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DESCRIPTIVE OF QUANTITATIVE DATA | RESEARCH ARTICLE

The Influence of Product Quality and Price on Purchasing Decisions of Glad2glow Skincare Products

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Abstract: This research is based on a phenomenon in the modern era where consumers are increasingly aware of the importance of skin care, making skincare products the main choice to support appearance. Glad2Glow, a new skincare brand that entered the Indonesian market in 2023, has attracted a lot of buyers' attention and created fierce competition between brands with product quality and price perception as the main factors in consumers' purchase decisions. This research is quantitative using primary data obtained through the distribution of online questionnaires (Google Form) from May 2024 to August 2024. The population and sample include all consumers who have purchased or used Glad2Glow skincare products. The independent variables are product quality (X1) and price perception (X2), while the dependent variable is the purchase decision (Y). The analysis method involves multiple linear regression analysis, validity and reliability tests, as well as classical assumption tests such as normality tests, multicollinearity tests, heteroscedasticity tests, and hypothesis tests. The results of this study show that (1) product quality variables have a partial effect on the purchase decision of Glad2Glow skincare products, (2) price perception variables have a partial effect on the purchase decision of Glad2Glow skincare products, (3) product quality variables and price perception have a simultaneous effect on the purchase decision of Glad2Glow skincare products.

Keywords: Purchase Decision, Product Quality, Price Perception, Glad2Glow Skincare.

1. INTRODUCTION

In this modern era, public awareness about skincare is increasing, encouraging the use of skincare products to maintain healthy skin. One brand that is going viral in Indonesia is Glad2Glow, a Chinese product manufactured by Guangzhou DAAI Cosmetics Manufacture Co., Ltd and distributed by PT Suntone Wisdom Indonesia. Entering the Indonesian market in the second quarter of 2023, Glad2Glow attracted consumers' attention thanks to its innovative 1+1 technology that combines active and natural ingredients. The brand's success is supported by an effective marketing strategy, competing with big brands such as The Originote and Wardah. One of its flagship products, moisturizer, is among the top 7 best-selling brands on Shopee and Tokopedia, with more than 10,000 units sold and 100,000 positive reviews. Factors that influence purchasing decisions include product quality and price perception. Product quality is related to the product's ability to meet consumer needs, while price perceptions reflect how consumers assess product prices. This study aims to analyze the effect of product quality and price perceptions on purchasing decisions for Glad2Glow products, it is hoped that it can provide theoretical and practical benefits for the company's marketing strategy and increase customer satisfaction and loyalty.

2. LITERATURE REVIEW

2.1. Marketing Management

Marketing management is the process of building relationships with consumers through exchange activities that are profitable for the company. According to Kotler and Armstrong (2017), marketing is not only limited to sales or promotion, but includes broader activities that involve meeting the needs and desires of consumers through the exchange process.

2.2. Product Quality

Product quality reflects the product's ability to meet consumer needs. Kotler and Keller (2017) state that product quality consists of durability, reliability, and accuracy. Products that have high quality can increase consumer confidence and encourage purchasing decisions. Product Quality Indicators by Kotler (2020) identifies eight indicators of product quality, including: performance, durability, conformance to specifications, reliability, aesthetics, features, quality impression, and serviceability.

2.3. Price Perception

Price perception refers to the way consumers assess and understand the price of a product. According to Schiffman and Kanuk (2018), prices that are affordable and in accordance with the perceived benefits will influence consumer purchasing decisions. Price perception involves three main aspects: affordability, price to quality, and the benefits obtained by consumers. Some indicators of price perception identified by Kotler (2020) include price affordability, price-quality fit, price-benefit fit, and price competitiveness.

2.4. Purchase Decision

Purchasing decisions are the process by which consumers choose products to meet their needs. According to Wardana (2023), this decision is influenced by factors such as cultural, social, personal, and psychological. Kotler and Armstrong (2020) state that purchasing decision indicators include product choice, brand choice, purchase channel choice, purchase time, purchase amount, and payment method.

2.5. Review of Similar Research

Various studies have examined the effect of product quality and price on purchasing decisions. For example, research by Batubara et al. (2022) shows that product quality and price have a significant effect on consumer purchasing decisions for skincare products. Another study by Saidah et al. (2024) in Pasuruan City confirmed that perceived price and product quality simultaneously influence purchasing decisions for skincare products.

2.6. Research Model

Based on the theoretical basis and previous research, the researcher can develop a research model framework used in this study, as presented in the following figure:

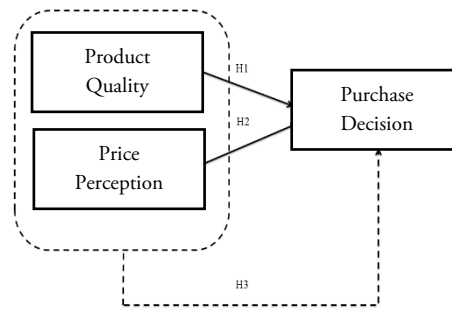


Figure 1. Research Model

—————> Partial Effect
 - - - - -> Simultaneous Effect

2.7. Research Hypothesis

- a. H1: Product quality has a positive effect on purchasing decisions for Glad2Glow skincare products.
- b. H2: Price perception has a positive effect on purchasing decisions for Glad2Glow skincare products.
- c. H3: Product quality and price perception simultaneously have a positive effect on purchasing decisions for Glad2Glow skincare products.

3. RESEARCH DESIGN AND METHOD

This study focuses on consumers who have purchased and used Glad2Glow skincare products, with the aim of collecting data on their experiences related to product quality, price perception, and purchasing decisions. Primary data was obtained through an online questionnaire distributed to consumers in Depok City who were at least 17 years old. The research population included consumers of Glad2Glow products, with the sample determined using purposive sampling, totaling between 75 and 150 respondents aged 17-30 years. The research variables consisted of two independent variables, namely Product Quality (X1) and Price Perception (X2), and one dependent variable, namely Purchase Decision (Y). Data collection was conducted using a Likert scale-based questionnaire, and data analysis was performed with multiple linear regression using SPSS software. Validity and reliability tests were conducted to ensure that the questionnaire could measure the variables properly, while classical assumption tests, including normality, multicollinearity, and heteroscedasticity, were conducted to test the feasibility of the model. T and F tests were used to test the hypotheses, and the coefficient of determination (R²) was used to measure the effect of the independent variables on the dependent variable.

4. RESULT AND DISCUSSION

4.1. Statistical Result

a. Variable Description

Descriptive statistics show that respondents respond positively to the variables of product quality and price perception, with an average value above 3 on the Likert scale.

Table 1. Likert Scale Interval

	Category	Interval
STS	Strongly Disagree	150-269
TS	Disagree	270-389
N	Neutral	390-509

	Category	Interval
S	Agree	510-629
SS	Strongly Agree	630-749

b. *Data Test Results*

Table 2. Validity Test Results

Variable	rhitung	rtabel	Criteria
Product Quality (X1)	0.892	0.1603	Valid
	0.889	0.1603	Valid
	0.882	0.1603	Valid
	0.801	0.1603	Valid
	0.831	0.1603	Valid
Price Perception (X2)	0.833	0.1603	Valid
	0.853	0.1603	Valid
	0.808	0.1603	Valid
	0.833	0.1603	Valid
	0.852	0.1603	Valid
Purchase Decision (Y)	0.803	0.1603	Valid
	0.823	0.1603	Valid
	0.815	0.1603	Valid
	0.803	0.1603	Valid
	0.724	0.1603	Valid

Table 2. shows that each statement in each variable has a rcount value > 0.1552 so it can be concluded that all statements in the study are declared valid.

c. *Reliability Test*

Table 3. Reliability Test Results

Variables	Cronbach's Alpha	Reliable Value	Description
Product Quality	0,911	0,60	Reliable
Price Perception	0,874	0,60	Reliable
Purchase Decision	0,859	0,60	Reliable

In Table 3, the Product Quality variable has a Cronbach's Alpha value of 0.911, Price Perception 0.874, and Purchase Decision 0.859. Because all Cronbach's Alpha values are > 0.60, all variables in this study are declared reliable.

d. *Normality Test*

Table 4. Kolmogorov Smirnov Normality Test Results

Test Statistic	Value	Notes
N (Sample Size)	150	
Mean of Residuals	0.000000	Calculated from data
Standard Deviation of Residuals	1.90235406	Calculated from data
Most Extreme Differences (Absolute)	0.046	
Most Extreme Differences (Positive)	0.046	
Most Extreme Differences (Negative)	-0.033	
Test Statistic	0.046	
Asymp. Sig. (2-tailed)	0.200	Lilliefors Significance Correction

e. *Multicollinearity Test*

Table 5. Multicollinearity Test Results

Model	Coefficient (B)	Std. Error	Standardized Coefficients (Beta)	t-statistic (T)	Significance (Sig.)	Tolerance	VIF
(Constant)	2.166	0.989		2.190	0.030		
Product Quality	0.315	0.046	0.390	6.790	0.000	0.592	1.688
Price Perception	0.572	0.061	0.540	9.398	0.000	0.592	1.688

The multicollinearity test results in Table 5 show that the tolerance value of all independent variables > 0.10 and VIF < 10.00, which indicates the absence of multicollinearity or correlation between the independent variables in this study.

f. *Heteroscedasticity Test*

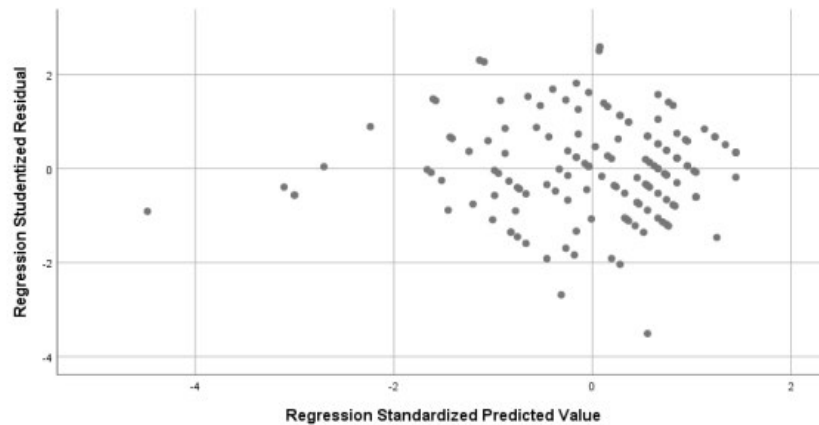


Figure 2. Heteroscedasticity Test Results

Figure 2 shows that the points on the scatterplot graph spread randomly above and below the number 0 on the Y-axis, so it can be concluded that the regression model does not show symptoms of heteroscedasticity.

g. *Multiple Linear Regression Analysis*

Table 6. Multiple Linear Regression Analysis

Model	Coefficient (B)	Std. Error	Standardized Coefficients (Beta)	t-statistic (T)	Significance (Sig.)	Tolerance	VIF
(Constant)	2.166	0.989		2.190	0.030		
Product Quality	0.315	0.046	0.390	6.790	0.000	0.592	1.688
Price Perception	0.572	0.061	0.540	9.398	0.000	0.592	1.688

From table 6, the linear regression equation for product quality variables and price perceptions on purchasing decisions is as follows:

$$Y = a + b_1X_1 + b X_{22} + e$$

$$KP = 2.166 + 0.315 (KP) + 0.572 (PH) + e$$

Y : Purchase Decision

a : Constant

- X₁ : Product Quality
- X₂ : Price Perception

Based on the multiple linear regression equation, the following interpretation:

- a. Constant: The constant value of 2.166 indicates that if Product Quality and Price Perception are zero, the decision to purchase Glad2Glow skincare products remains at 2.166.
- b. Product Quality Coefficient (X1): The coefficient value of 0.315 indicates that each increase in Product Quality will increase purchasing decisions by 0.315. This shows a positive relationship between Product Quality and purchasing decisions.
- c. Price Perception Coefficient (X2): The coefficient value of 0.572 indicates that each increase in Price Perception will increase purchasing decisions by 0.572. This also reflects the positive relationship between perceived price and purchasing decisions.

b. *T-Test (Partial Test)*

Table 7. T-Test Results (Partial Test)

Model	Coefficient (B)	Std. Error	Standardized Coefficients (Beta)	t-statistic (T)	Significance (Sig.)	Tolerance	VIF
(Constant)	2.166	0.989		2.190	0.030		
Product Quality	0.315	0.046	0.390	6.790	0.000	0.592	1.688
Price Perception	0.572	0.061	0.540	9.398	0.000	0.592	1.688

The T-test results in Table 7 show that the t-calculated value (6.790 > 1.976) and significance (0.000 < 0.05), so H₁ is accepted. This indicates that Product Quality partially affects Purchasing Decisions for Glad2Glow skincare products. Based on Table 7. the t-calculated value (9.398 > 1.976) and significance (0.000 < 0.05) indicate that H₁ is accepted. Price Perception has a partial effect on Purchasing Decisions for Glad2Glow skincare products.

i. *F-Test (Simultaneous Test)*

Table 8. F-Test Results (Simultaneous Test)

Model	Sum of Squares	df	Mean Square	F	Significance (Sig.)
Regression	1336.670	2	668.335	182.198	.000 ^b
Residual	539.224	147	3.668		
Total	1875.893	149			

Based on Table 8. the calculated F-value is 182.198 and the F-estimated is 3.06, with a significant value of < 0.000. Because F count > F-estimated (182.198 > 3.06), it can be concluded that Product Quality and Price Perception simultaneously affect Purchasing Decisions.

j. *Test Coefficient of Determination (R²)*

Table 9. Test Results of the Coefficient of Determination (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.844a	.713	.709	1.915

Table 9. shows the coefficient of determination (adjusted R Square) of 0.709, which means that Product Quality and Price Perception have an influence of 70.9% on Purchasing Decisions.

4.2. Discussion

a. *The Effect of Product Quality on Purchasing Decisions*

This study shows that the Product Quality variable has a significant influence on purchasing decisions, with a significance value of $0.000 < 0.05$ and $t\text{-calculated } 6.790 > t\text{-estimated } 1.976$. The higher the product quality, the more purchasing decisions increase. Respondents agreed that Glad2Glow products are of high quality, durable, according to specifications, and suitable for various skin types. This finding is supported by previous research (Saidah et al., 2024), which states that product quality has a positive and significant effect on purchasing decisions.

b. *The Effect of Price Perception on Purchasing Decisions*

The study shows that perceived price has a significant effect on purchasing decisions, with a significance value of $0.000 < 0.05$ and $t\text{-calculated } 9.398 > t\text{-estimated } 1.976$. Consumers agree that Glad2Glow's price is competitive and commensurate with the benefits of the product, which influences purchasing decisions. These results are consistent with the research of Marlina et al. (2022), which states that price perception has a positive effect on purchasing decisions

5. CONCLUSIONS

This study demonstrates that product quality and price perception significantly impact purchasing decisions for Glad2Glow skincare products. The findings from the multiple linear regression analysis show that product quality has a positive and significant effect on purchasing decisions. Similarly, price perception also positively and significantly influences purchasing decisions, and both variables together contribute to influencing consumer choices. The implications of this study suggest that marketers and product managers at Glad2Glow should focus on enhancing both product quality and pricing strategies that align with consumer expectations. By emphasizing these two factors, the brand can increase its attractiveness and competitiveness in the skincare market, offering greater value to customers. Future research is encouraged to explore additional factors that may affect purchasing decisions, such as promotion strategies and brand image. Moreover, expanding the sample size in subsequent studies could yield more comprehensive and representative insights, providing further guidance for marketing strategies and product development.

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