

THE INFLUENCE OF SOCIAL MEDIA MARKETING, BRAND IMAGE , PRICE PERCEPTION AND PRODUCT QUALITY ON BUYING INTEREST IN MS GLOW SKINCARE PRODUCTS

Shela Pramesti Aprilia
Faculty of Economics and Business
Islamic University of Lamongan
Lamongan, Indonesia
shelapramestiaprilia@gmail.com

Yunni Rusmawati DJ
Faculty of Economics and Business
Islamic University of Lamongan
Lamongan, Indonesia
yunnirusmawatidj@unisla.ac.id

Luluk Nur Azizah
Faculty of Economics and Business
Islamic University of Lamongan
Lamongan, Indonesia
luluknurazizah@unisla.ac.id

Muhamad Imam Syairozi
Faculty of Economics and Business
Islamic University of Lamongan
Lamongan, Indonesia
imamsyairozi@unisla.ac.id

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ABSTRACT

This study aims to analyze the influence of Social Media Marketing, Brand Image, Price Perception, and Product Quality on Purchase Interest of MS Glow skincare products in Lamongan Regency. The background of this study is based on the phenomenon of declining consumer purchase interest due to increasingly tight competition in the cosmetics industry and the emergence of negative perceptions of the quality and price of MS Glow products. This study uses a quantitative approach with an associative research type. The sampling technique used is purposive sampling with a total of 242 respondents who are MS Glow users. Data collection was carried out through questionnaires and analyzed using multiple linear regression with the help of SPSS software. The results of the study showed that partially and simultaneously, the variables Social Media Marketing, Brand Image, Price Perception, and Product Quality have a significant effect on Purchase Interest. The coefficient of determination (R^2) value of 0.793 indicates that 79.3% of the variation in Purchase Interest can be explained by the four variables. Among the four variables, Social Media Marketing is the most dominant variable influencing Purchase Interest with the highest beta coefficient value. This research provides strategic implications for MS Glow to further optimize digital marketing strategies, strengthen brand image, set competitive prices, and maintain product quality to increase consumer purchasing interest.

INTRODUCTION

The cosmetics industry in Indonesia has experienced very significant growth in recent years. According to data from the Ministry of Industry of the Republic of Indonesia, (2023) , the cosmetics industry has increased by more than 9% annually, driven by high public consumption of beauty products, especially among young women. Cosmetics now not only function as a complement to appearance, but have also become part of a lifestyle and a symbol of self-identity. This is supported

by advances in digital technology and the penetration of social media that reaches almost all levels of society, especially the millennial and Gen Z generations.

In this context, social media plays a strategic role in influencing consumer purchasing decisions. Platforms such as Instagram, TikTok, and YouTube have become the main channels in marketing cosmetic products. Business actors, including local brands, compete to create creative content, collaborate with influencers, and conduct digital campaigns to attract consumer attention. One local brand that has been quite successful in utilizing the power of social media is MS Glow. Founded in 2013 by Shandy Purnamasari and Maharani Kemala, MS Glow made its debut through online marketing with the slogan "Magic for Skin" and then developed into a brand that is known nationally and even internationally.

MS Glow's early success is inseparable from its aggressive social media marketing strategy and consistent marketing content. The use of well-known influencers, live shopping features, and active interaction with consumers are the strengths of this brand. However, entering 2023 to early 2024, MS Glow is facing a serious challenge in the form of a decline in consumer purchasing interest. Data from *Compas.co.id*, (2024) shows that MS Glow, which previously occupied the top position in local skincare sales in e-commerce, experienced a significant decline. This was triggered by several factors, including consumer perceptions of declining product quality, increasing prices, and the emergence of new competitors with more competitive innovations and prices.

The decline in purchasing interest indicates a change in consumer behavior that needs to be understood more deeply. According to Kotler & Keller, (2022) purchasing interest is a form of consumer behavioral tendency to take purchasing action after going through a process of considering various factors, such as promotion, product quality, brand image, and price. In other words, a decline in purchasing interest in a product can be caused by a failure to meet consumer expectations regarding these factors.

In marketing literature, four main variables that greatly influence purchase intention are social media marketing, brand image, price perception, and product quality. Social media marketing is a promotional approach that utilizes digital platforms to establish two-way communication between brands and consumers. Social media-based marketing allows companies to reach target markets in a more personal and interactive way (Setiawati, 2020). In addition, brand image plays an important role in shaping consumers' emotional perceptions of a product.

Price perception is also an equally important factor. Consumers tend to judge a product not only from the nominal price, but from the perceived value. If the price is considered not commensurate with the quality or benefits obtained, consumers will reduce their desire to buy (Zeithaml, 1988a). Meanwhile, product quality is the core of consumer satisfaction. Products that are of good quality in terms of performance, reliability, and safety tend to increase consumer trust and ultimately increase purchasing interest (Tjiptono & Diana, 2020).

Several previous studies have shown a positive relationship between these variables and purchase intention. Research by Zsasa & Desy, (2023) concluded that social media marketing, brand image, price perception, and product quality significantly influence consumer purchasing decisions for skincare products. However, different results were found by Yemima, (2021) which showed that brand image does not always affect purchase intention. This shows a research gap that needs to be bridged, especially in the context of local brands such as MS Glow which face very competitive market dynamics.

This research is relevant to be conducted considering the high consumption of cosmetics among local communities such as Lamongan, which also has its own characteristics in terms of purchasing power, brand preferences, and intensity of social media use. Thus, the focus of this research is directed to determine how much influence social media marketing, brand image, price perception, and product quality have on purchasing interest in MS Glow skincare products in Lamongan Regency. The results of this study are expected to not only contribute to the development of consumer behavior theory, but also provide strategic input for companies in formulating more effective and sustainable marketing policies.

RESEARCH METHODS

This study uses a quantitative approach with a causal associative research type, because it aims to determine the relationship between independent variables, namely social media marketing, brand image, price perception, and product quality, on the dependent variable, namely consumer purchasing interest in MS Glow skincare products. The quantitative approach is used to obtain numerical data that can be analyzed statistically to test hypotheses that have been formulated theoretically. The location of the study was conducted in Lamongan Regency with a focus on consumers from among students, especially active users of social media such as Instagram and TikTok who know or use MS Glow products.

The population in this study were 610 students of the Management Study Program at Lamongan Islamic University, batches of 2021, 2022, and 2023. The research sample was determined using the Slovin formula with an error rate of 5%, resulting in a sample size of 242 respondents. The sampling technique used was purposive sampling, with respondent criteria including being 17–25 years old, knowing or having used MS Glow products, and having an Instagram or TikTok social media account. Sample selection based on these criteria is considered appropriate because qualified respondents have direct experience with the products studied, and are exposed to promotional content through social media.

The types of data used in this study consist of primary data and secondary data. Primary data were collected through a closed questionnaire compiled based on indicators from each research variable and distributed to respondents through the Google Form platform. While secondary data were obtained from various relevant literature such as books, scientific journals, and other online sources. The questionnaire instrument used a five-point Likert scale, from 1 (strongly disagree) to 5 (strongly agree), to measure the level of respondent agreement with the statements submitted.

Each variable in this study is measured based on predetermined indicators. Social media marketing variables include dimensions of content, communication, connection, and collaboration. Brand image is measured through brand identity, brand personality, and brand association. Price perception includes price affordability, price-quality fit, and price competitiveness. Meanwhile, product quality is measured through performance indicators, reliability, and additional features. Purchase intention as a dependent variable is measured through transactional interest, referential interest, and preferential interest.

Data analysis was carried out using SPSS software version 23. The analysis stage began with a validity and reliability test to ensure that the instruments used were valid and consistent. Furthermore, a classical assumption test was carried out, including normality, multicollinearity, and heteroscedasticity tests, to ensure that the data met the requirements for regression analysis. The main analysis technique used was multiple linear regression to determine the simultaneous and partial effects of independent variables on the dependent variable. The t-test was used to see the effect of each variable partially, while the F-test was used to see the effect simultaneously. In addition, the coefficient of determination (R^2) was calculated to determine how much the overall contribution of the independent variables was in explaining the purchase interest variable. This study was conducted during the period October 2024 to January 2025.

RESULTS AND DISCUSSION

This study aims to examine the influence of social media marketing, brand image, price perception, and product quality on consumer purchasing interest in MS Glow skincare products. Data were obtained from 242 student respondents who met the criteria as users or potential users of MS Glow, and analyzed using multiple linear regression techniques using SPSS software version 23.

The results of the analysis show that the regression model is feasible to use with a simultaneous significance value (F test) of 0.000 and a calculated F value of 230.872. This means that the variables of social media marketing (X1), brand image (X2), price perception (X3), and product quality (X4) together have a significant effect on purchasing interest (Y). The magnitude of the determination coefficient (R^2) of 0.793 indicates that 79.3% of the variation in consumer purchasing

interest can be explained by the four independent variables, while the remaining 20.7% is explained by other factors outside this research model.

Partially, the four variables were also proven to have a significant influence on purchasing interest, as shown in the following t-test results:

Table 1. T-Test Results

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. | Note |
|--|------------|-----------------------------|------------|---------------------------|-------|------|---------------------|
| | | B | Std. Error | Beta | | | |
| 1 | (Constant) | ,058 | ,453 | | ,127 | ,899 | |
| | X1 | ,327 | ,048 | ,351 | 6,819 | ,000 | Hypothesis accepted |
| | X2 | ,229 | ,052 | ,208 | 4,450 | ,000 | Hypothesis accepted |
| | X3 | ,165 | ,053 | ,158 | 3,114 | ,002 | Hypothesis accepted |
| | X4 | ,269 | ,050 | ,274 | 5,371 | ,000 | Hypothesis accepted |
| a. Dependent Variable: Purchase interest | | | | | | | |

Data source processed 2025

Based on the table, the social media marketing variable (X1) has the most dominant influence on purchase interest with a beta coefficient (β) value of 0.351 and the highest t-count value of 6.819. This shows that marketing strategies carried out through social media, such as the use of influencers, interactive promotional content, and live shopping features on platforms such as Instagram and TikTok, greatly contribute to attracting consumer purchase interest in MS Glow. This finding is in line with research by Setiawati, (2020) which states that social media marketing is able to shape perceptions and significantly encourage purchase intentions.

Furthermore, brand image (X2) also has a significant effect on purchase intention with a significance value of 0.000 and a t-count of 4.450. A positive brand image creates trust, emotional associations, and perceptions of professionalism in consumers. MS Glow, which has built an image as a modern local brand, through elegant packaging design, public figure endorsements, and religious values in the halal product line, is able to influence consumers to choose their products over competitors.

Price perception (X3) also has a significant effect on purchase intention with a significance value of 0.002 and a t-count of 3.114. Consumers consider that the price set by MS Glow is quite commensurate with the quality and benefits felt, although some of them have started to compare it with other brands that offer similar products at lower prices.

Meanwhile, product quality (X4) also has a significant effect on purchase intention with a significance value of 0.000 and a t-count of 5.371. Product quality includes the effectiveness of the product in caring for the skin, clarity of composition, and consumer experience during product use. In this case, MS Glow is considered to still be able to provide satisfactory results, especially for novice users, thus triggering repeat purchase interest and positive word of mouth.

Overall, the results of this study indicate that the four variables, both simultaneously and partially, have a significant effect on consumer purchasing interest in MS Glow products. The most dominant variable is social media marketing, so it can be concluded that the strength of a brand in reaching and building relationships with consumers in the digital era is largely determined by their ability to utilize social media effectively. Therefore, companies need to continue to develop interesting, interactive, and relevant content to the needs of their target audience in order to maintain and even increase purchasing interest amidst the increasingly tight competition in the cosmetics industry.

CONCLUSION

Based on the results of the study conducted on 242 student respondents who used MS Glow skincare products in Lamongan Regency, it can be concluded that social media marketing, brand image, price perception, and product quality simultaneously and partially have a significant effect on consumer purchasing interest. The results of the analysis show that these four independent variables are able to explain 79.3% of the variation in purchasing interest, with social media marketing being the most dominant variable influencing purchasing decisions.

Social media marketing has the strongest influence in shaping consumer purchasing interest. Through the use of platforms such as Instagram and TikTok, MS Glow has succeeded in establishing two-way communication with consumers, presenting interesting content, and building emotional closeness with its target market. Promotional strategies involving well-known influencers, using live shopping features, and short video-based promotions have proven their effectiveness in building awareness, creating visual appeal, and ultimately increasing consumer tendencies to make purchases. These findings show that in today's digital era, a brand's existence on social media not only functions as a communication medium, but also as the main channel in shaping purchasing behavior.

Furthermore, brand image has been proven to play an important role in driving consumer purchasing interest. MS Glow as a local brand has succeeded in building a positive perception among young consumers by conveying a strong visual message, elegant product display, and consistency in conveying product values such as halal, safety, and effectiveness. This positive brand image strengthens consumer trust and creates loyalty that has a direct impact on purchasing decisions.

Price perception is also a significant factor in influencing purchase intention. Consumers tend to consider whether the price of a product is commensurate with the benefits and quality offered. In the case of MS Glow, most consumers consider the product price to be reasonable and acceptable, despite price competition from similar products on the market. Therefore, it is important for companies to continue to manage price perception through discount strategies, product bundling, or education on the utility value received by consumers.

Product quality remains an important foundation in maintaining consumer purchasing interest. Quality products not only provide results that meet expectations, but also build long-term trust. MS Glow is considered capable of meeting consumer needs through safe product formulations, effective use, and innovations that continue to be developed. When consumers are satisfied with the quality of the product, there will be an urge to repurchase and recommend it to others.

By considering these four variables, it can be concluded that MS Glow's success in building and maintaining consumer purchasing interest is largely determined by the synergy between the right digital marketing strategy, strong brand image, balanced pricing, and consistency in maintaining product quality. Therefore, the company needs to continue to innovate in its marketing approach, evaluate brand image, maintain positive price perceptions, and maintain product quality standards to remain relevant and competitive in the market.

This study provides theoretical contributions in the development of consumer behavior studies and digital marketing strategies. Practically, the results of this study can be the basis for MS Glow management and other local brands in developing more effective marketing strategies, especially in working on the student market and the younger generation who are very responsive to digital content and emotional values of a brand.

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