

The Effect of Product Quality, Price and Promotion on The Purchase Decision of Ms Glow Cosmetics Branch in Gresik

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ABSTRAK

Penelitian ini dilatar belakangi oleh pertumbuhan cepat industri skincare, khususnya MS Glow. Sebagai brand local yang namanya terus bertumbuh hingga kini telah banyak mendirikan klinik kecantikan diseluruh Indonesia. Bersamaan dengan itu, perlu upaya untuk terus bertahan dan bersaing dengan produk skincare yang lain. Beranjak dari isu tersebut, penelitian ini hadir dengan tujuan mengkaji lebih lanjut mengenai kualitas produk, harga, dan promosi terhadap keputusan pembelian di Cabang MS Glow Gresik. Populasi dalam penelitian ini adalah para pengunjung klinik kecantikan cabang Randuagung. Dari populasi tersebut, penelitian ini mendapatkan 90 sampel yang responden. Teknik pengambilan sampel dengan purposive sampling yakni teknik pengumpulan data yang digunakan yakni dengan menyebarkan kuesioner. Hasil penelitian menunjukkan bahwa kualitas produk tidak berpengaruh terhadap keputusan pembelian. Namun, harga dan promosi berpengaruh terhadap keputusan pembelian.

Kata Kunci: Kualitas Produk, Harga, Promosii, Keputusan Pembelian

ABSTRACT

This research was motivated by the rapidly growing skin care industry, especially MS Glow. As a local brand whose name continues to grow today, it has established many beauty clinics throughout Indonesia. At the same time, efforts are needed to continue to survive and compete with other skin care products. Departing from these problems, this research is here with the aim of studying further about product quality, price, and promotion of purchasing decisions at MS Glow Gresik Branch. The population in this study were visitors to the beauty clinic at the Randuagung branch. From this population, this study obtained 90 samples who became respondents. The sampling technique was purposive sampling, namely the data collection technique used by distributing questionnaires. The results showed that product quality had no effect on purchasing decisions. However, price and promotion influence purchasing decisions.

Key words: Product Quality, Price, Promotion, Purchase Decision

INTRODUCTION

The current industrial era 4.0 has provided the development of digital disruption in business activities, thus placing companies in a difficult position to control the external environment so that the situation becomes unpredictable, risks are difficult to manage and also uncertainty (Sukaris et al, 2020). In this development, there is one brand that is now growing. MS Glow is an Indonesian (local) cosmetic brand that has been approved by BPOM, certified

halal, and has won an award with a record product sales of more than 2 million per month (Laoli, 2020).

In making decisions, consumers are influenced by three factors, namely product quality, price, and promotions that make consumers interested in buying the product (Yunefa & Sabardini, 2021). These three factors are in the spotlight because according to Adil & Zawawi, (2019: 49), product quality

reflects competitive advantage through a commitment to quality improvement. If the quality of quality products continues to increase in line with increasing consumer demand, it will strengthen consumer loyalty to buy products regularly (Sudjiono & Prastiti, 2019). In addition, price is also an important key for companies to win the competition, increase the market, and determine the company's position in the market (Adil & Zawawi, 2019). Price has direct implications for quantity demanded, After that, product quality and price, promotion became the core ingredient in marketing campaigns with the main aim of stimulating faster and bigger purchases (Kotler & Keller, 2014: 219) Given the current situation, companies need to make attractive offers. Like a spear, if product and price are the spearhead, then promotion is the spearhead. The purpose of promotion is actually a means for the power of the product to reach consumers.

According to Tjiptono (2015: 25), the reason consumers make purchases, one of the main motivations is that consumers consistently strive to improve their quality from the advantages of well-known products. Based on the consumer's point of view, before deciding to make a purchase an individual evaluates different options and chooses a product from many products (Yunefa & Subardini, 2021).

In creating a strong invitation to potential customers, of course, it must also be supported by quality and price. Product promotion can be communicated by informing potential consumers to influence their attitudes and behavior so that product offerings can have different characteristics and advantages from similar products. The promotion function itself can be described as the supporting stick of the spearhead of product excellence in the form of quality and price. So it is important to find a great strategy to attract and reach consumers

Based on the issue of increasing sales of MS Glow beauty products in the market,

researchers are encouraged to research and answer the problem formulation regarding the effect of product quality, price and promotion on purchasing decisions for MS Glow cosmetics in Randuagung Gresik Branch. So the purpose of this study is to obtain empirical results from the formulation of the problem

LITERATURE REVIEW

Purchase Decision

Djohan, (2016: 45) reveals that the notion of a purchase decision is an alternative behavior from several existing options to make a purchase decision.

Product Quality

According to Adil & Zawawi, (2019: 49), product quality is the company's ability to create competitive advantage through a commitment to quality improvement.

Price

Price is a monetary unit expressed in rupiah, but in other contexts it is defined as the price of a product. In this case, price is a way for sellers to improve the quality of services they provide to customers (Indrasari, 2019: 36).

Promotion

According to Adil and Zawawi (2019: 75), promotion is a combination which is an invitation or decision making when someone decides to buy.

METHOD

This study uses quantitative methods because each observed variable can be identified using systematic calculations and can provide clarity of relationships between variables (Sugiyono, 2019:6). Research sites; MS Glow Randuagung Beauty Clinic Gresik Branch, which is located on Jl Kapuas No. 3 Randuagung Gresik (now moved to Centro Metropark, Jl Semarang No 22, GKB, Gresik)

The population in this study were respondents who had visited MS Glow Randuagung Gresik branch. So the sample was

chosen randomly based on the people who visited the clinic before. Furthermore, to determine the minimum sample size in this study, Sugiyono (2019:143) said that in determining the sample, it should be between 30-500 samples. Research data collection according to sample criteria, carried out from 7 April to 12 May 2022

RESULTS

Results

The Validity test is used to test the level of validity by comparing the magnitude of r count with r table. If r count > from r table, then the questionnaire item is said to be valid. After testing on all pointer statement items, all r count > of r table.

Reliability test to determine the level of consistency of the statement (Ghozali, 2016:67). From the data that has been processed, it is interpreted that all Cronbach's alpha of each variable is greater than the minimum reliability or 0.70.

The heteroscedasticity test uses the results on a scatterplot to determine the spread of data variance (Ghozali, 2018:137). A good result in this scatterplot test is that the variance is spread around 0, it can be said that there is no heteroscedasticity symptom.

In measuring multicollinearity, the tolerance value measurement indicator for each variable is > 0.10 or the VIF value is below 10 (Ghozali, 2018:107). In this study, it is known that the multicollinearity test results for all tolerance values above 0.1 and VIF values below 10.

From the results of the multiple regression test above, it is found that the beta value is positive which indicates the results have a positive effect. However, on significant results it is known that the product quality.it shows results that have no effect with a value of $0.238 > 0.05$. Besides, prices and promotions are below 0.05. The results are in accordance with the basis for decision making according to Sugiyono, (2019:223)

Discussion

After passing the quantitative research procedure, the answer to the formulation of this research hypothesis has been obtained. The following is a discussion of the results of this research hypothesis testing:

1. The Influence of Product Quality on Purchase Decisions

The product quality variable after testing the partial hypothesis (t test) produces a significance value of 0.238 which indicates there is no significant effect. No effect, probably caused by some respondents feeling confused when answering the research questionnaire by not reading the instructions for filling it out. In addition, visitors may not feel the effect of the brand image, namely magic for skin.

2. The Influence of Price on Purchase Decision

From the partial results (t-test) obtained a significant value of 0.000 which is a very significant influence on purchasing decisions. These influential results indicate that visitors match the price offered. Although the quality of the MS Glow product did not show a significant effect, on the price variable, respondents acknowledged the superiority of the product that differentiated it from other products.

3. The Influence of Promotion on Purchase Decision

Yunefa & Sabardini, (2021) mention the importance of advertising because advertising is the most attractive promotion for teenagers in product purchasing decisions. Based on the results of the recap of respondents by age, the respondents of this study were dominated by 83% of adolescents aged 20-30 years. Based on the results of partial hypothesis testing, it is known that the t-count value is 0.006 which shows a significant effect. From this study, it was found that the MS Glow and clinic promotion strategy was very well targeted to consumers.

CONCLUSSION

Based on the results of the discussion and interpretation of the results, it can be concluded as follows: The results showed that product quality had no effect on purchasing decisions. However, price and promotion influence purchasing decisions.

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