The Influence Of Product Quality, Brand Image And Electronic Word Of Mouth On The Purchasing Decision Of Ms Glow For Men Facial Wash In Jagakarsa, South Jakarta

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Abstract:

This study aims to determine Product Quality, Brand Image and Electronic Word of Mouth on the Purchase Decision of Ms Glow for Men Facial Wash. The data analysis technique used multiple linear regression and used SPSS version 23. The results of the researchers found the regression equation Y = 0.347 X1 + 0.297 X2 + 0.340 X3. t count 4.113 > 1.660 t table and sig value 0.00 < 0.50. For Brand Image (X2) has a positive and significant effect on Purchase Decision (Y) based on t count 3.567 < 1.660 t table and sig value 0.01 > 0.50. For Electronic Word of Mouth (X3) has a positive and significant effect on Purchase Decision (Y) based on t count 4.879 > 1.660 t table and sig value 0.00 < 0.50. Among the third, most significant variables is the Product Quality variable (X1) based on t count 4.113 > 1.660 t table and sig value 0.00 < 0.50. The results of this study are expected to be a reference material to improve Product Quality (X1) and (X2) Brand Image that can support Purchase Decisions (Y).

Keywords: Product Quality, Brand Image, Electronic Word of Mouth and Purchase Decision.

INTRODUCTION

Nowadays the use of skin care products among women has become natural and commonplace. But along with the development of the era the use of skin care products has developed into products that can be used not only by women but can also be used by men, skincare is also important for men to prevent skin problems, such as dull skin problems, acne, and premature aging. According to a survey conducted by Euromonitor in June 2020, there has been an increase in facial care awareness among men in Indonesia. This can be seen from the increase in purchases of men's care or skincare products, such as facial washes, creams and other equipment.

The increasing trend of care for men has triggered the innovation of skincare products specifically for men in Indonesia. Various local brands that focus on men's facial skin care products come from indie brands and are sold online. The variety of products offered also varies, ranging

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from facial wash, cream, and others. One of these facial skincare providers is MS Glow, a company that was established in 2013 and for MS Glow for Men, it was launched in 2021. MS Glow for Men is one of the skincare that is devoted to men's facial skin care. Ms Glow for Men is motivated by the growing needs of the community for facial care needs, one of MS Glow's skincare products for men, namely facial wash, is increasingly day by day the facial skin care business, especially facial wash MS Glow for Men is very strict so that the right marketing strategy is needed to attract more consumers than others. Of course, with increasingly fierce competition, beauty business owners are encouraged to improve various aspects of quality in order to improve purchasing decisions and increase selling power and attract as many customers as possible.

Purchasing decisions are part of consumer behavior which is the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences satisfy their needs and desires. (Armstrong, 2015: p. 177). The process of making purchasing decisions is strongly influenced by consumer behavior. Actually, the process is part of the problem-solving process as an effort to meet consumer wants or needs. A series of choices are influenced by internal and external factors that come from the environment around consumers.

Product quality can influence purchasing decisions (Y) Product quality is a characteristic of a product or service that depends on its ability to satisfy stated or implied consumer needs. Good product quality and quality can certainly improve purchasing decisions. Product quality has a direct impact on product performance, therefore quality is closely related to the value and purchasing decisions of consumers, in a narrow sense quality can be defined as "free from damage", quality means the ability of the product to carry out its functions; including durability, reliability, accuracy, ease of use and repair This is in line with research conducted by (Amalia Rizka Putri, 2016) where the research shows that product quality has a significant influence on purchasing decisions

Brand image can influence purchasing decisions (Y) Brand image is the entirety of consumers' perception of the brand, or how they perceive it, which may not be similar to brand identity. Brand image refers to a brand memory scheme that contains consumer interpretations of the attributes, advantages, uses, situations, users, and characteristics of the marketer and/or product/brand. Brand image has a positive and significant influence on purchasing decisions and these results show that the higher the brand image, the higher the level of consumer purchasing decisions. Past buying experience and familiarity with brands can generate consumer perception and can improve their purchasing decisions. This is in line with research conducted by (Hallein Ridho Panggayuh, 2016) where the research shows that Brand Image has a significant influence on purchasing decisions.

Electronic Word of Mouth can influence purchasing decisions (Y) eWOM is a form of non-formal communication directed at consumers through an internet-based technology related to the characteristics or use of certain goods and services. Electronic Word of Mouth (eWOM) makes it easy for consumers to be able to publish thoughts, opinions, and feelings about a product directly, thus Ewom serves as an inlormative place to get various information. Ewoms can spread more widely and quickly because of the unique characteristics of the Ewom. This makes the potential impact of Ewom on consumer behavior stronger than word of mouth (WOM). This is in line with

research conducted by (Nency Silviana Dewi, 2019) where the study shows that Electronic Word of Mouth has a significant influence on purchasing decisions.

Population in Jagakarsa is a densely populated area with many population activities in it. This can be the target market of MS Glow for Men. Jagakarsa is the right place to do research for MS Glow for Men facial wash products, because it is densely populated with many target market opportunities in it.

Based on the explanation above, researchers are interested in researching with the title The Effect of Product Quality, Brand Image and Electronic Word of Mouth on the Purchase Decision of MS Glow for Men Facial Wash in Jagakarsa, South Jakarta.

RESEARCH METHODS

This study uses descriptive research methods with the aim of describing and describing the phenomenon of purchasing decisions for Facial Wash in Jagakarsa, South Jakarta. The object of research is purchasing decisions that are influenced by product quality, brand image, and electronic word of mouth. The data source was obtained through respondents who are customers who use MS Glow for Men Facial Wash products in Jagakarsa, South Jakarta. Primary data were obtained through the distribution of questionnaires randomly to respondents selected directly from the study location.

The population in this study is customers who use Facial Wash products in Jagakarsa, South Jakarta. The sample was taken as many as 100 respondents using the purposive sampling method, with the criteria of respondents who had made a purchase at least once. Data collection techniques are carried out through surveys and questionnaires given directly to respondents.

Data analysis was carried out with descriptive methods to describe the characteristics of respondents and research variables. Furthermore, inferential analysis, such as multiple linear regression, is used to examine the relationship between the independent variable (product quality, brand image, electronic word of mouth) and the dependent variable (purchase decision). Validity and reliability tests are conducted to ensure that the data collection instrument (questionnaire) is reliable and valid.

In addition, this study also conducted classical assumption tests, including normality tests, multicollinearity tests, heteroscedasticity tests, and autocorrelation tests, to ensure the compatibility of the regression models used. The F test is used to test the significance of the regression model as a whole, and the t test is used to test the significance of individual independent variables against the dependent variable.

Thus, this study details comprehensive steps ranging from problem formulation, research method selection, data collection, data analysis, to hypothesis testing to answer research questions related to factors that influence the purchase decision of Facial Wash in Jagakarsa, South Jakarta.

RESULTS AND DISCUSSION

Test Instruments

1. **Validity test**

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According to Sugiyono (2016: 455), validity is the degree of accuracy between the actual data on the object of research and the data reported by the researcher. This validity test is used with the aim of knowing how careful a test is to measure a variable.

Table 1. Validity Test Results

Variable	Statement	R Calculate	R Table	Information
Product Quality (X1)	Statement 1	0,761	0,195	Valid
	Statement 2	0,645	0,195	Valid
	Statement 3	0,644	0,195	Valid
	Statement 4	0,567	0,195	Valid
	Statement 5	0,693	0,195	Valid
	Statement 6	0,662	0,195	Valid
Brand Image (X2)	Statement 1	0,809	0,195	Valid
	Statement 2	0,841	0,195	Valid
	Statement 3	0,848	0,195	Valid
Electronic Word Of Mouth (X3)	Statement 1	0,817	0,195	Valid
	Statement 2	0,808	0,195	Valid
	Statement 3	0,831	0,195	Valid
Purchase Decision (Y)	Statement 1	0,744	0,195	Valid
	Statement 2	0,714	0,195	Valid
	Statement 3	0,760	0,195	Valid
	Statement 4	0,645	0,195	Valid

From calculations using SPSS data tested on 100 respondents stated that all statement items 1-20 for the variables Product Quality, Brand Image, Electronic Word Of Mouth and Purchase Decision were declared Valid. It can be seen from the calculation results of the table above that r count is greater than r table 0.195

2. **Reliability Test**

According to Ghozali (2011) Reliability test is a tool to measure a questionnaire that has indicators of variables or constructs. A questionnaire is considered reliable if a person's answers to statements are consistent or stable over time. This reliability test uses the Cronbach Alpha (α) statistical test.

Table 2. Reliability Test Results

Variable	Cronbach' Alpha	Cronbach'Alpha limits	Information
Product Quality (X1)	0,745	0,60	Reliable
Brand Image (X2)	0,774	0,60	Reliable
Electronic Word Of Mouth (X3)	0,749	0,60	Reliable
Purchase Decision (Y)	0,659	0,60	Reliable

The results of reliability testing in the table show that all variables in the study of variables Product Quality, Brand Image, Electronic Word Of Mouth have values above the minimum limit of Cronbach' alpha > 0.60 so that it can be said that all measuring concepts of each variable from the questionnaire are reliable. This means that the questionnaire used in this study is a reliable and reliable questionnaire.

Classic assumption test

1. Normality test

In this study to test the residual value, the Komogrov-Smirnov one sample test was used by correlating the residual value (Unstandardized residual) of each variable using a significant value of 0.05.

Table 3. Normality Test Output

		Standardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.98473193
Most Extreme Differences	Absolute	.075
	Positive	.075
	Negative	-.067
Test Statistics		.075
Asymp. Sig. (2-tailed)		.182c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction

Source: SPSS output 25. Coefficients, linear regression. Processed 2023

In the table above, the significance value is 0.182 which means the significance value is greater than 0.05. This means that the regression distribution is normal.

2. Multicollinearity Test

Multicollinearity is a state in which between two or more independent variables in a regression model there is a perfect or near-perfect linear relationship. The Multicollinearity Test aims to test whether the regression model found a correlation between independent variables. This test will measure the level of association or influence relationship between the independent variables through the magnitude of the correlation coefficient R.

Table 4. Multicollinearity Test Output

Type	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2.626	1.167		2.250	.027		
KP	.226	.055	.347	4.113	.000	.584	1.713
CM	.298	.083	.297	3.567	.001	.599	1.670

EWOM	.378	.078	.340	4.879	.000	.858	1.165

a. Dependent Variable: KPM

In the table, above it is known that the VIF value in each variable is less than 10 and the tolerance value is more than 0.1 This means that there are no symptoms of multicollinearity.

3. Heteroscedasticity Test

The Heteroscedasticity Test aims to test whether in the regression model there is an inequality of variance and residual one observation to another observation that is fixed, then it is called heteroscedasticity or heteroscedasticity does not occur.

Table 5. Heteroscedasticity Test Results

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.526	.728		3.469	.001
KP	.007	.034	.027	.205	.838
CM	-.037	.052	-.090	-.705	.483
EWOM	-.094	.048	-.208	-1.944	.055

a. Dependent Variable: ABS_RES

Data source : Outpus SPSS Heteroscedasticity data, processed 2022

- On X1 (Product quality) the sig value is 0.838 > 0.5
- In X2 (Brand Image) the sig value is 0.438 > 0.5
- On X3 (E-WOM) the sig value is 0.55 > 0.5

4. Autocorrelation Test

Autocorrelation test is done to see whether or not there is autocorrelation in a regression with Durbin Watson as follows:

Table 6. Autocorrelation Test Output

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.775a	.601	.588	1.458	1.912

a. Predictors: (Constant), EWOM, CM, KP

b. Dependent Variable: KPM

Source : SPSS Output, Processed, 2022

In the table shows the DW value of 1.912 and the DU value from the DW table, n = 100, k = 3, then it can be obtained that the DU value of 1.7364 DW must be more bear than the DW table, meaning that it can be seen that the regression has no autocorrelation. Because DW is larger than DU.

Derivative Analysis

According to Sugiyono (2017), inferential statistics are statistics used to analyze sample data and the results are generalized to the population where the sample is taken.

1. Multiple linear regression analysis

The f test is used to test the significance of the influence of the independent variable on the dependent variable. Testing was carried out using a significance level of 0.05.

Table 7.

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.626	1.167		2.250	.027
	KP	.226	.055	.347	4.113	.000
	CM	.298	.083	.297	3.567	.001
	EWOM	.378	.078	.340	4.879	.000

a. Dependent Variable: KPM

Source: SPSS Coefficients linear regression Output Data, Processed 2022

The regression equation from the table above is as follows: Y = 0.347 X1 + 0.297 X2 + 0.340 X3

Information:

Y = Purchase Decision X1 = Product Quality

X2 = Brand Image X3 = E-WOM

b1 = Product Quality Regression Coefficient b2 = Brand Image Regression Coefficient

b3 = Regression Coefficient E-WOM e = Error

a. The partial regression coefficient of the service quality variable is 0.347 with a positive sign, it shows that the higher the quality of the product received by consumers, the purchase decision will also increase

b. The partial regression coefficient of the product variation variable is 0.297 with a positive sign, it shows that the better the brand image, the higher the purchase decision

c. The partial regression coefficient of the product variation variable is 0.340 with a positive sign, it shows that the better the E-WOM, the higher the purchase decision.

Model Due Diligence

1. F Test

This test is used to determine the effect of the independent variable on the dependent variable. To determine the significance or not of the influence of the independent variable on the dependent variable, a probability of 5% (α=0.5) is used.

Table 8. F Test Results

Type	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	307.325	3	102.442	48.193	.000b
Residuals	204.065	96	2.126		
Total	511.390	99			

a. Predictors: (Constant), EWOM, CM, KP

Source: SPSS Output Data Test F, Processed 2022

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Coefficient of Determination

Table 9. Results of the coefficient of determination (R²)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.626	1.167		2.250	.027
1	.775a	.601	.588			1.458

Based on the table above, it shows that F counts 48,193 with a significance value of (0.000 < 0.05), so it can be concluded that Product Quality (X1), brand image (X2), E-WOM (X3), together influence and significant on purchasing decisions (Y). In this study the model is said to be significant and feasible to use, All Independent variables can explain any changes in the value of the Depedent variable because it has a significant influence.

a. Predictors: (Constant), EWOM, CM, KP

b. Dependent Variable: KPM

Source: SPSS Coefficient of Determination Output Data, Processed 2022

In the table, it can be seen that the results of the coefficient of determination test (Adjusted R Square) are 0.588 or 58.8%, this shows that the ability of variables (independent) Product Quality, brand image, and E-WOM in explaining variations in changes in variables (depedent) Purchase Decisions amounted to 58.8% while the remaining 39.9% was explained by other factors that were not studied.

The value of the correlation coefficient (R) of 0.775 shows the relationship between variables (independent) Product Quality, brand image, and E-WOM in explaining the variation in changes in variables (depedent) Purchase Decisions by 77.5% of these values can be concluded that the relationship between independent variables and depedent variables is strong.

1. Hypothesis Testing Test t

The t test is used to individually (partial) test the effect of independent variables Product Quality, brand image, and E-WOM on Purchasing Decisions. The t test using Coefficients analysis with SPSS processing obtained the following data:

Table 10.

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate		
KP		.226	.055	.347	4.113	.000
CM		.298	.083	.297	3.567	.001
EWOM		.378	.078	.340	4.879	.000

a. Dependent Variable: KPM

Source: SPSS Output Data Test t, Processed 2022

In the table, there is the influence of each variable of Product Quality, brand image, and E-WOM on Purchasing Decisions. It can be seen from the direction sign and the level of significance (Probability). There are customer satisfaction criteria as follows. :

a. Based on the results of the t test above, it can be seen that t count 4,113 > 1,660 and sig value 0.000 < 0.50 The results show that Ho is rejected and Ha is accepted which means that the Product Quality variable (X1) has a positive and significant effect on the Purchase Decision (Y).

b. Based on the results of the t test above, it can be seen that t count 3.567< 1.660 and sig value 0.01 > 0.50 The results show that Ho is rejected and Ha is accepted which means that the brand image variable (X2) has a significant positive effect on the Purchase Decision (Y).

c. Based on the results of the t test above, it can be seen that t counts 4,879 > 1,660 and sig values of 0.00 < 0.50 The results show that Ho is rejected and Ha is accepted which means that the variable E-WOM (X3) has a positive and significant effect on the Purchase Decision (Y).

Discussion

The Effect of Product Quality on Purchasing Decisions

The results of research with SPSS version 23 found that product quality consisting of Performance, Feature, Reability, Comformance, Durability, Servicebility and Aesthetic indicators had a positive and significant influence on Purchasing Decisions, this was shown by the results of the t test, namely that t count 4,113 > 1,660 and sig values 0.000 < 0.50. It can also illustrate that if the quality of the product is high, the Purchase Decision increases.

The influence of Product Quality on Purchasing Decisions can mainly be seen from the highest mean of Product Quality with the Durability indicator from the statement 'Ms.Glow for Men Facial wash products are effective in cleaning my facial skin, Ms.Glow for Men Facial wash products are effective in cleaning my facial skin' with a score of 4.08.

Product quality is the overall goods and services related to consumer desires that in excellence the product is worth selling according to the expectations of customers. Good product quality and quality can certainly improve purchasing decisions. Product quality has a direct impact on product performance, therefore quality is closely related to the value and purchasing decisions of consumers, in a narrow sense quality can be defined as "free from damage", quality means the ability of the product to carry out its functions; including durability, reliability, accuracy, ease of use and repair. In this case, Product Quality has a positive and significant influence on Purchasing Decisions because quality products from Ms Glow for Men are accepted by consumers in accordance with consumer needs and desires.

This is evidenced by research conducted by Ahmad et al., (2014) that product quality has an influence on consumer purchasing decisions. Alfred's research (2013) also supports the positive influence of product quality on consumer purchasing decisions.

The Influence of Brand Image on Purchasing Decisions

The results of research with SPSS version 23 found that product quality consisting of strength, uniqueness and favourable indicators has a positive and significant influence on

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purchasing decisions. This is shown by the results of the t test, namely that t count 3.567< 1.660 and GIS values 0.01 > 0.50 This can also illustrate that if the brand image is high, the Purchase Decision increases. The influence of brand image on purchasing decisions can mainly be seen from the highest mean of brand image with a strength indicator from the statement "in my opinion Facial wash ms glow for men has a good image as a brand with an affordable price" with a score of 4.14.

Brand image is the impression consumers have of a brand. A brand is an important part of marketing success because it acts to differentiate a company's products from competitors' products through names, designs, symbols, and other features. Brand image refers to a brand memory scheme that contains consumer interpretations of the attributes, advantages, uses, situations, users, and characteristics of the marketer or product/brand. Brand image has a positive and significant influence on purchasing decisions and these results show that the better the brand image, the better a person will be in making Purchase Decisions. Past buying experience and familiarity with brands can generate consumer perception and can improve their purchasing decisions.

Based on previous research conducted by Heikal (2017) that brand image has a positive and significant effect on purchasing decisions.

The Influence of Electronic Word of Mouth on Purchasing Decisions

The results of research with SPSS version 23 found that Electronic Word of Mouth consisting of indicators of Intensity, Content, Positive Opinions has a positive and significant influence on Purchasing Decisions, this is shown by the results of the t test, namely t count 4,879 > t table 1,660 and sig value 0.00

< 0.50.It can also illustrate that if Electronic Word of Mouth is high then Purchase Decisions increase. The influence of Electronic Word of Mouth on Purchasing Decisions can mainly be seen from the highest mean of Electronic Word of Mouth with the Intensity indicator of the statement "Reviews about Ms Glow for Men Facial Wash products are widely available on various social media" with a score of 4.22.

Electronic Word of Mouth is a word of mouth process using internet media. With activities in EWOM, consumers will get a high level of market transparency, in other words consumers have a higher active role in the value chain cycle so that consumers are able to influence products and prices based on individual preferences. Electronic Word of Mouth (eWOM) makes it easy for consumers to be able to publish thoughts, opinions, and feelings about a product directly, thus Ewom serves as an informative place to get various information. Ewoms can spread more widely and quickly because of the unique characteristics of the Ewom. This makes the potential impact of Ewom on consumer behavior stronger than word of mouth (WOM). EWOM has a positive and significant influence on Purchasing Decisions because the many posts and advertisements on social media about Ms Glow for Men Facial Wash products make high consumers want to make Purchase Decisions on these products.

In the research of Patria et al (2017) stated that there is an influence of electronic word of mouth on buying decisions. All information can be accessed easily because it has a fast and wide reach and can be accessed anywhere.

CONCLUSION

This study evaluates the impact of Product Quality, Brand Image, and Electronic Word of Mouth on the Purchasing Decision of Ms Glow for Men Facial Wash in Jagakarsa, South Jakarta. Key findings include the positive and significant influence of Product Quality and Brand Image, and Electronic Word of Mouth on purchasing decisions. Product Quality proved to be the most significant dominant factor, indicating that superior and competitive quality creates strong appeal to consumers. The conclusion of this study emphasizes the importance of a positive reputation in guiding consumer purchasing decisions.

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