THE EFFECT OF PERSONAL SELLING AND MARKETING INFLUENCER ON THE PURCHASE DECISION OF MS GLOW FOR MEN PRODUCTS
(Study On Uniba Surakarta Students)

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Abstract: *Purchasing decisions not only generate income for the company, but the more consumers who buy, the more the product is known to the general public. Companies can use Personal Selling and Influencer Marketing tactics to improve product sales so that consumers can acquire the things they manufacture. The purpose of this study is to examine the effect of personal selling and marketing influencers on purchase decisions. This study used a quantitative approach, using data derived from questionnaires delivered to students at the Islamic University of Batik (UNIBA) Surakarta utilizing the MS Glow For Men product. The Slovin formula was used to determine the sample size of 100 persons in this investigation. Purposive sampling is utilized, which means that the sample technique is determined by particular factors. The validity test, reliability test, multiple linear regression, and statistical test t test were employed in this study. The SPSS for Windows version 24 program was used for hypothesis testing. The results of data analysis show that (1) Personal Selling has a positive and significant influence on the Purchase Decision of MS Glow For Men products at the students of the Islamic University of Batik (UNIBA) Surakarta and (2) Marketing Influencers have a positive and significant influence on the Purchase Decision of MS Glow For Men products at the students of the Islamic University of Batik (UNIBA) Surakarta. The results of this study are expected to be used to improve marketing strategies by using personal selling and marketing influencers.*
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Keywords: *Personal Selling, Marketing Influencer, Purchase Decision.*

1. Introduction

According to a Forbes analysis, the global skincare or skin care market has risen fast over the last two years, with sales increasing dramatically year on year beyond the makeup industry. Changes in customer tastes are one of the factors. From Baby Boomers to Gen Z, people are opting for a simpler, lighter look with less makeup. It is also promoted by the trend of healthy and naturally glowing skin, which is echoed by beauty influencers called beauty influencers (Cantika.com, 2022).

The Covid-19 epidemic has also had a significant role in the skincare industry's rapid growth. Consumers have more time at home to care for themselves and emotionally, which increases sales of aromatherapy candles, nail care items for at-home manicures, and skin care products. According to Inventure-Alvara research conducted in January 2022, consumers are looking for beauty products that produce a glowing effect (39.6 percent), whitening (21.7 percent), anti-acne (19.6 percent), and anti-aging (17.6 percent) (19.1 percent). This is also influenced by the South Korean drama trend.

According to Inventure and Ivosight data, there were 321,563 skincare-related

interactions in cyberspace from October to December 2021. Some popular brand names and search terms include skincare, Wardah Skincare, Lacoco, For Skin Sake, Emina, Avoskin, anything ElsheSkin, Luxcrime, MS Glow, AishaDem, The Bodyshop, and more.

Men are now beginning to follow the trend of self-care to promote a good appearance, add appealing value, and become a current trend, as well as women. Furthermore, the trend of men's grooming, also known as Men's Grooming, has developed in recent years due to the significant influence of Korea, which exhibits actual and perfect results on men's skin and faces on social media. As a result, men's self-care is receiving increased attention, and the male self-care industry is expanding (https://pressrelease.kontan.co.id/).

According to Euromonitor research done in 2020, men's awareness of skin and facial care will continue to rise, as evidenced by increased purchases of skincare products. According to statistics, the Indonesian men's care market would be worth Rp 7.9 trillion in 2020. Globally, the men's grooming industry is predicted to reach $70.5 billion in 2021, up from $60.1 billion in 2018, and $81.2 billion by 2024.

"What Euromonitor discovered is also consistent with the research results of the 2021 ZAP Beauty Index showing nearly 100 percent of women enthusiastically support men in doing excellent looks and using skincare," said Feriani Chung, Chief Marketing Officer. According to the findings of these studies, many men are looking for personal care items to help them take care of themselves. As the demand for personal care products grows, several skincare brands, including MS Glow, are innovating and developing care products for men.

MS Glow is a skincare and body care company that was created in 2013 and is BPOM-certified. The name itself is an acronym for the company's philosophy, Magic for Skin. Starting with internet sales, MS Glow products have now evolved into skincare, bodycare, and MS cosmetics. This brand's most popular items include the Acne Series and the Whitening Series. MS Glow provides a particular skincare series for men called MS Glow For Men, and the contents are fundamental skincare to meet men's skin care needs. Energizer Facial Wash, Power Serum, Energy Bright Cream, and Sunscreen Spray are among its goods.

MS Glow focuses not just on product quality, but also on particular marketing tactics, such as personal selling and influencer marketing through collaboration with Indonesian beauty bloggers and celebrities. Every month, about 2 million MS Glow goods are sold, with product categories totaling three million SKUs. In reality, the company's portfolio has expanded from simply selling things to owning a plant (Bisnis.com). MS Glow initially concentrated solely on marketing its products online, however this strategy was deemed ineffective. Then, MS Glow devoted consumers were provided the opportunity to resale MS Glow items at reduced pricing, and this tactic appears to have worked. To date, three thousand people have become MS Glow resellers.

Human selling, according to Kotler and Armstrong (2014: 484), comprises of personal interactions with consumers and prospective customers in order to make sales and retain customer connections. Personal selling is a face-to-face engagement between individuals that aims to create, improve, control, or sustain mutually beneficial trade relationships with other parties.

Personal selling is more adaptable in its application than other forms of promotion because MS Glow's marketers, namely agents and resellers who carry out promotional functions in the form of face-to-face sales, can directly see consumer reactions to the products offered, and it is hoped that by using this technique. MS Glow can boost consumer purchasing decisions for the products offered with the correct personal selling.

MS Glow's sales performance is also aided by aggressive social media promotions carried out by brand ambassadors and influencers. Influencers help describe the qualities,

quality, and benefits of a product based on true experience in a Product Reviewer conducted on their social media so that consumers may understand. With Goods Reviewers from social media marketing, buyers will not be frightened to purchase the offered product.

When followers of an influencer see their idol using a product, they become fascinated and opt to use the same thing as their idol. Product reviews conducted by Influencers on social media platforms can be easily seen by thousands or even millions of people, so marketers do not need to go directly to the target consumers because they can reach all market segments as well as targeted consumers by using this Influencer Marketing strategy.

According to the findings of a poll, 68.4 percent of 38 students at the Islamic University of Batik (UNIBA) Surakarta are interested in purchasing beauty and care goods under the MS GLOW brand promoted by social media influencers. Because of the consumer's fear of untrained items, businesses in the Beauty and Care product industry with the MS GLOW brand prefer to support Influencers to try and promote their products on the Influencer's social media. As a result, many people become interested in the product advertised by the Influencer and decide to purchase it.

This research was conducted on students of the Islamic University of Batik (UNIBA) Surakarta who have social media accounts and follow Influencers on their social media.

The purpose of this study was to determine the effect of Personal Selling and Marketing Influencer variables on purchasing decisions of MS Glow For Men products at the students of the Islamic University of Batik (UNIBA) Surakarta.

2. Literature Review
2.1 Marketing Management
According to Kotler and Keller (2016: 27), marketing management is the art and science of selecting target markets and acquiring, retaining, and acquiring customers through superior consumer communication delivery and value.

2.2 Personal Selling
Personal selling, according to Kotler and Keller (2012:626), is direct engagement with one or more prospective buyers to give presentations, answer inquiries, and take orders. Personal selling, according to Terence A. Shimp (2010: 281), is a type of personalized communication in which a salesman interacts with potential buyers and attempts to persuade them to purchase their products or services.

2.3 Marketing Influencer
Influencer Marketing is a marketing technique that uses Influencers as a marketing subject. Influencer marketing is a cost-effective marketing method that can reach a large number of people. Influencers, on the other hand, are those who have a lot of followers on social media. An influencer is someone who has the ability to sway the purchasing decisions of others due to his popularity, authority, education, or position. Brown and Hayes (2008).

2.4 Purchase Decision
Purchasing decisions are decisions made by consumers to purchase a product through the stages that consumers go through before making a purchase, which include felt needs, activities prior to purchasing, behavior while wearing, and feelings after purchasing (Kotler and Keller, 2003: 116).

3. Research Method
This study used a quantitative approach, using data derived from questionnaires delivered to students at the Islamic University of Batik (UNIBA) Surakarta utilizing the MS Glow For Men product. The Slovin formula was used to determine the sample size of 100 persons in this

investigation. Purposive sampling is utilized, which means that the sample technique is determined by particular factors. The validity test, reliability test, multiple linear regression, and statistical test t test were employed in this study. The SPSS for Windows version 24 program was used for hypothesis testing.

4. Result and Discussion

The following are the results of statistical analysis for hypothesis testing and discussion of statistical analysis testing.

4.1 Data Analysis

4.1.1 Classic Assumption Test

Before testing the multiple linear regression analysis on the research hypothesis, the classical assumptions on the data to be processed must first be tested. It can be described as follows based on the findings of testing all classical deviations from the research data:

a. Normality Test

This test determines whether or not each variable has a normal distribution. The Kolgomorov-Smirnov statistic was utilized in this investigation to determine normalcy. The Asymp value is utilized as the criterion. Sig (2-Tailed). The value of Asymp. Sig(2-tailed) is compared to a predefined alpha value of 5%, and if the Asymp value. Sig(2-tailed)> 0.05, it is concluded that the data comes from a normally distributed population. The results of the normalcy test are presented in the table below:

Table 1. Result of Normality Test

Kolmogorov-Smirnov Z	Sig	Limit	Interpretation
0,111	0,71	0,05	Normal

Source: Data Analysis 2022.

Based on the findings of the Kolmogorov-Smirnov test, the residual data obtained follows a normal distribution, and the Kolmogorov-Smirnov value is significant at 0.71> 0.05 and 0.744> 0.05. As a result, the residual data are regularly distributed, and the regression model meets the normality assumption.

b. Multicollinearity Test

The multicollinearity test determines whether or not there is a relationship between the independent variables in a regression model. The tolerance value and Variance Inflation Factor can be used to detect multicollinearity (VIF). The following are the findings of this study's investigation of the multicollinearity test:

Table 2. Result of Multicollinearity Test

Variable	Tol	VIF	Interpretation
Personal Selling	0,996	1,004	No Multicollinearity
Marketing Influencer	0,996	1,004	No Multicollinearity

Source: Data Analysis 2022

The multicollinearity test findings show that the variance inflation factor (VIF) of all variables in this study is less than 10, implying that there is no multicollinearity across independent variables in the regression model.

c. Heteroscedasticity Test

The heteroscedasticity test determines whether there is variance inequality in the regression model. The following are the results of the Heteroscedasticity statistical test achieved in this study:

Table 3. Result of Glejser Heteroscedasticity Test

Variable	Sig	Limit	Interpretation
Personal Selling	0,246	>0,05	No Heteroscedasticity
Marketing Influencer	0,327	>0,05	No Heteroscedasticity

Source: Data Analysis 2022

According to the table above, the Personal Selling and Marketing Influencer variables are relevant to the dependent variable. The significance value (sig > 0.05) indicates this. It is possible to deduce that the variable data of Personal Selling, Marketing Influencer, and Purchase Decision are homoscedastic.

4.2 Hypothesis Test

Hypothesis is a temporary answer to the formulated problem. Therefore, this provisional answer must be tested empirically. Hypothesis testing in this study was carried out using multiple regression techniques (Multiple Linear Regression).

4.2.1 Multiple Linear Regression Analysis

The hypothesis is tested in this study using multiple regression (Multiple Linear Regression), which will be empirically tested to find a functional relationship between two or more independent variables and the dependent variable, or to predict the dependent variable using two or more independent variables. The following table shows the results of the multiple linear test in this study:

Tabel 4. Hasil Analisis *Multiple Linear Regression*

Variable	β	t-count	Sig	Interpretation
Personal Selling	0,295	2,078	0,041	Significant
Marketing Influencer	0,232	3,093	0,003	Significant
Constanta	8.000			

Source: Data Analysis 2022

Based on the results of the coefficients above, it can be developed using the multiple linear regression equation model as follows:

$$Y = 8.000 + 0,295X1 + 0,232X2 + e$$

Model Interpretation:
a. Constant (a) = 8,000 indicates a constant value, if the value of the independent variable (Personal Selling and Marketing Influencer) = 0 then the Purchase Decision (Y) will be 8,000.
b. The coefficient b1 (X1) = 0.295 indicates that the Personal Selling variable has a positive effect on purchasing decisions. In other words, if the Personal Selling variable is increased by one unit, the purchasing decision will increase by 0.295.

c. The coefficient b2 (X2) = 0.232 indicates that the variable Marketing Influencer have a positive effect on purchasing decisions. In other words, if the Marketing Influencer variable is increased by one unit, the Purchase Decision will increase by 0.232.

4.2.2 Coefficient of determination (R^2) Analysis

The coefficient of determination (R2) indicates how well the model explains the variation in the Purchasing Decision variable. The coefficient of determination has a value between 0 and 1. The close proximity of R2 to one indicates that the independent variable of the study gives nearly all of the information required to predict the variance of the Purchasing Decision variable. The correlation coefficient (R) determined by the analysis is 0.877. This suggests that the link between the independent and dependent variables is 87.7 percent, with the remaining 12.3 percent influenced by factors not evaluated in this study.

4.2.3 Simultaneous Significance Analysis (Statistical Test F)

The F test determines if all independent factors influence the dependent variable in the same way. The computed F result is 6.579 > Ftable 3.104 with a probability of 0.002, which is less than 0.05. This demonstrates that all independent factors, namely Personal Selling and Marketing Influencers, have a strong concurrent (joint) effect on Purchase Decisions.

4.2.4 Individual Parameter Significance Test (Test Statistical t)

The t-test was used to determine the partial effect of the independent variable on the dependent variable. This test is by comparing the probability value or p-value (sig-t) with a significance level of 0.05. If the p-value is less than 0.05 then Ha is accepted, and vice versa if the p-value is greater than 0.05 then Ha is rejected. The results of the analysis on the partial t test in this study are as follows:

1. The analysis results show that tcount (2.078) > ttable (1.988) with a significance level of 0.041 < 0.05, so hypothesis Ho is rejected and hypothesis Ha is accepted, indicating that there is an effect between Personal Selling on the Purchase Decision of MS Glow For Men products on Batik Islamic University (UNIBA) Surakarta students.

2. The analysis results show that the value of tcount (3.093) > ttable (1.988) with a significance level of 0.003 > 0.05, indicating that the Ho hypothesis is rejected and the Ha hypothesis is accepted, indicating that there is an effect between Marketing Influencers on the Purchase Decision of MS Glow For Men products on Batik Islamic University (UNIBA) Surakarta students.

4.3 Discussion

The Effect of Personal Selling on Purchase Decisioan.

Based on the results of data processing regression equations using SPSS ver. 24, the regression coefficient for Personal Selling is 0.295 with a significance of 0.041, implying that the Personal Selling variable has a positive and significant effect on MS Glow For Men product purchasing decisions among students at the Islamic University of Batik (UNIBA) Surakarta.

The findings of this study show that through personal selling, consumers can learn about a product, such as how to use it, what its features are, how to use it, and so on. It will be able to improve product sales with better implementation of personal selling. According to Hermawan (2012: 109), "the specifications of the supplier that the company wants may be difficult to find." Personal selling, on the other hand, is still crucial and is typically used to supplement other promotional strategies."

The findings of this study are consistent with Fitriani Solihah's (2021) research, which

discovered that personal selling had a positive and significant effect on purchasing decisions at the BIO7 Outlet, Cimaung Branch, Bandung Regency. The findings of this study back with Zulfikar Ervandi's (2021) research that personal selling influences purchasing decisions.

The Effect of Marketing Influencer on Purchase Decision.

According to the results of data processing regression equations using SPSS ver. 24, the regression coefficient for Marketing Influencers is 0.232 with a significance of 0.003, implying that the Marketing Influencer variable has a positive and significant effect on the purchase decision of MS Glow For Men products among students at the Islamic University of Batik (UNIBA) Surakarta. It is possible to influence purchasing decisions on MS GLOW products by utilizing an Influencer marketing strategy. It can reach a larger number of consumers due to the fame of an influencer. So that product marketing can be carried out swiftly and precisely.

The conclusions of this study agree with those of previous studies Amalia (2019) and Arti Sukma Lengkawati (2021), who found that influencer marketing had an impact on purchasing decisions. Influencer Marketing can affect Purchase Decisions, according to Wiliana et al. (2020), Hernanda et al. (2019), Dewa (2018), and Mulyanto (2019). According to Brown and Hayes (2008), influencer marketing is a low-cost marketing strategy that reaches a large market. Influencers are persons who have a lot of followers on social media and have a lot of impact.

5. Conclusion and Suggestion
5.1 Conclusion

Referring to the results of the previous analysis and discussion regarding the effect of Personal Selling and Marketing Influencers on Purchase Decisions, it can be concluded as follows.

a. Personal Selling has a positive and significant effect on the Purchase Decision of MS Glow For Men products at the students of the Islamic University of Batik (UNIBA) Surakarta.
b. Marketing Influencers have a positive and significant effect on the Purchase Decision of MS Glow For Men products on students at the Islamic University of Batik (UNIBA) Surakarta.

5.2 Suggestion

Through the results of this study, the researcher wrote several suggestions, as follows:

a. It is hoped that MS GLOW will maintain and continue to promote products both through agents, namely personal selling and influencers, as well as promoting influencers who have a wide reach so that product advantages can reach target consumers in an attractive and correct manner.
b. For researchers, it is hoped that further research should add other variables that can influence purchasing decisions, in order to develop this research.

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