

THE IMPACT OF BRAND IMAGE ON BOOSTING SALES OF "MS GLOW" SKINCARE IN PAMEKASAN

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Abstract

Academic pursuit the objective of the study is to examine the impact of brand image on sales growth and quantify the extent to which a strong brand image affects sales growth. Learn This aligns with the quantitative-descriptive approach. Target population This data consists of resellers and samples of MS GLOW Pamekasan obtained from a substantial population of 25 respondents using a specific sampling quota. Exploring advanced data collection techniques to enhance analysis This questionnaire employs testing data analysis techniques such as validity, reliability, and regression tests. Data processing approaches utilize the SPSS software tool, namely version 16.0. The research findings indicate that brand image has a significant impact on increasing sales. The t-test findings indicate that the coefficient correlation is 6.484, with a t count of 6.484 and a t table value of 1.714. The significance level is 0.000, which is less than 0.05. This provides evidence to reject the null hypothesis (Ho) and accept the alternative hypothesis (Ha). The coefficient of determination (R²) indicates that the R square value is 0.646, which is statistically significant. This means that brand image (image brand) has a significant impact on sales, accounting for 64.6% of the variation. Other variables not included in the research model account for the remaining 35.4%. This. The estimated r value of 0.646 indicates a significant correlation, falling within the range of 0.60-0.799 according to table interpretation.

Keywords: Brand Image, Improvement Sales, MS Glow

Abstrak

Penelitian ini bertujuan untuk mengkaji apakah dengan brand image (citra merek) dapat berpengaruh terhadap peningkatan penjualan dan untuk mengetahui seberapa besar brand image (citra merek) dapat memberikan pengaruh terhadap peningkatan penjualan. Penelitian ini dilaksanakan dengan menggunakan metode kuantitatif deskriptif. Populasi dalam penelitian ini adalah seluruh reseller MS GLOW Pamekasan dan sampel yang diambil dari jumlah populasi yaitu 25 responden dengan menggunakan Quota Sampling. Teknik pengumpulan data dalam penelitian ini menggunakan kuesioner dengan menggunakan pengujian analisis data berupa uji validitas, reliabilitas, dan uji regresi. Teknik pengolahan data menggunakan program software SPSS (versi 16.0). Hasil penelitian menunjukkan bahwa terdapat pengaruh dan signifikan dari brand image (citra merek) terhadap peningkatan penjualan. Hal tersebut dinyatakan berdasarkan hasil uji-t bahwa nilai koefisien korelasi adalah 6,484 artinya $t_{hitung} 6,484 > t_{tabel} 1,714$ dengan taraf signifikan $0,000 < 0,05$, nilai tersebut membuktikan bahwa H_0 ditolak H_a diterima. Sedangkan dari hasil koefisien determinasi (R^2) menunjukkan nilai R square adalah 0,646 yang berarti bahwa besarnya kontribusi brand image (citra merek) terhadap peningkatan penjualan adalah sebesar 64,6% sedangkan sisanya 35,4% adalah kontribusi variabel-variabel lain yang tidak dimasukkan dalam model penelitian ini. Dengan nilai r hitung sebesar 0,646 melihat dari tabel interpretasi bahwa nilai r hitung berada pada rentetan angka 0,60-0,799 dengan interpretasi kuat.

Kata Kunci: Brand Image, Peningkatan Penjualan, MS Glow

Introduction

In deciding whether to start a business or become an *entrepreneur*, a person must have a strong foundation and take various steps to carry out the business so it can survive and grow. There are some essential things; pay attention to one of them: determination. Name the right brand; it's not an easy thing. Salam and Abdiyanti (2022) emphasize that when a business establishes a name brand, it should consider how the brand will be recognized and how it will entice customers to buy their products.

The company carries out various efforts to increase sales and satisfy the needs of its customers. (Onsardi et al., 2022) explain how to overcome competition. This company is more creative in determining the right strategy, so it can influence consumers to buy and consume products. Existing problems are discussed in the study by Onsardi et al. (2022) which explains how to overcome competition. This is not only about producing products that meet the needs of consumers or about keeping customers satisfied and loyal, but the company is also becoming proficient in promotion. How to persuade consumers to buy our products. This is what it is: a challenge in marketing. Now, how is this product? How can this product from a company stand out in promotion amidst fierce competition and embed a positive mark that consumers will always remember? To create loyalty, consumers will also impact a positive increase in sales volume for the company (Laila & Fitriyah, 2022).

According to Hasanah & Giyartiningrum (2021), a brand is a capable product that gives dimensions additional ones that are unique and distinguishes it from other products designed to satisfy needs similar to, different, and can form rational and *tangible* (related to the performance product of the brand concerned) or symbolic, emotional, and *intangible* (regarding the representation brand) (Sari & Sudarwanto, 2022). A brand is useful for producers and consumers. For manufacturers, brands play an important role as means of identification of product and company, form protection law, *signal* guarantee quality, creating associations and meaning unique (difference), means superiority competitiveness, and sourcing *financial returns*. For consumers, brands play a crucial role as a source of product identification. However, this role is not sufficient to answer the needs of producers or specific distributors. Brands help reduce risk, emphasize the costs of internal and external search, create a promise or special bond with the manufacturer, serve as tools for projecting a symbolic self-image, and signal quality (Feny & Sutedjo, 2022; Milliana et al., 2023).

Brand image is a description of associations and beliefs that consumers hold about a brand (Munniasih & Telagawathi, 2023; Parmujianto & Supardi, 2023). Beliefs and preferences about something shape the brand's image. Having a positive image of a brand increases the likelihood of making a purchase. Creating an image-positive brand requires a marketing program that is strong, profitable, and unique to the brand. Philip Kotler also said that a strong brand is an image brand or *brand image* (Dosinaen & Musafa, 2023). All companies fight to build an image as a strong, well-

liked, and unique brand. His level of competition indicated that many *brands* produce products of the same type that are circulating on the market. Existing brands on the market provide consumers with more options when making purchases. Where are the shoppers? Not only should you consider the product's quality, brand, and price, but also the image of the brand associated with it. Therefore, it's necessary to create a good brand *image* in the eyes of consumers, which becomes very important (Maharani et al., 2022; Munif, 2022).

A sale is a possible activity. It is a very important thing for companies, especially to reach profitability. Activity sales involve targeted marketing strategies to facilitate the exchange of goods or services from producers to consumers. All activity sales made by the company are intended to satisfy consumers and achieve optimal profit. Companies aim to profit from the sale of products or goods they produce (Fathullah et al., 2023; Riska, 2022).

The amount of results a sell-buy company naturally expected It can be increased every month or year to help increase business performance. With good management, company, or business, you will make a lot of money and earn *loyal customers*. If a company achieves the set targets, of course something will quickly develop. This also helped with enhanced performance from the company, as an internal distributor ensured quality goods were sold. In sales, there are three important factors to consider: achieving a specific sales volume, profit, and supporting the company's growth to meet sales targets. This is an estimation of the level of possible sales expected based on plan marketing, and achieving sales targets will result in increased profits (Lesmana, 2024; Rosita et al., 2022).

The more competition there is between brands operating in the market as well as products of beauty, there are many businesses competing to manufacture various products, especially beauty products. So are there real doctors and experts in the field? Launching a cosmetic maintenance routine can be overwhelming due to the many businesses competing in the beauty product industry. Cosmetics maintenance covers products used for nurse bodies, including cream skin, hand and body lotion, deodorant, perfume, face mask, serum, essence, toner, and so on (Firdaus et al., 2024; Lesmana, 2024; Shalehah, 2021).

One of the current cosmetic treatments So conversation and so trend specifically for circles of teenagers, good man or woman is MS GLOW. MS GLOW is a *brand of beauty* that was founded in 2013 by Shandy Purnamasari and Maharani Kemala, who is one of the lower line under the auspices of PT Kosmetika Indonesian Beauty. Brand image It is essential to enhance the quality of a beauty product by incorporating it into a clinic setting. That alone, apart from the image of a famous brand, will make consumers more interested in following product beauty because they feel product beauty in clinic beauty is already famous. Certain products have good quality, which will impact the high sales volume for clinic beauty alone. A study is necessary to prove the influence of variable brand image (image brand) against enhancement sales. And researchers are interested in doing a study with

the title “Influence *Brand Image* (Brand Image) Against Enhancement Sale *Skincare* “MS GLOW” in Pamekasan.”

Methods

Study This study uses quantitative and interpreted methods of analysis. Quantitative-associative research asks for connections between two variables or more (Jaya, 2020). The type is simple linear regression, i.e., looking for influence between two variables that are variable-free and variable-bound. **Research sites** This is *store* MS GLOW Pamekasan, and 25 respondents were taken from the population, that is, all MS GLOW Pamekasan resellers. The technique for taking samples is quota sampling (quota sampling). **Procedures for data collection in research** This is observations, interviews, and, most importantly, a questionnaire, and the data obtained is processed using the SPSS *software* program (version 16.0) with testing data analysis in the form of validity, reliability, and regression tests.

Results and Discussion

Validity test

A validity test was used. Whether it's legitimate or not, it's legal (Machali, 2018). Criteria validity test assessment: if $r_{count} > r_{table}$, then the questionnaire item is declared valid (Arikunto, 2006). Following Processed validity test results using the SPSS *software* program (version 16.0). Based on the variable X data above, it is known that the r_{table} value is 0.413. The items that are declared valid are: The same or more big items from the table so that one item is invalid. Based on the Y variable data above the r value, it is known that the r_{table} value is 0.413, so the items that are declared valid are when *they are corrected*. The calculated *item* is equal to or greater than the r_{table} so there is one invalid item.

Reliability Test

The reliability test is intended to determine whether the instrument is trustworthy or reliable enough as a data collection tool (Kuncoro, 2013). Reliability testing is used to measure questionnaires, which are indicators of variables. To measure reliability, use *Cronbach alpha* in the SPSS program. An instrument is said to be reliable if it provides a *Cronbach alpha value* $> r$. The results of the instrument reliability test in this study are as shown in the following table:

Table 3 Results of Cronbach's Alpha Technique Reliability Test

Reliability statistics		
Variable	Cronbach's Alpha	N of Items
<i>Brand image</i>	0.842	10
Enhancement sale	0.850	10

Source: results research, data processed, 2023.

From the table above it can be seen that each variable has a *Cronbach alpha* > 0.413. So it can be concluded that all variables X and Y are reliable.

Simple Linear Regression Test

simple linear regression test is used to find out how much influence the independent variable has on the dependent variable (Kuncoro, 2013) with the help of SPSS 16.0 . It is obtained as follows :

Table 4 Significant Test Individual

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
(Constant)		11,902	4,388		2,712	.012
<i>brand image</i>		,739	.114	,804	6,484	,000
a. Dependent Variable: increase in sales						

Source: results research, data processed, 2023.

These results entered into the equality simple linear regression so that is known equality following:

$$Y = 11.902 + 0.739x$$

In the regression model, value-listed constants as big as 11,902 can be interpreted. If variable-freeness in the model is assumed, the same with 0, on average, the variables outside the model that remain constant will increase enhancement sales amounting to 11,902 units or, in other words, if variable *brand image* does not improve, then enhancement sales Still, it amounts to 11,902. Based on the table above, a mark coefficient regression of 0.739 can be used to interpret that the variable *brand image* has a positive relationship to enhancement sales. This matter shows that when *brand image* experiences enhancement as big as one by one, it will increase by 0.739. The standard error in the table above is 4,388, meaning the calculated variables in the SPSS test have a level variable bully amounting to 4,388.

Significant Test Individual / Partial Test (t-Test)

Deep t-test study This is used to know the ability of each variable free in influencing variable bound. Other reasons tests are performed are that the test is variable-free; individually, there are significant relationships, or no to variable bounds. For a t-test, then use table *coefficients* in SPSS as follows:

Table 5 Significant Test Individual

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	Std. Error	Beta		

(Constant)	11,902	4,388		2,712	.012
<i>brand image</i>	,739	.114	,804	6,484	,000
a. Dependent Variable: increase in sales					

Source : results research , data processed , 2023 .

Based on the table above, the mark significant for variable *brand image* (0,000) is more small compared to alpha 5% (0.05) or $t = 6.484 > t \text{ table } [nk = 25 - 2 = 23]. 1.714$. Based on the results obtained, H_0 is rejected for variable *brand image*. In fact, a partially variable *brand image* is influential and significant in increasing sales.

Coefficient of Determination (R²)

The coefficient of determination (R²) is used to see how much influence the independent variable has on the dependent variable , the greater the value of the coefficient of determination the better the ability of the dependent variable (Y).

Table 6 Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.804 ^a	.646	.631	3,988
a. Predictors: (Constant), <i>brand image</i>				

Source: results research, data processed, 2023.

Based on testing with using the SPSS program in the table above produce as following:

- a. The R value is 0.804. With a correlation coefficient value of 0.804, this shows that there is a relationship between *brand image* and an increase in MS GLOW Pamekasan *skincare sales* of 80.4%.
- b. R square is 0.646. This means that the contribution or influence of the independent variable, namely *brand image*, on the dependent variable, namely increased sales, is 64.6%. Meanwhile, 35.4% is influenced by other variables.

The influence of *brand image* on increasing sales of "MS GLOW" *skincare* in Pamekasan.

Based on research results, the t-test shows that the calculated t value is $6.484 > t \text{ table } 1.714$, with the significance value of the variable X being $0.000 < 0.05$. This value proves that H_0 is rejected and H_a is accepted. This means that there is a positive and significant influence of *brand image* on increasing sales of "MS GLOW" *skincare* in Pamekasan.

How big is the influence of *brand image* on increasing sales of "MS GLOW" *skincare* in Pamekasan.

Results of the research above can be explained through discussion as follows the following: The correlation coefficient (r), namely by looking at the R column, is 0.804, which means that the close relationship between brand *image* and the increase in sales of "MS GLOW" *skincare in Pamekasan is strong*. The coefficient value determination (R^2) in the study shows that column R *square* is 0.646, which means that the big contribution of *brand image* (image brand) against enhancement sales of "MS GLOW" *skincare in Pamekasan* amounts to 64.6%, whereas the remaining 35.4% is contribution from other variables that can increase enhancement sales. However, no variables were entered in the research model.

Conclusion

Based on the data obtained in the study about the influence of *brand image* on the enhancement sale of "MS GLOW" *skincare in Pamekasan*,. Prove that *brand image* has influenced positive and significant enhancement sales of "MS GLOW" *skincare in Pamekasan*. *Brand image* also provides sufficient contribution to the enhancement sale of "MS GLOW" *skincare in Pamekasan*. Based on the conclusion above, this writer can give advice to the "MS GLOW" *store in Pamekasan*. For more, improve and pay attention. Again, good *brand image* Based on the study, this *brand image* is sufficient to have a great influence on the enhancement sale of "MS GLOW" *skincare in Pamekasan*.

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