INFLUENCE OF PRODUCT QUALITY, PRICE, AND IMPROVED BRAND IMAGE DECISION PURCHASE WARDAH COSMETICS ON THE SHOPEE MARKETPLACE (Study of Undergraduate Management Study Program Students, FEB Muhammadiyah University Semarang)

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ARTICLE INFORMATION

ABSTRACT

This research aims to determine the influence of product quality, price and brand image on purchasing decisions for Wardah cosmetics on the Shopee marketplace (Study of Management Study Program students at FEB University of Muhammadiyah Semarang). Samples were taken from active FEB Bachelor of Management students for the 2023-2024 academic year. The analysis technique is carried out using multiple linear regression analysis. The sample selection in this research used the purposive sampling method. The number of students sampled based on predetermined criteria was 100 respondents. Hypothesis testing uses the t test, F test, and Determination test. Apart from that, the data normality test, multicollinearity test and heteroscedasticity test were also used. Product quality has a positive and significant effect on purchasing decisions, price has a positive and significant effect on purchasing decisions, brand image has a negative and significant effect on purchasing decisions.

Keywords: Product Quality, Price and Brand Image on Purchasing Decisions for Wardah Cosmetics on the Shopee Marketplace

INTRODUCTION

The beauty industry is now becoming a favorite, especially for women. In this digital era, convenience and practicality in supporting your appearance has become a dream. This encourages beauty products to become a primary need for women. The use of makeup is now not only to beautify yourself, but also to increase your self-confidence. The ease of shopping online is a solution for people who prefer practical shopping. Compared to conventional shopping, online shopping sites offer various advantages, namely product selection, a wide selection of beauty products is easily available, complete with information and reviews. (Rahmawati & Saputro, 2024).

One of the fastest growing beauty companies currently is Wardah cosmetics, where the cosmetics released by Wardah are basically safe and do not contain dangerous ingredients (mercury). Wardah is one of the cosmetics that offers "Halal" cosmetic products. This is supported by the halal certification issued by MUI since 1998, wardah has also obtained a license from BPOM issued by PT. Paragon Technology and Innovation (Tiana & Susila, 2023).

The company's target audience for offering and marketing its products is consumers. Therefore, it is very important for companies to pay attention to existing consumer behavior because consumer behavior will influence consumer purchasing decisions. Several factors that may influence the level of purchasing decisions are product quality, price and brand image.

According to (Wibisono, 2019), product quality is the product's ability to fulfill consumer desires in various aspects, such as durability, reliability, ease of use, and being free from defects. According to Herman in (Widyanto & Albetris, 2021), price is an important factor that can influence buyers. In the end, consumers will decide whether the price of a product offered is fixed or not. According to Tjiptono in (Listiana & Sudarusman, 2023), brand image is the image formed in the minds of consumers about a brand. This image consists of the associations and beliefs that consumers have towards the brand, both what they think and feel when they hear or see it.

LITERATURE REVIEW

Buying decision
According to (Arfah, 2022), purchasing decisions are one of the stages in the purchasing process, before carrying out post-purchase behavior at the initial stage of consumers recognizing their needs and desires. (Kotler & Keller, 2012), describes the purchasing decision as a process through which consumers go through the stages before purchasing a product.

According to Kotler in (Tambun, Moniharapon, & Raymond C, 2023), there are indicators used to measure purchasing decisions as follows:
a. Steadiness in a product
b. Habits in purchasing products
c. Speed of purchasing products

Product quality
According to (Maria & Anshori, 2013), product quality is one of the factors that influences consumer satisfaction. Product quality is determined by a variety of uses and benefits, including performance, durability, conformity to specifications, product aesthetics, and even the product's perceived quality or impression. (Afnina & Hasuti,

2018), states that product quality is an effort to meet or exceed customer expectations, and quality includes products, services, people, processes and the environment.

Price
According to Tjiptono in (Pasaribu, Sianipar, Siagian, & Sartika, 2019), the price of a product is not only determined by its production costs, but also by its usefulness for consumers.

Brand Image
(Supriyadi, Wiyani, & KN, 2017), defines brand image as the image of a product in the minds of mass consumers. Everyone will have the same brand image.

The brand image indicators used refer to (Supriyadi, Wiyani, & KN, 2017), namely:
1. Product image: The impression that exists in consumers' memories of the product.
2. User image: The impression consumers receive after using a product.

Relationship Between Variables
 A. **Product quality**
   According to research results from (Maulida, EP, & Prabawan, 2021), and (Fatmaningrum, Susanto, & Fadhilah, 2020), 28 stated that product quality has a positive and significant effect on purchasing decisions. Based on the results of the researchers above, they produced a hypothesis which was concluded as follows:
   H_1 : Product quality has a positive and significant effect on purchasing decisions for Wardah cosmetics .
 B. **Price**
   According to research results 29 from (Amalia & Nurseto, 2019) and (Tasia, Sulistyandari, & Kinasih, 2022), it is stated that price has a positive and significant effect on purchasing decisions for Wardah cosmetics. Based on the results of the researchers above, they produced a hypothesis which was concluded as follows:
   H_2 : Price has a positive and significant influence on purchasing decisions for Wardah cosmetics .
 C. **Brand Image**
   According to research results from (Febriani & Ekawaty, 2022), and (Nadiya & 30 Wahyuningsih, 2020), it is stated that brand image has a positive and significant effect on purchasing decisions for Wardah cosmetics. Based on the research results above, the following hypothesis is produced:
   H_3 : Brand Image Has a Positive and Significant Influence on Wardah Cosmetics Purchasing Decisions .
 D. **Simultaneous Influence of Product Quality, Price, and Brand Image Has a Positive and Significant Influence on Wardah Cosmetic Purchasing Decisions.**
   Based on previous research conducted by (Tiana & Susila, 2023), it is stated that product quality, price and brand image have a positive and significant effect on purchasing decisions for Wardah cosmetics. The following hypotheses can be put forward for this research:
   H_4 : Product Quality, Price, and Brand Image Simultaneously Have a Significant Positive Influence on Wardah Cosmetics Purchasing Decisions.

RESEARCH METHOD

Independent Variable
In this research, to look for evidence of a cause and effect relationship between independent variables that influence the dependent variable, what will be observed in

this research is the influence of product quality (X_1), price (X_2), and brand image (X_3) on decisions. purchase (Y).

Dependent Variable
In this variable, the dependent variable is the purchasing decision variable (Y), which is influenced by the independent variable.

Population
According to (Sugiyono, 2020), population is a collection of objects or subjects that have certain properties or characteristics determined by researchers to be studied and conclusions drawn. The population taken as research is all students of the FEB Management Study Program, Muhammadiyah University, Semarang, totaling 1330 active students who will be researched on how many students use Wardah cosmetics and buy them through the Shopee marketplace.

Sample
According to (Sugiyono, 2013), a sample is a small portion of the number and characteristics of a population. If the population is large, and it is impossible for researchers to study everything in the population, for example due to limited funds, energy and time, then researchers can use samples taken from that population. Determining the sample size uses the Slovin formula, because the sample population is known to be a relatively large number, namely 1330 and produces a sample of 93 respondents.

Method of collecting data
According to (Sugiyono, 2020), in research, data collection is a very crucial step. This is because the main aim of research is to obtain valid and measurable information. Data collection can be done by means of interviews, questionnaires, and observations.

In this research, researchers collected data using a questionnaire which was distributed to active students of the FEB Management Study Program at Muhammadiyah University, Semarang, who were used as samples.

Analysis Method
In this research the analysis method uses SPSS. The data will be processed into tables, graphs and conclusions which will be used to determine the results of the analysis.

RESULTS

Object Description
In this study, the object studied was Wardah cosmetics. Wardah is one of the cosmetics that offers "Halal" cosmetic products. This is supported by the halal certification issued by MUI since 1998, wardah has also obtained a license from BPOM issued by PT. Paragon Technology and Innovation.

Respondent Description
The data used in this research is primary data which includes respondent data. Responses regarding statements from the variables product quality (X_1), price (X_2), brand image (X_3).

Description Based on Gender
The gender of the respondents consists of men and women, the gender frequency of the respondents can be seen in the table below.

Table 1. Gender

Gender	Frequency	Percentage
Man	0%	0%
Woman	100%	100%
Total	100%	100%

Source: Questionnaire Data Processing, 2024

Based on Table 1, it can be seen that the 100 respondents who bought Wardah cosmetics were dominated by women with a frequency of 100%.

Description Based on Age

Table 2 . Age of Respondents

Age Range	Frequency	Percentage
≥ 19 years old	12%	12%
20 years	3%	3%
21 years	20%	20%
≥ 22-23 years	65%	65%
Total	100%	100%

Source: Questionnaire Data Processing, 2024

Based on table 2, it can be seen in terms of the age of the respondents that it proves that consumers of Wardah cosmetics are dominated by respondents aged 22-23 years.

Description Based on Class Year

Table 3. Class Year

Class Year	Frequency	Percentage
2020	65%	65%
2021	20%	20%
2022	3%	3%
2023	12%	12%
Total	100%	100%

Source: Questionnaire Data Processing, 2024

Based on table 3, it can be seen from the year of generation that Wardah cosmetics users were dominated in 2020 with the highest frequency from 2021 to 2023 with a frequency result of 65%.

Validity test

Table 4. Validity Test

Variable	Statement Items	r count	r table	Information
Quality Product (X_1)	X1.1	0.622	0.195	Valid
	X1.2	0.708	0.195	Valid
	X1.3	0.557	0.195	Valid
	X1.4	0.551	0.195	Valid
	X1.5	0.750	0.195	Valid
Price (X_2)	X2.1	0.515	0.195	Valid
	X2.2	0.720	0.195	Valid
	X2.3	0.553	0.195	Valid
	X2.4	0.649	0.195	Valid
Image Brand (X_3)	X3.1	0.556	0.195	Valid
	X3.2	0.676	0.195	Valid

Decision	Y1	0.783	0.195	Valid
Purchases (Y)	Y2	0.825	0.195	Valid
	Y3	0.832	0.195	Valid

Source: Processing Questionnaire Data 2024

Based on the table above, it is declared valid if r count > r table, so it can be concluded that the product quality variable, price, brand image, and decision purchase has table r value > r count then the result is valid.

Reliability Test

Table 5. Reliability Test

Variable	Cronbach alpha	Conclusion
Quality Product (X_1)	0.769	Reliable
Price (X_2)	0.714	Reliable
Image Brand (X_3)	0.705	Reliable
Decision Purchase (Y)	0.744	Reliable

Source: Processing Questionnaire Data 2024

Based on the table above from the results of reliability tests on independent variables and variables dependent own mark Cronbach alpha > 0.6, so can concluded that result of Reliability tests are declared to have reliable or consistent values.

Hypothesis test

Table 6. T test (partial)

	Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.341	.428		5.470	.000
	Quality Product	.324	.021	.689	15.092	.000
	Price	.243	.030	.400	7.978	.000
	C.M	- .083	.040	- .092	- 2.053	.043

Source : Processing Data Questionnaire 2024

Based on analysis obtained table results test t as following:
1. Influence Quality Products on Purchasing Decisions
    The results of the t test show that the t count is 15.092 > 1.98498 with a sig of 0.000 < 0.05%. So it can be interpreted that H_0 it is rejected and H1 is accepted,

    which means that the product quality variable partially has a positive and significant effect on purchasing decisions.
2. Influence Price to Decision Purchase
    Results from Test t show that t count 7,978 >t table 1.98498 with sig of 0.000 < 0.05%. So can interpreted that H_0 rejected And H2 accepted Which means The price

    variable partially has a positive and significant effect on purchasing decisions.
3. Influence Image Brand to Decision Purchase
    The results of the t test show that t count -2.053 >1.98498 with a sig of 0.043 < 0.05%. So can interpreted that H_0 accepted And H3 rejected that means The brand

image variable partially has a negative and significant effect on purchasing decisions.

F test

Table 7. F Test (Simultaneous)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	141.424	3	47.141	22.061	.000
	Residual	205.136	96	2.137		
	Total	346.560	99			

Source : Processing Data Questionnaire 2024

Based on the results of the F statistical test in the table above, it can be seen that the p-value is significant of 0.00 < 0.05 And F value count amounting to 22,061 (F table > 2.70), then this shows that H_0 it is rejected and Ha is accepted, which means that the

variables product quality (X_1), price (X_2), and brand image (X_3) simultaneously have

a significant effect on purchasing decisions (Y).

Coefficient of Determination (R^2)

Table 8. Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.639	.408	.390	1.46179

Source : Processing Data Questionnaire 2024

Based on the results of the analysis in the table above, the value of the coefficient of determination seen from the R square column is 0.408. It can be concluded that the product quality, price and brand image variables can explain the variation in purchasing decision variables by 0.408% (0.408 x 100%), while the remaining 592% (100% - 0.592%) of the variation in purchasing decisions is explained by other variables outside the model. which was not researched.

DISCUSSION

1. **Influence Quality Product to Buying decision**
   Based on the results of the analysis, the t count for the Product Quality variable (X_1) is 15,092 > 1.98498 with a sig of 0.000 <0.05%. So it can be interpreted that H_0 was rejected And H1 accepted Which It means variable quality product in a way

   damn positive and significant influence on purchasing decisions. This is in line with Salam and Widajanto's theory which states that product quality is the suitability of product use to meet customer needs and satisfaction.

   This is in line with previous research conducted by (Tasia, Sulistyandari, & Kinasih, 2022), Which title Brand Influence Image, Price, And Product quality to Decision Purchase Cosmetics Wardah in Pekanbaru, in study This product quality variable produces a sig value of 0.000 <0.05%. So it can be concluded that H₁ is accepted and product quality influences purchasing decisions.

2. **Influence Price To Buying decision**
   Based on analysis results obtained t count from variable price (X_2) of 7,978 < t table 1.98498 with sig is 0.000 < 0.05%. So you can interpreted that H_0 rejected

   and H$_2$ accepted Which means variable price in a way damn influential positive And significant to purchasing decisions. This is in line with Mursid's theory, which states that price is related to determining the selling price of goods that is in accordance with the quality of the goods and can be reached by consumers.

   Matter This in line with study previously Which done by (Tiana & Susila, 2023), entitled Increasing Product Purchasing Decisions Wardag Brand Cosmetics in Karanganyar Through Product Quality, Price and Brand Image, in this research the price variable produces a sig value of 0.012 < 0.05%. So that it can It is concluded that H2 is accepted and price influences purchasing decisions.

3. **Influence Image Brand To Decision Purchase**
   Based on analysis results obtained t count from variable Brand Image (X_3) is -2.053 < 1.98498 with sig as big as 0.043 < 0.05%. So can interpreted that H_0 accepted and H $_3$ rejected, which means that the brand image variable partially

   has a negative and significant effect on purchasing decisions. This is in line with the theory of Suhardi and Irmayanti, (2019), brand image is a perception of a brand that is embedded in the mind customers and consumer, Image the brand reflects perception the totality of a brand in the form of an experience past and information about the brand.

   Matter This in line with study previously Which conducted (Widyanto & Albetris, 2021) , entitled The Influence of Brand Image, Price, Promotion, and Electronic Word of Mouth on Purchasing Decisions for Wardah Pressed Powder Products at PT. Paragon Technology and Innovation (Case Study of STIE Graha Karya Muara Bulian Students), in this research variable image brand produces mark sig as big as 0,000 < 0.05%, So that it can concluded H$_3$ rejected and brand image has a significant influence on purchasing decisions.

4. **Influence Quality Product, Price, And Image Brand To Decision Purchase**
   Based on results test statistics F on table on can seen that p-value significance is 0.00 < 0.05 and mark F calculated as 22,061 (F table > 2.70), then p This show that H_0 rejected And Ha accepted Which It means variable product

   quality(X_1), price (X_2), And image brand (X_2) in a way simultaneous influential

   significant to decision purchase (Y).

This is in line with previous research conducted by (Nadiya & Wahyiningsih, 2020) , entitled The Influence of Quality, Price and Brand Image on Purchasing Decisions *Fashion 3second* in *Marketplaces* (Studies On Student User *3second Fashion* in Semarang City). This means that product quality, price and brand image simultaneously have an influence significant to Decision Purchase.

CONCLUSION

Based on results research and discussion in chapter IV, then you can concluded as follows:

1. Influence Quality Product To Decision Purchase
   Product quality (X_1) influential positive and significant to decision purchase. This

   proves that H1 has been proven the truth and shows that the Quality factor Product Which Good can give influence to Decision Purchase at Wardah cosmetics.
2. Influence Price To Decision Purchase
   Price (X_2) negative influence and significant to Decision Purchase. This proves

   that H 2 is accepted so that price partially has a negative and significant effect on purchasing decisions.
3. Influence Brand Image To Decision Purchase
   Brand Image (X_3) has a negative effect and significant to Buying decision. This

   proves that H_3 is accepted so that brand image partially has a negative and significant effect on purchasing decisions.

The Influence of Product Quality, Price, and Brand Image on Quality Purchasing Decisions Product, Price, And Image Brand in a way simultaneous a n influential positive and significant to Decision Cosmetic Purchases Wardah.

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