

Decision to Purchase Ms Glow Skincare at the Village Community of Pekan Dolok Masihul, North Sumatra: Viewed from Product Development and Prices

Selvi Ardianti^{1*}, Hardi Mulyono², Abd. Rasyid Syamsuri³, Lukman Nasution⁴

¹⁻⁴*Faculty of Economy, Universitas Muslim Nusantara Al-Washliyah, Medan, Indonesia.*

*Email: selviardiyanti@umnaw.ac.id, hardimulyono@umnaw.ac.id,
abd.rasyidsyamsuri@umnaw.ac.id, lukman@umnaw.ac.id*

Abstract

This study aims to analyze the effect of product development and price on purchasing decisions for Ms Glow Skincare in the Pekan Dolok Masihul Village Community, Serdang Bedagai Regency, North Sumatra Province. Explanatory research is the methodology employed. From January 2022 to March 2022, this study was conducted. In this study, questionnaires with a Likert scale, documentation studies, and observation methods were employed to collect data. 300 participants made up the study's population, and 75 were selected for the sample using the Slovin formula with an a value of 10%. Multiple linear regression using the SPSS program is the analytical tool employed. The results of the partial test demonstrate that product development significantly and favorably influences consumer purchasing behavior. Price has a positive and significant impact on purchasing decisions in part. Then, concurrently, product development and price have a positive and significant impact on consumers' purchase choices for Ms. Glow Skincare in the Serdang Bedagai Regency, North Sumatra Province's Pekan Dolok Masihul Village Community.

Keywords: *Product Development, Prices, Decision to Purchase*

1. Introduction

The business environment is becoming more competitive because every firm strives to expand its market share and acquire as many new customers as possible. To do this, every businessperson must be able to seize every chance and potential within the organization. The strategies that the company will employ will be influenced by changes in an increasingly global business environment and quickly changing economic events. Every business actor must work harder to survive.

People's needs for skincare are increasing in recent years. An key component in supporting attractiveness is having beautiful, healthy facial skin. Skincare, also known as facial skin care, is one of the efforts made to preserve, look after, and maintain the quality of the skin so that it can appear lovely, healthy, and attractive to the eye. Additionally, taking care of one's facial skin is a sign of respect, care, and admiration for oneself and others. Everyone aspires to have facial skin that is supple, radiant, and youthful due to societal beauty standards.

According to [Compas.co.id](https://compas.co.id), the MS. Glow product, also known as MG, is the top brand in terms of popularity and sales for the period from January 1 to February 18, 2021. This demonstrates that the MG brand is the kind of product that is frequently used by different groups. When choosing a product to buy, consideration will be given to this favorite brand. Ms Glow is one of the skincare and cosmetic products, where this local product is in great demand by everyone, because Ms Glow herself already has Aesthetic Clinics in several big cities in Indonesia, seeing that not many skincare products in circulation have their own clinics, which is what makes Ms Glow Glow is getting more and more popular. Not only that, Ms Glow also has a BPOM permit and is also halal certified. Ms Glow is one of the Indonesian (local) cosmetic brands that won the award with a record product sales of more than two million per month.

Product development, according to Abdullah and Tantri (2017), is whatever the market offers to garner interest, be bought, used, or consumed, and which can satiate wants or needs according to the times. The definition of price is the sum of money (financial unit) or other feature (non-financial) that demonstrates a specific need for a good or the exchange of money for ownership rights. According to Hasan (2013), pricing is a sound price decision if it is able to reflect all the interests of the company, thus the company must understand the variables that will directly effect the established price level. As a corporate entity, the company's primary goal is to satisfy customer demands and wants. A company's comprehension of consumer behavior determines its level of success. The decision to purchase a product or service is made by an individual or group after considering all of the available options. According to Kotler et al. (2011), customers really make product purchases during the purchase choice stage of the decision process. The Ms.Glow Basic Facial Package's type and price list are displayed in Table 1:

Table 1. The Ms.Glow Basic Facial Package's Type and Price List

No	Type	Price (Rp)
1	Whitening series package	Rp 300.000
2	Acne series package	Rp 300.000
3	Luminous Package	Rp 300.000
4	Ultimate series package	Rp 300.000

Source: Ms. Price List Glow, 2022

Product category Skin that seems more evenly brighter, healthier, and glowing can benefit from the Whitening Series Ms. Glow. Acne Series Ms. Glow can help with oil control, acne removal, and inflammation reduction. The Acne Series can also give skin a vibrant, healthy appearance. For removing spots, reducing hyperpigmentation, and anti-aging, apply Ultimate Series Ms. Glow. The skin will also appear radiant and vibrant. For the look of healthy skin that is bright uniformly, glowing, and devoid of acne blemishes, apply Luminous Ms. Glow. Table 2 contains the type and cost breakdown for the Kedas Beauty Package.

Table 2. Types and Price List of Kedas Beauty Packages

No	Jenis	Harga
1	Body Serum + Sabun + Gold Jelly	Rp 262.000
2	Body Serum + Sabun	Rp 162.00
3	Sabun + Gold Jelly	Rp 152.00
4	Body Serum + Gold Jelly	Rp 202.00

Source: Kedas Beauty Website, 2022

A comparison of the Wardah Facial package types and costs may be found in Table 3.

Table 3. Wardah Facial Package Types and Costs

No	Type	Price
1	Wardah Lightening Package	Rp 227.500
2	Crystal Secret Refreshing Day	Rp 89.550
3	Crystal Secret Bright Activating	Rp. 94.500

Source: Wardah Website, 2022

Ms. Glow Cosmetics tends to be more expensive than Kedas Beauty and Wardah among the several categories of cosmetics that have been detailed and have a reasonable pricing comparison.

Table 4. Consumer Information for January 2022 to March 2022

Month	Number of Consumers
January	104
February	101
March	95
Total	300

Source: Seller Ms.Glow 2022

Between January 2022 and March 2022 on Street Pahlawan II Dolok Masihul in Serdang Bedagai Regency, researchers gave questionnaires to 30 people in an effort to identify new phenomena. Pre-survey results can be entered into Table 5.

Table 5. Pre-Survey of Ms. Glow Cosmetic Users

No	Question Indicator	Don't agree	Percentage	Agree	Percentage
Product Development					
1	I'm interested in using Ms. Glow now that the product quality has improved.	8	26,67%	22	73,33%
2	I'm intrigued to explore more variations because Ms. Glow offers so many.	8	26,67%	22	73,33%
3	Designing products Ms. Glow makes purchasing cosmetics easier for me.	7	23,33%	23	76,67%
Price					
1	I think Ms. Glow is more reasonably priced than other cosmetics.	19	63,33%	11	36,67%
2	Pricing Ms. Glow cosmetic based on the quality I received.	16	53,33%	14	46,67%
3	I think Ms. Glow's prices are significantly more competitive than those of competing products.	22	73,33%	8	26,67%
4	The cost of Ms. Glow is comparable to the advantages I receive.	21	70%	9	30%
Buying decision					

No	Question Indicator	Don't agree	Percentage	Agree	Percentage
1	Ms. Glow suits my skin tone, so I feel confident purchasing it.	11	36,67%	19	63,33
2	Because Ms. Glow matches the benefits I want, I've grown accustomed to purchasing it.	8	26,67%	22	73,33
3	Ms. Glow makes me always recommend to others because the benefits are quite good	8	26,67%	22	73,33
4	Because it is compatible with Ms. Glow, I always buy it back	5	16,67%	25	83,33

Source: Survey Results, 2022

According to Table 5 of the pre-survey data for the period of January 2022 to March 2022, fewer people purchased Ms. Glow because its cost was too high in comparison to those of competing goods. Results from product users Ms. Glow is not instant; it requires multiple applications to produce the desired effects. Given the length of the results, some customers could be reluctant to make more purchases. Due to the rise of less expensive cosmetic companies and changes that occur quickly, many people are drawn to utilizing less expensive products without considering the potential side effects.

2. Literature Review

2.1. Product Development

The production process, which is a multi-staged process requiring significant human effort, substantial sacrifice, and concentrated strength in a specific setting to accomplish the reliable use of materials, is closely tied to product development. If the producer uses more alluring market criteria for the target market, the producer's attempts to obtain the maximum problem can be accomplished. A product development strategy is a plan for creating new products that are related to those already on the market. It is important to take into account the factors that will determine whether a product development strategy can be successfully implemented, such as having adequate development capabilities, Live circle products and product success in the eyes of customers, technological advancements, product competition in the market, and industrial growth.

Product development, according to Assauri (2015), is an action or action undertaken with the intention of improving a product so that it can offer more usability and satisfaction. According to Kotler (2017), the goal of product development is to ensure that product concepts can be translated into usable goods. Tjiptono (2014) cites specific product development metrics. 1) Product originality, 2) product enhancement, 3) product modification, 4) new brand development, 5) product quality, 6) product variant, and 7) product design are the top five categories. Product quality will affect customer loyalty (Nasution et al., 2021).

2.2. Price

Price is the sum of the value of the money traded by consumers for the advantages of owning or utilizing the product or service, or the amount of money charged for goods or services. The only component of the marketing mix that will result in a profit for the business or seller is price. A business should consider the price element since it has a significant impact on how well it can compete with other businesses and can influence customers' decisions to buy certain products. Among price indicators are: 1) Affordability of price, 2) Product quality and price compatibility; 3) Price competition, 4) Price-benefit compatibility, Armstrong and Kotler (2015). Price is one of the factors that can influence purchasing decisions (Hasibuan et al., 2022).

2.3. Buying decision

According to Buchari (2013), customer decisions to buy are influenced by a variety of factors, including finance, economics, technology, politics, culture, products, prices, places, promotions, tangible evidence, people, and procedures. Customers will develop the attitude to process all information and make decisions about what things to purchase as a result. Kotler and Keller (2016) include the following as purchase choice indicators: 1) Product stability; 2) Consumer purchasing habits, 3) Making suggestions to other people, 4) Recurring purchases.

3. Methodology

The participants in this study were 300 people who used Ms. Glow's skincare products in the Pekanbaru Dolok Masihul rural community between January 2022 and March 2022. Using the Slovin formula with an alpha of 10%, the research sample consisted of 75 participants. The information was gathered by observation, documentation analysis, and the distribution of questionnaires. The SPSS (Statistical Product Software Solution) application is used for the inferential analysis of this investigation.

4. Result and Discussion

4.1. Validity Test Results

30 respondents who weren't in the sample were subjected to a validity test. The goal of validity testing is to determine each indicator's corrected item total correlation value. If the value is greater than 0.5, the indicator is said to be legitimate. If the value is lower than 0.5, the indicator is deemed invalid and must be eliminated from the model. Table 6 contains a list of the findings from this study's validity test:

Table 6. Validity Test Results

Variable	Statement Item Indicator	Total Correlation	Measurement Value	Category
Product Development (X1)	Q1	,708	0,5	Valid
	Q2	,569	0,5	Valid
	Q3	,532	0,5	Valid
	Q4	,520	0,5	Valid
	Q5	,527	0,5	Valid
	Q6	,517	0,5	Valid
	Q7	,749	0,5	Valid
Price (X2)	Q1	,657	0,5	Valid
	Q2	,583	0,5	Valid
	Q3	,511	0,5	Valid
	Q4	5,25	0,5	Valid
Buying decision (Y)	Q1	,670	0,5	Valid
	Q2	,603	0,5	Valid
	Q3	,597	0,5	Valid
	Q4	,571	0,5	Valid

Source: Research Results, 2022

The test of all indicators has a value over 0.5, as shown in Table 6. All price, purchasing decision, and product development indicators are thus reliable and useful as research tools.

4.2. Reliability Test Results

Cronbach's Alpha was used to gauge the study construct's dependability (CA). If the indicators on the research variables can measure the constructions it forms, the study is said to be dependable and has a loading factor value of > 0.7 . Table 7 contains the results of the reliability testing:

Table 7. Reliability Test Results

No	Variable	Cronbach's Alpha (CA)	Measurement Value	Category
1	Product Development	,828	0,7	Reliabel
2	Price	,757	0,7	Reliabel
3	Buying decision	,795	0,7	Reliabel

Source: Research Results, 2022

According to Table 7's reliability test results using Cronbach Alpha, all study variables fall into the dependable group because $CA > 0.7$. The reliability test findings demonstrate that the measurement of the variable items in this study satisfies the reliability test and is suitable for use as a measuring tool.

4.3. Normality Test Results

Ghozali (2018) claims that the purpose of the normality test is to determine if the residuals or confounding variables in a regression model are regularly distributed or not. Figure 1 contains the findings from this study's normalcy test.

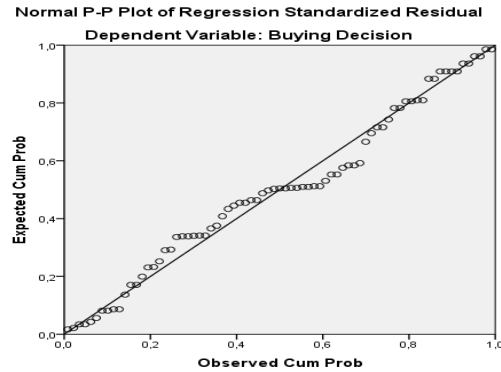


Figure 1. Normal Graph Plot
 Source: Research Results, 2022.

Figure 1, P-Plot graph demonstrates that the regression model data is normally distributed, and it is evident from the residual points of the regression model that they spread in accordance with the normal line. Table 8 performs the Kolmogorov-Smirnov Test to confirm the findings from the p-plot graph.

Table 8. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		75
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	2,27880724
Most Extreme Differences	Absolute	,100
	Positive	,100
	Negative	-,081
Kolmogorov-Smirnov Z		,867
Asymp. Sig. (2-tailed)		,440
a. Test distribution is Normal.		
b. Calculated from data.		

Source: Research Results, 2022

As shown in Table 8, which summarizes the findings of the one-sample Kolmogorov-Smirnov test, the Asymp.Sig (2-tailed) value is 0.440, which is higher than the significant value (0.1), and it can thus be said that the data in this study are distributed normally and uniformly.

4.4. Multicollinearity Test Results

A regression model's ability to predict the correlation between independent (independent) variables is tested using the multicollinearity test. There shouldn't be any association between the independent variables in a suitable regression model. Results of the multicollinearity test may be loaded in Table 9:

Table 9. Multicollinearity Test Results

Model		Unstandardized Coefficients		t	Sig.	Collinearity Statistics	
		B	Std. Error			Tolerance	VIF
1	(Constant)	,958	1,617	,592	,556		
	Product development	,249	,072	3,480	,001	,727	1,375
	Price	,485	,104	4,660	,000	,727	1,375

a. Dependent Variable: Buying decision

Source: Research Results, 2022

Table 9, Multicollinearity Test Results, demonstrates that there is no multicollinearity between the three independent variables because the tolerance value is greater than 0.1 and the VIF value is greater than 10.

4.5. Heteroscedasticity Test Results

The heteroscedasticity test is intended to evaluate regression models with unequal variance and residuals between observations. When the difference between the residuals of one observation and another stays, it is referred to as homoscedasticity, and when it changes, it is referred to as heteroscedasticity (Ghozali, 2018). Figure 2 can be used to display the Heteroscedasticity Test findings.

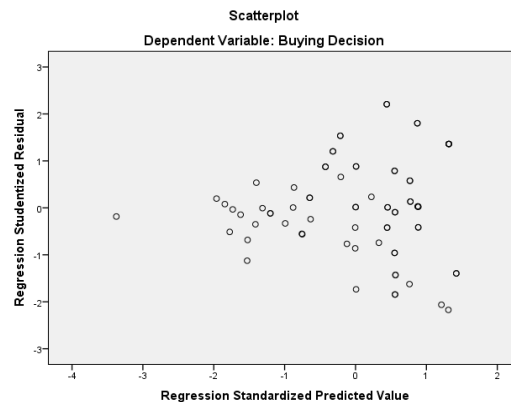


Figure 2. Scatter Plot Graph
 Source: Research Results, 2022

It is evident from the scatterplot graph's results that the data from this study do not exhibit signs of heteroscedasticity because they are dispersed, below the number 0 on the Y axis, and do not seem to create a distinct pattern. Table 10 can be loaded to display the results of the heteroscedasticity test with the glejser test.

Table 10. Results of the Glejser Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,693	,953		-1,777	,080
	Product development	,031	,042	,091	,732	,467
	Price	,186	,061	,377	3,027	,003

a. Dependent Variable: Abs_Res

Source: Research Results, 2022

Product development has a value of 0.467, making it possible to conclude that the regression model does not exhibit symptoms of heteroscedasticity, while price has a value of 0.003, making it possible to conclude that the regression model exhibits symptoms of heteroscedasticity. According to Table 10's Glejser test results, both of the study's independent variables have sig values above the significant value (0.1).

To examine the impact of multiple independent variables on a single dependent variable, multiple linear regression analysis is utilized. Table 11 can be loaded with the outcomes of the study's multiple linear regression:

Table 11. Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,958	1,617		,592	,556
	Product development	,249	,072	,343	3,480	,001
	Price	,485	,104	,459	4,660	,000

a. Dependent Variable: Buying decision

Source: Research Results, 2022

According to the multiple linear regression equation $Y = 0.958 + 0.249 X_1 + 0.485 X_2 + e$, the value of constant (a) in this study was 0.958, b1 was 0.249, and b2 was 0.485. From the regression equation, it can be deduced that Constant (β_0) = 0.928 indicates that if the product development and price variables are 0 then the decision to purchase Ms Glow Skincare at the Pekan According to the coefficient (β_1) = 0.249, the purchasing decision variable for Ms Glow Skincare in the Pekan Dolok Masihul Village Community, Serdang Bedagai Regency, North Sumatra Province will increase by 0.249 if the product development variable grows by one unit. The purchase decision variable for Ms Glow Skincare in the Pekan Dolok Masihul Village Community, Serdang Bedagai Regency, North Sumatra Province, will increase by 0.485 if the price variable increases by one unit, according to the coefficient (β_2) = 0.485.

The significance of the relationship between the independent and dependent variables was examined using the partial t-test. Based on probability, the exam requirements are set. If the significant level is set at 10%, then a probability of > 0.1 is considered to be unimportant, and a probability of < 0.1 is considered to be significant. The t-findings test's The t-count value is 3.480

> t table 1.29342, indicating that product development (X1) has a positive and significant impact on purchasing decisions. The effect of product development (X1) on purchasing decisions (Y) is 0.001 0.1, indicating that there is an influence between product development (X1) and purchasing decisions (Y). It can be concluded that price (X2) has a positive and significant impact on purchasing decisions because the significant value for price (X2) on purchasing decisions (Y) is 0.000 0.1, which indicates that there is an influence between price (X2) on purchasing decisions (Y) and the t value of 4.660 > t table 1.29342. (Y).

The F (simultaneous) statistical test, which measures how well the sample regression function estimates the actual value, can be used to determine the impact of the independent variable on the dependent variable. The regression model can be used to forecast the independent variable if F has a significant value of less than 0.1. The F statistic test demonstrates that all of the model's independent variables have a combined impact on the dependent variable. Results of the F test may be loaded in Table 12:

Table 12. F Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	372,601	2	186,300	34,906	,000 ^b
	Residual	384,279	72	5,337		
	Total	756,880	74			
a. Dependent Variable: Buying decision						
b. Predictors: (Constant), Price, Product development						

Source: Research Results, 2022

The computed F value is 34.906 > F table 3.24 with a sig. 0.000 0.1, according to Table 12's F test findings. The findings of this F test demonstrate that pricing (X2) and product development (X1) concurrently have a positive and significant impact on purchasing decisions (Y). Table 13 displays the results of the study's coefficient of determination test.

Table 13. Coefficient of Determination Test Results

Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,702 ^a	,492	,478	2,310
a. Predictors: (Constant), Price, Product development				
b. Dependent Variable: Buying decision				

Source: Research Results, 2022.

According to Table 13, the R Square value of 0.492 indicates that the product development variable and the price of 49.2 percent can each account for a portion of the decision to purchase Ms Glow Skincare in the Pekan Dolok Masihul Village Community, Serdang Bedagai Regency, North Sumatra Province. The standard error of the estimate, which is not addressed in this study, is 2.310, which indicates that the model is more accurate the lower the standard deviation.

Product development has a favorable and large impact on consumers' purchase decisions, according to research by Fauziahdewi and Zulfikar (2021). This demonstrates the need of

continuing to work on product development so that it attracts customers and influences their purchasing decisions. The product is a crucial component that customers take into account while making selections, according to Harjati and Sabu (2015). According to Kodu (2017) research findings, price influences purchases in a positive and significant way. In order to obtain ownership rights for the use of goods and services, a price, or another measure, is traded. Price has a substantial impact on consumer purchase decisions, as mentioned by Sari (2016). By implementing a sound pricing strategy, a business can aim to attract and keep clients while also fulfilling the requirements necessary to succeed in the marketplace.

5. Conclusion

The findings of this study suggest that: partially, product development has a positive and significant impact on purchasing decisions based on the findings of the analysis and discussion conducted by researchers. The same thing shows that pricing influences purchases in a positive and significant way. Then, concurrently, product development and price have a positive and significant impact on consumers' purchase choices for Ms. Glow Skincare in the Serdang Bedagai Regency, North Sumatra Province's Pekan Dolok Masihul Village Community.

6. Acknowledgement

In order to complete this research, the researcher would like to thank the Universitas Muslim Nusantara Al-Wasliyah and the Pekan Dolok Masihul Village Community in Serdang Bedagai Regency, North Sumatra Province.

REFERENCES

- Abdullah, T., Francis, T (2012). *Manajemen Pemasaran*. Jakarta: Raja Grafindo Persada.
- Assauri. S., (2015). *Manajemen Pemasaran*, Jakarta, Raja Grafindo Persada
- Buchari, A. (2013). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta
- Fauziahdewi R., Zulfikar T. (2021). Pengaruh Pengembangan Produk dan Media Sosial terhadap Keputusan Pembelian (Survei pada Pelanggan Wedding Planner Casturia Photography Bandung). *Prosiding Seminar Sosial Politik, Bisnis, Akuntansi dan Teknik (SoBAT) ke-3*, Bandung, 122-132.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS*
- Harjati L., Sabu G. L. O. (2015). Pengaruh Persepsi Kualitas Produk terhadap Keputusan Pembelian the Body Shop. *E-Journal WIDYA Ekonomika*. 1(1), 25-30
- Hasan, A (2013). *Marketing dan Kasus-kasus Pilihan*. Yogyakarta: CAPS (Center for Academic Publishing Service).
- Hasibuan, S. T., Siregar, Z. M. E., Harahap, A. (2022). The Effect of Service Quality, Price, Customer Satisfaction on Purchase Decisions at Usman Wholesale. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 5(1), 6232–6242. <https://bircu-journal.com/index.php/birci/article/view/4343>
- Kotler, P., Armstrong. (2015). *Marketing an Introducing* Prentice Hall Twelfth Edition. England: Pearson Education, Inc.
- Kotler, P. (2011). *Manajemen Pemasaran*. Edisi Kesatu. Jakarta: Salemba Empat.
- Kotler, P. (2017). *Pemasaran*, Edisi Pertama. Jakarta: Salemba Empat.

- Kotler, P., Keller (2016) . Manajemen Pemasaran. Edisi 13 Jilid Dua. Jakarta. Erlangga
- Kodu S. (2013). Harga, Kualitas Produk dan Kualitas Pelayanan, Pengaruhnya terhadap Keputusan Pembelian Mobil Toyota Avanza. Jurnal EMBA, 1(3), 1251-1259.
- Nasution, M. A., Siregar, Z. M. E. (2021). Strengthening Bumdes through Customer Satisfaction and Loyalty as the Defense of the Bumdes Business in Indonesia Post-Covid-19. Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences, 4(3), 3962–3970. <http://bircu-journal.com/index.php/birci/article/view/2164>
- Sari F. P. (2016). Pengaruh Harga Citra Merek dan Word of Mouth terhadap Keputusan Pembelian Konsumen. Jurnal Ilmu dan Riset Manajemen, 5(6), 1-15
- Tjiptono, F. (2014). Pemasaran Jasa-Prinsip, Penerapan, dan Penelitian Yogyakarta: AndiOffset