

INFLUENCE OF DIGITAL MARKETING BRAND IMAGE AND SERVICE QUALITY ON CONSUMER PURCHASE INTEREST OF MS GLOW

(CASE STUDY OF FE UNIVERSITY ISLAMIC LAMONGAN)

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ABSTRACT

The purpose of this study was to determine partially and simultaneously as well as the most dominant variables the Influence Of Digital Marketing Brand Image And Service Quality On Consumer Purchase Interest in MS Glow at FE Lamongan Islamic University. This study has a population and a sample of 75 respondents. Analysis of the data used is multiple linear regression analysis. That partially Digital Marketing (X^1), Brand Image (X^2) and Service Quality (X^3) variables have a significant influence on Purchase Interest (Y) of MS Glow products at the Faculty of Economics, Lamongan Islamic University. The most dominant variable from this research is Brand Image (X^2) by looking at the regression coefficient value in multiple linear regression analysis.

Keywords: Digital Marketing, Brand Image, Service Quality, Buying Interest

INTRODUCTION

Consumer behavior is unique, because everyone's preferences and attitudes towards products are different. In addition, consumers also come from various different segments, so the products they want and order are different. Free trade in the current era of globalization is a common phenomenon. Companies must have a mature readiness of various factors of company production to face free trade. The influence of free trade is now difficult to contain, and is directly related to the spearhead of the company, namely marketing. At least there are several types of beauty clinics starting to open new branches spread across big cities in Indonesia such as Natasha Skin Care, Erha Clinic, MS Glow and others. More and more beauty clinics in Indonesia that offer similar treatment products make the competition between these beauty brands increase, so MS Glow must create something good in the eyes of the community.

Buying interest 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 a sacrifice where buying interest arises because consumers are satisfied with the quality of the products provided by the company. Digital Marketing is a unit to offer products virtually so that it can make it easier for sellers and buyers to share information and transactions. Brand Image is the process by which a person owns, organizes, and interprets input to create a meaningful image. Because the brand image affects the emotional relationship between consumers and a brand, so that the products offered are in accordance with the selected needs.

In addition to digital marketing and brand image, service quality can also influence purchasing decisions in making purchases, service quality is the overall characteristics and characteristics of a product or service that affect its ability to satisfy stated and demonstrated needs for quality services

provided by the company to meet the expectations of its customers.

THEORETICAL BASIS

a. Digital Marketing

According to Chaffey and Chadwick (2012) digital marketing is also defined as the internet application of digital technology related to traditional marketing to achieve marketing goals. Efforts made to reach potential buyers by introducing trademarks or services through digital media can be interpreted as digital marketing. By using digital media in marketing their products, entrepreneurs can market their products in a timely, personal, and more relevant manner.

b. Brand Image

Brand image is something that is remembered in the minds of consumers when buying a certain brand product. In Vennes, Ike (2017:45) quoted from the thesis Ria Murti Agustina (2020) Brand image (brand image) perceptions and beliefs held by consumers, as reflected in the associations embedded in customers' memories, which are always remembered the first time when they hear slogans and embedded in the minds of consumers. Brand image is the perception and belief held by consumers, as reflected in associations or in consumers' memories.

c. Service Quality

According to Kotler and Armstrong (2012) service quality is a performance that can be offered by one person to another. Service quality is a level of difference between reality and customer expectations for the service they receive. So, service is an action taken by a seller to a buyer or consumer in order to meet the needs and desires of consumers.

d. Buying Interest

Buying interest is part of the behavioral component in consuming attitudes. Consumer buying interest is

the stage where consumers form their choice among several brands that are incorporated in the choice set then in the end make a purchase on an alternative they like the most or buy an item or service based on various considerations (AG. Sugiyono, 2012).

HYPOTHESES

The hypothesis is a temporary answer to the research problem formulation, where the research problem formulation has been stated in the form of a question sentence. It is said to be temporary because the answers given are only based on relevant theories, not yet based on empirical facts obtained through data (Sugiyono, 2016:64). Based on the framework of thinking that has been stated previously, the authors propose a hypothesis:

1. It is suspected that Digital marketing (X1), Brand Image (X2), and Service Quality (X3) variables have a partial effect on buying interest in MS Glow.
2. It is suspected that Digital marketing (X1), Brand Image (X2), and Service Quality (X3) variables have a simultaneous effect on buying interest in MS Glow.
3. It is suspected that the Brand Image (X2) variable is the variable that has the most dominant influence on buying interest in MS Glow.

METHOD

This research was conducted at the Faculty of Economics, Lamongan Islamic University using quantitative research. By using the Observation Method, Interview Method and Questionnaire Method.

The analytical tools used are Validity Test, Reliability Test, Classical Assumption Test (Normality Test, Heteroscedasticity Test, Multicollinearity Test, Autocorrelation Test), Multiple Linear Regression Analysis Test, Multiple Correlation Test, Coefficient of Determination Test, t Test, F Test.

RESULTS AND DISCUSSION

1. Validity Test

The significance test was carried out by comparing the value of r_{count} with r_{table} . Testing the validity using the product moment by looking at the value of $sig = 5\%$. Question items are said to be valid if the item score is significantly correlated with the totalscore shown from the value of $r_{count} > r_{table}$. The following are the results of calculations from research using SPSS. From the results of the validity test using SPSS, it is obtained that the Digital Marketing variable r (X1) is (0782, 0762, 0723, 0791, 0724, 0717, 0671, 0765), Brand Image variable (X2) is (0736, 0650, 0632, 0741, 0774), r_{count} of Service Quality (X3) variable is (0778, 0704, 0716, 0763) and r_{count} of Purchase Interest (Y) is (0816, 0702, 0656, 0866). Thus, the validity test for the three independent variables (X) and the dependent variable (Y) obtained $r_{count} > r_{table}$ (0.2272) so all indicators of the four variables were declared valid.

2. Reliability Test

The results of reliability testing using SPSS have a Cronbach Alpha value for the Digital Marketing variable (X1) of 0.882, the Brand Image variable (X2) of 0.748, the Service Quality (X3) variable of 0.721 and the buying interest variable of 0.756. Thus, it is found that all indicators used in this study are reliable, because they have a Cronbach Alpha value of more than 0.60.

3. Classical Assumption Test

a. Normality test

The results of the normality test using SPSS by looking at the Normal P-P Plot of Regression Standardized Residual graph illustrates the spread of data around the diagonal line and its distribution follows the direction of the graph's diagonal line, so the regression model used is normally distributed.

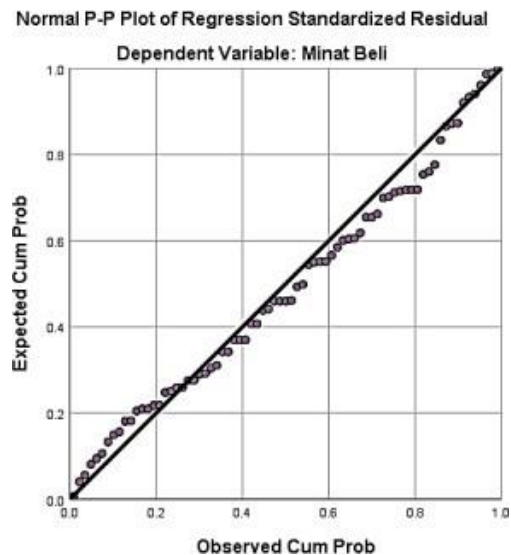


Figure 1. Normality Test Graph

b. Heteroscedasticity Test

The results of the heteroscedasticity test using SPSS by looking at the Scatterplot graph can be seen that the regression model in this study does not have heteroscedasticity disorders because there is no clear pattern at the points. The points also spread above and below the number 0 on the Y axis, this condition indicates that there is no heteroscedasticity.

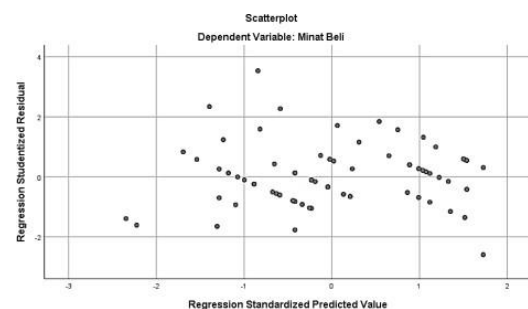


Figure 2. Heteroscedacity Test Result

c. Multicollinearity Test

The results of the multicollinearity test using SPSS show that all independent variables, namely Digital Marketing (X1), have a tolerance value greater than 0.10, which is 0.526 and a VIF value less than 10, which is 1.899. The Brand Image (X2) variable has a tolerance value greater than 0.10, namely 0.618 and a VIF value less than 10, which is 1.617. The Service Quality (X3) variable has a tolerance value

greater than 0.10, which is 0.505 and a VIF value less than 10, which is 1.981. Thus, it can be concluded that this regression equation model does not occur multicollinearity and this research is feasible to use.

Table 1. Multicollinearity Test Results

Coefficients ^a			
1	Model	Tolerance	VIF
	(Constant)		
	Digital Marketing	.526	1.899
	Brand Image	.618	1.617
	Service Quality	.505	1.981

a. Dependent Variable : Intention to Buy

d. Autocorrelation Test

From the results of the autocorrelation test using SPSS, it shows that the value of DW = 1.863 with a value of n = 75 with the number of independent variables k = 3, it is known that the value of dL = 1.5432 and the value of dU = 1.7092. The value of DW is greater than the value of dU (1.863 > 1.7092) and the value of 4-DW = 4 - 1.863 = 2.137, so the decision making of the Darbin- Watson test above can be concluded:

DW > dU = 1.863 > 1.7092 means that there is no positive autocorrelation

(4-DW) > dU = 2.137 > 1.7092,

which means that there is nonegative autocorrelation.

Table 2. Autocorrelation Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Durbin-Watson
1	.783 ^a	.612	.596	1.863

a. Predictors : (Constant), Digital Marketing, Brand Image, Service Quality

b. Dependent Variabel: Buying Interest

4. Multiple Linear Regression Analysis

$$Y = 1.195 + 0.138 X_1 + 0.334 X_2 + 0.246 X_3$$

From the results of the coefficients of the independent variables above, it is positive. This means that it has a direction

of change that is in the same direction as the dependent variable. Brand Image variable regression coefficient of 0.334, has the largest value compared to other independent variables. Thus, it can be concluded that the most dominant factor influencing buying interest is Brand Image.

5. Multiple correlation test

Based on the multiple correlation test in the table above, the coefficient (R) of 0.783 indicates that there is a very strong relationship between the independent variable and the dependent variable. The higher the value of Digital Marketing, Brand Image, and Service Quality, the higher the consumer's buying interest.

6. Test the coefficient of determination

Based on the results of the coefficient of determination test using SPSS Shows the R Square value of 0.612 or 61.2%, this indicates that the dependent variable of purchasing decisions can be explained by the independent variables Digital Marketing (X1) Brand Image (X2) and Service Quality (X3) of 61, 2% while the remaining 38.8% is explained by other factors such as Product Quality, Brand Origin, Brand Ambassador, Word Of Mouth, Islamic Branding, Brand Awareness.

Table 5. Results of the Coefficient of Determination
Model Summary^b

Model	R	R Square	Adjusted R Square	Durbin-Watson
1	.783 ^a	.612	.596	1.863

c. Predictors : (Constant), Digital Marketing, Brand Image, Service Quality

d. Dependent Variabel: Buying Interest

7. t test (partial)

Based on the results of the t test, the t-value of the Digital Marketing variable is (2.772), the Brand Image variable is (4.171) and the Service Quality variable is (2.332). Each variable has a value of t count > t table (1.993) then the Digital Marketing, Brand Image and Service Quality have a significant influence on

consumer buying interest in MS Glow products at the Faculty of Economics, Lamongan Islamic University.

8. F test (simultaneous)

Based on the results of the f test, it can be seen from the value of Fcount (37.381) > Ftable (2.73), then H1 is accepted. From these results it can be concluded that the variable Digital Marketing, Brand Image and Service Quality simultaneously have a significant

CONCLUSION

Based on the research conducted by the author and the results of the research have been discussed in chapter V regarding the variables of Digital Marketing (X1), Brand Image (X2), AND Service Quality (X3) to Consumers Buying Interest (Y) at the Faculty of Economics, Lamongan Islamic University.

From the results of the t test, it can be seen that the Digital Marketing (X1), Brand Image (X2), AND Service Quality (X3) variables have a significant partial effect on Purchase Interest (Y) at the Faculty of Economics, Lamongan Islamic University.

From the results of the F test, it can be seen that the variables Digital Marketing (X1), Brand Image (X2), AND Service Quality (X3) have a simultaneous influence on Purchase Interest (Y) at the Faculty of Economics, Lamongan Islamic University.

From the calculations using the multiple linear regression analysis test above, it can be seen that the three variables Digital Marketing (X1), Brand Image (X2), AND Service Quality (X3) which have the most dominant influence on Purchase Interest (Y) at the Faculty of Economics, Lamongan Islamic University are Brand Image variable (X2) which has the highest or most dominant value from other variables. effect on consumer buying interest in MS Glow products at the Faculty of Economics, Lamongan Islamic University. So it can be concluded that there is no or no autocorrelation.

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