The Effect of Brand Image, Price Perception, and Product Quality on the Purchase Decision of Ms Glow Skincare on Students of the National University of Jakarta Selatan

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Abstract

This study aims to analyze the effect of brand image, price perception, and product quality on the purchasing decision of MS Glow Skincare for South Jakarta National University students. Sources and research data using primary data in the form of a questionnaire, this research data was given to 100 respondents. The research sample was taken using purposive sampling. The analytical method used is Partial Least Square (PLS) with the help of the SmartPLS 3.0 application. The results of the study partially found that there was a positive and significant effect of brand image on purchasing decisions for Ms. Glow Skincare for National University students, there was a positive and significant influence on product quality on purchasing decisions for Ms. Glow Skincare for National University students, there was a negative and significant influence on price perception on decisions. Purchase of Ms. Glow Skincare for National University students.

I. Introduction

One of the beauty products that attract the attention of consumers today is MS Glow skincare. As a business actor in the field of beauty products, PT Cosmetic Global or MS Glow has an innovation that provides its own advantages and characteristics compared to competing beauty products. by asking different consumers Beauty product policies are made to deal with consumer saturation because Ms. Glow provides different innovations and product quality can guarantee that the products do not contain harmful ingredients.

Source: compass.co.id

***Figure 1.** Sales*

Based on the table above, it can be seen that Ms. Glow Skincare has a good brand image and is in demand by consumers so that it gets satisfactory sales results in 2021, the brand image is very influential in the market, whether or not a product or service is good

depending on how to establish or market a brand image to consumers. However, in 2022, currently, many competitors are competing to drop a brand name in various ways, including the Ms. Glow brand where many consumers state that Ms. Glow products cause damage during use, therefore Ms. Glow needs to follow up on what went wrong. Ms. glow's product.

PT. Global Cosmetics is a local brand that was founded in 2013, MS Glow has succeeded in developing its products from the beginning through online media or resellers but now has 14 treatment clinics spread across major cities. The beauty clinic itself has been developed by MS Glow in 2017 starting in Bali and Malang until now. Sales of MS GLOW products are increasing from time to time by having authorized resellers and agents throughout the country. MS Glow products include skincare, body care, make-up, supplements, silk pillowcases that have special properties for skin and hair, and others that have received BPOM and halal certification and are clinically tested.

Smart companies seek to fully understand customers' buying decision processes – all their experiences in learning, selecting, using, and even disposing of products. The buying process begins when the buyer becomes aware of a problem or need that is triggered by internal or external stimuli. Internal stimulation, among others, is in the form of a person's normal needs, thirst, and hunger caused by the drive for these needs. One of the external stimuli is the influence of the environment that encourages someone to make a purchase. Rahayu L, Beureukat (2015)

Not only price, the quality of a product is also important so that business processes can improve. Companies or organizations that make the quality of their products an important instrument will enjoy an edge over their competitors in controlling the market because not all companies are able to achieve popularity. This means that a company will be able to survive in the midst of this business competition if the company always evaluates the quality of the products it produces and then improves the quality of the product. If the quality of a product is good and meets the needs or expectations desired by the buyer, the buyer will not care about the price given or feel that he will not regret the sacrifices that have been made to buy the product. Rissa, Prihartono (2021)

II. Review of Literature

2.1 Marketing Management

Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni *et al*, 2020). According to Tjiptono in Marlizar (2020) marketing performance is a function that has the greatest contact with the external environment, even though the company only has limited control over the company's environment. In the world of marketing, consumers are assets that must be maintained and maintained their existence in order to remain consistent with the products we produce (Romdonny and Rosmadi, 2019).

According to Kotler and Keller (2016: 27), marketing management defines as: "Marketing management as the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value."

Sudaryono (2016: 18) said that marketing is a business process that seeks to align the organization's human, financial and physical resources with the needs and desires of customers in a competitive context.

2.2 Brand Image

The brand will form an association and will form a characteristic in the minds of consumers who remember the brand in their minds. Brand association is an element of information or brand meaning that contains associations forming a brand image. Dadang, Anik (2019)

2.3 Price Perception

Price perception can be interpreted as the tendency of a consumer to assess the suitability of price with the quality of the product he wants to buy (Burton et al., Fatmawati & Soliha, 2017). Furthermore, this price perception is related to the way consumers understand the price and value of the product and then judge whether it is meaningful or not (Fatmawati & Soliha, 2017). Rahayu, Siti F. (2022)

Kottler, Keller, and Armstrong (2012:383) argue that price is the only marketing mix element that generates revenue, other elements generate costs. Price is also one of the most flexible elements of the marketing mix (prices can be changed quickly). Aminah, Adinda

2.4 Product Quality

Before purchasing goods, customers will analyze items. The quality of the product is one of the things that may be a factor in purchasing a product or service by customers Definition of Quality According to Kotler and Armstrong, product quality is one of the main market positioning tools.

Product quality has a direct impact on product or service performance, therefore quality is closely related to customer value. In a narrow sense, quality can be defined as free from damage. Product quality can be interpreted as a consumer's view of the plan or process of making products that have value (Andriani, Setyanto, & Kusuma, 2017).

In addition, according to Kotler and Armstrong, quality is defined as a character of a product or service that has an influence on satisfying the needs of customers who buy the product. Rahayu, Siti (2022)

2.5 Buying decision

According to Buchari Alma (2013: 96), the purchase decision is a consumer decision that is influenced by the financial economy, technology, politics, culture, product, price, location, promotion, physical evidence, people, and process. So that it forms an attitude in consumers to process all information and draw conclusions in the form of responses that appear what products to buy.

Meanwhile, according to Kotler & Armstrong (2016:177), purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences satisfy needs and their wish.

2.6 Hypothesis

H1: There is a positive and significant effect of brand image on purchasing decisions of Ms. Glow Skincare for National University students

H2: There is a negative and significant effect of price perception on the purchasing decision of Ms. Glow Skincare for National University students

H3: There is a positive and significant effect of product quality on purchasing decisions for Ms. Glow Skincare for National University students

III. Research Method

Research Design This research is survey research, with a quantitative approach, with the aim of measuring causal relationships (causation). The research uses a causal method which means that research is based on the cause and effect of an event, and every event obtains certainty and necessity in its existence. The results of this study can prove the effect of independent variables influencing dependent. Ratna et al (2019)

This research on the influence of brand suggestion, attitude towards advertising, and brand image impact on purchasing decisions is one type of cross-section research. Rahayu, Elwisam, Molina (2020)

Sugiyono (2018:81) reveals that the sample is part of the number and nature of a population, and samples taken from a population must also be truly representative or representative of the population. Riadi (2016) revealed that some members or elements of the population that represent population characteristics are called samples. Data processing is carried out using SEM analysis with Smart PLS 3.0 software. The stages in the PLS-SEM analysis proposed by Sarwono (2014) include 1) instrument testing, namely validity and reliability testing 2) measurement model testing (outer model) 3) structural testing (inner model) 4) hypothesis testing through bootstrapping. Oryza, Heru, Emi (2017).

IV. Results and Discussion

4.1 Statistical Data Analysis

The statistical analysis method in this study was to test the hypothesis using Partial Least Square (PLS). PLS is an alternative method of analysis with Structural Equation Modeling (SEM) based on variance. The advantage of this method is that it does not require assumptions and can be estimated with a relatively small number of samples. In Structural Equation Modeling there are two types of models formed, namely the measurement model (outer model) and the structural model (inner model). Data processing in this study using Smart PLS 3.0 software. The following are the results of the calculation of the outer model and inner mode.
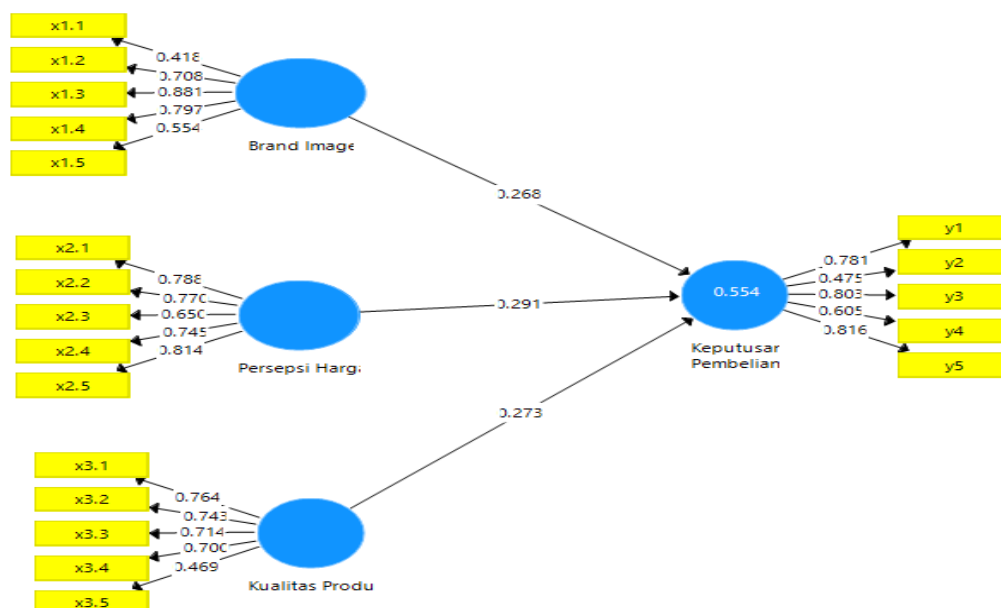
Source: smart pls output, 2022

Figure 2. *Algorithmic Analysis Model*

Outer Model Analysis

Model testing (outer model) is used to determine the specification of the relationship between latent variables and manifest variables, this test includes convergent validity, discriminant validity, and reliability. Convergent validity of the measurement model with reflexive indicators can be seen from the correlation between item/indicator scores and construct scores. Individual indicators are considered reliable if they have a correlation value above 0.70.

However, at the research stage of the scale development stage, a loading of 0.50 to 0.60 is still acceptable. Based on the result for the outer loading value, it shows that there is an indicator that has a loading below 0.60 and is significant.

Table 1. *Construct Reliability and Validity*

Variable	Average Variance Extracted (AVE)	Composite Reliability	Cronbach's Alpha
Brand Image	0.479	0.812	0.718
Buying decision	0.503	0.830	0.761
Product quality	0.471	0.813	0.709
Price perception	0.571	0.869	0.810

Source: smart pls output, 2022

Based on table 1 above, the Average Variance Extracted (AVE) value of each variable, namely brand trust, product quality, price perception, and purchasing decisions has a construct > 0.50 meaning that not all constructs are reliable.

Thus it can be stated that each variable has varying discriminant validity. In table 1 above, the composite reliability value of each variable shows the constructed value > 0.60.

These results indicate that each variable has met composite reliability, so it can be concluded that all variables have a high level of reliability. Based on table 1 above, the Cronbach's alpha value of each variable shows a constructed value of > 0.70, this shows that each research variable has met the requirements of Cronbach's alpha value, so it can be concluded that all variables have a high level of reliability. Based on the output in Table 1, it can be concluded that the indicators used in this study have high discriminant validity in compiling their respective variables.

4.2 Inner Model Analysis

Evaluation of the structural model (inner model) is carried out to ensure that the structural model built is accurate. The stages of analysis carried out on the evaluation of the structural model are seen from several indicators, namely:

Table 2. *R-Square*

	R-Square
Buying decision	0.554

Source: smart pls output, 2022

Based on table 2 above, it shows that the R-Square value for the purchasing decision variable is 0.554 or 55.4%. This means that the variable brand image, price perception and product quality affect the purchasing decision by 55.4% and the remaining 44.6% is influenced by other variables.

4.3 Hypothesis Test

Hypothesis testing in this study was carried out by looking at the t-statistics and P-values. The hypothesis is accepted if the t-statistics value > 1.96 and P-values < 0.05. The following are the results of the direct effect Path Coefficients:

Table 3. *Path Coefficients* Direct Effect

	Direct effect	Parameter Coefficient	t-*statistics*	P-*values*	Results
H₁	Brand image → buying decison	0.268	2.316	0.021	Accepted
H₂	Product quality → buying decision	0.273	2.069	0.039	Accepted
H₃	Price perception → buying decision	0.291	2.265	0.024	Accepted

Source: smart pls output, 2022

V. Conclusion

Based on the results of the study it can be concluded as follows:
1. There is a positive and significant effect of brand image on purchasing decisions of Ms. Glow Skincare for National University students
2. There is a positive and significant effect of product quality on purchasing decisions for Ms. Glow Skincare for National University students
3. There is a negative and significant effect of price perception on the purchasing decision of Ms. Glow Skincare for National University students

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