



The effect of advertisement attractiveness and discounts on the purchase decision of Ms. Glow Beauty Products (study on ms. Glow consumers in jombang regency)

Yusuf Krisdianto¹, Indra Kurniawan²

^{1,2} Institute of Technology and Business PGRI Dewantara Jombang

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ABSTRACT

This study aims to determine and explain the Influence of Advertising Attraction and Discounts on Purchase Decisions for Ms. Glow Beauty Products (Study on Ms. Glow Consumers in Jombang Regency). Data collection using questionnaires to 100 consumers, the research approach used in the study is explanation. The analysis technique used is multiple linear regression through the assistance of the Statistical Package for Social Science (SPSS) application. Based on the results of the study, it shows that Advertising Attraction and Discounts have a significant effect on Purchase Decisions for Ms. Glow Beauty Products. Based on the results of the study, it shows that Advertising Attraction and Discounts have a significant effect on Purchase Decisions for Ms. Glow Beauty Products. Therefore, the higher the Advertising Attraction and Discounts, the higher the Purchase Decision for Ms. Glow Beauty Products.

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Corresponding Author:

Yusuf Krisdianto
Institute of Technology and Business PGRI Dewantara Jombang
Jl. Prof. M. Yamin No. 77 Pandanwangi, Jombang, East Java, Indonesia 61418
Email:krisdianto.yusuf74@gmail.com

INTRODUCTION

The industry in the business world shows increasingly rapid development, so that companies compete to maintain their existence in the face of fierce competition between companies. The development of the business world has created an increasingly diverse range of product innovations that influence people's lifestyles. One of the lifestyles of society that is currently increasing is women's awareness to carry out self-care, so that beauty products are currently transforming into primary needs, namely skin care products that open up opportunities for entrepreneurs to work in the beauty sector (Oktavia & Fageh, 2022)

This study fills a gap in the literature because it examines the simultaneous influence of advertising appeal and discounts on purchasing decisions, especially for local beauty products. Previously, many studies only examined these two variables separately (Belch & Belch, 2018). Thus, this study provides a new contribution by showing how both can support or reinforce each other in influencing consumer behavior. In addition, focusing on local beauty products such as MS Glow also broadens the context of the study, because the majority of previous studies have

examined global brands (Kotler & Keller, 2016). Therefore, this study is relevant to enrich the local marketing literature in the digital era.

The diversity of beauty products in circulation, This is a product comparison. presented in percentage form, it is known that the market segment is dominated by personal care products by 44%, skincare 28%, cosmetics 22%, and the rest are fragrance products (Waluyo, 2024). Based on these data, it is known that skincare products are at the top of the list dominating the market segment after personal care products. The viral phenomenon of skincare products with the MS Glow brand in 2022 is one proof that skincare products are currently in demand by the public as a form of lifestyle needs. (Fegahyanti et al., 2023)

Purchasing decisions are individual activities that are directly involved in the decision-making process to make purchases of products according to (Jackson et al., 2021)

Consumer activities in choosing goods that they believe will satisfy their needs and preferences are known as purchasing decisions. Purchasing decisions are also an action within a person to be willing to make a purchase or vice versa, not willing to buy a product, either a particular good or service. (Prihatini et al., 2023) In facing these conditions, a company must also pay attention to purchasing decision variables as a consideration in developing a marketing strategy in order to generate profits through the acceptance of the product by the community. (Yuniarti & Ongkir, 2024)

Tjiptono (2014:82) claimed that a discount is a price cut offered to a customer by a seller in exchange for specific buyer actions that the merchant finds commendable. (Buduri & Habib, 2023) The price reduction strategy does not necessarily become one of the supporting factors for consumer buying interest, an advertisement can also be a powerful strategy for running a business. The appeal of advertising will create a consumer interest in buying. (Leonardi, 2024) If the better and quality of the advertisement made, the interest in buying from consumers will arise. (Yunita & Indriyatni, 2022)

(Amelia Dewi & Martini, 2023) Companies are also required to measure factors and things that can possibly influence consumer purchasing decisions for skincare products . The factors that can possibly influence consumers to decide to make purchasing decisions include the attractiveness of a product's advertisement, and discounts. (Produk et al., 2025) The creation of a brand cannot be separated from the word advertising. Advertising has a significant impact on a brand because it increases consumer awareness of the product. (Putri & Sabardini, 2023)

This study aims to ascertain and elucidate the impact of advertising appeal and discounts on the purchasing decisions of MS Glow cosmetic products among customers in Jombang Regency.

The research is expected to enrich the theoretical studies of students in the field of Marketing Management, especially in the study of Advertising Attraction, Discounts and Purchasing Decisions, in addition, the research is also anticipated to serve as a benchmark for subsequent investigations. (Koesmetikawati et al., 2022) The research is anticipated to yield practical advantages in the form of knowledge. , considerations and contributions of thought for Owners to be able to enrich the literature and contribute to the development of theories, especially those related to the appeal of advertising and discounts on Purchasing Decisions. (Afif & Aswati, 2022)

The Correlation between Advertising Appeal and Consumer Purchasing Choices

Advertisements are one of the means for companies to provide information and at the same time persuade potential consumers to be moved to carry out the message conveyed in the advertisement regarding a product (Elfayasri & Immawati, 2023). The ability to display advertising messages that attract attention, persuade, and are also able to arouse and facilitate target consumers in remembering the message in the advertisement for the product offered is the definition of advertising appeal (Qhoiru Annisa Mustikasari & Parlagutan Silitonga, 2023). The importance of advertising appeal will affect consumer purchasing decisions, strong advertising appeal will have a strong influence on increasing purchasing decisions (Aripin et al., 2024)

External influences, awareness of integrity, product recognition and evaluation of alternatives are factors that can increase consumer interest in buying or making a decision to purchase a product (Schiffman and Kanuk, 2004). Information related to the advantages of a product will create a pleasant feeling and will change people's minds to make a purchase, such is the important role of advertising in initiating the product sales process (Widiastuti, 2019)

H1: Advertising appeal has a positive and significant effect on purchasing decisions for MS.GLOW beauty products.

The relationship between discounts and purchasing decisions, Price has a strong effect on consumer decisions in purchasing a product (Novianty et al., 2022) One of the strategies used is the provision of discounts or price cuts which are used as a means of influencing consumers in making purchasing decisions which are also expected to have a positive impact on the company (Risafani et al., 2022). Price changes can have a shifting effect on the scale of demand and supply of products used by companies in measuring the sensitivity of demand and supply to consumers (Hermawan, 2021)

Research conducted (Hasnin et al., 2023) discount programs carried out with high intensity will have a major influence on increasing consumer decisions in purchasing a product. Likewise, the lower the intensity of the discount program, the greater the influence on decreasing consumer purchasing decisions. (Assidiqi & Julaha, 2021)

H2: Discounts have a positive and significant effect on purchasing decisions for MS.GLOW beauty products

RESEARCH METHOD

Utilizing a quantitative method, which is grounded in positivism, the study looks at a particular population or sample through random sampling, instrument-assisted data collecting, and statistical data analysis (Sugiyono, 2015). This study employs an explanatory research approach, which is one that uses hypothesis testing to clarify the link between research variables. (Sugiyono, 2016).

The multiple linear regression approach is quite relevant to measure the influence of perceived variables on consumer behavior, because it is able to explain the simultaneous relationship between two or more independent variables on one dependent variable (Ghozali, 2018). However, regression only measures statistical relationships, not absolute causation, and the results are highly dependent on the quality of the data and the construct validity of the perceptions being measured. Therefore, although multiple linear regression is sufficient to explain the influence quantitatively, it does not fully capture the psychological or contextual dimensions of actual consumer behavior. This approach should be complemented by qualitative analysis or longitudinal studies for a deeper understanding.

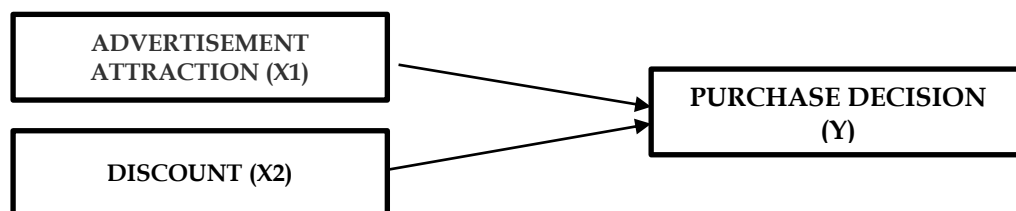


Figure 1. Research Framework

The method used in this study is a survey method, namely respondents and questionnaires. The population and sample of respondents in this study were Consumers of Ms. Glow, (Jombang Regency) totaling 100 people

RESULTS AND DISCUSSIONS

Simple Linear Analysis

A statistical technique called regression analysis looks at the relationship between a dependent variable (Y) and a number of independent variables (X_1, \dots, X_p). Predicting the value of Y given a value of X is the aim of this strategy. The most basic regression model with just one independent variable, X, is the simple linear regression model. Predicting the dependent variable Y is one of the many applications of regression analysis. The following is the equation for the basic linear regression model:

Table 1. Results Reliability Analysis Results

Variabel	Cronebach Alpha	Standar Reliabilitas	Description
Daya tarik iklan (X1)	0,674	0,60	Reliabel
Diskon (X2)	0,792	0,60	Reliabel
Keputusan Pembelian	0,692	0,60	Reliabel

Data source: SPSS 24

Based on table 4.10, it can be explained as follows: Demonstrates that the variables of Advertising Appeal (X1), Discount (X2), and Purchase Decision (Y) yielded Cronebach Alpha scores > 0.60 in the reliability test. The variables Advertising Appeal (X1), Discount (X2), and Purchase Decision (Y) all have statement items that are deemed reliable.

Based on the test results, it shows that the Attraction of advertising can increase MS GLOW Purchasing Decisions. This can be explained that customers consider the Attraction of advertising to have a good contribution to a business. Good Attraction of advertising will also have a good impact on Purchasing Decisions by focusing on excellence in products or services with the aim of meeting the needs, desires and satisfaction of customers.

The results of this study mean that the discounts given by MS GLOW influence respondents in making purchasing decisions. This is because MS GLOW provides large and high discounts to consumers. Basically, MS GLOW has tried to create a program for consumers by providing bonuses in the form of discount vouchers, free shipping, or MS GLOW coins, with this consumers can be interested in recommending MS GLOW to others and get feedback from it. So it can be concluded that discounts can maximally influence consumer purchasing decisions on MS GLOW products.

Hypothesis Test (t-Test)

The t-test is defined as a test used to ascertain the impact of independent variables on dependent variables by Ghozali (2016:99). The following table displays the Hypothesis Test results:

Table 2 Hypothesis Test Results

Variabel	T Statistik	P-Value	Description
(X1) -> Y	4.596	.000	Positif and Signifikan
(X2)-> Y	2.616	.010	Positif and Signifikan

Data source: SPSS 24

From table 2 above, it is known that each variable is:

a. Testing the First Hypothesis (H1)

From the results of data processing in table 4.11, a t-count value of 4.596 can be obtained with a significance of $0.000 < 0.05$. It is stated that the Attractiveness of Advertising has a positive and significant influence on Purchasing Decisions. So the first hypothesis is accepted.

b. Testing the Second Hypothesis (H2)

From the results of data processing in table 4.12, a t-count value of 2.626 can be obtained with a significance of $0.010 < 0.05$. It is stated that Discounts have a positive and significant influence on Purchasing Decisions. So the first hypothesis is accepted.

The Effect of Advertising Attractiveness on Purchasing Decisions

The test results indicate that advertising's attraction can influence consumers' decisions to buy MS GLOW.. This can be explained that customers consider the Attraction of advertising to have a good contribution to a business. Good Attraction of advertising will also have a good impact on the Purchase Decision by focusing on. the benefits of goods or services that are intended to satisfy consumers' needs, wants, and satisfaction. (Sunandika & Widodo, 2024)

The attraction of advertising is a method of approach taken by companies in advertising products with the aim of increasing the motivation, opportunities, and ability of consumers to process messages in advertisements (Hamisena & Sudyasjayanti, 2024) While advertising (Kotler and Keller, 2014) is any kind of non-personal presentation and promotion of concepts, products, or services by a specific sponsor that attracts remuneration. Tjiptono (2012). states that advertising is an indirect persuasion process, based on information related to the advantages of a product that is packaged with each concept so as to create a pleasant feeling that changes people's minds to act to make a purchase. (Fahmi & Soumi, 2022).

The Influence of Discounts on Purchasing Decisions

The results of this study mean that the discounts given by MS GLOW influence respondents in making purchasing decisions. This is because MS GLOW provides large and high discounts to consumers. Basically, MS GLOW has tried to create a program for consumers by providing bonuses in the form of discount vouchers, free shipping, or MS GLOW coins, with this consumers can be interested in recommending MS GLOW to others and get feedback from it. So it can be concluded that discounts are maximally able to influence consumer purchasing decisions on MS GLOW products. (Indriani et al., 2025)

Discount is a method of saving a product offered to consumers from the normal price listed on the product label or packaging (Kotler and Keller, 2016). Tjiptono (2016) stated that discount is a price reduction given by the seller to the buyer because of certain activities with the aim of attracting the interest of buyers. Based on the two opinions of the experts, it can be concluded that discount is a method of attracting consumer interest to make a purchase of a product by reducing or cutting the price from the normal price of the product based on a certain activity. (Fitri & Sianipar, 2025)

CONCLUSION

The following conclusions can be made in light of the findings of the study and discussion above to assess the impact of discounts (X2) and advertising appeal (X1) on decisions to buy MS. GLOW BEAUTY PRODUCTS (Case Study in the Jombang Regency Community):

High Advertising Attraction is able to increase the Purchase Decision of MS. GLOW BEAUTY PRODUCTS (Case Study in Jombang Regency Community), High discounts are able to increase the Purchase Decision of MS. GLOW BEAUTY PRODUCTS (Case Study in Jombang Regency Community)

The researcher can make the following recommendations in light of the aforementioned research findings, discussion, and conclusions:

According to the item on the Purchase Decision, MS. GLOW BEAUTY PRODUCTS must emphasize the benefits of the product when making a decision to buy. Based on the Advertisement

Appeal item MS. GLOW BEAUTY PRODUCTS must increase the long discount period the advantages of the purchased product in making a purchase decision. For further researchers, it is expected to be able to develop research with other variables or combine the variables contained in this study with other variables, for example facilities, prices and customer loyalty.

Additional indicators that can measure the attractiveness of advertising are that Advertisements must have distinctive characteristics (Distinctive) these indicators can increase consumer engagement in purchasing MS products. GLOW BEAUTY PRODUCTS and discount indicators, namely the amount of the discount can also increase consumer engagement in purchasing MS products. GLOW BEAUTY PRODUCTS.

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