Jurnal Politik dan Sosial Kemasyarakatan Vol 15 No 1 (2023): Februari 2023 (P-ISSN 2085 - 143X) (E-ISSN 2620 - 8857)

The Effect of Price, Product Quality, and Promotion on The Purchasing Decision of MS Glow Products at MS Glow Tulungagung Branch Agent

Dinandra Faidatul Buduri 1*, Muhammad Alhada Fuadilah Habib²

^{1,2} UIN Sayyid Ali Rahmatullah Tulungagung

*Email: dinandra1704@gmail.com

Received: 04 Januari 2023; Revised: 30 Januari 2023; Accepted: 15 Februari 2023; Published: Februari 2023; Available online: Februari 2023

Abstract

Ms Glow is a beauty skincare manufacturer that has many agents spread throughout Indonesia. In the midst of lots of competition with similar products, Ms Glow managed to score high sales on the Shopee marketplace. This study aims to determine the effect of price, product quality, and promotion partially and simultaneously on purchasing decisions for Ms Glow's products at Ms Glow's Tulungagung branch. Theoretically, there are various factors that can influence the decision to purchase Ms Glow products including price, product quality, and promotions. The population in this study were consumers of Ms Glow Ngantru's products, which were taken using non-probability sampling with an accidental technique. Samples were taken using the Slovin formula at a 95% confidence level so that a total sample of 95 respondents was obtained. Data collection was carried out using a questionnaire. The analytical method used in this study is multiple linear regression analysis with the help of the SPSS version 26 program. Hypothesis testing uses the t test and simultaneously with the f test. The results of this study indicate that partially price, product quality, and promotions have a positive and significant effect on purchasing decisions for Ms Glow's products at the Ms Glow agent Tulungagung branch. Whereas the simultaneous test shows that price, product quality, and promotions simultaneously have a positive and significant effect on the decision to purchase Ms Glow's products at the Ms Glow agent Tulungagung branch.

Keywords: price, product quality, promotion, purchase decision.



Introduction

At the moment, cultural factors influence increasingly diverse human needs. Not only the primary needs but the need to satisfy oneself also need to be met. As well as maintaining healthy skin which has recently become a habit carried out by society, especially by women. Although it is not the main need, taking care of yourself is one of the activities that supports individuals to be able to appear confident. In the process of self-care, this is usually balanced with the use of skincare to encourage the realization of clean and healthy skin.

Skincare is a skin care product whose purpose varies from brightening skin, improving the skin, protecting the skin from various health problems. This was conveyed by dr. Ph.D.. Flandiana Yogianti, Sp.DV of Dermatology (Department Venereology FKKMK UGM) in a casual talk RAISA Radio UGM on Thursday (19/8/2021).(Satria, 2021)

Ms Glow is one of the beauty skincare manufacturers based in Malang, East Java. Ms Glow was founded by Shandy Purnamasari and Maharani Kemala which was initiated in 2013 which stands for Magic for Skin. Currently Ms Glow already has official

and members throughout agents Indonesia. (Ms Glow, 2018)

According to compass.co.id Ms Glow's sales show steady traffic and tend to dominate the beauty market. Market share is an indicator that is able to explain the ability of a company to dominate the market. Ms Glow products come with a targeted market share, namely consumers who want to solve skin problems with a package of Sudirman. & (Yulianto, Rosyid, 2022) skincare products. In addition, Ms Glow's products have high shopee *e-commerce*. It is proven that in the July 2021 period, the total sales of Ms Glow products reached IDR 39.62 billion approximately 376 transactions that have taken place at official stores and non-official stores (Compas, 2021).

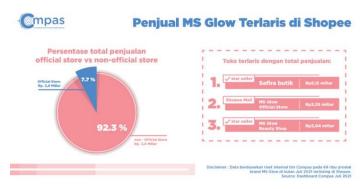


Figure 1. Ms Glow Sales Data on Ecommerce Shopee P eriode July 2021 (Compas, 2021)

According to Kotler and Armstrong, price is the amount of money that a consumer gives for a good or service. Each Ms Glow product has a different price according to its respective category. With the price given, Ms Glow products provide quality that is able to solve consumers' facial skin problems. According to Schiffman and Kanuk, product quality is the company's ability to make its products recognizable to consumers . Ms Glow is included in the top cosmetic brand category and is most favored by the Indonesian people from 2019 to 2020 after Wardah brand products. This proves that the quality of Ms Glow's products is beyond doubt. 2020)(Nurmawati, (Wicaksono, 2018) (Handayani & Hidayat, 2022)

The business world today has developed rapidly marked by the entry of the era of globalization and is supported by technological developments which also enter the economic realm. Business operations today are as part of technological developments as is promotion. According Indrivo to Gitodarmo, promotion is an effort to influence consumers so that they are willing to buy products offered by the company. Ms Glow has promoted through various (Rifai, Fitri, Ramadhan, 2022)(Bawono, 2019)online platforms such as Instagram, Tiktok, Facebook and so on.

In addition to utilizing online for promotion, Ms Glow also media conducts offline promotions by implementing a reseller and agent system. The purpose of the promotion carried out by Ms Glow, both offline and online promotions, is to encourage consumers to make product purchases with the power of *branding* that has been built through the promotion process. (Riskita, 2022)

The researcher chose to conduct research on the agent Ms Glow Ngantru as one of the agents in Tulungagung. Ms Glow Ngantru has registered as an official Ms Glow agent since 2020 and is the only Ms Glow agent residing in Kecamatan Ngantru Kabupaten Tulungagung. The location of Ms Glow Ngantru is located on Jl. Raya Ngantru, Ngantru District, Tulungagung Regency, 66252. With a strategic location, it makes it easier for consumers to reach the place.

Based on previous research, it was found that increased purchasing decisions will be influenced by high levels of advertising, product quality, and prices offered. It has been explained that prices, product quality, and promotions are able to influence consumers in making purchases of a product. Therefore, the purpose of this study is to



find out how the Effect of Price, Product Quality, and Promotion on Ms Glow's Product Purchase Decision on Ms Glow Agent Tulungagung Branch. (Coal, Silalahi, Sani, Shahputri, & Liana, 2022)

THEORETICAL FOUNDATIONS

Price

Price is one of the factors that are considered for consumers before purchasing products. According to Kotler and Armstrong, price is the amount of money given for a good or service or the amount of money that consumers exchange for the benefits of owning or using the product or service. Price can also be said to be the exchange rate for the benefits of goods or services that will be used by consumers. (Wicaksono, 2020)

The indicators used to measure prices according to Kotler and Armstrong are: (Pradana, Hidayah, & Rahmawati, 2017)

- a) Affordable price by the ability of consumers' purchasing power
- b) Compatibility between price and quality
- c) The price has competitiveness with other similar products

Based on previous research, it is stated that price affects purchasing decisions. This is in accordance with what Kotler and Armstrong have argued that the higher the price, the lower the purchase decision, on the contrary, if the price is low then the purchase decision is higher.(Sinaga & Hutapea, 2022)(Agatha, 2018)

Product Quality

Product quality is a consideration for consumers when consuming a good or service. According to Tjiptono, product quality is the company's ability to show consumers that the product is capable of generating benefits for them . It can be interpreted that product quality is the ability possessed by the product to perform its functions properly. (Son, Arifin, & Sunarti, 2017)

According to Mullins, Orville, Larreche, and Boyd, if a company wants to maintain excellence in a market, the understand the company must dimensional aspects of the product used by consumers to distinguish the products sold by the company from competitors. **Product** dimensions include: performance, durability, conformance to spesifications, features, reliability, aesthethic. and perceived quality. (Indrasari, 2019)

The indicators used to measure product quality according to Tjiptono: (a) performance, (b) f itur), (c) conformity with specifications, (d) durability, (e) reliability, serviceability, (f) (g) aesthetics. (h) perceived quality . (Gunawan, Pratiwi, Arfah, & Hartanto, 2022)

Based on previous research, it is stated that product quality has a positive effect on purchasing decisions. The better the quality of the product in meeting the needs of consumers will increase purchasing decisions(Ahmad & Wahyudin, 2018). According to Kotler and Armstrong, product quality is a component that must be maintained by the company, where the product that has the best quality will be the strongest choice for consumers to buy(Winasis, Widianti, & Hadibrata, 2022).

Promotion

In an effort to encourage the creation of purchases, of course, the company will promote toattract the attention of consumers. Promotion can be interpreted as a way for companies to introduce their products to consumers. Kotler According to and Keller. promotion is an activity carried out by companies to inform, persuade and remind consumers directly or indirectly. (Rahmawati, 2022)

Promotion indicators according to Kotler and Keller are: (a) promotion reach, (b) promotion quality, promotion quantity, (d) promotional attractiveness. (Sahrun, Qomariyah, & Febriyah, 2021)

Based on previous research, it is stated that promotion has a positive effect on purchasing decisions. The more attractive and increasing the intensity of promotions carried out will influence consumers in makingpurchases(Sukmawati, Mathori, & Marzuki, 2022). This is in accordance what Tiiptono with stated that promotion is a form of marketing communication that seeks to persuade / influence the products owned so that consumers are willing to accept, buy, and be loyal to the products offered. (Coal, Silalahi, Sani, Shahputri, & Liana, 2022)

Purchasing Decisions

Kotler According to and Armstrong, a purchase decision is an act of the consumer to buy or not to buy a product. Among many factors. consumers often pay attention to price, product quality, and a product that is familiar in society. A purchasing decision is a series of consumer processes for deciding to make a purchase of goods and services. (Puspita, et al., 2021)



The process of consumers in deciding to buy is influenced by various factors ranging from product price, product quality, environmental influences, culture and so on. Therefore, companies must study how consumers behave in their intended market share to determine strategies to create purchases.

According to Kotler, the stages that must be passed in the consumer purchasing decision making process are: (Warsito, Solikhin, & Farhah, 2022)

- 1. Problem recognition. It starts with consumers recognizing the needs that must be met and they will look for solutions to meet those needs.
- 2. Information search. After consumers recognize the problem or need, consumers will look for information about products that can solve the problem.
- 3. Evaluate alternatives. After searching for information. consumers will look for alternative products that best suit consumer needs.
- 4. Purchasing decisions. The last stage is that consumers will decide to buy with various considerations and stages that have been passed.

Purchasing decision indicators according to Kotler and Armstrong are: (Pradana, Hidayah, & Rahmawati, 2017)

- a) Stability of buying after knowing product information
- b) Deciding to buy because of the most preferred brand
- c) Buy because it suits your wants and needs
- d) Buying because you get recommendations from others

Based on previous research, it is stated that the increasing purchasing decision will be influenced by the high level of advertising, product quality, and prices offered (Sukmawati, Mathori, & Marzuki, 2022; Coal, Silalahi, Sani, Syahputri, & Liana, 2022). In accordance with what Kotler argues that when the consumer makes the decision to buy a product is influenced a lot by his perception of product quality, price, promotion as it has been implemented in the company. (Bairizki, 2017)

Previous Research

Based on a study entitled "The Effect of Product Price and Quality on the of Scarlett Purchasing Decision Whitening Cosmetic Products in Students of the Faculty of Economics and Business" states that the price and quality of products affect the purchasing decision process. (Selvia, Tumbel, & Djemly, 2022) The similarity is that both of them see the influence between price and product quality on purchasing

decisions. For the difference, namely in the Mega research, there are only variables in price and product quality while in this study there are additional variables, namely promotion.

In the research with the title "The Effect of Price, Product Quality, and Promotion on Shopee Marketplace Purchase Decisions" stated that prices, product quality, and promotions affect purchasing decisions on the Shopee marketplace. The similarity is that both have (Dwijantoro, Dwi, & Syarief, 2021) the same independent variables namely price, product quality, and promotion. The difference is that in Rizky's research only used the t test to test the hypothesis while in this study it used the t test and the f test to test the hypothesis. Thus, this study better knows how all independent variables (price, product quality, and simultaneously promotion) affect purchasing decisions.

In the research entitled "The Effect of Price and Promotion on Product Purchase Decisions at Elevan Cafe Bengkulu " stated that prices and promotions affect the purchasing decisions at Elevan Cafe Bengkulu. The similarity is that (Finthariasari, Ekowati, & Meilaty, 2020)both see the influence between price and promotion on purchasing decisions. The difference is that in Finthariasari's research there are only price and promotion variables while in this study there are additional variables, namely product quality.

In the study with the title "The Effect of Product Quality, Price, and Promotion on the Purchasing Decision of Lemonilo Instant Noodles" stated that product quality, price, and promotion affect the purchasing decision Lemonilo products. The similarity is that both have the same variables namely price, product quality, and promotion. The difference lies in the object under study, where (Utomo, Taufig, & Budi, 2022) Utomo's research examined one of the food products while in this study examined one of the skincare products.

In the research with the title "The Effect of Price, Product Quality, and Promotion on Graby Bites Product Purchase Decisions" states that price, product quality, and promotion affect the Graby purchase decision of Bites products. The similarity is that both have the same variables namely price, product quality, and promotion. The difference lies in the object under study, where Gabriel's research examined one of the pastry products while in this study examined one of the (Aprilia, Herdinata, Padmawidjaja, 2021)skincare & products.



Based on previous research, it is explained that price, promotion, and product quality have a significant effect on purchasing decisions. This study has a slight difference from the previous study, namely it lies in the object of study and the respondents who are the sample of the study.

RESEARCH METHODS

Population and Sample

This research uses quantitative methods. The quantitative method according to Sugiyono is a research method based on the philosophy of scientific method positivism as a because it has met scientific principles concretely or empirically, objectively, measurably, rationally, and systematically. This type of research uses research. associative Associative research is a study that examines about the relationship between free variables and bound variables. (Yulianti, Aulia, & Lili, 2019) (Amirullah, 2022)

The population in this study is Ms Glow Ngantru consumers who have made a purchase of Ms Glow products at least one purchase. The population in this study was 125 people from the number of buyer data for the last three months in Ms Glow Ngantru. As for the sampling used, it is non-probability sampling with accidental techniques, where sampling is carried out because it happens to be found at the research site. Determination of the number of samples using the slovin formula (Hardani, et al., 2020) at a 95 % confidence level so that the number of samples in this study was known to be 95 respondents.

The data used are primary data and secondary data. Primary data according to Danang Sunyoto is data obtained directly by researchers. The primary data in this study were the results of interviews with consumers of Ms Glow Ngantru. While secondary data is data obtained from third parties. The secondary data in this research are references from journals, books. websites, previous research and other related sources. The data collection technique in this study used questionnaire questionnaire. or According to Sugiyono, questionnaires are data collection techniques that are carried out by giving several written questions to respondents. Data collection uses a likert scale with a score of 1-4 ranging from strongly disagree, disagree, agree, strongly agree. In determining the results of the study, (Luthfi, Kasnelly, & Hamid, 2022)(Goddess, 2022)(Waskito, 2015) researchers used SPSS software

version 26 (Statistical Program for Social Science) to process data.

RESEARCH RESULTS

Test classical assumptions

This study used multiple linear regression tests to test how the influence of independent variables (Price, Product quality, and Promotion) on theap of dependent variables (Purchasing Decisions). Before conducting a double linear regresi linear test, researchers conducted a classical assumption test first. The classical assumption test in this study consists of a normality test, a multicollinearity test. and a heterochedasticity test.

The normality test is carried out with the aim of knowing whether there is normally distributed data. In normality calculation, researchers used the Kolmogrov-Smirnov test with a signification rate greater than 0.05 so that the resulting data can be said to be normally distributed. The result of the normlality test in this study was 0.200 so that the data was distributed normally because it was 0.200 > 0.05.

multicollinearity test was performed to show that no free variable had a VIF (Variance Inflation Factor) value of more than 10 and a tolerance value of less than 0.1. The results of the multicoleniarity test in this study showed VIF numbers at variable price (X1) 1.051, product quality (X2) 1.557, promotion (X3) 1.539. As for the tolerance number, it shows that the price variable (X1) is 0.952, product quality (X2) is 0.642, promotion (X3) is 0.650. From the results of the multicollinearity test, it is known that all free variables have a VIF value of less than 10 and a tolerance value of more than 0.1 so that the data in this study do not occur multicollinearity.

Heterochedasticity tests performed to see if there were variants and residuals for all observations on linear regression models. In conducting a heterochedasticity test in this study using the *Glejser* test using signification greater than 0.05. The results on the data test showed a variable price (X1) of 0.173, product quality (X2) 0.836, promotion (X3) 0.064. From these all free variables have a results. signification value of more than 0.05 so that the data in this study do not occur heterochedasticity.

Based on the results of the classical assumption test that has been carried out, it is concluded that the research data are normally distributed, there is no multicollinearity, and there are no symptoms of heterochedasticity so that it is eligible for multiple linear regrtion tests.



Test instruments

Before conducting a multiple linear regrtion test, researchers first conducted a ter instrument test consisting of a validity test and a reliability test.

The validity test is used to measure whether a statement is said to be valid measured by if r counts > r table then the statement is said to be valid. The number of respondents in this study was 95 respondents so that df (degree of freedom) = 95-2 = 93 with r table which is 0.1689. The results of the validity test this study showed that in questionnaire items ranging from price (X1), product quality (X2), promotion (X3), and purchase decision (Y) had a calculated r value greater than the r table so that the data could be said to be valid.

Reliability tests are used to measure the same object over and over again while still generating the same or consistent data. The reliability test was carried out using the Cronbach's Alpha method with the criterion of Cronbach's Alpha value > 0.60. The results on the data test showed a variable price (X1) of 0.768, product quality (X2) 0.865, promotion (X3) 0.745, purchase decision (Y) 0.809. Based on the results of the reliability test in this study, it was concluded that all variables have good reliability because they have а *Cronbach's Alpha value* of > 0.60.

Based on the results of the instrument tests that have been carried out, it is concluded that the research data is said to be valid and reliable so that it is eligible for multiple linear regre si tests.

Multiple Linear Regression Test

The multiple linear regression test is intended to determine the influence between the variable in dependent (Price, Product Quality, Promotion) and dependent variable (Purchase Decision). According to sugiyono, the multiple linear regression equation has the formulation: Y = a + b1X1 + b2X2 + ...+ bnXn (Arfah, 2022).

Where:

Y = Variabel dependent

A = constant

B = Regression coefficient on each of the s ing variables

X = Vindependent ariabel

Here are the results of the multiple linear regresi linear test:

Table 1. Independent Variable Multiple Linear Regression Test Results (Price, Product Quality, Promotion) DependentVariables (Purchasing Decisions)

Coeff	icientsa
	Ctanda

		Unstandariz ed Coefficients		Standa rdized Coeffic ients		C:
	Туре	В	Std. Error	Beta	t	Si g.
1	(Const ant)	2.09	1.552		1. 3 4 7	.1 8 1
	Price	.237	.104	.184	2. 2 8 1	.0 2 5
	Produ ct Qualit y	.150	.053	.276	2. 8 0 6	.0 0 6
	Prom otion	.401	.101	.389	3. 9 7 5	.0 0 0

a. Dependent Variables: **Purchasing Decisions**

(Source: Author, 2023)

Based on the test results in the table above, it can be described as follows:

1. In column B, nis a constant of 2.091, stating that the dependent variables of purchasing decisions have not been influenced by independent variables, namely price (X1), product quality (X2), promotion (X3).If and independent variables (price, product quality, and promotion) are absent then the dependent variables (purchasing decisions) do not change.

- 2. In column B, thevalue of the price efficiency (X1) of 0.237 indicates that the price variable has a positive influence on purchasing decisions, which means that every increase of 1 unit of price variable will affect the purchase decision by 0.237 or 23.7% with the assumption that other variables are not studied in this study.
- 3. In column B, the value of the product quality efficiency (X2) of 0.150 indicates that the product quality variable has a positive influence on purchasing decisions, which means that every increase of 1 unit of product quality variable will affect the purchase decision by 0.150 or 15% with the assumption that other variables are not studied in this study.
- 4. In column B, nila i kpromotion oefficient (X3) of 0.401 indicates that the promotion variable has a positive influence on purchasing decisions, which means that every increase of 1 unit of promotion variable will affect purchasing decisions by 0.401 or 40.1% assuming that other variables tidak studied in this study.



Hypothesis Test t-test (Partial)

The t-test is used to partially test the individual signification of each independent variable (Price, Product quality, and Promotion) and the dependent variable (Purchase decision) expressed by the value of t count > t table (1.662) and the signification value < 0.05 then the independent variable partially affects the dependent variable. Here are the results of the t test:

Table 2. T-test Coefficientsa

_		docincientsa				
				Standa rdized		
		Unstandariz ed Coefficients		Coeffic ients		
Туре		В	Std. Error	Beta	t	Si g.
1	(Const ant)	2.0 91	1.552		1. 3 4 7	.1 8 1
	Price	.23 7	.104	.184	2. 2 8 1	.0 2 5
	Produ ct Qualit y	.15 0	.053	.276	2. 8 0 6	.0 0 6
	Prom otion	.40 1	.101	.389	3. 9 7 5	.0 0 0

a. Dependent Variables: **Purchasing Decisions**

(Source: Author, 2023)

Based on the table above, it can be seen that the calculated t value for the price variable is 2.281 > 1.662 and the sig. value is 0.025 < 0.05 which means that the calculated t value is greater than the table t value and sig value. less than 0.05 so H0 is rejected and H1 is accepted. Thus it can be said that the price has a positive and significant effect on the purchase decision.

The calculated t value for the product quality variable is 2.806 > 1.662 and the sig. value is 0.0 06 < 0.05 which means that the calculated t value is greater than the table t value and sig value. less than 0.05 so H0 is rejected and H1 is accepted. Thus it can be said that the quality of the product has a positive and significant effect on the purchase decision.

The calculated t value for the promotion variable is 3.975 > 1.662 and the sig. value is 0.000 < 0.05 which means that the calculated t value is greater than the table t value and sig value. less than 0.05 so H0 is rejected and H1 is accepted. Thus it can be said that promotion has a positive and significant effect on purchasing decisions.

Based on the results of the t test it can be concluded that all above. independent variables (Price, Product quality, Promotion) partially have a positive and significant effect on the dependent variable (Purchase decision).

f test (Simultaneous)

The f test or simultaneous test is used to determine whether all independent variables (Price, Product quality, and Promotion) simultaneously /b have an influence on the dependent variable (Purchase decision) with the value of f calculate > f table (2.70) and the value of signification < 0.05 then the independent variable and the dependent variable simultaneously have an effect. Here are the results of the f test:

Table 3. Test F ANIONA

			Αſ	NUVAa		
	Типо	Sum of	D	Mean	F	Si
	Туре	Squares	f	Square	Г	g.
1	Regre ssion	98.954	3	32.985	2 3. 3 1 0	.0 0 0 b
	Resid	128.77	9			
	ual	2	1			
	Total	227.72	9			
	Total	6	4			

a. Dependent

Variables: Purchasing

Decisions

b. Predistors: (Constant), Price, Product Quality,

Promotion

(Source: Author, 2023)

Based on the results of the f test in the table above, a calculated f value of 23,310 > 2.70 and a sig value of 0.000 <0.05 is obtained which means that the calculated f value is greater than the table f value and sig value. 0.05 so H0 is rejected and H1 is accepted. It can be stated that independent variables including price (X1), product quality (X2), and promotion (X3)simultaneously /bboth have a positive and significant effect on the dependent variable namely the purchase decision (Y).

DISCUSSION

The Effect of Price on Purchasing **Decisions**

The results of the t test showed that the price variable had a positive and significant effect on the purchasing decision of Ms Glow products at the Ms Glow Tulungagung branch agent. It can be known that the high and low price of Ms Glow products will affect the level of purchasing decisions which means that the more affordable the price of Ms Glow products, the more expensive the purchasing decisions will also increase. This is in accordance with what Kotler and Armstrong have argued that the higher the price, the lower the purchase decision, on the contrary, if the price is low then the purchase decision is higher. The results of this study are in line with the results of (Agatha, 2018) previous studies which stated that price has a positive effect on purchasing decisions.



The lower the price of a product, the purchasing decision will increase. (Sinaga & Hutapea, 2022).

The Effect of Product Quality on Purchasing Decisions

The results of the t test showed that the product quality variable had a positive and significant effect on the purchasing decision of Ms Glow products at the Ms Glow Tulungagung branch agent. With the good quality of Ms Glow products will increase the chances of consumers making a purchase. According to Kotler and Armstrong, product quality is a component that must be maintained by the company, where the product that has the best quality will be the strongest choice for consumers to buy(Winasis, Widianti, & Hadibrata, 2022). The results of this study are in line with previous research which states that product quality has a positive effect purchasing decisions. The better the quality of the product will improve the purchasing decision(Ahmad & Wahyudin, 2018).

How Promotions Affect Purchasing Decisions

The results of the t test showed that the promotion variable had a positive and significant effect on the purchasing decision of Ms Glow products at the Ms Glow Tulungagung branch

agent. With Ms Glow's attractive and frequently done promotional content, it will reach more consumers so as to increase buyer decisions. This is in accordance with what Tjiptono stated that promotion is a form of marketing communication that seeks to persuade / influence the products owned so that consumers are willing to accept, buy, and be loyal to the products offered. The results of this study are in line with the results of (Coal, Silalahi, Sani, Shahputri, & Liana, 2022) previous studies which stated that promotion has a positive effect on purchasing decisions. The more interesting and increasing the intensity of the advertising carried out will influence consumers makingpurchases(Sukmawati, Mathori, & Marzuki, 2022).

The Effect of Price, Product Quality, and Promotion on Purchasing Decisions

The results of the f test show that the variables of price, product quality, and promotion simultaneously or together have a positive and significant effect on the purchasing decision of Ms Glow products at the Ms Glow Tulungagung branch agent. Thus, the more affordable the price of Ms Glow products, good quality and often doing attractive promotions, it will increase consumers'

MADANI IIIIIIIIIIII 200

purchasing decisions. This is in accordance with the theory put forward by Kotler that the consumer in making the decision to buy a product is influenced a lot by his perception of product quality, price, promotion as has been applied in the company. (Bairizki, 2017) The results of this study are in line with the results of previous studies which stated that purchasing decisions are influenced simultaneously by price, product quality, and promotion. Witha high level of advertising, good product quality, and appropriate prices are able improve consumers' purchasing decisions(Sukmawati, & Mathori, Marzuki, 2022).

CONCLUSION

Based on the results of research and discussion on "The Influence of Price, Product Quality, and Promotion on the Purchase Decision of Ms Glow Products at Ms Glow Agents of the Tulungagung Branch", it can be concluded that:

1. Price has a positive and significant effect on the decision to purchase Ms Glow products at the Ms Glow agent Tulungagung branch. This means that the higher or lower the product price will affect consumers in deciding to make a purchase. If the price of Ms Glow's

- products is affordable, purchasing decisions will also increase and vice versa.
- 2. Product quality has a positive and significant effect on purchasing decisions for Ms Glow products at Ms Glow agents in the Tulungagung branch. This means that the better the quality of a product will affect consumers in deciding to make a purchase. The better the quality of Ms Glow's products, the purchasing decisions will also increase.
- 3. Promotion has a positive and significant effect on purchasing decisions for Ms Glow products at Ms Glow agents in the Tulungagung branch. This means that the more interesting and often the promotional content is influence carried out will consumers in deciding to make a purchase. If the promotion of Ms Glow's products is more interesting and frequently carried out, the purchasing decision will also increase.
- 4. Price. product quality, and promotion have a positive and significant effect on the decision to purchase Ms Glow's products at the Ms Glow agent Tulungagung



branch. This means that affordable prices, good product quality and attractive promotions will influence consumers deciding to make a purchase. The better the price, product quality, and promotion of Ms Glow's products, the purchasing decision will also increase.

Suggestion

Based on the results of the research, discussion, and conclusions above, it can be seen that there are still many factors that influence purchasing decisions apart from price, product quality, and promotions in purchasing Ms Glow products. Therefore, further studies are still needed to look for other factors that can influence purchasing decisions besides the variables examined in this study.

Bibliografi

- Agatha, M. (2018). Analisis Pengaruh Harga Terhadap Keputusan Pembelian Batik Barong Gung Tulungagung. Jurnal Pendidikan III(2),29. Ekonomi, doi:https://doi.org/10.29100/jup eko.v3i2.866
- Ahmad, F. A. (2018). Analisis Pengaruh Kualitas Produk, Persepsi Harga, dan Kualitas Pelayanan Terhadap

Keputusan Pembelian (Studi **Empiris** Dalam Keputusan Pembelian oleh Mahasiswa Muhammadiyah Universitas Surakarta di Ella Skin Care). Surakarta: Repository: Universitas Muhammadiyah Surakarta.

- Amirullah. (2022). Metode dan Teknik Menyusun Proposal Penelitian. Malang: Media Nusa Creative.
- Aprilia, G., Herdinata, C., & Padmawidjaja, (2021).Pengaruh Harga, Kualitas Produk, dan Promosi Terhadap Keputusan Pembelian Produk Graby Bites. Jurnal Manajemen dan Start-Up Bisnis, V(6), 449-456.
- Arfah, Y. (2022). Keputusan Pembelian Produk. Padang: PT. Inovasi Pratama Internasional.
- Bairizki, A. (2017). Pengaruh Harga, Promosi dan Kualitas Produk Terhadap Keputusan Pembelian Dalam Meningkatkan Penjualan (Studi Kasus pada UD Ratna Cake & Cookies). Jurnal Valid, XIV(2), 72.
- Batubara, M., Silalahi, P. R., Sani, S. A., Syahputri, R. R., & Liana, V. (2022).Pengaruh Promosi, Kualitas Produk, dan Harga

terhadap Keputusan Pembelian Konsumen Porduk Scarlett Whitening: Studi Kasus pada Mahasiswi FEBI UIN Sumatera Utara. Jurnal Ekonomi, Keuangan & Bisnis Syariah, IV(5), 1327-1342.

doi:10.47467/alkharaj.v4i5.931

- Bawono, I. R. (2019). Optimalisasi Potensi Desa di Indonesia. **Jakarta**: Gramedia Widiasarana Indonesia.
- Compas. (2021, Agustus 12). *Tembus 30* Milliar! Ini Data Penjualan Ms Glow Bulan Juli 2021 di Shopee. Retrieved Desember 26, 2022, from compas.co.id: https://compas.co.id/article/data -penjualan-ms-glow/
- Dewi, L. S. (2022). The Influence of Product Quality pada Kepuasan Konsumen. Surabaya: CV. Global Aksara Pers.
- Dwijantoro, R., Dwi, B., & Syarief, N. (2021). Pengaruh Harga, Kualitas Produk, dan Promosi Terhadap Keputusan Pembelian Marketplace Shopee. Jurnal Riset Manajemen dan Bisnis, 63-75.
- Finthariasari, Ekowati, S., & Meilaty. (2020). Pengaruh Harga dan Promosi Terhadap Keputusan

Pembelian Produk pada Elevan Bengkulu. Jurnal Ilmiah Akuntansi, Manajemen & Ekonomi Islam, III(1), 108-122.

- Gunawan, D., Pratiwi, A. D., Arfah, Y., & Hartanto, B. (2022). Keputusan Pembelian Skincare Safi Berbasis Media Marketina. (Nursaimatussaddiyah, Ed.) PT. Inovasi Pratama Internasional.
- Handayani, L. S., & Hidayat, R. (2022, Juli). Pengaruh Kualitas Produk, Harga, dan Digital Marketing Terhadap Kepuasan Pelanggan Produk Ms Glow Beauty. Jurnal IKRAITH-EKONOMIKA, V(2), 136-137.
- Hardani, Andriani, H., Ustiawaty, J., Utami, E. F., Istiqomah, R. R., Fardani, R. A., . . . Auliya, N. H. (2020).Metode Penelitian Kualitatif & Kuantitatif. (H. Abadi, Ed.) Yogyakarta: Pustaka Ilmu.
- Hutapea, Sinaga, R. P., & Yuliana, J. (2022). Analisis Pengaruh Brand Image, Harga, dan Review Product Terhadap Keputusan Pembelian Skincare Wardah pada Mahasiswa UNAI. *Inetelektiva*, 12-25.



- Indrasari, M. (2019). Pemasaran dan *Kepuasan Pelanggan.* Surabaya: Unitomo Press.
- Luthfi, A., Kasnelly, S., & Hamid, A. (2022).Metodologi Penelitian Ekonomi. (Mustakim, Ed.) Sumatera Barat: Insan Cendekia Mandiri.
- Ms Glow. (2018, Maret Kamis). Ms Glow **Official** Website. Retrieved November Kamis, 2022, from msglowid.com: https://msglowid.com/about
- Nurmawati. (2018). Perilaku Konsumen dan Keputusan Pembelian. (Amirullah, Ed.) Malang: Tim MNC Publishing.
- Pradana, D., Hidayah, S., & Rahmawati. (2017). Pengaruh Harga Kualitas Produk dan Citra Merek Brand **Image** Terhadap Keputusan Pembelian Motor. KINERIA, XIV(1), 18.
- Puspita, Y. D., Pangestu, J. D., Dwi, G., Kurniawati, R., Setyorini, D., & Nur, E. (2021). Riset Populer Pemasaran Jilid 2. (G. Rahmawan, Ed.) Indonesia: Media Sains Indonesia.
- Putra, G. P., Arifin, Z., & Sunarti. (2017). Pengaruh Kualitas Produk

- Terhadap Keputusan Pembelian dan Dampaknya Terhadap Kepuasan Konsumen. Jurnal Administrasi Bisnis, XLVIII(1), 125.
- Rahmawati. (2022). Apa Saja Variabel Penelitian Dalam Bidana Marketina??? (Panduan Bagi Pemula). Peneliti Yogyakarta: Mulawarman University Press. Retrieved January 3, 2023
- Rifai, D., Fitri, S., & Ramadhan, I. N. (2022, Juni 3). Perkembangan Ekonomi Digital Mengenai Perilaku Pengguna Media Sosial dalam Melakukan Transaksi. ADI Bisnis Digital Interdisiplin Jurnal, III(1), 49-52. doi:https://doi.org/10.34306/ab di.v3i1.752
- Riskita, A. (2022, Juli 13). Inspiratif! SImak Perjalanan Bisnis Skincare Ms Glow dan Strateginya. Retrieved Desember 25, 2022, Sirclo from Store: https://www.google.com/amp/s/ store.sirclo.com/blog/skincarems-glow/
- Sahrun, Qomariyah, E., & Febriyah, A. (2021).Pengukuran Tingkat Kepuasan Pelanggan. (T. Q. media,



- Ed.) Pasuruan: CV. Penerbit Qiara Media.
- Satria. (2021, Agustus 20). Mengenal Sisi Positif dan Negatif dalam Penggunaan Skin Care. Retrieved Desember 25. 2022. from Universitas Gajah Mada: https://www.google.com/url?sa= t&source=web&rct=j&url=https:/ /ugm.ac.id/id/berita/21564mengenal-sisi-positif-dan-negatifdalam-penggunaan-skincare&ved=2ahUKEwjm7-KRuJT8AhXqlLcAHY_vBNIQFnoEC AwQBQ&usg=A0vVaw1w9i1rE2w hohTHu8R_5TE1
- Selvia, M., Tumbel, A. L., & Djemly, W. Pengaruh Harga dan (2022).Kualitas Produk Terhadap Keputusan Pembelian Produk Kosmetik Scarlett Whitening pada Mahasiswa Fakultas Ekonomi dan Bisnis. Jurnal EMBA, X(4), 320-330.
- Sukmawati, D. A., Mathori, M., & Marzuki, A. (2022). Pengaruh Promosi, **Kualitas** Harga, dan Produk Terhadap Keputusan Pembelian Produk Skincare Somethinc (Studi di pada Konsumen Daerah Istimewa Yogyakarta). Jurnal Riset

- Akuntansi dan Bisnis Indonesia, II(2), 579-599.
- Utomo, Taufiq, M., & Budi, S. (2022). Pengaruh Kualitas Produk, Harga, dan Promosi Terhadap Keputusan Pembelian Mie Instan Lemonilo. Jurnal Ilmu dan Riset Manajemen, 1-15.
- Warsito, C., Solikhin, I., & Farhah, N. U. (2022).Keputusan Pembelian Konsumen Muslim Terhadap jasa Ojek Online. Malang: CV. Literasi Nusantara Abadi.
- Waskito, D. (2015). Pengaruh Sertifikasi Halal, Kesadaran Halal, dan Bahan Makanan Terhadap Minat Beli Produk Makanan Halal (Studi pada Mahasiswa Muslim Yogyakarta). Yogyakarta: Repository Universitas Negeri Yogyakarta. Retrieved Desember 26, 2022
- Wicaksono, S. Y. (2020). Pengaruh Harga, Promosi, dan Kualitas Pelayanan Terhadap Keputusan Pembelian TIKI di Surabaya. *Jurnal Ilmu dan* Riset Manajemen, IX(7), 3. doi:2461-0593
- Winasis, C. L., Widianti, H. S., & Hadibrata, B. (2022). Determinasi Keputusan Pembelian: Harga,



Promosi, dan kualitas Produk (Literature Review Manajemen Pemasaran). Jurnal Ilmu Manajemen Terapan, III(4), 400. doi:https://doi.org/10.31933/jim t.v3i4

Yulianti, Aulia, A. R., & Lili, A. (2019). Pengaruh City Branding "A Land of Harmony" Terhadap Minat Berkunjung dan Keputusan Berkunjung ke Puncak, Kabupaten Bogor. Jurnal Ilmiah MEA, III(3), 71. doi:https://doi.org/10.31955/me a.v3i3.182

Yulianto, E., Sudirman, I., & Rosyid, A. A. (2022).Model *Implementasi* Fungsi-Fungsi Integrasi Bisnis pada Kinerja **Proses** Bisnis Internal. Surabaya: Cipta Media.