

The Effect of Product Innovation, Brand Image and Word of Mouth on Interest in Buying Maybelline Face Powder in Gen-Z Students Of Feb Nasional University

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Abstract:

This study aims to analyze the influence of Product Innovation, Brand Image and Word of Mouth on Interest in Buying Maybelline face powder products in Gen-z FEB National University Students. The research method used is a quantitative method and uses multiple linear regression analysis with processing using Statistical Product and Service Solutions (SPSS) version 25 with data collection methods through questionnaires to 100 respondents from FEB Nasional University students and know Maybelline face powder products. The results of this study indicate that the Product Innovation variable has a positive and significant effect on Buying Interest for Maybelline face powder products on Gen-z, Brand Image has a positive and significant effect on Buying Interest for Maybelline face powder products on Gen-z, Word of Mouth has a positive and significant effect on Interest Buy Maybelline face powder products on Gen-z

Keywords: Product Innovation, Brand Image, Word of Mouth

INTRODUCTION

In the era of globalization, competition not only creates opportunities, but also challenges companies to survive. With the development of the business world, there has also been a very rapid increase. This is reflected in the many products offered by economic actors to consumers.

Companies must also be able to compete with other companies and must understand what consumers need and want. Cosmetics are one of the consumer needs related to everyday life. The competition in this area is so rapid. This is based on the development of an increasingly modern era to require companies to always create new innovations in every product because cosmetics are used by various groups, especially women. This factor can attract consumer attention (Istiono & Kurniasih, 2022).

In addition, business actors also need to maintain consumers to continue using their brands, both large and small scale variables. Consumer buying interests vary according to the needs and desires of each consumer. According to Setiawan and Ihwan in Ambarwati in Dharmati Djaharuddin, Farhan Djufri, Andi Ismail, Mabur, St.Hardiyanti (2017: 27). One way to attract consumer appeal is by creating product innovations and strengthening the image of a brand. In addition, Word Of Mouth can also create a very strong motivation and desire, which ultimately leads buyers to determine the needs in their minds.

Seeing the increasing competition, business actors are becoming more intense in innovating, one of which is product innovation. In the past, business actors could get market benefits and profits just by selling the same product to more consumers. Today, a large number of consumers does not guarantee, but what is really important and necessary is the creation of new products for them.

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In addition, every product created by the company must have a brand that is also created by the company. A good quality product should have a good brand or brand image as well. Buying interest can also be influenced by brand image, this is also supported by previous research conducted by Wang and Tsai (2014), which revealed that brand image, perceived quality, perceived risk and perceived value have a positive influence on buying interest or purchase intention. According to Kotler and Armstrong (2014: 233) states that brand image is "The set of beliefs held about a particular brand is known as brand image", which means a set of beliefs believed about a particular brand.

A strategy that is believed to also affect buying interest is Word Of Mouth, Word of mouth strategy can be interpreted as a word-of-mouth marketing strategy that is considered effective. This is in line with research (Kundu & Sundara Rajan, 2017) that marketing through Word Of Mouth can influence buying interest because this strategy is considered credible and suitable for people's needs. The dissemination of sales of a product through Word Of Mouth can be trusted as a strategy that quickly disseminates information and is easily trusted by consumers (Joesyiana, 2018). Recommendations occur product variants have positive values in them. This has a great opportunity to be recommended to other consumers about the advantages of the product.

One company that can open up such opportunities is Maybelline produced by the L'oreal Group. Maybelline is one of the cosmetic brands that is quite well known among teenagers. The birth of the slogan "Maybe she's born with it. Maybe it's Maybelline" in 1991, this brand made beauty affordable for women around the world, so that every variant has the opportunity to maximize the potential of beauty and meet lifestyle needs, not only for teenagers but in various circles.

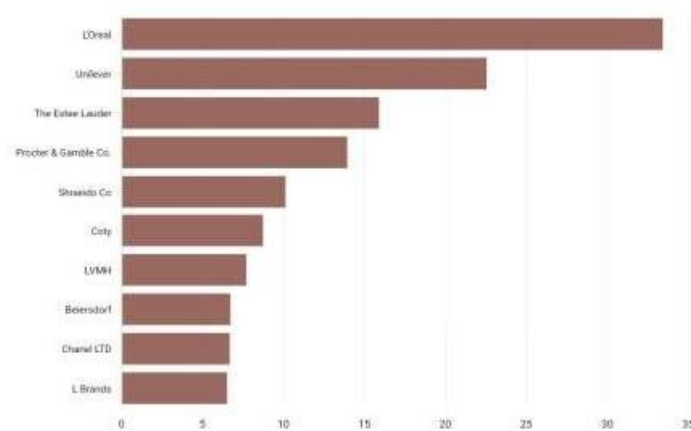


Figure 1. 1 Top 10 Beauty Product Companies with the Highest Revenue in the World
Source : Katadata.co.id

The development of L'oreal in the world can be proven by the graph above, that according to katadata.co.id sources through a survey they have conducted, it is known that L'oreal is 3variable with the highest percentage of users in the world in 2020. French beauty products company L'Oreal had revenue of US\$ 33.4 billion in 2020. Launching Statista, this value makes L'Oreal the manufacturer of beauty products with the highest income in the world.

L'Oreal is famous for a number of its cosmetic brands, such as Garnier, Maybelline, and NYX Cosmetics. L'Oréal's global market share is 13%. L'oreal succeeded Unilever in second place with revenues of US \$ 22.5 billion.

L'oreal's first position in the highest cosmetic users in the world is inseparable from the marketing influence carried out. Marketing itself is an activity or process of both creating and

delivering offers that are considered to bring consumers towards wanting to make purchases of services or goods offered.

Based on the previous picture, it can be seen that there is a GAP phenomenon where L'oreal is the highest cosmetic in 2020, but in its products, Maybelline face powder cosmetics from figure 1.2 data, it can be said that starting in 2022, consumer interest, especially in Gen-z, has fluctuated, which means there is competition and interesting variants between customers, After experiencing a significant decline in 2021 where the number of Maybelline face powder enthusiasts touched a percentage of 16.6%, down to 12.8% even Maybelline's face powder had to settle for fourth place after being defeated by pigeon. In 2022, maybelline only recorded a percentage of 12.8%, while pigeon reached a percentage of 17.4% and occupied the third top brand position after marcks and wardah.

In facing competition in this digital era, various brands from various companies are competing to win the hearts and minds of consumers, both locally and globally. The domestic cosmetics market will continue to experience significant growth in line with the growth of middle-class consumers and growing retail networks in the country. Because different companies are vying to develop different brands and different types of cosmetics according to cosmetic trends.

The phenomenon of attraction between customers among companies is carried out solely because they want customer buying interest to make purchase transactions. A purchase transaction occurs when a customer decides to purchase a product. The first factor that influences buying interest is product innovation. Previous research explained that product innovation had a positive and significant effect on the buying interest of Tupperware consumers (Djharuddin et al. 2017)

The second factor that is considered to influence buying interest is Brand Image. Previous research explained that brand awareness has a significant influence on the buying interest of Eiger products in the city of Bogor (Irvanto & Sujana, 2020). Similarly, research conducted (Lahay & Wolok, 2020) also provided results that brand image had a significant effect on buying interest in softex brand sanitary napkin products in Gorontalo. Research related to pinoir brand status has also been conducted previously by (Hadinata et al., 2016) which concluded that pioneer brand status has a significant influence on buying interest and brand image has a significant influence on pioneer brand status

The third factor that is considered to influence purchasing decisions is word of mouth which is a business process in marketing goods and services by telling others. Word of mouth also means that recommending a product or service willingly to others (Saputra and Ardani 2020). According to (Astuti and Hasbi 2020), word of mouth is known as promotion carried out by word of mouth and means that this promotion tends to be a promotion talking about goods or services, word of mouth is considered a promotion with a small cost and sometimes even does not require a fee, because someone voluntarily talks about the product or service to others (Febryanti & Hasan, t.t.).

Problem Statement

Based on the background of the problems that have been described earlier, the problems that can be formulated in this study are:

1. Does Product Innovation affect the Interest in Buying Maybelline Face Powder in Gen-z Students of FEB National University?
2. Does Brand Image affect the Interest in Buying Maybelline Face Powder in Gen-z Students of FEB National University?
3. Does Word Of Mouth affect the Interest in Buying Maybelline Face Powder in Gen-z Students of FEB National University?

Research Objectives and Research Benefits

1. Research Objectives

Based on the previous formulation of the problem, the objectives of this study are:

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- a. To know and analyze the effect of Product Innovation on Maybelline Face Powder on Gen-z Students of FEB National University.
- b. To know and analyze the Effect of Brand Image on Buying Interest in Maybelline Face Powder in Gen-z Students of FEB National University.
- c. To know and analyze the effect of Word Of Mouth on Buying Interest in Maybelline Face Powder in Gen-z Students of FEB National University.

2. Research Usefulness

The benefit of this study is to try to examine an existing phenomenon and modify it with the model carried out in previous research. This research is expected to provide a variety of good benefits that are expected to be obtained from this research, namely:

a. For Companies

With this research, it is expected to be a consideration and contribution for companies in facing problems and as additional information for company management so that it can create competitive advantages and be able to compete with competitors.

b. For researchers

This research is a means of training and developing knowledge in the field of research and can provide additional knowledge about the application of marketing theory, especially buying interest. This research is also expected to be able to become quality research and is expected to equip researchers with satisfactory results.

c. For Academics

This research is expected to be a comparison and reference material for future research on cosmetics, especially Product Innovation, Brand Image, and Word of Mouth on Buying Interest.

RESEARCH METHODS

The object of research is the unit / variable of the subject of observation, writing that requires improvement. The variables studied include the dependent variable and the independent variable that affects the dependent variable. The observation that is the main focus is called the dependent variable and the goal is to find out and make the dependent variable (Situmorang 2017).

Buying Interest in this study will act as a dependent variable (Y), Buying interest is understood as a response to objects that indicate customer buying interest to buy Maybelline face powder. The variables that play a role in influencing the change of the dependent variable are called independent variables, these variables are then known to have a positive or negative relationship to the dependent variable. (Situmorang 2017). Which will act as an independent variable (X) in the research of Product Innovation, Brand Image and Word Of Mouth.

Researchers must go through a series of stages using qualitative literature methods. The initial step in the data analysis process involves data reduction, which includes data classification and subsequent selection to simplify the data that has been identified. The author then proceeds to the second stage, which involves a careful review of the results of the data obtained and strategically highlighting the essential elements to be further organized into a coherent text narrative. In the next stage, after identifying the main cores of the data obtained through a comprehensive literature review, the author compiles a coherent narrative aimed at gaining conclusive insights and validating them as potential solutions to the problems raised in the article.

RESULTS AND DISCUSSION

Description of Research Data

In this study, the object used is Buying Interest which is influenced by Product Innovation, Brand Image and Word of Mouth on Maybelline Products. The characteristics of respondents are

needed in this study for the purposes of descriptive analysis. In general, the characteristics of respondents are a description or description of the identity of respondents, in order to know the extent of the identity of respondents as a whole in this study. These identities include age, occupation, income and knowing Maybelline face powder products.

a. Brief History of Maybelline Products

Maybelline is an international cosmetic product founded in 1915 by T.L. Williams in New York, United States. The name Maybelline is a combination of Maybel (the name of T.L. Williams' sister who inspired the product) and vaseline. The company was acquired by L'Oréal Group in 1996, having previously been taken over by Plough Inc. in 1967 (which later changed its name to Schering-Plough Corporation in 1971) and the investor group Wasserstein Perella & Co. in 1990.

b. Maybelline Vision, Mission, and Tagline (L'oreal)

As the world's No.1 cosmetics group, the importance of vision and mission for a company is to make the company become purposeful and expected to survive in the long term, progress, and continue to grow. The mission of L'Oreal Group is:

1. Beauty is Language
2. Beauty is something universal
3. Beauty is nature
4. Beauty is a commitment

Although it is well known to all Indonesian people, L'oreal still holds the mission of the reason for which L'oreal was founded, in terms of achieving this mission, of course, L'oreal has a vision that is carried out in realizing their mission into reality. L'Oréal's vision is to reach one billion consumers worldwide by creating beauty products that meet the infinite diversity of beauty needs desired by consumers.

Maybelline is known for its tagline that can be remembered by the public because the tagline is always present in everything related to Maybelline. Tagline "Maybe She's Born With It. Maybe It's Maybelline" in 1991. The tagline comes from Maybelline's desire to become a cosmetic brand that allows users to be able to meet all needs. This brand makes beauty affordable for women around the world, giving every woman the opportunity to maximize their beauty potential.

Characteristics of Respondents

The author in this study conducted a study on 100 respondents by providing several statements in the form of questionnaires on google form. Data analysis is carried out using a statistic calculation method whose calculation uses SPSS 25 (statistical Product and Service Solution) application tools. The use of the application is used in obtaining an overview of the questionnaire, the following will be stated the identity of respondents based on Gender, Age, occupation and income.

a. Characteristics of Respondents Based on Gender

Broadly speaking, respondents can be seen based on the gender of respondents who know Maybelline face powder products. The total number of respondents who filled out this questionnaire was 100 respondents.

It is known that the respondents who are male are as many as 13 people while the respondents who are female are as many as 87 people. Based on these data, it can be concluded that respondents are more dominated by women.

b. Characteristics of Respondents Based on Age

In this study, the authors grouped respondents by age, and divided them back into three groups, including 18-21 years, 22-24 years, and 25-28 years. The following further explanation is listed in the table below.

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It is known that the grouping of 100 respondents based on age, namely respondents aged 18-21 years amounted to 65 people, while respondents aged 22-24 years amounted to 35 people, then respondents aged 25-28 years amounted to 0 people. From these data, it can be concluded that respondents are dominated by 18-21 years old because the research was conducted on students.

c. Characteristics of Respondents Based on Occupation

In this study, researchers divided work into several groups, including students, civil servants (PNS), private employees, entrepreneurs and the option to write their respective jobs.

It is known that respondents have quite diverse jobs, namely students as many as 88 respondents, Civil Servants (PNS) as many as 0 respondents, Private Employees as many as 5 respondents, entrepreneurs as many as 0 respondents, and Others as many as 7 respondents. So it can be concluded that respondents are dominated by students.

d. Characteristics of Respondents Based on Income

In this study, the author grouped respondents based on income, and divided them into four groups, including < Rp. 3,500,000, Rp. 3,600,000 – Rp. 6,500,000, Rp. 6,600,000 – Rp. 9,500,000 and > Rp. 9,500,000.

It is known that respondents have quite diverse incomes, namely < Rp. 3,500,000 as many as 79 respondents, Rp. 3,600,000 – Rp. 6,500,000 as many as 19 respondents, Rp. 6,600,000 – Rp. 9,500,000 as many as 2 respondents, > Rp. 9,500,000 as many as 0 respondents. Based on these data, it can be concluded that respondents are dominated by income < Rp. 3,500,000.

Full results of research estimates

a. Descriptive Analysis Method

The results of the descriptive analysis test on each variable will be described in this section. The variable studied consists of independent variables, namely Product Innovation (X1), Brand Image (X2), Word of Mouth (X3), and dependent variables, namely buying interest (Y). This study uses data analysis in calculations based on answers from respondents and uses statistical calculations by utilizing computer tools through the SPSS 25 program.

It is known that respondents' assessment of Product Innovation obtained results to answer in agreement with an average total mean of 4.33 with the highest average gain of 4.37 and the lowest average of 4.26. Based on the total mean average value obtained, it can be seen that 4.33 points in the weight of the score according to the Likert scale means that respondents agree with the Product Innovation variable in influencing Buying Interest in Maybelline face powder products, besides that the lowest average in the Product Innovation variable, which is 4.26, also still means that respondents agree on the influence of Product Innovation on Buying Interest.

It is known that respondents' assessment of Brand Image obtained results to answer in agreement with a total mean average of 4.3 with the highest average gain of 4.42 and the lowest average of 4.19. Based on the average value of the total mean obtained, it can be seen that 4.3 points in the weight of the score according to the Likert scale means that respondents agree with the Brand Image variable in influencing Buying Interest in Maybelline face powder products, besides that the lowest average in the Brand Image variable, which is 4.19, also still means that respondents agree on the influence of Brand Image on Buying Interest.

It is known that respondents' assessment of Word of Mouth obtained results to answer in agreement with a total mean average of 4.29 with the highest average of 4.37 and the lowest average of 4.21. Based on the average value of the total mean obtained, it can be seen that 4.29 points in the weight of the score according to the Likert scale means that respondents agree with the Word of Mouth variable in influencing Buying Interest in Maybelline face powder products,

besides that the lowest average in the Word of Mouth variable, which is 4.21, also still means that respondents agree with the influence of Word of Mouth on Buying Interest.

It is known that respondents' assessment of Buying Interest obtained results for those who answered agreed with a total mean average of 4.40 with the highest average value of 4.50 and the lowest average of 4.29. Based on the average value of the total mean obtained, it can be seen that 4.40 points in the weight of the score according to the Likert scale means that respondents agree with the variable Buying interest in Maybelline face powder products, besides that the lowest average in the variable Buying interest, which is 4.29, also still means that respondents agree with the variable Buying interest in Maybelline face powder products.

b. Inferential Analysis Methods

1) Test Research Instruments

a) Validity Test

Basically, the use of validity tests is to test accuracy and become a measuring tool that can later reveal the validity or invalidity of a questionnaire. The calculation of the validity test is by comparing the value of r count (correlated item-total correlation) with r table and if obtained r count > r table (at a significant rate of 0.05) then the statement is declared valid. In this study, all statements have different amounts, therefore the researchers calculated by taking the average number per variable to test for validity. In this study using r count 5% where n = 100, then obtained r table (0.05) = 0.195 and overall the variables used in this study get the results of r count > r table.

Table 1. 1 Validity Test

Variable	r calculate	R _{Table}	Decision
Product Innovation (X1)	0,766	0,195	Valid
Brand Image (X2)	0,735	0,195	Valid
Word Of Mouth (X3)	0,702	0,195	Valid
Buying Interest (Y)	1	0,195	Valid

Results

Source : SPSS 25

Based on the table and with the use of calculations using spss 25, the data tested on 100 respondents concluded that all variables namely Product Innovation, Brand Image, and Word of Mouth were declared valid. This can be seen in the calculation results in the table above, where r counts > r table.

b) Reliability Test

In reliability tests, it is used in order to find out if the measuring instrument can get accurate and consistent measurements when re-measured. In this study using the Cronbach Alpha method. Basically, the reliability test itself is the next step after the validity test, where the items or

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statements entered in the reliability test are valid items or statements only. In reliability tests, in determining whether the instrument is reliable, a limit of 0.6 is used, here are the test results

Table 1. 2 Reliability Test Results

Variable	<i>Cronbach Alpha</i>	Limitati on	Decision
Product Innovation (X1)	0,720	0,6	Reliable
Brand Image (X2)	0,670	0,6	Reliable
<i>Word Of Mouth</i> (X3)	0,804	0,6	Reliable
Buying Interest (Y)	0,798	0,6	Reliable

Source : SPSS 25

Based on the table above, it is known that the Cronbach Alpha value for the variables Product Innovation, Brand Image, and Word of Mouth is above the limit of above 0.6. Therefore, the value of the measuring instrument is reliable or can be said to have met the requirements of reality.

2) Classical Assumption Test

a) Test normality

In general, normality tests are carried out in order to find out whether in the regression model, independent variables and dependent variables are both normally distributed or not normally distributed. The normality test is carried out using the Kolmogorov-Smirnov test with the determination that if it is significant below 0.05 then the data is abnormal or in other words the data has a significant difference with the standard normal data, and if the significant value is above 0.05 then the data is normal which means there is no significant difference between the tested data and the standard normal data, Here is the normality test table:

Based on the results of the normality test above, it is known that a significant value is obtained of 0.200. This means that the significant number is greater than 0.05, so it can be concluded that the data is normally distributed.

b) Multicollinearity test

In the multicollinearity test, it is seen from the value of variance inflation factor (VIF) and tolerance. The multicollinearity test can be said to be good and positive if there are no symptoms of multicollinearity provided that the tolerance value > 0.1 (0.100) and the VIF value < 10.00 (10.000). The following table of multicollinearity test results

For the results of Product Innovation VIF (X1) of 2,846, Brand Image (X2) of 2,221, and Word of Mouth (X3) of 2,335. This means that the VIF value of the variables Product Innovation, Brand Image, and Word of Mouth is less than 10. As for the tolerance value, the results of Product Innovation (X1) are 0.351, Brand Image (X2) is 0.450, and Word of Mouth (X3) is 0.428. This means that the tolerance value of the variables Product Innovation, Brand Image and Word of Mouth is more than 0.1. Based on these results, it is known that the VIF value of the three variables is less than 10 and the tolerance value of the variables Product Innovation, Brand Image and Word of Mouth is more than 0.1 so it can be concluded that in this study data there are no symptoms of multicollinearity.

c) Autocorrelation test

In the autocorrelation test to determine whether or not there are deviations that occur between residuals for other observations in the regression model. In this study, the autocorrelation

test uses the Durbin Watson (DW) method by comparing DW values with DW tables, along with the results of the autocorrelation test.

Based on the results of the autocorrelation test above, it is known that Durbin Watson's value is 2.055. Durbin Watson table value with a significant level of 5% with a sample number of 100 (n) and the number of free variables 3 (k = 3) then obtained the Durbin Watson table value namely dL = 1.613 and dU = 1.736. Based on the calculation of dU, namely $4 - dU = 2.264$, it is known that the results that $dU < dW < 4 - dU$ ($1.736 < 2.055 < 2.264$), then based on these results it can be concluded that there are no symptoms of autocorrelation.

d) Heteroscedasticity Test

In the heteroscedasticity test, it is carried out to test whether in a regression model, there is a variance inequality from residual from one observation to another observation with the GIS benchmark must show a number above 0.05 following the results of the heteroscedasticity test it is known that the sig number of the variables studied is Product Innovation (X1) of 0.790, Brand Image (X2) of 0.322, and Word of Mouth (X3) of 0.147. Based on the results of the GIS value, it can be concluded that in this study there is no heteroscedasticity problem.

Model Due Diligence

a. Test F

The F test is used to test the significance of the independent variable against the dependent variable. In this test, it is seen whether the analyzed model has a high level of model feasibility, namely the variables used are able to explain the analyzed model.

it is known that the Fcalculate value is 66.743 with a significance of 0.000. The Ftable value of the residual free degree (df) value is 96 as the denominator df and the regression df (treatment) is 3 as the numerator df with a significant level of 5% so that Ftable $\alpha = 5\%$ is 2.70 Therefore, it is known that Fcalculate is greater than Ftable ($66.743 > 2.70$) with a significant level of $0.000 < 0.05$ then it can be concluded that Ho is rejected and Ha is accepted. So the result is that Product Innovation, Brand Image and Word of Mouth together have a positive and significant effect on buying interest in Maybelline face powder products.

b. Test Coefficient of Determination (R2)

The coefficient of determination (R2) is carried out to determine the suitability or accuracy of the analysis model made. The greater the value of the coefficient of termination (R2), the better the ability of the independent variable to explain the dependent variable, along with the results of the coefficient of determination.

It is known that the value of R Square is 0.676 and when calculated by the formula the coefficient of determination is $KP = 0.676 \times 100\% = 67.6\%$. So that the value of the coefficient of determination (R2) of 67.6% is obtained, which means that the variables Product Innovation, Brand Image and Word of Mouth influence Buying Interest in Maybelline Face Powder Products by 67.6% while for the remaining 32.4% is influenced by other variables that were not analyzed in this study.

4) Multiple Linear Regression Analysis

Multiple linear regression analysis discusses the extent to which the independent variable affects the dependent variable. In this study, the independent variable in question is product innovation (X1), kettle image (X2), word of mouth (X3), while the variable tied to this study is buying interest (Y).

Based on the results of multiple linear regression analysis referring to the table above, the multiple linear regression equation can be known as follows:

$$Y = 0.366 X1 + 0.329 X2 + 0.219 X3$$

$$Y = \text{Buying Interest}$$

X1 = Product Innovation X2 = Brand Image X3 = Word of Mouth

Based on the regression equation above, it can be explained that the Product Innovation variable has a regression coefficient of 0.366 which means that if Product Innovation increases by one unit, the purchase interest score will increase if the Brand Image and Word of Mouth variables are constant.

The Brand Image variable has a regression coefficient of 0.329 which means that if the Brand Image increases by one unit, the Buying Interest score will increase if the Product Innovation and Word of Mouth variables are constant.

The Word of Mouth variable has a regression coefficient of 0.219 which means that if the Word of Mouth increases by one unit, the Buying Interest score will increase if the Product Innovation and Word of Mouth variables are constant.

Based on these data, the results show that the three independent variables namely Product Innovation, Brand Image and Word of Mouth have a positive influence on the variables tied to Buying Interest. Therefore, if the variables Product Innovation, Brand Image and Word of Mouth increase, the Buying Interest variable will also increase.

5) Hypothesis Testing (Test t)

The t test is carried out to test the significance of the partial coefficient and to determine whether or not the role of each independent and dependent variable is real. In hypothesis testing (t-test) using a significant level of 0.05 and two sides. In addition, hypothesis testing (t test) also uses t-test statistics by comparing tcount and ttable values.

The calculated value for Product Innovation is 3.735 at a significant level of 0.000 while ttable with $df = n - k - 1$ ($100 - 3 - 1 = 96$) a significant level of 0.05 is obtained a figure of 1.984 Because $t_{count} > t_{table}$ ($3.735 > 1.984$) then the first hypothesis is accepted. This means that the Product Innovation variable has a positive and significant effect on Buying Interest.

For the second variable, the calculated value for Brand Image is 3.797 at a significant level of 0.000 while ttable with $df = n - k - 1$ ($100 - 3 - 1 = 96$) a significant level of 0.05 is obtained a number of 1.984 Because $t_{count} > t_{table}$ ($3.797 > 1.984$) then the second hypothesis is accepted. This means that the Brand Image variable has a positive and significant effect on Buying Interest.

For the third variable, the calculated value for Word of Mouth is 2.471 at a significant level of 0.015 while ttable with $df = n - k - 1$ ($100 - 3 - 1 = 96$) a significant level of 0.05 is obtained a number of 1.984 Because $t_{count} > t_{table}$ ($2.471 > 1.984$) then the third hypothesis is accepted. This means that the Word of Mouth variable has a positive and significant effect on Buying Interest.

1. The Influence of Product Innovation on Buying Interest

Based on the results of the research conducted, that the variable of product innovation has a positive and significant influence on the interest in buying Maybelline face powder products. This is one of the factors driving consumer interest in Maybelline face powder products, so that more product innovation means more consumer interest in buying it.

In general, the definition of product innovation is an activity carried out to improve, improve, or develop quality and create new products that can meet the needs and desires of consumers so that buying interest in a product arises.

Product innovation is considered capable of influencing buying interest in maybelline face powder products, this is in line with research conducted by Alan Fabuari (2021) in his research The Influence of Product and Service Innovation on Consumer Buying Interest Jhon's Bakery in Batam City stated that product innovation has a significant influence on buying interest.

2. The Influence of Brand Image on Buying Interest

Based on the results of research that has been done, that the brand image variable has a positive and significant influence on buying interest in Maybelline face powder products. This means that the better Maybelline's brand image, the greater the desire of consumers to buy Maybelline face powder products. This is because consumers will more easily believe in a brand that has a good image in the public and has a trustworthy image. Basically, consumers have the behavior to research and look first for the brand, whether the brand is good enough and trustworthy or not, because if the brand has a bad track record, it is difficult for consumers to have an interest in an untrustworthy image, If a brand can be trusted and considered to have a good image, consumers will feel interested, Especially in buying interest in Maybeline face powder products.

Brand image is a representation of the overall perception of the brand and is formed from information and past experience of the brand, Brand image is related to attitudes in the form of brand beliefs and preferences. Brand image variables are considered capable of influencing buying interest in maybelline facial powder products, this is in line with research conducted by Hermanto and Saputra (2019) conducting brand image research on buying interest. The results of the study prove that a good brand image can affect consumer buying interest.

3. The Effect of Word of Mouth on Buying Interest

Based on the results of research that has been done, that the Word of Mouth variable has a positive and significant influence on buying interest in Maybelline face powder products. This means that the higher the Word of Mouth, the higher consumer buying interest in Maybelline face powder products, this is because consumers tend to trust the words of people, be it friends, colleagues, or reviews from people, so potential customers will be more interested in a product and buying interest in the product is higher.

In general, Word of mouth is person-to-person communication between the source of the message and the recipient of the message where the recipient of the message receives the message in a non-commercial way about a product, service, or brand.

Word of Mouth is considered capable of influencing buying interest in Maybelline face powder products, this is in line with research conducted by Arlincia Chandra Yudha, Rezi Erdiansyah (2022) stated that Word of Mouth has a positive and very significant effect on buying interest in Koi Café products.

CONCLUSION

The purpose of this study was to analyze the influence of Product Innovation, Brand Image and Word of Mouth on Buying Interest in Maybelline face powder products in Gen-z. Based on the data of problem formulation and discussion, the following conclusions can be drawn: Product Innovation has a positive and significant influence on the interest in buying Maybelline face powder products in Gen-z. This shows that, if product innovation is of high quality and increasingly attractive, it will be followed by an increase in consumer interest in Maybelline face powder products, and vice versa if there is a decrease in Product Innovation, it will be followed by a decrease in buying interest in Maybelline face powder products. Brand Image has a positive and significant influence on the purchase interest of Maybelline face powder products in Gen-z. This shows that, if there is an increase in Brand Image, it will be followed by an increase in consumer interest in Maybelline face powder products, and vice versa if there is a decrease in Brand Image, it will be followed by a decrease in buying interest in Maybelline face powder products. Word of Mouth has a positive and significant influence on the purchase interest of Maybelline face powder products in Gen-z. This shows that, if there is an increase in Word of Mouth, it will be followed by an increase in consumer interest in Maybelline face powder products, and vice versa if there is a

decrease in Word of Mouth, it will be followed by a decrease in buying interest in Maybelline face powder products.

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