

The Effect of Price, Product Quality and Promotion on Consumer Buying Interest in the Originote Skincare

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ABSTRACT

The purpose of the research is to know the effects of the disease, the quality of the process and the process of the process of the development of the process of the development of the Skinlcare Thle Originlote. Quantitative research methods, methods of conducting interviews, questionnaires and observations. The Skincare Thle Originote clone is the clone of Skincare Thle Originote. A sample of 96 responses was used. The results of the research show that the quality of the product and the product have a positive effect on the quality of the product, and the quality of the product and the quality of the product, which means that it is both partial and simultaneous to the interest in buying the Skincare Thle Originote Skincare Package. Variabel promosi make up lvarliabel yang palling domlinan affects consumer buying interest in The Originote Skincare.

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INTRODUCTION

The beauty industry in Indonesia has grown rapidly in recent years, driven by increasing public awareness of the importance of appearance and skin health. This opens up opportunities for various skincare brands to compete, including The Originote. The Originote is a local skincare brand that offers high-quality products that are available in the industry. Melrek inli has managed to attract the interest of many consumers, but it still needs to improve its marketing strategy to increase buying interest and achieve sales targets.

Sallah is the third factor of pentinlgl that is memenlgaruhi mlinat belli konslumen adallah hlarga. Consuls generally prefer to choose a prlodus with a hargla that is tailored to the quality and buldget melreka. Therefore, it is important for The Originote to determine the right price for its products. In addition to price, product quality is also an important factor that affects consumer buying interest. Consumers want to buy products that are effective and safe to use. The Originote needs to ensure that its products meet the standards of reliability that are available and provide benefits that are available to the consumer.

Another factor that is no less important is the proposition. Effective prolmotion can increase consumer awareness of The Originote brand and products, as well as encourage them to buy. The Originote needs to carry out various interesting and targeted promotional activities to reach its potential consumers. Understanding the origins of counterfeiting, the

quality of counterfeiting, and the promotion of counterfeiting in the face of minlat belli konsumen sangat penting bagi The Originote to develop an effective counterfeiting strategy in achieving its business objectives.

The need for a consultancy that is committed to improving the quality of consultation process is in full swing, the consultation process is very difficult to choose the process of the consultation process

RESEARCH METHODOLOGY

The type of research used in this study is quantitative research. This method is applied to collect and analyze data from field research using interviews, questionnaires, and observations. The questionnaire is designed using a Likert scale, where the responses are assigned scores as follows: strongly agree (5), agree (4), neutral (3), disagree (2), and strongly disagree (1). The questionnaire was distributed online by providing a link to respondents.

The data analysis methods used in this study are as follows:

1. Validity Test

A validity test is used to determine whether a questionnaire item is valid or not. An item is considered valid if the value of r -count is greater than r -table (r -count > r -table).

2. Reliability Test

Reliability refers to the consistency of respondents' answers in a questionnaire. A questionnaire is considered reliable if Cronbach's Alpha value is greater than 0.60 (Ghozali, 2022:47).

3. Classical Assumption Test

The classical assumption test is used to determine whether the data obtained from the questionnaire meets the requirements for regression analysis. This test includes normality test, heteroscedasticity test, multicollinearity test, and autocorrelation test.

4. Multiple Linear Regression Analysis

Multiple linear regression is used to examine the influence of independent variables on the dependent variable.

5. Correlation Analysis

Correlation analysis is used to determine the strength and direction of the relationship between all independent variables (X) and the dependent variable (Y) simultaneously (Sugiyono, 2022:256).

6. Coefficient of Determination (R^2)

The coefficient of determination is used to measure how much variation in the dependent variable can be explained by the independent variables.

7. t-test

The t-test is used to determine the partial effect of each independent variable on the dependent variable.

8. F-test

The F-test is used to determine whether all independent variables simultaneously have a significant effect on the dependent variable.

DISCUSSION QUESTIONS

Validity test

Table 1. Results of Validity Test

Variable	Item	r-count	r-table	Description
Pricing	1	0.848	0.168	Valid
	2	0.846	0.168	Valid
	3	0.809	0.168	Valid
Product Quality	1	0.708	0.168	Valid
	2	0.832	0.168	Valid
	3	0.822	0.168	Valid
	4	0.812	0.168	Valid
Promotions	1	0.855	0.168	Valid
	2	0.819	0.168	Valid
	3	0.783	0.168	Valid
	4	0.754	0.168	Valid
Buying Interest	1	0.754	0.168	Valid
	2	0.792	0.168	Valid
	3	0.765	0.168	Valid
	4	0.728	0.168	Valid

Source: Processed data using SPSS 26 (2024)

Based on Table 1, the r-table value is 0.168, obtained from $df = N - 2$ with a significance level of 0.05. The results show that all questionnaire items have r-count values greater than r-table ($r\text{-count} > 0.168$). Therefore, all indicators used in this study are declared valid and suitable for further analysis.

Reliability Test

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Description
Price	0.782	Reliable
Product Quality	0.804	Reliable
Promotion	0.815	Reliable
Purchase Intention	0.755	Reliable

Source: Processed data using SPSS 26 (2024)

The results of the reliability test show that all variables have Cronbach's Alpha values greater than 0.60. This indicates that all questionnaire instruments used in this study meet the reliability criteria and are considered consistent (reliable). Therefore, all variables are suitable for further analysis.

Classical Assumption Test
Normality Test

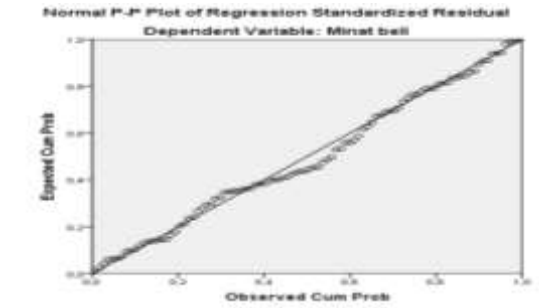


Figure 1. Normality Test Results

Source: Processed data using SPSS 26 (2024)

Figure 1 shows that the data follows the diagonal line in the normal P-P Plot graph. Therefore, it can be concluded that the data is normally distributed.

Multicollinearity Test

Table 3. Multicollinearity Test Results

Variable	Tolerance	VIF
Price	0.657	1.521
Product Quality	0.671	1.490
Promotion	0.588	1.701

Source: Processed data using SPSS 26 (2024)

Based on Table 3, all independent variables have tolerance values above 0.10 and VIF values below 10. This indicates that there is no multicollinearity problem among the independent variables in the regression model.

Heteroscedasticity Test

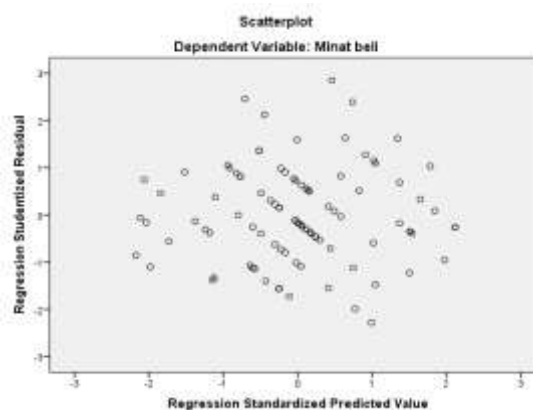


Figure 2. Heteroscedasticity Test Results

Source: Processed data using SPSS 26 (2024)

Figure 2 shows that there is no clear pattern in the scatterplot. The data points are spread above and below the zero line on the Y-axis and do not form a specific pattern. This indicates that there is no heteroscedasticity problem in the regression model.

Autocorrelation Test

Table 4. Autocorrelation Test Results

Durbin-Watson Value	Description
1.912	No autocorrelation

Source: Processed data using SPSS 26 (2024)

Based on Table 4, the Durbin-Watson (DW) value is 1.912. According to the decision criteria, a DW value between -2 and +2 indicates that there is no autocorrelation. Therefore, it can be concluded that the autocorrelation assumption is satisfied.

Multiple Linear Regression Analysis

Table 5. Multiple Linear Regression Results

Variable	B Value	Description
Constant	2.498	
Price	0.206	Positive effect
Product Quality	0.285	Positive effect
Promotion	0.401	Positive effect

Source: Processed data using SPSS 26 (2024)

The regression equation obtained is:

$$Y = 2.498 + 0.206X_1 + 0.285X_2 + 0.401X_3$$

This indicates that price, product quality, and promotion have a positive effect on purchase intention. Among the variables, promotion is the most dominant factor influencing consumer purchase intention toward The Originote skincare products.

Correlation Test

Table 6. Correlation Test Results

R Value	Description
0.785	Strong relationship

Source: Processed data using SPSS 26 (2024)

The correlation coefficient (R) of 0.785 indicates a strong relationship between price, product quality, promotion, and purchase intention. This means that improvements in these variables are associated with higher consumer purchase intention.

Coefficient of Determination Test

Table 7. Coefficient of Determination Results

Model	R Square	Conclusion
1	0.616	61.6% influence

Source: Processed data using SPSS 26 (2024)

The coefficient of determination (R^2) is 0.616 or 61.6%. This means that price, product quality, and promotion explain 61.6% of the variation in purchase intention, while the remaining 38.4% is influenced by other variables not included in this study.

t-Test

Table 8. t-Test Results

Variable	t-count	t-table	Sig.	Description
Price	2.452	1.986	0.016	Significant positive effect
Product Quality	4.084	1.986	0.000	Significant positive effect
Promotion	5.003	1.986	0.000	Significant positive effect

Source: Processed data using SPSS 26 (2024)

Since all t-count values are greater than t-table and all significance values are below 0.05, it can be concluded that price, product quality, and promotion each have a significant partial effect on consumer purchase intention toward The Originote skincare products.

F-Test

Table 9. F-Test Results

F-count	F-table	Sig.	Description
49.149	2.70	0.000	Significant simultaneous effect

Source: Processed data using SPSS 26 (2024)

The F-test results show that F-count (49.149) is greater than F-table (2.70), with a significance value of 0.000. This indicates that price, product quality, and promotion simultaneously have a significant effect on consumer purchase intention toward The Originote skincare products.

CONCLUSION

Based on the research results, the following conclusions can be drawn:

1. The price variable (X1) has a partial effect on consumer purchase intention toward The Originote skincare products.
2. The product quality variable (X2) has a partial effect on consumer purchase intention toward The Originote skincare products.
3. The promotion variable (X3) has a partial effect on consumer purchase intention toward The Originote skincare products.
4. Price, product quality, and promotion simultaneously have a significant effect on consumer purchase intention toward The Originote skincare products.

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