The Influence of Product Quality, Brand Image and Electronic Word of Mouth on Interest in Buying Ms Glow Body Lotion on Shopee Ecommerce for National University Students

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Abstract:

This study aims to determine the effect of the independent variables in this study in the form of product quality variables, brand image variables and electronic word of mouth variables on the dependent variable of this study changing interest in buying Body lotion Ms glow. The method in this study is descriptive - quantitative with a population of respondents or more specifically consumers of Ms. Glow's body lotion. The sample which is the research respondent is 96 with non-probability sampling technique. In using the non-probability sampling technique, it is expected that the sample is in accordance with the terms or criteria needed in this study. The data used is in the form of primary data by distributing questionnaires with the model test in the form of multiple linear regression processed using SPSS 23. The results were found after being analyzed using data processing with the following conclusions that product quality, brand image and electronic word of mouth have a positive and significant effect on buying interest. Previously tested against statement items which were declared valid and reliable.

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

INTRODUCTION

Currently, technological developments continue to increase, making human needs and desires change. This development emerged innovations - innovations that developed ranging from food, beverages, health, beauty to body care. Business growth that is growing and increasing makes the company must continue to determine the right marketing strategy so that the company is able to survive in the midst of business competition. Currently, consumers are starting to be selective in determining and choosing a product to use. This happens because the development of technology and information that is growing rapidly makes consumers able to obtain information and knowledge. Companies must be able to design strategies so that consumers give a positive response to the products offered.

Competition between personal care industry markets is increasingly competitive. This is proven by the many types of body lotions produced domestically and produced abroad circulating in Indonesia. One of the beauty products that is viral and favored by teenagers to adults is Ms. Glow's beauty products. Ms Glow is a skincare and cosmetics that has obtained BPOM certificates such as halal certificates at the Indonesian government, Ms Glow was founded in 2013 by Shandy

Purnamasari and Maharani Kemala. One of them is body lotion products, Ms Glow's body lotion products have competitors such as Nivea, Vaselline, Dosting, D'Savlor, Hb Whitening, Beauty lotion, The Body Shop and Mimi White.

Shopee has been known as one of the market places that dominate the market in Southeast Asia such as Indonesia, Singapore, Thailand, Malaysia, the Philippines, and also Taiwan. One of the people who contributed greatly to the development of Shopee has the full name Chris Zhimin Feng. This young man became known as Chris Feng. Shopee is the leading online shopping platform in Southeast Asia and Taiwan. Launched in 2015, Shopee is a platform tailored for each region and provides customers with an easy, secure, and fast online shopping experience through strong payment and logistics support. The following will be displayed Table of Top Best-Selling Body Lotion Brands on Shopee in the period 1-15 August 2021.

Table 1. Top Best-Selling Body Lotion Brands in Shoppe from August 1-15, 2021

Brand	Percentage
Scarlett Whitening	29,3%
Nivea	5,2%
Vaseline	4,6%
Dosting	4,4%
Ms Glow	2,5%
D'Savlor	1,9%
Hb Whitening	1,9%
Beauty Lotion	1,7%
The Bosy Shop	1,7%
Mimi White	1,5%

Source: compass.co.id (2022)

Based on Table 1. it can be seen that the best-selling body lotion data at shopee Ms Glow is the 5th market share ruler who competes with the top 4 body lotion brands, including the first order is scarlett whitening and in the next order there is nivea, Vaseline, dosting. Ms Glow only had a yield of 2.5%. The data above can illustrate the problem of buying Ms Glow's body lotion consumers at shopee, which can be influenced by product quality (X1), *brand image* (X2), *electronic word of mouth* (X3).

Buying interest is a desire to buy a product or service due to both external and internal influences where previously an evaluation of the product or service to be purchased was carried out. Buying interest can be increased by paying attention to factors, including internal factors and external factors. The driving factors that come from internal factors are beliefs, family, and self, while the driving factors that come from external factors are outside self, friends, and sales.

Product quality can affect buying interest (NR Halim 2019) According to Kotler and

Armstrong (2012: 283) product quality is related to the ability of a product to carry out its functions, including the overall product, reliability, accuracy, ease of operation and repair, and other valuable attributes. According to Gaol et.al (2016: 127) suggests that quality is the ability of a product to fulfill its functions. According to Weenas (2013: 609) product quality is the ability to carry out its functions, including reliability, durability, accuracy, ease of operation, and product repair, as well as other valuable attributes. Companies need to continue to improve the quality of their products or services because improving product quality can make consumers feel satisfied with the products or services they buy, and will influence consumers to make buying interest.

Brand image can influence buying interest (Zahra Dhaefina 2021) According to Kotler &; Keller (2012: 248), beliefs and perceptions possessed by a consumer such as a memory about a product that reflects something when hearing a slogan about a product embedded in the mind of consumers is an explanation of brand image. In this case, it shows that a brand that is well known by the public, it can make consumers believe in the product and there is an interest in buying the product.

Electronic Word of Mouth can influence buying interest (Sypha Rachmayati 2022) e-WOM is a positive or negative statement made by customers, actual, or former customers about a product or company made for many people and institutions through the internet. The exchange of information through E-WOM is an important medium for consumers to get information about product quality and service quality from a company or manufacturer. E-WOM is effective in reducing the risk and uncertainty experienced by consumers when buying products or services, so that consumer purchase interest can be influenced.

The purpose of this study is to know and analyze the influence of Product Quality, *Brand Image* and *Electronic Word of Mouth on the buying interest of Ms Glow Body lotion on* ecommerce *shopee at National University Students: 1) To know and analyze Product Quality on the buying interest of Ms Glow Body* lotion *in ecommerce* shopee on National University Students. 2) To find out and analyze *Brand Image* on the interest in buying Ms Glow Body lotion on ecommerce shopee at National University Students. 3) To know and analyze *Electronic Word of Mouth* on the interest in buying *Ms Glow* Body lotion *on ecommerce shopee for National University Students.*

RESEARCH METHODS

In this study, researchers used questionnaires Data retrieval techniques through distribution which include instruments, especially to collect data by providing several questions in writing to respondents to answer. Researchers use questionnaires because it is a very efficient and effective data collection technique by knowing the variables to be measured as well as understanding what to expect. According to Sugiyono (2015) there are 5 categories of answers.

Table 2. Like Art Scale Measurement

Answer Categories	Score
Strongly disagree.	**1**
Disagree.	**2**
Neutral.	**3**

Agree.	4
Totally Agree	5

In this study the author collected data by distributing questionnaires directly to respondents of the general public in East Jakarta or field research for primary data, this research was conducted by:

Survey

It is a way of making direct observations of the environment of national university students.

Questionnaire

It is a way to ask several things related to the subject matter under study, then the results of the question will be tested with the criteria set.

Operational Definition

The variables used in this study are independent variables and dependent variables:

Independent Variable

The independent variable that affects or causes its change or the emergence of a dependent variable.

Dependent Variable (Bound)

Dependent variables are those that are affected or that are the result of the existence of Independent variables.

RESULTS AND DISCUSSION

Based on the results of research analysis and discussion on "The Effect of Quality on Products, *Brand Image* and *Electronic Word of Mouth* on Ms Glow's body lotion buying interest in *ecommerce* shopee for National University Students.". The discussion of the results of this study begins with descriptive analysis (description of research variables) and then continues with hypothesis testing. In the previous chapter, it has been explained that the collection of research data was carried out by giving questionnaires to research respondents, namely the interest in buying Ms Glow's body lotion. In this study, 96 questionnaires were distributed to 96 respondents. The questionnaire was distributed as many as 96 sheets, so the response rate was 96%. The questionnaires that were answered were complete and worthy of analysis in this study as many as 96 questionnaires. Details of obtaining questionnaires in this study can be seen in the appendix of the data recapitulation. Once the data is collected, it is edited, coded, and tabulated. It was further analyzed with the help of the IBM SPSS 23 for Windows computer statistics program.

Brief History of the Company

Ms Glow is a local product founded in 2013 by Shandy Purnamasari and Maharani Kemala. Initially, Ms. Glow was founded because of the hobby of the founders who wanted to always look beautiful and healthy. Armed with this desire to create Ms Glow in July 2016 which offers cosmetic and skin care products for the body. The name Ms Glow is taken from the abbreviation of the brand

motto, namely. Magic For Skin, with this name the founders hope that Ms Glow can become a skincare product that is a solution for all circles.

Ms. Glow was born from the thoughts of two founders who have the same vision and mission, which is to provide convenience in terms of skin health care and raise local products for cosmetics and skin care in order to compete in the era of globalization. Ms Glow's target market is all men, both men and women, who need care from the age of 17 years, to old age and also pregnant and lactating women. Ms Glow products have been clinically tested and certified BPOM and Halal so that for use for pregnant and lactating women, safety is guaranteed. One of the ecommerce used to sell ms glow body lotion products is through the shopee application.

Description of Respondents

The following will describe the identity of respondents based on gender, age and income of respondents to get a general idea of the characteristics of respondents. For the purpose of collecting information that will be used as research material, especially by selecting a sample of 96 people.

Characteristics of respondents by gender

The results of the study with 96 respondents or samples, namely those who were interested in buying Ms *Glow Body lotion* products, it is known that the percentage of respondents based on gender was obtained in the following table:

Table 3. Characteristics of respondents by gender

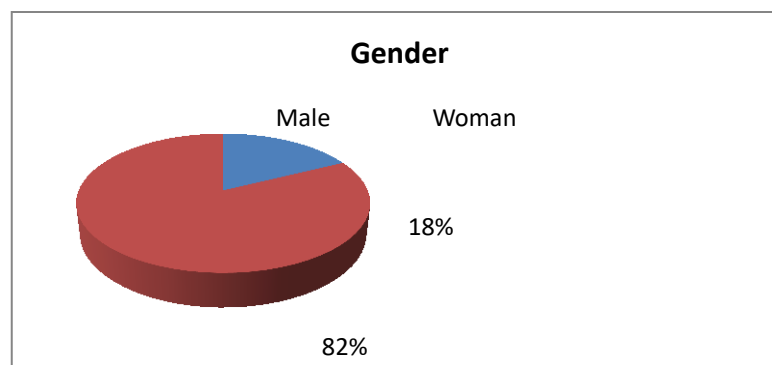| No	Gender	Sum Respondents	Percentage
1	Male	17	17,7
2	Woman	79	82,3
	Sum	96	100

Source : Data processed from questionnaire results, 2023

Figure 1. Characteristic Diagram by Gender

Based on table 3. and figure 1, it can be seen that the number of respondents interested in buying Ms Glow *Body lotion* at National University by Gender, namely Male respondents as many

as 17 people with a percentage of 18% and for Female respondents as many as 79 people with a percentage of 82%. Based on the results of gender characteristics, there is an illustration that women are on average attracted to ms glow *body lotion* products compared to men. This illustrates the target market of ms glow *body lotion* is women.

Characteristics of respondents by age

The results of the study with 96 respondents or samples, namely those who are interested in buying Ms *Glow Body lotion* products, it is known that the percentage of respondents based on age is obtained in the following table:

Table 4. Characteristics of respondents by age

No	Age	Number of Respondents	Percentage
1	18 years - 22 years	77	**80,2**
2	22 years - 25 years	17	**17,7**
3	25 years - 30 years	2	**2,1**
Sum		**96**	**100**

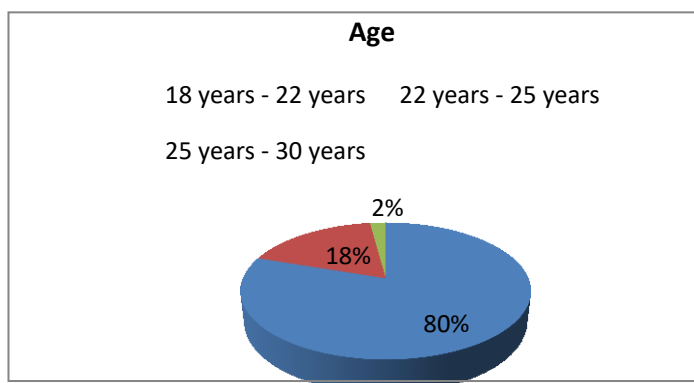Source: Data processed from questionnaire results, 2023

Figure 2. Diagram of respondent characteristics by age

Based on table 4.2 and figure 4.2, it can be seen that the number of respondents interested in buying Ms Glow *Body lotion* at National University by age is 77 people aged 18 years - 22 years with a percentage of 80%, respondents aged 22 years - 25 years as many as 17 people with a percentage of 18% and for respondents aged 25 years - 30 years as many as 2 people with a percentage of 2%. The target market for ms glow body lotion in ecommerce shoppe for national university students is 18-22 years old is Gen Z.

Characteristics of respondents by income

The results of the study with 96 respondents or samples, namely those who are interested in buying Ms *Glow Body lotion* products, it is known that the percentage of respondents based

on income is obtained in the following table:

Table 5. Characteristics of respondents by income

No	Income	Number of Respondents	Percentage
1	IDR 1.000.000,- - IDR 3.000.000,-	77	**80,2**
2	IDR 3.000.000,- - IDR 6.000.000,-	15	**15,6**
3	IDR 6.100.000,- - IDR 7.000.000,-	4	**4,2**
Sum		96	100

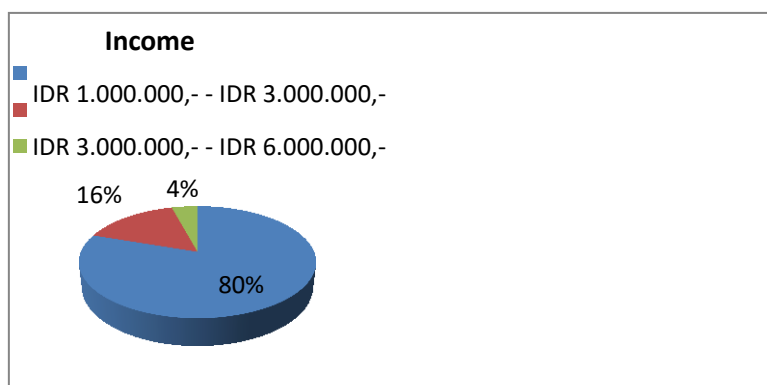Source: Data processed from questionnaire results, 2023

Figure 3. Diagram of respondent characteristics by income

Based on table 4.3 and figure 4.3, it can be seen that the number of respondents interested in buying Ms Glow *Body lotion* at National University by Age are respondents who earn Rp. 1,000,000,- - Rp. 3,000,000, - as many as 77 people with a percentage of 80%, respondents who earn Rp. 3,000,000,- - Rp. 6,000,000, - as many as 15 people with a percentage of 16% and for respondents who earn Rp. 3,000,000, - - Rp. 6.000.000,- as many as 4 people with a percentage of 4%.

Based on the results above, it can be said that from the sample taken as many as 96 respondents, the most respondents were obtained, namely respondents who earned Rp. 1,000,000,- - Rp. 3,000,000, - as many as 77 people with a percentage of 80% of National University students earning a lot. This illustrates that Ms Glow's body lotion products are affordable among National University students.

Descriptive Analysis

Descriptive Analysis of Product Quality, Brand Image and Electronic Word of Mouth on Buying Interest is an analysis taken from questionnaire data distributed to consumers interested in buying Ms Glow Body lotion at National University. This study was conducted to determine the effect of Product Quality, *Brand Image* and *Electronic Word of Mouth* on Ms Glow's Body Lotion Buying Interest in *Shopee* Ecommerce

In National University Students based on the results of quantitative answers using Likert scale.

Table 6. Likert Scale Instrument

Statement	Score Weighting
Strongly Disagree	1
Disagree	2
Nervous	3
Agree	4
Totally Agree	5

Source: (Sugiyono, 2015)

Based on the statements on the questionnaire that have been submitted to respondents, various kinds of perceptions of the independent variables, namely Product Quality (X1), *Brand Image (X2) and* Electronic Word of Mouth *(X3)* on the dependent variable, namely Buying Interest (Y), each of which has different statement items. Data analysis in research using statistical calculation methods using SPSS program calculation tools version 23, with the following results:

Product Quality (X1)

The average value of each indicator in the Product Quality variable (X1) can be seen in the table as follows:

Table 7. Descriptive Analysis of Product Quality Variables (X1)

No	Product Quality Statement (X1)	Mean
1	Ms Glow's body lotion can soften my skin	3,99
2	Ms Glow body lotion provides long-lasting softness and fragrance	4,1
3	Ms Glow body lotion is able to make skin brighter	3,99
4	Ms glow's body lotion is very good because it suits my skin	3,97
5	Ms Glow body lotion has an attractive packaging (Tube)	4,07
6	*Overall Ms Glow's products are of excellent quality*	4,14
Total Average Mean *Product Quality*		**24,26**

Source: Data processed from questionnaire results, 2023

Based on table 4.5 shows that of the 96 respondents studied, the score obtained by the average Product Quality (X1) in general is 24.26, this shows that every variable indicator of Product Quality asked to respondents obtained answers at least hesitant. The highest average mean value is found in the sixth statement with a value of 4.14 and the lowest average mean value is found in the fourth statement with a value of 3.97

Brand Image (X2)

The average value of each indicator in the *Brand Image* variable (X2) can be seen in the table as beikut:

Table 8. Descriptive Analysis of *Brand Image Variables* (X2)

No	Brand Image *Statement* (X2)	Mean
1	*Ms Glow body lotion* is one of the products in Ms Glow that is well known for its good image	**4,06**
2	Ms Glow body lotion is a product that is well known for its quality	**4,11**
3	Ms Glow body lotion is a product that has good quality and is very useful for its use	**4,02**
Total Average Mean *Brand Image*		**12,2**

Source: Data processed from questionnaire results, 2023

Based on table 4.6 shows that of the 96 respondents studied, the score obtained by the average Brand Image *(X2) in general is 12.2, this shows that every indicator of the* Brand Image variable asked to respondents obtained answers at least agree. The highest average mean value is found in the second statement with a value of 4.11 and the lowest average mean value is found in the third statement with a value of 4.02.

Electronic Word of Mouth

The average value of each indicator in the Electronic *Word of Mouth variable*
(X3) can be seen in the table as beikut:

Table 9. Descriptive Analysis of *Electronic Word of Mouth* (X3) Variables

No	Electronic Word of Mouth *Statement* (X3)	Mean
1	I get a lot of reviews about *Ms Glow* body lotion products on *shopee ecommerce*	**4,06**

2	I got *Ms Glow's* body lotion product recommendation on *shopee ecommerce*	**4,16**
3	I got information about the quality of *Ms Glow's* body lotion	**4,18**
Total Average Mean *Electronic Word of Mouth*		**12,4**

Source: Data processed from questionnaire results, 2023

Based on table 4.7 shows that of the 96 respondents studied, the score obtained by the mean Electronic Word of Mouth *(X3) in general is 12.4, this shows that every indicator* of the Electronic Word of Mouth variable asked to respondents obtained answers at least agreed. The highest average mean value is found in the third statement with a value of 4.18 and the lowest average mean value is found in the first statement with a value of 4.06.

Buying Interest (Y)

The average value of each indicator in the variable Buy Interest (Y) can be seen in the table as beikut:

Table 9. Descriptive Analysis of Buying Interest Variables (Y)

No	Statement of Purchase Interest (Y)	Mean
1	I am interested in buying Ms Glow body lotion products because of the good quality	4,14
2	I am willing to recommend *Ms Glow* body lotion products to others	4,03
3	Ms Glow's *body lotion* products caught my attention more	4,04
4	I am always looking for information related to products *Ms Glow* body lotion	4,06
Total Average Mean Buying Interest		**16,23**

Source: Data processed from questionnaire results, 2023

Based on table 4.8 shows that of the 96 respondents studied, the score obtained by the average Buying Interest (Y) in general is 16.23, this shows that each indicator of the Buying Interest variable asked to respondents obtained answers at least agreed. The highest average mean value is found in the first statement with a value of 4.14 and the lowest average mean value is found in the second statement with a value of 4.03

Discussion

Based on the results of the research that the researchers conducted, it was found that the Product Quality variable had a positive and significant effect on the Interest in Buying Ms Glow Body Lotion at Ecommerce shopee in National University Students. This is evidenced by the results of the t-test test variable Product Quality on Buying Interest showing a tcount of 4.046 and a significant value of 0.000 which is smaller than 0.05. This positive influence means that the higher

the Product Quality provided by the company, the higher the Interest in Buying Ms Glow Body Lotion at National University and vice versa, the lower the Product Quality provided by the company, the lower the Interest in Buying Ms Glow Body Lotion at Ecommerce shopee at National University Students. According to the average result, the mean of the overall Product Quality variable identifies that Product Quality gets a good value. Of the largest mean obtained from the sixth statement, overall Ms. Glow's product has excellent quality, which is 4.14.

Based on the results of the research that the researchers conducted, it was found that the Brand Image variable had a positive and significant effect on the Interest in Buying Ms Glow Body Lotion at Ecommerce shopee in National University Students. This is evidenced by the results of the Brand Image variable t test on Buying Interest showing a tcount of 2.239 and a significant value of 0.028 which is smaller than 0.05. This positive influence means that the higher the Brand Image given by the company, the higher the Interest in Buying Ms Glow Body Lotion on Ecommerce shopee for National University Students and vice versa, the lower the Brand Image given by the company, the lower the Interest in Buying Ms Glow Body Lotion on Ecommerce shopee for National University Students. According to the average results, the mean of the Brand Image variable as a whole identifies that Brand Image gets a good value. Electronic Word of Mouth on Buying Interest

Based on the results of the research that the researchers conducted, it was found that the Electronic Word of Mouth variable had a positive and significant effect on the Interest in Buying Ms Glow Body Lotion at Ecommerce shopee in National University Students. This is evidenced by the results of the Electronic Word of Mouth variable t test test on Buying Interest showing a tcount of 2.106 and a significant value of 0.038 which is smaller than 0.05. This positive influence means that the higher the Electronic Word of Mouth given by the company, the higher the Interest in Buying Ms Glow Body Lotion on Ecommerce shopee for National University Students and vice versa, the lower the Electronic Word of Mouth given by the company, the lower the Interest in Buying Ms Glow Body Lotion on Ecommerce shopee for National University Students. According to the average results, the mean of the Electronic Word of Mouth variable as a whole identifies that Electronic Word of Mouth gets a good score.

CONCLUSION

Based on the results of research and explanations from the previous chapter, as well as discussions accompanied by theories and concepts that support this research entitled The Effect of Product Quality, *Brand Image* and *Electronic Word of Mouth* on Ms Glow's *Body Lotion* Buying Interest *in Ecommerce* shopee on National University Students in the form of data analysis from the discussion that has been carried out then the following conclusions are obtained: 1) Product Quality has a positive and significant effect on Interest in Buying *Ms Glow Body Lotion on Ecommerce shopee on National University Students, which means if Product Quality increases then Interest in Buying* Ms Glow *Body* Lotion *on* Ecommerce shopee on National University Students will increase. 2) *Brand* Image has a positive and significant effect on the Interest in Buying Ms Glow Body Lotion on Ecommerce shopee on National University Students, which means that if Brand *Image* increases, the Interest in Buying *Ms Glow* Body Lotion *on* Ecommerce shopee on National University Students will increase.

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Electronic Word of Mouth has a positive and significant effect on the Interest in Buying Ms Glow Body Lotion on Ecommerce shopee on National University Students, which means that if Electronic Word of Mouth increases, the Interest in Buying *Ms Glow* Body Lotion on Ecommerce shopee on National University Students *will increase.*

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