

**THE EFFECT OF PRODUCT QUALITY AND BRAND IMAGE ON THE PURCHASE DECISION OF MS.GLOW SKINCARE PRODUCTS THROUGH PURCHASE INTEREST AS A MEDIATION VARIABLE IN USERS OF MS.GLOW SKINCARE PRODUCTS IN TERNATE**

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**Abstract**

*This study aims to determine the effect of product quality and brand image on purchasing decisions through buying interest. This research was a quantitative research. The population in this study were consumers using skincare ms.glow products in Ternate with the sampling method, namely Non-Probability Sampling with a purposive sampling approach. The data analysis technique was path modeling analysis using Smart Partial Least Square (PLS) version 3 as a statistical test tool. The results of this study indicate that product quality has a significant effect on purchasing decisions, brand image has no significant effect on purchasing decisions, product quality has a significant effect on buying interest, brand image has a significant effect on buying interest, buying interest has a significant effect on purchasing decisions, product quality has a significant effect on purchasing decisions through buying interest, and brand image has a significant effect on purchasing decisions through buying interest.*

**Keywords:** *Product Quality, Brand Image, Purchase Intention, Purchase Decision.*

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**INTRODUCTION**

Competition in the world of beauty business is getting tougher. This is proven by the increasing development of the skincare business in Indonesia, which is currently growing very rapidly. Based on Euromonitor International data entitled "The Future of Skin Care", Indonesia is considered to be the second largest contributor to the growth of skin care in the world. Even

though skincare growth in emerging markets has not been able to reach "double digits", it has been able to dominate the worldwide beauty market predicted to reach US\$ 130 billion in 2019. Globally, across all segments of the beauty market, the average person spends US\$ 15 each year for skincare needs, US\$ 10 for haircare needs, and US\$ 7 for make-up needs, and this amount almost reaches 33% of the total beauty market revenue in 2019 contributed from the skincare market (Mediaindonesia.com | Humaniora).

Skincare is a skin treatment to keep the skin healthy and function properly. In addition, skincare is also needed as a mean to overcome various skin problems, such as acne, dark spots, scars, and so on. Most skincare is applied from morning to evening based on individual needs. With the increase in skincare sales in Indonesia, a trend has emerged for the use of skincare in society, especially for women. The trend of using skincare in Indonesia is getting busier with the awareness to look attractive. Some people consider facial skin care to be a very important need, especially for women. The large number of people, especially students and female students who use skincare products as an effort to be "perfect", as well as ordinary people who do the same thing, is a new phenomenon that has been happening lately.

The increase in skincare sales in Indonesia is inseparable from the presence of foreign brands that have participated in influencing consumers to use them. However, it does not prevent the increase of local brands in the market. There are many global skincare products that are no less competitive than locally made skincare, because the increasing number of skincare companies makes many producers aware of the wants and needs of skincare that women and men are looking for. This phenomenon has encouraged companies to create more various kinds of skincare products to expand to Maluku, especially North Maluku.

The more various skincare product brands circulating in the market, the more careful consumers in deciding which skincare products to use, because in general they are very influential on consumer purchasing decisions. Consumers think well-known brands have good quality and are better than unwell-known brands in the market, because well-known brands certainly have many consumers who will be taken into consideration for new consumers who want to buy skincare. Therefore, with a brand, consumers can differentiate each of the many products circulating in the market, and companies must also need information about factors influencing the consumers in making purchasing decisions for a product. These factors include the brand image of a product and product quality (Citra & Santoso, 2016).

Ms. Glow is a local skincare brand in Indonesia that has a lot of enthusiasts (1.5 million followers) even though it has just launched. Cosmetics from Ms. Glow was inaugurated in 2013 founded by Shandy Purnamasari and Maharani Kemala with the vision of making it easier for

everyone to take care of skin health, both face and body. This Ms Glow product was first produced in Malang before finally being able to create a large and growing factory in Jakarta. Ms Glow is a skincare brand stands for Magic Skin for Glowing.

Based on the research results, it reveals that product quality and brand image can have a positive effect on purchasing decisions Citra & Santoso, (2016) and purchase intention can mediate product quality and brand image on purchasing decisions (Ana & Andriana, 2022; Mutannisa et al., 2022). Before making a purchase, purchasing decisions are based on buying interest, so there is an assumption that purchasing decisions need a buying interest factor, based on previous research by (Hafida & Saputri, 2022). However, the research results reveal that image does not have a significant effect on purchasing decisions (Suhaily & Darmoyo, 2017).

Based on the description of some differences in previous research as important references for further research, it depicts a clearer picture can be seen how the influence of product quality and brand image on purchase decisions through purchase intention.

## **LITERATURE REVIEW**

### **Purchase Decisions**

Purchase Decisions, is a purchasing decision process seen as an activity consisting of selection, acquisition and evaluation (Kotler & Armstrong, 2012; Kotler & Keller, 2012). Marketing and environmental stimuli enter consumer characteristics and purchase decision processes (Kotler et al., 2005; Kotler & Keller, 2012). Tjiptono, (2011) explains that purchasing decisions are a process in which consumers recognize the problem, seek information about a particular product or brand and properly evaluate each of these alternatives to solve the problem, which then leads to a purchase decision.

### **Purchase intention**

Kotler & Keller, (2008) and Kotler et al., (2005), purchase intention is consumer behavior that appears in response to objects that indicate the customer's desire to make a purchase, so buying interest is the sincerity to have something at the expense of where buying interest arises because consumers are satisfied with the quality of the products provided by the company. Research by Satria, (2017) and Hermawan, (2021) suggests the factors that influence buying interest are related to feelings and emotions, if someone feels happy and satisfied in buying goods or services, this will strengthen buying interest, dissatisfaction usually eliminates interest.

### **Product Quality**

Prawirosentono, (2004) argues that product quality is the physical state, function and

nature of the product concerned which can satisfy the consumers' tastes and needs according to the value of money that has been issued. Product quality is a dynamic condition related to goods, services, people, products, and the environment that meet or exceed expectations (David & Davis, 2002).

### **Brand Image**

Rangkuti, (2002) explains that brands can be divided in another sense, including:

1. Brand name, is part of what can be pronounced, for example, Aqua, Honda, Indomie, and so on.
2. Brand mark, is part of a brand that can be recognized but unpronounced, such as a logo, letter design or special color, for example the Daihatsu symbol.
3. A trademark sign, is a brand or part of a brand protected by law because of its ability to produce something special. This trademark protects the seller in particular from using the brand name (brand mark).
4. Copyright, is a privilege protected by law to produce, publish, and sell written works, musical works, and works of art.

### **Product Quality (X1) Affects Purchase Decision**

In research conducted by Sari & Suryoko, (2017) it concludes that product quality influences purchase decisions. In line with research conducted by R. M. Sari & Prihartono, (2021), where product quality has a significant effect on the decision to purchase Rise sheet products. The results show that at the same time two independent factors are considered; the price and the quality of a product influencing the decision of a purchase with a coefficient of determination of 46.1%, while the other 53.9% is caused by several other factors which are not analyzed. There is a direct influence between product quality and purchasing decisions. A research by Haque (2020), it reveals that product quality has a significant and positive effect on purchasing decisions. Meanwhile, the independent variable that has the dominant influence on purchasing decisions is product quality. So the hypothesis is formulated

H1 : there is a direct effect between product quality (X1) on purchasing decisions (Y) on skincare products of Ms. Glow.

### **Brand image (X2) affects purchasing decisions (Y) for Ms.Glow skincare products**

Previous research conducted by Adiwidjaja & Tarigan, (2017) show that there is a positive and significant influence between brand image and purchasing decisions. However, in research conducted by Arista & Astuti, (2011), the results indicate that brand image does not have a significant influence on purchasing decisions.

H2 : there is a direct influence between brand image (X2) on purchasing decisions (Y) for Ms.Glow skincare products

**Product quality (X1) affects purchasing interest (Z) for Ms.Glow skincare products**

A research by Satria, (2017) claims that product quality has a significant effect on purchasing interest in business of A-36, where buying interest can be influenced by the quality of the product produced. Apart from that, it is in line with the research of Hidayat et al., (2019) where the results of his research show that product quality greatly influences the purchasing interest of smartphone consumers with distributor guarantees at PT. Tiga Agung. Fauzan & Rohman, (2020) argue that product quality has a positive effect on interest in buying Kawasaki motorcycles. The better the quality of the product that the company can provide, the more consumers are interested in making a purchase.

H3 : there is a direct effect between product quality (X1) on purchasing interest (Z) in Ms.Glow skincare products

**Product brand image (X2) affects purchase intention (Z) for Ms. Glow skincare products**

Tangka et al., (2022) has a research result showing that brand image influences consumer purchase interest and produces a strong correlation with the influence of the impact of a brand on a product giving meaning in one's interest because image is important in carrying out a promo and can affect purchase interest.

H4 : there is a direct effect of product brand image (X2) on buying interest (Z) on the Ms.Glow product skincare

**Purchase interest (Z) in Ms. Glow skincare products affects purchasing decisions (Y)**

A research by Mubarok, (2018) shows that buying interest has a positive and significant influence on purchasing decisions. If purchasing interest appears, it can influence someone to make a purchasing decision for a product or service. This can happen because consumers who have intended to make purchases will find it easier to decide on purchasing decisions.

H5: there is an effect of buying interest (Z) on Ms. Glow skincare products that influences purchasing decisions (Y)

**Product quality (X1) affects purchasing decisions through purchasing interest (Z) for Ms.Glow skincare products**

According to Rizki, (2018) and Geraldine & Susanti, (2021) in their research, it shows that in Wardah cosmetic products, product quality (X1) and purchase intention (Y1) influence purchase decisions (Y2). Effect of product quality on purchasing decisions. Product quality as the main determinant for buying wardah cosmetics products while the influence of purchasing interest is on purchasing decisions. Consumers have an interest in buying before consumers make

a decision to buy a product. Purchasing interest is obtained from a thought process that forms a perception. Purchasing interest will also create a motivation that is continuously recorded in the mind and becomes a very strong desire which in the end when a consumer has to fulfill the needs, the consumer will actualize what is in his mind (Handayani, 2022).

H6 : there is a direct influence between product quality (X1) on purchasing decisions through buying interest (Z) in Ms. Glow skincare products

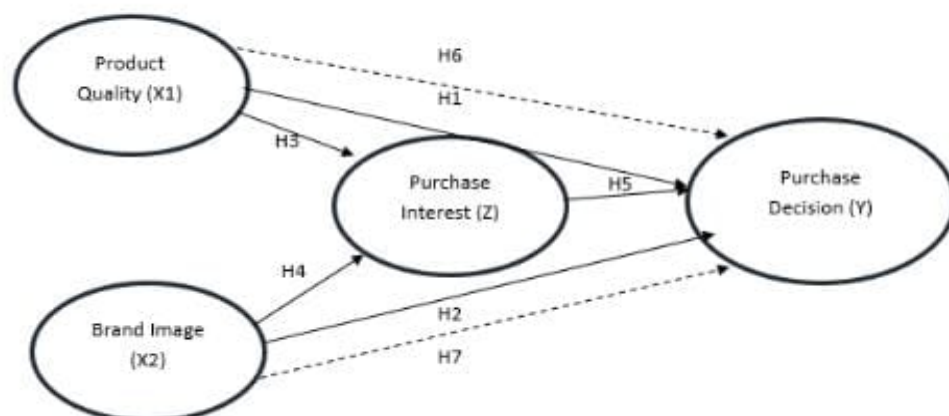
**Brand image (X2) affects purchasing decisions (Y) through purchasing interest (Z) for Ms.Glow skincare products**

Research conducted by Listyawati, (2021) shows the results that brand image influences consumer purchasing interest and produces a strong correlation. The influence of the impact of a product brand gives meaning in one's interest because image is an important thing in carrying out a promo and can affect buying interest. Purchase intention can be a mediating variable between brand image variables and purchase decisions (Tangka et al., 2022). The variable of purchase intention between brand image variables and purchasing decisions includes partial mediation variables, this is evidenced by the mediation test where the significance of the four regression stages shows that all four stages are significant.

H7: there is a direct effect between brand image (X2) on purchasing decisions (Y) through purchasing interest (Z) on Ms.Glow skincare products.

The model of this research framework is illustrated in figure 1 below:

**Figure 1. Research Model**



## **RESEARCH METHOD**

### **Research Location and Time**

The location of this research was the North Maluku Ms. Glow skincare product agent in Ternate City, JL. Nutmeg Tree Complex. The time of this research started in December 2021 - February 2022.

### **Population and Sample**

The population in the study was consumers who used the Ms. Glow cosmetic product. Then the determination of the number of representative samples depended on the number of indicators/items multiplied by 5 to 10. The number of samples in this study were indicators/items. So the total items = 26 multiplied by 5; 130 respondents to Ms.Glow Skincare users in Ternate City. Roscoe (1975) in Sekaran & Bougie, (2013) provides guidelines for determining the number of samples, preferably a sample size between 30 to 500 elements and in multivariate research (including multivariate regression analysis) the sample size must be several times larger (10 times) than the total variable to be analyzed. In this study, the sample was taken by non-random or non-probability sampling (Sugiyono, 2017). Non-Probability Sampling is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. The sampling technique was proportional sampling with consumer criteria being users of Ms.Glow skincare products (Women and Men) more than 2 to 3 times use and the age of users (consumers) 20 to 40 years.

### **Types and Data Sources**

The types and sources of data in this study were primary data and secondary data. Primary data obtained from questionnaires and interviews. The secondary data obtained was from several journals, books, data from Ms. Glow skincare product agents in Ternate, as well as articles related to research.

### **Technique of Collecting Data**

The technique of collecting data in this study was direct observation using an interview system with Ms. Glow cosmetic product agents and consumers using these products in Ternate. This also distributed questionnaires to consumers using Ms. Glow skincare products.

### **Technique of Data Analysis**

To test the effect of product quality and brand image on purchasing decisions for Ms. Glow skincare products through consumer buying interest, the analytical model used a quantitative method with a Partial Least Square (PLS) approach.

## RESULT AND DISCUSSION

### Test of Reliability

The reliability test is an indicator that measures constructs. The following are the results of composite reliability and cronbach's alpha testing from Smart PLS.

**Table 1. Composite Reliability Testing and Cronbach's Alpha**

Description	Cronbach's Alpha	Composite reliability
Purchase Decision	0.770	0.852
Purchase Intention	0.871	0.906
Brand Image	0.731	0.846
Product Quality	0.864	0.786

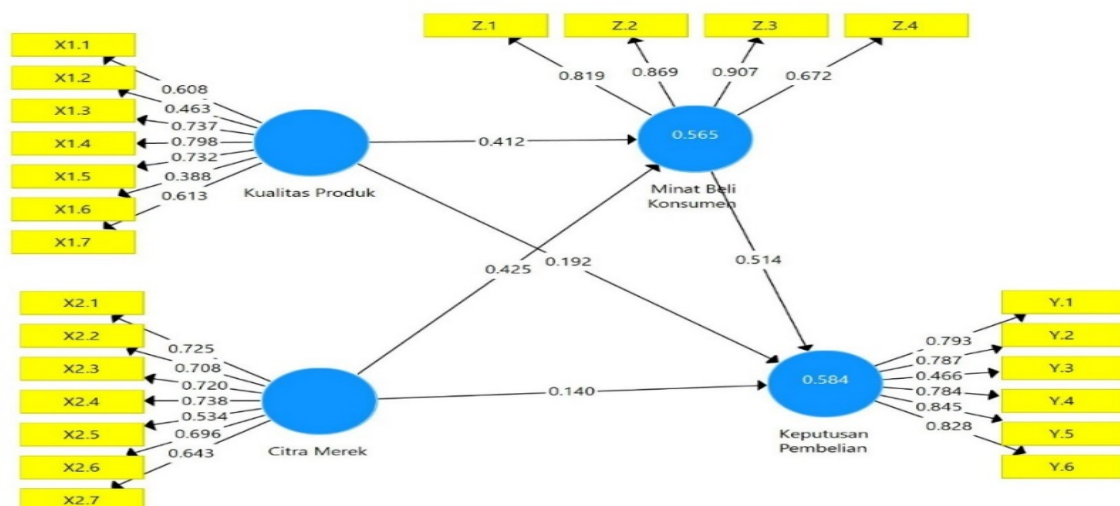
*Source: Output of SmartPLS 3.0, 2022.*

The construct is declared reliable if it has a composite reliability value above 0.6 and Cronbach's alpha is above 0.6. From the SmartPLS output results above, all constructs have a composite reliability value above 0.6 and Cronbach's alpha above 0.6 (Ghozali & Hengky Latan, 2014). So it can be concluded that the construct has good reliability, as stated by Hair et al., (2010) that, “the rule of thumbs value of alpha or composite reliability must be greater than 0.7 although a value of 0.6 is still acceptable”.

### Structural Model Testing (Inner Model)

The structural model in PLS is evaluated using R2 for the dependent variable and the path coefficient value for the independent variable which is then assessed for its significance based on the t-statistic value of each path. The structural model of the PLS Alogartihm and PLS Bootstrapping research can be seen in the following figure:

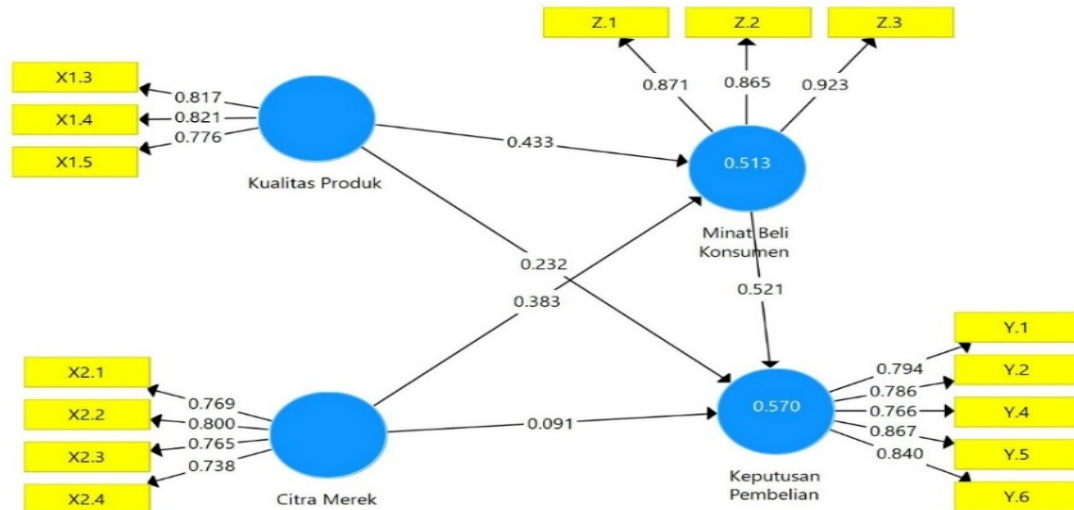
**Figure 2. Result of PLS Algoritma (Path Coefficient)**





Source: Output of SmartPLS 3.0, 2022

Figure 3. Result of PLS Bootstrapping (T Statistic)



Source: Output of SmartPLS 3.0, 2022

Based on figure 2 and figure 3, it can be concluded that after the validity and reliability tests have been carried out, it results the factor loading path coefficient value of each indicator for all variables which are greater than 0.7 and the value of the factor loading T statistic each product quality variable, purchase intention and purchase decision which are greater than 1.96, while for the brand image variable has a statistical T value that is less than 1.96.

**Hypothesis Test**

To assess the significance of the prediction model in structural model testing, it can be seen from the t-statistic value between the independent variables to the dependent variable and the path coefficient table variable in the following SmartPLS output:

Table 2 Path Coefficients (Mean, STDEV, t-value)

	Real Sample (O)	Mean (M)	Standard of Deviation	T Statistic	P Values
Brand Image -> Purchase Descision	0.091	0.104	0.093	0.970	0.332
Brand Image -> Purchase Interest	0.383	0.379	0.084	4.552	0.000
Product Quality -> Puchase Descision	0.232	0.243	0.093	2.506	0.013
Product Quality -> Purchase Interest	0.433	0.435	0.081	5.332	0.000

<b>Purchase Interest-&gt;</b>					
<b>Purchase Descision</b>	0.521	0.503	0.108	4.834	<b>0.000</b>

Source: Output of SmartPLS 3.0, 2022.

The value of the path coefficient or inner model shows a significant level in hypothesis testing, the following is an explanation of the results of the path coefficients:

1. The effect of product quality on purchasing decisions is significant with a T-statistic of 2,506 < 1.96. Because  $t_{count} > T_{table}$ , and the P Value (0.013) > 0.05, H<sub>0</sub> is accepted and H<sub>a</sub> is rejected. This means that product quality has a significant effect on purchasing decisions for Ms. Glow skincare products in Ternate. The results of this study prove that product quality has a significant effect on purchasing decisions for Ms. Glow skincare products in Ternate.
2. The influence of brand image on purchasing decisions is not significant with a T-statistic of 0.970 > 1.96. Because  $t_{count} > t_{table}$ , and the P Value (0.332) < 0.05, H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. This means that brand image has no significant effect on purchasing decisions for Ms. Glow skincare products in Ternate. The results of this study prove that brand image has no significant effect on purchasing decisions for Ms. Glow skincare products in Ternate City.
3. The effect of product quality on purchase intention is significant with a T-statistic of 5,332 > 1.96. Because  $t_{count} > t_{table}$ , and the P Value (0.000) < 0.05, H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. This means that product quality has a positive and significant effect on purchase interest in Ms. Glow skincare products in Ternate. The results of this study indicate that product quality has a significant effect on purchasing interest of Ms. Glow skincare products in Ternate.
4. The influence of brand image on purchase intention is significant with a T-statistic of 4,552 > 1.96. Because  $t_{count} > t_{table}$ , and the P Value (0.000) < 0.05, H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. This means that brand image has a positive and significant effect on buying interest in Ms. Glow skincare products in Ternate. The results of this study indicate that brand image has a significant effect on purchase interest in Ms. Glow skincare products in Ternate.
5. The influence of purchase interest on purchase decisions is significant with a T-statistic of 4,834 > 1.96. Because  $t_{count} > t_{table}$ , and the P Value (0.000) < 0.05, H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. This means that purchase interest has a significant effect on purchase decisions for Ms. Glow skincare products in Ternate. The results of this study indicate that purchase intention has a significant effect on purchase decisions on Ms. Glow skincare products in Ternate.

### Test of Mediation Effect

Testing the mediation effect, the output of the significant test parameters is seen based on the total effect table not on the coefficient table, because the mediation effect is not only tested for the direct effect of the independent variable on the dependent variable, but also tests the indirect effect between independent variables with dependent variables through mediating variables. Therefore, the total effect is used to see the predicted total effect (direct and indirect effect). The indirect effect in this study can be seen in the following total effect table:

**Table 3. Total Effect of Influence of Independent Variables on Dependent Variables**

Source Output SmartPLS of 3.0, 2022.

	Real Sample (O)	Average Sample (M)	Standard of Deviation (STDEV)	T Statistic (  O/STDEV  )	P Values
Brand Image -> Purchase Decision	0.091	0.104	0.093	0.970	0.332
Brand Image -> Purchase Intention	0.383	0.379	0.084	4.552	0.000
Product Quality -> Purchase Decision	0.232	0.243	0.093	2.506	0.013
Product Quality -> Purchase Intention	0.433	0.435	0.081	5.332	0.000
Purchase Intention-> Purchase Decision	0.521	0.503	0.108	4.834	0.000

**Table 4 Indirect Influence Between Independent Variables and Dependent Variables Through Mediating Variables**

	Real Sample (O)	Average Sample (M)	Standard Deviation (STDEV)	T Statistic (  O/STDEV  )	P Values
Brand Image -> Purchase Interest -> Purchase Decision	0.199	0.189	0.051	3.878	0.000
Product Quality -> Brand Image -> Purchase Decision	0.225	0.220	0.065	3.471	0.000

Source: Output SmartPLS of 3.0, 2022.

Based on the two tables above (Table 3 and Table 4), it shows that: (1) The direct effect of product quality (X1) on purchase decisions (Y) has a T-statistic value (3.878) > 1.96 which means purchase interest (Z) can be mediated between product quality and purchase decision (Y). So, the mediating effect hypothesis (H6) is accepted; and (2) The effect of brand image (X2) on purchase decisions (Y) has a T-statistic value of (3.471) > 1.96 which means that purchase interest (Z) can

mediate between brand image and purchase decisions (Y). So, the mediating effect hypothesis (H7) is accepted.

## **DISCUSSION**

### **The Effect of Product Quality on Purchase Decisions of Ms.Glow Skincare Products in Ternate**

The results of the first hypothesis test show that product quality has a positive and significant effect on purchase decisions of Ms.Glow skincare products in Ternate. These results indicate that product quality is able to create purchase decisions for Ms. Glow skincare products in Ternate.

In addition, the assessment or response from consumers is based on product quality indicators encompass: 1) Ease of use of the product; 2) Clarity of product functions; 3) Product diversity; and 4) Product durability has a total score of respondents' responses indicating that all items of product quality variable statements are in the good or high category.

The results of this study indicate that product quality factors are able to create purchase decisions for consumers using Ms.Glow skincare products in Ternate. Prawirosentono, (2004) product quality is the physical state, function and nature of the product in question that can satisfy the tastes and needs of consumers satisfactorily according to the value of money that has been issued.

Based on the explanation above, it can be concluded that product quality has a positive and significant effect on purchasing decisions on Ms.Glow skincare products in Ternate, this can be proven in the results of this study. In addition, the results of this study are in line with previous research conducted by Waluya et al., (2019) showing that product quality has a positive and significant effect on purchase decisions.

### **The Effect of Brand Image on Purchase Decisions on Ms.Glow Skincare Products in Ternate**

The results of testing the second hypothesis show that brand image has no positive and insignificant effect on purchase decisions for Ms.Glow skincare products in Ternate. These results indicate that brand image is unable to create purchasing decisions for Ms. Glow skincare products in Ternate.

In addition, the assessment or response from consumers is based on brand image indicators, including; 1) Professional impression; 2) Modern impression; 3) Attention to consumers; which has a total score of the results of the respondents' responses indicate that all items of brand image variable statements are in the good or high category.

The results of this study indicate that brand image factors are not able to create purchase decisions for consumers using Ms.Glow skincare products in Ternate. Kotler (1997) claims that brand is a name, term, sign, symbol, or design or guide of those things intended to provide identity for goods or services made or provided by a seller or group of sellers, and to differentiate them from the goods or services provided by competitor. Brand is a name, term, symbol or special design, or some combination of elements designed to identify the goods or services offered by the seller.

Based on the explanation above, it can be concluded that brand image has no positive and significant effect on purchase decisions for Ms. Glow skincare products in Ternate, this can be proven in the results of this study. In addition, the results of this study are in line with previous research by Suhaily & Darmoyo, (2017) indicating that image has no positive and significant effect on purchasing decisions.

### **The Effect of Product Quality on Purchase Interest of Ms.Glow Skincare Products in Ternate**

The results of the third hypothesis test show that product quality has a positive and significant effect on purchase interest in Ms.Glow skincare products in Ternate. These results indicate that product quality is able to create purchase interest in Ms. Glow skincare products in Ternate.

In addition, the assessment or response from consumers is based on product quality indicators, encompassing: 1) Ease of use of the product; 2) Clarity of product functions; 3) Product diversity; and 4) Product durability; which has a total score of the results of the respondents' responses indicating that all items of product quality variable statements are in the good or high category

The results of this study indicate that product quality factors are able to create purchase interest in consumers who use Ms.Glow skincare products in Ternate. Product quality is a dynamic condition related to goods, services, people, products, and the environment that meet or exceed expectations (David & Davis, 2002).

Based on the explanation above, it can be concluded that product quality has a positive and significant effect on purchase intention of users of Ms.Glow skincare products in Ternate, this can be proven in this study. In addition, the results of this study are in line with previous research conducted by Fajritami & Utomo, (2021) and Wardani et al., (2022), showing that product quality has a positive and significant effect on purchase intention.

### **The Effect of Brand Image on Purchase Interest in Ms.Glow Skincare Products in Ternate**

The results of the fourth hypothesis testing show that brand image has a positive and significant effect on purchase interest in Ms.Glow Skincare products in Ternate. These results indicate that the brand image of Ms.Glow Skincare products is able to create purchase interest in Ms.Glow Skincare products in Ternate.

In addition, the assessment or response from consumers is based on brand image indicators, including: 1) Professional impression; 2) Modern impression; 3) Attention to consumers; which has a total score of the results of the respondents' responses indicating that all items of brand image variable statements are in the good or high category.

The results of this study indicate that brand image factors are able to create purchase interest in consumers using Skincare Ms.Glow products in Ternate. This means that, the results of this study indicate that the brand image of that Ms.Glow Skincare product in Ternate is able to create purchase interest in consumers..

Based on the explanation above, it can be concluded that brand image has a positive and significant effect on purchase interest in Ms.Glow Skincare products in Ternate, this can be proven in this study. In addition, the results of this study are in line with previous research conducted by Wardani et al., (2022), showing that brand image has a positive and significant effect on purchase intention

### **The Effect of Purchase Interest on Purchase Decisions on Ms.Glow Skincare Products in Ternate**

The results of testing the fifth hypothesis indicate that purchase intention has a positive and significant effect on purchasing decisions on Ms.Glow Skincare products in Ternate. These results depict that purchase interest is able to create purchase decisions on Ms.Glow Skincare products in Ternate.

In addition, consumer ratings or responses are based on indicators of purchase interest, including; 1) The attitude of others; 2) Unanticipated situations have a total score of respondents' responses indicating that all items of the variable statement of buying interest are in the good or high category.

The results of this study indicate that purchase interest factors are able to create purchase decisions for consumers using Ms.Glow Skincare products in Ternate. That is, the results of this study indicate that Ms.Glow Skincare products in Ternate are able to create consumers' purchase interest, so that they decide to make direct purchases of Ms.Glow Skincare products in Ternate. According to Kotler & Keller (2008), the meaning of consumer purchase interest is a consumer

behavior where consumers have a desire to buy or choose a product, based on experience in choosing, using and consuming or even wanting a product.

Based on the explanation above, it can be concluded that buying interest has a positive and significant effect on purchase decisions on Ms.Glow Skincare products in Ternate. This can be proven in this study. In addition, the results of this study are in line with previous research conducted by Sriyanto & Kuncoro, (2019) whose research results indicate that purchase intention has a positive and significant effect on purchasing decisions.

### **The Effect of Product Quality on Purchase Decisions through Purchase Interest of Ms.Glow Skincare Products in Ternate**

The results of the sixth hypothesis test show that product quality has a positive and significant effect on purchase decisions through purchase intention of Ms.Glow Skincare products in Ternate. These results indicate that product quality is able to create purchase decisions through purchase interest in Ms.Glow Skincare products in Ternate.

In addition, the assessment or response from consumers is based on product quality indicators, including: 1) The attitude of others; and 2) Unanticipated situations; being able to mediate the relationship between product quality and purchase decisions..

Based on the explanation above, it can be concluded that product quality has a positive and significant effect on purchase decisions through purchase interest in Ms.Glow Skincare products in Ternate, this can be proven in this study. In addition, the results of this study are in line with previous research conducted by Rifansyah et al., (2019) and Puspita & Budiatmo, (2020) indicating that product quality has a positive and significant effect on purchase decisions through purchase intention.

### **The Effect of Brand Image on Purchase Decisions through Purchase Interest of Ms.Glow Skincare Products in Ternate**

The results of testing the seventh hypothesis show that brand image has a positive and significant effect on purchase decisions through purchase interest in Ms.Glow Skincare products in Ternate. These results indicate that brand image is able to create purchase decisions through purchase interest in Ms.Glow Skincare products in Ternate. In addition, ratings or responses from consumers are based on indicators of buying interest, including; 1) The attitude of others; and 2) Unanticipated situations; being able to mediate the relationship between brand image and purchase decisions.

Based on the explanation above, it can be concluded that brand image has a positive and significant effect on purchase decisions through purchase interest in Ms.Glow Skincare products in Ternate, this can be proven in this study. In addition, the research results are in line with

previous research conducted by (Purwati & Cahyanti, 2022) and Adriana & Ngatno, (2020), showing that brand image has a positive and significant effect on purchase decisions through purchase intention.

## CONCLUSION

Based on the results and discussion above, it can be concluded that:

1. Product quality has a positive and not significant effect on purchase decisions on Ms. Glow skincare products in Ternate. This means that product quality has a relationship with purchase decisions. So that the quality of Ms.Glow's skincare products is able to create purchase decisions from consumers, and vice versa, if the quality of the product is not good, it will not create purchase decisions from consumers.
2. Brand image has no positive and insignificant effect on purchase decisions for Ms.Glow skincare products in Ternate. This means that the brand image of the Ms. Glow skincare product has not been able to and does not fully influence the purchase decision
3. Product quality has a positive and significant effect on purchase interest in Ms.Glow skincare products in Ternate. This means that if the quality of a product is good, it can create a good sense of purchase interest from consumers, and vice versa, if the quality of the product is not good, it cannot create a feeling of purchase interest from consumers.
4. Brand image has a positive and significant effect on purchase interest in Ms.Glow Skincare products. This means that if the brand image of a product is good, it will create purchase interest from potential consumers for the product, and vice versa, if the brand image of a product is not good then it does not create a sense of purchase interest from consumers for that product.
5. Purchase intention has a positive and significant effect on purchase decisions on Ms.Glow Skincare products. This means that if there is an interest in buying then a purchase decision will be created, and vice versa if there is no buying interest from a consumer then it will not be able to create a purchasing decision from consumers for a product.
6. Product quality has a positive and significant effect on purchase decisions through interest in buying Skincare Ms.Glow products. This means that if the quality of the product is good, it will create buying interest and purchase decisions for a product, and vice versa. So that purchase interest can mediate the relationship between product quality and purchase decisions for Ms. Glow Skincare products in Ternate
7. Brand image has a positive and significant effect on purchase decisions through purchase interest in Ms.Glow Skincare products in Ternate. This means that, brand image has a



relationship to purchase decisions through purchase interest as a mediator. This means that purchase interest can be a mediating variable between brand image and purchase decisions for Ms.Glow Skincare products in Ternate.

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