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Determinants of Purchase Decisions for Wardah Cosmetic Products: The Role of Product Quality, Brand Image, and Price Perception

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A B S T R A C T
Wardah is one of the leading halal cosmetic brands in Indonesia, popular for its product innovation, strong brand image, and competitive pricing. However, despite its wide recognition, Wardah's product sales at the Makeupuccino Bandung outlet experienced a consistent decline during the period of January–June 2025. This phenomenon was influenced by several factors, including products that did not fully meet consumer expectations, a brand image that was not entirely positive, and prices perceived as less comparable to the benefits received. This study employs a quantitative approach with descriptive and verificative methods. The research population consists of all Wardah product consumers at the Makeupuccino Bandung outlet, with a sample of 90 respondents obtained using a non-probability sampling technique. Data were collected through questionnaires that had been tested for validity and reliability. The data analysis techniques include descriptive analysis, verification, classical assumption tests, multiple linear regression, correlation, determination, F-test, and t-test. The findings indicate that, partially, product quality has a positive and significant effect on purchasing decisions, brand image has no significant effect, while price has a positive and significant effect. Simultaneously, the three variables significantly influence purchasing decisions with a contribution of 62.8%, while the remaining 37.2% is influenced by other factors outside this study.

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INTRODUCTION

Indonesia's cosmetics market has become increasingly dynamic as consumers gain easier access to beauty products through physical stores, marketplaces, social media, and brand-owned digital channels. This expansion has not automatically simplified purchase decisions. Instead, customers can compare product claims, reviews, prices, shades, ingredients, packaging, and seller credibility within minutes. In this environment, a well-known brand may attract attention, but attention does not always lead to a completed transaction. Consumers still ask whether a product performs as expected, whether its benefits justify the price, and whether a competing brand offers a more convincing alternative.

Wardah is one of Indonesia's established cosmetic brands and is widely associated with accessible beauty products and a halal-oriented identity. Its products are distributed through different retail formats, including specialty beauty stores such as Makeupuccino Bandung. Makeupuccino combines an online presence with a modern physical outlet and offers local and international cosmetic brands in one location. This multi-brand setting is strategically important because customers evaluate Wardah in direct proximity to alternative products. The retail environment therefore makes purchase decisions more transparent, but also more competitive.

The practical problem behind this study was visible in the outlet's internal sales records. Wardah sales fell from 348 units in January 2025 to 335 in February, 322 in March, 301 in April, 297 in May, and 284 in June. The total decline of 64 units, or approximately 18.4%, occurred gradually rather than as a single temporary shock. A sustained decline of this kind can reflect changes in product experience, price sensitivity, comparison behavior, retail promotion, or the growing attractiveness of competing brands. It also indicates that brand familiarity alone may not be sufficient to protect sales at the point of purchase.

A preliminary price comparison strengthened this concern. Several Wardah products at Makeupuccino were sold at prices equal to or higher than those at another cosmetics outlet in Bandung. For example, Wardah Hydra Rose 14x Hyaluronic was listed at IDR 108,000 at Makeupuccino and IDR 98,000 at the comparison outlet, while Wardah Colorfit 5D Blur Cloud Cushion was IDR 145,000 versus IDR 128,000. Price differences do not necessarily make an offer unattractive, because consumers may accept a higher price when they perceive stronger product quality, better service, easier access, or a more comfortable shopping experience. However, the differences increase the importance of perceived value and encourage deliberate brand comparisons.

The outlet therefore provides a useful setting for studying how consumers translate broad brand perceptions into a specific choice. A customer may arrive with prior awareness of Wardah, but the final decision is shaped in a concrete moment that includes shelf presentation, available shades, tester experience, advice from store personnel, the visibility of promotions, and the presence of rival products. This moment of comparison is where functional quality, symbolic meaning, and economic value meet. Understanding that interaction is important

not only for Wardah but also for other established brands competing in increasingly transparent retail environments.

LITERATURE REVIEW

Product Quality, Brand Image, Price, and Purchase Decisions

Product quality represents the consumer's judgment about a product's ability to perform reliably and satisfy expected needs. Garvin (1987) explains that quality is multidimensional and can be experienced through performance, features, durability, aesthetics, and perceived quality. These dimensions are especially relevant in cosmetics. Consumers do not evaluate lipstick, skincare, or complexion products only from technical claims; they observe application, comfort, staying power, packaging, color suitability, and whether results remain consistent across repeated use. A product that appears attractive at first but performs inconsistently can weaken confidence and reduce the willingness to repurchase.

The role of quality in purchase decisions is also closely related to risk reduction. Cosmetics are applied directly to the body and are often linked to personal appearance, confidence, and social presentation. Consumers therefore seek evidence that the product will function safely and predictably. Strong performance can reduce uncertainty, provide a clear reason for choosing one brand over another, and support positive post-purchase evaluation. Previous studies in Indonesian consumer settings have generally reported a positive relationship between product quality and purchase decisions, although the strength of the effect differs across product categories and retail contexts (Herlambang, 2022; Marsila, 2023; Alfianto, 2024).

Brand image is the network of meanings and associations attached to a brand. Aaker (1991) and Keller (1993) describe brand knowledge as a valuable market resource because it helps consumers recognize, interpret, and differentiate an offer. For cosmetics, brand image may include perceptions of the manufacturer, product innovativeness, user personality, inclusiveness, religious positioning, and lifestyle relevance. A favorable image can make information processing easier and create emotional assurance. Nevertheless, a strong image may become less decisive when customers already know the brand and shift their attention to concrete differences in product experience and price.

This distinction is important for the present study. A brand can have a positive general reputation while failing to add independent explanatory power in a statistical model that already includes product quality and price. In other words, consumers may say they like or recognize Wardah, yet their final purchase decision may depend more directly on whether the selected product works for them and whether its value compares favorably with other options. The independent role of brand image must therefore be tested rather than assumed.

Price is not merely the amount paid; it is also an informational cue. Zeithaml (1988) argues that consumers interpret value through a trade-off between what they receive and what they sacrifice. A price can signal quality, affordability, fairness, or disadvantage depending on the context. In a specialty

beauty store, customers can compare products within the same category and often have immediate access to online prices. Consequently, price competitiveness and benefit-price congruence become central to purchase evaluation. A higher price may remain acceptable when the perceived benefits are distinctive, but it can redirect customers toward alternatives when the value proposition is unclear.

These three constructs are analytically distinct but behaviorally connected. Product quality answers whether the item can deliver; brand image answers what the brand represents; and price answers whether the expected benefit is worth the sacrifice. The consumer rarely separates these questions consciously. Instead, they are combined into an overall sense of confidence or hesitation. This integrated perspective is particularly relevant for international readers because it illustrates how an established domestic brand competes in an emerging market where global and local alternatives coexist at the same retail point.

Purchase Decisions and the Research Gap

Purchase decision is the point at which consumer evaluation is translated into an actual choice. Kotler and Keller (2016) describe this process as a sequence that may involve problem recognition, information search, evaluation of alternatives, choice, and post-purchase response. In contemporary beauty retail, these stages often overlap. A customer may discover a product on social media, read reviews on a marketplace, test the texture in a store, compare the price with another retailer, and then postpone or complete the purchase. The process is both rational and experiential.

The uploaded thesis measured purchase decisions through information search, alternative evaluation, and post-purchase behavior. These indicators capture a realistic consumer journey. Information search reflects the effort to determine product suitability; alternative evaluation indicates the willingness to compare brands, price, quality, and benefits; and post-purchase behavior captures whether customers consider the choice appropriate and intend to buy again. Together, these dimensions show that purchase decision is not limited to a single transaction. It includes the reasoning that precedes the purchase and the confidence that follows it.

Prior Indonesian studies provide broad support for the relevance of product quality, brand image, and price, but their findings are not fully consistent. Marsila (2023), Putri (2019), and Alfianto (2024) found that the three factors influenced purchase decisions in their respective contexts. Herlambang (2022) found product quality to be particularly dominant. By contrast, Tamara (2022) reported that only price was significant in the partial tests, while other studies found one of the three predictors to be nonsignificant after the variables were entered together. These differences suggest that consumer priorities are context dependent. Product category, retail setting, customer profile, local competition, and the maturity of a brand can change which factor becomes most decisive.

Three gaps are addressed in this paper. First, relatively few studies focus on a multi-brand specialty beauty retailer, where customers can compare

Wardah with local and international alternatives in the same shopping environment. Second, the decline in outlet sales provides a concrete managerial problem rather than a purely theoretical question. Third, the study distinguishes between bivariate association and independent regression effects. This distinction is particularly important for brand image because a brand may correlate with purchase decisions but lose significance when product quality and price are controlled.

The study contributes to consumer behavior and retail marketing in an emerging-market setting by showing how symbolic and functional evaluations operate together. It also offers a practical message: brands and retailers should not treat awareness, reputation, product experience, and pricing as interchangeable. Each performs a different role, and their relative importance must be interpreted from the customer's decision context.

The empirical inconsistency in earlier studies also creates a methodological reason for revisiting the model. A factor that appears important in isolation may lose significance when related predictors are controlled. Reporting only simple associations can therefore overstate the unique role of a construct. By presenting both correlations and regression coefficients, this paper provides a more careful interpretation of how the variables work together. The approach helps distinguish general affinity toward a brand from the factors that actually provide incremental explanatory power at the point of purchase.

Hypotheses and Research Objectives

Based on the conceptual discussion, product quality is expected to strengthen purchase decisions because reliable performance, useful features, durability, appealing aesthetics, and favorable perceived quality reduce consumer uncertainty. This expectation leads to the first partial hypothesis: H1 - product quality has a positive and significant effect on Wardah purchase decisions.

Brand image is expected to support purchase decisions by organizing positive associations with the company, the product, and the typical user. A strong image can facilitate trust and differentiation, particularly when consumers cannot fully evaluate a product before use. The second partial hypothesis is therefore: H2 - brand image has a positive and significant effect on Wardah purchase decisions.

Price is expected to influence purchase decisions through perceived fairness, affordability, benefit-price congruence, and competitiveness. In a retail setting where alternatives are readily visible, customers are likely to respond more positively when price is consistent with expected benefits. The third partial hypothesis is: H3 - price has a positive and significant effect on Wardah purchase decisions.

Because customers usually evaluate more than one cue, the three variables are also expected to operate jointly. Product quality provides evidence of functional value, brand image offers symbolic and reputational meaning, and price defines the economic sacrifice required to obtain the product. The

simultaneous hypothesis is: H4 - product quality, brand image, and price jointly have a significant effect on Wardah purchase decisions.

Accordingly, the objectives of the study are to describe customer perceptions of the four constructs; evaluate the quality of the measurement instrument; test the classical assumptions of the regression model; estimate the partial effects of product quality, brand image, and price; and assess their combined explanatory power. The article further seeks to interpret the findings in a human-centered way by considering how consumers balance practical needs, comparison behavior, and emotional brand associations in an increasingly crowded beauty market.

The paper is organized as follows. The next section explains the research design, population, sampling, measurement, and analytical procedure. The Results and Discussion section then presents respondent characteristics, measurement quality, descriptive patterns, model diagnostics, and hypothesis tests in a sequence of compact tables. The final section summarizes the conclusions, managerial implications, limitations, and directions for future research.

Beyond testing the hypotheses, the study treats consumers as active decision makers rather than passive recipients of marketing messages. Their comparisons, doubts, and post-purchase reflections are not obstacles to be eliminated; they are signals about what the market considers credible. A human-centered interpretation therefore asks how firms can help customers make choices that feel informed, appropriate, and respectful of their financial and personal needs. This perspective guides the discussion of the results and the practical recommendations that follow.

RESEARCH METHOD

Design, Setting, Population, and Sample

The study used a quantitative survey with a descriptive-verificative and causal orientation. The descriptive component was used to summarize how respondents perceived product quality, brand image, price, and purchase decisions. The verificative component tested whether the three independent variables explained variation in purchase decisions. The unit of analysis was an individual Wardah customer at the Makeupuccino outlet in Bandung. Data collection was conducted during 2025, with the research activity covering the period from March to August and the customer population based on store visits recorded during April-June.

The population consisted of 828 Wardah consumers who visited Makeupuccino Bandung during April-June 2025. Because the study required respondents with direct knowledge of the product and the retail setting, non-probability purposive sampling was employed. The required sample size was calculated with the Slovin formula using a 10% error tolerance: n = N/[1 + N(e^2)]. Substituting N = 828 and e = 0.10 produced 89.22, which was rounded to 90 respondents. The sampling approach is appropriate for an outlet-based study but limits the extent to which the results can be generalized beyond customers who met the study criteria.

Primary data were collected using a structured questionnaire. Field observation, company sales records, and supporting documents were used to understand the retail context, while literature and prior studies supported the conceptual framework. Participation was based on respondents' experience with Wardah products and their interaction with the outlet. The analysis used complete responses from all 90 participants.

Measurement

Table 1. Construct Operationalization

Construct	Items	Dimensions	Conceptual basis
Product quality (X1)	10	Performance; features; durability; aesthetics; perceived quality	Pahmi/Garvin-based dimensions
Brand image (X2)	6	Corporate image; product image; user image	Aaker/Keller-oriented associations
Price (X3)	4	Benefit-price congruence; price competitiveness	Perceived value perspective
Purchase decision (Y)	6	Information search; alternative evaluation; post-purchase behavior	Consumer decision process

Source: Adapted from the operationalization in the uploaded thesis.

All questionnaire items used a five-point Likert scale. Positive statements were scored from 1 (strongly disagree) to 5 (strongly agree), while negatively worded items were reverse coded. Because the original scores were ordinal, the Method of Successive Intervals was applied before inferential analysis to approximate interval-level data.

The product-quality items captured both observable and experienced attributes, including functional performance, additional features, durability, packaging aesthetics, and general quality impressions. Brand-image items covered perceptions of the company, the product portfolio, and the typical user. Price items focused on whether benefits were considered appropriate for the amount paid and whether Wardah remained competitive against alternatives. Purchase-decision items assessed information search, comparison of alternatives, confidence in the decision, and intention to purchase again. This structure allowed the study to connect market perceptions with a realistic decision journey.

Data Analysis

Data were processed with SPSS version 25. Instrument validity was evaluated using item-total correlations. With 90 observations, the thesis used an r-table threshold of 0.1745 and regarded items above this value as valid. Internal consistency was assessed using Cronbach's alpha, with 0.60 as the minimum acceptable threshold in the original research protocol. Although higher thresholds are often preferred for established scales, the observed values ranged from 0.680 to 0.913 and were adequate for an exploratory outlet-level survey.

Descriptive analysis reported frequencies, percentages, and construct means. Mean scores were interpreted using five categories: 1.00-1.80 very poor, 1.81-2.60 poor, 2.61-3.40 moderate, 3.41-4.20 good, and 4.21-5.00 very good. The term 'moderate' is used in this article as the English equivalent of the thesis category cukup baik. It indicates that respondents did not reject the evaluated attributes, but their assessments were not strong enough to be considered consistently favorable.

Before estimating the regression model, classical assumptions were examined. Normality was evaluated using the Kolmogorov-Smirnov test. Heteroskedasticity was assessed using the Glejser procedure, and multicollinearity was checked through tolerance and variance inflation factor (VIF) values. The model was specified as Y = beta0 + beta1X1 + beta2X2 + beta3X3 + e, where Y denotes purchase decision, X1 product quality, X2 brand image, and X3 price.

The original thesis evaluated statistical significance at alpha = 0.10. This article retains that protocol for consistency. However, the significant effects reported for product quality, price, and the overall model also remain significant at the conventional 0.05 level, while brand image remains clearly nonsignificant. Pearson correlations were used to describe bivariate relationships, R and R-squared assessed overall model strength, the F-test evaluated joint significance, and t-tests examined the independent contribution of each predictor.

Several interpretive precautions were taken. First, correlation was not treated as proof of causation despite the causal wording of the model. Second, a nonsignificant coefficient was not interpreted as evidence that the construct is unimportant in all circumstances. It indicates only that the predictor did not explain unique variance in purchase decisions within this sample after the other variables were controlled. Third, the negative brand-image coefficient was interpreted in relation to its positive bivariate correlation and the overlap among predictors, rather than as a claim that a better brand image directly reduces purchasing.

The analysis relied on aggregated and anonymous questionnaire responses. No personally identifying information was required for the statistical model. Results were reported at group level, and interpretations were limited to the available data. Because the design was cross-sectional, temporal ordering could not be observed directly. The analysis therefore emphasizes association and predictive explanation while avoiding claims that exceed the research design.

RESULTS AND DISCUSSION

Respondent Profile

Table 2. Respondent Characteristics (n = 90)

Characteristic	Category	Frequency	Percent
Gender	Male	5	5.6
Gender	Female	85	94.4
Age	< 20 years	6	6.7
Age	20-25 years	39	43.3
Age	26-30 years	35	38.9
Age	> 30 years	10	11.1
Occupation	Student	22	24.4
Occupation	Employee	51	56.7
Occupation	Entrepreneur	9	10.0
Occupation	Other	8	8.9

Source: Author's survey and SPSS output, 2025.

The sample was dominated by women (94.4%), which is consistent with the customer composition observed for many cosmetic categories at the outlet. Most respondents were between 20 and 30 years old: 43.3% were 20-25 and 38.9% were 26-30. Employees formed the largest occupational group (56.7%), followed by students (24.4%). This profile suggests that the findings primarily reflect young and early-career consumers who are familiar with comparing beauty products and who may balance lifestyle preferences with personal budget considerations.

Measurement Quality

Table 3. Validity and Reliability Summary

Construct	Items	Item-total r range	Cronbach alpha	Decision
Product quality	10	0.193-0.921	0.913	Valid and reliable
Brand image	6	0.250-0.820	0.680	Valid and reliable
Price	4	0.764-0.926	0.893	Valid and reliable
Purchase decision	6	0.304-0.820	0.727	Valid and reliable

Source: Author's survey and SPSS output, 2025.

All 26 items exceeded the r-table benchmark of 0.1745. Cronbach's alpha was strongest for product quality (0.913) and price (0.893), indicating highly consistent item sets. Purchase decision achieved 0.727. Brand image had the lowest alpha (0.680), but it still passed the thesis threshold. This comparatively

lower reliability may reflect the breadth of the brand-image construct, which combines corporate, product, and user associations that do not always move together.

Descriptive Findings

Table 4. Descriptive Assessment of the Research Variables

Construct	Dimension	Mean	Category
Product quality	Performance	3.04	Moderate
	Features	3.09	Moderate
	Durability	3.13	Moderate
	Aesthetics	2.96	Moderate
	Perceived quality	2.94	Moderate
	Overall	3.03	Moderate
Brand image	Corporate image	3.10	Moderate
	Product image	2.94	Moderate
	User image	3.10	Moderate
	Overall	3.05	Moderate
Price	Benefit-price congruence	3.06	Moderate
	Price competitiveness	3.00	Moderate
	Overall	3.03	Moderate
Purchase decision	Information search	3.01	Moderate
	Alternative evaluation	2.84	Moderate
	Post-purchase behavior	2.95	Moderate
	Overall	2.93	Moderate

Source: Author's survey and SPSS output, 2025.

The overall mean across the four variables was 3.01, placing customer evaluations in the moderate category. Product quality and price both averaged 3.03, brand image 3.05, and purchase decision 2.93. The narrow range indicates that respondents did not form sharply polarized judgments. Wardah was generally accepted, but not evaluated strongly enough to create an unquestioned purchase preference.

Within product quality, durability received the highest dimension mean (3.13), whereas perceived quality was lowest (2.94). This pattern suggests that customers recognized a reasonable level of product consistency but remained less convinced about Wardah's overall superiority. A product can be considered dependable without being viewed as the best available option. In a multi-brand store, this distinction is commercially important because moderate satisfaction may coexist with active switching behavior.

Brand image obtained the highest overall mean (3.05), yet the product-image dimension was weaker than corporate and user image. Customers appeared to recognize Wardah's corporate presence and the social identity associated with its users, but they were less emphatic about product differentiation. Price perceptions were also moderate. Benefit-price congruence was slightly stronger than price competitiveness, implying that customers could acknowledge reasonable benefits while still noticing cheaper alternatives.

Purchase decision recorded the lowest construct mean. Alternative evaluation was particularly weak (2.84), and individual item analysis showed that respondents continued to compare Wardah with other brands in terms of price, benefits, and quality. This is consistent with the observed sales decline: consumers may be familiar with Wardah and still delay, reconsider, or redirect their purchases after comparison.

Regression Diagnostics and Model Performance

Table 5. Classical-Assumption Test Summary

Test	Indicator	Result	Interpretation
Normality	Kolmogorov-Smirnov significance	0.200	Residual distribution acceptable
Heteroskedasticity	Glejser significance	All predictors > 0.10	No heteroskedasticity detected
Multicollinearity - Product quality	Tolerance / VIF	0.174 / 5.735	Within thesis criteria
Multicollinearity - Brand image	Tolerance / VIF	0.414 / 2.417	Within thesis criteria
Multicollinearity - Price	Tolerance / VIF	0.217 / 4.600	Within thesis criteria

Source: Author's survey and SPSS output, 2025.

The diagnostics supported the use of multiple linear regression. The normality significance value was 0.200, and the Glejser results were above 0.10 for all predictors. Tolerance values were above 0.10 and VIF values below 10. Nevertheless, the VIF values for product quality and price were relatively elevated compared with brand image. This does not violate the thesis criterion, but it signals meaningful overlap in the information carried by the predictors and should be considered when interpreting unique coefficients.

Table 6. Bivariate Correlations with Purchase Decision

Relationship	Pearson r	p-value	Interpretation
Product quality - Purchase decision	0.778	< 0.001	Strong positive
Brand image - Purchase decision	0.579	< 0.001	Moderate positive

Relationship	Pearson r	p-value	Interpretation
Price - Purchase decision	0.755	< 0.001	Strong positive

Source: Author's survey and SPSS output, 2025.

Table 7. Model Summary and Simultaneous Test

Indicator	Value
Multiple R	0.792
R-squared	0.628
Regression sum of squares	651.411
Residual sum of squares	386.238
F (df = 3, 86)	48.348
Model p-value	< 0.001

Source: Author's survey and SPSS output, 2025.

The three predictors jointly showed a strong relationship with purchase decisions (R = 0.792) and explained 62.8% of the observed variance. The F-test was significant, confirming that the model provided substantially better prediction than an intercept-only model. The remaining 37.2% may be associated with promotion, store location, salesperson interaction, product availability, discounts, online reviews, perceived halal assurance, satisfaction, or other factors not included in the study.

Regression Results and the Effect of Product Quality

Table 8. Multiple Regression Coefficients and Hypothesis Decisions

Predictor	B	SE	Beta	t	p	Decision
Constant	5.163	1.410	-	3.662	< 0.001	-
Product quality	0.285	0.083	0.543	3.443	0.001	Supported
Brand image	-0.057	0.109	-0.053	-0.521	0.604	Not supported
Price	0.350	0.158	0.312	2.211	0.030	Supported

Source: Author's survey and SPSS output, 2025.

The estimated equation was Purchase Decision = 5.163 + 0.285(Product Quality) - 0.057(Brand Image) + 0.350(Price) + e. Product quality had a positive and statistically significant coefficient (B = 0.285, beta = 0.543, p = 0.001). The standardized coefficient was the largest in the model, indicating that product quality was the strongest independent predictor among the variables studied.

This finding is consistent with the practical nature of cosmetic consumption. Consumers may initially notice a product because of brand communication, but repeatable performance is what turns interest into confidence. For Wardah customers, performance includes how well the product fulfills its function, the usefulness of its features, durability during wear, packaging aesthetics, and the overall quality inferred from experience. When

these aspects improve, customers have clearer evidence that the product can meet their needs.

The result supports earlier findings reported by Herlambang (2022), who identified product quality as a dominant factor, and is broadly aligned with Marsila (2023) and Alfianto (2024), who found positive effects in different product contexts. Its relevance is even stronger in a specialty beauty store. Unlike a single-brand environment, Makeupuccino enables direct comparison. A consumer can test, observe, or discuss several products in one visit. Under such conditions, quality claims must be translated into visible and felt advantages.

The descriptive findings refine this interpretation. Durability was the strongest quality dimension, while perceived quality was the weakest. This means Wardah's opportunity is not limited to improving technical performance; it also needs to make performance easier for customers to recognize. Clearer product demonstrations, shade guidance, usage instructions, before-after evidence, tester hygiene, and knowledgeable beauty advisors can help convert functional quality into perceived superiority. Retail communication should answer a simple consumer question: why is this specific Wardah product the better choice for my need today?

The effect is also human in a broader sense. Cosmetic purchases are often linked to confidence and self-presentation. A product that performs predictably reduces the emotional cost of making a wrong choice. It allows the consumer to feel secure in daily routines and social situations. Thus, product quality influences not only rational assessment but also the confidence with which customers complete and repeat a purchase.

For the retailer, this means that inventory and merchandising decisions should be informed by the attributes customers can readily experience. Products with strong formulas but weak explanation may underperform because their advantages remain invisible. Store staff can reduce this gap by asking diagnostic questions, recommending suitable variants, and explaining realistic results without exaggeration. Such interactions can strengthen trust and make quality more personally meaningful.

Why Brand Image Did Not Have an Independent Effect

Brand image did not have a statistically significant independent effect on purchase decisions (B = -0.057, beta = -0.053, p = 0.604). H2 was therefore not supported. This result should not be read as evidence that Wardah has a poor image or that brand management is irrelevant. The descriptive mean for brand image was 3.05, and the bivariate correlation between brand image and purchase decisions was positive and significant ($r = 0.579$, $p < 0.001$). The key point is that brand image did not explain additional variance after product quality and price were entered into the same model.

The difference between correlation and regression is crucial. The positive correlation shows that respondents with more favorable brand perceptions also tended to report stronger purchase decisions. However, regression asks a more demanding question: does brand image still matter when customers' perceptions of quality and price are held constant? In this sample, the answer was no. The

slight negative coefficient is best understood as a statistical consequence of overlapping predictor information, not as a substantive negative relationship.

Wardah is already a familiar brand for many Indonesian consumers. When a brand reaches a high level of recognition, its image may function as an entry ticket into the consideration set rather than the final reason for purchase. Customers may trust that Wardah is legitimate, accessible, and socially acceptable, yet still choose another product because it appears more suitable, more innovative, better reviewed, or better priced. Brand image attracts attention; product-level value closes the transaction.

The findings differ from studies that identified brand image as a significant or dominant predictor, such as Putri (2019) and some of the consumer studies summarized in the thesis. They are closer to research showing that brand image can become nonsignificant when quality and price are simultaneously controlled. This variation reinforces the context-sensitive nature of brand effects. In a multi-brand cosmetics outlet, the consumer's decision is made at the intersection of brand familiarity and immediate comparison.

The product-image dimension had a lower descriptive mean than corporate and user image. This provides a practical explanation. Consumers may respect the company and identify Wardah users with attention to appearance, but these associations do not automatically communicate distinctive benefits for each product. Brand management should therefore connect the master brand to specific product evidence. Campaigns can show who the product is for, which problem it solves, how it compares within its category, and why its formula or shade range is relevant.

A second implication concerns market inclusiveness. Some respondents perceived Wardah as not fully suitable for all age groups or needs. Strengthening brand image therefore requires more than repeating established identity cues. It requires demonstrating that the portfolio is responsive to diverse skin tones, age groups, routines, and consumer lifestyles. Such communication can make brand meaning more actionable and, over time, help image contribute unique value beyond quality and price.

Brand image may therefore operate as a hygiene factor in this setting: its presence is necessary for legitimacy, but additional image strength does not automatically create an incremental purchase effect. This interpretation encourages a balanced strategy. Wardah should preserve the consistency of its identity while avoiding the assumption that familiarity alone will secure conversion. The brand must continue renewing the link between its identity and the everyday problems consumers want each product to solve.

The Effect of Price and the Joint Decision Model

Price had a positive and significant effect on purchase decisions (B = 0.350, beta = 0.312, p = 0.030), supporting H3. Because the scale measured favorable price perceptions, the positive coefficient means that purchase decisions improved when respondents considered Wardah's price more consistent with its benefits and more competitive relative to alternatives. The result does not imply

that increasing the nominal price will increase demand. It indicates that better perceived value and price fairness strengthen the likelihood of purchase.

This distinction matters in the Makeupuccino context. The preliminary price comparison showed that several Wardah products were more expensive at the outlet than at a competing retailer. Customers may still accept the difference when they receive convenience, genuine products, product availability, professional advice, testers, or a superior shopping atmosphere. However, those benefits must be visible. When the retail premium is not explained, consumers can easily interpret the same price difference as a disadvantage.

The result is consistent with Tamara (2022), who found price to be the significant partial predictor in a cosmetics context, and with studies reporting that price influences purchase decisions through perceived affordability and value. It also complements the product-quality finding. Consumers do not evaluate price in isolation; they compare what they pay with what they expect to receive. For this reason, pricing and quality communication should be designed together.

The simultaneous model supported H4. Product quality, brand image, and price jointly explained 62.8% of purchase-decision variance, with $F = 48.348$ and $p < 0.001$. This level of explanatory power is substantial for consumer survey data and indicates that the three constructs capture an important part of the decision process. At the same time, the individual coefficients reveal an unequal structure: product quality and price carried unique explanatory power, while brand image largely shared variance with them.

For managers, the model suggests a practical sequence. First, maintain a trustworthy brand platform so that Wardah remains in the consumer's consideration set. Second, strengthen product-level evidence so customers can see and feel the benefits. Third, make the price-value relationship easy to understand through bundles, comparison information, loyalty rewards, targeted promotions, and service benefits. The goal is not to compete only by lowering prices, which may erode margins and brand meaning, but to make value credible at the moment of choice.

The outcome mean of 2.93 and the weak alternative-evaluation score also indicate that customers are not yet fully committed. They search for information, compare brands, and remain uncertain about repurchase. Retailers can respond with personalized recommendations, transparent product education, carefully designed sampling, and post-purchase follow-up. These actions respect the consumer's need to make an informed decision rather than pressuring them into a transaction. In a market where customers have abundant information, trust is built by helping them compare fairly.

This strategy also protects long-term brand value. Heavy reliance on discounts can produce short-term volume but teach customers to wait for lower prices. A stronger approach combines selective promotions with product education, service quality, and loyalty recognition. When consumers understand the benefit structure and feel that the retailer is helping rather than pressuring them, price becomes part of a credible value story instead of the sole basis of competition.

CONCLUSION

This study investigated the effects of product quality, brand image, and price on the purchase decisions of 90 Wardah customers at Makeupuccino Bandung. The research was motivated by a six-month sales decline of 18.4% and by a retail environment in which consumers can directly compare multiple cosmetic brands and prices. The measurement instrument was valid and reliable, the regression assumptions were adequately met, and the overall model was statistically significant.

Product quality emerged as the strongest independent predictor of purchase decisions. Customers were more willing to purchase when they perceived reliable performance, useful features, durability, attractive presentation, and credible overall quality. Price also had a significant positive effect, showing that benefit-price congruence and competitiveness are central to the final choice. Brand image was positively correlated with purchase decisions but did not have an independent regression effect after quality and price were controlled. The finding suggests that Wardah's image helps place the brand within consumers' consideration, while product experience and value for money become more decisive at the transaction stage.

The three predictors jointly explained 62.8% of purchase-decision variance. This confirms that consumer choice is not formed by a single factor. However, the relative importance of the predictors indicates that the outlet and the brand should prioritize concrete value creation. Brand communication should be translated into product-level proof, while pricing should be supported by visible retail benefits and fair comparison.

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