CHAPTER IV
RESULTS AND DISCUSSION

4.1 Overview of Research Objects

Local beauty brands continue to grow and compete to make the best skincare products that are loved by the public. One of the ones that is on the rise is MS Glow. Her name is skyrocketing in the beauty business. This beauty brand from Indonesia always presents the best skincare products from face to toe for its loyal consumers.

The results of this MSGlow skincare product itself are selling well and are in great demand by consumers. MSGlow products are also not complacent to always innovate to become one of the well-known skincare brands in Indonesia. MSGlow continues to develop itself to produce the best quality beauty products that can be trusted by the public.

Figure 4.1 MSGlow Brand MURI Record Charter Submission

The brand from MSGlow itself was established in 2013, the MSGlow brand was founded by two strong women, Shandy Purnamasari and Maharani Kemala. The name of the MSGlow brand can be said to be an abbreviation of the names Shandy and Maharani Kemala.

MSGlow itself stands for the brand's motto, Magic *For Skin.* This name contains meaning and is to reflect the best glowing product in Indonesia. With this brand name, the *founders* hope that the brand from MSGlow will become *a skincare* product that becomes a skin solution for all people.

MSGlow was also founded because of the hobbies of the two *founders* who always wanted to look beautiful and healthy, so this beauty brand offered a cosmetic and body care product. Starting from selling MSGlow skincare and *body care* products online and has gained the trust of millions of *customers. This beauty brand continues to develop and innovate products.*

The development of the MSGlow product itself Since 2015, there has been MS *Glow Aesthetic Clinic* which currently has 13 branches in major cities in Indonesia (Malang, Surabaya, Bali, Jakarta, Bandung, Sidoarjo, Bekasi, Makassar, Semarang, Medan, Bogor and Depok).

Now MSGlow has grown rapidly to become one of the skincare, body care and personal care brands that has official Distributors, Agents, Members & Resellers throughout Indonesia, and has even penetrated abroad.

Established for 8 years since 2013 until now, it has been recorded in MSGlow's internal data that there are more than 59. 604 people joined to become MS Glow sellers spread across 7 countries, namely Indonesia, Malaysia, Japan, Arabia, Hong Kong, Taiwan and Singapore.

The MSGlow brand also absorbs a lot of labor. MS Glow has up to 1,000 employees. "A total of 80% of MS GLOW customers are women, and the remaining 20% are men." The MSGlow brand is in great demand by millennials and Gen-Z, which is *an age group* that is more *aware* and concerned about *well-being* and *treatment* for themselves.

And products from MSGlow have been recorded to have 12 beauty clinics in several regions in Indonesia. MSGlow beauty clinic presents various face and body care solutions such as laser, meso, skin *rejuvenation, V shape, microdermabrasion, beauty transformation* which are directly handled by expert doctors.

4.2 Description of Research Results

4.2.1 Description of Respondent Characteristics

The description of respondent characteristics is to provide an overview or details of how the study participants can be identified. The sample of this study consisted of 67 respondents from consumers who had bought and used MSGlow skincare products and were domiciled in Semampir District, North Surabaya City. The description of the respondent's characteristics included some of the respondents' genders, and, the working status of the respondents. This can provide a better understanding of the profile of the questionnaire participants which can provide a more complete picture of the characteristics that are the focus of the research.

4.2.1.1 Description of Respondent Characteristics by Gender

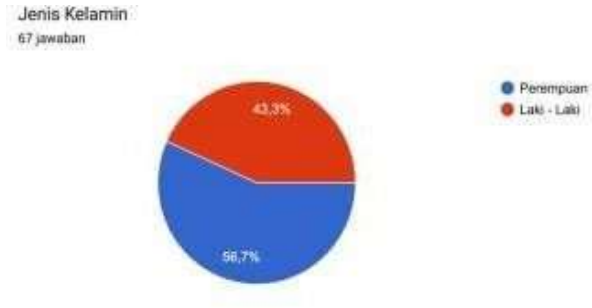

Figure 4. 2 Respondent Characteristics by Gender
Source : Google Form Data Distribution Questionnaire

Based on figure 4.2, it can be concluded that the number of male respondents amounted to 29 people out of a total of 67 respondents with a percentage value of 43.3% and 38 female respondents out of a total of 67 respondents with a percentage value of 56.7%. So the largest number of respondents is Perepuan respondents of 56.7% who have bought and used MSGlow skincare products domiciled in the city of North Surabaya.

4.2.1.2 Description of Respondent Characteristics by Age

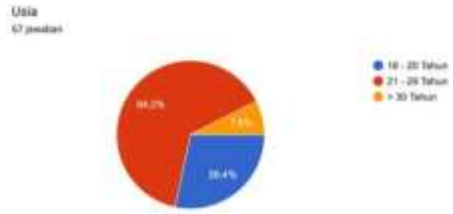

Figure 4. 3 Characteristics of Respondents Based on Age Type
Source : Google Form Data Distribution Questionnaire

Based on figure 4.3 above, it is known that most of the respondents are 18-20 years old with as many people with a percentage value of 28.4%. Then respondents aged 21-29 years with a total of 43 people with a percentage value of 64.2%, then for the age of 30 years as many as 5 respondents with a percentage of 7.5%. So the largest number of respondents are respondents aged 21-29 years as many as 64.2% who have bought and used MSGlow products and are domiciled in the city of North Surabaya.

4.2.1.3 Descriptive Characteristics of MSGlow Product Purchasing Experience

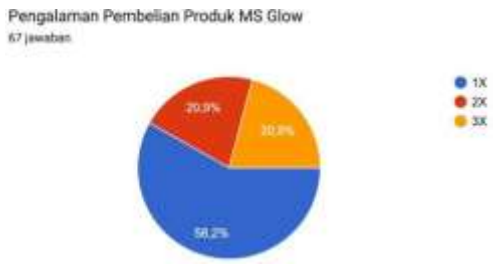

Figure 4. 4 Respondent Characteristics Based on Purchase Experience
Source : Google Form Data Distribution Questionnaire

Based on figure 4.4, data was obtained that the number of respondents was based on Purchase Experience. Where the respondents with a 1X purchase with a total of 39 people with a percentage value of 58.2%. Then the respondents who bought MSGlow 2X products were 14 people with a percentage value of 20.9%. Then there were 14 respondents who bought MSGlow products with a percentage value of 20.9%. In this study, the largest respondents bought MSGlow products 1x with a percentage value of 58.2%.

4.2.1.4 Description of Characteristics of Respondent's Employment Status

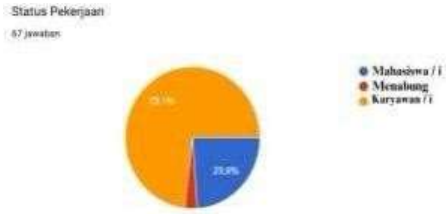

Figure 4. 5 Respondent Characteristics Based on Employment Status
Source : Google Form Data Distribution Questionnaire

Based on figure 4.5, data was obtained that the number of respondents was based on employment status. Where the respondents with employee status in North Surabaya with a total of 49 people with a percentage value of 73.1%. Then the respondents who were students in North Surabaya were 16 people with a percentage value of 23.9%. Then respondents who are still not working or saving to buy products from MSGlow skincare in North Surabaya are 2 people with a percentage value of 3%. In this study, the largest respondents with employee status in North Surabaya with a percentage value of 73.1%.

4.3 Description of Research Variables

The research at this stage is carried out to analyze the results of test answers from respondents that have been obtained so that it can produce an overview of the variable objects used in this study, so that descriptive analysis can be carried out.

Descriptive analysis was used to provide an overview of the respondents' answers to the variables used in this study. The average answer from the respondents was used as a reference to assess the respondents' opinion on the statements on each variable. The average respondent's answer is categorized into a certain level which is determined based on the time interval of each level. The interval calculation can be calculated in the following way:

$$\text{Interval} = \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Paper Sheet}}$$

$$\text{Interval varies Y, X1, X2, X3} = \frac{5-1}{1} = 0.80$$

With a result of 0.80, the frequency distribution can be grouped as follows:

Table 4.1 Category Limitations

Interval	Category
1.00 < A < 1.80	Very low
1.81 < A < 2.60	Low
2.61 < A < 3.40	Neutral
3.41 < A < 4.20	Tall
4.21 < A < 5.00	Very high

Source: Data processed by the author (2025)

4.4 Test Instrument

4.4.1 Validity Test

The validity test was carried out using the SPSS program, in this study it was carried out on 67 respondents by distributing questionnaires to 67 respondents. With a total of 4 four outputs, namely the variables *Influencer Marketing* (X1), Purchase Experience.

(X2), Instagram Marketing Strategy (X3) and Purchase Decision (Y). The validity test results were at a significant level of 0.05 (5%), the r value of table 0.05 was 0.1996.

Table 4.2 Validity Test Results

Variable	Statement	R count	R table	Information
Influencer Marketing	**X1.1**	.942	0,361	**Valid**
	X1.1.2	.833	0,361	**Valid**
	X1.1.3	.932	0,361	**Valid**

(X1)	**X1.2**	.881	0,361	**Valid**
	X1.2.2	.689	0,361	**Valid**
	X1.2.3	.886	0,361	**Valid**
	X1.3	.954	0,361	**Valid**
	X1.3.2	.896	0,361	**Valid**
	X1.3.3	.842	0,361	**Valid**
	X1.4	.879	0,361	**Valid**
	X1.4.2	.932	0,361	**Valid**
	X1.4.3	.892	0,361	**Valid**
Buying Experience (X2)	**X2.1**	.827	0,361	**Valid**
	X2.1.2	.852	0,361	**Valid**
	X2.1.3	.835	0,361	**Valid**
	X2.2	.774	0,361	**Valid**
	X2.2.2	.888	0,361	**Valid**
	X2.2.3	.775	0,361	**Valid**
	X2.3	.908	0,361	**Valid**
	X2.3.2	.897	0,361	**Valid**
	X2.3.3	.810	0,361	**Valid**
	X2.4	.874	0,361	**Valid**
	X2.4.2	.900	0,361	**Valid**
	X2.4.3	.921	0,361	**Valid**
Instagram Marketing Strategy (X3	**X3.1**	.814	0,361	**Valid**
	X3.1.2	.831	0,361	**Valid**
	X3.1.3	.873	0,361	**Valid**
	X3.2	.922	0,361	**Valid**
	X3.2.2	.768	0,361	**Valid**
	X3.2.3	.910	0,361	**Valid**
	X3.3	.917	0,361	**Valid**
	X3.3.2	.822	0,361	**Valid**
	X3.3.3	.855	0,361	**Valid**
	X3.4	.814	0,361	**Valid**
	X3.4.2	.846	0,361	**Valid**
	X3.4.3	.824	0,361	**Valid**
Purchase Decision (Y)	**Y1.1**	.941	0,361	**Valid**
	Y1.1.2	.933	0,361	**Valid**
	Y1.1.3	.889	0,361	**Valid**

	Y1.2	.964	0,361	**Valid**
	Y1.2.2	.884	0,361	**Valid**
	Y1.2.3	.951	0,361	**Valid**
	Y1.3	.963	0,361	**Valid**
	Y1.3.2	.926	0,361	**Valid**
	Y1.3.3	.970	0,361	**Valid**
	Y1.4	.825	0,361	**Valid**
	Y1.4.2	.942	0,361	**Valid**
	Y1.4.3	.826	0,361	**Valid**

Source: IBM SPSS Statistics Data Processing Results

From the results of SPSS, it was stated that the variables *Influencer Marketing,* Buying Experience, Instagram Marketing Strategy and Purchase Decision were valid, because the r value of the > r table was above 0.1996.

4.4.2 Reliability Test

Reliability tests are used to show the extent to which a measurement result is relatively consistent when the measuring instrument is used repeatedly. It is done by r calculation with r- table through the analysis stage to determine the number of variance to calculate the grain variance and total variance. The reliability measurement of the score is grouped into two fingers of the number of questionnaires and included in *the reliability* analysis.

Calculation using the SPSS program. How to calculate with *the Cronbach Alpha (A)* statistical test. A variable is said to be reliable if the value *of Cronbach Alpha* (A) > 0.6. Therefore, it can be concluded that the statements used to measure each variable are reliable.

Table 4.3 Reliability Test Results

Reliability Test Results			
Variable	**Croncbach Alpha**	**Reliability**	**Information**
nfluencer Marketing (X1)	.968	0,6	Reliable
Buying Experience (x2)	.973	0,6	Reliable
nstagram Marketing Strategy (X3)	.971	0,6	Reliable
Purchase Decision (Y)	.986	0,6	Reliable

Based on the table above, it can be known that the results of the reliability test can be found that each variable is reliable because the value of *Cronbach, s Alpha* > 0.6.

4.5 Classic Assumption Test

4.5.1 Normality Test

The Data Normality Test is a test that aims to find out whether independent and dependent variables have a normal distribution or not. A good regression model is a

regression that is normal or near-normal distribution. The data normality test aims to test whether in the regression model the perturbrating or residual variables have a normal distribution. The normality test of this study using Kolmogorov Smirnrnov with a sig value of > 0.05 showed that the data was normally distributed.

Table 4.4 Normality Test Results
One-Sample Kolmogorov-Smirnov Test

N		67
Normal Parametersa,b	Mean	.0000000
	Std. Deviation	1.32443021
Most Extreme Differences	Absolute	.109
	Positive	.064
	Negative	-.109
Test Statistic		.109
Asymp. Sig. (2-tailed)		.200c,d

a. *Test distribution is Normal.*
b. *Calculated from data.*
c. *Lilliefors Significance Correction.*
d. *This is a lower bound of the true significance.*

Source: IBM SPSS Statistics Data Processing Results

In this study, the *asymp sig result* was obtained of 0.200. Because *the asymp sig* is greater than 0.05, it can be concluded that in this study it is normally distributed.

4.5.2 Multicoloniality Test

This test aims to test whether there is a correlation between independent variables in the regression model. A good regression model should not have a correlation between its independent variables. Therefore, it can be explained that the detection of multicoloniality can be seen from the amount of *Variance Inflation Factor* (VIF) and tolerance, with the following conditions:

1. If the tolerance value < 0.1 and the VIF > 10, then multicollinearity occurs
2. If the tolerance value > 0.1 and VIF < 10, then there is no multicollinearity

Coefficientsa

Model		Tolerance	BRIGHT
1.	Influence	.665	1.503
	Marketing		
	Mentor n	.578	1.730
	Purchase		
	Strategy	.660	1.515
	Instagram Marketing		

a. Dependent variables.
Purchase Decision

In the table above, it shows that the X1 variable has a *tolerance* value of 0.665 and a VIF of 1.5103. X2 has a *tolerance* value of 0.578 and a VIF of 1.730. and X3 has a *tolerance* value of 0.660 and a VIF of 1.515. From the three variables, it is known that the *tolerance* value is above 0.1 (> 0.1) and the VIF value is no more than 10 (< 10) so it can be concluded that this study does not occur multicoloniality.

4.5.3 Heterokedasticity Test

This Heterokedaness test aims to test whether in the regression model there is an inequality of variance from the residual of one experience to another. A good regression method is one in which heteroscedasticity does not occur.

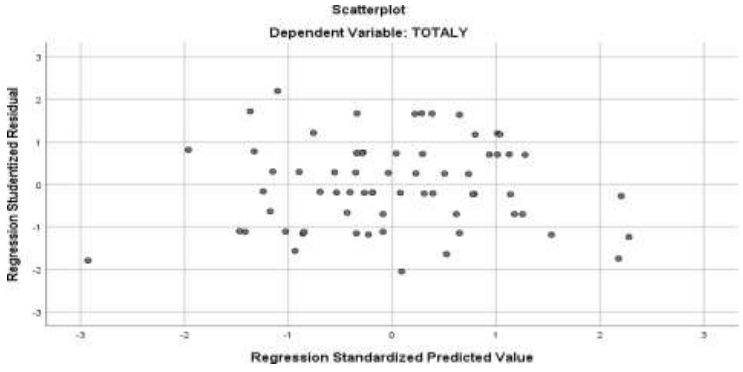

Figure 4. 6 Heterokedastiticide Test

Based on the image above, it can be seen that from some of the points in the image spread above and below 0, the pattern of the dots in the image is also not wavy and forms a pattern. Therefore, it can be concluded that heterokedasticity does not occur.

4.6 Linear Regression Test

4.6.1 Multiple Linear Regression Analysis

Multiple regression is a double regression analysis used by researchers, when the researcher intends to predict how the state (ups and downs) of dependent variables, when two or more independent variables as *factor predictor* manipulated (up and down in value).

Coefficients a

Model		*Unstandardized Coefficients* B	Std. Error	*Standardized Coefficients* Beta	t	Mr.
1	*(Constant*)	16.349	5.502		2.972	.004
	X1	.111	.104	.114	1.060	.293
	X2	.243	.082	.344	2.983	.004
	X3	.359	.099	.391	3.632	.001

a. Dependent Variable: Purchase Decision

b. Based on the table above, the regression results can be obtained as follows:

Y = a+b1X1 + b2X2 + b3X3 + e

Y = 16.349 + 0.111X1 + 0.243X2 + 0.359X3

Information:

And	=	Dependent Variable (Purchase Decision)
a	=	Constant
b1,b2,b3	=	Regression Coefficient
X1,X2,X3	=	Independent Variables (Influencer Marketing, Experience Buying, and Instagram Marketing Strategy).
		= Other variables not studied

Based on the table above, it can be known as follows:

1. The value of the constant (a) is 16.349
   The value of the constant (a) is 16.349 which means that if *Influencer Marketing* (X1), Purchase Experience (X2) and Instagram Marketing Strategy (X3) are valued at 0 or unchanged, then Purchase Decision (Y) is valued at 16,349
2. Regression Coefficient Value of Influencer Marketing Influence Variables (b1)
   The Regression Coefficient value of the Recruitment Variable is 0.111 which means that if *the Influencer Marketing* variable (X1) increases by one unit, then the Purchase Decision (Y) also increases by 0.111
3. Values of the Regression Coefficient of Purchase Experience Variables (b2)
   The Regression Coefficient value of the Purchase Experience Variable is 0.243 which means that if the Purchase Experience variable (X2) increases by one unit, then the Purchase Decision (Y) also increases by 0.243
4. Value of the Regression Coefficient of Instagram Marketing Strategy Variables (b3)
   The Regression Coefficient value of the Instagram Marketing Strategy Variable is 0.359 which means that if the Instagram Marketing Strategy variable (X3) drops by one unit, then the Purchase Decision (Y) also drops by 0.359

4.6.2 Determination Coefficient *Analysis (*R2*)*

The determination coefficient (R2) is a number that shows the degree of ability to explain the independent variable to the bound variable of the function. The determination coefficient as a measure of the goodness of the regression equation is given the proportion or percentage of the total variation in the bound variable explained by the independent variable.

Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.719a	.517	.494	2.026

a. *Predictors: (Constant), Influencer Marketing*, Buying Experience, Instagram Marketing Strategy

b. *Dependent Variable*: Purchase Decision

Source: IBM SPSS Statistics Data Processing Results

The value of the coefficient or *Adjusted R Square* is used to measure the model's ability to explain the variation of the non-free variable or the bound variable (Y) of the Purchase Decision, the result of the SPSS calculation obtained an Adjusted R

Square value (Coefficient of Determination) of 0.494 which means that 49.4% of employee performance can be explained by *the Influencer Marketing* variable(X1), Buying Experience (X2) and Instagram Marketing Strategy (X3) while 51.6% were influenced by other variables outside the model studied.

4.6.3 Results of Simultaneous F Test Analysis

The f test is a simultaneous regression relationship test that aims to find out whether all independent variables together have a significant influence on the dependent variables. This test is carried out using the degree of significance of the value f. Formulating a Hypothesis:

1. If the significant probability number > 0.05 then Ho is accepted and Ha is rejected.
2. If the significant probability number < 0.05 then Ho is rejected and Ha is accepted

ANOVA

Model		Sum of Squares	df	Mean Square	F	Mr.
1	Regression	276.841	3	92.280	22.485	.000b
	Residual	258.562	63	4.104		
	Total	535.403	66			

a. *Dependent Variable:* Purchase Decision

b. *Predictors: (Constant*), *Influencer Marketing*, Buying Experience, Instagram Marketing Strategy.

Source: IBM SPSS Statistics Data Processing Results

Based on the table above, the significance value is 0.000 <0.05 and the f value is 422.485>f table 2.508. This shows that the independent variables consisting of *Influencer Marketing* (X1), Purchase Experience (X2) and Instagram Marketing Strategy (X3) have a significant simultaneous effect on Purchase Decision (Y) so that it can be concluded that the researcher's hypothesis is tested for correctness.

4.6.4 Results of Partial T Test Analysis

To test whether there is a significant relationship between independent variables having an impact on the bound variable (Y), a test is carried out using the t-test. The t-test test can be seen from the following table:

Coefficients **a**

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Mr.
1	(Constant)	16.349	5.502		2.972	.004
	X1	.111	.104	.114	1.060	.293
	X2	.243	.082	.344	2.983	.004
	X3	.359	.099	.391	3.632	.001

a. *Dependent Variable*: Purchase Decision

Source: IBM SPSS Statistics Data Processing Results

The results of a partial T test analysis in the table above are as follows:

1. The influence *of influencer marketing* on purchasing decisions.
   The results of the partial t test showed that the magnitude of the t-value was 1.060<1.6679 from the t table with a significant value of influencer marketing of 0.293>0.05. This proves that the hypothesis (H1) is rejected which means that *Influencer Marketing* does not have a significant effect on the direction of positive influence on Purchase Decisions.
2. The Influence of the Purchase Experience on Purchase Decisions.
   The results of the partial t test show that the magnitude of the calculated t value is 2.983 > 1.6679 from the t table with a significant value of Purchase Experience of 0.004<0.05. This proves that the hypothesis (H2) is accepted where it means that the Purchase Experience has a significant effect in the direction of positive influence on the Purchase Decision.
3. The Influence of Instagram Marketing Strategy on Buying Decisions
   The results of the partial t test showed a t-value of 3,632>1.6679 from the t-table with a significant value of 0.001<0.05 for Instagram Marketing Strategy. This proves that the hypothesis (H3) is accepted where it means that Instagram Marketing Strategy has a significant effect in the direction of positive influence on the Purchase Decision.

df	2,5%	5%	10%
51	2,0076	1,6753	1,298
52	2,0066	1,6747	1,2980
53	2,0057	1,6741	1,298
54	2,0049	1,6736	1,297
55	2,0040	1,6730	1,297
56	2,0032	1,6725	1,297
57	2,0025	1,6720	1,297
58	2,0017	1,6716	1,296
59	2,0010	1,6711	1,296
60	2,0003	1,6706	1,296
61	1,9996	1,6702	1,296
62	1,9990	1,6698	1,295
63	1,9983	1,6694	1,295
64	1,9977	1,6690	1,295
65	1,9971	1,6686	1,295
66	1,9966	1,6683	1,295
67	1,9960	1,6679	1,294
68	1,9955	1,6676	1,294

4.7 Discussion of Research Results

4.7.1 The Influence *of Influencer Marketing* on Purchase Decisions

Based on the hypothesis test that has been partially carried out on *Influencer Marketing* (X1), it shows that T calculates 1,060<1.6679 t table 0.293>0.05 with a significant value of 0.000 < 0.05, then Ho is rejected and Ha is accepted. So the first hypothesis (H1) states that *influencer marketing* partially has no effect on the Purchase Decision of MSGlow products.

So it can be concluded that this shows that the higher the marketing level of *Influencer Marketing*, the greater the desire to make a purchase decision, when consumers trust a brand and they tend to feel confident that a product or service is offered and marketed by *influencers* will be able to meet the expectations and needs of consumers. From a trust this can reduce a risk of perception, making consumers more confident and comfortable in making a decision to buy products from MSGlow themselves.

4.7.2 The Influence of Purchase Experience on Purchase Decisions

Based on the hypothesis test that has been carried out partially on the Influence of Purchase Experience (X2), it shows that T calculates 5.837 > t table 1.985 with a significant value of 0.000 < 0.05, then Ho is rejected and Ha is accepted. So the

second hypothesis (H2) states that the influence of purchase experience partially affects the Purchase Decision of MSGlow products.

So it can be concluded that this shows that the better the purchase decision from consumers, the more desire to make the purchase decision itself. When an MSGlow product is designed with attractive aesthetics, good functionality, and meets consumer needs, it can create a visual and emotional appeal that encourages consumers to choose the product MSGlow itself. Innovative and quality design not only increases the perceived value of the product for potential buyers, but also gives an impression that the product can provide more benefits from consumers. Therefore, the influence of a good buying experience plays an important role in influencing a purchase decision, as consumers tend to choose products that are visually appealing and according to their personal preferences.

4.7.3 The Influence of Instagram Marketing Strategy on Purchase Decisions

Based on the hypothesis test that has been partially carried out on the Instagram Marketing Strategy (X3), it shows that T calculates 4.684 > t table 1.985 with a significant value of 0.001 < 0.05, then Ho is rejected and Ha is accepted. So the third hypothesis (H3) states that Instagram Marketing Strategy partially affects the Purchase Decision of MSGlow products.

So it can be concluded that this shows that the better a marketing on Instagram, the more the desire of consumers to be interested in buying from MSGlow products to take a purchase decision. A good quality product can meet the expectations of consumers in terms of durability, performance, and satisfaction of use, which in turn increases consumer trust in the brand. When consumers are satisfied with the quality of the product purchased, they are more likely to make a repeat purchase and recommend the product to others.

4.8 Research Implications.

1. ***Influencer Marketing***

   Influencer Marketing does not have a significant effect on a Purchase Decision It can be interpreted that *influencer marketing* has enough influence on the purchase decision of MSGlow products. Therefore, it is very important to work with influencers who have enough *followers* who also have a great influence to influence the audience.

2. **Buying Experience**

   Purchase Experience has a significant influence on Purchase Decisions, it can be interpreted that purchase experience has an influence on Purchase Decisions. Therefore, the Buying Experience can influence the decision to purchase one of MSGlow's products. Because the purchase experience already has a taste of knowing enough about previous products.

3. **Instagram Marketing Strategy.**
   Instagram Marketing Strategy has a significant impact on the purchase decisions of consumers, with this skincare companies , especially from MSGlow Products. A planned and structured Instagram marketing strategy can significantly influence consumers' purchasing decisions. By taking advantage of the various features and opportunities that these platforms offer, businesses can build brand awareness, build trust, increase buying interest, and measure the effectiveness of their campaigns. It's important to remember that Instagram marketing strategies should be tailored to the target audience and business goals. By understanding how Instagram can be used to influence purchasing decisions, businesses can increase their chances of success in this digital age.

4.9 Research Limitations

In the research process that is currently being carried out, there are still many weaknesses and limitations, including:

1. Time constraints may limit the scope and depth of the research.
2. Lack of knowledge of respondents about the importance of marketing on social media from Influencer *Marketing.*
3. Limitations in respondents' ability to provide accurate answers or to appropriate behavior can affect the reliability of the data.