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## IMPACT OF BRAND IMAGE, PHYSICAL EVIDENCE, DIGITAL PROMOTION, AND PRODUCT QUALITY ON SALES OF MS GLOW PRODUCTS IN SIDOARJO

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### Abstrak

*This study examines the effect of brand image, physical evidence, digital promotion, and product quality on sales of MS Glow products in Sidoarjo. This study uses a quantitative method with a descriptive approach. The sample in this study were 55 members of the Dennis Love Shop. This sample was taken using a saturated sampling technique. Data processing using statistical software SPSS 25. The results of the study are as follows, brand image, physical evidence, digital promotion and product quality have a significant effect both partially and simultaneously on sales and in this study product quality has the most significant effect on sales.*

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### INTRODUCTION

A phenomenon that appeared in the world at the end of 2019 which occurred as a result of the Corona Virus. The pandemic entered Indonesia in early 2020. This impacted all sectors in Indonesia, one of which was the cosmetic goods sector. Now, due to Covid-19, the beauty sector is being challenged by various kinds of large-scale restrictions that prevent buyers from going to shopping centers (www.liputan6.com, November 2020).

In the middle of the Covid-19 pandemic, players in the Small and Medium Industry (IKM) are necessary to be prepared to look for business prospects. Due to the pandemic, people are changing their behavior and switching from offline to online buying. In data from the Central Bureau of Statistics there is a growth of 5.59%. Now the beauty sector is in a transformation that presents local brands through social media.

Even though there has been a decline in offline purchases, there is no denying that there

are still many beauty businesses that rely on offline stores as their main source of income and sales media.

There are several factors that influence sales, including Brand Image, Physical Evidence, Digital Promotion, and Product Quality.

Brand image is important in a beauty product because consumers in buying something not only need it, but also see the image that is formed. Definition of Brand Image according to (Yoeliastuti et al., 2021) in her research, brand image is an image that describes the whole idea and experience. A brand image cannot be printed like making goods in a factory, but that image is an impression that is obtained with someone's knowledge and understanding of something.

Besides Brand Image, in an institute or sales organization, Physical evidence is required. With this, consumers can understand the products and services offered clearly and comfortably. You can see physical evidence as a preparation of a service environment, where sellers and customers interact and combine with real commodities, Boom BH, Bitner JM in (Adiele et al., 2015). Physical evidence can be done when consumers can witness firsthand, but now many people are shopping online, so that physical evidence is not enough to increase product sales, digital promotion is needed to introduce a product or service.

Digital promotion is one of the information technologies that makes it easier for sellers and potential customers to interact with each other. According to (Cahyono et al., 2022) The definition of information technology is the stage of transformation of manufacturing products using industrial equipment technology to achieve more comfortable and efficient results to improve the quality of work obtained. That way it will be easier for business actors to introduce products or services to consumers through digital media by means of digital promotion. Therefore, digital promotions can reach more buyers to make transactions

Now product quality is also a matter that is no less important for consumers. After making a purchase through digital media, consumers will judge it in terms of the quality of the product so they are not disappointed (Sukatmadiredja et al., 2021). According to (Tjiptono & Andrianombonana, 2016), product quality is dynamic conditions such as goods, services, people, processes and the environment Meet or exceed expectations, almost all cosmetic manufacturers have different product qualities, but this depends on the suitability of the skin type of each user, because of this the manufacturer or company must be able to make a wide selection of products.

At present there are several local cosmetic companies in Indonesia that are widely known on social media, one of which is MS Glow's products, this cosmetic company has partnered with several public figures to promote it. Even though it is relatively new, the turnover of the company listed on the Indonesia Stock Exchange based on financial reports in 2020 exceeds that of three cosmetic companies, namely PT. Marina Betro Tbk. (MBTO) holds Sari Ayu Marta Tilaar products, PT. Mustika Ratu (MRAT), and Victoria Care Indonesia (Katadata.co.id). This achievement cannot be separated from the company's marketing strategy. However, many companies have the same function but have different levels of sales because consumers have their own needs.

Based on the foregoing context, this study was undertaken to determine MS Glow's sales, hence researchers were interested in "The Impact of Brand Image, Physical Evidence, Digital Promotion, Product Quality on MS Glow's Product Sales in Sidoarjo".

## **LITERATURE REVIEW AND HYPOTHESIS**

### ***Marketing Management***

Since individuals are the focus of marketing, and each person has a unique character and set of desires, influence people requires a variety of talents, including those in communication, access, and the art of influencing (Arman, 2022). Whereas in his book which entitled introduction of marketing management says that marketing is an activity that focuses on customers as a form of target, to whom satisfaction and loyalty are expected to be offered to create mutually beneficial and lasting relationships (Sukatmadiredja et al., 2021).

Marketing management is an activity that analyzes, plans, implements and controls various structured activities in planning the development and maintenance of business value, exchange through target markets to achieve long-term business goals (Assauri, 2013, p. 12).

Whereas in (Melati et al., 2021) marketing management is the analysis of planning, implementing, and controlling programs aimed at creating, building, and maintaining mutually beneficial exchanges and relationships with target markets.

### ***Brand Image***

According to the American Marketing Association, a brand is any name, term, symbol, or combination of these that serves as a means of identification a product so that it can be distinguished from other competing products. Chalil in (Yoeliastuti et al., 2021) describes the brand is an important part, which gives an impression for a company, the sign is often interpreted.

As a name, word, symbol, signature or structure or combination which is intended to describe objects and transactions from one user to another that is different from other competing products. There are many functions and potential benefits a brand can provide, with the benefits of resources, choice, innovation, reliability, simplicity, elegance, newcomers and personal identification.

Whereas in (Tsabitah & Anggraeni, 2021), trademarks are names, words, brand names, symbols, designs or a combination thereof. This refers to products or services provided by customers or organizations that differentiate products from competitors (Philip Kotler & Keller, 2016). The brand idea is more than just a name; the idea, symbol, etc. (Shimp & Andrews, 2013). A particular company with other products in the category brand also creates a relationship between business and consumers. This is to define customer expectations and reduce risk (Philip Kotler & Keller, 2016).

Brand taste is an impression about a brand, this is formed from messages and consumer experiences, which creates an impression on the minds of users (Phillip Kotler & Lane, 2009).

Whereas in research (Yoeliastuti et al., 2021) brand image, namely messages that have been sent in the form of symbols, media, environments and contexts in which cinema development occurs as a whole consistent information.

Based on the above understanding, it can be concluded that brand image or brand image is the perception in the minds of consumers about the brand, it is made from information and consumer experience about the brand, providing an up-to-date image. The indicators used are as follows: Product Excellence, Brand Strength, Brand Uniqueness.

### ***Physical Evidence***

The visible physical signs of an organizational environment have many different elements. As a general approach, store design and decoration. Physical characteristics are

characterized by other aspects of atmosphere and heat, light, color, music and fragrance (Adiele et al., 2015). Physical evidence, some of which is evidence to support marketing services, has an important role, because customers often need supporting facilities (Fradesa, 2020).

Based on the understanding of these experts, it can be concluded that Physical Evidence is evidence or physical facilities that are owned, influencing the purchasing decision to buy and use the product or service. The indicators used: lighting and color, sound, aroma, layout of the place.

### ***Digital Promotion***

Promotion according to Boone and Kurtz in (Tresnawati & Prasetyo, 2018) is a process of information diffusion, persuasion on purchasing decisions. Promotional activities of the marketing strategy are important for businesses such as small and medium enterprises. According to (Yacub & Mustajab, 2020), digital marketing is a promotion and service strategy that uses a distribution system in digital language, also known as digital marketing such as email marketing and including advertising sent digitally or electronically marketing messages to customers. This is a marketing strategy commonly used to present their products and services to customers using different distribution channels (Waruwu et al., 2022). Digital marketing is market promotion and market research activities through online digital media using various tools such as social networks (P. Lestari & Saifuddin, 2020).

Based on the understanding of experts, it can be concluded that digital promotion is a means of promoting an item or service through digital media. The indicators used are as follows: Signs, Conversions, Relationships.

### ***Product quality***

As (Soliha & Fatmawati, 2017) stated that product quality affects quantity apart from sales, service quality and costs can be affected. Product quality has the meaning of a company's activities for a product that aims to meet or even exceed consumer expectations so that the product can be said to be a quality product. (R. Lestari et al., 2022) explain the dimensions of product quality above relevant to this study, states that product quality indicators are as follows: shape, quality work features, quality impression, durability, design.

(Philip Kotler & Armstrong, 2005) define product quality as: The ability of a substance to perform its functions, including overall strength, reliability, accuracy, strength and also product quality. This indirectly indicates that it is a good thing that product users are satisfied. Sales are highly dependent on how the quality of the product is delivered (Cardia et al., 2019).

Based on this description, it can be concluded that product quality is the level of ability of a brand or a product to carry out its functions as expected. The indicators used are as follows: Design, Quality of work, Durability, Reliability.

### ***Sales***

Sales according to Mulyadi in (Fitriyana & Sucipto, 2020) "Actions carried out by the seller, selling goods or services in the hope that they will benefit from a sale and purchase transaction can be interpreted as the transfer or transfer of ownership of the seller's goods or services to the buyer."

Meanwhile, according to (Arifudin et al., 2020) individual selling is a more effective tool at certain stages of the procurement process, particularly in constructive aspirations, in customer intentions and behavior, in selling Individuality involves personal communication between two

or more people so that each understand and create the needs and characteristics of others. Sellers who are quick and efficient have the best interests of the customer in mind to build long-term relationships, their personal selling goals can be classified according to their main goal of attracting attention. The point here is that consumers buy now and make consumers do so by receiving visits from suppliers (Philip Kotler & Keller, 2016).

Based on this understanding, it can be concluded that sales is a process of buying and selling to gain profit. The indicators used are as follows: product, promotion, price, place.

The conceptual framework in this study is as follows:

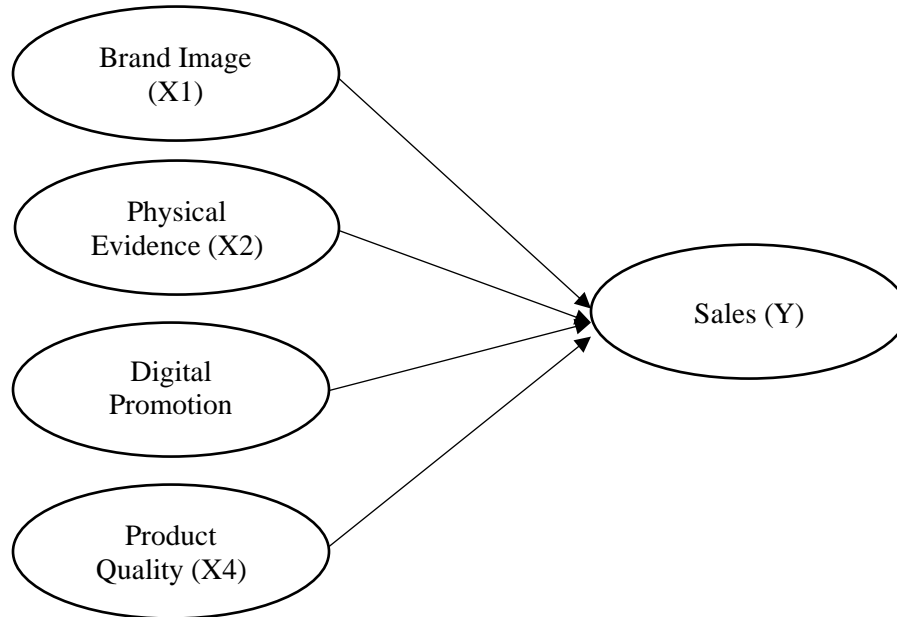


Fig1. Conceptual Framework

### Hypothesis:

- H1: Brand image has a partial effect on Sales
- H2: Physical Evidence has a partial effect on sales
- H3: Digital Promotion has a partial effect on Sales
- H4: Product Quality has a partial effect on Sales
- H5: Brand Image, Physical Evidence, Digital Promotion, Product Quality have a simultaneous effect on sales.

### RESEARCH METHOD

This kind of study adopts a descriptive methodology and quantitative research techniques. 55 members of MS. Glow at the Dennis Shop Love Shop in Sidoarjo served as the study's sample. The sample is a subset of the population's statistics and traits.

The Saturated Sampling Technique, which involves sampling the entire population, was used in this study to take the sample. If the population is not very large, this is done. In this study, both secondary and primary data sources were used. Secondary data is obtained from sources that indirectly provide information for data collection, while primary data is obtained

directly from informants or respondents.

In order to collect data for this study, questionnaires and documentation were used. All responders were given questions as part of the questionnaire's administration, and the documentation was carried out by taking photos to observe the object.

To analyze the data, this study was conducted using multiple linear regression analysis to determine the effect of the independent variables. Prior to that, an instrument test was carried out to measure the scale of the independent and dependent variables. which consists of (validity test and reliability test) which will be followed by the classic assumption test which aims to produce a regression model that meets the criteria, which consists of (normality test, multicollinearity test, and heteroscedasticity test), to help facilitate testing in this study, namely using SPSS 25 Software.

## RESULT AND DISCUSSION

### Validity test

Validity test is used to measure whether or not a questionnaire is valid on an instrument. to test each item will be correlated by comparing the value of  $r_{count} > r_{table}$  at a significant level of 0.05 ( $df = N-2$ ) of 0.265

Table 1. Validity test result

Variable	Item	r-h	r-t	Remark
Brand Image X1	1	0.905	0.265	Valid
	2	0.869		
	3	0.838		
	4	0.824		
	5	0.876		
	6	0.840		
Physical Evidence X2	1	0.839	0.265	
	2	0.860		
	3	0.888		
	4	0.831		
	5	0.887		
	6	0.860		
	7	0.902		
	8	0.930		
Digital Promotion X3	1	0.917	0.265	
	2	0.888		
	3	0.913		
	4	0.835		
	5	0.834		
	6	0.886		
Product Quality X4	1	0.835	0.265	
	2	0.759		
	3	0.803		
	4	0.764		
	5	0.775		
	6	0.828		
	7	0.860		
	8	0.872		
Sales Y	1	0.912	0.265	
	2	0.830		
	3	0.919		
	4	0.863		

Variable	Item	r-h	r-t	Remark
	5	0.870		
	6	0.748		
	7	0.876		
	8	0.753		

The results of all variable values from the Validity Test show an r-count value > r table of 0.265, so the data above is said to be valid.

### Reliability Test

The Cronbach alpha value is compared to a value of 0.6 as part of the reliability test to determine if the data is reliable or not; if the Cronbach alpha value is more than 0.6, the data is considered reliable. If Cronbach's Alpha Value < 0.6 then the data is not reliable, to facilitate testing, SPSS 25 Software is used

In this study used the following formula:

$$r_{tt} = \left[ \frac{k}{k-1} \right] \left[ 1 - \left( \frac{\epsilon \sigma^2}{\sigma^2} \right) \right]$$

Information:

$r_{tt}$  : Instrument Reliability

$\sigma^2$  : Total Variable

$\epsilon \sigma^2$  : Item variable

k : Number of question items or  $\epsilon$ total

To make it easier for researchers to do the test, the test will be carried out with SPSS 25 software.

Table 2. Reliability test result

Variable	Value Cronbach' alpha	Limit Value	Remark
Brand Image (X1)	0.928	0.6	Reliable
Physical evidence (X2)	0.956		
Digital Promotion (X3)	0.940		
Product Quality (X4)	0.926		
Sales (Y)	0.943		

The results of the Reliability Test above show, Cira brand's alpha Cronbach value (X1) is  $0.928 > 0.6$ , Cronbach's alpha value is  $0.956 > 0.6$ , Digital Promotion's alpha Cronbach value is  $0.940 > 0.6$ , Product Quality's alpha Cronbach value (X4)  $0.926 > 0.6$ , Cronbach's Alpha Value of Sales (Y)  $0.943 > 0.6$ , then the conclusion of all the data is reliable.

### CLASSIC ASSUMPTION TEST

#### Normality test

Normality test is carried out whether the data is normally distributed or not by comparing the significant Asymp value with a value of 0.05 (Asymp sig > 0.05).

Table 3. Normality test result

		Unstandardized Residual
N		55
Normal Parameters	Mean	0.0000000
	Std. Deviation	3.12525202
Most Extreme Differences	Absolute	0.115
	Positive	0.115
	Negative	-0.089
Test Statistic		0.115
Asymp. Sig. (2-tailed)		0.068

The results of this test get a significant Asymp value of 0.068, which means  $0.068 > 0.05$ , so the data is said to be normally distributed.

### Multicollinearity Test

The purpose of this test was to find out if there was any correlation between the independent variables. By comparing the VIF (Variance Inflation Factor) with a VIF value limit of 10 ( $VIF < 10$ ), one can determine whether a regression model is effective by determining whether there is a correlation between the independent variables.

Table 4. Multicollinearity test result

		Collinearity Statistics	
Model		Tolerance	VIF
1	Brand Image (X1)	0.472	2.118
	Physical Evidence (X2)	0.528	1.894
	Digital Promotion (X3)	0.365	2.743
	Product Quality (X4)	0.465	2.151

The results of the Variance Inflation Factor (VIF) show Brand Image (X1)  $2.118 < 10$ , Physical Evidence (X2)  $1.894 < 10$ , Digital Promotion (X3)  $2.743 < 10$ , Product Quality (X4)  $2.151 < 10$ . From these results, the variable independence above is said to be free from multicollinearity.

### Heteroscedasticity Test

This test is used to determine whether the variation from the residuals is unequal. The presence or absence of specific patterns on the graph, where the X-axis represents the projected



Y and the X-axis represents the residual, can be used to determine heteroscedasticity. If the dots appear to be spread randomly or there is no certain pattern and spread well, then heteroscedasticity does not occur.

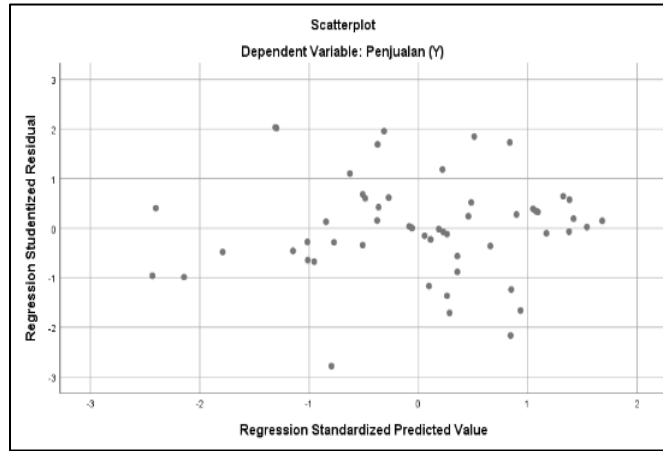


Fig2. Heteroscedasticity test result

Based on above figure, it shows that the data is well distributed and there is no specific pattern, so the regression model is not affected by symptoms of heteroscedasticity.

**Multiple Linear Regression Test**

The multiple linear regression test is carried out after knowing the value of each variable. The statistical formulation used in multiple regression analysis is:

Table 5. Multiple linear regression test result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.346	3.401		0.690	0.494
	Brand Image (X1)	0.282	0.137	0.247	2.053	0.045
	Physical Evidence (X2)	0.213	0.104	0.234	2.056	0.045
	Digital Promotion (X3)	0.325	0.159	0.280	2.041	0.047
	Product Quality (X4)	0.283	0.133	0.258	2.130	0.038

$$Y = a + b1.X1 + b2.X2 + b3.X3 + b4.X4 + e$$

Information:

- Y : Sales (Dependent Variable)
- X1 : Brand Image
- X2 : Physical Evidence
- X3 : Digital Promotion
- X4 : Product Quality
- a : Constant
- b1 : regression coefficient of brand image

- b2 : regression coefficient of physical evidence
- b3 : regression coefficient of digital promotion
- b4 : regression coefficient of product quality
- e : error

The following are the results of the regression line equation that has been tested using SPSS Output 25

Based on the results obtained, we get a multiple linear regression equation, as follows:

$$Y = 2.346 + 0.282X_1 + 0.213X_2 + 0.325X_3 + 0.283X_4 + e$$

The meaning of the regression results above can be explained as follows:

- From this equation, the constant value is 2.346. This shows that if the variable values of brand image, physical evidence, digital promotion and product quality are equal to zero, then the value of the sales variable is 2.346.
- The regression coefficient of the brand image variable is 0.282, indicating the magnitude of the influence of brand image on sales, the regression coefficient is positive indicating that brand image has a unidirectional effect on sales, which means that for each increase, the value of brand image is one unit, it will cause an increase in sales by 0.282 units.
- The regression coefficient of the physical evidence variable gets a value of 0.213, the magnitude of the influence of physical evidence on sales, the regression coefficient is positive, indicating that physical evidence has a unidirectional effect on sales, meaning that every increase in the value of physical evidence by one unit will cause an increase in sales by 0.213 units.
- Obtain a regression coefficient value of the digital promotion variable of 0.325, indicating the magnitude of the influence of digital promotion on sales, the regression coefficient is positive indicating that digital promotion has a unidirectional effect on sales, which means that every increase in the value of digital promotion by one unit will cause an increase in sales by 0.325 units.
- The regression coefficient of the product quality variable is 0.283, indicating the magnitude of the influence of product quality on sales, the regression coefficient is positive indicating product quality has a unidirectional effect on sales, which means that every increase in the value of product quality by one unit will cause an increase in sales by 0.283 units.

### Coefficient of Determination

Based on the analysis performed using multiple linear regression, there is a coefficient value to determine the relationship between each of the variables with the SPSS 25 statistical program.

Table 6. Coefficient of determination test result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.811	0.658	0.631	3.24786

Based on the results of this analysis, we get a correlation coefficient (R = 0.811) and a coefficient of determination (R-Square = 0.658), which means that the relationship between each variable is very strong.

**Hypothesis test**

In testing the hypothesis, it is suspected that the influence of Brand Image, Physical Evidence, Digital Promotion, Product quality has an effect on sales so it is done by doing statistical t test (Partial Test) and F test (Simultaneous Test)

T-test (partial test)

This proof is carried out to determine the effect of each on the independent variables in one model. The formula used in the t test is:

$$t\text{-count} = \sqrt{(n-2)} / \sqrt{(1-r^2)}$$

Information:

- t : Correlation Coefficient Test
- r : Correlation Coefficient
- n : Number of Samples

To prove the hypothesis, each regression coefficient is tested with the t test, then the results of the t test are compared with the t table with a significant level of 0.05 ( $t_{th} > t_b$ ) or a significant probability value of  $<0.05$  is obtained, then the hypothesis is accepted.

To make testing easier, used SPSS 25 software.

Table 7. T-test result

Model	t	Sig.
Brand Image (X1)	2.053	0.045
Physical Evidence (X2)	2.056	0.045
Digital Promotion (X3)	2.041	0.047
Product Quality (X4)	2.130	0.038

The results of the data above can be interpreted as follows:

- Testing hypothesis 1 says "Brand image has an effect on sales of MS Glow in Sidoarjo.". by using SPSS software calculations, the calculated t value is 2.053, with a significant value of  $0.045 < 0.05$ . Then it can be stated that the hypothesis is accepted.
- Testing hypothesis 2 says "Physical Evidence has an effect on the sales of MS Glow in Sidoarjo.". by using SPSS software calculations, the calculated t value is 2.056, with a significant value of  $0.045 < 0.05$ . Then it can be stated that the hypothesis is accepted.
- Testing hypothesis 3 says "Digital Promotion has an effect on the sales of MS Glow in Sidoarjo.". by using SPSS software calculations, the t value obtained is 2.041, with a significant value of  $0.047 < 0.05$ . Then it can be stated that the hypothesis is accepted.
- Testing hypothesis 4 says "Product Quality has an effect on the sales of MS Glow in Sidoarjo.". by using SPSS software calculations, the t value obtained is 2.130, with a significant value of  $0.038 < 0.05$ . Then it can be stated that the hypothesis is accepted.

**F Test (Simultaneous Test)**

Simultaneous testing is carried out to prove and find out all the effects of Independent Variables on Dependent Variables in one model. The calculated F formula is as follows:

$$F \text{ count} = (R^2 (K-1)) / ((1-R^2)/(n-K))$$

The decision-making criteria with a significant level of 5% are as follows:

If  $F \text{ count} > F \text{ table}$  means  $H_0$  is rejected and  $H_a$  is accepted or a significant  $F \text{ count value} < 0.05$  is obtained, then  $H_0$  is rejected and  $H_a$  is accepted. To simplify testing, it will use SPSS 25 Software.

Table 8. F Test result

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1015.008	4	253.752	24.056	0.000
	Residual	527.429	50	10.549		
	Total	1542.436	54			

To facilitate the calculation of the F test using SPSS 25 Software, the obtained F-value for the variable Brand Image, Physical Evidence, Digital Promotion and Product Quality on Sales is 24.056 with a significant value of 0.000  $< 0.05$ . Based on the test results, it can be stated that the hypothesis is accepted, which means that Brand Image, Physical Evidence, Digital Promotion and Product Quality simultaneously have a significant effect on Sales.

## Discussion

The impact of brand image, physical evidence, digital promotion, product quality on sales of MS Glow's products in Sidoarjo. Based on the tests that have been carried out above with multiple linear regression of each variable that is positive. This shows a unidirectional relationship between Brand Image Variables (X1), Physical Evidence Variables (X2), Digital Promotion Variables (X3), Product Quality Variables (X4) and Sales (Y). The correlation coefficient is  $R=0.811$  and the R-Square coefficient is 0.658 which has a very strong relationship and the rest is influenced by other variables outside this study.

Brand Image (X1) yields a t count value of 2.053 from the results of the t test, with a significant value of  $0.045 < 0.05$ . The theory is then considered to be accepted. Physical Evidence variable (X2) has a significant value of  $0.045 < 0.05$  and a value of 2.056. The theory is then considered to be accepted. A significant value of  $0.047 < 0.05$  was obtained for the Digital Promotion Variable (X3), giving it a t value of 2.041. The theory is then considered to be accepted. A significant value of  $0.038 < 0.05$  was obtained for the Product Quality Variable, giving it a t value of 2.130. The theory is then considered to be accepted.

Obtain a value of 24.056 with a significant value of  $0.000 < 0.05$  from the F Test or Simultaneous Test. The theory is confirmed by the test findings, the hypothesis is accepted.

## CONCLUSION

According Based on the results of the research that has been done, the following conclusions can be drawn:

1. Brand image has a significant effect on sales. Testing the research hypothesis was carried out using the t-test, where the results showed that the hypothesis was accepted and proven true.

2. Physical evidence has a significant effect on sales. Testing the research hypothesis was carried out using the t-test, where the results showed that the hypothesis was accepted and proven true.
3. Digital promotions have a significant effect on sales. Testing the research hypothesis was carried out using the t-test, where the results showed that the hypothesis was accepted and proven true.
4. Product quality has a significant effect on sales. Testing the research hypothesis was carried out using the t-test, where the results showed that the hypothesis was accepted and proven true.
5. Brand image, physical evidence, digital promotion and product quality simultaneously have a significant effect on sales. Testing the research hypothesis was carried out using the f-test, where the results showed that the hypothesis was accepted and proven true.

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