

The Effect Of Price Discounts and Product Quality On Skin Care Consumers' Buying Interest Case Study on Vaseline Body Lotion Consumers in Bogor City

*Price Discount,
Product Quality and
Buying Interest*

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2009

ABSTRACT

A recent phenomenon that has occurred in society, including in the city of Bogor, is that more and more consumers are interested in using body care products. Vaseline is a company that produces quality body care and beauty products. However, with the increasing number of competitors, Vaseline products are starting to become less popular with consumers. The objectives of this research are (1) To determine the effect of price cuts made by Vaseline products on consumer buying interest in the city of Bogor, (2) To find out the effect of Vaseline product quality on consumer buying interest in the city of Bogor, (3) To find out the effect of price cuts and Vaseline product quality together on consumer buying interest in the city of Bogor. Data was collected using a questionnaire. The number of respondents in this study is 110 respondents who are familiar with and have used Vaseline products in Bogor. The research data was processed using SPSS. The results of this study are as follows: (1) Discount Offers (X1) partially influence Purchase Intention (Y) with the t-count value greater than the t-table ($4.141 > 1.659$), thus H_0 is rejected and H_1 is accepted; (2) Product Quality (X2) partially influences Purchase Intention (Y) with the t-count value greater than the t-table ($4,566 > 1,659$), thus H_0 is rejected and H_2 is accepted; (3) Discount Offers and Product Quality together have a positive and significant influence on Purchase Intention with the F-count value greater than the F-table ($77,699 > 3.08$), thus H_0 is rejected and H_3 is accepted. Therefore, it can be concluded that Discount Offers and Product Quality contribute to Consumer Purchase Intention, with an R-Square value of 59.2%, and the remaining 40.8% is explained by other variables.

Keywords: *Price Discounts, Product Quality, Consumer Purchase Interest*

INTRODUCTION

The development of technology that can make it easier for us to do various activities, one of which is the emergence of *E-Commerce* or often called online stores, selling various kinds of goods that we can get by simply ordering them online, choosing the desired goods in the online store on the smartphone. The emergence of *E-Commerce* itself provides easier access for users to browse products marketed on *E-Commerce* and get information about product quality and discounts that are currently running, which can trigger *E-Commerce users* to have an interest in buying a product. By getting easy access, in this digital era we can get all information easily, such as information about the quality of a product or about discounts that are being carried out by a product or brand, which of course can trigger our interest in buying the product.

The image above shows that from 2020, body care and beauty products have increased until 2022, and are even expected to continue to increase until 2027. This illustrates that there is so much consumer interest in buying these beauty and body care products. The existence of high buying interest or market share has also led to the emergence of various industries in the beauty sector in Indonesia. Quoted from the website of the Coordinating

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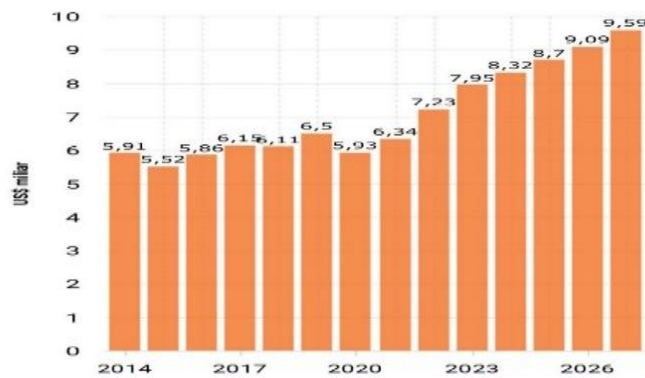
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2010

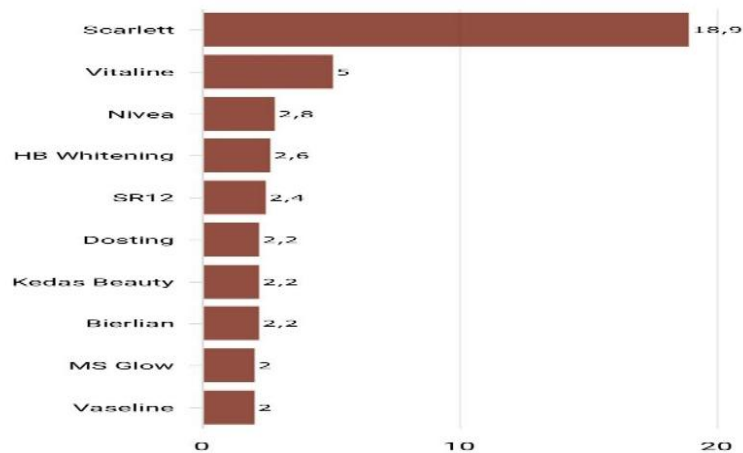
Ministry for Economic Affairs of the Republic of Indonesia www.ekon.go.id (2024), it was noted that there was extraordinary growth in the cosmetics industry in Indonesia, with the growth of the cosmetics industry in Indonesia reaching 21.9%, from 913 companies in 2022, the number has now increased by 1,010 companies in mid-2023. This shows very significant growth in the Indonesian cosmetics industry during this period.

The national cosmetics industry has succeeded in entering the global market through exports of its products, accumulated data for the period from January to November 2023 shows that the total export value of cosmetic products, essential oils, and perfumes reached USD770.8 million. Around 95% of the export value comes from the local cosmetics industry, especially from small and medium industries in Indonesia. In addition, this industry also makes a significant contribution to job creation, with around 59,886 people working in this sector in 2022.



Picture
beauty body care products revenue from 2022
(databoks.katadata.co.id, 2022)

Based on the preliminary survey or pre-survey conducted by the author to 3-6 respondents. The following are the results of the pre-survey obtained by the author regarding price cuts, product quality, and interest in buying Vaseline *body lotion products*.



Body care and beauty product images 2021
(Databox.katadata.co.id)

In 2021, namely Scarlett by 18.9% even though the Scarlett brand is a brand that was just released in 2018, the second highest sales were occupied by Vitaline with a sales rate of 5%, and the third position was occupied by Nivea with a sales rate of 2.8%, and the last position was occupied by Vaseline which obtained a sales rate of 2% in 2021

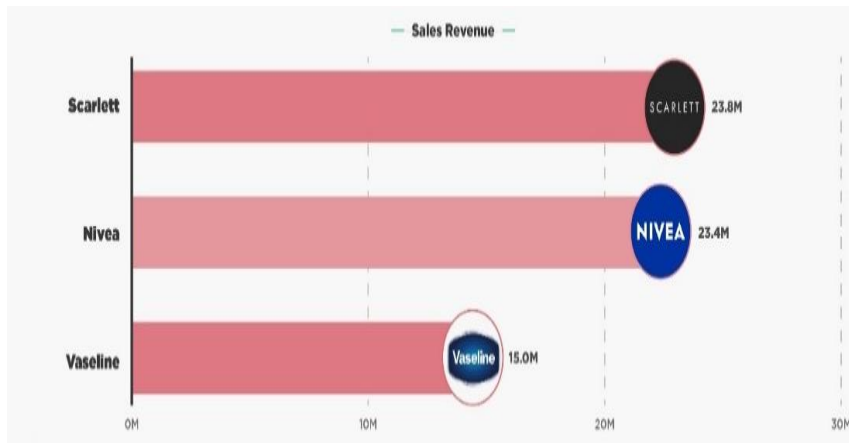


Figure 1.3 Beauty Brand Revenue Market Share
(Compas.co.id 2022)

that the highest sales come from the market share of body care products with a market share of 11.32% in 2022 which is occupied by the local brand, namely Scarlett Whitening, then in the next position is the Nivea brand with a market share of 11.12%, and the Vaseline brand product gets a market share of 7.14%, which is very far when compared to the two brands other market share

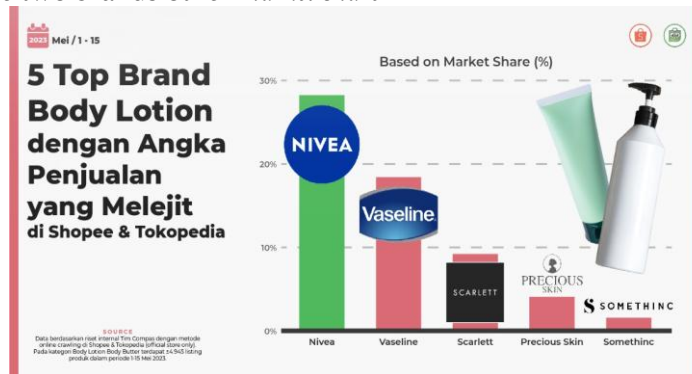
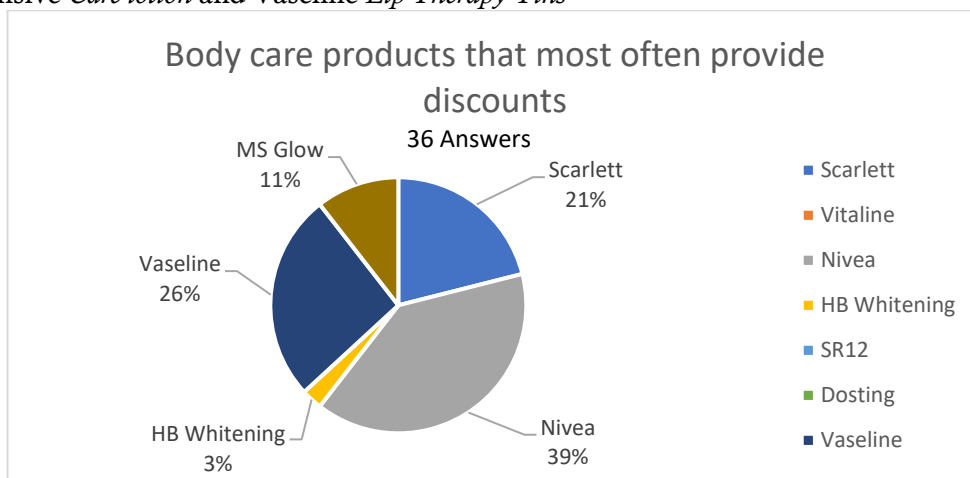


Figure 1.4 Top Brand Body Lotion With Highest Sales
(Compas.co.id 2023)

Vaseline products themselves are engaged in body care products dedicated to creating safe and effective products for everyone with every skin type, age, gender, and ethnicity, in the form of *Healing jelly* which has been formulated since 1870 in America or almost 150 years ago. *Healing Jelly* has grown into a broad product portfolio that includes Vaseline Intensive Care lotion and Vaseline Lip Therapy Tins

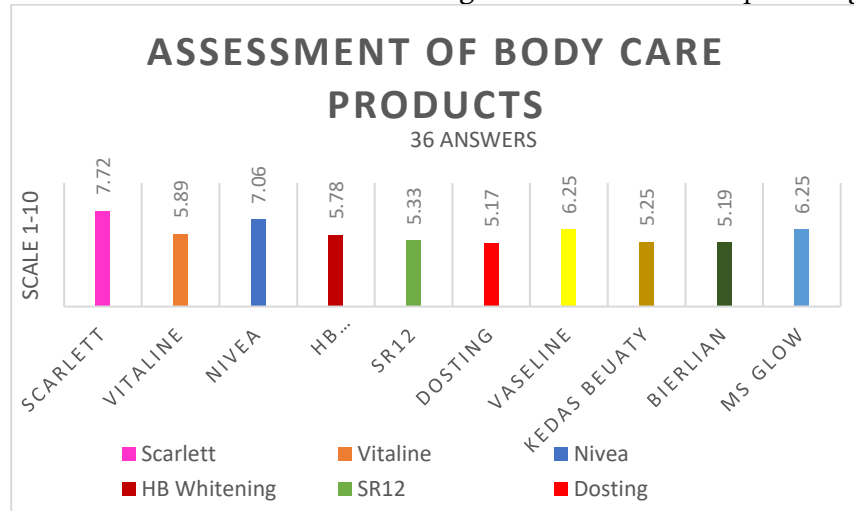


Picture
Body Care Products That Most Often Offer Discounts

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This pie chart shows that Nivea is considered to be the most frequent discounter by 39% of respondents, followed by Vaseline 26% and Scarlett 21%. Other products, such as MS Glow, only get 11%, while HB Whitening only 3%. This shows that Nivea and Vaseline are the two brands that most often give discounts. With a percentage of 26%.

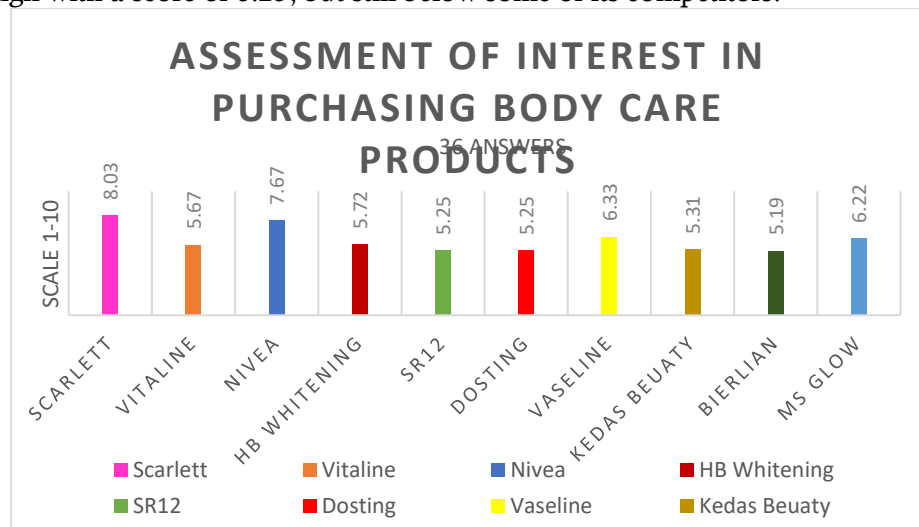
2012



Picture

Body Care Product Quality Assessment

Nivea received the highest rating for product quality with a score of 7.06, followed by Scarlett with a score of 7.72, and Vaseline was in fifth place with a score of 6.25. Products such as HB Whitening and Dosting scored below 6. Vaseline's product quality was rated quite high with a score of 6.25, but still below some of its competitors.



Picture

Body Care Product Purchase Interest Assessment

Scarlett is back in the top spot with a purchase intention score of 8.03 on a scale of 1-10, followed by Nivea (7.67) and Vaseline with a score of 6.33. Other products such as Vitaline and HB Whitening have lower scores in terms of purchase intention. Although Vaseline has a fairly good purchase intention at 6.33, to compete with products such as Scarlett and Nivea, which have higher scores, Vaseline needs to strengthen its appeal

Based on the background that has been described, the researcher formulated several research problems related to the background, namely: (1) How does the price cut of Vaseline Body Lotion product affect consumer purchasing interest in Bogor city? (2) How does the quality of Vaseline Body Lotion product affect consumer purchasing interest in Bogor city? (3) How do the price cut and quality of Vaseline Body Lotion product together affect consumer purchasing interest in Bogor city? Based on the formulation of the problem that has been described above, the objectives of this study are: (1) The effect of price cuts on

purchasing interest. (2) Influence of product quality on purchasing interest (3) The influence of price cuts and product quality on purchasing interest

METHODS

The research used by this author uses a quantitative research type, which is data consisting of numbers and analyzed using statistics. This study has three Price Cuts (X) on Product Quality (Y) and its impact on Purchase Interest (Z). The object of focus is the Independent Variable, Price Cuts are used as dependent variables and Purchase Interest as a Moderation variable. The research subjects to be studied are prospective consumers who have used Vaseline *Body Lotion products* in Bogor City. In this study, the unit of analysis that is the focus of the study is individuals, groups. The population of this study consists of prospective buyers of Vaseline *Body Lotion products* in the Bogor City area. The sample in this study is part of the number and characteristics of a population. The sample selection in this study uses the *purposive sampling method* chosen to select samples with the right considerations, the author uses the *Hair et al formula*, based on the calculation results using the *Hai ret al formula*, showing that the sample number of indicators is 110 respondents.

The data used in this study is quantitative, can be measured or assessed directly and is usually presented in the form of numbers. In this study there are two types of sources, namely secondary and primary data, distributing questionnaires to respondents to provide several questions, primary data will include information such as name, gender, age, occupation, location, income, and perceptions related to the influence of price cuts on product quality and its impact on purchasing interest.

Data Analysis Methods: Purposive sampling: A data analysis method that is carried out using a purposive sampling approach. **Multiple Correlation Analysis:** Multiple correlation analysis is used because it can show how strong the relationship is between two variables together or more with other variables. **Multiple Regression Analysis:** To determine whether there is a relationship between price cuts, product quality and purchasing interest. **Correlation and Determination Coefficient:** used to measure the extent to which price cuts and product quality influence purchasing interest, both at high and low levels. **Structural Model Test:** To assess the Validity, Reliability, Classical Assumptions of the constructs measured in a study. In this analysis method, there are tests, namely normality test, multicollinearity test and heteroscedasticity test.

Statistical Hypothesis Testing

1. **F Test (Simultaneous):** to determine the influence of the independent variable, namely Discounts (X_1) and Product Quality (X_2) simultaneously against related variables, namely Purchase Interest (Y).
2. **T-Test (Partial):** to test the significance of the constant of each independent variable, whether "Price Discounts (X_1) and Product Quality (X_2) really have a partial effect on Purchase Interest (Y)"

RESULTS AND DISCUSSION

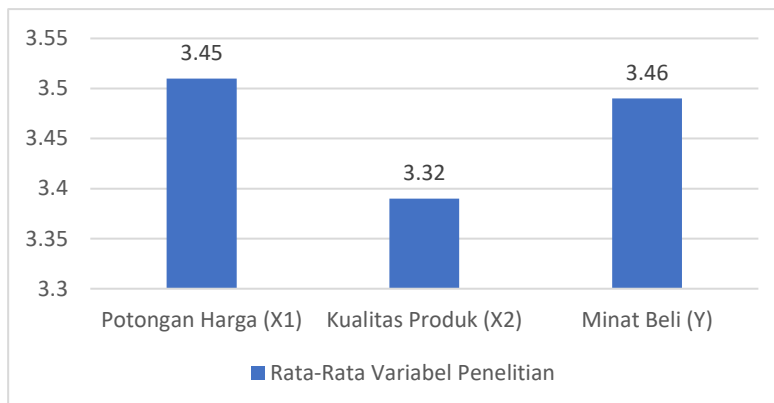
Respondent Profile

Respondents as many as 110, male respondents were as many as 45 respondents with a percentage of 40.9%, while female respondents were as many as 65 respondents with a percentage of 59.1%, based on age < 20 years there were as many as 8 respondents with a percentage of 7.3%, aged 20-30 years there were 101 respondents with a percentage of 100.0%, >31 years there were 1 respondent with a percentage of 8.2%, occupation as a housewife with 6 respondents or a percentage of 5.5%, as an employee with 5 respondents or a percentage of 4.6.4% as are students/pupils with 44 respondents or with a percentage of 40.0%, and as are entrepreneurs or self-employed with 9 respondents or with a percentage of 8.2%. income < Rp.2,000,000 as many as 35 respondents with a percentage of 31.8%, based on income Rp.2,000,000 - Rp.10,000,000 as many as 69 respondents with a percentage of 62.7%, and based on income > Rp. 10,000,000 as many as 6

respondents with a percentage of 5.5 %. Based on table 4.4, it is known that income of Rp.2,000,000 - Rp.10,000,000 is more than income < Rp.2,000,000 and > Rp. 10,000,000.

Data Testing Analysis Results

2014



That the highest average value is in the discount variable (X1) with an average variable value of 3.45. Followed by the purchase interest variable (Y) with an average variable value of 3.46 and the lowest value is in the product quality variable (X2) with an average value of 3.32

Validity Test

No	r-product moment calculation	r-product moment table (n=32/df=32 - 2 = 30 $\alpha = 5\%$)	Significance	Conclusion
Y1	0.807	0.3494	0,000	Valid
Y2	0.776	0.3494	0,000	Valid
Y3	0.770	0.3494	0,000	Valid
Y4	0.916	0.3494	0,000	Valid
Y5	0.766	0.3494	0,000	Valid
Y6	0.891	0.3494	0,000	Valid
Y7	0.896	0.3494	0,000	Valid
Y8	0.843	0.3494	0,000	Valid
Y9	0.823	0.3494	0,000	Valid

Product moment value obtained for the statement of interest in Bali (Y) from questions 1, 2, 3 to 9 is 0.807, 0.776, 0.770, 0.916, 0.766, 0.891, 0.896, 0.843 and 0.823 with a significance value below 5% (0.05).

Reliability Test

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.907	.908	9
.851	.855	9
.939	.934	9

Variables of discounts of 0.907 this value is greater than 0.6. Product quality of 0.851 this value is greater than 0.6. Bali interest of 0.939 this value is greater than 0.6, then the discount variable can be said to be reliable.

Normality Test

The variables Discount Price, Product Quality, and Purchase Interest have Skewness Ratio and Kurtosis Ratio values between -2 and 2, so it can be concluded that all these variables are normally distributed and can be used for further research.

Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
1	Discounts	.429
	Product Quality	.429
		2,334

Discount variable (X1) and Product Quality (X2) obtained a tolerance value of .429 which is greater than 0.10. While for the VIF value of the Discount variable (X1) and Product Quality (X2) is 2.334 which is smaller than 10.00. So it can be concluded that there is no symptom of Multicollinearity.

Heteroscedasticity Test

Model	Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
	B	Std. Error		Tolerance	VIF
1	(Constant)	5.321	1,417		
	Discounts	-.097	.067	-.207	.429
	Product Quality	.004	.063	.008	.429

The discount variable (X1) has a significance value of 0.155, which is greater than 0.05 or above 5%, and the product quality variable (X2) has a significance value of 0.954 which is greater than 0.05 or above 5%. Thus it can be concluded that there is no Heteroscedasticity or is Homoscedastic.

Multiple Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	5.301	2.124		2.496	.140
	Discounts	.418	.101	.391	4.141	.000
	Product Quality	.429	.094	.431	4,566	.000

$Y = 5.301 + .418 X_1 + .429 X_2 + \text{error}$. If the discount (X1) = product quality (X2) = 0, then the purchase interest (Y) is 5.301, If the discount (X1) increases by 1 (one) unit, then the purchase interest (Y) will increase by 0.148 if other variables are considered constant, If the product quality (X2) increases by 1 (one) unit, then the purchase interest (Y) will increase by 0.429 if other variables are considered constant

Correlation Coefficient and Determination

Model Summary^b

R Square	Adjusted R Square	Std. Error of the Estimate
0.592	0.585	3.37194

The value of purchasing interest is 59.2 % while the remainder (100% - 59.2 % = 40.8 %) is influenced by outside the model or explained by other variables that are not carefully considered.

Correlation Between Variables

		Discounts	Product Quality	Purchase Interest
Discounts	Pearson Correlation	1	.756 **	.716 **
	Sig. (2-tailed)		0,000	0,000

	N	110	110	110
Product Quality	Pearson Correlation	.756 **	1	.726 **
	Sig. (2-tailed)	0,000		0,000
	N	110	110	110
Purchase Interest	Pearson Correlation	.716 **	.726 **	1
	Sig. (2-tailed)	0,000	0,000	
	N	110	110	110

show that variable piece price correlated positive of 0.756 against variable quality product, discount price correlated positive of 0.716 against variable interest buy, quality Product correlated positive of 0.726 against interest buy

T-Test (Persian Test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	5.301	2.124	.391	2.496	.140
	Discounts	.418	.101	.431	4.141	.000
	Product Quality	.429	.094	.431	4,566	.000

The relationship between price discounts (X1) and buying interest (Y)

Hypothesis study 1	Discounts have influence positive And significant to purchase interest.
H0 : $\beta_1 = 0$	Discounts have connection with purchase interest.
H1 : $\beta_1 \neq 0$	Discounts have connection with purchase interest.

The relationship between product quality (X2) and purchasing interest (Y)

Hypothesis study 2	Product quality has influence positive and significant to purchase interest.
H0 : $\beta_2 = 0$	Product quality No have connection with buying interest.
H2 : $\beta_2 \neq 0$	Product quality have connection with buying interest.

F Test (Simultaneous Test)

ANOVA ^a				
Sum of Squares	df	Mean Square	F	Sig.
1766,878	2	883,439	77,699	.000 ^b
1216,585	107	11,370		
2983,464	109			

The Effect of Price Discounts on Purchase Intention

The existence of an alleged influence between price cuts that have a positive and significant effect on purchasing interest in Vaseline products in the city of Bogor can be accepted, this is indicated by the t-count value of 4.141 when compared to being greater than the t-table which is 1.65922 and the significance value of 0.000 which is smaller when compared to 0.05. Based on the results of the multiple regression analysis test, the variable X1 (price cuts) is 0.418, meaning that if the price cut variable increases by 1 (one) unit, Y (purchase interest) will increase by 0.418 if the price cut variable has a positive and significant effect on consumer purchasing interest in Vaseline products in the city of Bogor. So it can be stated that hypothesis 1 is accepted and hypothesis 0 is rejected.

The Influence of Product Quality (X2) on Purchase Interest (Y)

There is an assumption that there is an influence between product quality that has a positive and significant effect on purchasing interest in Vaseline products in the city of Bogor that can be accepted, this is indicated by the t-value of 4.566 when compared to

being greater than the t-table which is 1.65922 and the significance value of 0.000 which is smaller when compared to 0.05. Based on the results of the multiple regression analysis test, the variable X2 (product quality) is 0.429, meaning that if the discount variable increases by 1 (one) unit, Y (purchase interest) will increase by 0.429 if the product quality variable has a positive and significant effect on consumer purchasing interest in Vaseline products in the city of Bogor. So it can be stated that hypothesis 2 is accepted and hypothesis 0 is rejected.

The Influence of Discounts (X1) and Product Quality (X2) on Interest in Bali (Y)

There is an assumption that there is a relationship between price cuts and product quality together having a positive and significant effect on purchasing interest in Vaseline products in the city of Bogor which can be accepted, this shows that the F-count value of 77.699 when compared is greater than the F-table which is 3.08 and the significance value of 0.000 is smaller when compared to 0.05 where the price cut and product quality variables together have a positive and significant effect on consumer purchasing interest in Vaseline products in the city of Bogor, then hypothesis 3 is accepted. and hypothesis 0 is rejected.

2017

CONCLUSION

There is a positive and significant influence between price cuts on consumer purchasing interest in Vaseline products in Bogor City. Based on the results of the analysis, if the price cut (X1) is increased to 1 (one) unit, then the purchasing interest (Y) will increase by 0.418 with the assumption that other variables are considered constant and acceptable. When viewed from the t-count value in this study, the t-count value of 4.141 is greater than the t-table of 1.65922 and the significance value of 0.000 is smaller than 0.050 so it can be concluded that there is a positive and significant influence between price cuts (X1) on purchasing interest (Y).

There is a positive and significant influence between product quality and consumer purchasing interest in Vaseline products in Bogor City. Based on the results of the analysis, if product quality (X2) is increased to 1 (one) unit, purchasing interest (Y) will increase by 0.429, assuming that other variables are considered constant and acceptable. When viewed from the t-count value in this study, the t-count value of 4.566 is greater than the t-table of 1.65922 and the significance value of 0.000 is smaller than 0.050 so it can be concluded that there is a positive and significant influence between product quality (X2) and purchasing interest (Y).

Price cuts and product quality together have a positive and significant influence on consumer purchasing interest in Vaseline products in Bogor City. Based on the statistical test conducted, it was found that the two independent variables were able to influence consumer purchasing interest in Vaseline products in Bogor City, it is known that the F count of all variables is 77.699 when compared to greater than the F-table which is 3.08 and the significance value of 0.000 which is smaller when compared to 0.050 where the price cut and product quality variables together have a positive and significant influence on consumer purchasing interest in Vaseline products in Bogor City. So that H0 is rejected and H3 is accepted. And it can be concluded that price cuts and product quality have a direct effect on the variable of purchasing interest and are significant

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