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The Effect of Product Quality, Brand Image, and Price Perception on Wardah Product Purchase Decisions

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ABSTRACT

Study This aim For analyze influence quality product, image brand, and perception price to decision purchase product Wardah cosmetics on consumers in Padang City. Research use approach quantitative with method survey. Population study is all over consumers who have ever buy and use Wardah products in Padang City. Sample collection technique sample using purposive sampling with amount respondents as many as 200 people. Data collection was carried out through distribution questionnaire use Likert scale 1–5. Data analysis using multiple linear regression with SPSS software assistance. Research results show that quality product, image brand, and perception price influ ential positive and significant to decision purchase Wardah products. In general simultaneous third variables independent capable explain variation decision purchase consumers . Findings This indicates that improvement quality product, strengthening image brand, and determination appropriate price can increase decision purchase consumer to Wardah products in Padang City. Findings This in line with various study previously shown that quality product, image brand and price is determinant main decision purchase Wardah products.

Keywords: *Quality Product, Brand Image, Price Perception, Purchase Decision, Wardah.*

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INTRODUCTION

Cosmetics industry in Indonesia is experiencing very rapid growth in a number of year last. Increasing awareness public to maintenance self as well as development trend beauty push improvement request product cosmetics. One of the brand cosmetics successful local get large market share is Wardah. As pioneer halal cosmetics in Indonesia, Wardah is able build strong position through innovation products, good quality, and effective marketing strategies.

In Padang City, Wardah products are one of the choice main consumer Because considered own good quality, safe used, as well as offer relative price affordable. However thus, increasing competition industry cosmetics with presence various brand local and international cause company must understand factors that influence decision purchase consumers.

Various study previously show that quality product, image brand, and perception price is factor affecting decision purchase consumer Wardah products. Quality good product will increase trust consumers, whereas image brand the strong one capable create perception positive to product. In addition, the price is appropriate with benefits received consumer will push occurrence purchase.

Based on phenomenon said, research This aim for test influence quality product, image brand, and perception price to decision purchase Wardah products in Padang City.

LITERATURE REVIEW

Buying decision

Buying decision is one of the draft important in study behavior consumers who explain the individual process in choose, evaluate, and decide for buy something product or services. According to Kotler and Keller (2022), the decision purchase is stage in the process of taking decision consumer when consumer truly do purchase after through a series stages start from introduction

need until evaluation alternative. Buying decision No happen in a way spontaneous, but rather influenced by various internal factors such as motivation, perception, attitude, and experience, as well as factor external like culture, group references, and marketing strategies company. In context industry cosmetics, decisions purchase become indicator important that reflects success company in fulfil needs and expectations consumers. Consumers will choose products that are considered capable give benefit best in accordance with needs and capabilities they .

According to Schiffman and Wisenblit (2019), the decision purchase is election something action of two or more available alternatives. In this process, consumers do consideration to various brand based on information obtained, both from experience personal and source external such as social media, advertising, family, and friends. On the product Wardah cosmetics, decision purchase consumer influenced by perception about quality product, image brand, security use, halal products, as well as suitability price with benefits obtained. The more positive perception consumer to attributes said , then the more big possibility consumer do purchase.

Kotler and Keller (2022) explain that the decision process purchase consists of into five stages, namely introduction needs, search information , evaluation alternative , decision purchases , and behavior post purchase. Stages This show that decision purchase is results from a complex and involving process various consideration rational and emotional. Therefore that , the company need understand factors that influence decision purchase in order to be able to designing effective marketing strategies. In study this, decision purchase measured through indicator stability in choose products, habits buy product, availability recommend product to others, and intentions do purchase repeat.

Quality Product

Quality product is ability something product in fulfil needs and expectations consumers. Quality be one of factor main influencing factors success something products in the market because consumer tend choose capable products give benefit in accordance with expectation them . According to Kotler and Keller (2022), the quality of product is ability something product in operate its functions include Power durability, reliability, accuracy, ease usage, as well as attribute others who provide mark for consumers. Quality good product will increase satisfaction consumers, strengthening trust to brand, and encourage occurrence purchase repeat.

Garvin (1987) explains that quality product can seen through eight dimensions , namely performance , features , reliability , suitability with specifications (conformance), power durability , ease serviceability , aesthetics , and perceived quality . In industry cosmetics , quality product own a very important role Because related direct with safety and comfort users . Consumers cosmetics No only consider effectiveness products , but also security materials used , power stand products , as well as ability product in fulfil need maintenance skin and beauty .

Wardah products are known as one of the product cosmetics local highlighting quality , safety , and halal certification . Quality good product capable create trust consumer so that increase possibility occurrence decision purchases . Some study previously show that quality product own influence positive and significant to decision purchase product cosmetics . Therefore that , quality product be one of variables important things that need to be done noticed in understand behavior consumer Wardah products in Padang City. In study this , quality product measured through indicator performance products , security usage , power stand product , suitability product with need consumers , and quality product in a way overall .

Brand Image

Brand image is a group stored perceptions , beliefs , and associations in mind consumer to something brand . Brand image formed through experience consumers , communication marketing , quality products , as well as information received from various source . According to Kotler and Keller (2022), the image brand is perceptions and beliefs held consumer to something reflected brand through stored associations in memory consumers . Positive brand image can increase trust consumers and create superiority competitive for company .

Aaker (1997) states that image brand is gathering related associations with something brand

and have meaning certain for consumer . Association the can in the form of attribute product , perceived benefits , value offered , and personality brand . Strong brand image will make it easier consumer in recognize and differentiate something product from product competitors . In addition , the image brands also function as guarantee helpful qualities reduce perceived risk consumer moment do purchase .

In industry cosmetics , image brand become very important factor Because product cosmetics No only fulfil need functional , but also related with aspect emotional and symbolic . Wardah has succeed build image as brand halal, safe , modern, and high-quality cosmetics . The image be one of reason main consumer choose Wardah products compared brand others . Consumers who have perception positive to Wardah brand tends to more believe and be sure For buy product said . In study this image brand measured through indicator reputation brand , convenience recognize brand , excellence brand compared to competitors , level trust consumer to brand , and strength identity brand.

Price Perception

Price is one of the element mix marketing that has influence direct to decision purchase consumers. However in behavior consumers , which is more important is not price actual , but rather perception consumer to price According to Kotler and Keller (2022), the perception price is How consumer interpret and evaluate price something product as something that is expensive, cheap, or reasonable compared to with benefits obtained. Perception price formed through experience consumers , conditions economy , as well as comparison with price product competitors.

Nagle, Müller, and Hogan (2018) explain that perception price is evaluation consumer to connection between benefits obtained with sacrifices that must be made issued . Consumers will evaluate something price as worthy if benefits received considered more big or at least balanced with costs incurred . Therefore that , the price often used as indicator value and quality something product . In a number of situation , the price is too high low can cause doubt to quality product , whereas too high a price tall can reduce interest buy consumers.

In industry cosmetics , prices become factor important Because consumer own Lots choice product with variation different prices . Wardah products are known own relative price affordable compared to a number of brand cosmetics others , so that can reach various market segment . Suitability between price with quality products offered be one of reason why Wardah is able maintain its position in the Indonesian cosmetics market . Perception positive price will increase possibility consumer For do purchase . In study this , perception price measured through indicator affordability price , suitability price with quality product , suitability price with benefits obtained , power competition price compared to product others , and suitability price with ability Power buy consumers .

Hypothesis

Quality product is one of the factor main considerations consumer before do purchase . Consumer tend choose capable products give benefit in accordance with needs and expectations them . According to Kotler and Keller (2022), the quality of product reflect ability something product in operate its functions so that capable give satisfaction to consumers . Increasingly tall quality perceived product consumers , then the more the possibility is also high consumer For do purchase .

In industry cosmetics , quality product own a very important role Because related with safety, effectiveness , and comfort Product usage cosmetics that have quality Good will increase trust consumers and reduce perceived risk in use product . Wardah as one of the brand halal cosmetics in Indonesia are trying guard quality the product through innovation , use safe materials , and halal certification that has been recognized by society .

In a way empirical research conducted by Rahayu, Febriansah , and Yulianto (2024) found that quality product influential positive and significant to decision purchase product Wardah cosmetics . Research results the show that the more Good quality perceived product consumers , then the more tall trend consumer For buy product said . Research A similar study was also

conducted by Utami and Telagawathi (2025) who found that that quality product own influence significant to decision Wardah skincare purchases . Findings This indicates that quality product is factor important in form decision purchase consumers .

H1: Quality product influential positive and significant to decision purchase Wardah products in Padang City .

Brand image is the perception that is formed in mind consumer to something brand based on experiences and information received . According to Aaker (1997), the image brand is a group stored associations in memory consumers and provide meaning certain to something brand . Positive brand image will increase trust consumers , creating loyalty , as well as influence decision purchase .

In the highly competitive cosmetics market , image brand be one of factor important differentiator . Consumers No only buy product based on function , but also based on image attached to the brand said . Wardah is known as brand Modern, safe , and high-quality halal cosmetics . The image give mark add those who are able increase belief consumer in choose Wardah products compared product competitors .

Research conducted by Fitria, Hikmah, Benned, and Setiadi (2025) shows that image brand influential positive and significant to decision purchase Wardah cosmetics . Consumers who have perception positive to image Wardah brand tends to more Certain For buy product The results of the research the supported by research by Yunika and Saragih (2024) which found that image brand own influence significant to decision purchase Wardah products . Findings This show that the more strong image owned brands something product , then the more big opportunity consumer For do purchase .

H2: Brand image influential positive and significant to decision purchase Wardah products in Padang City.

Price is one of the element important in mix marketing that influences decision purchase consumers . However , in behavior more consumers determine is perception consumer to price According to Nagle, Müller, and Hogan (2018), the perception price is evaluation consumer to suitability between benefits obtained with sacrifices made For get something product .

In industry cosmetics , consumers tend compare price interproduct before do purchase . Considered price affordable and appropriate with quality product will increase perceived value consumer so that push decision purchase . On the other hand , if price considered too tall compared to benefits received , then consumer will tend choose other products .

Wardah is known as product cosmetics that offer price relatively affordable with competitive quality . Conditions This be one of factors that make Wardah products are accepted by various circles society . Research conducted by Prasetya and Laksana (2022) found that that price influential positive and significant to decision purchase Wardah products . Research results the show that consumer consider affordability price and suitability price with quality product before do purchase . Another study by Salsabillah , Putra, and Digdowiseiso (2023) also shows that perception price influential positive to decision purchase repeat Wardah products .

H3: Perception price influential positive and significant to decision purchase Wardah products in Padang City.

METHODS

Study This use approach quantitative with type explanatory research that aims For explain connection causal between quality product , image brand , and perception price to decision purchase Wardah products in Padang City. Research location conducted in Padang City, West Sumatra. Population in study This is all over consumers who have ever buy and use Wardah products in Padang City. Sample collection technique sample using purposive sampling with amount respondents as many as 200 people. The criteria are designated respondents that is at least 17 years old , ever buy Wardah products at least twice, as well domiciled in Padang City.

Research data obtained through distribution questionnaire as primary data sources , supported by documentation and studies library . Instrument study arranged use five- level Likert scale , starting from score 1 (very dissatisfied) agree) until score 5 (strongly agree). Collected data furthermore analyzed use analysis statistics descriptive and inferential through help device SPSS software . Testing done through validity tests , reliability tests , assumption tests classic , analysis multiple linear regression , t-test, F-test, and coefficient determination (R^2) for test influence variables independent to variables dependent

RESULT AND DISCUSSION

Research Result

Characteristics Respondents By Gender

Majority respondents in study This is Woman as many as 91 people (91%), while respondents man totaling 9 people (9%). This result show that users Wardah products in Padang City are dominated by women , considering that Wardah products are product cosmetics that are partly big intended For fulfil need beauty and care self Woman .

Characteristics Respondents Based on Age

Characteristics respondents majority respondents be in range ages 17–25 years that is as many as 46 people (46%), followed by group age 26–35 years as many as 31 people (31%). Findings This show that Wardah has many products used by consumers age young people who tend to more active follow development trend beauty and care skin .

Validity Test Results

Based on results testing validity , all statement items in each variable own mark more correlation big than r- value table of 0.1966. With thus all statement items declared valid so that can used For measure variables study in a way precise and accurate .

Reliability Test Results

All over variables own Cronbach's Alpha value is above 0.70. This is show that instrument study own level good consistency so that capable produce reliable and usable data trusted For used in analysis more carry on .

Normality Test Results

Based on normality test results use Kolmogorov-Smirnov method is obtained mark significance of 0.200. This value more big from 0.05 to can concluded that research data normally distributed and meets one of the requirements assumptions base in analysis multiple linear regression .

Multicollinearity Test Results

Based on multicollinearity test results known that all over variables own higher tolerance value big than 0.10 and VIF value more small out of 10. With thus can concluded that No happen symptom multicollinearity intervariable independent so that the regression model worthy used in study .

Heteroscedasticity Test Results

Based on heteroscedasticity test results use Glejser method is obtained mark significance of each variable more big of 0.05. The results show that the regression model No experience symptom heteroscedasticity so that assumptions homoscedasticity has fulfilled .

Analysis Results Multiple Linear Regression

Tabel 1. Results Multiple Linear Regression

Variables	Coefficient Regression	t- count	Sig

Constant	3,012	2,481	0.015
Quality Product	0.356	4,564	0,000
Brand Image	0.284	3,505	0.001
Price Perception	0.219	2,517	0.013

Data Processed with SPSS

Based on results analysis multiple linear regression obtained equality regression

$$Y = 3.012 + 0.356X_1 + 0.284X_2 + 0.219X_3.$$

The results show that quality product , image brand , and perception price own influence positive to decision purchase . This means that the more Good perception consumer to quality product , image brand and price Wardah products , then the more tall decision purchases made consumers .

t-Test Results

Tabel 2. t-Test Results

Variables	t- count	Sig
Quality Product	4,564	0,000
Brand Image	3,505	0.001
Price Perception	2,517	0.013

Data Processed with SPSS

Based on partial test results known that quality product , image brand , and perception price own mark significance more small of 0.05. This is show that third variables the in a way partial influential positive and significant to decision purchase Wardah products in Padang City. Variables quality product is variables that have the most dominant influence compared to variables other .

Results of the Coefficient of Determination

Tabel 3. Results of the Coefficient of Determination

R Square	Adjusted R Square
0.499	0.483

Data Processed with SPSS

Based on results coefficient determination obtained The Adjusted R Square value is 0.483. This is show that amounting to 48.3% variation decision purchase can explained by quality product , image brand , and perception price , whereas the rest 51.7 % is influenced by other factors outside the research model that are not investigated in study this .

Discussion

Research result show that quality product own influence the biggest to decision purchase consumers. Wardah consumers in Padang City tend to consider security, quality materials as well as effectiveness product before do purchase. Findings This in line with study previously shown that quality product is factor dominant in decision purchase Wardah products.

Brand image is also proven influential significant to decision purchase. As brand halal cosmetics , Wardah has succeed build positive reputation among consumer perception as safe, halal and quality products increase belief consumer For do purchase.

Perception price influential positive to decision purchase. Consumer evaluate that price Wardah products according to with quality obtained. Conformity between price and benefits become consideration important in purchase cosmetics.

CONCLUSION

Based on results research that has been done , can concluded that quality product , image brand, and perception price own influence positive and significant to decision purchase Wardah products in Padang City. In general partial, quality product proven capable increase decision purchase consumers, which shows that consumer tend consider quality, safety , and benefits product before do purchase. In addition, the image positive brands also have an influence significant to decision purchase, so that the more good the image that Wardah has in the mind consumers ,

then the more big trend consumer For choose and buy product that . Perception price is also proven influential positive and significant to decision purchase, which indicates that consumer evaluate price Wardah products according to with quality and benefits obtained . More continue, results testing in a way simultaneous show that quality product, image brand , and perception price in a way together influential significant to decision purchase Wardah products in Padang City. Findings This show that combination quality good product, image strong brand , as well as appropriate price is factor important things that can push consumer for do purchase Wardah products.

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