THE INFLUENCE OF PRICE AND PRODUCT QUALITY ON THE PURCHASE DECISION OF MS GLOW PRODUCTS (CASE STUDY ON USERS OF MS GLOW PRODUCTS)

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The results of the study show that 1) the price variable has a significant positive effect on purchasing decisions; 2) product quality variables have a significant positive effect on purchasing decisions, and 3) product quality and price have a significant positive effect on purchasing decisions. The coefficient of determination in this study was 68.3%, which means that the variability of purchasing decisions can be explained by the price and product quality of 68.3%.

Keywords: Price, Product Quality and Purchase Decision

1. INTRODUCTION

For women, having a beautiful face and beautiful face is part of all self-indulgence in pampering the body that requires special attention. This is because facial skin is easily affected by various factors, both internal (age, genetics) and external (stress, diet, and free radiation) that can affect the beauty of facial skin so that it requires special care so that the skin remains smooth, firm, healthy and radiant. Treatment or use of facial cream or skincare is one of the products offered to meet the needs and desires of consumers, to look more beautiful and attractive.

Fure (2013), stated that most Indonesian women have skin color that tends to brown, as a result of the scorching sun in a tropical country. This gives rise to the idea for manufacturers to make new innovations in the cosmetic field. The idea to appear with a brighter and more enchanting skin tone, so many face lightening products that are traditional and modern have emerged. This causes manufacturers to launch products with characteristics that are not the same/different.

Housewives and some adult women, including university students, are one of the main segments in marketing this skincare product. They need facial treatments (skincare) in order to appear brighter, more beautiful and attractive. With the various products that brighten the face, these women and housewives are faced with making purchasing decisions that need to be careful about the circulation of fake skincare products. One of the facial skincare brands that is well-known among the people of Gorontalo is the MS. Glow facial care product.

MS. GLOW is a Skin Care and Cosmetic product that has received a HALAL certificate and has BPOM from the Indonesian government, this is a standard for products that are officially circulated and safe for consumers.

The product marketing system is carried out through social media accounts, both through Instagram, Facebook, and WhatsApp accounts, and already has a distributor branch on Street Prof. Dr. HB. Jassin Gorontalo City.

Products are sold in packages and retail with different prices, ranging from Rp. 300,000, - to Rp. 450,000, - / package. The price of the product is quite expensive for low-income consumers, but for middle- and high-income

consumers, the price of this product is very good because it is directly proportional to its function and quality. The product purchase decision is also based on the price offered and its quality. Of course, the consumer chooses the benefits of the product he buys according to his ability.

The decrease in purchasing decisions for MS. Glow products in Gorontalo by consumers may be influenced by various factors, including: consumers think that this product is not a very important need, information about this product is also lacking, consumers have not benefited from the quality of this product, Loyalty to product purchases is also a part of the level of purchasing decisions. In addition, a decrease in the level of purchasing decisions by consumers is the existence of similar skincare products.

Based on this background, it can be concluded that consumers will decide to buy if they can receive the benefits of the product, so that consumers will feel that this product is a necessity. On this basis, the authors are interested in researching the effect of price and product quality on purchasing decisions for MS Glow products. (A case study on Product Users). The aims of this research are:

1. To find out whether price has an effect on purchasing decisions for MS Glow products.
2. To find out whether product quality has an effect on purchasing decisions for MS Glow products
3. To find out how much influence price and product quality have on purchasing decisions for MS Glow products

2. RESEARCH AND METHODS

In this study, observations were made on consumers who use MS Glow products, whether they are loyal or not. This observation looks at how much influence price and product quality have on purchasing decisions for MS Glow's products

The variables involved in this research are independent variables and dependent variables. According to Sugiyono (2012:4), the independent variable or independent variable is a variable that affects or causes the change or the emergence of the dependent variable (bound).

This research is a quantitative method research, used to examine certain populations or samples, data collection using research instruments, quantitative/statistical data analysis, with the aim of testing predetermined hypotheses (Sugiyono, 2016: 35).

The independent variables of this study are the price and product quality variables. The dependent or dependent variable in this study is the purchase decision variable.

The population in this study are all consumers who use MS Glow products. Because the population size in this study is not limited, then in taking the sample the researcher determines the sample size using the formula:

$$n = \frac{Z^2}{4\,(moe)^2}$$

Based on the results of the calculation of the number of samples determined is 96.04 ~ 96 respondents. Samples were taken using a probability sampling method with a simple random sampling technique.

3. RESULTS AND DISCUSSION
Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the magnitude of the influence of the price, and product quality variables partially or simultaneously on product purchasing decisions. The following is a statistical calculation of the coefficient of multiple linear regression analysis, which can be seen in Table 1.

Table 1.
Results of Multiple Linear Regression Analysis.

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta
1 (Constant)	7.033	3.705	
Price	.254	.080	.259
Product quality	.661	.085	.633

Source: Primary Data (ordinal data) and processed in SPSS Statistics 18, 2021

From Table 1, the following multiple regression equation is obtained:

$$Y = α + β_1X_1 + β_2X_2 + e$$
$$= 7,033 + 0,254X_1 + 0,661X_2 + e$$

Description:
Y   = MS Glow Product Purchase Decision
X1   = Price
X2   = Product Quality

It can be seen in the equation that it shows a significant number on the price (X1) and product quality (X2) variables. The interpretation of the equation is:

This regression model can be interpreted as follows:

1. Constant 7.033

The constant of 7.033 states that if the price and quality of the product are not offered, the decision to purchase the product is MS. Glow of 7,033.

2. $\beta 1 = 0{,}254$

The parameter value or regression coefficient 1 indicates that each price variable increases, so the decision to purchase MS products. Glow (Y) will increase by 0.254 or in other words every increase in purchasing decisions of MS products. Glow (Y) requires an increase in the product price supply variable of 0.254, assuming the other independent variables are fixed or Cateris Paribus.

3. $\beta_2 = 0.661$

The value of the parameter or regression coefficient b2 indicates that each product quality variable increases, so the decision to purchase MS products. Glow (Y) will increase by 0.661 or in other words every increase in purchasing decisions of MS products. Glow (Y) requires a product quality variable of 0.661 with the assumption that the other independent variables are fixed or Cateris Paribus.

Hypothesis test
1. Testing t-test

The t-test was used to determine the "partial" effect of the independent variables (price and product quality) on the dependent variable (MS. Glow product purchase decisions). The significant positive effect can be estimated by comparing the P-value and = 0.05 or the ttable and tcount values. The following calculation of the statistical coefficient of the t test can be seen in Table 2

Table 2.
Results of t-test

Model	Standardized Coefficients Beta	t	Sig.
1 (Constant)		1.898	.061
Price	.259	3.169	.002
Product quality	.633	7.734	.000

Source: Primary Data (ordinal data) and processed in SPSS Statistics 18, 2021

a. First Hypothesis Testing (H1)
The basis for decision making is as follows:
1. If the value of Sig < 0.05 or t count > t table, then there is an effect of variable X on variable Y
2. If the value of Sig > 0.05 or t count < t table, then there is no effect of variable X on variable Y

$$\text{t}_{\text{table}} = \text{t} (\alpha/2 \text{ ; n - k -1}) = \text{t} (0{,}025 \text{ ; } 82) = 1{,}988$$

Given the value of Sig. for the effect of price (X1) is equal to 0.002 < 0.05 and t Count 3.169 > t table 1.988. Thus the t test hypothesis for H1 (price variable) has an effect. Thus the first hypothesis (H1) can be proven or accepted.

Thus the t-test hypothesis of the price variable has a positive effect (tcount value is greater than ttable) meaning that the price offered has a partial influence on the decision to buy MS Glow products. In other words, the price indicator that is used as a benchmark can be responded well by the respondents.

b. Second Hypothesis Testing (H2)
The basis for decision making is as follows:
1. If the value of Sig < 0.05 or t count > t table, then there is an effect of variable X on variable Y
2. If the value of Sig > 0.05 or t count < t table, then there is no effect of variable X on variable Y

$$\text{t}_{\text{table}} = \text{t} (\alpha/2 \text{ ; n - k -1}) = \text{t} (0{,}025 \text{ ; } 82) = 1{,}988$$

Given the value of Sig. for the effect of product quality (X2) is 0.000 < 0.05 and t Count 7.734 > t table 1.988. Thus the t-test hypothesis for H2 (product quality) has a significant positive effect. Thus the first hypothesis (H2) can be proven.

Thus the t-test hypothesis of the product quality variable has a positive and acceptable effect, the direction of the positive regression coefficient means that the quality of the product has a partially significant influence on the

decision to buy MS Glow products. In other words, the better product quality indicators will improve the decision process to buy MS Glow products.

2. Test F - Test

The F test is used to determine together the "simultaneous" effect of the independent variables (price and product quality) on the dependent variable (the decision to buy MS Glow products). The significant positive effect can be estimated by comparing the Pvalue and = 0.05 or the value of Ftable and Fcount. The calculation of the F test ANOVA statistics can be seen in Table 3

Table 3.
F Test Result

Model	Mean Square	F	Sig.
Regression	618.821	89.266	.000[b]
Residual	6.932		

Source: Primary Data (ordinal data) and processed in SPSS Statistics 18, 2021

The basis for decision making is as follows:

1. If the value of Sig < 0.05 or F count > F table, then there is a simultaneous effect of variable X on variable Y
2. If the value of Sig > 0.05 or F count < F table, then there is no effect of variable X simultaneously on variable Y

$$F_{table} = F (k; n - 1) = F (2; 85) = 3,10$$

From the results of the analysis above, the F-count value is 89.266. The F-table value at a significance level of 5% and the degree of freedom of the numerator (df1) is k = 2 and the degree of freedom of the denominator (df2) is 3.10. When compared with this F value, the F-count value obtained previously is still much greater than the F-table value. Significant level of 0.000 < from 0.05. This means that the price variable (X1) and product quality (X2) simultaneously have a significant effect on the decision to buy MS Glow products.

From these results, the test criteria are $F_{count} > F_{table}$ or $P_{value} < 0,05$ which means Ho is rejected and H1 is accepted. Thus, the F-test hypothesis together with the independent variables has a positive and acceptable effect, the positive F-test ANOVA direction means that the independent variables have a significant influence simultaneously on the decision to buy MS Glow products. Thus, it can be concluded together that the better price and product quality indicators will increase the purchasing decisions of MS Glow products.

3. Correlation and Determination Coefficient Test

To determine the direction and strength of the relationship between the independent variable (X) and the dependent variable (Y) correlation coefficient (R) is used, the magnitude of the correlation coefficient is: 0 to 1. The coefficient of determination (R2) is used to determine the best level between two variables. or used to measure the contribution (share) of the X variable to the variation of the ups and downs of the Y variable which is usually expressed in percentages and the rest is influenced by other variables (Ghozali, 2001), the following will explain the results of the R2 Determination test in the Summary Model Table 4.

Table 4.
F Test Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.826[a]	.683	.675	263.293

Source: Primary Data (ordinal data) and processed in SPSS Statistics 18, 2021

Table 4. Shows the results of Multiple Linear Regression Model Summary the value of the correlation coefficient R which shows the level of relationship between the independent variables and the dependent variable is 0.826 or close to 1, meaning that there is a rather strong relationship, and R square or the coefficient of determination R2 shows the magnitude of the contribution of 0.683 or 68, 3% of the price and quality of the product on the decision to buy MS Glow products while the remaining 0.317 or 31.7% in the form of contributions from other factors or variables not examined in this research model

4. DISCUSSION OF RESEARCH FINDINGS

1. The Influence of Price on Purchase Decisions for MS Glow Products

Price is one of the important decisions for management. The price set must be able to cover all costs or even more than that, namely to make a profit. But if the price is set too high, it will be less profitable. In this case buyers will decrease, sales volume will decrease, all costs may not be covered and eventually the company will suffer a loss. One of the principles for management is to focus on the ability of the buyer, for a predetermined price with an amount sufficient to cover costs and generate a profit.

The findings of this study indicate that the price offered by the company is very good, in the sense that the company has adjusted to the ability of each consumer. The results of the study prove that based on the t test (partial) the significant value of the Price variable (X1) is 0.002 < 0.05 and the t value is 3.169 > t table 1.988, thus it can be concluded that the price variable has a significant positive effect on purchasing decisions for MS Glow products. .

The above results are strengthened by the interpretation of respondents' responses to each question item related to the price offered. Some of the questions that received very good responses include giving bonuses for every purchase, providing price promotions at the end of the year, and the prices offered are in accordance with the quality of products from MS Glow.

This is in accordance with the theory put forward by Fandy Tjiptono which says that price has two main roles in the decision-making process of buyers, namely:

1. The role of price allocation, which is a function of price in helping buyers to decide how to obtain the highest expected benefit based on their purchasing power. Thus, the price can help buyers to decide how to allocate their purchasing power to various types of goods and services. Buyers compare prices from various available alternatives, then decide on the desired allocation of funds.
2. The role of information from price, namely the function of price in "educating" consumers about product factors such as quality. This is especially useful in situations where buyers have difficulty assessing factors of production and their benefits objectively. The common perception is that high prices reflect high quality.

This theory is also supported by the opinion expressed by Peter and Olson that how information about prices is fully understood by consumers will provide deep meaning for them. The economic impact is related to purchasing power, because the price is a cost to the buyer. The higher the price, the fewer products they can buy, conversely the lower the price, the more products they can buy.

Thus the results of this study are in accordance with research conducted by Islami and Maharani (2019); Kristian & Rita Widayanti (2016): Anugrah Janwar Tunis and Sopa Martina (2016) that price has an impact on purchasing decisions for MS Glow products.

2. The Effect of Product Quality on Purchase Decisions

From the research description data produced, it shows that the product quality of MS Glow is responded to and assessed by the respondents very well. The consumer perception of MS Glow product users in responding to all question indicators related to product quality is very good. These results are supported by interviews conducted by researchers with several respondents, it can be concluded that the product quality of each MS Glow product offered is in accordance with consumer needs, including the availability of various products according to their designation, their use tends to be practical.

Besides that, products that can be stored for a long time, function for health and beauty and can overcome skin problems are one of the reasons that indicators of product quality variables are very good for consumers who use MS Glow products to respond. Indicators that represent product questions that are available in full for all consumer complaints are the main reason that this indicator has a fairly high response value.

The results of the regression of the product quality variable have a value of 0.254, so the decision to buy MS Glow products will increase by 0.254. This is confirmed by the partial test with a t_{count} of 7.734 and a t-table of 1.988, from these results, the test criteria are $t_{count} > t_{table}$, meaning Ho is rejected and H2 is accepted. The conclusion is that product quality has a partial positive effect on purchasing decisions for MS Glow products.

Regression and hypothesis testing showed a positive and significant influence between product quality variables on purchasing decisions for MS Glow products. These results indicate that a good assessment of product quality indicators in accordance with the level of consumer desire will encourage consumers to choose and use MS Glow products better and more.

This research is in line with Angipora's theory that the higher the quality of a product, the higher the consumer's decision to make a purchase. The demand for the quality of a product has become a necessity that must be met by companies, if they do not want their existing consumers to switch to other competing products which are considered to have better product quality. Consumers want the products they buy according to their wishes or the quality of the products.

The results of this study also support several studies that have been carried out by previous studies, namely: Denny Kristian & Rita Widayanti (2016); Wati Susilawati and Giska Amitia Wati (2017) where the results of this study prove that there is a positive influence between product quality on purchasing decisions

3. The Influence of Price and Product Quality on Purchase Decisions

The findings in this study indicate that the purchase decision variable for MS Glow products is influenced simultaneously by two variables in this study, namely: price and product quality have a significant effect on purchasing decisions for MS Glow products. Simultaneous test results (Fcount test) as well as P Value give good results or are greater than F_{Table} and 5%.

Respondents' response variables in responding to question items on the decision variable to buy MS Glow products also showed a total mean of 4.28, overall these conditions indicate that purchasing decisions tend to be well appreciated by respondents and are at a very good level.

Based on these results, it can be concluded that the research findings can explain the simultaneous positive and significant influence between the price and product quality variables on the decision to buy MS Glow products desired by consumers. It is further clarified that the two independent variables have a strong relationship level. Based on the test of the effect of the independent variable on the dependent variable the value of Adjusted R Square was obtained 0.683 or 68.3%. This means that 68.3% of the variation of the independent variable contributes to the Purchase Decision variable by 68.3% or has a strong enough effect while the remaining 31.7% is influenced or explained by other variables not included in this research model. This is according to Sugiyono where the R2 test criteria show a strong enough effect because the R2 value is close to 1.

Research Limitations

The researcher realizes that the implementation of this research cannot be separated from the limitations experienced, including:

1. The technique of selecting and distributing questionnaires/questionnaires should be carried out by the researcher himself so that the level of errors and errors during filling out the questionnaire can be minimized.
2. Other factors/variables that theoretically can influence purchasing decisions need to be added to future research models such as promotions and others.
   The research model needs to be developed towards a complex model using path tools.

4. CONCLUSION

Based on the results of the study, the following conclusions can be drawn.

1. Based on the results of the study, it was obtained that the price variable has a positive and significant effect on purchasing decisions. The positive coefficient in this study means that when the price of the product is getting better, it will increase the purchasing decision of MS Glow products.
2. Based on the results of the study, it was found that product quality had a positive and significant effect on purchasing decisions for MS Glow products. The positive coefficient in this study means that when the quality of the products offered is getting better, it will increase purchasing decisions.

5. SUGGESTIONS

Based on the conclusions above, the researchers can provide suggestions in this study as follows.

1. Producers should pay attention in determining prices, so that prices remain affordable. Providing prices aimed at consumers must be in accordance with the magnitude of the benefits or customer satisfaction, so as to maintain consumers to always shop for the products offered.
2. For further researchers so that they can be deeper and broader about the factors that influence this purchasing decision. Add variables that are in line and can strengthen the existing discussion with various aspects in it.

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