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Psychological Factors and Higher Branded Price to Purchase Decision of MS Glow Skincare

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Abstract

The beauty industry has evolved, with skincare becoming crucial for women. It protects against environmental factors and prevents issues caused by make-up. The Indonesian skincare market is growing, reflecting the increasing importance of skin health. This study investigates the influence of lifestyle, psychological factors, and pricing on MS Glow skincare product-purchasing decisions among students at the University of North Sumatra's Faculty of Education. Using primary data from 100 respondents, multiple linear regression analysis was employed to examine the relationships between the independent variables (lifestyle, psychological factors, and price) and the dependent (purchase decision) variables. This research aims to understand consumer behavior in skincare product acquisition, focusing on MS Glow. Contrary to expectations, price does not significantly influence purchase decisions. However, lifestyle and psychological factors play substantial roles, exhibiting positive and statistically significant relationships with the dependent variable. These findings challenge conventional wisdom about the importance of pricing in student consumer decision-making and highlight the need for lifestyle-oriented and psychologically driven marketing approaches in the skincare industry. This study contributes valuable insights into university students' decision-making processes for personal care products, enhancing the understanding of consumer behaviour in this demographic.

1. Introduction

Along with the development of the economy, technology and culture in this modern era, beauty care has become an important necessity for some people, especially women. Women who initially only looked at make-up now realise that skin care is also needed to protect facial skin from sun exposure, pollution, and traces of make-up that can dull skin conditions and cause breakouts. The Indonesian skin care product market shows a positive trend. In 2019, Sancoyo, the Indonesian Cosmetics Association (Perkosmi) chairman, said skincare and make-up products were still the fastest-growing category (Intan & Husaini, 2019).

The product that is used as the object of research is MS Glow facial skin care. MS Glow (Magic for skin) is a series of beauty products ranging from facial and body care packages to beauty health drinks, slimming and others. MS Glow was founded in early 2013 as one of the skin care products that many teenage women are interested in. MS Glow also has clinics in major cities in Indonesia, including Malang, Surabaya, Bali, Jakarta, and Bandung. Besides having a skin care clinic, MS Glow has also been trusted by women from several countries, such as Singapore, Malaysia, Taiwan and Australia.

Before using skin care, female students will make a purchase decision on a product. The number of cosmetic products circulating in the market makes it difficult for female students to determine what cosmetics to use. Purchasing decisions are consumer activities that are directly involved in making decisions to make purchases of goods and services offered by sellers to fulfil consumer desires.

2. Literature Review

2.1. Lifestyle

According to Solihin et al. (2020), lifestyle describes how a person behaves, namely how he lives using his money and takes advantage of the time he has. Consumers' lifestyles will change, but this change is not due to changing needs. Lifestyle has an important influence on customer purchasing decisions. The consumer's lifestyle is an important target that producers must consider. This is because lifestyle includes a consumer's lifestyle that involves the choice of products and the consumer's daily consumption style (Yulianti & Deliana, 2018). Sathish & Rajamohan (2012) stated that three dimensions measure lifestyle: activities, interests, and opinions.

Dimension	Example
Activity	Work, Hobbies, Social Events, Vacation, Entertainment, Surfing, Internet, Sports, Shopping.
Interest	Family, Home, Work, Recreation, Fashion Clothing, Food, Media, Achievement.
Opinion	Themselves, Social Issues, Politics, Products, Future, Culture.

2.2. Psychological Factors

Consumer psychology is a branch of psychology that studies consumer behavior in a person or human. Consumer psychology is rooted in the psychology of advertising and sales. Consumer psychology includes research on consumers as buyers, consumers as citizens, and as a source of data from basic behavioral knowledge. According to Suharno (2010), psychological factors from within a person determine how they choose and consume products. According to Kotler & Armstrong (2012) in Wati (2017), a person's purchase decision is influenced by four main psychological factors: motivation, perception, learning, beliefs, and attitudes. The four psychological factors can be explained as follows:

According to Philip Kotler et al. (2019), the psychological indicators used are as follows;

  a. Motivation
  b. Perception
  c. Learning
  d. Belief and attitude
  e. Price

A consumer deciding to purchase their goods or services will consider the price of the product they will buy. Price is the most adaptable element of the marketing mix. Product characteristics, channels, and even promotions take longer. Assauri (2012) price is a burden or value for consumers obtained by obtaining and using a product, including financial costs from consumption and non-financial social costs, such as time, effort, psychological, risk and prestige or social prestige. The meaning of price is the relative value possessed by a product.

Jayanti (2015) argues that the term price can be interpreted as the amount of money (monetary unit) and or other aspects (non-monetary) that contain certain utilities needed to get a product. According to Fure (2013), there are 5 indicators in measuring price, namely:

  a. Prices that match the benefits
  b. Price perception with benefits
  c. Affordable price
  d. Price competition
  e. Price match with quality

2.3 Purchase Decision

Human life cannot be separated from buying and selling. Before making a purchase, a consumer usually decides first on a product. Purchasing decisions are individual activities that are directly involved in decision-making. According to Philip Kotler et al. (2019) the purchase decision is a product in the consumer that does not just happen but requires a process. The decision-making process to buy a product starts from problem recognition, information search, and evaluation of alternatives, which will then create a purchase decision and the formation of post-purchase behavior.

According to Assauri (2012), the purchase decision is a decision-making process that includes determining what to buy or not. Purchasing decisions are things that need to be known. According to Ulus (2013), the indicators for measuring purchasing decisions are as follows:

  a. Desire to use the product.
  b. Desire to buy the product.
  c. Prioritize the purchase of a product.
  d. Willingness to sacrifice (time, cost, and effort) to get a product.

3. Materials and Methods

This study was conducted at the Antasari State Islamic University, Banjarmasin Campus. The object of this research is the Faculty of Education, University of North Sumatera Student who uses MS Glow Facial Skin Care.

3.1. Population and Sample

This study population was comprised of faculty of education and Anta sari State Islamic University students who used MS Glow Facial Skin Care. According to Sugiyono (2010), the sample is part of the number and characteristics possessed by the population. The sampling technique in this study uses Probability Sampling (population unknown), which is a sampling technique that does not provide the same opportunity or opportunity to be selected as a sample Sugiyono, (2010). Because the exact number of the population is

not known, the formula for determining the size of the sample is used for unknown populations Damayanti & Melinda (2021) as follows:

$$n = \frac{z^2}{4\mu^2}$$

3.2. Validity and Reliability

A validity test is used to determine whether a questionnaire is valid or not. A questionnaire is valid if the question or statement on the questionnaire can reveal something that will be measured by the questionnaire (Philip Kotler et al., 2019). While the reliability test shows the consistency and stability of a score (measurement scale), an instrument can have a high level of confidence (consistency) or be stable over time (Ghozali, 2006).

3.3 Data Analysis

To analyze the data in this study, researchers used quantitative analysis. The data obtained as numbers will then be analyzed using statistical equipment. In this case, the author uses a model to see the extent of the correlation (relationship) between the various questionnaires tested, namely the questionnaire submitted to consumers and their responses about the influence of lifestyle, psychological factors and prices on purchasing decisions for MS GLOW skin care on students Faculty of Educational, Anta sari State Islamic University by using multiple linear regression formula.

3.4. Classic Assumptions

Normality testing in this study is used by looking at the normal probability plot, which compares the cumulative distribution of the actual data with the cumulative distribution of normal data. Data is said to follow a normal distribution seen from the data's spread on the graph's diagonal axis (Ghozali, 2006). Multicollinearity testing aims to determine whether there is a correlation between independent variables in the regression model.

3.5. Hypothesis Testing

The f statistical test shows whether all the independent (free) variables included in the model have a joint effect on the dependent (bound) variable (Malikah, 2011). The t-test shows how far the influence of one independent variable separately (individually) in explaining the variation of the dependent variable (Ghozali, 2006).

4. Results and Discussion

4.1. Analysis Stages

4.1.1. Validity Test

The results of the bivariate correlation analysis were based on the output of Pearson Correlation (Ghozali, 2016). If the value of the r arithmetic r table is declared valid, then the instrument used will be declared valid. Question items are valid if the obtained positive correlation and significant observation is smaller than = 5%, Whereas the overall research variables contain 51 statements that the respondent must answer.

Table 1. Result of Validity of Indicators

Variable(s)	Item(s)	r-stat	Decision
Lifestyle	X1.1	0.676**	
	X1.2	0.779**	
	X1.3	0.756**	
	X1.4	0.417**	Valid
	X1.5	0.431**	
	X1.6	0.554**	
	X1.7	0.549**	
Psychological Factor	X2.1	0.527**	
	X2.2	0.407**	
	X2.3	0.762**	
	X2.4	0.748**	Valid
	X2.5	0.799**	
	X2.6	0.814**	
	X2.7	0.278**	
Price	X3.1	0.407**	
	X3.2	0.521**	
	X3.3	0.221**	
	X3.4	0.500**	Valid
	X3.5	0.458**	
	X3.6	0.614**	
	X3.7	0.518**	
Buying decision	Y.1	0.641**	
	Y.2	0.589**	
	Y.3	0.641**	
	Y4	0.270**	Valid
	Y.5	0.304**	
	Y6	0.408**	
	Y.7	0.288**	

The results of the validity test showed that all items of the variable statements X1, X2, X3 and Y were declared valid. Of the 28 statements contained in the independent and dependent variables, they are declared valid because r count r table.

4.1.2. Reliability Test

A reliability test was conducted to measure a questionnaire, an indicator of a variable. A questionnaire is said to be reliable or reliable if a person's answer to the statement is consistent or stable from time to time. The indicator for the reliability test is Cronbach Alpha. If the value of Cronbach Alpha 0.6

indicates the instrument used is reliable (Ghozali, 2016).

Table 2. Result of Reliability Test

Cronbach's Alpha	N of Items
0.733	28

4.2. Classical Assumptions

4.2.1. Normality Testing

A normality test is done to see whether data is normally distributed. The author conducted a data normality test with a probability plot graph test that compared the actual data's cumulative distribution with the normal distribution's cumulative distribution. The normal distribution forms a straight diagonal line, and plotted data will be compared with the diagonal line. If the data distribution is normal, then the line that describes the actual data will follow the diagonal line (Ghozali, 2016), which can be seen in Figure 1 below:
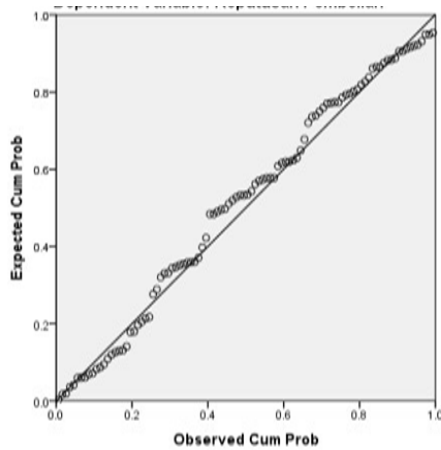

Figure 1. Result of Normal P-P Plot

After seeing the results of the Normal P-Plot image, it can be seen that the data spreads around the diagonal line and follows the direction of the diagonal line. So it can be concluded that all research data are normally distributed.

4.2.2. Multicollinearity Testing

Multicollinearity was detected using the tolerance value and variance inflation factor (VIF). Tolerance measures the variability of the selected independent variables that other independent variables cannot explain. So, a low tolerance value is the same as a high VIF value (Ghozali, 2016).

Table 3. Result of Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
Lifestyle	0.739	1.353
Psychological Factor	0.739	1,352

Model	Collinearity Statistics	
	Tolerance	VIF
Price	1,000	1,000

Table 3 shows that all variables have a VIF value of 10 and a tolerance value of 0.1. This shows no multicollinearity, and this test is well used in this research model.

4.2.3. Heteroscedasticity Testing

The heteroscedasticity test aims to test whether there is an inequality of variance in the regression model from the residual of one observation to another. If the residual variance from one observation to another remains, it is called homoscedasticity; if it is different, it is called heteroscedasticity.
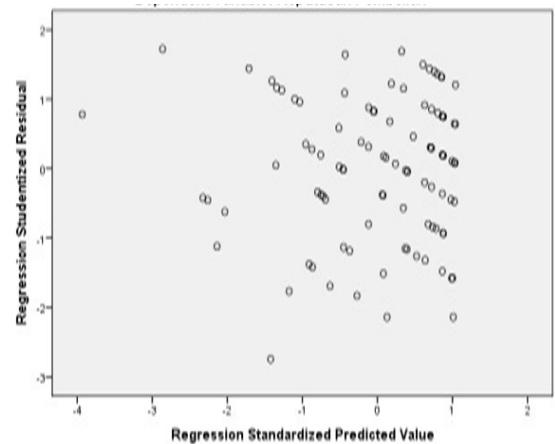

Figure 2. Result of Scatterplot (Heteroscedasticity)

Figure 2 shows the scatterplot graph. It indicates that the points spread randomly above and below zero on the Y-axis. It can be concluded that there is no heteroscedasticity in the regression model, So the regression model is feasible to use to predict purchasing decisions.

4.3. Multiple Linear Regression Analysis

Multiple Linear Regression Analysis is a regression model involving more than one independent variable after performing calculations using the program SPSS analysis results in the table below.

Table 4. Result of Multiple Linear Regression

Variable(s)	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
(Constant)	16,095	3,132	5.14	0.000
Lifestyle	0.282	0.073	3,881	0.000
Psychological Factor	0.187	0.067	2,803	0.006
Price	0.009	0.07	0.131	0.896

Dependent Variable: Purchase Decision

Table 4 shows the regression results. It can be written as Y = 16.095 + 0.282X1 +0.187X2 + 0.009X3+ e

4.4. Determination Analysis

The coefficient of determination measures the model's ability to explain variations in the dependent variable. The value of the coefficient of determination is between zero and one (0 R2 1). A small value of R2 means that the ability of the independent variable to explain the dependent variable is very limited. A value close to one means that the independent variable provides almost all the information needed to predict the dependent variable's variation simultaneously.

Table 5. Result of Coefficient Determination

R	R Square	Adjusted R Square
0.569a	0.324	0.303

Predictors: (Constant), Price, Psychological Factors, Lifestyle
Dependent Variable: Purchase Decision

Table 5 presents the correlation coefficient (R) is 0.569a. This value shows a close relationship (correlation) between lifestyle, psychological factors, and price in purchasing MS GLOW skin care. While the coefficient of determination (R Square) is 0.324, this means that lifestyle variables, psychological factors, and prices can explain their influence on purchasing decisions for MS GLOW skincare which is 0.324. The remaining 0.676 is influenced by other factors not studied or outside the research model.

4.5. Simultaneous Analysis

The proof is done by the F-test or simultaneous testing of all observed variables with the F test. The test is done by comparing the value of F count > F table at an error degree of 5% (= 0.05) (Sugiyono, 2010).

Table 6. Result of ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	150,541	3	50,180	15,351	.000b
Residual	313,819	96	3.269		
Total	464,360	99			

Dependent Variable: Purchase Decision
Predictors: (Constant), Price, Psychological Factors, Lifestyle

The proof is done by t-test or partial test of all observed variables by t-test. The test is done by comparing the value of t statistics > t table at an error degree of 5% (α = 0.05) (Sugiyono, 2010). The study's results revealed significant relationships between various factors and MS Glow Skin Care purchasing decisions among students at the Faculty of Education, University of North Sumatra. Lifestyle demonstrated a positive and significant impact on purchasing decisions, with a t-

count value of 3.881, which exceeded the t-table value of 1.9847 at the 95% confidence level (α=5%).

A significance value of 0.000 was less than 0.05, confirming the acceptance of Hypothesis 1. Similarly, psychological factors positively and significantly affected purchasing decisions, with a t-count value of 2.803, surpassing the t-table value of 1.9847. The significant value of 0.006 was below 0.05, leading to the acceptance of Hypothesis 2. However, price does not positively or significantly influence purchasing decisions. The t-statistic value of 0.131 was less than the t-table value of 1.9847, and the significance value of 0.896 exceeded 0.05, resulting in the rejection of Hypothesis 3. These findings were based on a sample size of 100 participants with 97 degrees of freedom (df = n - k = 100–3 = 97).

5. Conclusions

The study findings indicate several significant conclusions regarding the purchasing decisions for MS Glow skincare products among students at the Faculty of Education, University of North Sumatra. First, lifestyle was found to positively and significantly affect purchasing decisions. Second, psychological factors also positively and significantly influenced students' choice to purchase MS Glow skin care products. However, contrary to expectations, price did not positively or significantly affect purchasing decisions for these products among the studied population.

On the basis of these findings, several recommendations can be made for future research and practical application. MS Glow, as a skincare company, should continue to focus on understanding and aligning with the lifestyles of their target female demographic to ensure their products remain the preferred choice. The psychological aspects influencing customer decisions are crucial, and the company should strive to maintain and enhance the positive perceptions of MS Glow skincare products in customers' minds. This can be achieved by consistently producing high-quality products free from harmful ingredients such as mercury.

Although price was not a significant factor in this study, skin care companies should consider ways to improve purchasing decisions by paying attention to and attracting consumer interest through other means. Future research could explore additional factors influencing purchasing decisions for skincare products among different demographic groups or geographical locations.

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