


## Analysis of the Effect of Price, Product Quality and Advertising on DecisionsPurchase skincare Ms Glow in Brebes Regency

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ARTICLE INFO	ABSTRACT
<b>Article History:</b> Received: Feb, 2022 Revised: March, 2022 Accepted: May, 2022	<p><i>The increasing number of products in circulation results in the need for various considerations for the public in making purchase decisions. This study aims to determine the analysis of the effect of price, product quality and advertising on the purchasing decisions of Ms Glow facial care products for users of facial care products in Brebes Regency. The population in this study were users of MS Glow facial care products in Brebes County based on the age of 20-24 years. The sampling technique uses probability sampling using simple random sampling simple random sampling. The sample in this study was 100 respondents. Data collection in this study was carried out using questionnaires. The data analysis used is descriptive analysis, classical assumptions, and multiple linear regression analysis. The results showed that there was no positive influence between price on Ms Glow's skincare purchase decision in Brebes Regency, there was a positive influence between product quality and advertising on Ms Glow Skincare purchase decision in Brebes Regency, there was a positive influence between price, purchase decision and advertising simultaneously on Ms Glow's skincare purchase decision in Brebes Regency.</i></p> <p><i>This is an open access article under the <a href="https://creativecommons.org/licenses/by-sa/4.0/">CC BY-SA</a> license.</i></p>
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### Abstract

The increasing number of products in circulation results in the need for various considerations for the community in making purchasing decisions. This study aims to determine the analysis of the effect of price, product quality and advertising on the purchasing decision of Ms Glow's facial care products for users of facial care products in Brebes Regency. The population in this study were users of the MS Glow facial care product in Brebes Regency, aged 20-24 years. The sampling technique uses probability sampling using simple random sampling simple random sampling. The sample in this research is 100 respondents. Data collection in this study was carried out using a questionnaire. Data analysis used is descriptive analysis, classical assumptions, and multiple linear regression analysis. The results showed that price had no positive effect between price and purchasing decisions for Ms Glow's skincare in Brebes Regency, there was a positive influence between product quality and advertising on purchasing decisions for Ms Glow's skincare Brebes Regency, there was a positive influence between price, purchase decision and advertising simultaneously towards the purchasing decision of Ms Glow skincare in Brebes Regency.

**Keywords:** Price, Product Quality, Advertising, Purchase Decision

### 1. INTRODUCTION

Competition business in era globalization This seen the more strict. Along with increasing competitionbusinesses, consumers or buyers are increasingly careful in choosing products. This means, company required For create innovations still endure in competition business This, for example withstrategy determination price, increase quality from product Which produced And

technique in The company also needs to pay attention to marketing so that people know about the products they produce company . Research conducted by Asaarudin, that price has a positive effect and significant to decision purchase skincare Ms. Glow in Brebes Regency [1] .

Quality product that is the overall characteristics of the ability of a good or service to satisfy or as the fulfillment of customer needs [2] . Product quality is based on previous research conducted by Putra, where the research results show that product quality is a variable influential to purchase decision [3] . Communities need to be given information about the products made by the company, so that purchases occur to product the. Advertisement is device communication with consumer will effective If messagesubmitted is appropriate [4] . With product advertisements it will be easily recognized bycircles wide community.

Factor Which role in increasing growth industry beauty is amount residentpublic concern for facial care [5] . The number of beauty products on the market affects interest somebody to purchase And impact to decision purchase. Purchase something product beauty especially product maintenance face No Again For fulfil desire just, but BecauseFacial care products are a necessity today. Facial care products or currently a trend or lifestyle and increasingly popular.

MS Glow is a local brand founded by Shandy Purnamasari and Maharani Kemala, founded in 2013, started with selling skincare and bodycare products through the media on line until moment This has own nine clinic maintenance Which spread in a few city big that isMalang , Surabaya, Sidoarjo, Bandung, Bali, Makassar, Bekasi, Bintaro and Kemang. MSGlow works the same as the manufacturing company PT. Global Cosmetics Indonesia which is headquartered in Kota Poor.

Objective from study This is For test “ Analysis Influence Price, Quality Product And Advertisementtowards MS Glow Skincare Purchasing Decisions in Brebes Regency ”. Problems that arise in a this research is the basis for the company to determine customer satisfaction on MS products glow. based on results planning, writer try For analyze with use variableprice (X1), product quality (X2), and advertising (X3) on purchasing decisions (Y). Based on background behind on, then can formulated problem as follows:

- a. How analysis price influential to decision purchase skincare Ms glow in Brebes Regency?
- b. How analysis quality product influential to decision purchase skincare Msglow in Brebes Regency?
- c. How analysis advertisement influential to decision purchase skincare Ms glow in Brebes Regency?
- d. How analysis quality product, price, And Advertisement influential to decisionpurchase skincare Ms glow in B rebes district \_ in a manner simultaneous?
- e. Which between price, quality product, And advertisement Which influential most dominant to decision purchase skincare MS Glow in Brebes Regency?

## Price

Price is the value or money that is given by customers in return for certain offersfunction For satisfying need And desire consumer. Price describe perception qualityand benefits that can be considered by consumers to buy a product [4]. In the marketing mix there are elements in obtain income And element other obtain costs [6] . Measurement price there are several indicator including: a) suitability price is quality product Which given to customercustomized with price, b) affordability price is product something company Which has setthe price, c) the appropriate rate for its function is that the company determines the price that has been adjusted with the benefits of the product, d) competitive prices of products or services suitable for testing international, relate with competition external, And Can guard level income Which tallin a manner continuously [7] .

## Product Quality

The quality of a product becomes part of most positioning references main for marketers. Product or service performance is directly affected by product quality , so that quality in a manner firm identified through mark And satisfaction consumers [8] . For Acompany, the product has a very important role because the company is not able to run business without a product. Then the manufacture of a product will be better if placed on interest market or tastes and needs buyers [9] . There is five indicator quality product Which explained by (Raymond) between other: a) characteristic features product Where something product own excess more or function other Which

no owned by product other, b) suitability with specification in matter This For measure is product Already fit or suitable with quality standard Which has set or Not yet, c) resilience If something product caused by consumer in period time Which long And Still Good, so product the own Power stand Which Good, d) reliability ensure product Which generated No will experience disability or fails to function, e) design is related to the beauty or appearance of a product such as color, packaging And others that can influence desire consumers [2] .

quality is a statement of the ability level of a particular brand or product in carrying out the expected functions and as an ingredient to meet basic human needs [10] . To meet consumer needs, companies must carry out strategies in terms of measurement, namely by dividing products, such as grouping food into several categories, for example taste quality, quantity or portion, menu variations or variations in the types of food offered. It cannot be denied that the distinctive taste, portions that match expectations and tastes, and the many food variants offered will make consumers interested in making repeat purchases and maintaining satisfaction with these products [11] .

### Advertisement

Say advertising in Dictionary Big The Indonesian language is as follows: a) news orders, b) notifications to the general public regarding goods sold or services announced in mass media such as newspapers, television and radio [12] . Advertisement very important For created such shape with Power pull alone For influence consumer attention as a form of effective strategy [13] . The development of advertising is also growing rapidly global, However need always remembered that advertisement will represent culture local maker so that potency consumer see different advertisement the Also the more big [14] . In indicators \_ Which used For measure advertising as following: a) provide information ( *to inform* ), b) persuade ( *to persuade* ), c) remind ( *to remind* ) [15] . With advertisements, it is hoped that the audience will be able to obtain as much information as possible from an advertised product or service [16] . Advertising does have a close relationship with industry and the economy [17] . Advertising will boost the level of sales of a product or service that keeps the industry of these products and services going and in general will affect the level of the economy in that country [18] . This is what makes advertising more or less one of the driving factors of the economy. Advertising is the most persuasive sales messages directed at the most potential buyers of certain goods or services at the lowest possible cost [19] .

### Decision Purchase

Purchasing decisions can be determined by 3 factors including marketing strategy , decisions purchases, as well as external factors [20] . There are many marketing strategies that can be carried out by actors efforts to find consumers, namely the marketing mix. To determine the purchase decision, on generally through several stages, namely recognizing the problem, seeking information, evaluating options alternatives, the buying process and the actions after purchase [21] . Process taking decision in do A purchase Wrong stunya reviewed from facet objective purchase. Among them, consumers are classified based on the purpose of the purchase, namely consumers end and organizational consumers [22] . Buying activities with the aim of fulfilling self-interest Alone or individual called with consumers end [23] . Based on the background in above, the formulation of the problem to be discussed is as follows: 1) does price have an effect to decision purchase?, b) quality influential product to decision purchases?, c) advertising Which influential to decision purchase?, and d) price, quality product, And advertisement influential to decision purchase? The purpose of this paper is to find out and measure how much influence the price, quality product, And advertisement Which influential most dominant to decision purchase.

## 2. RESEARCH METHOD

This research is a quantitative research. This research is the method used research based on a quantitative approach means, in quantitative research data analysis activities includes processing and presenting information, performing calculations to describe information And test hypothesis with use test statistics [24] . Location Study Which writer do carried out in Brebes Regency. The population in this study is the age group of 20-24 years users skincare Ms. Glow in Brebes Regency. Here's Table 1 is total population ages 20-24 year in Brebes Regency

Table 1. Projection Resident According to Age

Age	Total population
0-4	142,420
5-9	151,422
10-14	164,206
15-19	159,510
20-24	152,711
25-29	139,441
30-34	123,920
Amount	1,815,086

Source: District Data Brebes , Year 2020

Research respondents These are consumers aged 20-24 years. Resident population withaged 20-24 years in Brebes Regency is 159,711 people (source: <https://jateng.bps.go.id>). Deep sample technique This research is probability sampling using simple random *sampling sampling* . Population in study This is known so in taking amount sample using Slovincs :

$$\Pi = \frac{N}{1 + Ne^2}$$

Information:

$\Pi$  = Number of samples sought

N = Total population

e = Perception value

Based on formula in on Then obtained sample as many as 99.93, 100 respondents were made. From the calculation above, the researcher obtained a sample size of 99.93 which was rounded off to 100 respondents with levels error 10%. This questionnaire is to find out information about the effect of price, product quality and advertising on purchasing decisions of MS Glow. Variable operationalization is used to set indicatorsWhich relate with study. Variable in study This There is 4 that is price (X1), quality product(X2), advertising (X3) and purchasing decisions (Y). The method used in analyzing the data is testvalidity And reliability, test assumption classic (test normality, test multicollinearity And test heteroscedasticity),analysis test hypothesis consists on test t, test F, test dominate and test coefficient of determination [25] .

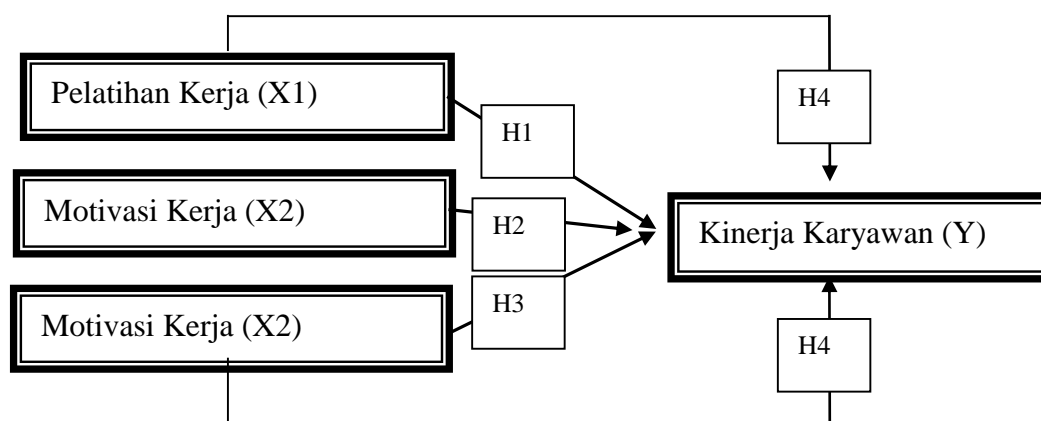


Figure 2. Thinking Framework

Based on explanation from picture framework in on, can be pulled hypothesis that :

- H1 : In guess exists influence price to decision purchase skincare Ms glow in Brebes Regency .
- H2 : Allegedly exists influence quality product to decision purchase skincare MS Glow in Brebes Regency.

- H3 : Allegedly exists influence advertisement to decision purchase skincare Ms glow in Brebes Regency .
- H4 : Allegedly existence influence quality product, price, And Advertisement influential against decisions purchase skincare Ms glow in Brebes Regency simultaneously.
- H5 : It is suspected that the advertisement has the most dominant influence on purchasing decisions for MS Glow skincare in Brebes Regency.

### 3. RESULTS AND DISCUSSION

#### a. Validity and Reliability Test

The following are the results of testing the validity and reliability for each indicator for each research variable. Validity test is used to measure the validity of the data, done by comparing values  $r$  count with  $r$  table at 5% significance level for 2 sided test. The value of  $r$  table can be obtained by the equation  $N-2 = 100-2 = 98$  (see table  $r$  with df 100) = 0.195

Table 2 . Validity and Reliability Test Results

Variable	Instrument	Count	Rtable	Information
Price	X1.1	0.728	0.195	Valid
	X1.2	0.758		
	X1.3	0.667		
	X1.4	0.811		
	X1.5	0.659		
Product quality	X2.1	0.863	0.195	Valid
	X2.2	0.865		
	X2.3	0.828		
	X2.4	0.815		
	X2.5	0.823		
Advertisement	X3.1	0.857	0.195	Valid
	X3.2	0.817		
	X3.3	0.888		
	X3.4	0.780		
	X3.5	0.824		
Buying decision	Y1.1	0.865	0.195	Valid
	Y1.2	0.865		
	Y1.3	0.841		
	Y1.4	0.601		
	Y1.5	0.819		
	Y1.6	0.840		

Source : Results Study, 2022

Based on Table \_ 2 , can is known that all items question Which used in study This is valid. This matter seen from mark  $r$  count >  $r$  table . Reliability test is used to measure a questionnaire that is used as an indicator of variable, If coefficient alpha Which generated  $\geq 0.60$ , so indicator the said reliable or can trusted.

Table 3. Results Test Reability

Variable	Cronbach's Alpha	Standard Coefficient Alpha	Information
Price	0.775 _	0.60	Reliable
Quality Product	0.891 _		
Advertisement	0.888		
Decision Purchase	0.889		

Source : Results Study

Based on Table 3 shows the test results, that the measuring instrument used instudy This can be trusted.

#### b. Classical Assumption Test Normality test \_

The normality test aims to find out whether the dependent variable and the independent variable are (free) to have a contribution or not. The normality test used is the SResid p-plot, which assumption For normality can fulfilled when dot, dot, dot in chart follow axis (line) the diagonal. Results test can be seen in the picture on lower



Figure 2. PP Plot Diagram for Normality Test Results

Based on picture 2, can seen that on chart normal probability plot dot, dot, dot spreadsqueezed around the diagonal line or not scattered far from the diagonal line, it can be concluded that condition from test normality is fulfilled.

#### Multicollinearity Test

Multicollinearity test was conducted to test whether the regression shows a correlation between independent variable. The multicollinearity test can be seen from the resilience value and the *Vinance Regression equation Swelling Figure* (VIF) can be stated that there is no correlation between independent variables if the value *tolerance* >0.10 or Value VIF < 10. Following are the results of the multicollinearity test in this study which can be seen in the table below:

Table 4 . Multicollinearity Test Results

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	std. Error	Betas			tolerance	VIF
1	(Constant)	-.761	1,448		-.525	.601	.425	2,352
	Price	.162	.114	.104	1,418	.159	.231	4,328
	Product quality	.384	.128	.300	3007	.003	.255	3,925
	Advertisement	.668	.120	.529	5,575	.000		

a. Dependent Variable: Purchase Decision

Source: From processed data

Based on Table 4. it can be known that variable price have mark Tolerance  $0.425 \geq 0.10$  And VIF  $2,352 \leq 10$ , variable quality product own tolerance  $0.231 \geq 0.10$  And VIF  $4,328 \leq 10$  And advertising variables have Tolerance  $0.255 \geq 0.10$  and VIF  $3.925 \leq 10$ . This shows that all variable free in study This No multicollinearity occurs.

#### Heteroscedasticity Test

heteroscedasticity test aims to find out that the variance of the residuals is not the same for all observations or observations [24] . In this study using a *scatterplot* For test happen or nope heteroscedasticity. Can said No There is problem heteroscedasticity If dot, dot, dot on *Scatter* plot chart spread out equally. Following are the results of the heteroscedasticity test in this study which can be seen in the graphic plot image below:

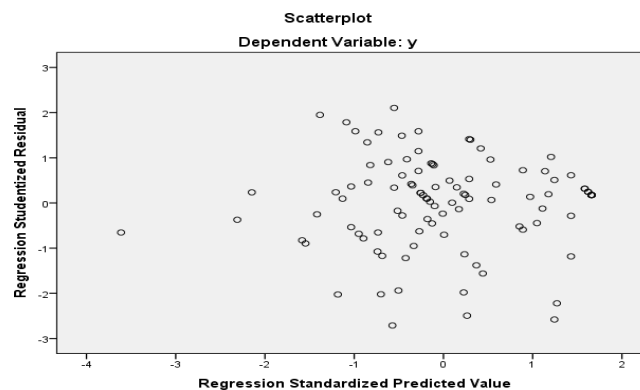


Figure 3. Diagram of the results of the bag heteroscedasticity test

From the results of this test the data points do not gather only above or below and do not form wavy patterns that widen, then narrow and widen again, so that heteroscedasticity does not occur.

### c. Hypothesis Test

Hypothesis testing is done by t test and f test to predict the magnitude of the relationship between independent variables (independent) namely price (X1), product quality (X2), advertising (X3) with the dependent variable (dependent) namely purchase decision (Y) which is explained below.

#### t test

The t test is a statistical t test which basically shows how far one variable influences explanatory or independent in a manner individual in explained variation variable dependent. Results test regressionsignificant partial or not can be seen in two ways as follows:

- 1) Variable X has an effect significant to variable Y if results Sig< 0.05 or under 5%, and
- 2) compare t count witht table, significant if t count > t table . Following are the results of the t test in the study which can be seen in the table below:

Table 5 . Multiple Regression Analysis Test Results (t test)

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	std. Error	Betas			tolerance	VIF
1	(Constant)	-.761	1,448		-.525	.601	.425	2,352
	Price	.162	.114	.104	1,418	.159	.231	4,328
	Product quality	.384	.128	.300	3,007	.003	.255	3,925
	Advertisement	.668	.120	.529	5,575	.000		

a. Dependent Variable: Purchase Decision

Source: From processed data

Testing hypothesis First (H1) mark t count as big 1.418 If compared to with t table at a significance level of 0.05, which is equal to 1.984, then t count is greater than t table (3.348 > 1.984) and a significance probability value of 0.159 indicates a larger value compared to with mark on level significance Which has determined previously, that is 0.05(0.159 > 0.05). Based on the results of the hypothesis test, it can be concluded that the price variable influential to buying decision.



Testing the second hypothesis (H2) the value of t count is 3.007 when compared to t table at a significance level of 0.05, which is equal to 1.984, then t count is greater than t table ( $3.007 > 1.984$ ) and a significance probability value of 0.003 indicates a smaller value compared to with mark on level significance Which has determined previously, that is 0.05 ( $0.003 < 0.05$ ). Based on results test hypothesis the can concluded that variable qualityproduct influential significant on purchasing decisions.

Testing the third hypothesis (H3) the value of t count is 5.575 when compared to t table at a significance level of 0.05, which is equal to 1.984, then t count is greater than t table ( $5.575 > 1.984$ ) and a significance probability value of 0.003 indicates a smaller value compared to with mark on level significance Which has determined previously, that is 0.05 ( $0.000 < 0.05$ ). Based on the results of hypothesis testing, it can be concluded that the advertising variable influential significant to decision purchase.

Test F on basically show is all variable independent (price, product quality and advertising) Which entered in model have influence in a mannertogether to variable dependent (decision purchase).

Table 6 . Multiple Regression Analysis Test Results (F test)

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	1801564	3	600,521	113023	.000 <sup>b</sup>
	residual	515,387	97	5.313		
	Total	2316950	100			
a. Dependent Variable: Decisions Purchase						
b. Predictors: (Constant), Price, Quality Product, Advertisement						

Source: From processed data

Based on Table 6 , it can be concluded that the test results obtained calculated F values as big 113.023 greater than F table of 2.70 with a significance of 0.000. Because of value F count > F table ( $113,023 > 2.70$ ). D can concluded that hypothesis Which state that price , product quality and advertising influence simultaneously on purchasing decisions. Matter This show the hypothesis fourth (H4) accepted.

#### Dominant Test

The dominant test is used to determine the variable that has the most dominant effect between second variable free that is, effectiveness the effect of price, product quality and advertising on purchasing decisions of MS Glow. D can see the value of each respectively variable from results following:

Table 7. Dominant Test Results  
Coefficients<sup>a</sup>

Model		Betas	t	Sig.
1	(Constant)		-.525	.601
	Price	.104	1,418	.159
	Product quality	.300	3007	.003
	Advertisement	.529	5,575	.000

Source: Research Results

Based on Table 7, it can be concluded that the price variable has a value (0.104), the product quality variable has a value (0.300) and the advertising variable has a value (0.529), which means that the variable that has the most dominant effect is advertising.

#### Determination Correlation Test

The coefficient of determination test ( $R^2$ ) essentially measures how far the model is capable in explained variation of the dependent variable .



Table 8 . Determination Correlation Test

Summary models				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.882 <sup>a</sup>	.777	.770	3.30322
a. Predictors: (Constant), Price, Quality Product, Advertisement				
b. Dependent Variable: Decision Purchase				

Source: From processed data

Based on the table above, it is known that the value of R Square is 0.770 . H al this implies that the influence of the purchase decision variable can be explained by 77.70 % by the independent variables namely price, product quality and advertising. Meanwhile, the value of *the error terms* is a variable variation bound decision purchase Which No can explained by all variable free as big 0.230 = 22.30%.

### Multiple Regression Test Coefficients

on	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Based the results the analysis above, a
		B	std. Error	Betas			
of	1	(Constant)	-.761	1,448	-.525	.601	
		Price	.162	.114	.104	1,418	
		Product quality	.384	.128	.300	3007	
		Advertisement	.668	.120	.529	5,575	

regression model of the relationship between price (X1), product quality (X2), and advertising (X3) is obtained, with the purchase decision (Y) as follows:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3$$

$$Y = -0.761 + 0.162X_1 + 0.384X_2 + 0.668X_3$$

Based on the t test results table above, it can be seen that:

a. First Hypothesis Testing (H1)

Based on the t-test results table above, it can be seen that the significant value of the price variable on purchasing decisions is 0.159 > 0.05, so it can be concluded that H1 is rejected, which means that there is no effect of X1 on Y.

b. Second Hypothesis Testing (H2)

Based on the t-test results table above, it can be seen that the significant value of the product quality variable on purchasing decisions is 0.003 < 0.05, so it can be concluded that H2 is accepted, which means that there is an effect of X2 on Y.

c. Third Hypothesis Testing (H3)

Based on the t-test results table above, it can be seen that the significant value of the advertising variable on purchasing decisions is 0.000 < 0.05, so it can be concluded that H2 is accepted, which means that there is an effect of X2 on Y.

## 4. CONCLUSION

Based on study Which done, so researcher get conclusion as follows:

1. Price in a manner Partial influential positive to variable decision purchase skincareMs glow in Brebes Regency.
2. Product quality is partially positive and significant to variable decision to purchase MS Glow skincare in Brebes Regency.
3. Advertisement in a manner Partial positive effect and significant to variable decision purchasing MS Glow skincare in Brebes Regency.
4. Quality price, quality product and advertisement in a manner simultaneous influential positive And significantly to the purchasing decision of skincare MS Glow MS Glow in Brebes Regency.
5. Advertisement variable that most dominant influential to decision purchase

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