

THE EFFECT OF PRODUCT QUALITY AND PRICE ON SKINTIFIC SKINCARE PURCHASE DECISIONS IN MEDAN CITY

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Abstract

This study aims to determine the effect of product quality and price on purchasing decisions for Skintific skincare. This study uses descriptive quantitative research explaining that this method is based on the philosophy of positivism, used in examining samples and research populations using Non-Probability Sampling with Convenience Sampling techniques. The research population is people in Medan City who use or have used Skintific skincare products. This sample was obtained as many as 96 respondents. Data was collected using a questionnaire. The data analysis used in this study used multiple linear regression with the help of the SPSS 26.0 software program. Partial hypothesis testing shows that the product quality variable has a positive and significant effect on purchasing decisions with a sig value. $0.000 < 0.05$ and the tcount value is $3.621 > t \text{ table } 1.986$. Then for the price variable, it has a positive and significant effect on purchasing decisions with sig. $0.005 < 0.05$ and the t count value is $2.870 > t \text{ table } 1.986$. While simultaneously showing that product quality and price both have a positive and significant effect on purchasing decisions with a sig value. $0.000 < 0.05$ and the value of fcount $39.022 > f \text{ table } 3.09$.

Keywords: *product quality, price and purchasing decisions*

1. INTRODUCTION

Skincare is a series of activities that support skin health, improve appearance and relieve the condition of our facial skin. Skincare can also nourish the skin to avoid the negative effects of excessive sun exposure. Before doing skin care or using skincare, we should know what type of skin we have. Because if we use products that are not suitable for our skin type, then the skincare that should be used to treat the skin will actually worsen the condition of our skin. If we already know the type of skin or skin condition we have, then a daily skincare routine can help maintain overall skin health.

In this era of globalization, many beauty clinics have emerged and offer various facial treatments to make them look attractive. The many beauty clinics that have emerged today sometimes make consumers confused in making decisions in choosing a beauty clinic. Consumers must also be good at choosing a safe and trusted beauty clinic service for their skin problems. Because each consumer has a different skin type or skin problem. In this era, the beauty clinic business is considered to have high prospects because for most women skincare is considered a primary need so that the market share is very large. Beauty clinics must provide safe treatments and products, because if they are suitable, consumers will tend to have a sense of dependence.

Skintific is a skincare brand that has been established since 1957 in Canada. At the end of 2021, the Skintific brand began entering Indonesia with its first product, a moisturizer that claims to repair the skin barrier. Skintific is here with a commitment to repair skin problems as a whole, this is reflected in the formulation process of each Skintific product using innovative TTE (Trilogy Triangle Effect) technology that can balance each active ingredient so that it can work with significant results on the skin(CNN Indonesia, n.d.)

Skintific entered Indonesia by launching two products, namely Skintific 5x Ceramide Barrier Repair Moisturizer Gel with Hyaluronic Acid, Centella, and Marine-Collagen content that

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can moisturize, repair, and strengthen the skin barrier. The first product launched by Skintific got the attention of the Indonesian people, so it didn't take long for the product to go viral through TikTok social media among the Indonesian people. Skintific prioritizes three business values that it has. First, the Customer First value which is one of Skintific's agile attitudes in responding and solving problems quickly and precisely to achieve consumer satisfaction. Second, the Honesty value which is the transparency carried out by Skintific regarding the content and function of each Skintific product, which is applied to gain public trust. Third, the Fast Execution value which is an effort to expand the market to achieve maximum achievement and achievement.

Before making a purchase, consumers consider various elements other than brand perception about a brand. Businesses or manufacturers must place a high priority on product quality.(Kotler, 2019). Product quality is a component of a company's proper and well-planned marketing strategy. A brand's ability to influence consumer opinions and impressions of its goods increases with its level of fame.

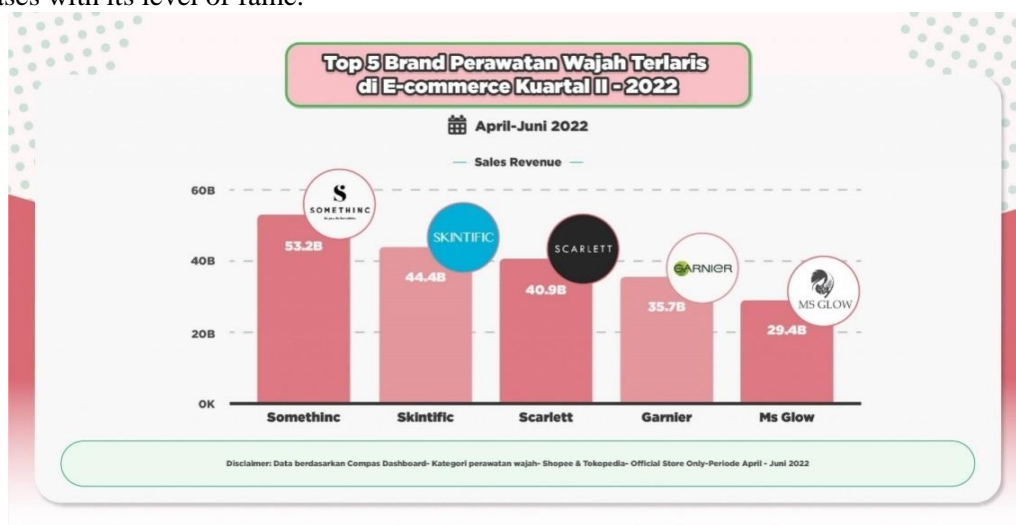


Figure 1 Top 5 Facial Care Brands 2022
(Source: Data Kompas Dashboard)

Based on data obtained from the Kompas Dashboard, in the period April-June 2022, with total sales of IDR 44.4 billion, this Canadian skincare brand ranks second among the top facial skincare brands. The company, which is famous for its slogan "An Advanced Scientific Formula for Fast & Safe Beauty", is famous for producing products containing ceramide. It didn't take long for Skintific, a skincare brand that launched its products at the end of 2021, to become one of the biggest brands in Indonesia and is in great demand.

Product quality is the ability of a product to perform its functions including, durability, reliability, accuracy, ease of operation and repair, and other valuable attributes. To improve product quality, companies can implement the "Total Quality Management (TQM)" program. Product quality according to(Kotler & Amstrong, 2014)is the characteristics of a product of service that bear on its ability to satisfy stated of implied customer need, which means product quality is the characteristics of products and services that support its ability to satisfy consumer needs.

Price is one of the main components in marketing a product and is one of the main things considered by potential consumers. According to(Tjiptono & Chandra, 2012)Price is defined as the amount of money (monetary unit) and/or other aspects (non-monetary) that contain certain utilities/usefulness needed to obtain a product. Price is the only element of the marketing mix that generates revenue, the other elements only represent prices. Price is one of the most flexible elements of the marketing mix, unlike product elements and distribution channel commitments. Purchase decision is the buyer's decision about which brand to buy. Consumers can form an intention to buy the most preferred brand. Purchase decision is a decision-making process for purchasing that includes determining what to buy or not to buy.(Kotler & Amstrong, 2017), Purchasing decision is a stage where consumers have made a choice and are ready to make a

purchase or exchange between money and a promise to pay for the right to own or use a good or service. The problems identified from this study can be seen in Figure 1.2, namely the Skintific brand itself has not yet achieved the first position in terms of the most popular skincare products among the public. In Indonesia, many new skincare brands have emerged which can cause increasingly tight competition and this makes it increasingly difficult for the Skintific brand to achieve the first position to become the most favorite brand among the public. Then, through a pre-research survey that the author also conducted on 38 people in Medan City, some information was obtained regarding the views of users who use Skintific products, which we can see in the table below:

Table 1 Pre-Research Survey of Skintific Products

No	Question	Answer Options		Amount	Target In %
		Yes	No		
1.	Before buying a Skintific product, did you first find out about the product?	38	0	38	100%
2.	Would you recommend Skintific products to your friends?	38	0	38	100%
3.	Is the price of this Skintific product affordable?	24	14	38	63%
4.	Are you interested in using this Skintific product?	27	11	38	71%
5.	Do you prefer this Skintific product over other products?	26	12	38	68%
6.	Are you satisfied with the quality of Skintific products?	30	8	38	78%
7.	Are Skintific products safe to use on all skin types?	27	11	38	71%
8.	Do Skintific products have good packaging?	25	13	38	65%
9.	Are Skintific products easy to apply/use on the face?	25	13	38	65%
10.	Do Skintific products contain safe ingredients?	29	9	38	76%

Source: Pre-Research Survey, 2024

Based on the results of the pre-research survey, there were 38 people in Medan City who had used Skintific products tended to find out more about Skintific products before buying Skintific products. Then this Skintific product has become one of the famous brands so that it has a brand image and has packaging that attracts customers to buy it and even feel satisfied with Skintific products. The phenomenon related to the influence of product quality and price on purchasing decisions for Skintific skincare is: In 2023, Skintific has several other products such as cleansers, toners, exfoliators, creams, serums, masks, sunscreens, and body care. Not only skincare products,

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Skintific also has makeup products, namely Skintific Cover All Perfect Cushion. Skintific cushion products also have ingredients that can maintain skin health, namely 5x Ceramide, Centella and Hyaluronic Acid. The SPF 35++ content in Skintific Cover All Perfect Cushion can protect the skin from sun exposure and is equipped with Nano Silicone Crosspolyme 0.25micron which provides high protection with flawless results(CNN Indonesia, n.d.)

2.LITERATURE REVIEW

2.1 Definition of Administration

In essence, the development of various branches of science occurs as human dynamics. The main role of the administration system is to facilitate the implementation of the main task so that it can provide data or information needed by company leaders in making every decision.(Kamaluddin, 2017).

2.3 Definition of Business

Explanation of the meaning of business, namely an organization that sells goods or services to consumers or other businesses, with the aim of making a profit. According to history, the word business comes from English, namely business, from the word busy which means busy in the context of individuals, organizations, or community speech. In the sense of being busy to do a job that brings profit(Kamaluddin, 2017).

2.4 Definition of Marketing Management

Marketing management is considered as the art and science of attracting, retaining and growing customers by defining target markets and creating superior value.(Kotler & Keller, 2022).

2.5 Product Quality

One of the main values that customers expect from manufacturers is the highest quality of products and services. Product quality is how to describe the product can provide something that can satisfy consumers.(Kotler & Keller, 2012)states that product quality is the ability of a product to perform its function, including durability, reliability, accuracy, ease of operation and repair and other valuable attributes.

2.6 Price

Price is the first aspect that sellers pay attention to in their efforts to market their products. From the buyer's perspective, price is one aspect that determines the choice to satisfy their needs.(Rusyidi, 2018).

2.7 Purchasing Decision

Purchasing decisions are part of consumer behavior, which is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas or experiences to satisfy their needs and wants.(Kotler & Keller, 2016).

2.8 Conceptual Framework of Research

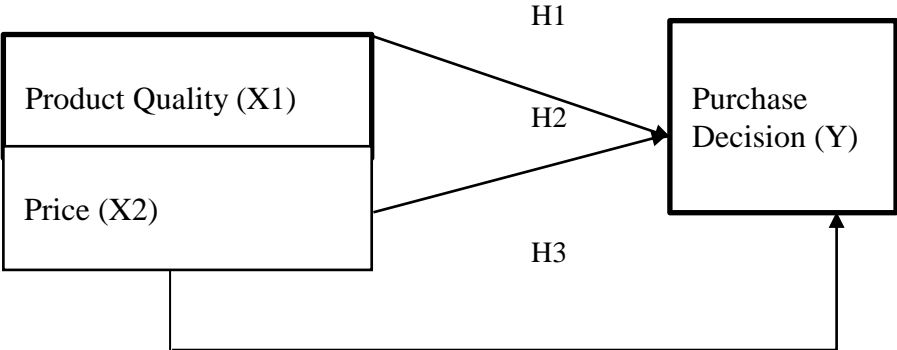


Figure 1 Conceptual Framework

Based on Figure 1 above, it can be seen that between the relationship between product quality (X1) and price (X2) as independent variables on purchasing decisions (Y) as dependent variables. The study wants to know in this study, namely (H1) how the effect of product quality (X1) on purchasing decisions (Y) and (H2) how the effect of price (X2) on purchasing decisions (Y) then (H3) how the effect of product quality (X1) and price (X2) simultaneously affect purchasing decisions (Y) through partial testing (t test) and simultaneously (f test).

2.9 Hypothesis

- H1: Product quality has a significant influence on purchasing decisions for Skintific skincare.
- H2 : Price has a significant influence on the decision to purchase Skintific skincare.
- H3: Product quality and price have a simultaneous influence on the decision to purchase Skintific skincare.

3. IMPLEMENTATION METHOD

This study uses a quantitative approach, namely research that emphasizes its analysis on numerical data (numbers) processed using statistical methods. Basically, a quantitative approach is carried out on inferential research (in the context of hypothesis testing) and bases the conclusion of the results on a probability of error in rejecting the null hypothesis. With quantitative methods, significant differences in groups or significant relationships between the variables studied will be obtained. In general, quantitative research is a large sample study.(Azwar, 2007).

This study uses a descriptive quantitative research method explaining that the quantitative research method is a method based on the philosophy of positivism, used in researching samples and research populations. Quantitative research is research that presents data in the form of numbers as the results of its research. Descriptive research methods are a method in researching the status of a group of people, an object, a condition, a thought, or a current event. Descriptive methods are used to create a systematic, factual and accurate picture or description of existing phenomena. Quantitative descriptive research is research that describes variables as they are supported by data in the form of numbers generated from actual conditions,(Sugiyono, 2016).

In this study, researchers collected data using a questionnaire containing questions as a research instrument. According to(Sugiyono, 2019)questionnaire is a method of collecting data to respondents to be answered by giving several questions. The way researchers collect data is by distributing questionnaires to previously determined research subjects, namely given to respondents online via the internet using google form. This questionnaire technique is efficient and feasible to apply to a fairly large number of respondents spread across a wide area. Then the researcher asks for the willingness of the subject to become a respondent in this study.

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4. RESULTS AND DISCUSSION

4.1 Normality Test

Based on the results of the data processing table above, the magnitude of the one sample kolmogorov smirnov test in the table above can be seen that the significant value in the one sample kolmogorov smirnov test is 0.023. The asymp. Sig value is greater than 0.05, so it can be concluded that the residual value is standardized, normally distributed and meets the assumptions of the normality test. The normality test has met the assumptions that result between one variable and another.

4.2 Multicollinearity Test

The table above shows that the VIF value obtained is 2.138 or smaller than the value of 10 ($2.138 < 10$) and the tolerance value obtained is 0.468 or greater than 0.10 ($0.468 > 0.10$). Therefore, the data is concluded that the data in this study does not have a multicollinearity problem.

4.3 Heteroscedasticity Test

Based on the Scatterplot, it shows that the existing points are spread randomly, both above and below the number zero on the Y axis which does not form a clear pattern. Therefore, the regression model is said not to experience Heteroscedasticity.

4.4 Multiple Linear Regression Analysis

Table 2 Results of Multiple Linear Regression Analysis

Coefficients ^a						
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,717	2,591		3,751	,000
	Product Quality	,370	,102	,405	3,621	,000
	Price	,329	,115	,321	2,870	,005
a. Dependent Variable: Purchasing Decision						

Source: SPSS Output Research Results, Processed Data (2024)

Based on the results of data processing which can be seen in the standardized form of the regression equation as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2$$

So the equation becomes:

$$Y = 9.717 + 0.370 X_1 + 0.329 X_2$$

Based on the multiple linear regression equation above, it can be explained as follows:

1. Constant (α) = 9.717, this shows a constant value, where if the Product Quality (X_1) and Price (X_2) variables have a value of 0. Then the purchasing decision will also increase by 9.717.
2. This regression coefficient shows the magnitude of the contribution of the product quality variable to the purchasing decision of (β_1) = 0.370 which is positive. This means that every increase of 1 unit will increase the purchasing decision by 0.370 assuming other variables are constant in Medan City.
3. This regression coefficient shows the magnitude of the price variable's contribution to purchasing decisions of (β_2) = 0.329 which is positive. This means that every increase of 1

unit will increase purchasing decisions by 0.329 assuming other variables are constant in Medan City.

4.5 Simultaneous Test (F Test)

The f-value is $39.022 > f\text{-table } 3.09$ or the sig. value is $0.000 < 0.05$. So it can be concluded that the variables of product quality and price simultaneously have a positive and significant effect on the dependent variable, namely the purchasing decision. Therefore, the hypothesis stating that product quality and price simultaneously have a positive and significant effect on the purchasing decision of Skintific skincare in Medan City is accepted (H3 is accepted).

4.6 Test of Determination Coefficient R²

Based on the table above, it can be seen that the R value is 0.675 or (67.5%) where the correlation coefficient value shows that the relationship between product quality and price on the decision to purchase Skintific skincare is quite close. The determination coefficient value or R² square shows that 0.456 (45.6%) can be explained by the product quality and price variables, while the remaining 0.544 (54.4%) is explained by other variables that are not included or discussed in this research model.

4.6 DISCUSSION

4.6.1 The Influence of Product Quality on Purchasing Decisions

The results of the study for the first hypothesis, namely product quality has a positive and significant effect on purchasing decisions for Skintific skincare. Based on the results of the partial test, it shows that the t count for the product quality variable is $3.621 < t\text{ table } 1.986$ with a significance of $0.000 < 0.05$. Product quality obtains a significant value smaller than the level of significance used and obtains a positive coefficient value. So it can be concluded that product quality has a positive and significant effect on purchasing decisions. Therefore, the hypothesis stating that product quality has a positive and significant effect on purchasing decisions for Skintific skincare in Medan City is accepted (H1 is accepted).

Based on the results of the research that has been conducted, it can be seen that product quality has a positive and significant role in the decision to purchase a brand product. This shows that if the quality of the product and a brand increases among consumers, the value of the purchasing decision will increase because of the very high trust that consumers have. Based on the results of this study that the author has conducted in Medan City, the author obtained that the average results of users or buying Skintific skincare products said that this product contains a composition of natural ingredients that are in accordance with the concept of "natural ingredients with high technology" which is very superior and well-known compared to other skincare products, this is also inseparable from the sense of trust of respondents in Skintific skincare products compared to other products. The results of this study are in line with previous research conducted by Mila Yuli Pratiwi (2017) entitled "The Influence of Price, Promotion and Brand Image on Purchase Decisions for 2Beat Shoes". The results obtained are that the product quality variable has a positive and significant effect on purchasing decisions.

4.6.2 The Influence of Price on Purchasing Decisions

Based on the results of the partial test, the price variable has a tcount value of $2.870 > t\text{table } 1.986$ with a significance of $0.005 < 0.05$. The price obtained a significant value smaller than the level of significance used and obtained a positive coefficient value. So it can be concluded that the price has a positive and significant effect on purchasing decisions. Therefore, the coefficient value is positive. So it can be concluded that the price has a positive and significant effect on purchasing decisions for Skintific skincare products in Medan City is accepted (H2 is accepted). Based on the results of the frequency of respondents' answers, it was found that there are several prices that vary according to Skintific products, then there are also Skintific products that can compete with other products, so this can be seen from the average score of the statement in the agree category. Of the

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eight items, the highest distribution of answers lies in the statement that Skintific skincare products can compete with other products according to price. Thus, it can be interpreted that consumers consider buying skincare products so as not to use the wrong skincare at the price determined by the seller. The results of this study are similar to previous research conducted by Sari (2018) entitled "The Influence of Brand Image and Product Quality on Purchasing Decisions for Ponds Products".

4.6.3 The Influence of Product Quality and Price on Purchasing Decisions

Based on the results of the simultaneous test, the product quality and price variables have an Fcount value of 39.022 > Ftable 3.09 with a sig. value of 0.000 < 0.05. This means that the third hypothesis is accepted and it can be concluded that the product quality and price variables both have a positive and significant effect on purchasing decisions. This means that if the two variables are combined well by the Skintific company, it will certainly result in a decision to purchase Skintific products. The R value of 0.675 or (67.5%) with a correlation coefficient value shows that the relationship between product quality and price on purchasing decisions is very close. While the R square value shows that the product quality and price variables are able to explain 45.6%. This means that if the product quality and price do not match what consumers actually buy, consumer disappointment can occur. Consistency between product quality can help maintain consumer satisfaction. Likewise, the price given is in accordance with the promotion or discount for consumers who shop and also have a sense of trust to buy, so that consumers get a positive impression when purchasing Skintific products.

4.7 CONCLUSION

1. The partial test results of the product quality variable have a value smaller than the level of significance used and obtain a positive coefficient value. So it can be concluded that product quality has a positive and significant effect on the decision to purchase Skintific skincare. This means that if the quality of the product owned by Skintific is better, the higher the level of product quality value and consumer trust in Skintific skincare.
2. The partial test results of the price variable have a value smaller than the level of significance used and obtain a positive coefficient value. So it can be concluded that price has a positive and significant effect on the decision to purchase Skintific skincare. This means that with the higher price, the higher the level of purchase value and trust of Skintific skincare consumers.
3. The results of the simultaneous test of product quality and price variables have a significant value smaller than the level of significance used. So it can be concluded that product quality and price simultaneously have a positive and significant effect on purchasing decisions for Skintific skincare. This means that if the product quality value is better and the price value is higher, there will be an increase in purchasing decisions for Skintific skincare in Medan City.
4. The results of the determination test or R test show that the influence of product quality and price on purchasing decisions for Skintific skincare in Medan City is in the strong category, namely with a value of 0.675 or (67.5%). And the coefficient of determination or R square value shows that 45.6% can be explained by the variables of product quality and price.

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