The Effect of Price and Product Quality on Purchasing Decisions for Ms Glow Products at Che Ms Glow Country in Jembrana District

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Abstract. *The problems raised in this study are whether price (X1) affects purchasing decisions (Y), whether product quality (X2) affects purchasing decisions (Y) and whether price (X1) and product quality (X2) affect purchasing decisions (Y). The sample in this study amounted to 30 people. The data analysis techniques used in this study are validity and reliability tests, classical assumptions, multiple linear regression tests, determination tests (adjusted R2), t tests and F tests. The analysis results show the regression model Y = 1.155 + 0.421 (X1) + 0.186 (X2). The conclusion obtained is that price (X1) has a positive and significant effect on purchasing decisions (Y) for Ms Glow products at Che Ms Glow Negara in Jembrana, which is indicated by the regression coefficient b1X1 which is positive. Product quality (X2) has a positive and significant effect on purchasing decisions (Y) of Ms Glow products at Che Ms Glow Negara in Jembrana, which is indicated by the regression coefficient b2X2 which is positive. The magnitude of the effect of price and product quality on purchasing decisions for Ms Glow products at Che Ms Glow Negara in Jembrana is 0.063 or 63%, while 37% is influenced by other factors not examined. The independent variable that has a dominant influence on purchasing decisions (Y) can be seen from the results of the Standardised Coefficients Beta value is the price variable (X1) which is 0.161 while the product quality variable (X2) is 0.360.*

Keywords: *Price, Product Quality, Purchasing Decision*

1.   INTRODUCTION

Currently, there are many methods and ways that can be used to market products or services. Marketing is one of the important things in business, which starts from introducing products to distributing them so that they can reach consumers. According to Kotler (2016) marketing refers to a social process when individuals and groups get what they need and want through creating, offering, and exchanging products and services with free value with others. However, along with the times, it increasingly makes the high level of competition experienced by each company which requires attention, especially to factors such as price and product quality which of course determine the achievement to influence purchasing decisions.

Price is the exchange rate of a service or product (Jamarnis et al., 2019). Companies carry out the pricing process based on many considerations such as target market factors, product types, costs, competitors, and price elasticity of customer desires. The price set on

a product must be able to have a good influence on market growth. Because price is an important factor in a business, pricing must also be right so that all parties get the expected benefits.

Apart from the price factor, companies must also pay attention to supporting equipment that can support these products to attract consumer purchasing decisions such as product quality. Product quality is a characteristic of a product or service that depends on its ability to meet stated or implied customer needs (Kotler and Armstrong, 2016) translated by Benjamin Molan. In running a business, of course, the product has good product quality and is in accordance with the price given. That way the company will be able to compete with other competitors. Improvements in product quality are expected to remain or develop because they can indirectly affect consumer satisfaction and expectations to repurchase the products sold, so as to increase revenue every month.

The research problem is not only to satisfy consumers but to be able to influence purchasing decisions. According to Kotler & Keller (2016) explains that purchasing decisions are part of consumer behaviour about how individuals, groups and organisations choose, buy, use and how goods, services, ideas or experiences satisfy their needs and wants. It can be interpreted that purchasing decisions are the final stage where consumers will make purchases or not from every alternative available to meet their needs and desires. In accordance with the statement of Kotler (2011) which states that purchasing decisions are the actions of consumers to buy or not the product. Of the various factors that can influence consumers in making purchases, consumers usually consider price, quality, and products that are well known among the public.

Ms Glow is a beauty brand as well as skincare that has recently been in great demand by the Indonesian people, especially among women. Ms Glow is one of the lines under PT Kosmetika Cantik Indonesia which was established in 2013 and inaugurated in 2014. Behind the brand, it turns out to be an abbreviation of the motto, magic for skin. At first, Ms Glow products were only sold online. But thanks to the trust given by consumers, Ms Glow products can now also be purchased offline.

Along the way, Ms Glow has developed a wide range of skincare products with easy innovations and formulated WhiteCellDNA with nano-encapsulation technology, as one of Ms Glow's patented ingredients. Ms Glow does not just make the skin white, but also glowing. In beauty products, product safety is the most important thing that needs to be

considered. To provide a guarantee of product safety, MS Glow has obtained a BPOM distribution permit and passed Good Manufacturing Practice (GMP) testing and dermatologically tested. In order to provide stability to its consumers, MS Glow also has Halal certification from related institutions which states that MS Glow does not contain intifa, which is the term for animal ingredients such as pork and other haram ingredients during the production process. So for Muslim and Muslimah consumers, there is no need to worry about its halalness. Not only used for women's skin care, this product can also be used for men and specifically for children's skin care.

Consumers often have a mindset where they find products at affordable prices and also find good products. The price offered by Ms Glow starts from Rp. 25,000 to Rp. 300,000 rupiah. Not a few consumers also think that expensive products are quality products, although Ms Glow prioritises the quality of its products, the prices offered are relatively affordable in all circles. The price set by Ms Glow is expected to increase purchasing decisions by consumers.

In this study, researchers took place at Che Ms Glow Negara which was established in 2017 until now with the name of the owner Ni Luh Ayu Arianti who is located at Jalan Ratna No.16 Balerbaleagung, Negara District, Jembrana Regency, Bali. Where Che Ms Glow Negara is a company that sells very complete Ms Glow products ranging from face packages (day cream and night cream, facial wash, and toner), red jelly, eye treatment serum, face peel scrum, slimming capsule, body treatment oil and many more. As for below is the sales data on Che Ms Glow Country in 2022, namely:

Table 1.1
SALES DATA OF CHE MS GLOW COUNTRIES IN 2022

No.	Month	Sales Data
1.	January	Rp. 5.439.600.000
2.	February	Rp. 5.562.000.000
3.	March	Rp. 5.734.000.000
4.	April	Rp. 7.736.870.000
5.	May	Rp. 7.581.000.000
6.	June	Rp. 6.997.000.000
7.	July	Rp. 6.996.000.000
8.	August	Rp. 7.125.709.000
9.	September	Rp. 7.434.911.000
10.	October	Rp. 7.245.000.000
11.	November	Rp. 7.165.872.000
12.	December	Rp. 7.785.000.000

Source: Che Ms Glow Negara, 2022

From the table above, it can be seen that the number of Ms Glow sales each month fluctuates due to the influence of market demand and supply. In January-March the company experienced an increase in sales from Rp. 5,439,600,000 to Rp. 5,734,000,000, then in April-July it decreased from Rp. 7,736,870,000 to Rp. 6,996,000,000, in August-September it increased from Rp. 7,125,709,000 to Rp. 7,434,911,000, in August-September it increased from Rp. 7,125,709,000 to Rp. 7,434,911,000. 7,125,709,000 to Rp. 7,434,911,000, in October-November it again decreased from Rp. 7,245,000,000 to Rp. 7,165,872,000, and finally again experienced the highest increase in December, namely Rp. 7,785,000,000. The occurrence of sales fluctuations is caused by the ups and downs of sales volume so that the amount of profit in each month is different sometimes in one month it increases and the next month it decreases, it can be seen from the data in June and July that it has decreased the most. This is certainly not in accordance with the company's expectations which want the company to remain competitive and product sales to increase.

Based on the various descriptions and problems above, it encourages researchers to examine more deeply the "Effect of Price and Product Quality to Determine Purchasing Decisions for Ms Glow Products at Che Ms Glow Negara". It is hoped that this research will solve research problems and can be useful for parties who need information about this research.

2. LITERATURE REVIEW

According to Kotler and Armstrong (2012), "Marketing as the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return". It means that marketing is a process by which companies create value for customers and build strong customer relationships to capture value from customers in return. According to Stanton in Tambajong (2013), marketing is a system of business activities designed to, plan, determine prices, promote and distribute products that can satisfy customer desires in achieving company goals.

According to Mullins and Walker (2011) marketing management is a process of analysing, planning, implementing, coordinating, and controlling programs involving the conception of promotion, price, service, distribution of a product, and ideas designed to create and maintain useful exchanges with target markets in achieving organisational goals. So it can be concluded that marketing management is a process of planning, analysing, implementing, coordinating, and controlling programs designed to maintain and create profits in achieving organisational goals.

To influence demand, companies must be able to combine and coordinate variables in marketing activities known as the marketing mix or marketing mix. The marketing mix is a series of marketing variables that must be understood and controlled by the company in order to achieve company goals. For more details, there is a definition according to Kotler Keller translated by Molan (2012), which means that the marketing mix is a set of marketing tools used in companies to pursue their marketing objectives.

According to Kotler and Armstrong in Krisdayanto (2018) Price is the amount of money paid for services, or the amount of value that consumers exchange in order to benefit from owning or using goods or services. From the explanation above, it can be concluded that price is an amount of money paid or exchanged by consumers to be able to benefit from using goods or services, where prices can influence consumers in making product purchasing decisions.

According to Prawirosentono (2007) the quality or quality of a product is the physical condition, function, and properties of a product in question that can fulfil consumer tastes and needs satisfactorily according to the value of money that has been spent. Product quality can also be interpreted as the suitability of the product to consumer expectations for the costs that must be borne by consumers when buying these goods or the price of these goods. According

to Schroeder (2008), product quality is associated with the value, usefulness, and price of the goods or services.

Purchasing decisions are a series of processes that start with consumers recognising their problems, seeking information about certain products or brands and evaluating these products or brands on how well each of these alternatives can solve their problems, which then leads to a purchase decision (Tjiptono, 2014). From the above understanding, it can be concluded that purchasing decisions are a process that begins with problem recognition, searching for product information, evaluating, making purchasing decisions, and post-purchase behaviour.

3.   RESEARCH METHODS

The research design used is quantitative research. According to Sugiyono (2013), it is called a quantitative method because the research data is in the form of numbers and uses statistical analysis. The variables used in the study can be classified into 2, namely: independent variables (Independent) and dependent variables (Dependent). In this study, the independent variables are price (X1) and product quality (X2). In this study, the dependent variable is decision making (Y).

Data collection techniques using questionnaires, documentation, and interviews. Types and sources of data using quantitative data and qualitative data. As in this study quantitative data is obtained from sales data, the results of questionnaires that have been scored from each respondent's answers, and the number of respondents who have visited and purchased Ms Glow products. then qualitative data is obtained from data in the form of information or information related to the problem under study, obtained from interviews with customers, company leaders, and employees in the company as well as information obtained from parties related to the problem under study. Data in the form of explanations or information taken directly from consumers of Ms Glow products such as respondents' statements about the company, company history, and interview results.

The population in this study were all consumers in December 2022, totalling 1290 and had visited at least once at Che Ms Glow Negara. The sampling technique in this study was purposive sampling. According to Sugiyono (2010) purposive sampling is a technique in determining research samples using certain considerations so that the data obtained is more representative. The reason is because not all samples have criteria that match the research.

Thus, the authors chose a purposive sampling technique that determines certain considerations and criteria that must be met by all samples used as research.

The sample is part of the number and characteristics possessed by a population (Sugiyono, 2016). Determination of the number of samples used in this study using the Slovin formula and got results as many as 30 people who were used as samples. Data analysis techniques were obtained through the help of the Statistical Package for Social Science (SPPS) computer programme version 22.0 for windows.

4.   RESULTS AND DISCUSSION

Respondent Characteristics

Based on the results of research conducted on 30 respondents of Che Ms Glow Negara, several characteristics of respondents based on gender, age, profession, income and number of visits can be identified, namely:

1. Characteristics of respondents based on gender

The characteristics based on gender can be seen in Table 4.1, as follows:

Table 4.1
CHARACTERISTICS BY GENDER

No.	Gender	Total (People)	Percentage (%)
1	Male	6	20
2	Woman	24	80
Total		**30**	**100**

Based on table 4.1 shows that the majority of respondents are female as many as 24 respondents (80%) while those who are male are 6 respondents (20%).

2. Characteristics of respondents based on age

The characteristics of respondents based on age can be seen in table 4.2, as follows:

Table 4.2
Characteristics Of Respondents Based On Age

No.	Age	Total (People)	Percentage (%)
1	<20 Years	7	23,3
2	20-29 Years	20	66,7
3	30-49 Years	3	10
4	< 50 Years	0	0
Total		**30**	**100**

Table 4.2 shows that the majority of respondents aged 20-29 years were 20 respondents (66.7%) followed by respondents aged <20 years as many as 7 respondents (23.3%), and respondents aged 30-49 years were 3 respondents (10%).

3. Characteristics of respondents based on profession.

Table 4.3
Characteristics Of Respondents Based On Profession

No.	Profession	Total (People)	Percentage (%)
1	Housewife	6	20
2	Employee	6	20
3	Self-Employed	10	33,3
4	Students	8	26,7
Total		**30**	**100**

Table 4.3 shows that the majority of respondents have the last profession of self-employed as many as 10 respondents (33.3%), followed by students as many as 8 respondents (33.3%) and respondents with the profession of housewives and employees each 6 respondents (20%).

4. Characteristics of respondents based on income

Table 4.4
Characteristics By Income

No.	Income	Total (People)	Percentage (%)
1	< Rp. 1000.000	5	16,7
2	Rp. 1000.000-1.999.000	13	43,3
3	Rp. 2000.000-3.999.000	12	40
4	Rp. 4.000.000-4.999.000	0	0
5	> Rp. 5.000.000	0	0
Total		**30**	**100**

Table 4.4 shows that the majority of respondents have an income of Rp. 1000,000-1,999,000 as many as 14 respondents (43.3%), followed by an income of Rp. 2000,000-3,999,000 as many as 12 respondents (40%) and respondents with an income of <Rp. 1000,000 as many as 5 respondents or (16.7%).

5. Characteristics of respondents based on number of visits

Table 4.5
Characteristics Based On Number Of Visits

No.	Number of Visits	Total (People)	Percentage (%)
1	1 time	3	10
No.	**Number of Visits**	**Total (People)**	**Percentage (%)**
2	2 time	7	23,3
3	> 3 time	20	66,7
Total		**30**	**100**

Table 4.5 shows that the majority of respondents visited > 3 times as many as 20 respondents (66.7%), followed by income of 2 visits as many as 7 respondents (23.3%) and respondents with 1 visit as many as 3 respondents (10%).

Research Instrument Test Results

The validity test is calculated by comparing the r-count value with the r-table value. If r-count> r-table then the statement is declared valid

Table 4.6
Research Instrument Validity Test Results

No	Variable	Question Item	Validity	
			Coefficient Correlation	Description
1	Price	$X_{1.1}$	0,467	Valid
		$X_{1.2}$	0,692	Valid
		$X_{1.3}$	0,761	Valid
		$X_{1.4}$	0,564	Valid
2	Product Quality	$X_{2.1}$	0,440	Valid
		$X_{2.2}$	0,696	Valid
		$X_{2.3}$	0,470	Valid
		$X_{2.4}$	0,617	Valid
		$X_{2.5}$	0,732	Valid
		$X_{2.6}$	0,508	Valid
		$X_{2.7}$	0,718	Valid
		$X_{2.8}$	0,532	Valid
3	Purchase Decision	Y_1	0,482	Valid
		Y_2	0,809	Valid
		Y_3	0,720	Valid
		Y_4	0,806	Valid
		Y_5	0,744	Valid

Based on table 4.6 above, it can be concluded that all question items from the variables of price, product quality, and purchasing decisions. Questions from the variables of price, product quality, and purchasing decisions used in this study obtained the results of the coefficient value above 0.3 (Sugiyono, 2014). Thus the entire instrument research instruments are declared valid. Furthermore, these instruments can be used for further statistical analysis.

The reliability test is said to be reliable if the Cronbach Alpha value is> 0.6. The results of the reliability test in this study are as follows:

Table 4.7
Research Instrument Reliability Test Results

No	Variable	Cronbach Alpha	Description
1	Price	0,731	Reliable
2	Product Quality	0,738	Reliable
3	Purchase Decision	0,733	Reliable

Based on table 4.7 above, it can be seen that price, product quality, and purchasing decisions have Cronbach coefficient values. product quality, and purchasing decisions have a Cronbach coefficient value of Alpha coefficient is above 0.6 so that all research instruments are declared reliable. reliable.

Classical Assumption Test Results

The basis for decision making in the normality test using Kolmogorov-Smirnov, namely if the asymp.sig (2-tailed) <0.05, it can be concluded that the data is not normally distributed. Conversely, if asymp.sig (2-tailed) >0.05, it can be concluded that the data is normally distributed. Based on Table 4.8, it shows that the results of the normality test on each variable have a significance level> 0.05, namely price (0.070), product quality (0.081) and purchasing decisions (0.094) so that it can be said that the regression model fulfils the assumption of normality where the data tested meets the assumptions of normality. fulfils the assumption of normality where the data tested is said to be normally distributed. normal distribution.

Table 4.8
Normality Test
One-Sample Kolmogorov-Smirnov Test

		PRICE	QUALITY	DECISION
N		30	30	30
Normal Parameters[a]	Mean	3.3000	3.00	3.03
	Std. Deviation	.53498	.525	.615
Most Extreme Differences	Absolute	.446	.367	.322
	Positive	.446	.367	.322
	Negative	-.287	-.367	-.312
Kolmogorov-Smirnov Z		2.442	2.008	1.762
Asymp. Sig. (2-tailed)		.070	.081	.094
a. Test distribution is Normal.				

Multicollinearity Test Results

The basis for decision making with the multicollinearity test is in 2 ways, namely:

1. Look at the value of tolerance

If the tolerance value is <0.1 then there are symptoms of multicollinearity in the data tested. Conversely, if the tolerance value is> 0.1, there are no symptoms of multicollinearity in the data tested.

2. Looking at the value of the Variance Inflation Factor (VIC)

If the VIF value> 10 means that there are symptoms of multicollinearity in the data tested. Conversely, if the VIF value <10 means that there are no multicollinearity symptoms in the data tested.

Based on table 4.9 which shows that the tolerance value of the independent variables, namely price (X1) and product quality (X2), namely 0.940> 0.10. While the VIF value of the independent variables, namely price (X1) and product quality (X2), namely 1,064 <10, it can be concluded that there are no symptoms of multicollinearity between the independent variables in the regression model or the data tested (Ghozali, 2016).

Table 4.9
Multicollinearity Test Results
Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.155	1.075		1.075	.292		
	KUALITAS	.421	.217	.360	1.941	.063	.940	1.064
	HARGA	.186	.213	.162	.872	.391	.940	1.064
a. Dependent Variable: PURCHASE DECISION								

Heteroscedasticity Test Results

The basis for decision making in the heteroscedasticity test using a statistical approach through the Glejser test using a significant level of 0.05, namely:

1. If the significance value is <0.05, it can be concluded that the regression model used is not feasible.

2. Conversely, if the significance value is> 0.05, it can be concluded that the regression model used is feasible 2.

Based on table 4.10, it shows that all independent variables have a significance value> 0.05, namely price (X1), namely 0.096 and product quality (X2) is 0.606, it can be concluded that the independent variable used in this study does not significantly affect the dependent variable, namely the absolute error, therefore this study is free from symptoms of heteroscedasticity.

Table 4.10
HETEROSCEDASTICITY TEST RESULTS
Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.605	.702		-.862	.396
PRICE	.074	.142	.098	.523	.606
QUALITY	.240	.139	.325	1.726	.096

a. Dependent Variable: Abs_Res

Multiple Linear Regression Analysis Results

The results of multiple regression analysis to determine the effect of price and product quality to partially determine purchasing decisions. Based on Table 4.11, the regression equation is obtained as follows:

$Y = 1.155 + 0.421X1 + 0.186X2$

Based on this equation, it can be explained the effect of Price (X1) and Product Quality (X2) in determining purchasing decisions Purchase (Y) as follows:

1. The constant is 1.155, meaning that if the price (X1) and product quality (X2) value is 0, the purchasing decision (Y) is 1.155.

2. The regression coefficient of the price variable (X1) is 0.421. This means that if the other independent variables are constant and the price (X1) increases by 1 unit, the purchasing decision (Y) will increase by 0.421 units. Because the coefficient is positive, it means that there is a positive relationship between price (X1) and purchasing decisions (Y), the more the price (X1) increases, the more purchasing decisions will increase. Where the price set by Che Ms Glow Negara does not interfere with consumer purchasing decisions, especially for consumers who have made purchases because they have felt the quality of the product.

3. The regression coefficient of the product quality variable (X2) is 0.186. This means that if the other independent variables are constant in value and product quality (X2) increases by 1 unit, the purchasing decision (Y) will increase by 0.186 units. Because the coefficient is positive, it means that there is a positive relationship between product quality (X2) and purchasing decisions (Y), the more product quality (X2) increases, the more purchasing decisions increase. Where the quality of the products that have been provided by Che Ms Glow Negara can affect the purchasing decision product purchase decisions because consumers have felt the benefits of the product.

Table 4.11
Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.155	1.075		1.075	.292		
PRICE	.421	.217	.360	1.941	.063	.940	1.064
QUALITY	.186	.213	.162	.872	.391	.940	1.064

a. Dependent Variable: KEPUTUSAN

Determination Analysis Results (Adjusted R2)

Determination analysis is an analysis to determine how much influence price and product quality have on the performance of purchasing decisions for Ms Glow products at Che Ms Glow Negara. Based on Table 4.12, the determination value (Adjusted R2) is 0.063 or 63%, meaning that price and product quality affect 63% of purchasing decisions while 37% are influenced by other factors not examined.

Table 4.12
Determination Analysis Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.357ᵃ	.127	.063	.595
a. Predictors: (Constant), PRICE, QUALITY				

Hypothesis Testing

The t test aims to test the first and second hypotheses, namely the effect of the Price (X1) and Product Quality (X2) variables individually on the Purchasing Decision (Y) variable.

Table 4.13
Hypothesis Testing

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.155	1.075		1.075	.029
KUALITAS	.421	.217	.360	1.941	.006
HARGA	.186	.213	.162	.872	.039
a. Dependent Variable: DECISION					

The t test is a regression test for hypothesis testing by determining that if the level of significance obtained (p-value) is smaller than 0.05, the hypothesis can be accepted or the independent variable has a statistical effect on the dependent variable. Based on table 4.13 above, the results are as follows:

1. Price Effect (X1) on Purchasing Decisions (Y). The results obtained by the t-count value of price (X1) of 1.941 with a significant value of 0.006 <0.05, it can be concluded that Price (X1) has a positive and significant effect on Purchasing Decisions (Y) of Ms Glow products at Che Ms Glow Negara, so the first hypothesis (H1) is accepted.

2. Effect of Product Quality (X2) on Purchasing Decisions (Y) The results obtained by the t-count value of product quality (X1) of 0.872 with a significance of 0.039 <0.05, it can be

concluded that Product Quality (X2) has a positive and significant effect on purchasing decisions (Y) Purchase Decision (Y) of Ms Glow products at Che Ms Glow Negara, so the second hypothesis (H2) is accepted.

The F test is used to test the third hypothesis simultaneously or together, which aims to determine the effect of the two independent variables, namely Price (X1) and Product Quality (X2) on the dependent variable, namely Purchasing Decisions (Y).

Table 4.14
The F

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1.395	2	.697	1.967	.015[a]
	Residual	9.572	27	.355		
	Total	10.967	29			

a. Predictors: (Constant), PRICE, QUALITY
b. Dependent Variable: DECISION

According to Ghozali (2016), if the result of the F test is significant or p-value <0.05, it is concluded that the regression model used is considered feasible to test. Conversely, if the p-value ≥ 0.05, it is concluded that the regression model used is not feasible to test. Based on Table 4.14, it can be seen that the F-count value is 1.967 with a significance of 0.015 less than 0.05, meaning that the regression model is said to be feasible test. So it can be concluded that Price (X1) and Product Quality (X2) have a simultaneous and significant positive effect on Purchasing Decisions (Y) Ms Glow products at Che Ms Glow Negara, so the third hypothesis (H3) is accepted.

5. DISCUSSION

1. First Hypothesis Results

It can be concluded that Price (X1) has a positive and significant effect on Purchasing Decisions (Y) of Ms Glow products at Che Ms Glow Negara, so the first hypothesis (H1) is accepted. It can be interpreted that the better the price of the product provided, the better the consumer purchasing decision in determining the product to be purchased due to price affordability, price compatibility with product quality and benefits provided and price compatibility with capabilities and competitiveness.

2. Second Hypothesis Results

It can be concluded that Product Quality (X2) has a positive and significant effect on Purchasing Decisions (Y) of Ms Glow products at Che Ms Glow Negara, so the second hypothesis (H2) is accepted. It can be interpreted that if the quality of the product provided is good, of course it will provide good benefits as well so that the fulfilment of the needs required by consumers in determining purchasing decisions is due to good performance, product features, reliability provided, conformation, long product durability, aesthetics and a good consumer view of the quality of the product provided.

3. Third Hypothesis Results

It can be concluded that Price (X1) and Product Quality (X2) have a simultaneous and significant positive effect on Purchasing Decisions (Y) of Ms Glow products at Che Ms Glow Negara, so the third hypothesis (H3) is accepted. Thus it can be interpreted that the better the price and quality of the product provided, the better the consumer purchasing decision will be. Supported by satisfaction and fulfilment of consumer needs and solving problems faced by consumers so that consumers make purchasing decisions.

6.   CONCLUSIONS AND SUGGESTIONS

From the price variable, it can be seen that consumers continue to make purchasing decisions even though the product price set by Che Ms Glow Negara is high because consumers who have made purchasing decisions have felt the quality provided by the product. So the price set is not an obstacle for consumers in making purchases.

From the product quality variable, it can be seen that the product quality set by Che Ms Glow Negara has been able to influence consumer purchasing decisions, seen from the number of sales at the end of the year, namely December, which experienced the highest increase from the previous months. So consumers who have made purchasing decisions indirectly continue to make repeat purchases as found in the results of the number of visits questionnaire.

Based on the variables of price and product quality, the price set is in accordance with the quality of the products provided by Che Ms Glow Negara so that it can influence consumer purchasing decisions. Consumers to make product purchasing decisions. The number of

consumers who make more than one purchase indicates that the price given is not an obstacle for consumers in purchasing products because the quality of the products provided is also good according to the price given.

The results of this study are expected to add to the thesis references in the library and for further researchers to use or add other variables that have not been studied in improving purchasing decisions.

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