

THE IMPACT OF PRICE AND PRODUCT QUALITY ON SALES VOLUME (CASE STUDY OF MS. GLOW CIPEUNDEUY CIKALONG WETAN STORE)

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Abstract

The aim of this study is to find out Understanding the impact of pricing on the sales volume of Ms. Glow Beauty products, Understanding the impact that product quality has on the sales volume of Ms Glow Beauty products, It is important to determine the influence of price and product quality on sales volume at Ms. Glow Beauty. This research proposes a theoretical framework based on the formulation of the described problems related to price and product quality variables, and the impact of their volume on sales. The price variable has a positive and significant effect on the sales volume of Ms. Glow Beauty buyers, specifically those at the Cipeundeuy and Cikalong Wetan locations, The study found a significant and positive impact of product quality variables on sales volume among Ms Glow Beauty buyers in Cipeundeuy and Cikalong Wetan, Price and product quality have a positive and significant impact on sales volume for buyers at Ms. Glow Beauty in Cipeundeuy Cikalong Wetan. Buyers at Ms. Glow Beauty in Cipeundeuy Cikalong Wetan. This study employed quantitative methods, which involved the use of uniform structured or systematic questions that can be administered to a wide range of individuals. The researcher recorded, processed, and analyzed all the obtained answers. Based on the statistical results of the t test of the price variable, the t value is 2.527 with a significance value of 0.017 smaller than 0.05 ($0.017 < 0.05$), and the regression coefficient has a positive value of 0.151; then hypothesis which states that "There is a Positive Influence of Price on Sales Volume (Case Study of Ms Ms Store) on Sales Volume (Case Study of Ms. Glow Store Cipeundeuy Cikalong Wetan)" is accepted. Based on the statistical results of the t test, the product quality variable obtained a value of tcount of 8.050 with a significance value of 0.001 smaller than 0.05 ($0.001 < 0.05$), and the regression coefficient has a positive value of 0.426; then the hypothesis stating that "There is a Positive Influence of Product Quality on Sales Volume (Case Study)" is valid. Product Quality to Sales Volume (Case Study of Ms. Glow Store) Cipeundeuy Cikalong Wetan)" is accepted. Based on the statistical results of the F test price and product quality variables obtained an Fcount value of 278.411 with a significance value of 0.001 smaller than 0.05 ($0.001 < 0.05$), and obtained a statistical Ftable of 3.30. smaller than 0.05 ($0.001 < 0.05$), and obtained a statistical Ftable of 3.30. So hypothesis which says that "There is a Positive Effect of Price and Product Quality on Sales Volume Simultaneously". and Product Quality on Sales Volume Simultaneously (Case Study of the Store Ms. Glow Cipeundeuy Cikalong Wetan)" is accepted.

Keywords: Price, Product, Sales

Introduction

Price is an important factor for consumers when making purchasing decisions, and producers need to know the retail sales price of their products for marketing success. Beauty and skincare products are gaining popularity in Indonesia, leading to local manufacturers like Ms. Glow producing facial care products. Despite being a relatively new player in the Indonesian beauty market, Ms. Glow won the Indonesian Best Brand Award in 2020 for the Facial Care category. Ms. Glow Beauty was founded in 2013 by Shandy Purnamasari and Maharani Kemala with the goal of making it easier for everyone to maintain their body and facial skin health. Initially, Ms. Glow products were manufactured in Malang before establishing a large factory in Jakarta. In 2017, the company expanded by opening its own clinic, Ms. Glow Aesthetic Klinik, which contributed to its growing reputation in the market Halal certified. Ms Glow is also a leading cosmetics company in Indonesia (local) with a track record of selling more than 2 million items per month (CNBC Indonesia, 2022).

According to data researchers obtained from the official Ms. Glow website, there are currently 13 Ms. Glow stores in West Bandung Regency. The researchers specifically chose the Ms. Glow Cipeundeuy store to gather customer samples for their study. During their initial observation, the researchers learned that Ms. Glow Skincare products are halal and have been tested by the Indonesian government, meeting safety standards for the market. The Ms. Glow Cosmetics

range includes various products such as the Easy Bright Body Serum, Whitening Body Lotion, Glow Toner, Clay Mask, Beauty Drink, Whitening Night Cream, Eye Cream, and more.

Ms. Glow skincare products are priced at an average of IDR. 93,000, which is lower compared to skincare brands like Skintific (Rp. 159,000) and Avoskin (IDR. 149,000). However, Ms. Glow products are still considered more expensive than Scarlett (IDR. 75,000) and Wardah (IDR 24,400) products. Despite this, Ms. Glow products are still affordable and offer a range of benefits for different types of skin issues. The quality of a product plays a crucial role in attracting and influencing consumer interest and purchase decisions. If the product's quality is high and meets consumer demands, it can positively impact consumer desire. Therefore, although Ms. Glow products are deemed to be reasonably priced, their good quality sets them apart in the market.

The occurrence in this study is that Ms. Glow is one of the most popular skincare brands in Indonesia. Skin care brand in Indonesia, but there is a lot of competition with the existence of new skin care new skin care brands whose product prices are higher than Ms. Glow's products but whose quality is comparable to Ms. Glow's products. MS. Glow's products but have a quality comparable to Ms. Glow's products, causing product sales to decline. Ms. Glow product sales. Ms. Glow therefore needs to improve the quality of its products. improve the quality of its products so that Ms. Glow can maintain customer. Ms. Glow skincare products must be able to improve the quality of its products. With this research is expected to provide an indicator that will increase the sales volume of Ms. Glow's sales volume.

A skincare product called Ms. Glow Beauty at Cipendeuy store. Cikalong Wetan the author raises in this thesis. This is because, the product Ms. Glow Beauty products are very well known in the neighborhood even though they are still relatively new compared to other brands available on the market. still relatively new compared to other brands available on the market. From the description and analysis above, the authors decided to take the following thesis title as follows "The Effect of Price and Product Quality on Sales Volume (Case Study of Ms. Glow Beauty Store). on Sales Volume (Case Study of Ms. Glow Cipeundeuy Store Cikalong Wetan)".

The determination of the price on demand, if the factors that can influence it are considered *ceteris paribus*, will result in the law of demand. leads to the law of demand. The law of demand states that "if the price of a good increases, the demand for that good will decrease; conversely, if the price of that good decreases, the demand will increase" (Muhammad, 2004). This means that if the price of Ms. Glow is affordable by the public, consumers will make the decision to buy it.

Price changes are not unlimited, but are limited by customer demand, costs, and competition. The position or level of prices will fluctuate within the competition following the greater forces of competition However, the change does not exceed the highest price limit of market demand (upper limit) nor is it lower than the producer's accounted cost (lower limit). Supply is the goods or services offered at a certain quantity and price level and under certain conditions. and price level and under certain conditions. In some respects, there is a difference between Islamic and hedonic bidding in that the goods or services offered must be transparent and in that the goods or services offered must be transparent and detailed in terms of specifications, what the condition of the goods is, what the advantages and disadvantages of the goods are.

advantages and disadvantages. The offer should not be made to the detriment of the party making the request (Prasad). should not be made to the detriment of the party making the request (Prasetio et al,2012).

If some of the factors that affect the level of supply above are considered fixed other than the price of the good itself, then supply is only determined by price. determined by price. This means that the size of the change in supply is determined by the size of the price change. In this case this is what is known as the law of supply. The law of supply shows the relationship between price and quantity of goods supplied. The law of supply states that "when the price of goods falls, the quantity of goods supplied falls, and conversely, when the price of goods rises, the quantity of goods supplied rises". Thus, the relationship between price and quantity of goods offered is a positive relationship (Budi Solihin, 2019).

Prices aid buyers in determining how to obtain the highest expected benefit or utility based on their purchasing power. The existence of prices allows buyers to effectively allocate their purchasing power to different types of goods and services. Buyers compare prices of the available alternatives before deciding on the desired allocation of their funds (Muhammad & Nuryadin, n.d.).

Prices play a role in informing consumers about certain product factors, such as quality. This is particularly helpful when buyers face challenges in objectively evaluating product factors or benefits. It is commonly perceived that an expensive price indicates high quality (Muhammad & Nuryadin, n.d.). Each company has a different policy for setting prices.

Prices are adjusted according to the goals of the company. This is closely connected to the company's previous decisions about market placement. One of the pricing objectives is to improve the company's image. A company's image can be formed by its pricing strategy. Companies may set high prices to establish or uphold a prestigious image. On the other hand, low prices can create an image of value, for instance, by ensuring that the price is competitive or even the lowest for a particular region. Ultimately, both high and low prices aim to enhance consumers' perceptions of the company's product offerings as a whole. (Muhammad & Nuryadin, no date).

Quality refers to the features and characteristics of a product or service that determine its ability to meet the needs of the customer, whether stated or implied. These needs may be expressed or implied. Quality can also refer to a product's ability to fulfill its function, which includes factors such as durability, reliability, strength, ease of packaging, and repair. These characteristics may include progress, strength, ease of product packaging and repair, among others (Pratama et al., 2018; Pratama et al., 2021).

According to Kotler, product quality refers to a product's ability to perform its functions, including durability, reliability, accuracy, ease of use, repairability, and other important attributes. Customers are likely to feel content when their evaluations indicate high-quality products. This theory suggests that a product or service will be regarded as being of high quality if it can satisfy consumer expectations and provide them with value. Therefore, quality is a crucial driver of customer satisfaction according to (Fandy Tjiptono, 2014).

Therefore, improving the quality of products or services is an important challenge for companies in competition and is an important factor driving economic growth in the global market. The quality of a product is the ability that can be assessed from a product in carrying out its function, which is a combination of power and reliability.

in carrying out its function, which is a combination of durability, reliability, accuracy, and reliability. durability, reliability, accuracy, convenience, maintenance, and other attributes of a product. Price also affects quality; consumers want an affordable price but have high quality. If the price and quality of Ms. Glow Beauty products are satisfactory, then consumers will decide to buy again (Hidayat & Rayuwanto, 2022).

According to (Philip Kotler and Kevin Lane Keller, n.d.) a product is evaluated through 5 product levels, namely:

1. Core benefit, namely the fundamental service of benefit that the consumer is really buying, which means that core benefits, namely the main benefit that a consumer wants in buying a product.
2. Generic product, namely a basic version of the product, meaning that generic product (basic product), namely the physical description of a product.
3. Expected product, namely a set of attributes and conditions that buyers normally expect and agree to purchase that product.
4. normally expected and agree to purchase that product, which means that expected product, namely a number of attributes and conditions that buyers generally expect and agree to purchase that product. generally expected and agreed upon by buyers when purchasing the product.
5. Augmented product, namely one that includes additional services and benefits that the company offers from competitor's offers. benefits that company's offers from competitor's offers, meaning that additional benefits of the product, namely a product that can distinguish the product from competitors' products. the product with competitors' products.
6. Potential product, namely all of the augmentations and transformations that this product might ultimately undergo in the future, meaning that potential product, namely the expansion of changes that may be experienced by a product in the future. a product in the future. Satisfied customers will buy again, and they will tell others about their good experience. will tell others about their good experience with the product. Smart companies intend to satisfy customers by only promising what they can deliver, then

deliver more than they promise. Strong competition in this day and age makes companies have to think ahead. Because many new products have sprung up that have good quality.

Sales volume is the target that the company gets from sales of individual products or as a whole that has been determined beforehand. Sales volume is either direct payment or by calculating it with an overall calculation of the total sales volume obtained (Waruwu et al., 2021).

According to Horngran, Foster and Datar (2005) sales volume are a measure of company activity related to capacity in units of money or units of products where management will strive to maintain volumes that use existing capacity as well as possible. as best as possible.

According to (Philip Kotler and Kevin Lane Kaller, n.d.) volume sales volume is goods sold in the form of money for a certain period and has a good service strategy. and in it has a good service strategy.

Factors that affect sales according to Basu Swastha (2005), as follows:

1. Conditions and Capabilities of the Seller

Conditions and capabilities consist of an understanding of several important issues related to the products being sold, the number and The nature of the sales force is:

- a) Types and characteristics of goods or services offered
- b) The price of the product or service
- c) Terms of sale such as: payment, delivery

2. Market Conditions

The market affects activities in sales transactions either as a group of buyers or sellers. Market conditions are influenced by several factors, namely: market type, buyer group, purchasing power, frequency of purchase and their wants and needs. purchases and their wants and needs.

3. Capital

Capital or funds are needed in order to transport merchandise placed or to enlarge business. Company capital in this explanation is working capital company that is used to achieve the budgeted sales target, for example in organizing product stock and in budgeted sales targets, for example in organizing product stock and in carrying out sales activities requires efforts such as tools and equipment. carrying out sales activities requires businesses such as transportation, places to sell, promotional efforts and so on.

4. Company Organization Conditions

In large companies, usually this sales problem handled by a separate section, namely the sales department which is held by people who are experts in the field of sales.

5. Other factors

Other factors such as advertising, demonstrations, campaigns, and give aways often affect sales because they are confronted with advertising. giving gifts often affect sales because faced with with these factors the buyer will return to buy again the same goods.

Strategies to Increase Sales Volume

Kotler (2000) identified various ways to increase sales volume. These efforts include:

1. Presenting products to consumers in a manner that makes it noticeable. Organizing the product in a regular manner to attract consumers' attention.
2. Attracting the attention of potential consumers.

3. Conducting an analysis of the market.
4. Determining potential buyers or consumers.
5. Organizing an exhibition
6. Offering discounts or price reductions

Sales Volume Indicators

Several indicators of sales volume quoted from Philip Kotler by Basu Swastha (2008), namely:

1. Achieving sales volume

Sales that are successfully achieved or want to be achieved by a company through the number of products or brands of a company that sold in a certain period of time.

2. Getting profit

Sales volume is profitable in the sense that it can generate revenue optimally.

3. Support company growth

Periodic increase in sales volume in one period thus increasing the company's capital turnover rate.

Prior Research

Research conducted by Kodu, namely price, product quality and service quality. Service Influence on Purchase Decision for Toyota Avanza Cars in 2013. The results of this study indicate that the product quality variable has a positive effect on the decision to purchase a Toyota Avanza car.

Research conducted by Ridwan Zia Kusumah, namely Analysis of the Effect of Product Quality and Service Quality on Purchasing Decisions at Waroeng Taman Singosari Restaurant in Semarang in 2010. The results of this study The results of this study indicate that the variable of product quality has a positive effect on the purchase decision.

Purchase decision.

Research conducted by Panji Arief Akbar, namely Analysis of the influence of service quality, price, and location on purchase decisions. Service quality, price and location on purchasing decisions for Honda motorcycles in Banjarnegara city in 2011. The results of this study indicate that service quality, price, and location have a positive effect on purchase decisions.

Research conducted by Pradana Jaka Purnama, namely Analysis of the Effect of Products, Prices, and Location on Purchasing Decisions (Case Study at Cheap Shop in Sukoharjo) in 2011. The results of this study show that product influence, price has a positive effect on purchasing decisions.

While the research conducted by the author is the Effect of Price and Product Quality on Sales Volume (Case Study of Ms. Glow Store, Cipendey Cikalong Wetan. Where there are X1 variables: namely Price, X2: Product Quality and Y: Sales Volume.

Research Methods

A. Research Approach and Method

In connection with the title put forward, this research was conducted using quantitative methods by using the same structured or systematic questions to many people, and then all the answers obtained by the researcher are recorded, processed, and analyzed (Bambang Prasetyo and Lina Miftahul jannah). analyzed (Bambang Prasetyo and Lina Miftahul jannah, 2010). This kind of research This kind of research offers a quantitative approach to see how product

quality and price can affect consumer sales volume in purchasing Ms. Glow Beauty products. Ms. Glow Beauty products. The research location was conducted at the Ms. Glow Cipendeuy Store, Cipendeuy Village, West Bandung Regency. Cipeundeuy District, West Bandung Regency.

B. Population and Sample

Population is a generation area consisting of: objects/subjects that have certain qualities and characteristics that are applied by researchers to study and then draw conclusions. Another definition states that population is not only people, but also objects and other natural objects. also objects and other natural objects. Population is also not just the number of objects / subjects studied, but includes all the characteristics / properties possessed by the subject or object. characteristics / properties possessed by the subject or object (Sugiyono, 2022). The population referred to in this study includes men and women between the ages of 18 and 30. between the ages of 18 and 30 who have previously known Ms. Glow with a total of 215 people. Glow with a total of 215 people, the number of which the researcher took from the initial observation data. from the initial observation data.

Meanwhile, the sample is part of the number and characteristics possessed by the population studied in a study and the results are considered. by the population studied in a study and the results are considered. a description of the population in the study. To determine the number of samples taken, the researcher used the Slovin formula with a critical value of ($e=25\%$)

Where:

n = sample size

N = population size

e = critical value (limit of accuracy) that is desired (percent allowance for inaccuracy due to sampling).

$n = 215/1+(212(0,25)^2)$

$n = 215/1+212(0,025)$

$n = 215/1+212(0,025)$

$n = 215/6,3$

$n = 33.65$ rounded up to 34 samples

so, 34 samples will be taken in this study.

C. Types and Sources of Data

1. Types of Data

Data is obtained by measuring the value of one or more of all variables in a sample or population through a questionnaire, by describing the factors that influence the halal label on the sales volume of Ms. Glow products.

2. Data Source

This study uses primary data sources, which are used using a questionnaire instrument (questionnaire). The questionnaire is a data collection technique data collection technique which is done by giving a set of questions or written statements to respondents to answer (Sugiyono, 2022). or written statements to respondents to answer (Sugiyono, 2022). In this study, data was collected using a questionnaire distributed to the buying public of Ms. Glow products.

D. Research Instrument Grid

Variable Indicator Instrument Data source

Price (X1)

1. Price affordability

2. Price Match with Product Quality

3. Price Competitiveness

4. Price Conformity with Benefits

Product Quality (X2)

1. Performance
2. Durability
3. Conformance to specification
4. Features
5. Reliability
6. Aesthetics

Sales Volume (Y)

1. Buyers/users of Ms. Glow products Sales Volume
1. Achieving Sales Volume
2. Earning profit
3. Supporting Merchant Growth

Objective:

1. Public
2. buyers/users
3. Ms. Glow products

E. Research Instruments

A research instrument is a tool used to measure observed natural and social phenomena. Specifically, all phenomena are called research variables. In quantitative research, researchers use instruments to collect data (Sugiyono, 2022).

Likert Scale

- 5 = Strongly Agree
- 4 = Agree
- 3 = Undecided
- 2 = Disagree
- 1 = Strongly Disagree

F. Data Collection Methodology

The researchers utilized a questionnaire to collect data for this study. Specifically, they prepared a list of questions and distributed it among the Ms. Glow product users' community who participated in this study. Once the required data, sources, and methods have been identified, researchers can proceed with the process of data collection.

G. Data Analysis Technique

Data analysis technique is a systematic process of compiling and categorizing data obtained from field notes, interviews, and documentation. The data is organized into categories and described in units, systematized, and compiled into patterns to choose which information is important and can be studied. Conclusions are made to facilitate easy understanding by oneself or others (Sugiyono, 2022).

Descriptive statistics

They are statistics used to analyze data by describing the collected data. This is done without drawing conclusions that apply beyond the specific data collected (Sugiyono, 2020). This avoids generalizations for the public (Sugiyono, 2020).

Validation and Reliability Test

a. Validation Test

The validation test is useful for knowing whether the questions on the questionnaire can be used or must be replaced because they are considered not valid. on the questionnaire can be used or must be replaced because they are

considered irrelevant. relevant. The test is carried out statistically, which can be done manually or through computer support, for example through the help of a computer package. manually or through computer support, for example through the help of the SPSS computer package (Bhuono Agung Nugroho, n.d.).

b. Reliability Test

Instrument reliability can be tested with several reliability tests. Test reliability test is useful for determining whether in this case the questionnaire can be used more than once, at least by the same respondent. used more than once, at least by the same respondents. In Reability test uses Cronbach's Alpha, which is a test for alternative answers of more than two. answers more than two. (Journal of Validity and Reability Test of Instruments quantitative research)

Research Findings

A. Description of the Research Site

1. Place of Research

This research was conducted at Ms. Glow Store Cipeundey Cikalong Wetan West Bandung Regency, West Java Province. Researchers chose this place because based on the initial survey and the location of this research is the location closest to the researcher's residence, so that it is easily accessible to researchers and makes it easier for researchers to conduct research and is considered the right location to represent the understanding of the effect of price and product quality on Ms. Glow skincare in the store.

2. Research Time

This research was conducted for six months, starting from February 2023 to July 2023. 2023 until July 2023. This research went through four stages, namely:

- a. Preparatory stage
- b. Implementation stage
- c. Data processing stage
- d. Publish stage

B Descriptive Statistics

Data on Respondents

Descriptive statistics analyze collected data objectively, without intending to make general conclusions. This is done without trying to make general inferences. A total of 34 respondents - males and females aged 18-45 - who knew Ms. Glow were included in this study. There were 34 participants in the study. The participants in this study can be described as follows Based on the results of respondent data classified in age groups, the number of respondents aged 18-26 years was 22 people or in the form of a percentage of 65%, the number of respondents aged 26-35 years as many as 8 people in the form of a percentage of 24%, while respondents aged 36-45 years were 4 people in the form of a percentage of as much as 11%. Thus it can be seen above that the most respondents are in the age range of 18-26 years, so it can be concluded that people who use skincare are dominated by ages 18-26 years. Based on the respondent profile data grouped by according to the type of work above, the number of respondents who are students as many as 15 people or in percentage form as much as 44%, respondents who are employees are 10 people or in the form of a percentage of 44%.

in the form of a percentage of 29%, respondents who are teachers as many as 2 people or in the form of a percentage of 6%, respondents who are housewives are people or in the form of a percentage of 6%, respondents who are housewives as many as 3 people or in the form of a percentage of as many as 3 people or in the form of a percentage of 9%, and respondents who are traders as many as 4 people or in the form of a percentage of percentage of 12%. So it can be concluded that respondents who students are more dominant than others.

C. Analysis Requirement Test

1. Validity and Reliability Test

a. Validity Test

1) Price Validity Test

The validation test tests each variable used in this study, where the overall research variable contains 25 variables. This study, where in the overall research variable contains 25 questions that must be answered by 34 respondents, to test each indicator of trust, price, product quality and sales volume is valid or not, the r table value can be obtained through the formula df (degree of freedom) = $n-2$ ($34-2 = 32$) with a confidence level of 95% ($\alpha = 0.05$), so that the r-table of all variables is 0.339. Furthermore, the items questions in this study are said to be valid if the value of r count $>$ r table.

D. Hypothesis Test

1. Test t (Partial)

The t test is used to test the effect partially, how the This test uses the criteria if $t_{count} >$ t table, then H_a is accepted and H_0 is rejected or the independent variable has a significant effect on the dependent variable. And if $t_{count} <$ ttable then H_a is rejected and H_0 is accepted, or the independent variable does not have a significant effect on the dependent variable. The price level used is 95%, then the value of $\alpha = 0.05$ and the size of the t table, is sought based on the formula $df = n-k$, where n = number of respondents while k = number of variables (independent + dependent). So, $df = 34-2 = 32$, t tabel is 1.690.

The results can be summarized as follows:

- a. The price variable has a propensity value of $0.017 < 0.05$, meaning it is significant. While the t_{count} value of the price variable is $2.527 > 1.690$ t table, so it can be concluded that the hypothesis H_a is accepted and H_0 is rejected, meaning that the price variable has a partial effect on the sales volume of Ms. Glow skincare products. Ms. Glow Cipeundeuy Cikalong Wetan skincare products.
- b. The quality variable has a probability value of $0.001 < 0.05$, meaning it is significant. While the t_{count} value of the product quality variable is $8.050 > 1.690$ t table, so it can be concluded that the H_a hypothesis is accepted and H_0 is rejected, meaning that the product quality variable has an effect on the sales volume of Ms. Glow Cipeundeuy Cikalong Wetan skincare.

2. F Test (Silumtan)

The simultaneous test aims to determine whether the independent variables (price and product quality) have a joint influence on the dependent variable (sales volume). This test uses the criteria if the p-value $<$ from the specified level of significance, the independent variables jointly affect the dependent variable or can see the F value. If the value of $F_{hitung} >$ F_{tabel} then simultaneously the independent variable affects the dependent variable. F_{tabel} can be calculated by means of $df_1 = k-1$ and $df_2 = n-k$, where k is the number of dependent and independent variables. Then $df_1 = 3-1 = 2$ and $df_2 = 34-3 = 31$, so F_{tabel} is obtained is 3.30.

Then the results can be collected, namely:

- a. The value of $F_{count} = 278.411$ and $f_{tabel} = 3.30$, so $f_{count} >$ F_{tabel} , meaning that the price variable and the quality variable both affect the sales volume at Ms. Glow skincare Cikalong Wetan. sales volume at Ms. Glow skincare Cipeundeuy Cikalong Wetan.
- b. Significant value of $0.001 < 0.05$, meaning that it significantly affects the sales volume of Ms. Glow skincare. on sales volume at Ms. Glow Cipeundeuy Cikalong Wetan.

3. Determination Coefficient Test (R^2)

The coefficient of determination (R^2) essentially measures the willingness of the model in explaining the dependent variable. If R^2 is getting bigger (close to one), it can be said that the influence of the independent variable is as large as the dependent variable. This means that the model used is getting stronger to explain the effect of the independent variable on the dependent variable. Meanwhile, if R^2 (close to zero), it can be interpreted that the effect of the independent variables (X_1 and X_2) on the dependent variable is as large as (X_1 and X_2) on the dependent variable (Y) is getting smaller, meaning that the model used is not strong enough to explain the effect of the independent variable on the dependent variable. model used is not strong enough to explain the effect of the independent variable on the dependent variable then it can be concluded that the value of $R = 0.973$ or $R^2 = 0.947$. This means that the regression model obtained is able to explain that variable price (X_1) and product quality (X_2) can affect the sales volume of Ms. Glow Cipeundeuy sales volume at Ms. Glow Cipeundeuy Cikalong Wetan skincare by 94.7%. While the rest is influenced by other variables.

4. Model Test

based on the results of calculations with SPSS 25 obtained a regression equation as follows:

$$Y = 2,479 + 0,151 X_1 + 0,426 X_2 + e$$

The constant value is 2.479, this means that if it is assumed that the the price variable (X_1) and the product quality variable (X_2) are equal to zero then the sales volume at Ms. Glow Cipeundeuy skincare Cikalong Wetan will remain or not change by one-unit 2,479, assuming other variables are fixed or constant.

The regression coefficient value of the price variable (X_1) is 0.151, this means that that the price variable (X_1) has a positive effect on sales volume or in other words, each increase in the price variable (X_1) has a positive effect on sales volume or in other words, every time there is an increase in the variable price variable (X_1) by one unit, the sales volume at Ms. Glow Cipeundeuy Cikalong Wetan skincare will increase by 0.151, assuming other variables are fixed or constant.

The regression coefficient value of the product quality variable (X_2) is 0.426 this means that the product quality variable (X_2) has a positive effect on sales volume or in other words, every increase in the product quality variable (X_2) by one-unit then the sales volume at the buyer of Ms. Glow skincare Cipeundeuy Cikalong Wetan will increase by 0.426, assuming other variables are fixed or constant. assuming other variables are fixed or constant, meaning basic needs to be positive.

E. Interpretation of Research Results

Effect of Price on Sales Volume

Based on the statistical results of the t test of the price variable, the tcount value is obtained value of 2.527 with a significance value of 0.017 smaller than 0.05 ($0.017 < 0.05$), and the regression coefficient has a positive value of 0.151; then hypothesis which states that "There is a Positive Effect of Price Effect on Sales Volume (Case Study of Ms. Glow Store Cipeundeuy Cikalong Wetan)" is accepted.

Effect of Product Quality on Sales Volume

Based on the statistical results of the t test, the product quality variable obtained a value of tcount of 8.050 with a significance value of 0.001 smaller than 0.05 ($0.001 < 0.05$), and the regression coefficient has a positive value of 0.426; then the hypothesis stating that "There is a Positive Influence of Product Quality on Sales Volume (Case Study). Product Quality on Sales Volume (Case Study of Ms. Glow Store) Cipeundeuy Cikalong Wetan)" is accepted.

Effect of Price and Product Quality on Sales Volume

Based on the statistical results of the F test of the price and product quality variables obtained an Fcount value of 278.411 with a significance value of 0.001 smaller than 0.05 ($0.001 < 0.05$), and obtained a statistical Ftable of 3.30. smaller than 0.05 ($0.001 < 0.05$), and obtained a statistical Ftable of 3.30. So hypothesis which says that "There is a Positive Effect of Price and Product Quality on Sales Volume Simultaneously. and Product Quality on Sales Volume Simultaneously (Case Study of Store Ms. Glow Cipeundeuy Cikalong Wetan)" is accepted.

Conclusion and Recommendations

A. Conclusion

Based on the research and analysis of the relationship between price, product quality, and sales volume conducted at the Ms. Glow Store in Cipeundeuy, Cikalong Wetan, West Bandung Regency, the following conclusions can be drawn:

The price variable has a significant effect on sales volume at Ms. Glow Cipeundeuy Cikalong Wetan skincare.

This can be seen with the tcount value of 2.527 with a significant value of 0.017 smaller than 0.05 ($0.017 < 0.05$), so it is concluded that the price variable has a positive and significant effect on sales volume at Ms. Glow Cipeundeuy Cikalong Wetan skincare.

2. Product quality variables have a significant effect on the volume of

Ms. Glow Cipeundeuy Cikalong Wetan skincare sales volume. This can be seen with a tcount value of 8.050 with a significant value of 0.001 is smaller than 0.05 ($0.001 < 0.05$), so the conclusion is obtained that the product quality variable has an effect on sales volume on Ms. Glow skincare Cipeundeuy Cikalong Wetan.

3. Simultaneously the effect of price and product quality has a significant effect on sales volume. Dikethui Fhitung 278,411 with significance of 0.001 Ftable can be obtained from the statistical Ftable of 3.30. Thus Fcount (278,411) $>$ Ftable (3.30) with significance ($0,001 < (0,05)$). Then the hypothesis in this study is accepted.

B. Suggestions

This study can serve as a reference for future research. Therefore, future research is expected to consider other variables outside of the scope of this study that could affect the sales volume of Ms. Glow skincare, such as location, products, and promotions. Future research should also generate a wider range of indicators and adapt them to the specific conditions of the researched object.

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