

THE INFLUENCE OF BRAND IMAGE, PRICE, AND PRODUCT QUALITY ON THE PURCHASE DECISION OF MS GLOW ACNE SERIES IN CENTRAL CIKARANG

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ABSTRACT

In the era of globalization like today, competition in doing business is very tight. The company must be able to meet the needs of each of its consumers. To know every consumer need, companies must use the right marketing strategy. This study aims to determine the influence of Brand Image, Price, and Product Quality on the Purchase Decision of MS Glow Acne Series in Central Cikarang. The type of research used is quantitative. Sampling using Non Probability Sampling technique with purposive sampling method. The population in this study is all users of Acne Series MS Glow in Central Cikarang. The sample was determined with 80 respondents using the Slovin formula. The data collection methods used include the distribution of questionnaires and literature studies. Analysis methods are validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, hypothesis tests using determination coefficient tests, F tests and t tests. The results of the analysis show that brand image has a positive and significant effect on purchasing decisions, price has a positive and significant effect on purchasing decisions, product quality has a positive and significant effect on purchasing decisions, and brand image, price and product quality have a positive and significant effect simultaneously on purchasing decisions. The amount of influence given by the independent variable on the dependent variable was 50.4% and the remaining 49.6% was influenced by other variables outside this study.

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1. INTRODUCTION

In the era of globalization like today, competition in business is very tight, companies must be able to meet the needs of their consumers and create products that are different from their competitors. With the development of the business world has provided many opportunities for companies, especially in the skincare industry. Along with the development of increasingly sophisticated technology from time to time increasing people's knowledge about skin care, so that the use of skincare becomes something that is considered important for everyone and has even become a need that must be met.

Having healthy skin especially clean, white, and smooth skin is the desire of almost all women. No wonder now women are looking for skincare to treat facial skin. This intends to get skin that is increasingly white and clean and can increase self-confidence. Routine Use skincare is one way to be able to get clean and healthy skin, in addition to doing routine maintenance at beauty clinics that require quite expensive costs. But there are so many women who want to get clean skin instantly by using fake skincare, do not see and care about the content in a skincare product.

Skincare for women is a must, skincare serves for facial skin care. The use of skincare itself also takes time to be able to see results. Normal skincare use, takes approximately 3 months or 6 months of new use can be seen results. But if the use of abal skincare that contains harmful ingredients, it can make the skin white in a fast usage time and cause dependence for those who use it.

At this time skincare is one of the products that are needed by both women and men. Using skincare products has benefits, namely to treat the skin to be fresher and healthier. Good and safe skincare is skincare whose packaging has BPOM and halal labels, does not smell pungent, does not contain harmful ingredients, and the texture is not long on the skin and easily absorbed. In Indonesia, the skincare industry is very much and is the most purchased product by consumers, various skincare brands on the market such as Scarlet, Somethinc, Emina, Erha, and Bening's. These skincare products are brands that can overcome

problems in various skin types, are safe to use, and have good product quality and brand image. The use of skincare that has good product quality and brand image can make consumers believe when using the skincare.

Based on the results of sales research by the Indonesian Digital Marketing Association Team of 700 million products in the marketplace, it is explained that the total sales most purchased by consumers in the 2022 period are beauty care. A total of 33.4 million beauty care products were sold. One of the skincare products on the market today is MS Glow. MS Glow is a beauty brand under the auspices of PT. Beautiful Indonesian Cosmetics. Founded in 2013, MS Glow stands for its motto, Magic For Skin. MS Glow already has many kinds of skincare products with innovations that are always updated. MS Glow also provides convenience for customers by creating a facial skin analysis application, namely MS GLOW Skin Analyzer. In this application makes it easier for consumers to find out the type and condition of facial skin, consult with beauticians via video. MS Glow products are able to attract the attention of consumers, because MS Glow products have been registered with BPOM and have been clinically tested not to contain mercury so they are safe to use. One of MS Glow's products is the Acne Series.

Based on data from MarketHac monitoring in Indonesia during the 1st quarter of 2022, it is explained that in January 2022 MS Glow led a market share of 10.2% In February 2022, MS Glow decreased to 8.2%. However, MS Glow is still the market share leader in the first place, then in the 2nd and 3rd places it is still the same, namely Scarlet and Somethinc.

In the data monitored by MarketHac, there is a decrease in MS Glow. Problems that arise, such as the increasing number of new competitors. The more new competitors, the MS Glow must be able to win the competition. To win the competition between competitors, MS Glow needs strategies including making new innovations, highlighting product advantages so that it is expected to make consumers interested so as to create product purchase decisions. Consumer purchasing decisions in choosing a product do not just happen. Many factors are done by consumers before deciding to buy a product. Other factors that can influence purchasing decisions by consumers are brand image, price, and product quality. Consumers in choosing a product look at the brand image and choose a brand through the experimental stage first. Consumers will buy a different brand first, and when they have found the right brand and according to their needs. Then consumers will use or make purchases of the brand. The brand image of a company will prioritize quality that is different from other similar products, this is because it makes consumers interested in using products from the company.

Consumers before making a purchase usually have several good considerations among which is in terms of price. Price has an influence on consumers on purchasing decisions. Price is also one of the determinants of the company's success because price determines how much profit the company gets in selling its products. Pricing too low will reduce the profits earned by the company. If the company sets the price too high, it will cause sales to decrease. Prices – prices offered by companies vary greatly according to the quality of the product.

In addition to brand image and price that consumers consider to make a purchase, there are other factors that are taken into consideration as well, namely product quality. Consumers will buy products if the product can provide benefits in accordance with consumer needs and desires. Consumers will feel very satisfied if the goods purchased can meet their needs. Therefore, a product must have good product quality and have advantages. Because product quality greatly influences consumer decisions.

Based on the background described earlier, the author is interested in knowing whether or not there is an influence of brand image, price, product quality on the purchase decision of MS Glow Acne Series in Central Cikarang, therefore the author chose the title "The Influence of Brand Image, Price, and Product Quality on the Purchase Decision of MS Glow Acne Series in Central Cikarang".

2. LITERATURE REVIEW

Purchase Decision

According to Kotler and Keller in [1] Purchasing decisions are actions from consumers with the intention to buy the most preferred product brand. Purchasing decisions are thought processes that lead consumers from identifying needs, generating choices, and choosing specific products and brands. Purchasing decisions involve a sequence of choices formed by the consumer before making a purchase that begins after he has the will to meet needs [2].

According to Thomson in [3], there are 4 indicators in purchasing decisions, namely: as needed, have benefits, determination in buying repeat purchase products.

According to [4] There are three main factors that influence consumers to make decisions, namely the influence of psychological factors: including perception, motivation, learning, attitudes, and personality,

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the influence of situational factors: including the state of shopping facilities and infrastructure, shopping time, product use, and conditions when purchasing, the influence of social factors: including laws / regulations, family, reference groups, social class, and culture.

Brand Image

According to Schiffman and Kanuk in [5] defines that brand image is a collection of associations about the brand that will be stored in consumer memory. Consumers have an assessment on the brand image of a good or service before they decide to make a purchase. "Brand is as a name, term, sign, symbol, or design, or a combination of these, intended to identify the seller's goods or services and to differentiate them from competing goods or services [6]. Meanwhile, according to [7] Brand image is a perception of a brand that is associated with brand associations inherent in consumer memory.

Based on some of the opinions above, it can be concluded that brand image is a perception in the minds of consumers in the form of names, terms, signs and symbols when remembering a particular brand on products or services.

According to Rangkuti in [8] there are several indicators of brand image, including: recognition, reputation, affinity, loyalty.

H1 : it is stated that Brand Image will affect the Purchase Decision of MS Glow Acne Series.

Price

Price is a sum of money used in the marketing element to meet the needs of sellers and buyers. The right price is the price that matches the quality of the product or quality [9].

According to Kotler and Armstrong in [5], price is the amount of money that customers must pay to obtain products or services. Meanwhile, according to Tjiptono and Chandra in [1] price is the amount of money (monetary units) and or other aspects (non-monetary) that contain certain utilities / uses needed to get a product. Based on the opinions of these experts, it can be concluded that price is one of the most important elements in a company and price is a major factor in a decision to purchase a product.

According to Kotler and Armstrong in [3], explained that there are four price indicators, namely: affordability, price suitability with quality, price suitability with benefits, price according to ability or price competitiveness.

According to Kotler and Keller in [10] stated that the price dimension consists of: price list, discount, allowance, payment period, credit term.

H2 : it is stated that the Price will affect the Purchase Decision of MS Glow Acne Series.

Product Quality

According to Kotler and Armstrong in [1], product quality is a product or service characteristic that depends on its ability to satisfy stated or implied consumer needs.

According to Philip Kotler in [11] defines as follows " product quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs".

Product quality affects consumer utility. Consumers prefer to consume high-quality products, and where product quality is higher, so is its usefulness, and vice versa [2].

Another definition of product quality according to Tjiptono in [12] product quality is a consumer-centered definition of quality so that it can be said that a seller has provided quality if the seller's product or service has met or exceeded consumer expectations.

From some of the explanations above, it can be concluded that product quality affects the consumer buying process. Consumers will feel satisfied if the products they use are of good quality and in accordance with what they expect so that their desires can be fulfilled.

According to Kotler Philip & Keller K in [8] indicators of product quality are: shape, features, performance quality, suitability quality, durability, reliability, ease of repair, style and customization.

According to Kotler and Keller in [13] four dimensions to determine purchasing decisions, namely: problem recognition, information search, evaluation of alternatives, purchase decisions.

H3 : it is stated that Product Quality will affect the Purchase Decision of MS Glow Acne Series.

H4 : it is stated that Brand Image, Price, Product Quality will affect the Purchase Decision of MS Glow Acne Series.

3. METHOD

According to Noor in [14] population is used to name all elements or members of an area that is the target of research or is the whole (universum) of the object of research. The population in this study was

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all users of Acne Series MS Glow as many as 100 respondent data in the Central Cikarang area for research sampling.

The sample according to Sugiyono in [14] is part of the number and characteristics possessed by the population. The sampling technique used in this study is a non-probability sampling method and the technique uses purposive sampling, which is a sampling technique based on certain considerations and criteria. In this study using respondents who have criteria, namely customers who use MS Glow Acne Series products in Central Cikarang and the age of respondents > 18 years because they are assumed to be able to answer the questions and information provided. Sampling in this study was carried out using the Slovin formula and obtained the results of a sample of 80 respondents [15].

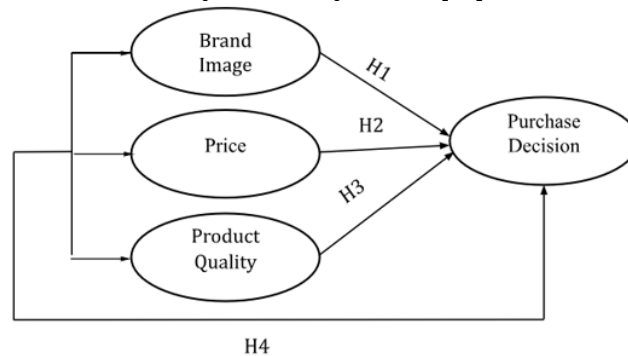


Figure 1 Research Design

Analysis Methods

In this study, the author used a type of quantitative research. According to [7] Quantitative research is research based on the size of quantity or quantity which can be applied to the observed phenomenon.

The data collection method used by researchers is through the distribution of questionnaires with Likert scale scoring models. The questionnaire consists of 2 parts. The first part is questions to find out respondents related to age, gender, education, occupation, income. The second part is the core questions related to research variables in the form of a Likert scale of 1 to 5 consisting of 5 variables and a total of 20 questions. Likert scale questions divide the options from strongly disagree, disagree, quite, agree and strongly agree. The analysis method used in this study was using SPSS Version 29 software. SPSS (Statistical Product and Service Solution) is a computer application to process and analyze data statistically. In this study using validity and reliability tests to measure the validity or invalidity, and reliability or not of a questionnaire, using classical assumption tests before conducting multiple linear regression tests.

The classical assumption test consists of: normality test, heteroscedasticity test, multicollinearity test, and autocorrelation test, according to Sugiyono in [7] multiple linear analysis aims to determine variable (X) against variable (Y). In addition, it is also used to test the correctness of the hypothesis proposed in this study, whose model is as follows:

Formula:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

The t test aims to determine the independent variable against the dependent variable. This test can be performed by comparing t count with t table or by looking at the significant value of the variable. To find out the value of t table, the formula degree of freedom (df) = n - k - 1 is used. Conclusion: If t counts < t table and sig > 0.05, then Ho is accepted and if t counts > t table and sig < 0.05, then Ho is rejected. The F test aims to test the significance of the equation used to determine how much influence. the independent variable (X) together has on the non-free variable (Y). Conclusion: If F counts < F table and sig > 0.05, then Ho is accepted and if F counts > F table and sig < 0.05, then Ho is rejected.

According to Ghozali in [16], the coefficient of determination (R^2) is essentially to measure how far the model is able to explain the variation of independent variables.

4. RESULTS AND DISCUSSION

Validity and Reliability Test

The validity test is used to measure the validity or invalidity of a questionnaire. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire, the level of validity can be measured by comparing r count (item total correlation) with r table. df used is 80 - 2 = 78 with an alpha of 5% then produces a table r value of 0.2199. While reliability

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tests are carried out with the aim of determining the level of consistency of the instruments measured. A construct or variable is said to be reliable if it gives a Cronbach alpha value of > 0.60.

Table 1. Validity and reliability test

Variable; Indicator	Cronbach's; <i>r-count</i>	<i>r-table</i>	Description
Purcashe Decision (Y)	0,639	0,60	Reliable
Y.1	0,454	0,2199	Valid
Y.2	0,688	0,2199	Valid
Y.3	0,693	0,2199	Valid
Y.4	0,633	0,2199	Valid
Y.5	0,704	0,2199	Valid
Brand Image (X1)	0,673	0,60	Reliable
X1.1	0,598	0,2199	Valid
X1.2	0,569	0,2199	Valid
X1.3	0,783	0,2199	Valid
X1.4	0,599	0,2199	Valid
X1.5	0,724	0,2199	Valid
Price (X2)	0,768	0,60	Reliable
X2.1	0,766	0,2199	Valid
X2.2	0,661	0,2199	Valid
X2.3	0,768	0,2199	Valid
X2.4	0,678	0,2199	Valid
X2.5	0,728	0,2199	Valid
Product Quality (X3)	0,698	0,60	Reliable
X3.1	0,729	0,2199	Valid
X3.2	0,692	0,2199	Valid
X3.3	0,650	0,2199	Valid
X3.4	0,732	0,2199	Valid
X3.5	0,568	0,2199	Valid

Normality Test

According to Umar in [17] the normality test is carried out to find out whether the dependent variable, independent or both are normally distributed, close to normal or not. One way to find out whether the data is normal or not is to use Kolmogorov-Smirnov (K-S), if in the test of normality table using Kolmogorov-Smirnov the sig value > 0.05, then the data is normally distributed. Based on the results of the Kolmogorov-Smirnov normality test in table 2, it can be seen that the significance value is 0.091 (greater than 0.05), and it can be concluded that the residual value is normally distributed.

Table 2. Normality Test Result

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
	N	80
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.39601123
Most Extreme Differences	Absolute	.092
	Positive	.092
	Negative	-.052
	Test Statistic	.092
	Asymp. Sig. (2-tailed) ^c	.091
Monte Carlo Sig. (2-tailed) ^d	Sig.	.089
	99% Confidence Lower Bound	.082
	Interval Upper Bound	.096

The results of the regression model normality test with Normal P-P plot. The results can be seen in the data presented in the following figure :



Figure 2. Normal P-P Plot Chart

Based on the data in the graph above, you can see the distribution of data gathered around the test line leading to the top right. No data is located far from the data spread. Therefore the data is normally distributed.

Multicollinearity Test

The multicollinearity test aims to find out whether in the regression model there is a correlation between independent variables or not. A model is said to be free of multicollinearity, if the value of VIF is less than 10 and the tolerance is more than 0.1, then the regression model is declared free of multicollinearity.

Table 3. Multicollinearity Test

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error	Beta	t		Tolerance	VIF
1 (Constant)	4.367	1.754		2.490	.015		
Citra Merek	.293	.115	.290	2.549	.013	.486	2.060
Harga	.220	.104	.255	2.112	.038	.429	2.329
Kualitas Produk	.265	.100	.285	2.658	.010	.547	1.827

Based on table 3 in the Collinearity Statistics column, it can be seen that the Brand Image VIF value is less than 10 ($2,060 < 10$), the Price VIF value is less than 10 ($2,329 < 10$) and the Product Quality VIF value is less than 10 ($1,827 < 10$). When viewed at the Brand Image tolerance value of more than 0.1 ($0.486 > 0.1$), the price tolerance value is more than 0.1 ($0.429 > 0.1$) and the product quality tolerance value is more than 0.1 ($0.547 > 0.1$). Thus it can be concluded that in this study there was no multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residual of one observation to another. The heteroscedasticity test can be done through du event, namely by looking at the scatterplot graph, namely by seeing whether the points spread around the number 0 or form a pattern, and through the glacier test on the basis of decision making on the glacier test, that is, if the significance value is greater than 0.05 ($sig > 0.05$), then heteroscedasticity does not occur and vice versa. It can be seen in figure 2 that the points spread randomly both above and below the number 0 on the Y axis, and do not form a certain pattern. So it can be concluded that heteroscedasticity did not occur in this study.

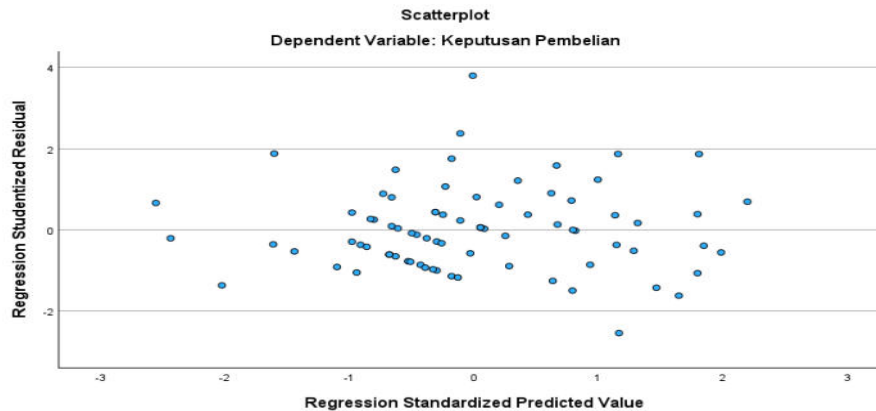


Figure 3. Scatterplot Chart

Table 4. Heteroscedasticity Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	-.197	1.132			-.174	.862
Citra Merek	.031	.074	.069		.422	.674
Harga	.052	.067	.134		.778	.439
Kualitas Produk	-.021	.064	-.050		-.327	.744

Based on table 4 it can be seen that the results of the heteroscedasticity test above, the significance value of Brand Image (X1) is 0.674 and the value of Price signification (X2) is 0.439 and Product Quality (X3) is 0.744, it can be concluded that each variable has a significance value greater than 0.05 so that heteroscedasticity does not occur in this study.

Autocorrelation Test

To test the presence or absence of autocorrelation symptoms in this study, the test method uses the Durbin-Watson test (DW test) [18]. Based on table 5 it can be seen that Durbin Watson's value is 1.749. Meanwhile, from the DW table with a significance of 0.05 and the number of data n = 80, and k = 3 (k is the number of independent variables) obtained dl values of 1.560 and du of 1.7153. The Durbin-Watson test can be calculated with $DU < D < 4 - DU$, so that the results are obtained: $DU < D < 4 - DU = 1.560 < 1.749 < 2.8247$. So it can be concluded that there is no autocorrelation between the variables used.

Table 5. Durbin-Watson Autocorrelation Test
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.723a	.523	.504	1.42330	1.749

Multiple Linear Analysis Results

Regression analysis used in this study to determine the influence of Brand Image, Price, and Product Quality variables on Purchasing Decisions using SPSS software version 29. The following are the results of multiple linear regression analysis in the table below :

$$Y = 4,367 + 0,293 X1 + 0,220 X2 + 0,265 X3 + e$$

Table 6. Multiple Linear Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	4.367	1.754			2.490	.015

Citra Merek	.293	.115	.290	2.549	.013
Harga	.220	.104	.255	2.112	.038
Kualitas Produk	.265	.100	.285	2.658	.010

Hypohotesis Test

a. T test (partial), t test aims to prove the truth of the research hypothesis that there is a partial influence between independent variables (Brand Image, Price and Product Quality) on the dependent variable (Purchase Decision), then hereby the study conducts a t test, t test for this study based on a significance level of 5% or 0.05. , if the significance is greater than 0.05 then the null hypothesis (Ho) is accepted which means that the variable has no effect on the dependent variable. If the significance is less than 0.05, then (Ho) is rejected, which means that the independent variable has an effect on the dependent variable. . To find out the value of t table, the formula degree of freedom (df) = n - k - 1 is used. (df) = 80-3-1 = 76. Then t table of 76 is 1.99167

Based on table 6, the t-value of the brand image variable (X1) is greater than the t-value of the table (2.549 > 1.99167) with a significant value below 0.05, namely (0.013 < 0.05), so that the brand image (X1) partially has a positive and significant effect on the purchase decision of ms glow acne series. The calculated t value of the price variable (X2) is greater than the table t value (2.112 > 1.99167) with a significant value below 0.05 ie (0.038 < 0.05), so that the price (X2) partially has a positive and significant effect on the purchase decision of ms glow acne series. The calculated t value of the product quality variable (X3) is greater than the table t value (2.658 > 1.99167) with a significant value below 0.05 ie (0.010 < 0.05), so that Product Quality (X3) partially has a positive and significant effect on the purchase decision of ms glow acne series.

b. F test (simultaneous), F test aims to test the significance of the equation used to determine how much influence the independent variable (X) together has on the non-free variable (Y). Conclusion: if F counts < F table and sig > 0.05, then Ho is accepted. If F counts > F of the table and sig < 0.05, then Ho is rejected. Based on table 4.13, the F test results obtained a calculated F value of 27.797. With a total of 80 data, where F table at a = 5% with degrees of freedom (df) (k ; n-k-1) = (3 ; 76) then obtained F table = 2.72. The calculated F value is greater than the table F which is (27.797 > 2.72) and the sig value of 0.001 is smaller than 0.05 (0.001 < 0.05). So it means that in this study the variables of brand image, price, and product quality have a positive and significant effect together on purchasing decisions.

Table 7. Simultaneous F Test

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	168.929	3	56.310	27.797	<.001b
	Residual	153.959	76	2.026		
	Total	322.887	79			

Test Coefficient Determination (R²)

The coefficient of determination (R²) is to measure how far the model is able to explain the variation of the independent variable. Coefficient of determination to measure the contribution of the independent variable (X) to the dependent variable (Y). The greater the corrected coefficient of determination or regression model, the better the model will be. Koefisien determinasi (R²) yaitu untuk mengukur seberapa jauh kemampuan model dalam menerangkan variasi variabel independen. Koefisien determinasi untuk mengukur besar sumbangan dari variabel independen (X) terhadap variabel dependen (Y). Semakin besar koefisien determinasi terkoreksi atau model regresi, maka model didapatkan akan semakin baik.

Table 8. Test Coefficient of Determination (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.723a	.523	.504	1.42330

Based on table 8, it can be seen that the Adjusted R Square value (coefficient of determination) is 0.504, which means that the influence of brand image, price, and product quality variables on purchasing decisions is 50.4%.

Discussion

Partial Influence of Brand Image on Purchasing Decisions

The brand image variable was stated to have a positive influence on purchasing decisions by 29.3% as indicated by the regression coefficient value of 0.293. The hypothesis in this study is acceptable because the statistical results of the t test for the brand image variable (X1) obtained a calculated t value greater than the table t value ($2.549 > 1.99167$) with a significant value smaller than 0.05, namely ($0.013 < 0.05$). Thus, it can be concluded that the results of the hypothesis "brand image partially has a positive and significant effect on the purchase decision of acne series ms glow" are declared accepted.

This is in line with previous research conducted by Anthonius Teddy, Dinda Amanda Zuliestiana [14] in an article entitled The Influence of Brand Image, Price, and Product Quality on Purchasing Decisions through the Gofood Application in Bandung City published in the Journal of e-Proceedings Of Management Vol.7 No.2 December 2020 p. 5422, with publication code: 2355-9357, which resulted in Brand Image (X1), Price (X2), and Product Quality (X3) have a significant effect on purchasing decisions (Y) through the Gofood application in Bandung City.

Partial Price Effect on Purchasing Decisions

The price variable is stated to have a positive influence on purchasing decisions by 22% indicated by a regression coefficient value of 0.220. The hypothesis in this study is acceptable because the statistical results of the t test for the price variable (X2) calculated t value are greater than the table t value ($2.112 > 1.99167$) with a significant value smaller than 0.05 ie ($0.038 < 0.05$). Thus, it can be concluded that the results of the hypothesis "price partially has a positive and significant effect on the purchase decision of acne series ms glow" are declared accepted.

This is in line with previous research conducted by Muhammad Rizky Darmawan, Yohanes Ferry Cahaya, Annathasia Puji Erasashanti [2] in an article entitled The Influence of Brand Image, Product Quality, and Price on Purchasing Decisions Yonex rackets published in the Journal of Entrepreneurship, Accounting, and Management of TRI BISNIS Vol.2 No.2 of 2020, resulting in Brand Image (X1) having a positive effect on Purchasing Decisions (Y), Product Quality (X2) has no effect on Purchasing Decision (Y), and Price (X3) has a positive effect on Purchase Decision (Y).

The Effect of Product Quality Partially on Purchasing Decisions

The product quality variable was stated to have a positive influence on purchasing decisions by 26.5% indicated by the regression coefficient value of 0.265. The hypothesis in this study is acceptable because the statistical results of the t test for the product quality variable (X3) calculated t value are greater than the table t value ($2.658 > 1.99167$) with a significant value smaller than 0.05 ie ($0.010 < 0.05$). Thus, it can be concluded that the results of the hypothesis "product quality partially has a positive and significant effect on the purchase decision of acne series ms glow" is declared accepted.

This is in line with previous research conducted by Dhenta Megasavitri Susanto [5] in an article entitled The Influence of Brand Image, Product Quality, and Price on Iphone Purchase Decisions (Study on Students in Surabaya) published in the Journal of Management Science and Research Vol.10 No.1 of 2021, with publication code: ISSN 2462-0593. The results of this study are Brand Image, Product Quality and Price have a positive and significant effect on Iphone Purchase Decisions in students in Surabaya.

The Influence of Brand Image, Price, and Product Quality Simultaneously on Purchasing Decisions

The variables of brand image, price, and product quality have a positive and significant effect together on purchasing decisions. The hypothesis in this study is acceptable because the calculated F value is greater than the F table, namely ($27.797 > 2.72$) and the sig value of 0.001 is smaller than 0.05 ($0.001 < 0.05$). Thus, it can be concluded that the results of the hypothesis "brand image, price, and product quality have a positive and significant effect together on the purchase decision of acne series ms glow" are declared accepted.

This is in line with previous research conducted by Fera, Charisma Ayu Pramuditha [7] in an article entitled The Influence of Product Quality, Price, Promotion, Brand Image on Xiaomi Mobile Purchasing Decisions in Palembang City published in the Publikas Journal: Management Student Research Vol.3 No.1 of 2021 Pages 1-13, with publication code: ISSN 2714-8475, which produces Product Quality, Price, Promotion, and Brand Image together have a positive and significant influence on the Purchasing Decisions of Xiaomi consumers in Palembang

It is also known that the adjusted R^2 value in this study is 0.504, which means that the influence of brand image, price, and product quality variables on purchasing decisions is 50.4%. The remaining 49.6% were influenced by other variables not studied in the study.

5. CONCLUSION

Brand image has a positive and significant effect on the purchase decision of acne series ms glow, price has a positive and significant effect on the purchase decision of acne series ms glow, product quality has a positive and significant effect on the purchase decision of acne series ms glow, brand image, price and product quality have a positive and significant effect simultaneously on the purchase decision of acne series ms glow. The results of the R determination test have a degree of relationship between the independent variable and the dependent variable. The results of this study amounted to 0.504 so that it can be concluded that the variables of brand image, price, and product quality on purchasing decisions have an influence of 50.4%. dapat disimpulkan variabel citra merek, harga, dan kualitas produk terhadap keputusan pembelian memberikan pengaruh sebesar 50,4%.

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