



The effect of price and quality of devilia glow skin products on consumer buying interest in devilia stores in Tanjung Balai Karimun

Rochmad Ponco Wasito¹, Zalmi Dzirusydi², Ana Mariana Kalbu Odjan³, Raja Silvia Kencana Puri⁴, Parizal⁵, Iyo King Siang⁶

^{1,6}Management Study Program, Sekolah Tinggi Ilmu Ekonomi Cakrawala, Kepulauan Riau, Indonesia

²Port And Shipping Management Study Program, Universitas Karimun, Kepulauan Riau, Indonesia

Article Info	ABSTRACT
<p>Article history:</p> <p>Received Jul 3, 2024 Revised Jul 16, 2024 Accepted Jul 26, 2024</p> <hr/> <p>Keywords:</p> <p>Consumer; Price; Product Quality; Purchase Intention.</p>	<p>The purpose of this study is to determine the effect of price and product quality of Devilia Glow skin on consumers' purchase intention in Devilia stores in Tanjung Balai Karimun. This study uses quantitative methods. The population used is consumers of Devilia stores in Tanjung Balai Karimun. The sample used was 30 respondents using non-probability sampling technique (accidental), namely sampling by chance. Data processing is done using SPSS 16.0 software. Statistical data analysis using several tests including: (1) validity test and reliability test, (2) classical assumption test consisting of normality test, multicollinearity test, heteroscedasticity test, and multiple linear regression (3) hypothesis test consisting of T test, F test, and coefficient of determination test (R^2). Based on the results of the hypothesis test that the price of Devilia glow skin has an effect on consumer buying interest in the Devilia store in Tanjung Balai Karimun. Can be seen from the results of t-test, namely the t-count price (X_1) of $5.126 > 2.051$ t-table and sig $0.00 < 0.05$. then H_a is accepted and H_0 is rejected. And the results of F-count for the independent variables (price and product quality) amounted to $20.317 > 3.34$ F-table and sig $0.00 < 0.05$. And then the results of the coefficient of determination (R^2) test are 60.1%, indicating a strong degree of relationship.</p> <p style="text-align: right;"><i>This is an open access article under the CC BY-NC license.</i></p> 

Corresponding Author:

Rochmad Ponco Wasito,
Program Studi Manajemen,
Sekolah Tinggi Ilmu Ekonomi Cakrawala,
Jl. A Yani Kompleks Karimun Center No. 28-29, Kepulauan Riau, 29666, Indonesia
Email: rochmadponcowasito@gmail.com

1. INTRODUCTION

The development of the beauty industry in Indonesia is increasing from year to year. A beauty product can support a development that can increase skincare sales. skincare has become a trend among teenagers, especially among women (Amilia, 2017). So from that with the existence of a technological development that can inspire someone in supporting their appearance (Riyani et al., 2021). Various innovations that have been created by skincare manufacturers not only create skincare for women, but the skincare products they make can be used for men and can also be used in children (Sri, 2020).

Price is the amount of money paid by consumers as an exchange rate to obtain or benefit from goods or services (Mediti, 2020). The objectives of pricing are to increase sales, maintain and improve market share, stabilize prices, achieve maximum profit (Wulandari, 2021). Therefore, producers must

be able to set the price of their products properly and appropriately so that consumers are interested and willing to buy the products offered so that the company makes a profit. Businesses need to set prices for the products they are going to market (Alvianna et al., 2021). Because this can determine how much the product can be sold. In general, the lower the price of the product, the higher the purchasing power of the consumer, and the higher the price of the product, the lower the purchasing power of the consumer (Alamri et al., 2023).

Product quality is an ability or benefit of a product that can be felt by consumers according to their needs and desires through goods or services (Milansari et al., 2021). The quality of the produced product should pay attention to the function for which the product is used, so that the produced product must be able to actually fulfill functions such as having an impact on consumers, namely in brightening and cleaning facial skin and preventing acne and premature aging (Rizki & Karneli, 2018).

Consumer buying interest is that consumer behavior where consumers have a desire to choose and consume a product with different brands, then make a choice they like by paying money or by sacrifice (Utami & Saputra, 2017). The relationship between price and product quality is to increase consumer buying interest in the goods sold (Novrilia, 2022).

Devilia shop is one of the shops that sells skin care in Tanjung Balai Karimun. This Devilia shop was opened with the aim of being able to please consumers to get bright and smooth facial skin health, avoiding acne and black spots on the face (Halim & Iskandar, 2019). The Devilia shop tries to increase the consumer's buying interest by paying attention to the price and quality of the product. Devilia Glow Skin has guaranteed product quality not only from the appearance of its skincare place but with the many testimonials of Devilia Store consumers in Karimun Regency who say that Devilia Glow Skin has a very soft texture different from other products and is also very suitable for all skin types such as sensitive skin and is safe for use by pregnant and breastfeeding mothers. So that the price and quality of Devilia glow skin products at Devilia stores are no doubt so that they can attract consumer buying interest in Tanjung Balai Karimun (El Fikri, 2018).

2. RESEARCH METHOD

The research approach used in this study is a quantitative approach. There are 3 variables in this study, namely 2 independent variables consisting of price variables (X_1) and product quality variables (X_2) and 1 dependent variable, namely the purchase intention variable (Y). The sampling technique in this study was to use non-probability sampling techniques, namely convenience sampling (Sugiyono & Kuantitatif, 2018). The data collection techniques used in this study are observation, questionnaire and documentation. In this study, statistical data analysis techniques were used which consisted of validity and reliability tests, then classical assumption tests and hypothesis testing. Classical assumption tests include normality, multicollinearity and heteroscedasticity tests, multiple linear regression tests. Meanwhile, hypothesis testing uses F-test (simultaneous) and t-test (partial) and coefficient of determination (R^2) test (Ghozali, 2016).

3. RESULTS AND DISCUSSIONS

Validity Test

Tabel 1. Validity Test

Variabel	Item	Value Sig < 0,05	Corrected item total Correlation (r Count)	r Tabel	Description
Price (X_1)	Price 1	0,000	0,600	0,361	Valid
	Price 2	0,000	0,746	0,361	Valid
	Price 3	0,000	0,758	0,361	Valid
	Price 4	0,000	0,707	0,361	Valid
Product Quality (X_2)	Product Quality 1	0,000	0,618	0,361	Valid
	Product Quality 2	0,000	0,740	0,361	Valid
	Product Quality 3	0,000	0,769	0,361	Valid
	Product Quality 4	0,000	0,687	0,361	Valid
	Product Quality 5	0,000	0,654	0,361	Valid

Variabel	Item	Value Sig < 0,05	Corrected item total Correlation (r Count)	r Tabel	Description
Interests Buy (Y)	Interests Buy 1	0,000	0,644	0,361	Valid
	Interests Buy 2	0,000	0,752	0,361	Valid
	Interests Buy 3	0,000	0,637	0,361	Valid
	Interests Buy 4	0,000	0,703	0,361	Valid

Source: SPSS data processing

From the table data above, it can be seen that each question item has $r_{count} > r_{table}$ (0.361) and is positive. So it is declared valid

Reliabilitas Test

Tabel. 2 Reliabilitas Test

Variabel	Alpha Cronbach	N of item	Conclusion
Price (X ₁)	0,646	4	Reliabel
Product Quality (X ₂)	0,728	5	Reliabel
Interests Buy (Y)	0,619	4	Reliabel

Source: SPSS data processing

Based on the table above, it can be explained the results of the instrument reliability test of each variable as follows:

- Price (X₁) has a Cronbach's Alpha value of 0.646, which means that the Price variable (X₁) is reliable. Because the Cronbach's Alpha number is $0.646 > 0.60$.
- Product Quality (X₂) has a Cronbach Alpha value of 0.728, which means that the Product Quality variable (X₂) is reliable. Because the Cronbach's Alpha number is $0.728 > 0.60$.
- Purchase Interest (Y) has a Cronbach's Alpha value of 0.619, which means that the Purchase Interest (Y) variable is reliable. Because the Cronbach's Alpha number is $0.619 > 0.60$.

Thus it can be concluded that the variables Price (X₁), Product Quality (X₂) and Purchase Interest (Y) are declared reliable. This is because the variable Cronbach's Alpha value is greater than 0.6 and this condition also means that all of these variables can be used in further analysis.

Classical Assumption Test

Tabel. 3 One Sample kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test				
		Price	Product Quality	Interests Buy
N		30	30	30
Normal Parameters ^a	Mean	16.23	21.27	16.20
	Std. Deviation	1.654	2.016	1.648
Most Extreme Differences	Absolute	.177	.132	.152
	Positive	.123	.119	.115
	Negative	-.177	-.132	-.152
Kolmogorov-Smirnov Z		.971	.721	.831
Asymp. Sig. (2-tailed)		.303	.677	.495

Source: SPSS data processing

Based on the table of results of the one sample Kolmogorov Smirnov normality test, it can be concluded that:

- Kolmogorov Smirnov value and Asymp. Sig (2-tailed) variable Price (X₁) is 0.971 and $0.303 > 0.05$. This means that the Price variable (X₁) is normally distributed.
- Kolmogorov Smirnov value and Asymp. Sig (2-tailed) variable Product Quality (X₂) is 0.721 and $0.677 > 0.05$. This is the Product Quality (X₂) variable is normally distributed.
- Kolmogorov Smirnov value and Asymp. Sig (2-tailed) variable Purchase interest (Y) is 0.831 and $0.495 > 0.05$. This means that the Purchase Interest (Y) variable is normally distributed.

- d. From the explanation above, it can be concluded that all variables have normal data distribution.

Multiple Linear Regression

Table. 4 Multiple Linear Regression

Model	Coefficients ^a				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
(Constant)	2.508	2.395			1.047	.004
1 Price	.702	.137	.705		5.126	.000
Product Quality	.108	.112	.432		2.959	.003

Source: SPSS data processing

The regression equation in this study is:

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

$$\text{Purchase interest} = 2.508 + 0.702X_1 + 0.108X_2 + e$$

- The constant value (a) of 2.508 means that if Price (X_1) and Product Quality (X_2) are assumed to be 0, then the value of buying interest is 2.508.
- The regression coefficient value of the Price variable is 0.702, which means that every increase in price by 1 unit will increase buying interest by 0.702, assuming other variables remain.
- The regression coefficient value of the product quality variable is 0.108, which means that every increase in product quality by 1 unit will increase the purchase decision by 0.108, assuming other variables remain constant.
- Probability standard error. Standard error affects Y but is not included in the equation.

T Test

Table. 5 T Test

Model	Coefficients ^a				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
1 (Constant)	2.508	2.395			1.047	.004
Price	.702	.137	.705		5.126	.000
Product Quality	.108	.112	.432		2.959	.003

data processing

Source:
SPSS

At the price (X_1) shows a t-count value of $5.126 > 2.051$ t-table and sig $0.00 < 0.05$, it can be interpreted that price has an effect on consumer buying interest at the Devilia store in Tanjung Balai Karimun. So the results of this study mean that H_0 is rejected and H_a is accepted which states that the variable "Devilia glow skin price affects consumer buying interest at the Devilia Store in Tanjung Balai Karimun".

In Product Quality (X_2) shows a t-count value of $2.959 > 2.051$ t-table and sig $0.003 < 0.05$, it can be interpreted that product quality affects consumer interest in Devilia Stores in Tanjung Balai Karimun. So the results of this study mean that H_0 is rejected and H_a is accepted which states that the Devilia glow skin product quality variable has an effect on consumer buying interest in the Devilia store in Tanjung Balai Karimun.

F Test

Table. 6 F Test

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.342	2	23.671	20.317	.000 ^a
	Residual	31.458	27	1.165		
	Total	78.800	29			

a. Predictors: (Constant), Product Quality, Price

b. Dependent variable : Interests Buy

Source: SPSS data processing

Based on the table above, it can be concluded that the effect of Price (X_1) and Product quality on buying interest (Y) is F-count of $20.317 > 3.34$ F-table and Sig $0.00 < 0.05$. Then H_0 is rejected and H_a is accepted. This means that there is an effect of price and quality of Devilia glow skin products on consumer buying interest in Devilia Stores in Tanjung Balai Karimun.

Determination Coefficient Test (R_2)

Table. 7 Determination Coefficient Test (R_2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.775 ^a	.601	.571	1.079

a. Predictors: (Constant), Product Quality, Price

b. Dependent Variable: Interests Buy

Source: SPSS data processing

From the output above, the value of the Coefficient of Determination or R Square (r_2) is 0.601, so the influence of Price and Product Quality of Devilia glow skin on Consumer buying interest in Devilia Stores in Tanjung Balai Karimun is 60.1%. The remaining $100\% - 60.1\% = 39.9\%$ is influenced by other variables that have not been included in this study. The magnitude of the correlation value $R_2 = 0.601$ or $0.061 \times 100\% = 60.1\%$ indicates a strong degree of relationship. This shows that the price and product quality variables are influenced by the consumer buying interest variable by 60.1% (Fauzan & Rohman, 2019).

The remaining $100\% - 60.1\% = 39.9\%$ is influenced by other variables that have not been included in this study.

4. CONCLUSION

Based on the results of data analysis and discussion described in the previous chapter, the following conclusions can be drawn from this study: a) From the results of the study that the price of Devilia glow skin has an effect on consumer buying interest in the Devilia store in Tanjung Balai Karimun. It can be seen from the results of the t test, namely the t-count Price (X_1) of $5.126 > 2.051$ t-table and sig $0.00 < 0.05$. then H_a is accepted and H_0 is rejected; b) From the results of the study that the quality of Devilia glow skin products affects consumer buying interest in Devilia Stores in Tanjung Balai Karimun. It can be seen from the results of the t test, namely the t-count of Product Quality (X_2) of $2.959 > 2.051$ t-table and sig $0.003 < 0.05$. then H_a is accepted and H_0 is rejected; c) The results of the F-count for the independent variables (Price and Product Quality) amounted to $20.317 > 3.34$ F-table and Sig $0.00 < 0.05$. Then H_0 is rejected and H_a is accepted. This means that the price and quality of Devilia glow skin products affect consumer buying interest in Devilia Stores in Tanjung Balai Karimun; d) From the results of data processing, the price and quality of Devilia glow skin products affect consumer buying interest in Devilia Stores in Tanjung Balai Karimun, it can be seen from the results of the

coefficient of determination test, namely the correlation value $R^2 = 0.601$ or $0.601 \times 100\% = 60.1\%$. shows a strong degree of relationship. This shows that the Price and Product Quality variables are influenced by the Consumer Purchase Interest variable by 60.1%. The remaining $100\% - 60.1\% = 39.9\%$ is influenced by other variables that have not been included in this study.

REFERENCES

- Alamri, N., Wolok, T., & Kango, U. (2023). Pengaruh Kualitas Produk Dan Harga Terhadap Minat Beli Produk Kosmetik Wardah Pada Toko Erby Shop. *YUME: Journal of Management*, 6(2), 1–11.
- Alvianna, S., Husnita, I., Hidayatullah, S., Lasarudin, A., & Estikowati, E. (2021). Pengaruh Harga dan Kualitas Pelayanan terhadap Kepuasan Pelanggan Panderman Coffee Shop di Masa Pandemi Covid-19. *Journal of Management and Business Review*, 18(2), 380–392.
- Amilia, S. (2017). Pengaruh citra merek, harga, dan kualitas produk terhadap keputusan pembelian handphone merek xiaomi di kota langsa. *Jurnal manajemen dan keuangan*, 6(1), 660–669.
- El Fikri, M. (2018). Pengaruh Harga dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada Rumah Makan Sidempuan Medan. *Jumant*, 9(1), 1–11.
- Fauzan, A., & Rohman, A. (2019). Pengaruh harga dan kualitas produk terhadap minat beli sepeda motor Kawasaki. *Jurnal Ekobis: Ekonomi Bisnis & Manajemen*, 9(2), 104–113.
- Ghozali, I. (2016). *Aplikasi analisis multivariate dengan program IBM SPSS 23*.
- Halim, N. R., & Iskandar, D. A. (2019). Pengaruh kualitas produk, harga dan persaingan terhadap minat beli. *Jurnal Riset Manajemen dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 4(3), 415–424.
- Mediti, O. C. M. S. P. (2020). Analisis Pengaruh Harga dan Kualitas Layanan Elektronik terhadap Kepuasan Konsumen pada Pengguna Aplikasi Shopee. *Jurnal Ilmu Manajemen*, 8(4), 1290–1300.
- Milansari, H., Silmi, M. A., Vhegi, S., & Supriadi, I. (2021). a. Pengaruh Harga Dan Kualitas Produk Terhadap Minat Beli Konsumen Pada Usaha Sweetin. *Inovasi Manajemen Dan Kebijakan Publik*, 4(1), 1.
- Novrilia, M. (2022). *Pengaruh Harga Dan Kualitas Produk Terhadap Minat Beli Produk Skincare Safi (Studi Kasus Pada Masyarakat Pangkalan Kerinci)*. Universitas Islam Riau.
- Riyani, D., Larashati, I., & Juhana, D. (2021). Pengaruh Harga Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan (Survey Pada Salah Satu Penyedia Jasa Internet Di Kota Bandung). *Bisnis dan Iptek*, 14(2), 94–101.
- Rizki, R., & Karneli, O. (2018). Pengaruh Kualitas Produk dan Harga Terhadap Minat Beli Konsumen Produk Kosmetik Wardah (Studi Kasus Konsumen Matahari Department Store Mall Ska Pekanbaru). *Jom Fisip*, 5(1), 1–12.
- Sri, P. (2020). *Pengaruh Harga Dan Kualitas Produk Terhadap Minat Beli Kosmetik Ella Skincare Pada Mahasiswi Di Universitas Widya Dharma Klaten*. Universitas Widya Dharma Klaten.
- Sugiyono, M. P. P., & Kuantitatif, P. (2009). *Kualitatif, dan R&D*, Bandung: Alfabeta. Cet. Vii.
- Utami, R. P., & Saputra, H. (2017). Pengaruh harga dan kualitas produk terhadap minat beli sayuran organik di pasar sambas Medan. *Jurnal Niagawan*, 6(2), 44–53.
- Wulandari, D. A. (2021). *Pengaruh harga dan kualitas produk terhadap minat beli masyarakat (UMKM Tahu di Desa Sambong)*.