

The Influence of Product Quality, Price, and Promotion On The Interest In Buying Beauty Products On Brand Ms Glow

Suci Hestya Damayanti¹

Sintia Nurfadilah²

Ramlah Puji Astuti³

Universitas Swadaya Gunung Jati Cirebon, Indonesia^{1,2,3}

Email: sucihestya@gmail.com, nurfadilahsintia17@gmail.com,

Ramlah.puji.astuti@ugj.ac.id

*Correspondence: Ramlah.puji.astuti@ugj.ac.id

ABSTRACT: The cosmetic industry is growing rapidly today, where the cosmetic industry is one of the industries in Indonesia that has succeeded in dominating the domestic market, one of which is MS Glow cosmetic products. This study aims to analyze the effect of product quality, price and promotion on buying interest. This research uses quantitative data analysis methods using Structural Equation Modeling (SEM) based on Partial Least Square (PLS) with the help of SmartPLS 3.0 software. Primary data was collected by distributing questionnaires to 100 buyers and users of MS Glow products, especially those in Cirebon City. All hypotheses proposed are supported and significant. (1) Product quality has a positive and significant effect on buying interest, (2) Price has a positive and significant effect on buying interest, (3) promotion has a positive and significant effect on buying interest.

Keywords: product quality, price, promotion, buying interest, MS Glow, beauty products

INTRODUCTION

Today, competition in the world is getting tougher and more dynamic. Many companies are competing to market their products or services. Consumers who try to meet their daily needs in fact adjust to their economic capabilities so that business actors must also adjust to the needs of these consumers (Lamasi & Santoso, 2022). The cosmetic industry is growing rapidly today, where the cosmetic industry is one of the industries in Indonesia that has successfully mastered the domestic market. Competition between personal

care and cosmetic industry markets is increasingly competitive (Sari et al., 2020). This is proven by the many types of cosmetics circulating both domestic and foreign production, one of which is MS Glow cosmetic products. MS Glow also ranks first in the Best Brand classification or brands considered the best by consumers (Zainuddin et al., 2023). Ms Glow is a skin care and cosmetic product, where this local product is in great demand by everyone, because Ms Glow itself already has Aesthetic clinics in several cities, one of which is in the city of Cirebon.

Table 1. 10 Top Brand Based on Sales Revenue (in billions)

Name Brand	Revenue (June-August 2022 Period)
Avoskin	11,7
Some by Mi	6,7
Skintific	4,6
N'PURE	2,9
Cosrx	2,8
Ms Glow	2,4
White Lab	2,2
Skin1004	2,0
Somethinc	2,0
Azarine	1,9

Source: (GoodStats, 2022)

Behind the success of MS Glow, but in the last 2 years, MS Glow products have been unable to compete with other cosmetic products. MS Glow must be careful of competition from other competitors and must continue to innovate in attracting consumers with the products they offer, in the hope of influencing buying interest to purchase decisions. Then, it is known that in January – November 2022, Ms Glow's skincare sales decreased by 28% with 140 packages sold. Based on both phenomena, Ms Glow's sales in 2022 both experienced a decline in sales levels. The decline in sales of Ms Glow's skin care products can be attributed to a decrease in consumer repurchase interest. This is due to the emergence of various new skin care brands on the market.

The factors that influence purchase intent in e-commerce can be classified into two groups: internal and external factors. Internal factors according to Phan Tan & Le (2023) in their research consist of product quality, product attributes, and prices that are directly related to goods and services. It is very important for every company to

strive for optimal product quality, competitive prices, and effective promotional strategies if it wants to ensure the success of its products in the market. One of the owners of a well-known cosmetic brand, Hanasui, stated that a successful beauty brand must offer a superior range of products at affordable prices (Medialndonesia.com, 2022). This can be used as an inspiration for MS Glow to continue to improve the market. Many studies have been conducted to investigate the effect of price and product quality on the purchase intention of MS Glow products. However, there are inconsistencies in the results of studies conducted over the past two years. Research conducted by Maghfiroh et al (2023) states that price has a significant effect on buying interest in MS Glow products, while research conducted by (Safitri et al., 2022; Saputri et al., 2022; Sihombing et al., 2024) showed that price has no effect on the buying interest of MS Glow products. This is because, if a product has a positive brand image and quality that matches the information received by consumers, then consumers are

willing to spend money to buy the product.

In addition, strategy also needs to be considered carefully, because one of the advantages of a brand can be seen from how a product can be attractive and also known in promotion (Sudrajat et al., 2024). Providing promos without a good strategy will only make losses instead of attracting consumers. Good product quality and promotion can increase purchase intent in the minds of consumers. To determine the right target market, it can be done by providing application regarding digital marketing through social media, and marketplaces (Astuti et al., 2022). Therefore, it is important for the MS Glow brand to carry out integrated promotions on online and offline media (Lunapos, 2023). Based on the observations of researchers, similar studies have not been widely conducted over the past decade. Previous studies have focused more on the effect of product quality and price on buying interest and have not focused on overall promotional variables.

Therefore, this research will focus on product quality, price and promotion of interest in buying beauty products on the MS Glow brand. This research will be conducted on users as well as consumers who have purchased MS Glow products in Cirebon City as a population gap that has never been done in this area before. So this research can be continued which refers to the description of research phenomena and problems described above, as well as the identified research gaps.

LITERATURE REVIEW

Product Quality

Product quality is the ability of a product to perform its functions, this includes product useful life, reliability, accuracy, ease of operation and repair, and other attribute values (Keller & Swaminathan, 2019). Product quality reflects the product's ability to provide satisfaction with customer needs and requirements. This definition focuses on the customer as well as focuses on how the customer thinks that the product is fit for their purpose. Product quality can be understood as how consistently the resulting product can meet internal and external customer expectations and needs (Indasari, 2019).

Where, product quality has several dimensions, namely:

1. Performance
2. Durability
3. Conformity
4. Feature
5. Reliability
6. Aesthetic
7. Quality impression.

Price

In a narrow sense, price is the amount charged for a product or service. More broadly, price is the sum of all the value that customers give up to benefit from owning or using a product or service (Kotler & Armstrong, 2023). In simple terms, the term price can be interpreted as the amount of money (monetary units) and/or other aspects (non-monetary) that contain certain utilities or uses needed to obtain a service, utilities are attributes or factors that have the potential to satisfy certain needs and desires (Tjiptono, 2020). The price reflects the amount of money needed to get a certain combination of

its products and services. Where, the price has several dimensions, namely:

1. Affordability
2. Price match with product quality
3. Price match with benefits
4. and price competitiveness or price according to ability

Promotion

Promotion is one of the variables in the marketing mix that is very important for companies to market service products. Promotional activities not only function as a means of communication between companies and consumers, but also as a tool to influence consumers in making purchases or using services in accordance with their wants and needs. Promotional activities not only function as a means of communication between companies and consumers, but also as a tool to influence consumers in making purchases or using products according to their needs and desires. Meanwhile, according to Kotler & Armstrong (2023), promotion is an activity that communicates product advantages and persuades buyers to buy the product.

According to Yurindera (2022), promotion indicators include:

1. Promotion frequency
2. Promotion quality
3. Promotion quantity
4. Promotion time
5. Goal

Buying Interest

Buying interest is the desire to have a product, buying interest will arise if consumers have been affected by the quality and quality of a product, information about the product, for example: price, how to buy and the weaknesses and advantages of the product to the brand. Interest in buying a product arises because of the basis of

trust in the product accompanied by the ability to buy the product (Simamora, 2023). Kotler (2019) mentions several factors that influence consumer behavior in buying an item, which are as follows: 1. Cultural Factors 2. Social Factors 3. Personal Factors 4. Psychological factors. Habibie et al (2021) buying interest can be identified through the following indicators:

1. Transactional interest,
 2. Referential interest,
 3. Preferential interests
- Exploratory interest

RESEARCH METHODOLOGY

This research uses a type of associative quantitative research, which is research based on data that can be calculated to produce an assessment (Sugiyono, 2019). This study is one example of associative research, which aims to examine the relationship or influence of the independent variable on the dependent variable. This research focuses on buyers and users of MS Glow products, especially those in Cirebon City. The population size is unknown because there are no exact measurements. The sample size is at least four or five times the total number of questions or variable items used in the study. Thus, $N = 5 \times Q$, where N represents the sample size and Q is the number of questions. The study included a total of 20 question indicators. So that the samples used are as many as 100 samples.

Non-probability sampling techniques were used in this study due to the unknown number of members of the population. According to Sugiyono (2019), the non-probability sampling technique only allows certain elements or members of the population to be

selected as samples. The sampling method used in this study was purposive sampling. Purposive sampling is defined by Sugiyono (2019) as a technique that involves certain considerations. Numerical data was collected through the distribution of questionnaires. The survey results will be used as primary data to represent respondents' perspectives on the topic under study in a real-life context, with an adequate number of samples.

Analysis and interpretation of data in research aims to answer research

questions and reveal certain phenomena. To analyze data, Structural Equation Modeling (SEM) is used in model creation and hypothesis testing with PLS 3.0 statistical software. The two main parameters constructed are to test construct validity (convergent and discriminant validity) and construct internal consistency (reliability). After that, do bootstrapping testing to get the test results for each hypothesis.

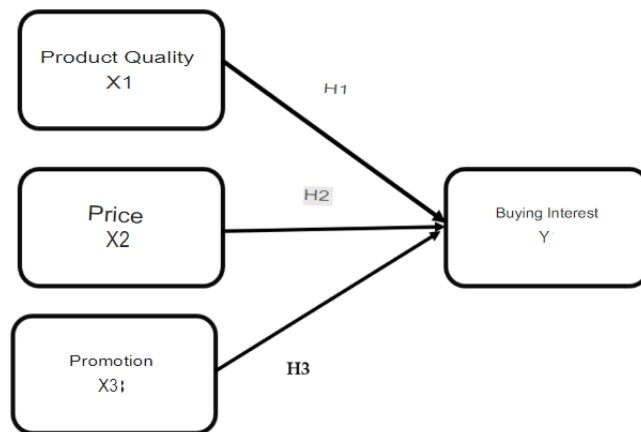


Figure 1 Research Framework

RESULT AND DISCUSSION

Outer Loading Test

Table 2. Outer Loading

	Product Quality	Price	Promotion	Buying Interest
KP1	0.504			
KP2	0.837			
KP3	0.834			
KP4	0.677			
KP5	0.675			
KP6	0.820			
KP7	0.845			
HA1		0.648		
HA2		0.775		
HA3		0.907		
HA4		0.884		
PR1			0.534	
PR2			0.905	
PR3			0.761	
PR4			0.915	

PR5	0.800
MB1	0.909
MB2	0.762
MB3	0.927
MB4	0.913

The result of a loading factor value above 0.7 shows that each indicator has a strong contribution in measuring its latent construct. But in development research, the loading scale range of 0.5 can still be used but factors with loading values below 0.5 must be eliminated. Referring to Table 2, it is known that indicators reflecting the measured construct have a loading factor value above 0.5. This information provides confidence that the measurement instruments in the outer model demonstrate sufficient reliability and validity in representing the construct under test. These results provide a solid basis for proceeding to further structural analysis stages i.e. analysis using PLS.

Construct Reliability

This study conducted reliability tests on Partial Least Squares (PLS) analysis using the Cronbach Alpha, Composite Reliability, and Average Variance Extracted (AVE) methods. The results of PLS data processing show that the data meets the requirements of AVE values on reflective constructs, with values greater than 0.5. In addition, the Cronbach Alpha and composite reliability values also showed a good level of reliability, each more than 0.7. The results of this reliability test are presented in table 3, providing a comprehensive picture of the reliability of the constructs in this PLS analysis. These findings strengthen the methodological basis of the study and provide confidence in the validity and reliability of the constructed measured.

Table 3. Reliability Test

	Cronbach's Alpha	Composite Reliability	(AVE)
Product Quality	0.869	0.898	0.564
Price	0.825	0.883	0.656
Promotion	0.848	0.893	0.632
Buying Interest	0.901	0.932	0.775

Path Coefficient

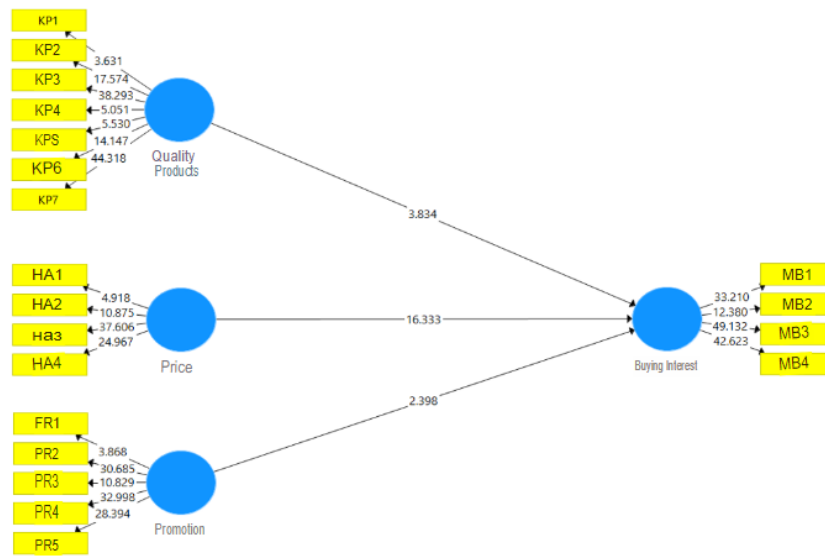


Figure 2. Path Coefficient

R-Square

If the R Square value reaches 0.67, it is considered a good achievement. If the value is in the range between 0.33 to 0.67, then the model is classified as a moderate

model. Conversely, if the R Square value is below 0.33, this indicates that the model has weaknesses. Referring to the results of data analysis, the R Square value in this study can be detailed as follows

Table 4. R-Square

	R Square	R Square Adjusted
Buying Interest	0.919	0.916

The R Square value of buying interest is 0.916, which means that about 91.6% of the variation or change in buying interest capability can be explained by variables entered into the analysis model. This

indicates that the model makes a significant contribution in explaining the factors that influence purchase interest capabilities.

Hypothesis Testing Results

Table 5. Direct Effect Test Results

Hypothesis	Relationship	T Statistics (O/STDEV)	P Values	Information
H1	Product Quality -> Buying Interest	3.834	0.000	Support
H2	Price -> Buying Interest	16.333	0.000	Support
H3	-> Buying Interest Promotions	2.398	0.017	Support

Structural model coefficient analysis is carried out to analyze a hypothesis by analyzing the relationship between which variables have a significant relationship. Hypothesis testing in this study was carried out by looking at the values of T-Statistics and P-Values. The hypothesis is considered accepted if the value of T-Statistics is greater than 1.96 and the P-value is less than 0.05. The table above shows the results of positive and significant influences on each variable relationship.

Discussion

Hypothesis 1: The effect of product quality on the buying interest of beauty products in the MS Glow brand

Based on the tests that have been carried out, it was found that product quality has a significant positive effect on buying interest with a P-value ($0.00 < 0.05$) and t table of ($3.834 > 1.96$), so that hypothesis one is supported. This is in line with research (Mahardika & Rubiyanti, 2023; Murniasih & Telagawathi, 2023; Subastian et al., 2021).

Quality products have a positive and meaningful impact on the feeling of wanting to buy Ms Glow skincare products. This means that the better the quality of the product, the more it will motivate customer buying interest in certain products. Such conditions apply vice versa if the quality of a product is poor it will not motivate customer buying interest in a product. This is in line with the theory expressed by Kotler, product quality is related to the

product's efforts to bear estimates that can realize satisfaction and buying interest for customers related to the product.

Hypothesis 2: The effect of price on the buying interest of beauty products in the MS Glow brand

Based on the tests that have been carried out, it was found that the price has a significant positive effect on buying interest with a P-value ($0.00 < 0.05$) and t table of ($16.333 > 1.96$), so hypothesis two is supported. This is in line with research (Anwar & Ekawati, 2022; Levrini & Dos Santos, 2021; Novilia et al., 2023)

The price on the product, however, is a major influencing factor in choosing a purchase intent or It can be interpreted that offering a lower price then the higher the consumer's buying interest. Understanding the price levels in a particular consumer segment helps companies set pricing, promotions, and product placement strategies that align with consumer preferences and target markets.

Hypothesis 3: The effect of promotion on the buying interest of beauty products in the MS Glow brand

Based on the tests that have been carried out, it was found that promotion has a significant positive effect on buying interest with a P-value ($0.017 < 0.05$) and t table of ($2.398 > 1.96$), so hypothesis three is supported. This is in line with research (Puspitasari et al., 2023).

Promotion is basically a form of marketing communication. The main purpose of companies using

promotions is to inform a product to customers to invite them to make a purchase. It can be concluded that the promotion carried out by the MS Glow brand can affect consumer buying interest. One of MS Glow's promotions is on social media which is distributed to consumers to see, share information, and discuss about products they are interested in so that consumer buying interest can increase.

CONCLUSION

The results of the implementation of impacts, assumptions and reviews show that product quality has a positive and significant effect on the interest in buying beauty products in the MS Glow Brand. This implies that the higher the quality of the product, the greater the customer's buying interest in a particular product. Conversely, if the quality of a product is poor, it will not motivate customer buying interest in a product. Then the results showed that the price had a positive and significant effect on the interest in buying MS Glow brand beauty products. This indicates that offering lower prices will increase consumer buying interest. Furthermore, promotional activities carried out by the MS Glow brand have been observed to have a positive and significant impact on consumer buying interest in the brand's beauty products. It can be concluded that promotional activities carried out by the MS Glow brand can affect consumer buying interest.

Based on the results of the discussion analysis and conclusions of this study, the following recommendations can be made to increase the impact of this study. For

future researchers, it is recommended that this study be developed by including additional variables that can influence buying interest, expand the scope of research subjects, and explore potential theoretical extensions related to the variables studied. In addition, it is more beneficial to use more diverse populations and samples, use statistical analysis with various methods, and conduct research that can contribute to the advancement of knowledge in the field of marketing management. To motivate customers to buy Ms. Glow's products, it is important for the company to monitor its market share and public awareness of its products. By maintaining high quality standards and promoting her products effectively and efficiently, Ms Glow can continue to build brand image and influence customers' purchasing decisions.

REFERENCES

- Anwar, F. N., & Ekawati, N. (2022). The Influence Of Product Quality And Price On The Interest In Buying Ms Glow Beauty Products In The Female Population In Karawang Regency. *Mirai Management Journal*, 7(1), 520–533.
- Astuti, R. P., Mahadianto, M. Y., Aisy, R. N., & Permatasari, I. (2022). Implementation Of Digital Marketing And Financial Management In Sukapura Village, Cirebon City. *Dimasejati*, 4(2), 234.
- Goodstats. (2022, November 4). Top 10 Brand Toner In E-Commerce. Goodstats.Id. <https://Goodstats.Id/Infographic/Top-10-Brand-Toner-Di-E-Commerce-Kfguy>
- Habibie, F. H., Mustika, A., Ratnaningtyas, H., & Noveti, V.

- (2021). Promotion Of Instagram And Purchase Intention: A Case Of Beverage Business At Covid-19 Pandemic. *Tourism Research Journal*, 5(1). [Www.Napoleoncat.Com](http://www.napoleoncat.com),
- Indasari, M. (2019). Marketing And Customer Satisfaction. Unitomo Press.
- Keller, K. L., & Swaminathan, V. (2019). Strategic Brand Management: Building, Measuring, And Managing Brand Equity, Global Edition. Pearson.
- Kotler, P. (2019). Marketing Management . Prenhallindo.
- Kotler, P., & Armstong, G. (2023). Principles Of Marketing, Global Edition. Pearson Higher Ed.
- Lamasi, W. I., & Santoso, S. (2022). The Influence Of Promotion, Product Quality And Brand Image Towards Customer Purchase Decisions Of Wardah Cosmetic Products. *International Journal Of Research In Business And Social Science* (2147-4478), 11(2), 67-73. <https://doi.org/10.20525/ijrbs.v11i2.1579>
- Levrini, G. R. D., & Dos Santos, M. J. (2021). The Influence Of Price On Purchase Intentions: Comparative Study Between Cognitive, Sensory, And Neurophysiological Experiments. *Behavioral Sciences*, 11(2). <https://doi.org/10.3390/Bs11020016>
- Lunapos. (2023). 5 Ms.Glow's Business Strategy. Luna Post. <https://lunapos.id/blog/5-strategi-bisnis-ms-glow/>
- Maghfiroh, B. P., Wijayanti, R. F., & Samboro, J. (2023). The Effect Of Product Innovation And Price Perception On Ms Glow's Product Buying Interest In Lamongan City. *Innovative: Journal Of Social Science Research*, 3(6).
- Mahardika, I. B., & Rubiyanti, R. N. (2023). The Effect Of Brand Image And Product Quality On Interest To Buy Ms Glow Products In Karawang City. *E-Proceedings Of Management*, 10(1).
- Mediaindonesia.Com. (2022, August 30). *Spur Sales, Local Cosmetic Brands Rely On Affordable Prices. Indonesian Media*. <https://mediaindonesia.com/ekonomi/518802/pacu-penjualan-brand-kosmetik-lokal-andalkan-harga-terjangkau>
- Murniasih, N. N., & Telagawathi, N. L. W. S. (2023). The Influence Of Brand Image And Product Quality On The Interest In Repurchasing Ms Glow Skincare Products In Singaraja. *Journal Of Management And Business*, 5(1).
- Novilia, F., Rahayu, A., & Hendrayati, H. (2023). The Influence Of Price Consciousness, Brand Image And Celebrity Endorsement Toward Women's Purchase Intention On The Whitening Skincare Group : Indonesian Gen-Y Females. *West Science Journal Economic And Entrepreneurship*, 1(12), 687-693.
- Phan Tan, L., & Le, T. H. (2023). The Influence Of Perceived Price And Quality Of Delivery On Online Repeat Purchase Intention: The Evidence From Vietnamese Purchasers. *Cogent Business And Management*, 10(1). <https://doi.org/10.1080/23311975.2023.2173838>
- Puspitasari, N., Aphrodite, N., & Sulaeman, E. (2023). The Influence

- Of Promotions, Brand Ambassadors And Korean Wave On The Buying Interest Of Somethinc Products. *Dharmawangsa News*, 17(1), 302–314.
- Safitri, E., Budiman, M., & Awalia, Shilla R. (2022). The Influence Of Price, Product Quality And Service On The Buying Interest Of Ms. Glow Dwi Astuti Skincare Customers. *Scientific Journal* |, 9(3).
- Saputri, E. R., Kusumadewi, H., & Saputra, R. G. (2022). Brand Image, Product Quality, Price, And Interest Buying At Ms Glow. *Journal Of Management Dewantara*, 6(3), 292–304.
- Sari, M. P., Rachman, L. A., Ronaldi, D., & Sanjaya, V. F. (2020). The Influence Of Price, Promotion And Trust On The Purchase Decision Of Y.O.U. Products *Journal Of Entrepreneurship And Business (Jebi)*, 1(2).
- Sihombing, N. E. T., Sinaga, K., & Banua, J. S. T. (2024). The Influence Of Celebrity Endorsers And Prices On Buying Interest In Ms Glow Skincare Products Through Brand Image At Hkbp Nommensen University Medan. *Jiip (Scientific Journal Of Educational Sciences)*, 7(1).
[Http://jiip.stkipyapisdampu.ac.id](http://jiip.stkipyapisdampu.ac.id)
- Simamora, B. (2023). Marketing Strategy.
- Subastian, D. V., Palupi, D. A. R., & Firsia, E. (2021). The Influence Of Price, Product Quality And Celebrity Endorser Raffi Ahmad On The Interest In Buying Ms. Skincare Products. Glow. *Revenue: Journal Of Islamic Business Management*, 2(1), 1–10.
<https://doi.org/10.24042/Revenue.V2i1.7691>
- Sudrajat, D., Wijayanti, S. K., Wibowo, S. N., & Fajarianto, O. (2024). The Effects Of Product Quality And Promotion On Customer Purchase Intention On Foods Offered Through Online Delivery Services. *International Journal Of Economics, Business And Accounting Research (Ijebar)*, 8(1).
<https://jurnal.stie-aas.ac.id/index.php/ijebar>
- Sugiyono. (2019). *Qualitative Quantitative Research Methods And R&D*. Alfabeta.
https://scholar.google.com/citations?view_op=view_citation&hl=id&user=Mgos5rkaaaaj&citation_for_view=Mgos5rkaaaaj:Yd5ifk8b50cc
- Tjiptono, F. (2020). *Marketing Strategy, Principles And Applicability*. Andi Publisher.
- Yurindera, N. (2022). The Effect Of Sales Promotion On Online Customer Reviews And Its Impact On Purchasing Decisions At Sayurbox. *Jemsi (Journal Of Economics, Management, And Accounting)*, 8(2), 143–150.
<https://doi.org/10.35870/jemsi.V8i2.833>
- Zainuddin, M. S., Sudirman, I., Lasise, S., & Sanusi, A. (2023). Factors Influencing Consumer Purchase Interest Ms Glow In Makassar City. *International Journal of Professional Business Review*, 8(4).
<https://doi.org/10.26668/businessreview/2023.v8i4.1368>



© 2024 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY SA) license (<https://creativecommons.org/licenses/by-sa/4.0/>)