

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

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### **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 the skin, improving the skin, to protecting the skin from various health problems. This was conveyed by dr. Flandiana Yogianti, Ph.D., Sp.DV (Department of Dermatology & Venereology FKMK 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

agents and members throughout 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 (Yulianto, Sudirman, & Rosyid, 2022) *skincare* products. In addition, Ms Glow's products have high sales on *shopee e-commerce*. It is proven that in the July 2021 period, the total sales of Ms Glow products reached IDR 39.62 billion with approximately 376 thousand transactions that have taken place at official stores and *non-official stores* (Compas, 2021).



Figure 1. Ms Glow Sales Data on E-commerce 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



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 company must understand the 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 specifications*, *features*, *reliability*, *aesthetic*, and *perceived quality*. (Indrasari, 2019)

The indicators used to measure product quality according to Tjiptono: (a) performance, (b) fitur), (c) conformity with specifications, (d) durability, (e) reliability, (f) serviceability, (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, Widiyanti, & Hadibrata, 2022).

### **Promotion**

In an effort to encourage the creation of purchases, of course, the company will promote to attract the attention of consumers. Promotion can be interpreted as a way for companies to introduce their products to consumers. According to Kotler 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, (c) promotion quantity, (d) promotional attractiveness. (Sahrudin, 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 making purchases (Sukmawati, Mathori, & Marzuki, 2022). 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. (Coal, Silalahi, Sani, Shahputri, & Liana, 2022)

### **Purchasing Decisions**

According to Kotler 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 Purchasing Decision of Scarlett 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)Thesimilarity is that both of them see the influence between price and product quality on purchasing



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 positivism as a scientific method because it has met scientific principles concretely or empirically, objectively, measurably, rationally, and systematically. This type of research uses associative research. 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 a questionnaire or questionnaire. 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





### Test instruments

Before conducting a multiple linear regression test, researchers first conducted a test instrument 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 in this study showed that all 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 a *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 regression 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 the dependent variable (Purchase Decision). According to sugiyono, the multiple linear regression equation has the formulation:  $Y = a + b_1X_1 + b_2X_2 + \dots + b_nX_n$  (Arfah, 2022).

Where:

Y = Variabel dependent

A = constant

B = Regression coefficient on each of the  $s$  independent variables

X = Vindependent variabel

Here are the results of the multiple linear regression test:

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



## 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**

#### Coefficients<sup>a</sup>

Type	Unstandarized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.091	1.552		1.347	.181
Price	.237	.104	.184	2.281	.025
Product Quality	.150	.053	.276	2.806	.006
Promotion	.401	.101	.389	3.975	.000

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  $0.006 < 0.05$  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 above, it can be concluded that all 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**

ANOVAa						
Type	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	98.954	3	32.985	23.310	.000
	Residual	128.772	91			
	Total	227.726	94			
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. less than 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, Widiyanti, & Hadibrata, 2022). The results of this study are in line with previous research which states that product quality has a positive effect on 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 in making purchases (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'



branch. This means that affordable prices, good product quality and attractive promotions will influence consumers in 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.

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