

## Influence Social Media Instagram, Price & Product Quality to Purchase Intention (Case Study on Make up Go Mobile)

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**Article History**

*Received: 22.07.2018*

*Accepted: 04.08.2018*

*Published: 30.08.2018*

**DOI:**

10.21276/sjhss.2018.3.8.6



**Abstract:** This study aims to analyze the positive and significant influence of social media instagram on the intention of purchasing online partially, the effect of Quality of Products / Services on the intention of buying online partially, the price positively and significantly influence the intention to buy online partially, and the influence of social media instagram, price & quality of product / service to intention to buy online simultaneously. The population of this study is the Customer who became follower MGM Instagram. With the classification of Customer who became follower MGM Instagram at least 1 year. While the number of samples from the population number 1.101 People with a 5 percent MOE at a 5 percent confidence level based on the slovin formula is 289 samples. Quantitative analysis method using multiple linear regression analysis, followed by determination analysis (R Square), partial hypothesis testing (t test) and simultaneous (F test) with alpha ( $\alpha$ ) 5 percent (0,05). Prior to further analysis, data quality and classical assumption test are done. Analytical tool using SPSS version 23.0 for windows. The results showed that social media instagram have positive and significant effect on Partial online purchasing intention, Product / Service Quality to Partial Buying Online partially, price positively and significantly influences partial online purchasing intention, and instagram social media influence, price & product / service quality against intention to buy online simultaneously.

**Keywords:** Social media, price, products quality, purchase intention online.

### INTRODUCTION

In the development of the times and technology, the lifestyle of Indonesian society is always changing. Various shopping trends adapted by the people of Indonesia, ranging from midnight shopping to the current trend is shopping through the internet (ecommerce) or commonly called an online shop. With the increasingly widespread use of the Internet, electronic commerce (ecommerce) is done by businesses of various sizes. E-commerce is defined as a way to sell and buy goods and services through internet or social media networks [1]. The development of the internet and the number of users penetration also increasing from year to year in Indonesia led to a new trend that is the increasing number of e-commerce players are popping

Today, social media increasingly plays an important role in the life of Indonesian society. Indonesia has 65 million Facebook users. 33 million of them are active users, and have 30 million active users Twitter which is the largest user in Asia [2]. It is also supported by Bachtiar [3]. which explains that today, the development of communication containers in the form of online by having accounts on certain social

media, for example Facebook and so on are considered as important as offline communication.

Increasing the number of internet users in Indonesia caused the growth opportunities of the shopping market is *online* very large. Based on Online Shopping Outlook 2015 issued by BMI (Brand & Marketing Institute) Research shows research results in 2014, shopping users *online* reached 24 percent of total Internet users in Indonesia. Research was conducted in Indonesia of 1,213 Internet users aged 18-45 years by phone. While this year, the market *online* will grow to 57 percent [4].

Make up GO Mobile (MGM) is a mobile service for make up service, with more and more women wanting to look beautiful, so service make up service request more and more. MGM first present in Indonesia especially Jabodetabek area. Not only to meet the needs of makeup, MGM also serves a variety of needs such as shooting ads, TV, Beauty Campaign, workshop events, CSR, and other events that allow the public interest is quite good in terms of beautifying themselves without the hassle of encouraging MGM to perform various efforts by providing more services and facilities to its service users. One of them by applying

online ordering services. Through the website www.makeupgomobile.com and Make Up Go Mobile (MGM) applications, MGM candidates and users can get information on make up services offered, varied price information and information on various facilities provided by MGM. Service users get detailed

information and can place orders online via the internet wherever located.

But over the course of time has been almost 1 year more intention to buy / make up service orders on make Up go mobile not in accordance with what is expected, no significant increase tends to decrease in contrast to the ever successful application in Indonesia.

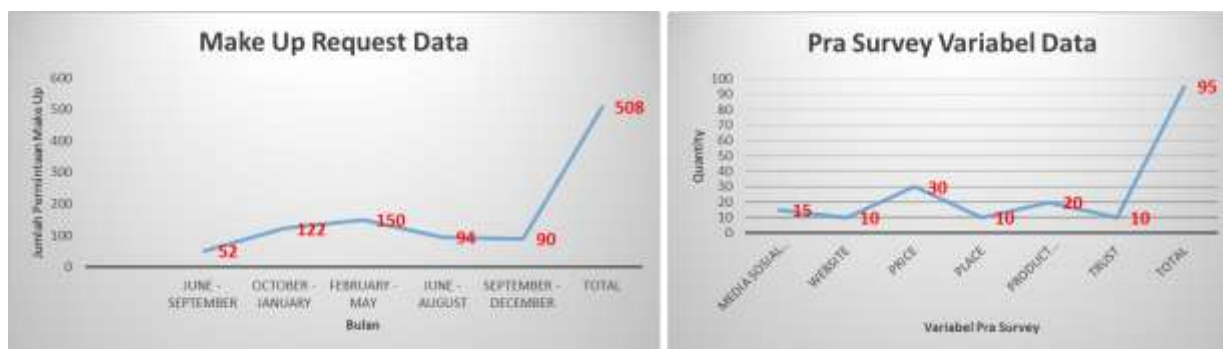


Fig-1: Research gap Data

Based on observations and traces of MGM found in the research gap above, the phenomena related to the sales turnover problem are identified as follows: (1) Sales decrease during the period 2016 to 2017. (2) The price is too high compared to competitors, (3) Promotional activities are still relatively low (4) The quality of the product has not been trusted by potential customers. (5) The influence of social media has not been able to raise demand on Mobile make up.

The above phenomenon gives an illustration that market share condition at MGM is still low. To be able to provide a solution for increasing market share in MGM then required a scientific assessment that can be justified and can provide a solution for increased sales and also can grow the intention to buy by increasing the factors that affect sales and marketing mix elements that can increase purchasing intentions of potential MGM customers

This study focused on how to build buying intentions by analyzing the dimensions of Social media, Product Quality, Price, and Place. The study was conducted on the MGM Instrument followers where the number of followers diagram on MGM had no effect on the increase of MGM turnover.

Based on the background and the above problems, the objectives to be achieved from this research are:

- Analyzing the influence of Social media on purchasing intention partially
- Analyzing the influence of Price to partial purchasing intention
- Analyzing the effect of the Product Quality on purchase partially

- Analyzing the influence of Social media, Prices and Products Quality on the purchase intention simultaneously

## LITERATURE REVIEW

### Minat Beli

Asshidin *et al.*, [5] in its journals defines the *purchase intention* of future projection of consumer behavior that will significantly contribute to attitude configuration. Further Asshidin *et al.*, [5] explains that *purchase intention* is often used to forecast sales of existing products and services. Meanwhile, previous studies have shown that intention is one of sales predictions. In addition, the measurement of purchase intentions has been pervasive in modern marketing. Market research firms often use purchase intentions to forecast potential sales of new products. In addition, purchase intention steps have often been used to identify purchasing probability products within the stipulated time period. Purchase intention has been recognized as part of consumer behavior. Therefore, companies need to identify what makes consumers want to buy the product. Consumer purchasing behavior may change over time due to factors such as social lifestyles, industrialization and the effects of globalization that may have affected their judgments on state products. Purchasing behavior is the process of decision making and the actions of people involved in buying and using the product. According to Schiffman and Kanuk [6] Purchase Intention is something that represents consumers who have the possibility, will, plan or are willing to buy a product or service in the future. An increase in purchase intentions means an increased likelihood of purchase. Researchers can also use buying intentions as an important indicator for predicting consumer behavior. Further Schiffman and Kanuk [6] said that when consumers have had the intention to buy a positive this form of commitment to a brand, that

brand is positive and good. This is what drives purchases that will ultimately be made by consumers.

### **Sosial Media**

*Social media* is an medium *online*, with its users can easily participate, share, and create content including *blogs*, social networks, wikis, forums and virtual worlds. Blogs, social networks and wikis are the most common form of social media used by people around the world. Another opinion says that *social media* is an medium *online* that supports social interaction and social media using web-based technology that turns communication into interactive dialogue. According to Philip Kotler and Kevin Keller [7], social media is a means for consumers to share text, image, audio, and video information with each other and with companies and vice versa. According to Gunelius [8]. The most common purposes of using social media are as follows: (1) Building relationships: the main benefit of social media marketing is the ability to build relationships with consumers actively. (2) Brand building: conversations through social media presents the perfect way to increase brand awareness, enhance brand recognition and memory and increase brand loyalty. (3) Publicity: marketing through social media provides an outlet where companies can share important information and modify negative perceptions. (4) Promotion: through social media marketing, providing exclusive discounts and opportunities for an audience to make people feel valued and special, and to meet short-term goals. (5) Market research: using tools from the social web to learn about users, create demographic profiles and user behavior, learn about consumer wants and needs, and learn about competitors. According to Evans in Aditya *et al.*, [9], the types of social media include Social News Sites, Social Networking, Social Sharing, Blogs, Microblogging Forum.

### **Price**

Kotler defines the Price literally means assessing, evaluating, measuring and benchmarking. The market for lodging prices is as follows: purchasing the product [10].

According to Tjiptono [11], the price is a monetary unit or other measure of goods and services exchanged in order to obtain ownership or use of goods or services. This understanding is in line with the concept of exchange (exchange) in marketing. Grewal and Levy formulate the definition of price as an overall product or service [11].

### **Product Quality**

According to Kotler [12] a product can be evaluated through 5 product levels, namely: 1. Core benefit, namely the fundamental service of benefit that the consumer is really buying, meaning the benefit is the main benefit desired by a consumer in buying a

product. 2. Generic product, that is a basic version of the product, meaning that generic product (basic product) is a physical description on a product 3. Expected product, that is a set of attributes and conditions that buyers normally expect and agree to purchase that product, that the expected product, which is a number of attributes and circumstances that are generally expected and approved by the buyer at the time of buying the product. 4. Augmented product, which means that the additional benefit of the product, ie a product that can differentiate the product from a competitor's product. 5. Potential product, ultimately undergo in the future, it means that the potential of the product, which is the expansion of changes that may be experienced by a product in the future. Product quality has a significant impact on product or service performance, so it is associated with customer satisfaction and satisfaction [13]. The quality of the product comes from the difference between the actual product and the alternative product that a particular industry can provide [14] This can also be determined by the way the customer sees quality in the market [15].

### **Conceptual Frameworks**

According to Schiffman and Kanuk [6] Purchase Intention is something that represents consumers who have the possibility, will, plan or are willing to buy a product or service in the future. An increase in purchase intentions means an increased likelihood of purchase. Researchers can also use buying intentions as an important indicator for predicting consumer behavior. Further Schiffman and Kanuk [6] said that when consumers have had the intention to buy a positive this form of commitment to a brand, that brand is positive and good. This is what drives purchases that will ultimately be made by consumers.

Kotler [12] divides purchase intention into four elements known as the AIDA model. Where each element influences each other in creating consumer intention to a fancy consumers of a product or service. The four elements of AIDA can be described as follows; (a) Attention where this element describes the consumer relation on the product, in this case where company can pay attention of consumer by doing approach so that consumer realize the existence of product and its quality. (b) Interest: Consumer sensitivity to the product, in this stage the consumer is grown and created a sense of interest in the product. The company strives for its products have an appeal in consumers, so that consumers have a curiosity that can generate interest in a product. (c) Desire is the desire of consumers to try and have the product, the consumer's curiosity towards the product is directed to the interest to buy. (e) Action is At this stage the consumer performs an action in taking the decision to make a purchase.

Therefore, in addition to widespread use, social network marketing also provides a considerable profit for businesses in terms of social commerce and perhaps, minimizing expenditure. social network marketing facilitates fast delivery offers and viruses and grabs consumer attention fast enough and this can result in increased purchasing intentions [16]. Dehghani and Tumer [17] found that Facebook advertising can significantly affect brand image and brand equity by offering greater interactivity, personalization and feedback. This process in turn, affects consumers' buying intentions. Pjero and Kercini [18] in their research focusing on social media and its effect on consumer behavior observed that information about products and services offered in cyberspace could positively impact consumer purchase intentions. A consumer may be influenced by e-WOM (word of mouth) by another user.

Many studies have suggested that the right marketing strategies such as social media design strategies, the price and quality of interactive products or services can create competitive advantage, which can increase consumer buying interest in the company. Differentiation to the four components such as social media form, price, and product or service quality can positively improve customer perception of the company.

The influence of social media on buying interest is built by positive and significant relationships between the social media dimensions of the instagram such as online communities, sharing of content, interactivity with dimensions of buying interest such as upcoming buying intentions, buying intentions to others, and buying time that is close. This relationship is confirmed by the results of research conducted by Murray Millson [19], Dehghani & Timer [17], Areeba Toor *et al.*, [20], Elham [21], Citra [22], Mohd *et al.*, [23], Katja [24], Nick Hajli [25].

While the results of research conducted by Junio *et al.*, [26], Che-Hui [27], Owusu Alfred [28], Ristania [29], Mohammad [30], Shih Fen [31], Heri Susanto [32] found that there was a positive and significant influence between the price variables on purchase intentions. The occurrence of relationships

between dimensions of price variables such as price lists, discounts and discounts with dimensions of variable nuat buy like dimensions of intention Buy fore, buy intentions recommend, and intention to buy a close time.

In addition to the two factors that affect the purchase intentions that have been described above there are other factors that can affect consumer purchase intentions of social media on the quality of products or services that offer the influence of variable quality of price or service to purchase intentions. This influence is due to the positive and significant relationship between the dimensions of product or service quality such as customer satisfaction, suitability, aesthetics / beauty with dimensions of purchase intentions such as the dimensions of purchase intentions forward, purchase intentions and buying intentions. The influence of product or service quality can be explained by the results of research conducted by Richard [33], Rodoula [34], Owusu Alfred [30], Iful & Budhi [35], Fang [36], Dodi *et al.*, [37], Heri Susanto [32], Mohd Rizaimy [38], Junio *et al.*, [26], Che-Hui [27], Owusu Alfred [28].

Research conducted by Hapzi Ali & Mappesona [39] finds results that say that Brand Image can be built with variable Service Quality and Product Quality. That Service Quality and Product Quality have positive and significant effect to Brand Image, either partially, simultaneously either directly or indirectly.

Then the results of research conducted by Citra Citra (2016)), Mohd et.el (2014) [23], Katja (2013) [24], Nick Hajli [25], Dodi *et al.*, [37], Heri Susanto [32], Mohd Rizaimy [38], Junio *et al.*, [26], Che-Hui [27], found the relationship between social media variable igragram, price, and product quality with variabel of positive and significant purchase intention simultaneously.

Based on the above explanation of the flow of thinking between research variables with reference to the results of previous research and expert opinion, it can be described through the framework of research models such as.

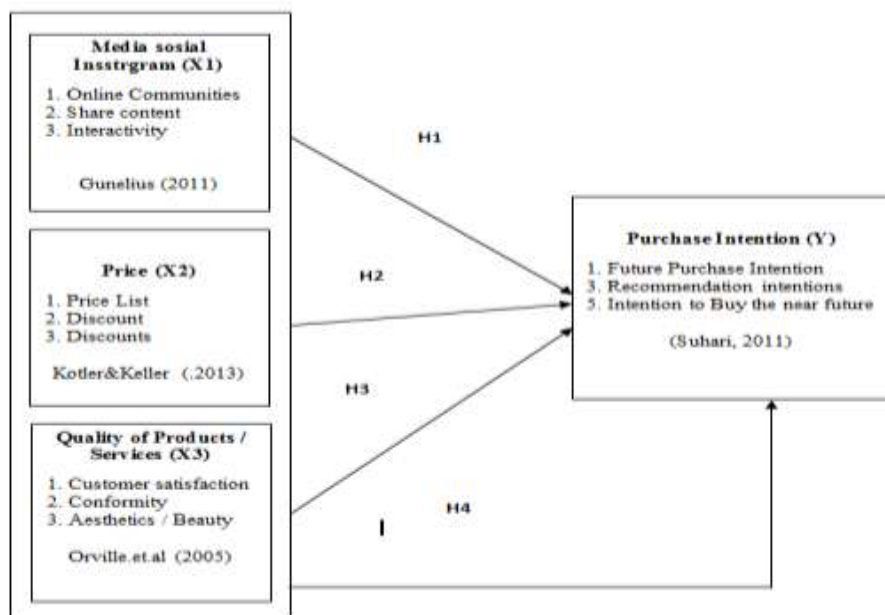


Fig-1: Conceptual Framework

**Research Hypothesis**

Based on the research objectives the research hypothesis is:

- H1: Social Media Instagram has a positive and significant influence on buying intention.
- H2: Price has a positive and significant effect on Buying intent
- H3: Product quality has a positive and significant influence on buying intention
- H5: Social media instagram, Price and Product Quality has a positive and significant influence on buying intention.

**METHODS**

This research was conducted by observing follower instagram Make Up Go Mobile instagram. With follower classification that has been listed as follower at least 1 year with age between 15 to 55 years. So the number of samples from the population of 1,101 followers with 5% MOE at a 95% confidence level based on the slovin formula was 290 samples.

A valid instrument means that the measuring instrument used to obtain or measure is valid. Valid means the instrument can be used to measure what should be measured [40]. In this research, the validity and reliability test is done by computerized using SPSS 23.0. In conducting the research, the researchers need to test the instrument or measuring instrument in the form of questionnaires to be disseminated on the respondents. In testing this instrument, the researchers tested Validity and reliability by distributing questionnaires to 30 respondents. This is done by the researcher to know whether the measuring instrument in the form of questionnaire is valid and reliable

When the measuring instrument is valid and the reliability of the questionnaire can be disseminated to 290 respondents. In any statistical test it is necessary to establish a basis for a decision as a reference for making a conclusion. As explained on the theoretical basis that a question is called valid if it meets the following requirements:

- If the value of positive count  $r$  and  $r$  arithmetic  $> r$  table, then the questionnaire item is valid
- If the value of  $r$  count negative or  $r$  arithmetic  $< r$  table, then the item of the questionnaire is declared invalid

Reliability is the reliability level of the questionnaire. A real instrument is an instrument which, when used multiple times to measure the same object, will produce the same data [40]. A construction or variable is said to be reliable if it gives a Cronbach alpha ( $\alpha$ ) value  $> 0.60$  and it is not reliable if it gives Cronbach alpha ( $\alpha$ )  $< 0.60$ .

In this study the authors will perform some classical assumption test which includes normality test, multi colinearity test, and heteroscedasticity test where the purpose of this test is to know the existence of violation of the classical assumptions as basis for testing of Multiple Linear Regression before testing hypothesis.

This study uses multiple linear regression analysis, the equation is  $Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \epsilon$ , where  $Y$  = buy intention (regression / prediction / estimate),  $\beta_0$  = Intercept,  $\beta_{123}$  = Slope or regression coefficient for variable  $X$  (independent / independent variable  $X_1$  = media sosial instagram,  $X_2$  = price,  $X_3$  = product quality,  $\epsilon$  = error is all that may affect the

dependent variable Y, which is not observed by the researcher. This analysis continued with the test of determination analysis (R Square), partial hypothesis testing (t test) and simultaneous (F test) with 5 percent error tolerance level.

**RESULTS AND DISCUSSION**

**Deskripsi Jawaban Responden**

Viewed from the results of respondents can be drawn description or description related to the variables that focus on the discussion of this study. Where the description can be described as follows.

- Based on the score and percentage of total contribution for social media variables instagram can give an idea that social media variable score instagram enter in category good enough. It can be taken interpretation that according to the respondent's assessment can be seen that the condition or state of social media MGM instagram according to the follower's rating is good.
- Based on score and percentage of total contribution for Price variable can give picture that variable

score Price enter in category enough. It can be taken interpretation that according to the respondent's assessment can be seen that the condition or condition Price according to the perception of respondents is good enough.

- Based on score and percentage of total contribution for product quality variable can give picture that product quality variable score enter in category high enough. It can be taken interpretation that according to respondents' assessment can be known that the condition or state of variable product quality according to the perception of respondents is good enough.

Multiple Linear Regression is used to analyze the relationship of a variable to another variable, ie the independent variable in order to make an estimate of the size or prediction of the average value of the dependent variable by knowing the independent variable. The following researchers present the results of multiple linear regression test in Table-1 below.

**Table-1: Coefficients**

Model	Unstandardized Coefficients β	Std Error	Standardized Coefficients β
(Constant)	2.394	.477	-
Social Media Instagram (X1)	.231	.064	.123
Price (X2)	.316	.062	.292
Quality Product/Service (X3)	.494	.082	.329

Source: Output SPSS under 23.00

From Table-1 above we get the result of multiple linear regression equation is  $Y = 2.394 + 0.231 X1 + 0.316 X2 + 0.494 X3$ . Description Y is the buying intention, X1 = social media instagram, X2 = Price, X3 = product / service quality. From the results of this equation can be interpreted that the social media variables instagram, price, and product quality have a positive coefficient value direction to purchase intentions. While the value of the constant shows the influence of variables X1, X2, & X3 when the variable

X up one unit it will have a significant effect on one unit on variable Y

**Result of Determination Analysis (R2)**

To determine the contribution of variable social media instagram (X1), Price (X2), and the quality of the product (X3) to variable purchase intentions then we can be seen from the coefficient of determination R<sup>2</sup> as shown in Table-2 below:

**Table-2: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.789*	.636	.683	.68277

Source: Output SPSS under 23.00

Rated R Square contained in Table-2 above is 0.683 whereas the value of all variables affecting the regression model outside the model that is outside the observation () and incorporated into the model of 0.317. For Determination Coefficient (KD) value is equal to 68.3%. So about 68.3% of variation in purchase intention model (Y) can be explained by social media variables of instagram (X1), Price (X2), and product quality (X3) and the rest of 31.7% can be explained by other factor not observed by researcher (So that this model can be interpreted that the influence of social

media variable of instagram (X1), price (X2), and product quality (X3) influence significantly to the dependent variable of purchase intention of 68.3%, while the rest off 31.7% influenced by variable factor researchers not observed

**Partial Effect Test (T test) and Simultaneous Influence (F test)**

Hypothesis testing aims to explain the characteristics of certain relationships or differences between groups or the independence of two or more

factors in a situation. The partial effect test aims to test whether each independent variable significantly influences the partially bound variable with  $\alpha = 0.05$  and

also the acceptance or rejection of the hypothesis. Partial test (t test) to answer hypotheses one and two of this study.

**Table-3: Test Result Results Test (Partial)**

Model	T	Sig
(Constant)	5,024	.000
Media Social Instagram	4.155	.031
Harga	3.051	.025
Kualitias Product/jasa Layanan	5,991	.000

Source: Output SPSS under 23.00.

**Influence of media ssoial instgram to purchase intention**

Based on the results of regression test in Table-3 above obtained t arithmetic in social media variable instgram of 4.155 with t value of Table 1.968 and significance 0.031. Because the value of t arithmetic  $(4.155) > t$  table (1.968) and the significance value  $0.031 < 0.05$  it can be concluded that the variables of social media instgram influential significantly and positively to variable purchase intention. This implies that there is a linear relationship between the varabel of social media instgram (X1) with the variable of purchase intention (Y).

**Price influence on purchase intention**

Regression test results in Table-3 above obtained t arithmetic on the variable price of 3,051 greater than the value of t table of 1.968 (t Count> t Table) and the significance of 0.025 smaller than 0.05 (significance  $< 0.05$ ) it can be concluded that the variable price effect significantly and positively to variable purchase intention. This implies that there is a linear relationship between Price varabel (X2) and the variable of purchase intention (Y).

**The effect of product quality on purchase intention**

From regression test result in table 3 above obtained t count on product quality variable equal to

5,991 bigger than t table value equal to 1,968 (t count> t table) and significance 0.000 smaller than 0.05 (significance  $< 0.05$ ) hence can be concluded that product quality variables significantly and positively affect the variable of purchase intention. This means that there is a linear relationship between varabel Place (X3) and Brand Equity (Y) variable.

**Influence of social media instgram, price, and product quality to purchase intention**

The results of the simultaneous F test show that the four variables such as social media instgram (X1), Price (X2), and product quality (X3) have an influence on purchasing intentions of product MGM .. This is in accordance with the results of research conducted by Citra [22], Katy 2013, Nick Hajli [25], Dodi *et al.*, [37], Heri Susanto [32], Junio *et al.*, [26], Che-Hui [27], that purchasing intentions are built by inter-dimensional relationships of social media variables instgram, price and product quality. This means that the higher the quality of the three variables will create Future Purchase Intention, and Recommendation Intentions, Intention to Buy the near future which will ultimately create value for the customers by strengthening the interpretation of instgram sossial media, price, and product quality.

**Table-4: Simultaneous Test Results (F test)**

Model	Sum of Square	df	Mean Square	F	Sig.
1 Regression	19,558	3	6,519	15,300	,000 <sup>b</sup>
Residual	126,128	296	,426		
Total	145.687	299			

Based on the results of statistical tests in table 4 above the value of F arithmetic for social media variables instgram (X1), Price (X2), and product quality (X3) is 15.300 larger than F table 2.401. While the Sig value of 0.000 is smaller than 0.05. Because the value of F arithmetic> F table and the value of Sig  $< 0.05$  it can be concluded that vaiabel social media instgram (X1), Price (X2) and product quality (3) simultaneously have a positive and significant effect on consumer purchase intention variable to MGM product (mobile go make up).

Based on the result of determination analysis that Purchasing Decision influenced by many factors, apart from variable social media instgram, price & product quality. The results of this study are in line and reinforced previous research include:

- Product, Price and Distribution Channel has a positive and significant influence on Purchase Decision either partially or simultaneously on Mandiri e-Cash [41];
- Brand Image, Brand Awareness and Price have positive and significant influence on Purchase

Decision either partially or simultaneously, SMECO Indonesia SME Case Study Case Study [42];

- Quality of Service, Brand Image and Promotion have a positive and significant effect on Purchase Decision either partially or simultaneously at PT. Hartekprima Listrindo Jakarta [43].

## **DISCUSSION**

### **Social media instagram affect the intention to buy online**

Instagram social media have a positive and significant effect on partial purchase intention online. To increase the intention of buying online through social media instagram then what should be done by the management is on the dimensions of online community , sharing of content, interactivity) to the intention of buying online (intention to buy in front, intention to buy recommendations, intention to buy close). Is maintained and managed well so that it can have a positive impact on the intention of buying online.

So it can be said that social media instagram have a positive and significant impact on the intention to buy online. If social media instagram done more intensive and more attractive by make-go go mobile manager (MGM), then the consumer will do the intention to buy online and will be more routine visit to instagram MGM. Social media instagram done by MGM at this time can still increase the intention to buy online. Consumers Assume social media instagram owned is good enough in increasing the intention to buy online. Social media instagram is one of the factors that affect the intention to buy online. The results of this study are supported by Katja Hutter's research, Jukia Hautz, Severin Dennhardt & Johann Fuller [24] journals which show the same result that social media interaction has significant effect on online purchase intention. Murray R. Millson [19] Flat form Social media Influence on purchase intentions.

### **Prices affect the intention of buying online**

Prices have significant and significant effect on partial purchasese intentions online. To increase the intention of buying online through the price then that must be done by the management is the dimensions (price list, discount & bonus) in accordance with the established price then it is certain consumers will feel satisfied and no doubt in making makeup service orders. The price set by Makeup Go Mobile (MGM) can increase purchasing intention on line. Consumers consider the price according to price list and discount as well as service benefits offered. Price is one of the factors that influence the intention of buying online. Price From a marketing point of view is a monetary unit or other unit of measurement (including other goods and services) exchanged in order to obtain ownership rights or use of goods and services. From the point of view of the customer, the price is often used as an

indicator Value when the price is associated with the quality / service provided.

The results of this research are supported by research by Shih Fen, Monroe Kent B, Yung Chein Lou [31] which shows the same results of price reduction, better and more effective in changing the subject of purchase intentions. Junio Andreti, Nabila H Zhafira, Sheila S A & Suresh Kumar [26], the price offered Influence on purchase intention.

### **Quality of products to buy online**

The quality of product / service has a positive and significant effect on the intention of purchasing online on partially. To increase the intention of buying online through the quality of product / service then that must be done by the management is the dimension (customer satisfaction, suitability & aesthetics / beauty) is expected to be maintained and improved and well managed so that it can have a positive impact on the intention to buy online overall in makeup go mobile

The results of this study are supported by previous research Richard Chinimina, Lorry Okoumba, David Poee [33] which shows that the quality of products / services affect the intention of buying online. Dodi Iskandar, Rita Nurmalina, and Etty Riani [37], product quality has a significant positive effect on Purchase Intention.

### **Social media instagram, price & quality of products / services affect the intention to buy online**

Social media instagram, price & product quality have a positive and significant effect to the intention of purchasing online simultaneously. That by looking at the magnitude of the influence of the three independent variables is of particular concern to the management of Makeup Go mobile in order to increase the intention of buying online, the increased use of social media Instagram, re-price adjustment & maintaining and maintaining the quality of products / services of its makeup.

The results of this study are supported by previous research Owusu Alfre [28], which shows that social media, price & quality of products / services significantly influence the intention of buying online.

## **CONSLUSSION AND SUGESTION**

### **CONCLUSSION**

Based on the results and the conclusion of this research is:

- Social media instagram is a factor that can encourage the strong value of variable purchase intention in the eyes of consumers where the dimensions of social media instagram like. Online Communities, Share content, MGM Interactivity is good then by itself the ability of consumers to know and loyal to the products offered MGM will



also be stronger and eventually the intention to buy at MGM also increased. The result of partial research of social media of instagram (X1) has significant and positive effect on purchase intention variable (Y).

- Based on the results of partial test the effect of price variables (X2) terhadap purchase intention variable (Y), has a significant and positive influence. A strong enough and positive relationship is shown between the relationship of price variables on the List and Bonus List dimensions with the dimensions of purchase intention such as Future Purchase Intention, Recommendation Intentions and Intention to Buy the near future. This implies that the variable purchase intention can be explained by social media variables instagram with only through the List and Bonus List dimensions.
- Based on the results of partial test the effect of product quality variables (X3) on the variable purchase intention (Y) has a significant and positive influence. The relationship between the dimensions of independent variables and these are explained by their respective dimensions. Dimensions Customer satisfaction, Conformity, Aesthetics / Beauty has a strong relationship and direction to the dimensions of Future Purchase Intention, Recommendation Intentions and Intention to Buy the near future. So the relationship between these dimensions can explain the relationship between variable quality of product and purchase intention.
- Simultaneous test results of instagram social media variables, prices, and product quality indicate that these variables significantly and positively affect the purchase intention. These results are confirmed from the results of inter-dimensional correlations where the relationship between dimensions can explain the magnitude of influence and direction of relationships between independent variables (social media instagram, price, and quality prodduk) with the dependent variable (purchase intention)

#### SUGESTION

Based on the results of data analysis, statistical calculation process, empirical research model test and discussion of the results of the study conducted, proposed some suggestions as follows:

- To obtain comparison and strengthen the theory of beber influence among variables studied, need to do research or review on the brand other make-go go mobile brands that have different and more complex respondent characteristics.
- It needs to be studied more deeply dimension in social media variables instagram, price, product quality, and purchase intention that nature of relationship between dimension weak even tend to very weak. So that can be arranged another model

in problem solving relating to increasing strength of consumer purchase intention MGM.

- For further research is expected to examine the variables that are not observed researchers. Where in this study variable depeden (purchase intention) can only be explained by about 68.3%. independent variables (social media instagram, price and product quality). While the remaining 31.7% is an unobserved variable of research.

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