

**MANAGEMENT AND BUSINESS:
INFLUENCE OF PRODUCT QUALITY AND PRICE ON
INTERESTED TO BUY SKINCARE
SKINTIFIC PRODUCTS FOR STUDENTS OF UNIVERSITY
ECONOMIC FACULTS**

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ABSTRACT

The aim of this research is to find out the difference between product quality and price simultaneously against interest in buying skincare skintific. This research is research using quantitative methods, where the object used is a student of the Faculty of Economics of the University of Simalungun. As for the number of samples to be used in this study, it was 54 respondents. Data is collected directly from respondents using the research instrument in the form of a questionnaire through Google Form and purposive sampling technique. Then the results are processed using SPSS version 25 data processing application. The results of this study prove that the F test results simultaneously obtained the value of Calculus > Ftable 263.053 > 3.18 and the p-value obtaining the column sig 0.000 < 0.05 means significant. This suggests that product quality and price simultaneously have a significant influence on purchasing interest skincare skintific and the results of the determination coefficient calculation, an adjusted value of R Square obtained at 0.910 (91%). This indicates that the product quality variable (X1) and the price variabel (X2) affect the purchasing value variables (Y) at 91.0% while the remaining 9.0% are influenced by other factors not discussed in this study.

Keywords: product quality, price, buy interest

1. INTRODUCTION

Body care is a duty that no one, especially young people, can abandon. (remaja). Young people are often categorized as consumers who tend to be open to new products that are being marketed. In addition to making the appearance attractive, facial care is also important for the health of the face skin. (Situmorang, 2017). There are many different types of skin care that are produced for different skin types. To fit your needs, there are tips that you can try when choosing skin care or

skin care products. The contents of skin care products have been adapted to the needs of each individual skin.

Before choosing skin care, one is advised to check the skin condition to the doctor first. This is important to do so as not to be wrong in determining skin type. Because, if one has not known the skin type it will be difficult to determine the right skin care (Sahal, 2022). Therefore it is important before buying skincare products should pay attention to the quality of the products available on the market. Kotler & Armstrong (2012) defines product quality as the ability of a product to perform its functions, including overall durability, reliability, accuracy, ease of operation, and repair of the product as well as other product attributes. (Ibrahim & Thawil, 2019).

With increasing demand for skin care products, local brands are increasingly eager to produce high-quality products that can meet customer needs. Skintific is one of many local skin care brands available. Kotler and Philip Keller (2018) stated that buying interest refers to a consumer's reaction to an object represented by their preference to buy. In order to attract consumer interest, companies have to do a variety of things to make consumers interested in the products they sell. During the purchase process, consumers have a motivation to buy this product.

Having a desire to buy this must be influenced by several factors. One of them is the price of the goods and the quality offered. To increase customer purchasing interest in the product sold, it is necessary to consider a number of factors, including the quality of the product and its price. Tjiptono (2015) explains that product quality includes the expected quality level as well as various control measures to the expected product quality level. When the product is of good quality and meets the needs of the customer, more and more people will buy the product. To maintain customer satisfaction and ensure that the buyer feels satisfied with the product, it is important to pay attention to the quality of the products. Skin care companies must be registered with the Drug and Food Supervisory Authority (BPOM) and have a halal certificate for their products so that consumers are sure that their products are safe for everyday use.

The last factor is the price. According to Armstrong and Kotler (2015), price is the amount given for a product or service provided. Women who want to have healthy and beautiful skin often spend money on buying skin care products, so they can find the right price for the product. Therefore, the price of the product should be proportional to the service provided. Consumers tend to choose more affordable prices to buy products, according to Agustin and Amron (2022). Today, many skin care products are sold at cheap prices but have good quality.

From the above description the author is interested in research with the title **"Influence of Product Quality and Price on Buying Interest Skincare Skintific Products for Students of Simalungun University School of Economics"**.

2. RESEARCH METODOLOGY

A. Research Design

The type of research used in this research is quantitative research, the data required is a data in the form of quantity represented by numbers (numerik). Quantitative research methodology can also be understood as a methodology based on the philosophy of positivism, used to research on a particular population or sample. Data collection using statistical data analysis research instruments using SPSS version 25 with the aim of testing the hypotheses that have been established. Research design provides the procedure for obtaining the information necessary to formulate or solve problems in research. As for the research design used in the writing of this research, it is as follows:

- 1) Field research is research that is carried out by digging data directly from the research site. This research is done by collecting primary data and disseminating questionnaires to students of the University of Simalungun Faculty of Economics.
- 2) Library research is a step to obtain data through certain sources. This research is carried out by collecting data from literature, teaching materials, and other research related to the object of research. It's done to add insight into the research that's under way.

B. Population and Sample

Population in this study amounted to 1073 Students from 3 student study programmes for 2020-2023 against users of the application Shopee Students of the Faculty of Economics University of Simalungun. The *purposive sampling* technique is selected by the author to represent the character of the population that corresponds to the research. According to Sugiyono (Stevy, 2019) "Sample is part of the number and characteristics that the population possesses". Based on the number of students of the Faculty of Economics of Simalungun University of the entire force 2020-2023 that numbered 1,073 students then based on the table above, the amount of samples in this study is as much as $5\% \times 1,073 = 53,65$, applied to 54 student samples.

C. Data Collection Techniques

Data collection techniques are the most strategic step in research, as the main goal of research is to obtain data.

1. Data sources. The types and sources of data used in carrying out this research are data related to the research object, i.e. primary data.
2. Data Collection Techniques. Data collection techniques by making lists of statements in the form of questionnaires through google forms aimed at students of the Faculty of Economics University of Simalungun forces 2020-2023.

3. RELATED RESEARCH/LITERATUR REVIEW

A. Product Quality

According to Kotler and Keller in the research journal Hapzi Ali, et.al (2017), product quality is the ability of a product to deliver performance that fits or even exceeds what customers expect. There are nine dimensions of product quality according to Kotler and Keller (2009:8), which are as follows: form, feature, performance quality, durability, reliability, repairability, style, design (design). In line with this theory, in the research journal of Hapzi Ali and Rizza Anggita (2017), product quality is a characteristic of a product in its ability to meet defined and latent needs. This product is defined as anything that can be offered to the market for attention, expertise, utility, or consumption that meets a desire or need. According to Philip Kotler (2007:94) explaining one of the main values that customers expect from suppliers is the high quality of products and services. It can then be stated from the statement that the quality or quality of the product can influence the consumer in the decision to acquire the product. According to Tjiptono quoted in the research journal Hapzi Ali, et.al (2017) which reflects the quality of all dimensions of product supply that generates benefits for customers. There are eight dimensions of product quality that are considered as attributes of a product that is evaluated by the consumer and will be used in this research, namely: product performance, product features, reliabilities, conformance, durability, service ability, aesthetics, fit and finish.

B. Price

The price in the research journal Hapzi Ali, et.al (2017) is one of the critical success factors of a company because the price determines how much profit the company will gain from the sale of its products in the form of goods or services. Setting a price too high will cause sales to fall, but if the price is too low it will reduce the profits that the organization can get. Price dimensions according to Gitosudarmo in the research journal Hapzi Ali, et. al. (2017) This theory includes: price reduction, price compatibility with product quality. Hermawan Kertajaya in the research journal Hapzi Ali and Rizza Anggita (2017) added that the cheap price does not guarantee the product will be sold but the price is too expensive will cause consumers to feel deceived if it does not match the perceived value available. The price dimension in this theory consists of: price based on perceived value, and price according to current price.

According to Kotler and Amstrong (2008:62), price is defined as something given or sacrificed to obtain a service or product. The price is a monetary unit or other measure (including goods and services) exchanged in order to acquire the right of ownership or use of a good or service. From a customer's point of view, price is often used as an indicator of value when the price is linked to the perceived benefit on a good or service. According to Kotler and Amstrong (2008:62) the price dimension encompasses the following things and will be used in this study, namely: price affordability, price correspondence with product quality, price competition, and price compatibility with benefit.

C. Buying Interest

In order to attract the attention or interest of consumers, manufacturers must first understand how consumers behave in making decisions. According to Philip Kotler (2003:568); "A minat is a step taken by a consumer before planning to buy a product." Elements that trigger consumer interest according to Barry Berman (2001:202) : In order to get attention to a person's consciousness, after reaching the sensory receptor, then the stimulus must vibrate the sense nerve and cause a direct response to the brain, for example when a person feels interested to know more about the company's store design activities. Sources from the consumer's memory to choose the goods or services that satisfy them Information that involves advertising. Ensure the characteristic nature of each available choice Consumer collects information related to the characteristics of each choice, after knowing the choice consumer decides the goods or services to be purchased. Purchasing is a stage in which consumers have made choices and are ready to spend their money to be exchanged for goods or services. At the previous stage, the consumer first determines the best decision among the brands of products that have been collected. In addition to the consumer's decision and tendency to a product independently, there are two factors that determine the purchase decision: other people's attitudes and unexpected situations. Next he'll make a purchase.

4. RESULTS AND DISCUSSION

A. The impact of product quality on minat buy *Skincare* Skintific products for students of Simalungun University School of Economics

The positive impact can be seen from the results of the statistical test where the value of b_1 on linear regression obtained is positive 0.134 which means that if the product quality variable increases by one unit, then the purchase interest will increase by 0.134, and vice versa, if the Product quality variabel decreases by a unit, the buying interest will decrease by 0,134.

On the other hand, the statistical test results indicate that the *t*-value obtained is 1.733 larger than the table value at the significance level of 0.05, which is 1.675 and the *p* value on the sig column is $0.020 < 0.05$ which means significant. It explains that the quality of the product has a positive and significant influence on the interest in buying skincare skintific on the graduates of the Faculty of Economics University of Simalungun forces 2020-2023.

B. The impact of price on interest in buying Skincare Skintific products for students of Simalungun University School of Economics

The positive effect can be seen from the results of the statistical trial where the value of *b*₂ on linear regression obtained is positive 1,008 which means that when the price variable increases by one unit, then the purchase interest will increase by 0.134 units and vice versa, when the prices variable decreases one unit then the buying interest will decrease by 0.133 units.

On the other hand of the statistical test results stated that the *t*-value obtained is 9.915 greater than the value of the table at the significance level of 0.05, i.e. of 1.675 and the *p* value value on the sig column is $0.015 < 0.05$ meaning significant. It shows that the price has a positive and significant influence on the interest in buying skincare skintific on graduates of the Faculty of Economics University of Simalungun forces 2020-2023.

C. The impact of product quality and price on interest in buying Skincare Skintific products for students of Simalungun University School of Economics

The results of the statistical tests show that the obtained calculation value is 263.053 greater than the *F*-table value at the significance level of 0.05, i.e. 3.18, and the *p* value obtaining on the sig column is $0,000 < 0.05$. This means that the quality of the product and the price simultaneously have a significant influence on the interest in buying skincare skintific in students of the Faculty of Economics University of Simalungun forces 2020-2023.

Hermita Princess and Risk Taufik Hidayah (2023) conducted a study entitled "Influence of Product Quality, and Price Affecting Interest in Buying Avoskin Skincare Products on Shopee". The test results revealed that there is a significant influence of 19.5% between product quality and price on purchase interest in products on the Shopee marketplace. These results indicate the existence of a positive relationship between the quality of products, the effectiveness of promotional efforts, and increased interest in purchasing the product on the Marketplace Shopee.

5. CONCLUSION

From the results of the exposure and discussion of the data above, the conclusion of this study is:

- 1) Based on the results of the hypothesis test (test *t*) that the product quality variable has a positive and significant influence on the interest in buying skincare skintific for students of the Faculty of Economics of Simalungun University of 2020-2023. It is shown with a positive value of *b*₁ of 0.134 and a *t*-value of 1.733 > *t*-table of 1.675 as well as a *p* value in the sig column of $0.020 < 0.05$.
- 2) Based on the results of the hypothesis test (test) that the price variable has a positive and significant influence on the interest in buying skincare skintific for students of the Faculty of Economics of Simalungun University of 2020-2023. It

is shown with a positive value of b_1 of 1,008 and a t hitung value of 9,916 > t table 1,675 as well as a p value in the sig column of $0,015 < 0,05$.

- 3) Based on the results of the F test simultaneously the value of $\text{Calculus} > F_{\text{table}}$ is obtained $263.053 > 3.18$ and the p -value value of the column sig $0,000 < 0.05$ is significant. It shows that the quality of the product and the price simultaneously have a significant influence on the interest in buying skincare skintific for students of the Faculty of Economics University of Simalungun forces 2020-2023.
- 4) Based on the calculation of the determination coefficient, an adjusted R Square value of 0.910 (91%) is obtained. This indicates that product quality variables (X_1) and price variable (X_2) influence the purchasing interest variability (Y) of 91.0% while the remaining 9.0% are influenced by other factors not discussed in this study.

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