

## The Influence of Brand Image, Product Quality, and Price on Interest in Buying Products: Case study at Ms Glow Beauty Store, Bukittinggi

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<p><b>Keywords:</b>  <b>Brand Image;</b>  <b>Product Quality;</b>  <b>Price;</b>  <b>Purchase Intention</b></p>	<p><i>This study intends to analyze the impact of price, customer desire, and product quality on customer satisfaction. This is a quantitative research with causality. The sampling technique used is purposive sampling, the information used is basic information obtained from the owner of Sanjai Sil, Aur Kuning Bukittinggi. The information analysis method used is Multiple Linear Regression, data analysis using SPSS 16. The results of this study found that the three exogenous variables of customer desire, product quality and price have a positive effect on customer satisfaction which encourages interest in buying the product.</i></p>
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### INTRODUCTION

Indonesia is a country with the largest Muslim population in the world, of course it is interested in distributing products that meet safety and halal standards, and have clear brands. This is because Muslims automatically become the largest consumers of Indonesia, and they are also targeted and targeted for imports from other countries. Currently, the beauty product that dominates the market share in Indonesia is Ms. Glow. Founded in 2013, Ms Glow was founded by Shandi Purnamasari and Maharani Kemala.

For Kotler and Keller, purchase intention is a customer attitude that occurs as a reaction to a product that displays a consumer's willingness to buy. For Shahnaz and Wahyono, buying interest is the ability of customers to make purchases by seeking data from various sources. Buying attention to a product is determined by several factors such as product image, product quality and price. Aaker says that brand image is a unique set of associations that marketers are willing to make or maintain, and associations that communicate the meaning of the brand and what it promises to buyers.

For Kotler and Keller, product quality is the product's ability to do its job, and this skill includes the durability, reliability, and accuracy that the product as a whole achieves. In today's competition, the industry must have high quality and added value products to differentiate itself from its competitors. In general, demand and price are inversely related because the higher the price, the lower the demand for these products. On the other hand, the lower the price, the greater the demand for these products. In the tight competition in the cosmetic world, prices affect product demand. For Kotler, price is the result of all the value that the customer provides to the owner in order to make a profit or to make a product or service. Price is used as a benchmark for implementing product efficacy.

Based on the results of observations and interviews conducted with one of the employees of Ms Glow Beauty Store Bukittinggi named Mrs. Fatmala, the authors obtained data on the number of visitors as follows:

**Table 1**  
**Visitor Data at Ms Glow Beauty Store Bukittinggi 2017-2021**

No	Year	Number Of Visitors	Percentage
1	2017	5.655	-
2	2018	6.383	12,87%
3	2019	6.032	(5,49%)
4	2020	6.762	12,10%
5	2021	7.251	7,23%

*Source: Visitor Data of Ms Glow Beauty Store Bukittinggi*

Based on the table above, data on the number of visitors or consumers at Ms Glow Beauty Store Bukittinggi in 2017-2021 has had its ups and downs. This shows that Ms Glow Beauty Store Bukittinggi has a special attraction for consumers, especially in terms of product quality which is quite good so that there is a lot of interest in Ms Glow Beauty Store Bukittinggi's products. Most buyers pay little attention to the product image of Ms Glow's products. Many consumers do not know or are not sure about the products from Ms Glow Beauty Store Bukittinggi. They prefer cheap products and offer instant products.

The products produced by Ms Glow meet consumer needs, thereby encouraging consumers to buy them. Product quality that does not meet the expected product standards cannot be marketed because it can damage the reputation of Ms Glow's products. When that happens, many consumers don't want to buy it. Therefore it is necessary to know the factors that can cause product quality not to meet relevant standards to avoid risks that could harm Ms. Glow Beauty Store Bukittinggi. Based on the background above, the authors examined how much influence brand image, product quality and price had on Ms Glow's buying interest.

## LITERATURE REVIEW

Products are environmental concerns that may or may not be influenced by packaging, price, industry prestige and the industrial services that buyers receive to meet their needs. Consumer buying attention is the buyer's willingness to fulfill hidden needs and desires in the buyer's mind. Consumer buying attention is always hidden in everyone, where no one can recognize what the buyer wants. For Kotler and Keller, buying attention is a consumer attitude that is intertwined as a reaction to an object that displays a consumer's willingness to buy. For Mustapa, buying attention is the attitude of the buyer to react positively to the service quality of a brand and to be interested in reusing used goods or brands. For Assael, buying attention is an attitude that occurs as a reaction to an object or buying attention that shows the consumer's willingness to make a purchase. From this description it can be concluded that buying interest is the tendency of respondents to act before making a buying decision. Buying attention is a customer's attitude that shows his commitment to buy.

Image is a supporting part of the brand, where the image represents product quality and a positive consumer image of the brand convinces consumers to continue buying. For Kotler, a brand is a name, expression, characteristic, symbol or arrangement, or even a combination thereof, intended to display the goods or services of one seller or group of sellers to differentiate them from competitors. For Kartajaya, a brand or brand is a marker of the value that the company offers to customers or buyers. For Tjiptono, a brand has several elements or evidence of self, both tangible and intangible. These elements include product names, URLs (Uniform Resource Locators), logos, symbols, brands, representatives, slogans, jingles, packaging, and

features. For Kotler and Keller, brand image is an association that exists in the minds of customers when they remember a particular brand. Brand image, for Aaker, is a set of associations that are intertwined in various forms that have meaning. Brand image is the way citizens define all the symbols that a brand conveys through its goods, services, and communication programs. It can be concluded that brand image is the customer's opinion and condition about the product they choose. In this case, the industry must have the expertise to recognize what strategies must be used to build a good reputation in the eyes of customers.

Product quality is one under competition between industries offered to customers. For Kotler and Keller, product quality is a set of characteristics and specifications of a product or service with the knowledge that it satisfies stated or assumed needs. For Sofjan Assauri, product quality reports the level of ability of a particular brand or product to carry out the desired function. From this it can be concluded that product quality is product expertise to fulfill customer desires. Customer demands such as product durability, ease of use, product reliability and flawless valuable features.

Price is the interpretation of a product, namely the meeting point between the product offered and the demand for the product. For Kotler and Armstrong, price is the amount of money needed for goods and services or the value that consumers exchange for having or using the product or service. For Stanton, price is the amount of money (possibly plus a few items) needed to buy the mix of products and services that support it. For a business, pricing shares results through revenue. For Deliyanti Oentoro, price is a conversion value that can be equated with money or other objects for the benefits that an object or service provides to a person or group at a certain time and place. From this it can be concluded that price is a conversion value that can be equated with money or other objects for the benefits received from the object or service to a person or group at a certain time and place. There are several price markers, namely price affordability, price according to product quality, price according to expertise or price competitiveness, and price according to efficacy.

## METHOD

Field studies with quantitative descriptive methods are used as research works. This research was conducted in Bukittinggi to find out how brand image, product quality and price affect consumer buying interest in Ms Glow Beauty Store Bukittinggi. The research location for this research is in Bukittinggi with consumers Ms Glow Beauty Store Bukittinggi. Regarding the location of this study, because it is close to the researcher's lodging, making it easier for researchers to conduct research. This survey was conducted in November 2022. The main research data is information related to product image, product quality and price, Ms Glow's interest in buying the product. To obtain this information, the authors conducted a survey of consumers (users) who use Ms Glow products. In surveys, information is taken from respondents using a questionnaire. Secondary data is basically used by researchers for additional, additional or further processing. In this study, the authors collected information from literature, book articles, the internet or previous research.

The population of this research is the consumers of Ms Glow Beauty Store Bukittinggi. In this study, researchers took a sample of 7,251 people from the number of visitors in 2021. The research sample was female and male consumers at Ms Glow Beauty Store Bukittinggi who are around 19 years old and over. The Slovin formula is used, if  $N > 500$ , then  $e = 10\%$ .

## RESULTS AND DISCUSSION

The results of descriptive statistical analysis are tested after all the information has been collected, information processing can be done immediately. Information is processed using the

SPSS program. Based on the tried information processing steps, a summary of descriptive statistics was obtained for each research variable.

The characteristics of the respondents are an explanation for consumers who are interested in Ms Glow Beauty Store Bukittinggi products. This information is needed to identify the respondents to this survey. Respondents as research subjects gave interpretations of the influence of product image, product quality and price on buying interest in Ms Glow Beauty Store Bukittinggi products. In this study, there were 99 respondents who could be reported on the eligibility of respondents to provide identity information.

**Table 2 Respondent Data Based on Gender**

No	Gender	Total	Percentage (%)
1	Male	22	22,2
2	Female	77	77,8
<b>Total</b>		<b>99 people</b>	<b>100</b>

Source: Processed primary data, 2023

In table 2, ie. Respondent information based on gender, it can be stated that the respondents are 77 women and 22 men. So, on average, customers who are interested in buying products from Ms Glow Beauty Store Bukittinggi are women.

**Table 3 Respondent Data Based on Age**

No	Age of Respondent	Total	Percentage (%)
1	< 20 years	6	6,1
2	20-25 years	38	38,4
3	26-30 years	33	33,3
4	31-35 years	15	15,2
5	>35 years	7	7,1
<b>Total</b>		<b>99 people</b>	<b>100</b>

Source: Processed primary data, 2023

In table 3, the characteristics originate from the age of the respondents, it appears that the age of the respondents is mostly between 20-25 years, namely 38 people or 38.4%, after that the age of the respondents is 26-30 years, the number of respondents is 33 people or 33.3%, after that for ages 31-35 years the number of respondents was 15 people or 15.2%, then for ages > 35 years the number of respondents was 7 people or 7.1%, and for respondents <20 years, the number of respondents was 6 people or 6.1%. This shows that most of the customers who are interested in buying products from Ms Glow Beauty Store Bukittinggi are between 20-25 years old.

### Validity Test

**Table 4. Validity Test Results: Corrected Item-Total Correlation**

Statement	Brand Image	Product Quality	Price	Buying Interest
1	0,689	0,784	0,876	0,876
2	0,467	0,773	0,874	0,874
3	0,685	0,802	0,781	0,781
4	0,514	0,759	0,808	0,808
5	0,518	0,773	0,909	0,909
6	0,689	0,759	0,808	0,808
7	0,685	0,789	0,909	0,909
8		0,820	0,808	0,808
9		0,773		
10		0,802		

11		0,770		
12		0,783		

Source: Processed primary data, 2023

Based on table 4, it can be recognized that it originates from the results of the validity test of the brand image variable (X1), which consists of 7 items tested, it can be concluded that the X1 variable is said to be valid because its correlation value or corrected item-total correlation adjusted  $> 0.30$ . The validity test of the product quality variable (X2), which consists of 12 questionnaire items tested, it can be concluded that the X2 variable is said to be valid because the correlation value or item-total correlation is corrected  $> 0.30$ . The results of the validity test of the product quality variable (X2), which consists of 12 questionnaire items tested, it can be concluded that the X2 variable is said to be valid because the correlation value or item-total correlation is corrected  $> 0.30$ . The validity test for the price variable (X3), which consists of 8 item items tested. It can be concluded that the X3 variable is said to be valid because its correlation value or item-total correlation is corrected by more than 0.30. Based on Table 9 above, it shows that the results of the validity test for the purchase intention variable (Y) which consist of the 5 problem items tested, it can be concluded that the Y variable is said to be valid because the value is correlated or corrected. Item-total correlation is greater than 0.30. above shows that the results of the validity test of the purchase intention variable (Y) which consists of 5 question items tested, it can be concluded that the Y variable is said to be valid because the correlation value or the corrected item-total correlation is greater from 0.30.

### Reliability Test

**Table 5. Reliability Test Results**

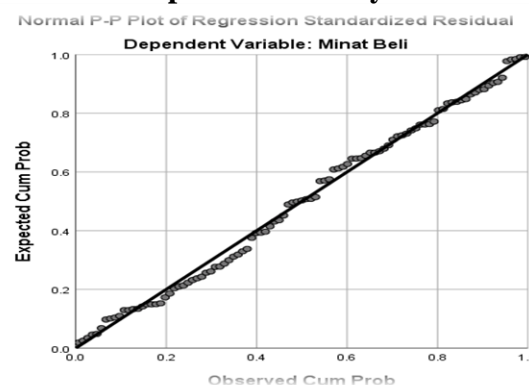
variable	Cronbach's Alpha
Brand image (X1)	0,847
Product quality (X2)	0,956
Price (X3)	0,962
Buying interest (Y)	0,867

Source: Processed primary data, 2023

Based on table 5, it is known that the results of information processing with research variables on brand image, product quality and price on purchase intention, where 3 independent variables with 27 issues and 1 dependent variable with 5 issues. It can be concluded that it is reliable or can be trusted because the Cronbach's alpha value is greater than 0.60.

### Normality Test

**Table 6. Graph of Normality Test Results with P-Plot**



Source: Processed primary data, 2023

Based on Table 6, it can be concluded that the residuals are normally distributed.

**Multicollinearity Test**

**Table 7. Multicollinearity Test Results**

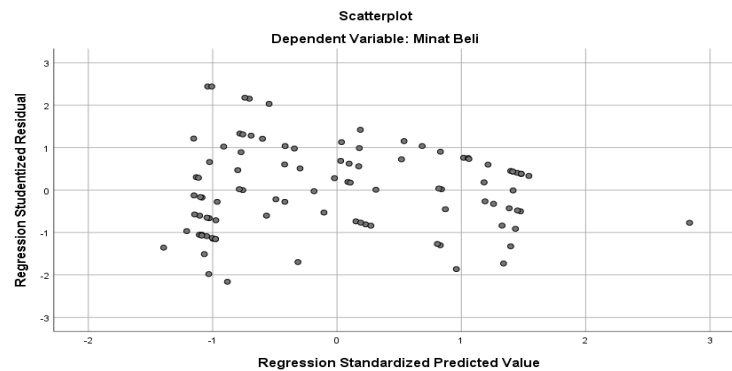
	Model	Tolerance	VIF
1	(Constant)		
	Brand image	.980	1.020
	Product quality	.912	1.097
	Price	.920	1.087

Source: Processed primary data, 2023

Based on table 7, it can be seen that the multicollinearity test results show that the VIF value is less than 10. So it can be concluded that multicollinearity does not occur between independent variables.

**Heteroscedasticity Test**

**Table 8. Graph of Heteroscedasticity Test Results**



Source: Processed primary data, 2023

Based on Table 8, it can be concluded that there is no heteroscedasticity.

**Tabel 9. Hasil Uji Analisis Regresi Linier Berganda**

Coefficients <sup>a</sup>			
Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	14.041	2.017
	Brand image	.035	.062
	Product quality	-.010	.029
	Price	.294	.038

a. Dependent Variable: BUYING INTEREST

Source: Processed primary data, 2023

Based on table 9, by looking at the unstandardized beta coefficient values, the results of multiple linear regression can be obtained as follows:

$$Y = 14,041 + 0,035X_1 - 0,010X_2 + 0,294 X_3 + e$$

Multiple linear regression, it can be concluded that the constant value of the equation above is 14.041, which means that without the influence of the independent variables on buying interest in Ms Glow Beauty Store Bukittinggi products it is 14.041.

The coefficient value of the brand image variable is 0.035 which means that brand image has a positive influence on consumer buying interest in Ms Glow Beauty Store Bukittinggi products. This shows that for each increase in brand image, consumer buying interest in Ms Glow Beauty Store Bukittinggi products increases by 0.035 or 3.5%, other variables remain. The coefficient value of the product quality variable is -0.010, which means that product quality has a negative (contradictory) effect on consumer buying interest in Ms Glow Beauty Store Bukittinggi products. This means that if the product quality variable increases by 1%, on the other hand, the variable of consumer buying interest in Ms Glow Beauty Store Bukittinggi products will decrease by 0.010, other variables remain constant. The coefficient value of the price variable is 0.294 which means that the price has a positive effect on the buying interest of Ms Glow Beauty Store Bukittinggi consumers. This shows that with each price increase, consumer interest in buying products from Ms Glow Beauty Store Bukittinggi increases by 0.294 or 29.4 if other variables are constant.

**Table 10. Test Results for the Coefficient of Determination (R<sup>2</sup>)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.632 <sup>a</sup>	.399	.380	2.30164

Source: Processed primary data, 2023

Based on table 10, it shows that the value of the aspect of determination obtained in the test is 0.399 or 39.9%. The results obtained show that the independent variables can account for 39.9% of the dependent variable and the remaining 60.1% is influenced by variables not discussed in this study.

**Table 11. T test results**

Model		B	T	Sig
1	(Constant)	14.041	6.960	.000
	Brand image	.035	.573	.568
	Product quality	-.010	-.346	.730
	Price	.294	7.645	.000

Source: Processed primary data, 2023

Based on table 11, it can be concluded that the effect of product image on the intention to buy Ms Glow Beauty Store Bukittinggi products

H01: Brand image has no significant effect on buying interest in Ms Glow Beauty Store Bukittinggi products.

Ha1 : Brand image has a significant effect on the intention to buy Ms Glow Beauty Store Bukittinggi products.

The results of the T-test analysis obtained t-count 0.573 <t-table 1.98525 with a sig value of 0.569> 0.05, then H01 was accepted and Ha1 was rejected. This means that the brand reputation variable is statistically positive and has no significant effect on the intention to buy Ms Glow Beauty Store Bukittinggi products.

Effect of product quality on buying interest in Ms Glow Beauty Store Bukittinggi products

H02: Product quality has no significant effect on buying interest in Ms Glow Beauty Store Bukittinggi products.

Ha2 : Product quality has a significant effect on the intention to buy Ms Glow Beauty Store Bukittinggi products.

The results of the t-test analysis obtained the t-count -0.346 < t-table 1.98525 > 0.05, then H02 was accepted and Ha2 was rejected. This means that the product quality variable is

statistically positive and has no significant effect on the intention to buy Ms Glow Beauty Store Bukittinggi products.

The Influence of Price on Interest in Buying Ms Glow Beauty Store Bukittinggi Products

H03: Price has no significant effect on buying interest in Ms Glow Beauty Store Bukittinggi products.

Ha3 : Price has a significant effect on the intention to buy Ms Glow Beauty Store Bukittinggi products.

The results of the t-test analysis obtained a t-count value of 7.645 > t-table 1.98525 with a significance value of 0.000 < 0.05, so H03 was rejected and Ha3 was accepted. This means that the price variable has a significant effect on the intention to buy Ms Glow Beauty Store Bukittinggi products.

**Table 12. F test results**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	334.573	3	111.524	21.052	.000 <sup>b</sup>
	Residual	503.265	95	5.298		
	Total	837.838	98			
a. Dependent Variable: MINAT BELI						
b. Predictors: (Constant), HARGA, CITRA MEREK, KUALITAS PRODUK						

Source: Processed primary data, 2023

Based on table 12, it shows that the results of the F test obtained a significant value of 0.000 with f-count 21.052 and f-table 2.699, so that f-count > f-table and sig value < 0.05. This means that the brand image aspect does not significantly influence the intention to buy Ms Glow's products. The reason is that potential customers are not only interested in the products of Ms Glow Beauty Store Bukittinggi, but cannot see the product just from the product photo.

The research results show that product quality does not have a positive or significant influence on buying interest in Ms Glow Beauty Store Bukittinggi products with a coefficient value of -0.010 and a significant value of 0.730 > 0.05. This means that product quality does not affect the attention to buy Ms Glow Beauty Store Bukittinggi products. From the results of this analysis it can be concluded that product quality does not have a positive or significant influence on attention to buying Ms Glow Beauty Store Bukittinggi products. This could be due to a reduction in quality or product quality, which results in a lack of consumer attention to buy.

The research results show that price has a positive and significant influence on the intention to buy Ms Glow products with a coefficient value of 0.294 and a significance value of 0.000 < 0.05. This means that price is an aspect that influences consumer buying interest in Ms Glow Beauty Store Bukittinggi products 0.294.

The influence of brand image, product quality and price on the intention to buy Ms Glow products, stems from research results showing that brand image, product quality and price simultaneously have a positive and significant effect on the intention to buy Ms Glow products. From the simultaneous test results it appears that product image, product quality and price are jointly affected, because the calculated f value is 21.052 and f table is 2.699 with a significance value of 0.000, so that f count > f table and sig value < 0.05 to H0 are rejected and H1 is accepted.

## CONCLUSION



It can be concluded that brand image does not have a positive or significant influence on the intention to buy Ms Glow's products. The reason is that potential customers are not only interested in the products of Ms Glow Beauty Store Bukittinggi, but cannot see the product, only the essence of the product photo. Product quality does not have a positive or significant effect on the intention to buy Ms Glow Beauty Store Bukittinggi products. This could be due to a reduction in quality or product quality, which results in a lack of consumer interest in buying. Price has a positive and significant impact on consumer buying interest in Ms Glow Beauty Store Bukittinggi products. Brand image variables, product quality and price simultaneously have a positive and significant influence on the intention to buy Ms Glow Beauty Store Bukittinggi products.

Based on the results of the research and issues related to the limitations of the research, the authors provide recommendations to the industry as input or reference material, it is hoped that future researchers will be able to study other variables in such a way. With the method if the factors related to the limitations of the research show. Influence them, consumer buying attention, more accurately. Not only that, you can increase the number of respondents to get a better number. It is recommended that Ms Glow Beauty Store Bukittinggi can use this research as input or data so that consumers are more satisfied with Ms Glow Beauty Store Bukittinggi's products.

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