

THE EFFECT OF PRODUCT QUALITY, CUSTOMER TESTIMONIALS AND PRICE PERCEPTION ON THE PURCHASE INTENTION OF GENERATION Z CONSUMERS ON MS GLOW PRODUCTS IN LHOKSEUMAWE CITY

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Abstract

This study aims to determine the effect of product quality on consumer purchase intention, customer testimonials on consumer purchase intention and price perception on consumer purchase intention, also simultaneously as the influence of product quality, customer testimonials and price perception on consumer purchase intention Generation Z on MS Glow products in lhokseumawe city. This research method uses quantitative method with model selection using multiple linear regression, this research uses primary and secondary data where data collection is online and offline, by distributing links through google form and distributing questionnaires to respondents in lhokseumawe city, with non probability sampling techniques with criteria: consumers aged <17 years to 27 year, consumers who intend and who have never used MS Glow products, with a sample of 100 respondents, this study also used a likert scale. The results of this study prove that product quality has a positive and significant effect on consumer purchase intention, customer testimonials have a positive and significant effect on consumer purchase, and price perception has a positive and significant effect on consumer purchase intention. Furthermore, the implications of this study are divided into two, namely: theoretical implications and managerial implications, where theoretical implications are the results that distinguish previous research from current research, with the aim to add insight and understanding for researchers and strengthen research results, while managerial implications refer to recommendations for decision making or the findings of researchers can provide information and useful advice for managers in making decisions, both individually and organizationally.

Keywords: *Product Quality, Customer Testimonials And Price Perception Of Consumer Purchase Intention*

1. INTRODUCTION

MS Glow is one of the most famous skincare brands in Indonesia. The history of MS Glow began in 2013, founded by two young women, Maharani Kemala Dewi and Shandy Purnamasari. Initially MS Glow only sold her products through social media platforms such as Instagram, but over time and increasing demand, MS Glow has rapidly developed into a popular and trusted brand in the beauty field, Fitri, (2023). But in the early years MS Glow faced challenges such as competition with other skincare brands, not a few products skincare bermunculan didunia perbisnisan. Based on the phenomenon that occurs in the business world, there are some things that become a problem for consumer buying intentions, problems that occur in product quality variables, namely there are not all consumers suitable for using MS Glow products, not suitable for all skin types because everyone has different skin types, and not all MS Glow products are suitable for all skin types. Users with sensitive skin or certain skin conditions may find that the product is ineffective or even worsens their skin condition, resulting in a decrease in sales. Adawiyah, (2023) defines that a customer testimonial is a statement or testimony from someone about their experience with a product, service, or company, can experience several problems that can affect its credibility and effectiveness, such as false or manipulative testimonials:

Many companies or individuals are using fake testimonials to enhance their image. This can

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include the creation of completely fictitious reviews or the manipulation of reviews to appear more positive, so that a large number of consumers feel deceived because they are not what they see and expect. Furthermore, for price perception variables by tresnati researchers, (2019). which is where the perception of price is a way of viewing or consumer assessment of the price of a product or service. This perception is not only formed from the written price, but also influenced by other factors such as product quality, brand, previous experience, promotions, and competitor prices. Price perception can determine whether consumers feel that the price offered is in accordance with the value they receive, while the problem of price perception is the difference in price with competitors if the price of a product is much different from the price of similar competing products, consumers may question the reason for the difference. If a more expensive product does not offer obvious added value, the consumer may end up choosing a cheaper competitor's product. Based on the phenomenon that has been studied too late, things that affect consumer buying intentions are product quality, customer testimonials and price perception. Broadly speaking, quality and elegant products and positive testimonials given by customers are related to price perception because consumers are generally sensitive to price and look for products that offer the best value. Some of the variables taken are product quality, customer testimonials and price perceptions that affect consumer buying intentions. Based on these considerations, the author took the title “the effect of product quality, customer testimonials and price perception on the purchase intention of Generation Z consumers on MS Glow products in Lhokseumawe City”.

2. IMPLEMENTATION METHOD

The object of this study is consumers who intend and who have used MS Glow products. Which will be used as a population in this study is the entire community in the city of Lhokseumawe yang berniat buy MS Glow products or who have never used the MS Glow products, amounting to 100 people. In the determination of this sample is used non probability sampling technique, which is non probability sampling is a sampling technique purposive sampling or sampling where members of the population do not have the same opportunity to be selected, as for the sampling criteria in this study, namely consumers aged <17 to 27 and consumers who intend to buy or who have used the MS Glow product (Hair, 2019). The technique used in this study is multiple linear regression analysis with the aim to determine the effect of independent variables such as product quality, customer testimonials and price perception of the dependent variable is consumer purchase intention. This analysis is processed using SPSS software version 25. Multiple linear regression equation in this study is as follows:

$$Y = \alpha + \beta_1x_1 + \beta_2x_2 + \beta_3x_3$$

3. RESULTS AND DISCUSSION

3.1 Results

Regression analysis is a statistical method used to measure the relationship between one or more independent variables (called predictors or explanatory variables) and dependent variables (called response variables or dependent variables). The purpose of regression analysis is to understand and measure how changes in one or more independent variables can predict or explain variations in the dependent variable. The results of partial regression analysis in this study are presented in the following table:

Chart 1. Results Of Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	6,229	2,165		2,877	0,005
Product Quality	0,054	0,108	0,055	1,702	0,037
Customer Testimonials	0,251	0,141	0,203	1,789	0,047
Price Perception	0,482	0,126	0,449	3,817	0,000

Source: processed data (2024)

1. Product quality variables obtained a significant value of 0.037 or less than the significant level used is 0.05 ($0.037 < 0.05$) and has a value of 1.702 or greater than the value of ttable is 1.660 ($1.702 > 1.660$) and obtain a coefficient of 0.054. So it can be concluded that the quality of the product has a positive and significant effect on consumer buying intentions. Therefore, it is a hypothesis that states that the quality of a product has a positive and significant effect on the purchase intention of consumers.
2. Variable customer testimonials obtain a significant value of 0.047 or less than the significant level used is 0.05 ($0.047 < 0.05$) and has a calculated value of 1.789 or greater than the value of the table is 1.660 ($1.789 > 1.660$) and obtain a coefficient of 0.251. So it can be concluded that customer testimonials have a positive and significant effect on consumer buying intentions. Therefore, the hypothesis that states that customer testimonials have a positive and significant effect on consumer buying intentions.
3. Price perception variable obtained a significant value of 0.000 or less than the significant level used is 0.05 ($0.000 < 0.05$) and has a calculated value of 3.817 or greater than the table value of 1.660 ($3.187 > 1.660$) and obtained a coefficient value of 0.482. So it can be concluded that the perception of price has a positive and significant effect on consumer purchase intention. Therefore, it is a hypothesis that states that price perception has a positive and significant effect on consumer purchase intention.
4. Product quality, customer testimonials and price perception simultaneously very influential on consumer buying biat, which is where many of the consumers really pay attention to the quality of the product and also trust customer testimonials to further increase consumer confidence and perception of prices that can be accepted by consumers, therefore we can understand that product quality, customer testimonials and price perceptions can affect the purchase intention of consumers to the MS Glow product.

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3.2 Discussion

3.2.1 Effect of product quality on consumer purchase intention

Based on the research findings, it was proved that the quality of the product has a significant value of 0.037, which is smaller than the significance level of 0.05 ($0.037 < 0.05$), and obtained a positive coefficient value of 0.054. Therefore, it can be concluded that the quality of the product has a positive and significant effect on the purchase intention of consumers. Therefore, hypothesis 1 which states that product quality has a positive and significant effect on consumer buying intention (H1 accepted). The findings of this study are consistent with previous studies conducted by Wulandari,(2022) and Rahayu (2023), which found that product quality had a positive and significant effect on consumer buying intentions.

3.2.2 Influence of customer testimonials on consumer buying intentions

Based on the findings of the study, it was proved that customer testimonials have a significant value of 0.047, which is less than the significance level of 0.05 ($0.047 < 0.05$), and obtain a positive coefficient value of 0.251. Therefore, it can be concluded that customer testimonials have a positive and significant effect on consumer buying intentions. Therefore, hypothesis 2 which states that customer testimonials have a positive and significant effect on consumer buying intentions (H2 accepted). The findings of this study are consistent with previous studies conducted by Waqhida,(2019) and Narotama (2023), which found customer testimonials had a positive and significant effect on consumer buying intentions.

3.2.3 Influence of price perception on consumer purchase intention

Based on the findings of the study, it was proved that price perception has a significant value of 0.000, which is less than the significance level of 0.05 ($0.000 < 0.05$), and obtained a positive coefficient value of 0.482. Therefore, it can be concluded that price perception has a positive and significant effect on consumer purchase intention. Therefore, hypothesis 3 which states that price perception has a positive and significant effect on consumer purchase intention (h3 accepted). The findings of this study are consistent with previous studies conducted by Hernikasari,(2022) and Gourville (2019), which found price perceptions had a positive and significant effect on consumer purchase intentions.

5. CONCLUSION

Based on research conducted on influence of product quality, customer testimonials and price perception on consumer buying intentions in the city of lhokseumawe. found that product quality, customer testimonials and price perception positive and significant effect on consumer buying intentions.

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