The Effects of Electronic Word of Mouth and Product Quality Towards the Decision to Purchase the MS Glow Acne Series Bundle in Malang

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Abstract. The rapid advancements of Information Technology enable online social networks to become a new medium for Electronic Word of Mouth (e-WOM) about the quality of purchasable goods. One of which is the Acne Series bundle produced by MS Glow. MS Glow is an Indonesian skin care and beauty company. This study aims to examine the effect of Electronic Word of Mouth (e-WOM) and Product Quality towards the decision to purchase the MS Glow Acne Series bundle in Malang, both partially and simultaneously. This study consists of two independent variables, which are Electronic Word of Mouth (e-WOM) and product quality, along with one dependent variable, that is Purchase Decision. This study was quantitative with giving questionnaires as data collection method. The samples in this study were 100 respondents who were selected using purposive sampling method. The data analysis method used is classical assumption testing and hypothesis testing. The results showed that: (1) e-WOM has a positive and significant effect on purchase decisions. (2) product quality has a positive and significant effect on purchase decisions. (3) e-WOM and product quality simultaneously have positive and significant effects on purchase decisions. Based on the results of the study, it is advised that MS Glow evaluates negative reviews about the Acne Series bundle on social media and improve its quality in order to increase sales.

Keywords: Electronic word of mouth · Product quality · Purchase decision · MS Glow

1 Introduction

Information Technology is rapidly moving with time. These developments have led to increasingly sophisticated technologies used in long-distance communication such as smartphones and the Internet to find information efficiently. In 2020, there were 175.4 million Internet users in Indonesia. Compared to last year, there is an increase of 17% or 25 million internet users in this country [1]. According to the research conducted by We Are Social (a British media company in collaboration with Hootsuite) "The Essential

Headline Data You Need to Understand the State of Mobile, Internet, And Social Media Use" which was published on January 30th, 2020, from Indonesiafs total population of 272.1 million people, 175.4 million people are active internet users with a penetration of 64%, while 160 million people, with a penetration of 59%, are active on Social Media. The increasing number of internet and social media users in Indonesia has been used by companies to promote products or services as well as online purchasing [1].

The rapid development of Information Technology encourages changes in consumer's behavior before making the decision to purchase a product. Social networking sites have an important role in the process of information seeking before consumers choose a certain product or service [2]. An online social network is a form of online community and connects members of the community wherever and whenever they are. Thus, online social networks became a new medium for potential consumers to obtain information and conduct Electronic Word of Mouth (e-WOM) from consumers who have purchased and used a certain product.

e-WOM is a means of communication and exchange of information between old and new consumers using information technology such as online discussion forums, electronic bulletin boards, newsgroups, blogs, review sites, and social networking sites [3]. This affects the consumers' behavior before purchasing a product. One of which is skin care products or better known as skincare. This is in line with the results of a research which states that for the last 5 years, online conversations or electronic word of mouth about skin care ingredients has been growing rapidly in Indonesia which is expected to continue in 2020 [4].

Positive and negative statements in Electronic Word of Mouth are also influenced by the quality of a product. Consumers will buy high quality goods. Therefore, a good product quality will affect consumers' views of the product [5, 6]. Consumers pay more attention to the quality of ingredients of a facial care product. This is because the quality of the ingredients in a product depends on their respective skin complications, especially skincare products. e-WOM and Product Quality have an effect on purchase decisions for a product. With positive remarks in Electronic Word of Mouth supported by good product quality, it will influence consumers' purchase decisions [7].

One of the local companies that engaged in beauty and skin care is MS Glow. MS Glow is an abbreviation of the company's motto, Magic for Skin, which was established in 2013. One of the MS Glow products that is widely reviewed by consumers with skin problems is the Acne Series bundle consisting of Facial Wash, Acne Toner, Day Cream, and Night Cream. MS GLOW has high quality products and is proven by MS Glow products having BPOM certification, Halal and clinically tested [8].

Through reviews or testimonials of MS Glow products, especially on the Acne Series bundles made by consumers who have used these products via the internet, potential consumers can easily dig up information before making a purchase decision. Positive and negative statements about product quality submitted by consumers who have used these products can influence potential consumers' purchase decision. Thus, if the Electronic Word of Mouth and the quality of the products created are positive, consumers will buy the product and the company's sales will increase. Based on this, the purpose of this research is to examine the effects of Electronic Word of Mouth (e-WOM) and Product

Quality towards the decision to purchase the MS Glow Acne Series bundle in Malang, both partially and simultaneously.

2   Research Method

This research is a Causal Associative Research with quantitative approach. The population in this study were MS Glow Store Malang consumers who bought the Acne Series bundle in March–May 2021 that is also an active social media user. The number of visitors to MS Glow Store Malang based on data obtained from the MS Glow Malang website was 3150 people [8]. Based on the total population, using the Slovin [9] formula, the following samples were obtained.

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{3150}{1 + 3150(10\%)^2} \tag{1}$$

n = 96.92 and rounded up to 100.

In this study, purposive sampling was used with the sample criteria in this study being consumers of the Acne Series MS Glow bundle in Malang, aged 17–50 years, actively using social media and making purchases in March–May 2021. This study used a questionnaire as the main instrument in data collection. The results of the questionnaires were then analyzed using classical assumptions and regression analysis.

3   Results and Discussion

This research was conducted by distributing questionnaires using Google Forms. The collected data is then carried out with initial verification to check the completeness of the data and test the validity and reliability of the data. Based on the results of the initial verification, it is known from the 100 questionnaires distributed, the overall results of the questionnaires are complete and the validity and reliability are met with the results of r count > r table and the alpha value obtained is above 0.6. Therefore, further analysis can be carried out. The results of the analysis are as follows:

3.1   Classical Assumption Test

3.1.1   Normality Test

The normality test in this study uses normal graph analysis of p-p plots. Based on Fig. 1, it shows that the distribution of data (points) is around the diagonal line and the distribution follows the direction of the diagonal line. Therefore, the regression model fulfills the assumption of normality.
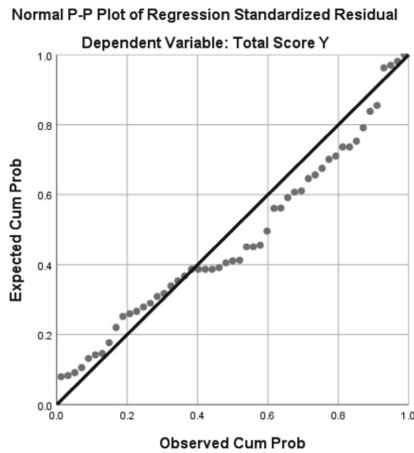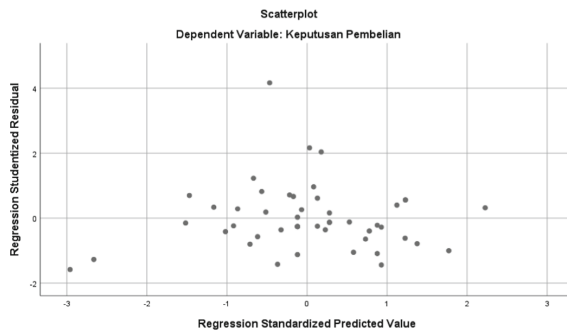
Fig. 1. Result of normality test.

Fig. 2. Result of the heteroscedasticity test

3.1.2 Multicollinearity Test

In this study, the multicollinearity test uses the tolerance value test and the VIF value. If the tolerance value is >0.1 and the VIF value is <10, no multicollinearity is present. The results showed that the tolerance value was 0.336 and the VIF value was 2.973 as can be seen in Table 1. In other words, the research results did not experience multicollinearity.

3.1.3 Heteroscedasticity Test

One way to see any heteroscedasticity is to use the Scatterplot test. Heteroscedasticity is when variance of the residual from one observation to another remains. A good regression model is when there is no heteroscedasticity. Based on Fig. 2. Based on the heteroscedasticity test, the data results show that the plot points are irregularly spread and spread well above and below zero on the Y axis, it can be said that there is no heteroscedasticity.

Table 1. Result of regression testing

Model	b	t_{count}	Tolerance	VIF	sig	Ket
Constant	15.079	2.371			0.022	-
e-WOM	0.452	2.281	0.368	2.719	0.027	Hypothesis accepted
Product Quality	0.506	2.418	0.368	2.719	0.019	Hypothesis accepted

r = 0.727 t_{table} = 1.661
r^2 = 0,529 F_{table} = 3.089
Adj. R^2 = 0,509
F_{count} = 26.944
Sig. F = 0,000

Based on the results of the classical assumption test that has been carried out on data processing, it is known that all classical assumption tests are met, followed by regression testing. Table 1 presents the results of regression testing.

3.2 Discussion

3.2.1 The Effects of Electronic Word of Mouth on Purchase Decisions

Based on the results of the partial test, it shows that e-WOM has an effect on purchase decisions as shown on Table 1. The results on 100 respondents with the age of 17–25 years that have more skin problems, states that the Electronic Word of Mouth variable has positive and significant effects on purchase decisions for the MS Glow Acne Series bundle in Malang. Meanwhile, the Electronic Word of Mouth variable simultaneously have a positive and significant effects towards the purchase decisions for the MS Glow Acne Series bundle in Malang. This shows that the activities of consumers who conducted Electronic Word of Mouth on social media can influence the purchase decisions for the MS Glow Acne Series bundle in Malang. This is in line with an opinion which states that positive or negative e-WOM statements made about certain products and companies are widely available on the Internet [3].

Furthermore, the results of research showed that e-WOM has a positive and significant effects towards purchase decisions for the MS Glow Acne Series bundle in Malang. This is claim is supported by a previous research which shows that e-WOM has a positive and significant effect on purchase decisions [10, 11]. This is also supported with the descriptive analysis results of the Word of Mouth variable reaching an average score of 48.59. The influence of Electronic Word of Mouth on purchase decision is in the high category. In the study, it was found that the highest average on items X1.2 and X1.12 got the highest mean of 4.16 with questions about using social media as a means to exchange information with other consumers in the comments section and consumers getting information about the advantages of the MS Glow Acne Series bundle through social media. This is in line with the theory which explains that Electronic Word of Mouth is a means of communication and exchange of information between old and new consumers using information technology such as online discussion forums, electronic bulletin boards, newsgroups, blogs, review sites, and social networking sites [3]. Meanwhile, item X1 5

with the lowest mean indicates that the bad reviews for the MS Glow Acne Series bundle on social media has no effect on increasing the purchase of the MS Glow Acne Series bundle.

3.2.2   The Effects of Product Quality on Purchase Decisions

Partial test results show that product quality has an effect on purchasing decisions as shown on Table 1. The results of research conducted on 100 respondents as a sample with respondents aged 17–25 years that have more skin problems, states that the product quality has positive and significant effects on purchase decisions for the MS Glow Acne Series bundle in Malang. Meanwhile, the Product Quality variable simultaneously have a positive and significant effects towards the purchase decisions for the MS Glow Acne Series bundle in Malang. This shows that product quality influences consumers' purchase decision for the MS Glow Acne Series bundle in Malang. This is in line with the theory which states that the quality of a product are its functionality, reliability, integrity, precision, ease of usage and maintenance, and other valuable variables [5, 6].

The results of the research indicate that Product Quality has a positive and significant effect towards Purchase Decisions for the MS Glow Acne Series bundle in Malang, supported by previous quantitative researches showed that Product Quality has a positive and significant effect on Purchase Decisions [7, 11, 12]. Therefore, it is said that product quality has an effect on purchase decisions of a product.

The results of the research indicate that product quality has a positive and significant effect on purchase decision for the MS Glow Acne Series bundle in Malang. This claim is supported by the results of the descriptive analysis of Product quality with an average score of 48.41 that indicates the effect of quality in the category. In the study, it was discovered that the highest average on item X2 9 got the highest mean of 4.14 with questions regarding the difficulty of storing the MS Glow Acne Series products and items.

3.2.3   The Effects of E-WOM and Product Quality on Purchase Decisions

Based on the results of simultaneous hypothesis testing, it shows that e-WOM and product quality have an effect on purchasing decisions as shown in Table 1. The results of the research show that purchase decisions for the MS Glow Acne Series bundle in Malang are influenced by Electronic Word of Mouth and Product Quality. The results of the descriptive analysis of Purchase Decision reaches an average score of 61.51. Thus, it shows that product quality is influenced by e-WOM and product quality is in the high category. This is supported by previous research which states that electronic word of mouth has a positive and significant effect on purchase decisions [7, 11]. In addition, the results of this study are also in line with the opinion which states that purchase decisions are a series of processes that starts from the consumer recognizing the problem, seeking information about a particular product or brand and evaluating how well each alternative of the product or brand each can solve the problem. Then, each of those processes leads to a purchase decision [13]. The results showed that the highest mean value was item Y 1 which was 4.22 with the question "I bought the MS Glow Acne Series bundle because the product quality is good" and item Y11 was the item with the lowest mean of 4.00.

Thus, the convenience of using the MS Glow Acne Series bundle on acne-prone skin has no effect on increasing the purchase of the MS Glow Acne Series bundle. Based on the results of the study, it was shown that social media as an effective means of exchanging information for consumers who conducted e-WOM and explained about the quality of the MS Glow Acne Series bundle influenced consumers' purchase decisions. The results showed that e-WOM and product quality could influence the purchase decision of the MS Glow Acne Series bundle in Malang.

4   Conclusion and Suggestions

Based on the results of hypothesis testing, it can be formulated that the three hypotheses tested are accepted and supported by the data. The three hypotheses are that e-WOM affects the purchase decision for the MS Glow Acne Series bundle, product quality affects the purchase decision for the MS Glow Acne Series bundle, and both e-WOM and product quality affects purchase decisions for the MS Glow Acne Series bundle. Therefore, there are some suggestions that can be followed by the company, as follows:

- It is recommended that the MS Glow Acne Series bundle is intended for consumers of 17–42 years old because in this research, consumers who bought MS Glow Acne Series bundle are mostly 17–42 years old.
- The company are expected to display consumer complaints of the MS Glow Acne Series bundle on social media and evaluate the negative reviews about the product on social media and fix the issues that consumers have been complaining.
- The company is expected to maintain and improve the product quality of the MS Glow Acne Series bundle in order to meet the expectations of consumers when using the MS Glow Acne Series bundle
- In this study, it is known that Electronic Word of Mouth and Product Quality affect purchase decisions for the MS Glow Acne Series bundle in Malang. Therefore, in order to expand the research, it is recommended to explore and consider other variables that influence purchase decisions.

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