The Influence Of Brand Image, Product Innovation, And *Word Of Mouth* On Purchase Decisions For Ms Glow In Batam

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ABSTRACT

In the industrial era, there are many skincare companies that pay attention to current developments in producing products for sale. Each company has its own characteristics to attract consumer attention. Competition in the field of entrepreneurship is also increasingly diverse, there are more and more entrepreneurs in various industrial fields. In this research, we analyze the brand image of the Ms Glow product, in this competition the company must improve the product brand image so that the brand becomes the best, product innovation that influences sales of the Ms Glow product to innovate the Ms Glow product into a good product, and consumers will provide information from mouth to mouth. word of mouth to provide information from consumers to other consumers due to the use of the product. In this research, multiple linear regression analysis method was used. Based on the test results using the multiple linear regression analysis method with the help of SPSS 25, the results showed that brand image, product innovation and word of mouth had a significant effect on purchasing decisions.

Keyword: Product, Companies, Information, Industrial

INTRODUCTION

In the current era of globalization, there are many skincare companies that pay attention to current developments in producing products. Each company has its own characteristics to attract consumers. Entrepreneurial competition has become increasingly diverse, there are more and more entrepreneurs in various industrial fields. One of them skincare , of course there are many beauty products produced by beauty companies, causing competition to increase. One of the local beauty products that many Indonesian women are interested in is Ms Glow . In this day and age, of course, a lot of beauty products are being produced, various brands have been released by beauty product companies, from Wardah, Somethinc , Azarine, Scarlett, Ms Glow and many other local brand beauty products that are already known and used by users. *skin care* . A successful company can be seen from the brand it produces. Having a brand will enable the company to retain customers for its products. According to (Widya Prananta et al., 2021) Building a superior public perception through excellent product and service quality will form a positive brand image. Locally made *skincare* companies are also following the progress of the times, carrying out innovation and positive competitiveness. According to (Byoungho Jin & Elena Cedrola, 2018, p. 03)innovation covers implementation of creative ideasto in products and production processes new . From teenagers to adults, many people are familiar with *skincare* and there has even been a lot of education about the importance of *skincare* for healthy facial skin, which we can see in articles and on *YouTube* . We can also judge whether a *skincare* product is good or not through word of mouth from users who use the *skincare* . According to (Budiono Hardjono, 2020) word of mouth information has played a more important role in influencing consumer decisions.

The Ms Glow product has a good brand image but judging from data on the best-selling skincare products in 2022 (Compas.co.id), in the competition Ms Glow is still ranked 3rd and first held by the brand . Somethinc . It is known that the Somethinc product was founded 6 years after Ms Glow was founded, but the brand Somethinc can compete with the longer established Ms Glow Brand. According to (Widya Prananta et al., 2021) Building a superior public perception through excellent product and service quality will form a positive brand image. In terms of whitening package packaging , Ms Glow's product has packaging that has not changed, namely always gray, Ms Glow has not really innovated the product to update the packaging to make it look more cheerful and attractive. According to (Byoungho Jin & Elena Cedrola, 2018, p. 03)innovation covers implementation of creative ideasto in products and production processes new . Reviews from several Ms Glow users on the platform (https://shopee.co.id/) showed that there were consumers who were disappointed because the product they received did not match what the consumer wanted, which of course would influence the decision to purchase Ms Glow products . Ms Glow must innovate to create more attractive product packaging. According to (Byoungho Jin & Elena Cedrola, 2018, p. 02)This matter is key creationsuperiority competitive in functioning organization _as pusher main evolution economy . Therefore _ that 's life something company depends on the extent of the company's capabilities do sustainable innovation . _

According to (Budiono Hardjono, 2020) word of mouth information has played a more essential contribution in influencing consumer decisions. Therefore, there is a need for development, innovation and maintaining product quality in order to maintain consumer confidence in making purchasing decisions.

Based on the problems above, the orientation of this research is to examine the impact of brand image, product innovation and word of mouth on the decision to purchase Ms Glow in Batam .

LITERATURE REVIEW

Brand Image

Brand image is a form of brand identification for a product that is presented to consumers to differentiate one product from products offered by competitors. It can be concluded that brand image includes consumers' views on the brand, including positive or negative assessments of it. Brand image refers to actions, views and choices regarding a brand. Brands are said to be successful in creating a positive consumer image which will encourage consumers to buy more. Brand image is measured in this research by aspects: brand strength, brand preference and brand personality(Reni Ernawati et al., 2021) .

In the 19th and 20th centuries, new brands developed rapidly in Indonesia. In that century, many brands in Indonesia, such as cigarettes, herbal medicine, batik, used brands, but at that time brands were only used as product identification. (Tjptono , 2020)

Product Innovation

Innovation iseverything, whether goods, services , or the idea that is perceived as a concept new . In addition, innovation is also considered as way to share company To useadjust oneself in constantly changing environment . Because of that ,The entity is desired to produce results ideas new , as well as ideas innovative offering _ product with more benefits _ Big andwhile givingsatisfactory service _ for customer . (Vigrita Eunika Raturandang et al., 2022)

According to (Hasbullah & Munchtar, 2022)innovation product canexplained as applicationconcrete an idea toin product or product process . _ Not only That , innovation product refers to type integrated innovation _ in all overoperational aspects of the entity, Where product newly created and distributed , involving _ innovation in various processesfunctionality and usability . I innovate products _ isimpact from various processes that are interconnected and influence each other . Fromimplementation innovation product , expected Canmaximizing decisionpurchase consumer . Innovation closely related with additional benefitsobtained from product the.

Word Of Mouth

Word of Mouth i alah information from mouth to mouthhas play more role _ important ininfluence decision consumer personal interaction , through speech , writingor media electronics , regardingcharacteristic or experience buy or use product as well asservice . (Budiono Hardjono, 2020) . In the field of marketing, various methods have been explored to measure the impact of conversations or recommendations from one person to another . *Word of* Mouth has linkages with intentionto buy . In context This ,momentperson or source personal which is familiar to usprovide a review positive about something product , then interest consumer in buy product it will increase . Hence, this matter will provide benefitsfor product makers . However, ifour acquaintancereview negative to something product ,possibility consumer will be reluctant to buy product the . (Wiwik Putri Wahyu Ningsi && Ekowati, 2021)

Purchase Decision

Purchasing decisions involve a series of strategies or tactics implemented by marketers with the aim of influencing consumers to buy (Widya Prananta et al., 2021) .Buying decision consumers are involvedtendency For buy brand favorite , although there are two factors which can influence intentions and decision buy(Reni Ernawati et al., 2021) . According to (Widya Prananta et al., 2021)Buying decision is factor importantfor customers and candidates customer in determine which product will be used . Buying decisionis something tips or steps implemented by the seller in influence or persuade consumerto do it purchase . According to

(Sitorus, 2023)Consumer attitudes have a significant correlation with decisions regarding what products to buy. The final stage in this series of processes is to evaluate several options by considering the greatest benefit to consumers from various perspectives of factors that influence the product. The goal is to make decisions that suit the wants and needs of these consumers.

RESEARCH METHODS

The research location was carried out in the city of Batam. The data taken in this research are women and men who use Ms Glow in Batam City . In this research, a *non- probability* sampling method was implemented by collecting samples using *purposive sampling* . Based on (Sugiyono, 2013, p. 85)Purposive Sampling ilah technique determination sample withconsideration certain and *Nonprobabilit y Sampling* is _ methodtakingsampleswith opportunity or opportunity _ _ which is not the same for all overelementor _ member popu la si yang become sample , provided that the population size in this research is unknown, so in calculating the sample size, the following Lemeshow formula is applied .

$$x = \frac{Za^2 x P x O}{L^2}$$

Formula 3. 1 Lemeshow Formula

Information:
n : total sample required
Za : standard value substitution from the value distribution a=5% = 1.96
P : prevalence of outcome , because data has not yet been obtained, 50% is used
Q : 1-P
L : 10% accuracy$\frac{1,96^2 x 0,5 x (1-05)}{0,10^2}$

$$n = \frac{0,9604}{0,01}$$

$$n = 96.04$$

From applying the Lemeshow formula , it was found to be worth 96.04, but it was agreed to round it up to 100 respondents.

The data collection method utilizes a statement form. Based on (Sugiyono, 2013, p. 142) In this approach, information is obtained through the use of a series of questions or written instructions that are asked to the respondent. According to (Hardani et al., 2020) In general, questionnaires use checklists and evaluation scales . Tool This helps simplify and measure _behavioras well as attitude of respondents . *Checklists* is a list of behaviors, traits, or other entities that a researcher is identifying . The researcher or survey participant only needs to check whether each element in the list has been observed, present, correct, or otherwise .

The research implements several methods as analytical tools. The method applied in this research is *validity test* , *reliability test* , *normality test* , *heteroscedasticity test* , *multicollinearity test , multiple linear regression* analysis , *coefficient of determination tets* , and *t- test* .

RESULTS AND DISCUSSION
Validity test
This validity method is used as an analytical tool to test data validity. Testing validity is the test carried out For see is a data that has been We arrange can reliable or can tested the truth with use help tool statistics . From the results of the validity test, it was found that all

variables had valid status and were suitable to be applied as measuring tools in research because the variables > r table value was 0.197 (df = n-2 = 100-2 = 98).

Reliability Test

Reliability test is one _ technique data testing carried outTo use test is answers from respondents based on questionnaire that has been disseminated and indicators that have been made the can give possible answer _ trusted(Hardani et al., 2020, p. 393) . Reliability test This can held _ with apply _ formula *CronbachAlpha* Where formula This state If a data is said reliable so results *CronbachAlpha* > 0.06 and if results *CronbachAlpha* < 0.06 then the data is said to be Not yet reliable . can is known that reliability test results to variable image brand , innovation products , word of mouth, as well decision his purchase of Cronbach's Alpha>0.06. Then you candraw conclusions that instrument image brand , innovation products , word of mouth, as well decision purchase stated reliable or fulfil condition

Normality test

Normality Test is carried out to determine whether the distribution of the data to be analyzed is normal. This is necessary because the initial requirement is that each variable to be tested must first have a normal distribution.

Figure 1 .
Normality Test Results (Histogram)
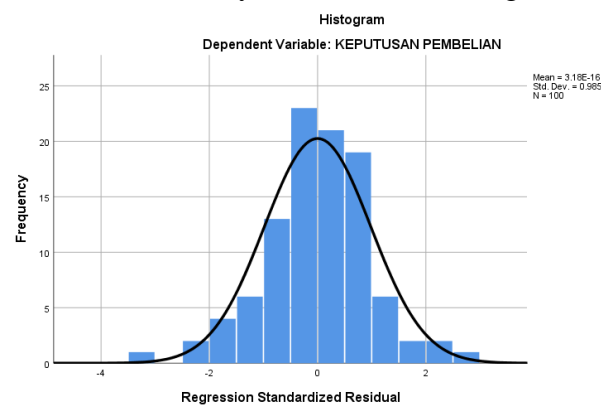
Source: SPSS 25 Data Processing Results

The bar chart shows a distribution pattern that is skewed to the right and has a shape that resembles a bell, indicating that the data follows a normal distribution. Thus, it can be concluded that all instruments have met the testing criteria.

Heteroskedasticity Test

According to (Sahir, 2021, p. 69)*heterocedasticity The test* is implemented to prove that there is differentiation in the variance between residuals from one observation to another .Heteroscedasticity I'm wrongvariance variable in the modelNo the same (constant). Testing Heterokedas ti sitasheld _ by applying _ Spearmen 's correlation , with mandatory stages held _ with test There is or not problematic Heteroscedasticity on results regression withbasic principles that are applied in taking decisionyeah nowTo useknow number probability with predetermined rules.

Figure 2 .
Heteroskedasticity Test Results
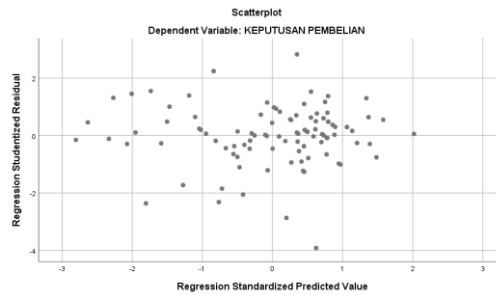
Source: SPSS 25 Data Processing Results

Based on the scatterplot output above , it is known that dots above _ spread around _ number 0, spread point that is not form pattern certain . With thereby conclusions can be drawn that No happen problem heteroscedasticity ,

Multicollinearity Test

Testing This done For see and know is variable free (X) which we use own connection between fellow variable . If there is symptom multicollinearity in something research will bring as a result of our data collect No can used or No can reliable n.

Table 3 .
Multicollinearity Test Results

Coefficients [a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	BRAND IMAGE	,340	2,941
	PRODUCT INNOVATION	,301	3,319
	WORD OF MOUTH	,285	3,509

a. Dependent Variable: PURCHASE DECISION
Source: SPSS 25 Data Processing Results

Fromtableit is visible that mark *Variance Inflation Factor* (VIF) of every variable yeah nowbrand image se value2,941product innovation as big as 3,319 and words of mouth as big as 3,509<10. Meanwhile literacy *tolerance* finance se value 0, 340 , behavior financial se value 0.301 _as well as income se value 0.285 _ yeah now>0.1. Thisprove that No There isproblems in multicollinearity tests , so research worth continuing . _

Multiple Linear Regression Analysis

Analysis regression linear Multiple I'm wrong method analyst a involving _>2 variable Yes, now two or more independent variables as well One dependent variable en .

Table 4 .
Analysis Test Results Multiple linear regression _
Coefficients ª

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,511	2,013		,751	,455
	BRAND IMAGE	,394	,092	,313	4,310	,000
	PRODUCT INNOVATION	,671	,094	,585	7,164	,000
	WORD OF MOUTH	,675	,095	,592	7,080	,000

a. Dependent Variable: PURCHASE DECISION
Source: SPSS 25 Data Processing Results

From Eq regression above , then _ possible conclusions _ explained is as following :
1. The resulting constant value as big as 1,511 means if variable brand image (X1), product innovation (X2) and *word of mouth* (X3) is 0, then variable decision purchase (Y) is worth 1,511 .
2. Coefficient regression variable literacy financial (X1) of 0.394 which shows that increase by 1 point or 1% variable brand image improveslevel buying decision as big as 39.4 % if variable independent other changed . Coefficient variable brand image marked positive meaning there is correlation positive between variable brand image with variable decision purchase .
3. Coefficient regression variable product innovation (X2) has a value of 0.585 which proves that 1 point increase or 1% variable product innovation increases level decision purchase as big as 58.5 % if variable independent other still or No changed . Coefficient variable product innovation marked positive It means there is correlation positive between variable brand image with variable decision purchase . In other words improve product innovation will increase decision purchase .
Coefficient regression variable word of mouth (X3) is 0.592 which shows that 1 point increase or 1% variable word of mouth improve level decision purchase as big as 59.2 % if variable independent other constant . Coefficient variable *word of mouth* marked positive It meanshappenconnection positive between variable *word of mouth* with variable decision purchase . Simply,raise income willadd _ decision purchase.

Coefficient Test Determination (R2)

Coefficient test determination or R^2 feed _ efficient that determinationsymbolized _ withbasically , we _ evaluate extent of impact variable free on variable bound . If mark *coefficient of determination*in the regression model Keep going decrease or whateveralmost zero , p the indicated that impact all variable free to on bound shrinking . On the contrary , if R2 value is almost 100%, that is prove that impactall over variable free on variable bound increasing (Sahir, 2021, p. 54) .

Table5 .
T Test Results
Coefficients ª

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,511	2,013		,751	,455
	BRAND IMAGE	,394	,092	,313	4,310	,000
	PRODUCT INNOVATION	,671	,094	,585	7,164	,000
	WORD OF MOUTH	,675	,095	,592	7,080	,000

a. Dependent Variable: PURCHASE DECISION
Source: SPSS 25 Data Processing Results

Discussion

1. **Influence Brand Image Regarding Purchasing Decisions**
    Based on the t test, Brand image (X1) with tcount 4,310>ttable 1.984 (df = n - k = 100 - 4 = 96) and the sign is 0.000 < 0.05 then conclusions can be drawn in a way separated indicator brand image (X1) has an impactpositive andsignificant on Purchase Decisions (Y). Research results the same is obtainedon research(Supriadi et al., 2021) , (Widya Prananta et al., 2021) , (I Nyoman Nurcaya & Ni Made Rastini, 2020)And(Reni Ernawati et al., 2021) that brand imageimpact positive on decision purchase .
    Brand image contributes to the purchasing decision process of Ms Glow . Research results This disclose if The better the brand image, the higher the purchases of Ms Glow in Batam . Based results research , conclusions can be drawn that research it proves _ first s hypothesis significant .

2. **Influence Product Innovation Regarding Purchasing Decisions .**
    From Product innovation (X2) with tcount 7.16 4 > ttable 1.98 4 (df = n - k = 100 - 4 = 96) and the sign is 0.000 < 0.05 then conclusions can be drawn that in a way separatedProduct Innovation (X2) has an impact positive and significant on Purchase Decisions (Y). The research results were similar obtained in study(Budiono Hardjono, 2020) , (Wiwik Putri Wahyu Ningsi && Ekowati, 2021) and (Sudarmin, 2023)that impactful brand image in a way positive on decision purchase .
    innovation is important in making purchasing decisions about Ms Glow products . The better the product innovation, the more often consumers will make purchasing decisions about Ms Glow products . From the results research , then conclusions can be drawn that research This prove hypothesis s second significant .

3. **Influence *WordOf _ Mouth* Regarding Investment Decisions**
    From *Word Of Mouth* (X3) with tcount 7,080 > ttable 1.98 4 (df = n - k = 100 - 4 = 96) and the sign is 0.000 < 0.05 then a conclusion is drawn that in a way separatedWordOf _ Mouth (X3) has an impact positive and significant on Purchase Decisions (Y). The same research results were obtainedonresearch (Hasbullah & Munchtar, 2022) and (Vigrita Eunika Raturandang et al., 2022)
    that*WordOf _ Mouth*impact in a way positive on decision purchase.
    Word of mouth is also considered important in making purchasing decisions, the better the product, the better *the word of mouth mouth* from Ms glow users in Batam . Based results research , then conclusions can be drawn that research it proves _ hypothesis s third significant .

CONCLUSION

Ms Glow is a beauty product that has been established since 2013 and Ms Glow is a local skincare product in Indonesia. This research discusses the influence of brand image, product innovation and *word of mouth* on the decision to purchase Ms. product Glow in Batam city. Based on research results, brand image, product innovation, and *word of mouth* influential and significant on the decision to purchase Ms. product glow in Batam city.

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