Facial toners	28,000
4.	facial wash	60,000	facial wash	75,000	facial wash	29,000
5.	Serum	150,000	Serum	75,000	Serum	45,000

Source : <https://shopee.co.id/mall> (at 2023 researchers)

From the comparison table above between Ms. glow, Scarlett, and Emina, it can be concluded that the price for Ms. Glow's skincare is higher than the competitors above. With the selling price of Ms Glow, some consumers who are not suitable for using the product feel the benefits of the product are less than the money spent, so consumers think that the product is expensive and consumers will think twice about making a purchase decision and repurchasing. In addition, in meeting these daily needs by utilizing this technology, electronic word of mouth cannot be separated. Electronic word of mouth is a form of communication between consumers in sharing information about a product or service to fellow consumers who are not known to each other and can influence consumer behavior in making consumer decisions. (Tabbane, 2013).

2. IMPLEMENTATION METHOD

Types of research

This study used an associative approach using quantitative data, namely a research approach that aims to determine the relationship or influence between one variable and another. According to (Sugiyono, 2018), Quantitative is research based on the philosophy of positivism, which is used to examine certain populations or samples. Research in the form of associative is a research problem formulation that is asking the relationship between two or more variables that have a causal nature (Sugiyono, 2020).



Place and time of research

Place This research was conducted at the Muhammadiyah University of North Sumatra on Jalan Captain Muchtar Basri No. 3 Medan. Time The research was carried out from March 2023 to April 2023.

sampling technique

The population is a generalization area consisting of objects and subjects that have certain characteristics and quantities that are determined by the researcher to be studied and then in the end a conclusion is drawn (Sugiyono, 2019). The population is also said to be an element that will be used as a generalization area. In this study, the population taken was active students for the 2019/2020 academic year of Muhammadiyah University of North Sumatra, totaling 3694 students from 9 faculties. <https://akademik.umsu.ac.id/mahasiswa-aktif/>. The sample is part of the number and characteristics selected by the population (Sugiyono, 2019). In this study using the non-probability sampling method, namely Accidental Sampling is a technique of determining a sample based on chance, that is, anyone who happens to meet the researcher can be used as a sample, if it is deemed that the person who happened to be met is suitable as a data source.

Data collection techniques

The data collection method used in this study was a questionnaire (questionnaire). Questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to patients/respondents to be answered (Sugiyono, 2016). Furthermore, the questionnaire that has been received is tested using validation and reliability, namely: Validity or validity is showing the extent to which a measuring instrument is able to measure what it wants to measure (Siregar, 2016). Reliability has another name that is trustworthiness, reliability, stability. Reliability testing is a test that aims to see whether the research instrument uses reliable instruments and has high reliability (Juliandikk, 2014).

Data analysis techniques

The data analysis technique used in this study is quantitative, namely testing and analyzing data by calculating numbers and then drawing conclusions from the test, using the formula below. In an effort to answer the problems in this study, multiple linear regression analysis was used. Regression analysis is basically a study of the dependence of the dependent variable (bound) with one or more independent variables (free).

3. RESULTS AND DISCUSSION

Normality test

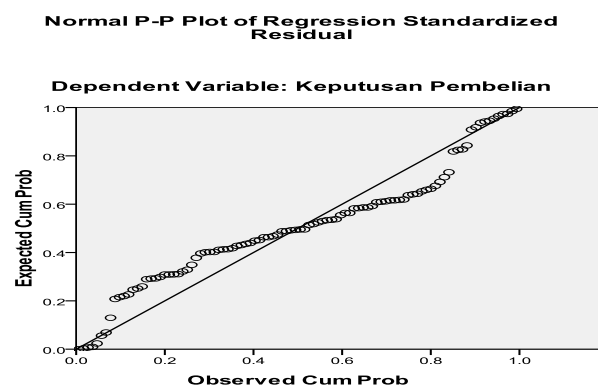


Image 1. Standardized P-plot Normality Test

The figure above identifies that the data is normally distributed because the residual data distribution looks close to the normal line. Meanwhile, if the points are away from or scattered and do not follow the diagonal line, this indicates that the residual value is not normally distributed. By looking at the graphic display, it can be concluded that the data distribution pattern is close to normal.

Multicollinearity Test

Table 2. Multicollinearity Test
Coefficientsa

Model		Collinearity Statistics	
		tolerance	VIF
1	(Constant)		
	Product Quality	.498	2008
	Price	.608	1,646
	Electronic Word	.519	1928

a. Dependent Variable: Purchase Decision

In the table above, it can be seen that the price variable has a VIF value of 1,013, the promotion variable has a VIF of 1,056, the service quality variable has a VIF of 1,066. This shows that there is no multicollinearity in the three variables because the VIF value is <10.

Heteroscedasticity Test

Scatterplot

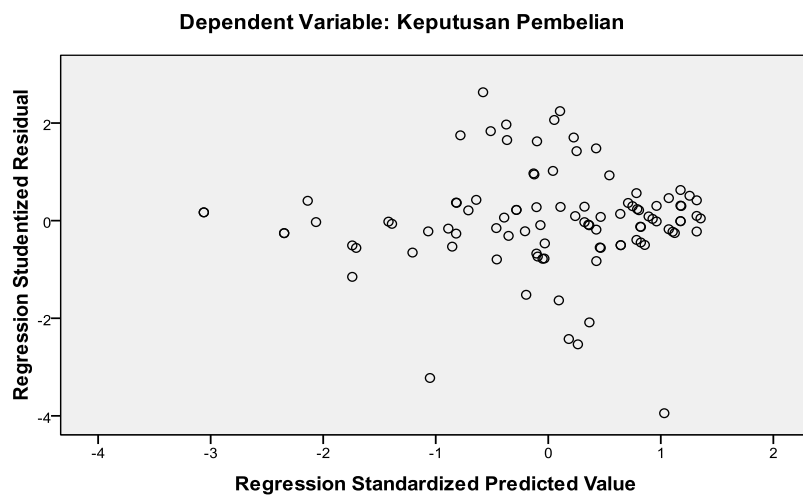


Figure 2. Multicollinearity Test

In Figure 2 the scatter plot graph can be seen that the results of the scatter plot graph show that the data is randomly distributed and does not form a certain pattern. The data is spread both above and below the number 0 on the Y axis. This indicates that there is no heteroscedasticity.



Table 3. Multiple Linear Regressions

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
(Constant)	2,248	1979		2.136	.029
1 Product Quality	.160	048	.273	3,323	001
Price	.245	.073	.250	3,352	001
Electronic Word	.552	.102	.435	5,399	.000

a. Dependent Variable: Purchase Decision

From table 3 above it is known that constant value = 2.248, product quality = 0.160, price = 0.245 and electronic word of mouth = 0.552. These results are entered into the multiple linear regression equation so that the following equation is obtained:

$$Y = 2.248 + 0.160 X_1 + 0.245 X_2 + 0.552 X_3$$

Partial Test (t Test)

The t test used in this study is used to determine the ability of each independent variable. Another reason for the t test is to test whether the independent variable (X) partially or individually has a significant relationship or not to the dependent variable (Y).

Table 4. Multiple Linear Regression Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
(Constant)	2,248	1979		2.136	.029
1 Product Quality	.160	048	.273	3,323	001
Price	.245	.073	.250	3,352	001
Electronic Word	.552	.102	.435	5,399	.000

a. Dependent Variable: Purchase Decision

The results of statistical tests in the table above can be explained as follows:

a. Effect of Product Quality (X1) on Purchase Decision (Y)

The t test is used to determine whether product quality has an individual (partial) significant relationship or not to purchasing decisions. The criteria for the t test are carried out at the level $\alpha = 0.05$ with the t value for $n = 98 - 3 = 95$ which is 1,985 t count = 3,323 and t table = 1,985.

b. Effect of Price (X2) on Purchase Decision (Y)

The t test is used to determine whether price has an individual (partial) significant relationship or not to purchasing decisions. For the t test criteria carried out at the level $\alpha = 0.05$ with the t value for $n = 98 - 3 = 95$ is 1.985 tcount = 3.352 and ttable = 1.985.

c. The Effect of Electronic Word of Mouth (X3) on Purchase Decisions (Y)

The t test is used to determine whether electronic word of mouth has an individual (partial) significant relationship or not to purchasing decisions. The criteria for the t test are carried out at the level $\alpha = 0.05$ with the t value for $n - 3 = 95$ is 1,985 $t_{count} = 5.399$ and $t_{table} = 1,985$.

Simultaneous Test (F Test)

The F statistical test was carried out to test whether the independent variable (X) simultaneously has a significant relationship or not with the dependent variable (Y).

Table 5. F test results
ANOVA b

Model	Sum of Squares	Df	MeanSquare	F	Sig.
1 Regression	2058,294	3	686,098	67,676	.000a
residual	952,972	94	10.138		
Total	3011.265	97			

a. Predictors: (Constant), Electronic Word, Price, Product Quality

b. Dependent Variable: Purchase Decision

From the results above it can be seen that the Fcount value is 67,676 with a significant level of 0,000. While the Ftable value is known to be 2.70. based on these results it can be seen that $f_{count} > f_{table}$ ($67,676 > 2.70$) means that H_0 is rejected. So it can be concluded that the variables of product quality, price and electronic word of mouth together have a significant effect on the purchasing decision of Ms Glow products by Muhammadiyah University students of North Sumatra.

Coefficient of Determination (R2)

The R-square value of the coefficient of determination is used to see how the variation in the value of the dependent variable is affected by the value of the independent variable. The coefficient of determination is between 0 and 1. The closer the R-square value is to one, the greater the influence of the independent variables on the dependent variable. Following are the results of the statistical test:

Table 6.Determinant Coefficient Test Results
Summary modelb

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.827a	.684	.673	3,184

a. Predictors: (Constant), Electronic Word, Price, Product Quality

b. Dependent Variable: Purchase Decision

Source: Data Processed by SPSS Version 24

$$D = R^2 \times 100\%$$

$$D = 0.684 \times 100\%$$

$$= 68.4\%$$



Based on the table above, it can be seen that the value of R square is 0.684 which means 68.4% and this indicates that the variable product quality, price and electronic word of mouth is 68.4% to influence the purchasing decision variable. Then the difference is $100\% - 68.4\% = 31.6\%$. this shows that 31.6% is another variable that does not contribute to purchasing decision research.

Discussion

Based on research obtained regarding the effect of product quality on purchasing decisions for Ms Glow products by North Sumatra Muhammadiyah University students. The results of the partial hypothesis test show that the tcount value for the product quality variable is 3.323 and ttable with $\alpha = 5\%$ is known to be 1.985 thus tcount is greater than ttable and a significant price value is $0.001 < 0.05$ meaning that from these results it can be concluded that H_0 is rejected (H_a accepted) indicates that there is a positive and significant effect of product quality on purchasing decisions for Ms Glow products by Muhammadiyah University students of North Sumatra. Product quality is an important thing that must be pursued by every company if you want what is produced to be able to compete in the market to satisfy consumer needs and desires. Very good quality products will attract the interest of consumers. The results of this study are in line with the results of research from (Pharisees, 2018), states that product quality has a significant effect on purchasing decisions. According to (Arianty & Gunawan, 2021), found that product quality has a significant influence on purchasing decisions. In line with the results of research from (Merlianti & Lelawati, 2021) states that product quality has a significant effect on purchasing decisions.

Based on research obtained regarding the effect of price on purchasing decisions for Ms Glow products by North Sumatra Muhammadiyah University Students. The results of the partial hypothesis test show that the tcount value for the price variable is 3.352 and ttable with $\alpha = 5\%$ is known to be 1.985 thus tcount is greater than ttable and a significant price value is $0.001 < 0.05$ meaning that from these results it can be concluded that H_0 is rejected (H_a accepted) indicates that there is a positive and significant effect of price on the purchasing decision of Ms Glow products by Muhammadiyah University students of North Sumatra. Price is the amount of money charged for a product or service, or the sum of the consumer's exchange rate for the benefits of having or using the product or service. If the price set by the company is high, it will make the demand from consumers for a product decrease, and vice versa. According to (Andriany & Arda, 2022), Price is one of the important attributes that consumers evaluate, so companies must really understand its role in influencing consumer attitudes. The results of this study are in line with the results of previous research conducted by (Farisi & Siregar, 2020), states that price has a significant influence on purchasing decisions. According to (Laili, 2021), indicating that the price variable has a significant effect on purchasing decisions. This is in line with the research conducted (Nasution & Lesmana, 2018), which states that price has a significant effect on purchasing decisions.

Based on research obtained regarding the effect of electronic word of mouth on purchasing decisions for Ms Glow products by students of Muhammadiyah University of North Sumatra. The results of the partial hypothesis test show that the tcount value for the electronic word of mouth variable is 5,399 and the ttable with $\alpha = 5\%$ is known to be 1,985, thus the tcount is greater than ttable and the significant price value is $0,000 < 0.05$, meaning that from these results it can be concluded that H_0 rejected (H_a accepted) indicates that there is a positive and significant effect of electronic word of mouth on the purchasing decision of Ms Glow products by Muhammadiyah University students of North Sumatra. According to (Akbar & Sunarti, 2018), Electronic word of mouth is marketing through social media to convey information about the experience of using a product so that it is easily accepted by the public and influences purchasing decisions. Meanwhile according (Kotler & Keller, 2016), electronic word of mouth is a marketing strategy that utilizes

technology to provide an opinion about a product or service used by consumers. The results of this study are in line with the results of previous research (Muis et al., 2020), states that electronic word of mouth has a significant effect on purchasing decisions. In line with research (Setiawan & Istriani, 2022), states that the electronic word of mouth variable has a significant effect on purchasing decisions. The results found with the research conducted (Sari et al., 2017) states that electronic word of mouth has a significant effect on purchasing decisions.

Based on research obtained regarding the effect of product quality, price and electronic word of mouth on purchasing decisions for Ms Glow products by students of Muhammadiyah University of North Sumatra. The simultaneous hypothesis test results show that the Fcount value is 67,676 with a significant level of 0,000. While the Ftable value is known to be 2.70. based on these results it can be seen that $f_{count} > f_{table}$ ($67,676 > 2.70$) means that H_0 is rejected. So it can be concluded that the variables of product quality, price and electronic word of mouth together have a significant effect on the purchasing decision of Ms Glow products by Muhammadiyah University students of North Sumatra. According to (Arda & Andriany, 2019), purchasing decisions are the result of a relationship that influences each other and is complicated between cultural, social, personal and psychological factors. According to (Firmansyah, 2018), Purchasing decisions are problem-solving activities carried out by individuals in selecting appropriate behavioral alternatives from two or more alternative behaviors and are considered the most appropriate action in buying by first going through the stages of the decision-making process. It can be concluded that product quality, price and electronic word of mouth have an influence on consumer purchasing decisions. If a business that sells goods or services has good product quality, price and electronic word of mouth, it will provide a good level of satisfaction for consumers. consumers and make it easier for consumers to have the needs according to what they want in deciding to buy.

4. CONCLUSION

Based on the results of the research and discussion that has been stated previously, it can be concluded from research regarding the effect of product quality, price and electronic word of mouth on the purchasing decision of Ms Glow products by Muhammadiyah University students of North Sumatra are as follows:

1. There is a significant influence between product quality on purchasing decisions for Ms Glow products
2. There is a significant effect between price and purchasing decisions for Ms Glow products
3. There is a significant influence between electronic word of mouth on purchasing decisions for Ms Glow products.
4. Simultaneously there is a significant influence between product quality, price and electronic word of mouth on purchasing decisions for Ms Glow products.



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