

Article

## Product Quality, Price, and Brand Image as Determinants of Purchase Decisions for Wardah Facial Moisturizers

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**Abstract:** This study investigates the impact of product quality, price, and brand image on the purchasing decisions of Wardah facial moisturizer among female students at the Faculty of Economics and Business, University of Lampung. Wardah was selected due to its popularity among young consumers and its reputation as a halal-certified brand offering affordable, high-quality products. Using a quantitative survey method, data were collected from 115 respondents who had purchased the product at least three times. The analysis, conducted through multiple linear regression, reveals that product quality, price, and brand image significantly influence purchase decisions both individually and simultaneously. These results highlight the importance of these factors in consumer decision-making and offer practical insights for cosmetic companies, especially Wardah, in crafting marketing strategies tailored to the preferences of young consumers. Additionally, the findings contribute to the growing body of marketing literature on cosmetic products in the Indonesian context.

**Keywords:** Product Quality; Price; Brand Image; Purchasing Decision; Wardah Cosmetics.

### 1. Introduction

In the midst of increasingly intense industry competition, consumer satisfaction has emerged as a primary concern for many companies, given its strong correlation with customer loyalty, a crucial determinant of long-term business sustainability. Retaining existing customers is widely recognized as being more cost-efficient than acquiring new ones, with research indicating that the cost of customer retention may be up to five times lower. Today's consumers are more informed and critical in their purchasing decisions, evaluating not only price but also product quality, brand reputation, and perceived value. Within the cosmetics industry, particularly in relation to facial moisturizers, product quality is assessed not only by its effectiveness in addressing skincare needs but also by its safety and the composition of its ingredients. In modern daily life, the use of facial moisturizers has become an integral part of many women's routines, serving both functional skincare purposes and as a medium for self-expression and social identity. In this highly competitive market, consumers are increasingly selective, seeking products that are not only efficacious but also safe and trustworthy. Wardah, as a leading local cosmetic brand in Indonesia, has successfully captured consumer interest by emphasizing halal certification and product safety, factors of significant importance to Muslim consumers in the country.

Wardah was established in 1995 by Nurhayati Subakat, a pharmacist and graduate of the Bandung Institute of Technology (ITB), driven by her concern over the lack of halal cosmetic products in Indonesia. Drawing on her experience in the cosmetics industry, she founded Wardah with a vision to offer high-quality, safe, and halal-certified beauty products. This halal concept became a key competitive advantage, attracting Muslim consumers and positioning Wardah as a leading local cosmetic brand. Since its inception, Wardah has focused on innovation and quality across various product lines, including facial moisturizers, catering to di-

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verse consumer segments from teenagers to adults. Despite early challenges, including competition from global brands, Wardah's consistent product quality and effective marketing strategies have enabled significant market growth. Today, it stands as a brand with strong consumer loyalty in Indonesia and growing international presence. Wardah is recognized for offering affordable yet high-quality halal cosmetics, appealing particularly to students with limited purchasing power. While price remains a crucial factor, product quality continues to influence purchasing decisions. In the competitive Indonesian market, Wardah faces rivals such as Sariayu, Biokos, Make Over, Emina, Mustika Ratu, and Avoskin, each with distinct brand positioning. To maintain its market leadership, Wardah continues to innovate and expand, reinforcing its image as a pioneer in halal cosmetics.

The data presented reflects the Top Brand Index (TBI) trends of five facial moisturizer brands from 2020 to 2024, indicating market share and consumer perception within the category. Wardah, despite its strong reputation, shows a notable decline in TBI from its peak of 21.40 in 2021 to 12.10 in 2024. This downward trend suggests that while Wardah's product quality and pricing may remain competitive, other factors such as intensified competition, shifting consumer preferences, or less effective marketing strategies may be influencing consumer purchasing decisions. Brands like Garnier and Ponds, which target similar demographics, have shown significant performance, with Garnier experiencing a sharp rise and Ponds rebounding after a temporary dip. These developments highlight the need for Wardah to reassess its market positioning and strategies to retain relevance and competitiveness. Further research is warranted to explore the underlying drivers of consumer decisions and how Wardah can strengthen its appeal, particularly among student consumers, a segment where it previously held a strong foothold.

According to [1], product quality refers to a product's ability to perform its intended functions, encompassing durability, reliability, accuracy, ease of use, and other relevant attributes. High product quality enhances consumer satisfaction, which in turn fosters customer loyalty. [2] similarly argue that consumer satisfaction with product quality increases the likelihood of repeat purchases and positive word-of-mouth recommendations [3]. In addition to quality, price plays a crucial role in purchase decisions. As stated by [4], price is a key element of the marketing mix that directly influences a company's revenue and serves as a value indicator for consumers. When consumers perceive that the price is aligned with the quality offered, their satisfaction increases, ultimately impacting their purchasing behavior [5]. Research by [6] found that brand image also positively influences purchase decisions, with consumer perceptions of brand reputation playing a significant role. While advertising remains relevant, brand image and price are often more directly associated with consumer decision-making [7].

Research by [8] supports the notion that both product quality and price significantly influence cosmetic purchase decisions. Their findings indicate that consumers are more inclined to make purchases when they believe the price reflects the quality provided. This aligns with other studies emphasizing the importance of product development and effective pricing strategies to drive purchase decisions [9], [10]. In the context of this study, female students at the University of Lampung represent a consumer group with limited purchasing power but high awareness of product quality, making them a relevant target for analysis. Their purchase decisions regarding Wardah facial moisturizers are likely shaped by their perceptions of quality and price. Therefore, this study aims to examine the extent to which product quality, price, and brand image influence the purchase decisions of Wardah facial moisturizers among female students of the Faculty of Economics and Business, University of Lampung.

## **2. Preliminaries or Related Work or Literature Review**

### **2.1. Purchase Decision**

Purchase decision refers to the final action taken by consumers, involving a process that starts from recognizing the need for a product, searching for information, evaluating alternatives, and ultimately choosing based on their satisfaction with the product [11]. When consumer satisfaction is met, it encourages higher purchase decisions, leading to increased sales volume and greater company profits [12]. To achieve this, companies must influence purchase decisions by offering quality products, competitive pricing, and effective promotional strategies to remain competitive in a tight market [13]. According to [14], purchase decision is the

final behavior of consumers in acquiring goods or services for personal consumption, while [15] emphasizes that consumers choose the brand that becomes their primary preference during the buying process.

## 2.2. Product Quality

Product quality is a key factor in a company's success in delivering customer value and maintaining competitive advantage. According to [4], it refers to a product's ability to meet or exceed consumer expectations, encompassing not only basic performance but also various attributes that shape consumer perception [16]. [17], emphasize that product quality includes characteristics and features that determine a product's ability to satisfy customer needs and expectations, such as consistency, specification accuracy, and performance under different conditions. Product quality as "fitness for use," highlighting that quality is not limited to technical features but also includes how well the product fulfills user needs and performs in real-life contexts.

## 2.3. Price

According to [18], price is the monetary value paid by consumers to obtain a product or service and plays a strategic role in influencing consumer purchasing decisions and product competitiveness. [17] explain that price reflects not only the amount listed but also the consumer's perception of the value and benefits received relative to the cost. Similarly, [19] define price as the amount of money paid to acquire a product or service, encompassing production costs, profit margins, and perceived consumer value, while also functioning as a marketing tool to balance supply and demand and shape product perception.

## 2.4. Brand Image

[20] define brand image as the specific impression customers hold, linked to their attitudes and beliefs, which influences purchase decisions. Products perceived as high-quality and useful tend to attract more consumers, even at higher prices [21]. A strong brand image enhances a product's appeal and market share, leading to sustained profits and market stability. Brand image is shaped by consumers' experiences and perceptions, forming associations that affect their responses and can create competitive advantages when based on positive, reliable information. Thus, maintaining a strong brand image grounded in quality and experience is essential for long-term consumer trust and preference.

## 2.5. Hypothesis

**H1:** There is a positive effect of product quality on the purchase decisions of Wardah cosmetic consumers.

**H2:** There is a positive effect of product price on the purchase decisions of Wardah cosmetic consumers.

**H3:** There is a positive effect of brand image on the purchase decisions of Wardah cosmetic consumers.

## 3. Proposed Method

### 3.1. Research Design

This quantitative study collects primary data through questionnaires distributed to female students of the Faculty of Economics and Business at the University of Lampung who have purchased and used Wardah facial moisturizer at least three times. The population includes all female students in this faculty, but due to unknown exact population size and time constraints, accidental non-probability sampling was used to select respondents who meet the criteria. Based on [22], the minimum sample size calculated was 115 respondents, determined by multiplying the number of indicators (23) by 5.

### 3.2. Operational Definition of Variables

Table 1. Operational Definition of Variables.

Variable	Definition	Indicator	Scale
Purchase Decision (Y)	Purchasing decisions are the final purchasing behavior of individual consumers and households who acquire goods and services for their own consumption (Ginting, 2019).	1. Product type decision 2. Brand decision 3. Seller decision 4. Product quantity decision 5. Purchase time decision 6. Payment method decision	Likert
Product Quality (X1)	Product quality refers to the characteristics and features of a product that affect its ability to satisfy customer needs and established standards and expectations (Baker & Hart, 2021).	1. Performance 2. Features 3. Reliability 4. Suitability 5. Durability 6. Ease of service 7. Aesthetics 8. Perceived quality	Likert
Price (X2)	Price is the amount of money consumers pay to obtain a product or service. Price includes various elements, including production costs, profit margins, and perceived value to consumers (Kotler & Keller, 2020).	1. Price affordability 2. Price and product quality suitability 3. Price competition 4. Price compatibility	Likert
Brand Image (X3)	Brand image is a specific impression of a label that customers have regarding the perception that arises in their minds (Fitrianna & Auriawati, 2020).	1. Consumer image 2. Product image 3. Brand benefits 4. Purchase/usage conditions 5. Attractiveness	Likert

### 3.3. Data Analysis Method

This study uses a closed-ended questionnaire based on research variables with Likert scale responses, measuring product quality and price. Instrument validity ensures the questionnaire measures what it is supposed to, while reliability tests confirm its consistency. Data analysis includes validity and reliability tests, descriptive statistics, simple linear regression, t-tests, and coefficient of determination ( $R^2$ ) using IBM SPSS 20. Hypotheses are tested to examine the influence of independent variables (product quality, price, and brand image) on purchase decisions, with significance set at  $p < 0.05$ . The coefficient of determination indicates how well independent variables collectively explain variations in the dependent variable.

## 4. Results and Discussion

### 4.1. Research Instrument Test Results

The validity test was conducted using IBM SPSS 26 and Confirmatory Factor Analysis (CFA). According to [23], a variable is valid if the Kaiser-Meyer-Olkin (KMO) Measure is above 0.50 and the Anti-Image Correlation is greater than 0.50. Hair et al. (2011) also state that an indicator is valid if its loading factor and average variance extracted (AVE) are both above 0.50. Table 2 shows the valid indicators for each variable.

**Table 2.** Validity Test Result.

Variable	Item	KMO	Anti-Image Correlation	Loading Factor	AVE	Result
Product Quality (X1)	P1	0,852	0,867	0,824	0,704	Valid
	P2		0,822	0,632		Valid
	P3		0,817	0,700		Valid
	P4		0,847	0,702		Valid
	P5		0,833	0,653		Valid
	P6		0,898	0,685		Valid
	P7		0,901	0,723		Valid
	P8		0,819	0,647		Valid
Price (X2)	P1	0,759	0,727	0,816	0,576	Valid
	P2		0,765	0,784		Valid
	P3		0,805	0,679		Valid
	P4		0,759	0,750		Valid
Brand Image (X3)	P1	0,761	0,810	0,778	0,528	Valid
	P2		0,743	0,754		Valid
	P3		0,776	0,648		Valid
	P4		0,757	0,692		Valid
	P5		0,727	0,755		Valid
Purchase Decision (Y)	P1	0,814	0,796	0,667	0,520	Valid
	P2		0,764	0,636		Valid
	P3		0,848	0,702		Valid
	P4		0,810	0,765		Valid
	P5		0,851	0,787		Valid
	P6		0,805	0,759		Valid

Table 2 shows that all variable indicators meet the requirements, with KMO values and Anti-Image Correlations above 0.50, loading factors above 0.50, and AVE values also exceeding 0.50, indicating all indicators are valid and suitable for further analysis.

According to [23], reliability testing measures whether an instrument remains consistent over repeated uses, typically assessed using SPSS with Cronbach's alpha and composite reliability. Generally, a Cronbach's alpha of  $\geq 0.70$  is required, but [22] accept  $\geq 0.60$  for alpha and  $> 0.70$  for composite reliability. Table 3 shows the indicators deemed reliable.

**Table 3.** Reliability Test Result.

Variable	Item	Cronbach' s Alpha	Cronbach's Alpha if Item Deleted	Composite Reliability	Result
Product Quality (X1)	P1	0,771	0,736	0,874	Reliable
	P2		0,750		Reliable
	P3		0,745		Reliable
	P4		0,747		Reliable
	P5		0,747		Reliable
	P6		0,741		Reliable

	P7		0,749		Reliable
	P8		0,752		Reliable
Price (X1)	P1	0,801	0,749	0,843	Reliable
	P2		0,760		Reliable
	P3		0,775		Reliable
	P4		0,773		Reliable
Brand Image (X3)	P1	0,786	0,745	0,848	Reliable
	P2		0,753		Reliable
	P3		0,759		Reliable
	P4		0,756		Reliable
	P5		0,749		Reliable
Purchase Decision (Y)	P1	0,781	0,760	0,866	Reliable
	P2		0,760		Reliable
	P3		0,750		Reliable
	P4		0,744		Reliable
	P5		0,744		Reliable
	P6		0,746		Reliable

Based on the reliability test shown in Table 3, all instruments have Cronbach’s Alpha values above the acceptable threshold of 0.60 and composite reliability values above 0.70, meeting the criteria. This indicates that all variable indicators are reliable and can proceed to the next stage.

#### 4.2. Quantitative Analysis Results

Hypothesis testing was conducted to evaluate the proposed hypotheses regarding Product Quality, Price, and Brand Image on the Purchase Decision of Wardah facial moisturizer products. This study used multiple linear regression analysis with the help of SPSS for Windows 26. The results of the regression equation can be seen in Table 4 below:

**Table 4.** Multiple Linear Regression Test Results.

Coefficients <sup>a</sup>						
		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	Std. Error	Beta	t	Sig.
	(Constant)	-4,903	1,756		-2,792	,006
1	Product Quality	,418	,052	,494	8,075	,000
	Price	,688	,090	,466	7,606	,000
	Brand Image	,189	,054	,140	3,473	,001
a. Dependent Variable: Purchase Decision						

Table 4 shows that the constant value is -4.903, with the regression coefficients for Product Quality at 0.418, Price at 0.688, and Brand Image at 0.189. Based on these values, the multiple linear regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e_i$$

Substituting the values, the equation becomes:

$$Y = -4.903 + 0.418X_1 + 0.688X_2 + 0.189X_3$$

Where:

- Y = Purchase Decision
- a = Constant
- b = Regression Coefficient
- X<sub>1</sub> = Product Quality
- X<sub>2</sub> = Price
- X<sub>3</sub> = Brand Image
- e<sub>i</sub> = Error term

### 4.3. Hypotheses Test Result

The t-test (partial test) is used to examine the partial effect of each independent variable on the dependent variable. The hypothesis is tested based on the significance value (p-value): Ha is accepted and H0 is rejected if the significance value is less than 0.05 and the t-count is greater than the t-table, indicating a significant individual effect of the independent variable on the dependent variable. Conversely, H0 is accepted and Ha is rejected if the significance value is greater than 0.05 and the t-count is less than the t-table, indicating no significant individual effect. The t-table value is calculated using the formula  $df = n - k - 1$ , where  $n = 115$  (sample size) and  $k = 3$  (number of independent variables), resulting in  $df = 111$  and a t-table value of 1.981.

**Table 5.** T Test Results.

No.	Hypotheses	t stat	t tab	Beta	Sig	Result
1.	Product Quality Has a Significant Influence on Purchasing Decisions (H1)	8,075	1,98	.494	.000	Accepted
2.	Price Has a Significant Influence on Purchasing Decisions (H2)	7,606	1,98	.466	.000	Accepted
3	Brand Image Has a Significant Influence on Purchasing Decisions (H3)	3,473	198	.140	.001	Accepted

The t-test results show that product quality, price, and brand image all significantly influence purchase decisions among students of the Faculty of Economics and Business, University of Lampung. Product quality has the strongest effect ( $t = 8.075$ ,  $p = 0.000$ ), followed by price ( $t = 7.606$ ,  $p = 0.000$ ), and brand image ( $t = 3.473$ ,  $p = 0.001$ ). Thus, Wardah’s facial moisturizer purchase decisions are mainly driven by product quality, then price, and lastly brand image.

The coefficient of determination (R Square) is used to measure how well the model explains the dependent variable in testing the first and second hypotheses. It indicates the extent to which the independent variables, Product Quality, Price, and Brand Image, affect Purchase Decisions. R Square values range from 0 to 1, with values closer to 1 suggesting a stronger influence of the independent variables on the dependent variable. The R Square value for this study can be seen in Table 6.

**Table 6.** Results of the Coefficient of Determination (R<sup>2</sup>) Test.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.907 <sup>a</sup>	.822	.817	1.309

The R Square value of 0.822 indicates that 82.2% of purchase decisions are explained by product quality, price, and brand image. An Adjusted R Square of 0.817 confirms a strong model fit, and an R value of 0.907 shows a very strong positive relationship. With a low standard error of 1.309, the model is accurate, confirming that these three factors strongly influence Wardah moisturizer purchase decisions among students.

#### 4.4. Figures and Tables

##### ***4.4.1 The Influence of Product Quality on Purchasing Decisions for Wardah Facial Moisturizer Products***

The analysis reveals that product quality has a significant and positive impact on purchase decisions for Wardah facial moisturizers. This is supported by a t-value of 8.075 (greater than the critical value of 1.98), a significance level of 0.000 (less than 0.05), and a beta coefficient of 0.494. These results indicate that higher perceived product quality, such as effectiveness, safety, durability, and packaging, significantly increases the likelihood of purchase. Respondents, who were female students from the Faculty of Economics and Business at the University of Lampung, rated product quality very highly, with an overall average score of 4.49. The highest-rated aspect was the attractive and informative packaging (mean score of 4.67), while the lowest, though still in the "very good" category, was the company's replacement policy (mean score of 4.34). These findings are consistent with [24], who emphasize that product quality is a core factor influencing consumer purchase decisions by enhancing customer value and satisfaction. Additionally, [25] found that quality not only affects purchasing behavior but also fosters customer loyalty. Similarly, research by [18] highlights that consistent product quality builds positive brand perception and trust, especially in competitive markets like cosmetics. Therefore, maintaining and improving product quality should remain a top strategic priority for Wardah to sustain consumer interest and loyalty, particularly among young, selective academic consumers.

##### ***4.4.2 The Influence of Price on Purchasing Decisions for Wardah Facial Moisturizer Products***

The hypothesis test results show that product price has a significant positive effect on Wardah facial moisturizer purchase decisions, with a t-value of 7.606 (greater than the critical value 1.98), a significance level of 0.000 (< 0.05), and a beta coefficient of 0.466. This indicates that students perceive the price as affordable and fair relative to the product quality, making it an important factor influencing their purchase decisions. Given many students have limited budgets, reasonable pricing aligned with product benefits becomes a key rational consideration. However, competition from lower-priced alternatives poses a challenge, as noted by [26], where cheaper competitor prices may attract consumers. Still, studies confirm price remains a significant purchase determinant, as seen with Batik Barong Gung Tulungagung products. Similarly, [9] found a positive, significant relationship between price and purchasing decisions in various product categories. Result shows all price-related statements scored above 4.00, reflecting strong consumer agreement with Wardah's pricing. The highest-rated statement, "Price matches the quality offered," scored 4.50, emphasizing perceived value's role in shaping positive purchase intentions. The lowest, "Price is competitive with similar products," scored 4.45 but still in the very good range, suggesting consumers find Wardah's pricing competitive despite being slightly higher. Overall, the average score of 4.45 indicates high consumer satisfaction with Wardah's price in terms of affordability, quality, benefits, and market competitiveness, supporting repeat purchases and brand loyalty.

##### ***4.4.3 The Influence of Brand Image on Purchasing Decisions for Wardah Facial Moisturizer Products***

The hypothesis test results indicate that brand image has a significant positive effect on Wardah facial moisturizer purchase decisions, though with a smaller t-value of 3.473 compared to other variables. This value exceeds the critical t-value of 1.98, with a significance

level of 0.001 ( $< 0.05$ ) and a beta coefficient of 0.140. This suggests that positive perceptions of Wardah's brand, such as its reputation for being halal, high-quality, and Muslim-friendly, significantly influence purchase decisions, albeit less strongly than product quality and price. Previous studies by [27] also found brand image to have a positive, significant impact on purchasing, especially in online shopping contexts like Instagram, indicating that a strong brand image is a key determinant in consumer choice, applicable to cosmetic products like Wardah's moisturizer. According to the result, the brand image variable scored an overall average of 4.54, categorized as very good (4.20–5.00). The highest-rated statement, "Wardah Facial Moisturizer has a good reputation," scored 4.63, highlighting how the brand's established reputation significantly shapes consumer perceptions and purchase decisions, fostering loyalty and trust. The lowest-rated item, "Wardah provides more benefits than other brands," scored 4.45 but still very good, showing consumers acknowledge the product's benefits while still comparing it with competitors. Overall, these results underscore that a strong, positive brand image plays a crucial role in influencing purchase decisions for Wardah's moisturizer, driven by factors such as reputation, brand appeal, and perceived benefits, supporting prior research that brand image strengthens purchasing choices and long-term customer loyalty.

## 5. Conclusions

Based on the findings of this study, it can be concluded that product quality, price, and brand image all have a positive and significant influence on the purchase decisions of Wardah facial moisturizer, with product quality having the strongest impact, followed by price, and then brand image. However, this research has limitations, including its focus on a specific demographic, female economics students at the University of Lampung, which may limit the generalizability of the results to broader populations or different market segments. Future research is recommended to include more diverse samples across various age groups, regions, and consumer backgrounds, as well as to explore additional factors such as promotional strategies, social media influence, and consumer trust to provide a more comprehensive understanding of purchase behavior in the cosmetics industry.

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