International Journal of Management Analytics (IJMA)
Vol. 4, No. 4 October 2026: 1179-1194

Strengthening Customer Loyalty Through Service Quality and Price Perception at Waroenk Laundry Bandung Regency

Syifa Nurjanah[1*], Bambang Susanto[2], Fitrialilyana[3], Abdul Fidayan[4]
Sangga Buana University
Corresponding Author: Syifa Nurjanah; Syifafafa15@gmail.com

A R T I C L E I N F O
Keywords: Price, Service Quality, Customer Loyalty

Received : 10, August
Revised : 15, September
Accepted: 20, October

©2026 Nurjanah, Susanto, Fitrialilyana, Fidayan (s): This is an open-access article distributed under the termsof the Creative Commons Atribusi 4.0 Internasional.

A B S T R A C T
This study aims to determine the effect of Service Quality and Price on Customer Loyalty at Waroenk Laundry in Bandung Regency. The background of the research is based on the phenomenon of fluctuating customer transactions, which is influenced by problems in service quality and price perceptions that do not yet meet customer expectations. This study employs a quantitative approach with a descriptive-verificative method. The sample consisted of 97 respondents, determined using a purposive sampling technique, and data were collected through questionnaires. Data analysis was carried out with the assistance of SPSS version 26, using validity and reliability tests, descriptive analysis, classical assumption tests, multiple linear regression, t-test, and F-test. The results indicate that simultaneously, Service Quality and Price have a positive and significant effect on Customer Loyalty, with a coefficient of determination (R^2) of 78.8%. Partially, both Service Quality and Price have a positive and significant effect on Customer Loyalty. These findings suggest that Waroenk Laundry customers tend to maintain their loyalty when they receive consistent service quality and prices that match the value of the services provided.

DOI: https://doi.org/10.59890/ijma.v4i3.64

URL: https://journalijma.my.id/index.php/ijma

INTRODUCTION

Indonesia's beauty and personal-care market has expanded alongside changing lifestyles, greater attention to self-care, and the increasing ease of purchasing cosmetics through physical stores, marketplaces, and social-media channels. This growth has made the market more attractive, but it has also made purchase decisions more demanding. Consumers are no longer choosing only among brands; they are comparing formulas, product claims, shade options, packaging, online reviews, store experience, and prices across channels. Wardah is one of Indonesia's best-known cosmetic brands and is closely associated with halal-oriented beauty, accessible pricing, and a broad product portfolio. The brand is distributed through many retail partners, including Makeupuccino Bandung, a specialty beauty outlet that offers local and international products in both physical and digital channels. This multi-brand environment is important because shoppers can evaluate Wardah beside direct alternatives at the moment of choice.

The practical concern in this study was a six-month decline in Wardah sales at Makeupuccino. Sales decreased from 348 units in January 2025 to 335 units in February, 322 units in March, 301 units in April, 297 units in May, and 284 units in June. The decline amounted to 64 units, or approximately 18.4%. Although sales data alone cannot explain why customers changed their behavior, the consistent downward pattern signaled that the product's market appeal, perceived value, or competitive position required closer examination.

Table 1. Wardah sales at Makeupuccino Bandung, January-June 2025

Month	Units sold
January	348
February	335
March	322
April	301
May	297
June	284

Source: Makeupuccino Bandung sales data reported in the thesis (2025).

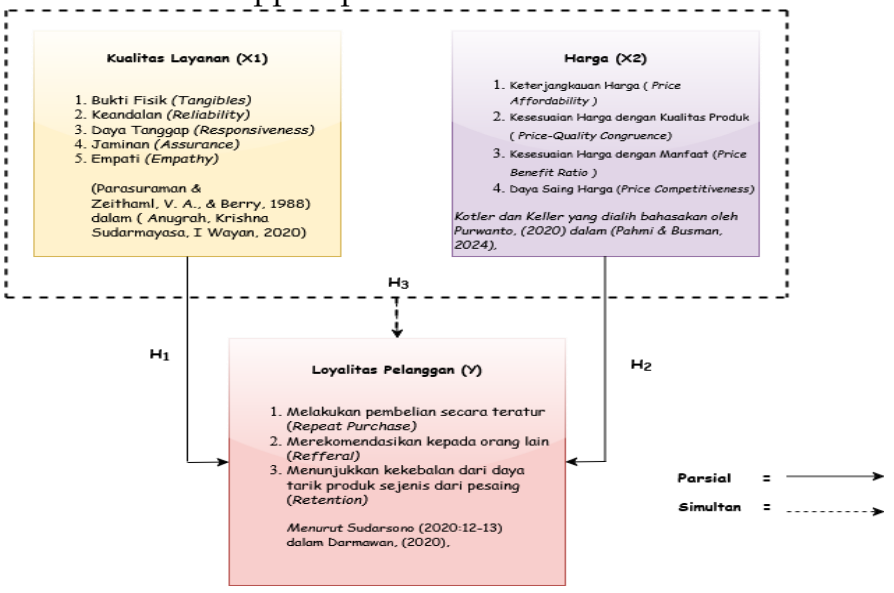
Price comparison also formed part of the research problem. Several Wardah products were sold at higher prices at Makeupuccino than at Mahmud Bandung. For example, Wardah Hydra Rose 14x Hyaluronic was listed at IDR 108,000 at Makeupuccino and IDR 98,000 at Mahmud, while Wardah Colorfit 5D Blur Cloud Cushion was IDR 145,000 and IDR 128,000, respectively. Such differences do not automatically make the higher-priced outlet unattractive, because convenience, product authenticity, availability, consultation, and store atmosphere may create additional value. Nevertheless, they increase the likelihood that customers will compare prices before purchasing.

This setting makes three factors particularly relevant. Product quality reflects whether consumers believe the product performs well, offers useful features, remains consistent during use, looks appealing, and delivers the quality promised. Brand image reflects the meanings consumers attach to the company, the product portfolio, and the typical user. Price reflects whether the amount paid is considered reasonable in relation to benefits and competitive alternatives.

Purchase decisions represent the consumer's movement from information search and comparison to final choice and post-purchase intention. Earlier studies summarized in the thesis generally support the relevance of product quality, brand image, and price, but they do not provide a fully consistent pattern. Hidayati (2023), Marsila (2023), Putri (2019), Alfianto (2024), and Andini (2023) found that the three variables contributed positively to purchase decisions in different product and retail contexts. Safitri (2023) reported that quality and price were significant and that brand image was dominant. In contrast, Tara (2020) found that brand image was not significant when quality and price were included, while Tamara (2022) found that only price had a significant partial effect. These mixed findings show that the role of each predictor depends on the competitive setting, the product category, and the way consumers compare available alternatives. Product quality is expected to reduce perceived risk. Cosmetics are used directly on the face or body, so customers pay attention to performance, safety-related confidence, durability, texture, packaging, and the match between claims and actual experience. When these attributes are evaluated positively, consumers have stronger reasons to proceed from interest to purchase.

Brand image can simplify choice by helping consumers recognize a familiar and socially meaningful brand. However, image may operate mainly as an initial trust signal. In a multi-brand store, customers can still reject a familiar brand when a competing item appears more suitable or offers better value. The present study therefore tests whether brand image adds an independent effect after quality and price are considered simultaneously.

Price is evaluated not only as a monetary sacrifice but also as a sign of fairness and value. A favorable price perception means that consumers consider the price consistent with product benefits and reasonably competitive. This interpretation is important: a positive coefficient does not mean that a higher nominal price automatically increases demand; it means that stronger perceived price fairness and value support purchase decisions.



Based on the research model in the thesis, the following hypotheses were examined:

H1: Product quality has a positive and significant effect on Wardah purchase decisions.

H2: Brand image has a positive and significant effect on Wardah purchase decisions.

H3: Price has a positive and significant effect on Wardah purchase decisions.

H4: Product quality, brand image, and price jointly have a positive and significant effect on Wardah purchase decisions.

The study contributes a context-specific explanation of cosmetic purchasing at a specialty retailer. It distinguishes between factors that are positively associated with purchasing and factors that retain unique explanatory power when evaluated together. This distinction is particularly useful for managers who must decide whether to invest primarily in broad image communication, product-level evidence, or price-value programs.

LITERATURE REVIEW

To establish a solid theoretical foundation for analyzing the relationships between service quality, price perception, brand image, product quality, and customer loyalty (or purchase decisions), this study integrates several established marketing and consumer behavior theories:

1. Service Quality Theory (SERVQUAL Model)

Proposed by Parasuraman, Zeithaml, and Berry (1988), service quality is defined as the global judgment or attitude relating to the superiority of a service. The SERVQUAL model evaluates service quality across five distinct dimensions: tangibles, reliability, responsiveness, empathy, and assurance. In retail and service contexts, meeting or exceeding customer expectations across these dimensions is vital for driving customer satisfaction and long-term loyalty.

2. Perceived Value and Price Perception Theory

According to Zeithaml (1988), price perception goes beyond the monetary sacrifice required to obtain a product or service; it represents the consumer's cognitive trade-off between perceived benefits received and the perceived price paid. Favorable price perception occurs when customers feel the cost aligns fairly with the functional and emotional value delivered by the service provider.

3. Customer Loyalty Theory

Customer loyalty is conceptualized by Oliver (1999) as a deeply held commitment to rebuy or patronize a preferred product or service consistently in the future, thereby causing repetitive same-brand or same-patronage purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior. Loyalty evolves through cognitive, affective, conative, and action stages.

4. Dimensions of Product QualityGarvin (1984)

established that product quality can be dissected into eight critical dimensions: performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality. In consumer goods and retail settings, these dimensions serve as the baseline criteria through which consumers evaluate product superiority and mitigate perceived purchase risks.

5. Brand Equity and Brand Image Theory

Defined by Keller (2013), brand image is built upon customer-based brand equity, representing the perceptions about a brand as reflected by the brand associations held in consumer memory. A strong brand image encompasses corporate image, user image, and product image, acting as a heuristic that simplifies consumer choice and builds initial trust during alternative evaluation.

RESEARCH METHOD

The study used a quantitative survey with descriptive and verificative purposes. The descriptive component summarized how respondents evaluated product quality, brand image, price, and purchase decisions. The verificative component tested the proposed relationships using multiple linear regression. The research was conducted at Makeupuccino Bandung, located on Jalan Begawan No. 15, Cihapit, Bandung Wetan, West Java, Indonesia. Data collection covered the March-July 2025 research period reported in the thesis. The population consisted of 828 Wardah customers who visited Makeupuccino during April-June 2025. The original study used non-probability purposive sampling. The sample size was calculated with the Slovin formula at a 10% tolerated sampling error, resulting in 89.22 respondents and rounded to 90. Eligible respondents were consumers who had experience with Wardah products and could evaluate the variables included in the questionnaire.

The questionnaire contained 26 items. Product quality was measured with 10 items across performance, features, durability, aesthetics, and perceived quality. Brand image was measured with six items across corporate image, product image, and user image. Price was measured with four items covering benefit-price congruence and price competitiveness. Purchase decision was measured with six items covering information search, alternative evaluation, and post-purchase behavior.

Responses were recorded on a five-point Likert scale. Positive statements were scored from 1 (strongly disagree) to 5 (strongly agree), while negative statements were reverse-scored. In accordance with the original thesis procedure, ordinal responses were transformed into interval data using the Method of Successive Intervals before regression analysis. SPSS version 25 was used for respondent profiling, descriptive analysis, item validity, Cronbach's alpha reliability, Kolmogorov-Smirnov normality, Glejser heteroskedasticity, tolerance and variance inflation factor diagnostics, Pearson correlation, multiple linear regression, coefficient of determination, and partial and simultaneous hypothesis tests.

The original thesis applied a significance level of 10% (alpha = 0.10); this threshold is retained here so that the paper reports the original analytical protocol without alteration.

RESULTS AND DISCUSSION

Respondent Profile

The sample was strongly concentrated among women and working-age consumers. Women represented 94.4% of respondents, while the largest age group was 20-25 years (43.3%), followed by 26-30 years (38.9%). Employees formed the largest occupational group (56.7%). This profile is consistent with the outlet's core cosmetic-shopping audience, although it also limits the generalizability of the findings to more balanced consumer populations.

Table 3. Respondents by gender (original SPSS frequencies)

Gender	Frequency	Percent	Valid percent	Cumulative percent
Male	5	5.6	5.6	5.6
Female	85	94.4	94.4	100.0
Total	90	100.0	100.0	-

Table 4. Respondents by age (original SPSS frequencies)

Age	Frequency	Percent	Valid percent	Cumulative percent
< 20 years	6	6.7	6.7	6.7
20-25 years	39	43.3	43.3	50.0
26-30 years	35	38.9	38.9	88.9
> 30 years	10	11.1	11.1	100.0
Total	90	100.0	100.0	-

Table 5. Respondents by occupation (original SPSS frequencies)

Occupation	Frequency	Percent	Valid percent	Cumulative percent
Student	22	24.4	24.4	24.4
Employee	51	56.7	56.7	81.1
Entrepreneur	9	10.0	10.0	91.1
Other	8	8.9	8.9	100.0
Total	90	100.0	100.0	-

Source: SPSS 25 output reported in the thesis (2025).

Instrument Validity

Item validity was assessed by comparing each item-total correlation with the thesis critical value of r = 0.1745 (df = 88; alpha = 0.10). Every questionnaire item exceeded the critical value and was retained. The weakest item was product-quality item P8 (r = 0.193), while the strongest was price item P1 (r = 0.926).

Table 6. Item validity results (exact values reported in the thesis)

Variable	Item	r calculated	r critical	Decision
Product quality (X1)	P1	0.903	0.1745	Valid
	P2	0.899	0.1745	Valid
	P3	0.861	0.1745	Valid
	P4	0.818	0.1745	Valid
	P5	0.910	0.1745	Valid
	P6	0.784	0.1745	Valid
	P7	0.902	0.1745	Valid
	P8	0.193	0.1745	Valid
	P9	0.921	0.1745	Valid
	P10	0.271	0.1745	Valid
Brand image (X2)	P1	0.819	0.1745	Valid
	P2	0.513	0.1745	Valid
	P3	0.820	0.1745	Valid
	P4	0.480	0.1745	Valid
	P5	0.796	0.1745	Valid
	P6	0.250	0.1745	Valid
Price (X3)	P1	0.926	0.1745	Valid
	P2	0.888	0.1745	Valid
	P3	0.905	0.1745	Valid
	P4	0.764	0.1745	Valid
Purchase decision (Y)	P1	0.641	0.1745	Valid
	P2	0.612	0.1745	Valid
	P3	0.304	0.1745	Valid
	P4	0.717	0.1745	Valid
	P5	0.769	0.1745	Valid
	P6	0.820	0.1745	Valid

Source: SPSS 25 output reported in the thesis (2025).

Reliability and Descriptive Results

Internal consistency was evaluated using Cronbach's alpha. All constructs exceeded the 0.60 criterion adopted in the thesis. Product quality and price showed high internal consistency, while brand image and purchase decision met the original minimum requirement.

Table 7. Reliability statistics (original SPSS values)

Construct	Cronbach's alpha	Number of items	Decision
Product quality (X1)	0.913	10	Reliable
Brand image (X2)	0.680	6	Reliable
Price (X3)	0.893	4	Reliable
Purchase decision (Y)	0.727	6	Reliable

Source: SPSS 25 output reported in the thesis (2025).

Descriptively, all variables were categorized as 'moderately good' under the continuum used in the thesis. Brand image had the highest overall mean (3.05), followed by product quality and price (3.03 each), while purchase decision had the lowest mean (2.93). The pattern is revealing: respondents held a reasonably favorable view of Wardah, but that view did not translate into an equally strong purchase commitment.

Table 8. Descriptive summary of variables and dimensions

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

Source: SPSS 25 output reported in the thesis (2025).

The Kolmogorov-Smirnov significance value was 0.200, which exceeded the original 0.10 threshold. The thesis therefore treated the residual distribution as normal. The Glejser test was reported to produce significance values above 0.10 for all predictors, indicating no heteroskedasticity. Tolerance values exceeded 0.10 and VIF values were below 10, so the thesis concluded that multicollinearity was not present under its stated criteria.

Table 9. Summary of classical assumption tests

Coefficients[a]								
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**	**Collinearity Statistics**	
		B	**Std. sError**	**Beta**			**Tolerance**	**VIF**
1	(Constant)	1,712	1,339		1,278	0,204		
	Product quality	0,377	0,073	0,455	5,163	0,000	0,290	3,445
	Price	0,446	0,084	0,470	5,340	0,000	0,290	3,445

All three predictors had positive bivariate relationships with purchase decisions. Product quality had the strongest correlation (r = 0.778), followed by

price (r = 0.755). Brand image had a moderate correlation (r = 0.579). These correlations indicate that favorable evaluations tend to move together, but they do not show which variable contributes uniquely when overlap among predictors is controlled.

Table 10. Pearson correlations with purchase decisions

Relationship	Pearson r	Sig.	Strength
Product quality - Purchase decision	0.778	0.000	Strong positive
Brand image - Purchase decision	0.579	0.000	Moderate positive
Price - Purchase decision	0.755	0.000	Strong positive

Table 11. Model fit reported in the thesis

R	R square	Explained variance	Unexplained variance
0.792	0.628	62.8%	37.2%

Source: SPSS 25 output reported in the thesis (2025).

The simultaneous test confirmed that the regression model was significant. The regression sum of squares was 651.411 and the residual sum of squares was 386.238. With F = 48.348 and p = 0.000, H4 was supported under the original alpha level.

Table 12. ANOVA - simultaneous F test (original SPSS output)

Model	Sum of squares	df	Mean square	F	Sig.
Regression	651.411	3	217.137	48.348	0.000
Residual	386.238	86	4.491		
Total	1037.650	89			

Dependent variable: Purchase decision. Predictors: constant, price, brand image, and product quality.

The estimated equation was Y = 5.163 + 0.285X1 - 0.057X2 + 0.350X3 + e. Product quality had the largest standardized coefficient (beta = 0.543) and was statistically significant. Price was also significant (beta = 0.312). Brand image had a small negative coefficient and was not significant after the other predictors were controlled.

Table 13. Coefficients - partial t tests (original SPSS output)

Predictor	B	Std. error	Beta	t	Sig.
Constant	5.163	1.410		3.662	0.000
Product quality	0.285	0.083	0.543	3.443	0.001
Brand image	-0.057	0.109	-0.053	-0.521	0.604
Price	0.350	0.158	0.312	2.211	0.030

Dependent variable: Purchase decision.

Table 14. Hypothesis decisions

Hypothesis	Relationship	Test statistic	Sig.	Decision
H1	Product quality -> Purchase decision	3.443	0.001	Supported
H2	Brand image -> Purchase decision	-0.521	0.604	Not supported
H3	Price -> Purchase decision	2.211	0.030	Supported
H4	X1, X2, and X3 jointly -> Y	F = 48.348	0.000	Supported

Discussion: Product Quality and Purchase Decisions

Product quality was the strongest independent predictor of purchase decisions. The positive coefficient means that stronger evaluations of performance, features, durability, aesthetics, and perceived quality were associated with stronger decisions to purchase Wardah. The result is consistent with Hidayati (2023), Marsila (2023), Putri (2019), and Alfianto (2024), whose studies also identified product quality as an important determinant of consumer choice.

The descriptive results help explain this effect. Durability received the highest product-quality dimension mean (3.13), suggesting that consumers generally saw Wardah products as reasonably consistent during repeated use. Performance (3.04) and features (3.09) were also evaluated more favorably than aesthetics (2.96) and perceived quality (2.94). The weakest item-level evaluation concerned the overall superiority of Wardah's quality, with a mean of 2.84. Consumers therefore appeared to accept the product's basic functioning while remaining less convinced that it was clearly superior to competing brands.

This difference between acceptable quality and distinctive quality is strategically important. A product may work as expected without giving consumers a compelling reason to stop comparing alternatives. In cosmetics retail, quality is often experienced through texture, comfort, shade suitability, staying power, packaging, and the realism of product claims. When these benefits are difficult to observe before purchase, consumers rely on testers, staff explanations, reviews, and recommendations. The retailer can therefore strengthen perceived quality by making evidence more visible rather than merely repeating promotional claims.

For Makeupuccino, product consultation should begin with the customer's practical need: skin condition, desired finish, shade preference, sensitivity, daily routine, and budget. A beauty advisor who links a product feature to a specific customer concern makes quality personally meaningful. This approach is more human than pushing a standard product script, and it can reduce the gap between what the brand promises and what the customer expects.

For Wardah, the result suggests that innovation must be communicated at product level. Corporate-level claims about research, halal assurance, or brand purpose remain valuable, but they should be translated into concrete evidence: what has changed in the formula, which consumer problem it addresses, how long the benefit lasts, and what realistic outcome can be expected. Honest communication is essential because disappointed expectations can weaken both perceived quality and future purchase intention.

The finding also supports a broader interpretation of cosmetic purchasing as risk management. Consumers do not only seek beauty benefits; they try to avoid wasting money, choosing an unsuitable shade, experiencing discomfort, or regretting a purchase. Product demonstrations, samples, clear usage guidance, and transparent ingredient information can reduce this uncertainty and turn a favorable evaluation into an actual transaction.

Why Brand Image Was Not Significant

Brand image had a positive bivariate correlation with purchase decisions ($r = 0.579$), yet it did not have a significant independent effect in the regression model ($B = -0.057$; $p = 0.604$). This pattern should not be interpreted as evidence that Wardah has a poor image. The overall brand-image mean was 3.05, the highest among the four major variables. Rather, the result means that brand image did not explain additional variance after product quality and price were considered at the same time.

The difference between correlation and regression is central to understanding the result. The correlation shows that respondents with more favorable brand perceptions also tended to report stronger purchase decisions. Regression asks a stricter question: does brand image still matter when differences in product-quality and price perceptions are held constant? In this sample, the answer was no. The slight negative coefficient is therefore better viewed as an outcome of overlapping predictor information than as a meaningful negative relationship.

The finding is consistent with Tara (2020), who also reported a nonsignificant brand-image effect when quality and price were included. It differs from studies in which image was significant or dominant, including Safitri (2023) and several studies summarized in the thesis. The contrast reinforces the idea that brand image is context dependent. In a single-brand or less comparable setting, image may carry the decision. In a multi-brand cosmetics outlet, image may only help the brand enter the consumer's consideration set, while product fit and price-value judgments determine the final choice.

The descriptive pattern offers another clue. Corporate image and user image each had a mean of 3.10, but product image was lower at 2.94. Consumers could recognize Wardah as an established company and associate its users with attention to appearance, yet remain less convinced about the competitiveness or distinctiveness of specific products. A strong master brand therefore did not automatically create a strong reason to choose every product variant.

One practical issue was perceived market inclusiveness. The lowest brand-image item concerned whether Wardah was suitable for all age groups, with a mean of 2.81. This suggests that some consumers still saw parts of the portfolio as relevant only to particular segments. The brand can respond by showing broader use cases, more inclusive shade and product communication, and clearer guidance for different age groups, skin needs, and lifestyles.

Brand image should thus be used as a bridge rather than an endpoint. Familiarity and trust can attract attention, but campaigns should move quickly from broad identity to product relevance. Instead of asking consumers to buy

because Wardah is well known, communication should explain why a particular Wardah product is appropriate for a particular person in a particular situation. This turns symbolic meaning into practical value.

Discussion: Price and the Joint Model

Price had a positive and significant effect on purchase decisions (B = 0.350; beta = 0.312; p = 0.030). Because the scale measured favorable price perceptions, the coefficient means that purchase decisions became stronger when consumers considered Wardah's price consistent with its benefits and competitive alternatives. It does not mean that increasing the nominal price would increase demand. The result instead highlights perceived price fairness and value.

This finding is consistent with Tamara (2022), who found price to be the only significant partial predictor in a cosmetics context. It also fits the practical setting of Makeupuccino, where several products were more expensive than at another Bandung outlet. Consumers may accept a price difference when they receive additional benefits such as reliable product authenticity, convenient access, available testers, personalized consultation, attractive merchandising, or loyalty rewards. When these benefits are invisible, the same difference may be interpreted simply as overpricing.

The descriptive data show that benefit-price congruence had a mean of 3.06, while price competitiveness was slightly lower at 3.00. The lowest price item, with a mean of 2.99, indicated that some respondents considered cheaper brands. This reinforces the idea that price sensitivity remains active even among consumers who generally accept Wardah's value. Retailers should therefore monitor competitor prices, but the response does not have to be continuous discounting. A more sustainable strategy is to make the total value package clear.

The joint model explained 62.8% of purchase-decision variance and was statistically significant. This is a meaningful level of explanation for consumer survey data, although 37.2% remained outside the model. The thesis identifies other possible influences such as promotion, location, customer value, and satisfaction. In a cosmetics outlet, service quality, product availability, electronic word of mouth, influencer credibility, store atmosphere, and perceived halal assurance may also shape decisions, but these variables were not measured in the present dataset.

The unequal coefficients within the joint model provide a practical priority order. Brand familiarity should be maintained because it supports trust and consideration. Product-level quality evidence should then be strengthened because it had the largest unique effect. Finally, price should be framed through visible benefits and fair comparison. This sequence is more balanced than relying on image alone or competing only through lower prices.

The purchase-decision mean of 2.93, especially the alternative-evaluation mean of 2.84, indicates that consumers remained active comparers. The lowest purchase-decision item, with a mean of 2.70, showed that many respondents compared Wardah with other brands on price, benefit, and quality. The appropriate managerial response is not to discourage comparison but to make comparison easier and fairer.

Transparent explanations, credible reviews, samples, and personalized recommendations can help customers choose with confidence and reduce post-purchase regret.

CONCLUSION

This study investigated the effects of product quality, brand image, and price on the purchase decisions of 90 Wardah consumers at Makeupuccino Bandung. The study was grounded in a practical retail problem: Wardah sales declined by 18.4% from January to June 2025, while customers could compare the brand directly with multiple alternatives and different retail prices.

Product quality was the strongest significant predictor of purchase decisions. Price also had a positive and significant effect, showing that consumers were more willing to purchase when they perceived a reasonable relationship between price and benefits. Brand image was positively related to purchase decisions at the bivariate level but did not have an independent effect after quality and price were controlled. The three predictors jointly explained 62.8% of purchase-decision variance.

The results suggest that Wardah's established image helps the brand remain visible and trusted, but product experience and perceived value are more decisive at the point of purchase. Brand communication should therefore be connected to concrete product evidence, realistic claims, inclusive product relevance, and transparent value. For Makeupuccino, consultative selling, testers, product education, price monitoring, bundles, and loyalty benefits can help consumers make informed choices without creating excessive pressure.

MANAGERIAL IMPLICATIONS

a. Connect product features with individual needs through diagnostic and respectful beauty consultation.
b. Make perceived quality visible through testers, clear instructions, realistic claims, authentic reviews, and evidence of product suitability.
c. Improve price competitiveness while communicating the additional value created by authenticity, availability, service, convenience, and loyalty programs.
d. Use Wardah's corporate and user image as a bridge to specific product benefits, not as the only reason to purchase.
e. Strengthen inclusive communication for different age groups, skin needs, lifestyles, and product-use occasions.
f. Support post-purchase confidence through usage guidance and responsive handling of customer feedback.

LIMITATIONS AND FUTURE RESEARCH

The study was limited to one outlet, used purposive sampling, included only 90 respondents, and applied a cross-sectional design. The sample was predominantly female and concentrated among consumers aged 20-30. The original analytical protocol used a 10% significance level and a 10% Slovin error tolerance; these choices should be considered when interpreting the findings.

Future research should use larger probability samples, multiple outlets and cities, and a 5% significance level where appropriate. Additional variables may include promotion, store atmosphere, service quality, electronic word of mouth, product availability, perceived halal assurance, customer value, satisfaction, and repurchase behavior.

REFERENCES

Evani, M., Warsiningsih, T., Sudarso, E., Darmasari, E., & Putranto, G. (2024). Analisis Pengaruh Kualitas Pelayanan Dan Harga Terhadap Loyalitas Konsumen Pada Top Gym Singkawang. *Jurnal Riset Manajemen Ekonomidanbisnis*, *3*(1), 62–77.

Fauzi, A., & Dwi Kuncoro, P. A. (2023). *Faktor-Faktor Yang Mempengaruhi Penjualan Dalam Unit Yang Diperlukan Untuk Mencapai Target Laba Pada Perusahaan Dagang: Produk, Harga Dan Promosi (Literature Review Akuntans January*. Https://Doi.Org/10.31933/Jemsi.V3i5

Felicia, Nugroho, N., Yuliana2, & Hutabarat, F. A. . (2024). Pengaruh Kualitas Pelayanan Terhadap Loyalitas Pelanggan. *Journal Of Trends Economics And Accounting Research*, *4*(3), 647–653. Https://Doi.Org/10.47065/Jtear.V4i3.1043

Garvin, D. A. (1984). What does "product quality" really mean? Harvard Business Review, 62(5), 25–43.

Keller, K. L. (2013). Strategic brand management: Building, measuring, and managing brand equity (4th ed.). Pearson.

Oliver, R. L. (1999). Whence consumer loyalty? Journal of Marketing, 63(4_suppl1), 33–44. https://doi.org/10.1177/00222429990634s105

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. Journal of Retailing, 64(1), 12–40.

Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A model and synthesis of evidence. Journal of Marketing, 52(3), 2–22.

Ginting, S. T. U. ., & Siahaan, L. M. (2024). Pengaruh Kualitas Pelayanan Dan Harga Terhadap Loyalitas Pelanggan Pada Toko Ben'S Laundry Medan. *Ekonis: Jurnal Ekonomi Dan Bisnis*, *26*(1), 35–44. Https://Doi.Org/10.30811/Ekonis.V26i1.5013

Grace, V. K., & Mutmainnah. (2024). *Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Holland Bakery Pamulang Pada Zaman Globalisasi Saat Ini Banyak Perusahaan Berkembang Sangat Pesat . Indonesia . Dari Setiap Tahunnya Perkembangan Industri Makanan Terus Mening*. *4*(4), 645–646.

Karlina, B. (2023). Pengaruh Manajaemen Fasilitas Terhadap Mutu Layanan Diklat Di Pusat Pengembangan Dan Pemberdayaan Pendidik Dan Tenaga Kependidikan Bidang Mesin Dan Teknik Industri. *NASPA Journal*, *42*(4), 1.

Kisowo, G. (2023). *Pengaruh Social Media Marketing Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Pada PT Mahakarya Kemasan Digital*. *1*(3).

Kurniawan, E. T. . S. (2021). *Pengantar Manajemen. In Pengantar Manajemen* (Issue June).

Mahdi, A., & Adian Eka, I. (2025). Pengaruh Promosi Penjualan Terhadap Loyalitas Pelanggan. *Jurnal Mata Ajar Ekonomi Islam: Teori Perilaku Konsumen*, *20*, 1– 10.

Mamonto, D. L., Machmud, R., & Amali, L. M. (2024). Pengaruh Penetapan Harga Terhadap Loyalitas Pelanggan Pada Toko Kelontong Lestari Di Kota Kotamobagu. *Jurnal Ilmiah Manajemen Dan Bisnis*, *6*(3), 1678–1685.

Mulyadi. (2019). Penulis adalah Kasubbag Keuangan pada Fakultas Syariah dan Ekonomi Islam UIN Antasari Banjarmasin. 113. *Manajemen Sumber Daya Manusia*, *17* no *31*(31),113-124http://ejurnal.staialfalahbjb.ac.id/index.php/alfalahjikk/article/view/19 Munarsih. (2022). Pengaruh Kualitas Pelayanan Dan Promosi Terhadap Kepuasan Pelanggan Pada Pt. Indomarco Prismatama Cabang Kemiri Raya Kota Tangerang Selatan. *Indonesian Journal of Economy Business, Entrepreneuship and Finance,* *2*(1), 49–64. https://doi.org/10.53067/ijebef

Ono, S. (2020). Uji Validitas dan Reliabilitas Alat Ukur SG Posture Evaluation. *Jurnal Keterapian Fisik*, *5*(1), 55–61. https://doi.org/10.37341/jkf.v5i1.167

Parasuraman, A., & Zeithaml, V. A., & Berry, L. L. (1988). *SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. Journal of Retailing, 64(1),*.

Porter, M. (2020). *Competitive Advantage by Michael Porter*. *February*.

Ridwan, S., Dwiyatnaningrum, F., & Priatna, D. K. (2024). *Pengaruh Bauran Pemasaran Jasa dan Kualitas Pelayanan Terhadap Minat Kunjungan Pasien Usg 4d Kehamilan di Klinik Hegar Rancamanyar Kabupaten Bandung*. *2*(4), 193–202.

Sabriana. (2022). Pengaruh Kualitas Pelayanan dan harga Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Sebagai Variabel Intervening (Studi Pada Laudry Starclean). *Jurnal Ilmu Dan Riset Manajemen*, 17.

Vriza, A. I. S. R., Djaenab, & Idris, H. (2025). Strategi Pengembangan Usaha Laundry Dalam Mempertahankan Loyalitas Konsumen Di Kecamatan Turikale Kabupaten Maros. *Fai Uim*, *2*(2), 1–14.

Warsito, C. (2021). *Loyalitas Pelanggan Terhadap Merek Toko Islami*. http://repository.uinsaizu.ac.id/id/eprint/12521

Wicaksono, D. A. (2022). Faktor-Faktor Yang Mempengaruhi Loyalitas Pelanggan (Suatu Kajian Teoritis). *Ulil Albab : Jurnal Ilmiah Multidisiplin*, *1*(3), 505–509.

Wiranata, I. G. P. N., Wilyadewi, I. I. D. A. Y., & Benni, D. N. (2024). Pengaruh Kualitas Pelayanan Dan Harga Terhadap Loyalitas Pelanggan. *Manager : Jurnal Ilmu Manajemen*, *4*(4), 1908–1918. https://doi.org/10.32832/manager.v3i4.3930

Zacharias, N. A., Nijssen, E. J., & Maria, R. (2020). Effective con fi gurations of value creation and capture capabilities : Extending Treacy and Wiersema ' s value disciplines. *Journal of Business Research*. https://doi.org/10.1016/j.jbusres.2016.03.039Alfianto, A. R. (2024). Pengaruh kualitas produk, citra merek dan harga terhadap keputusan pembelian Krupuk Tengiri Mas di Kabupaten Pati