

THE INFLUENCE OF PRICE PERCEPTION, PRODUCT QUALITY, AND BRAND
IMAGE ON COSMETIC PURCHASE DECISION OF WARDAH
(Case Study at Watson Bekasi)

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***Abstract** - Research to find out whether the perception of price, product quality and brand image influences wardah cosmetics purchasing decision (case study on Watsons Bekasi)*

The research method used is the survey method, using a questionnaire as a data collection tool. The population in this study were Wardah Cosmetics buyers. The sample used for this study were 100 people. The analytical method used is regression, coefficient of determination and hypothesis testing.

Based on the results and discussion, there is a partially significant effect on the price perception of Wardah Cosmetics purchasing decision at Watsons Bekasi, partially there is a significant influence on product quality on Wardah Cosmetics purchase decision at Bekasi Watsons, partially there is a significant influence of brand image on purchasing decision Wardah Cosmetics at Bekasi Watsons, simultaneously there is a significant influence of price perception, product quality and brand image on the purchase decision of Wardah Cosmetics at Watsons Bekasi.

***Keywords:** Price Perception, Product Quality, Brand Image, Purchasing Decision*

***Abstrak**– Penelitian untuk mengetahui apakah persepsi harga, kualitas produk dan citra merek berpengaruh terhadap keputusan pembelian kosmetik wardah (studi kasus pada Watson Bekasi)*

Metoda penelitian yang digunakan adalah metoda survey, dengan menggunakan kuesioner sebagai alat pengumpulan datanya. Populasi dalam penelitian ini adalah pembeli kosmetik Wardah. Sampel yang digunakan dalam penelitian ini sebanyak 100 orang. Metoda analisis yang digunakan adalah regresi, koefisien determinasi dan pengujian hipotesis.

Berdasarkan hasil dan pembahasan menunjukkan secara parsial terdapat pengaruh yang signifikan persepsi harga terhadap keputusan pembelian kosmetik wardah pada Watson Bekasi, secara parsial terdapat pengaruh yang signifikan kualitas produk terhadap keputusan pembelian kosmetik wardah pada Watson Bekasi, secara parsial terdapat pengaruh yang signifikan citra merek terhadap keputusan pembelian kosmetik wardah pada Watson Bekasi. Secara simultan terdapat pengaruh yang signifikan persepsi harga, kualitas produk dan citra merek terhadap keputusan pembelian kosmetik wardah pada Watson Bekasi.

***Kata kunci :** persepsi harga, kualitas produk, citra merek, keputusan pembelian*

I. PRELIMINARY

Cosmetics are an inseparable part of appearance, currently there are many Indonesian women who are very dependent on cosmetics or various kinds of skincare, from

local brands to foreign brands. Currently, the need for cosmetics among women continues to increase, with many domestic cosmetic brand competitors

The development of the cosmetics business in Indonesia is currently growing very rapidly, so that it has a huge impact on the players in the cosmetics business. Consumers have a large selection of local brand cosmetics with different product quality, prices and brands. To be able to compete with other business actors, the company must be able to implement effective and efficient marketing management. Business strategies are starting to be studied by companies to be able to maintain the existence of their products, then companies must know what current consumers need and what consumers want in today's modern era.

Based on this explanation, the researcher is interested in conducting research to find out whether price perceptions, product quality and brand image influence the purchase decision of Wardah cosmetics (case study at Watsons Bekasi)

1.1. Formulation of the problem

Based on the background above, the problems that will be investigated by researchers are:

1. Does the perception of product prices affect purchasing decisions?
2. Does product quality influence purchasing decisions?
3. Does brand image influence purchasing decisions?
4. Do price, product quality and brand image influence the purchasing decision for Wardah cosmetics?

1.2. Research purposes

Based on the formulation of the problems that have been determined above, the objectives of this study are:

1. Knowing the magnitude of the effect of product prices on purchasing decisions Wardah cosmetics
2. Knowing the effect of product quality on purchasing decisions Wardah cosmetics
3. Knowing the effect of brand image on purchasing decisions for Wardah cosmetics
4. Knowing the effect of price, product quality and brand image on purchasing decisions Wardah cosmetics

II. LITERATURE REVIEW

2.1. Price Perception

Price perception is the tendency of consumers to use price in providing an assessment of the suitability of product benefits. The assessment of the price of a product benefit is said to be expensive, cheap or moderate for each individual is not the same, because it depends on the individual's perception that is motivated by the environment and the condition of the individual itself. Basically, consumers in assessing the price of a product do not depend only on the nominal value of the price but on their perception of the price. Companies must set prices appropriately in order to be successful in marketing goods or services. Price is the only element of the marketing mix that provides revenue for the company

2.2. Product quality

According to Kotler and Armstrong, (2008), product quality is a potential strategic weapon to beat competitors. The ability of product quality to perform various functions including durability, reliability, accuracy, and ease of use

2.3. Brand Image

Kotler and Armstrong (2012) state that a brand or brand has the meaning as a name, term, sign, symbol, or design or a combination thereof, which aims to identify the goods or services produced by the manufacturer.

2.4. Buying decision

The buying decision is one of the main components of consumer behavior. Consumer purchasing decisions are the step by step consumers use when buying goods and services (Lamb, 2008: 23). The purchase decision is a problem-solving approach to human activities to buy goods or services in fulfilling their wants and needs which consists of identifying needs and wants, searching for information, evaluating alternative purchases, purchasing decisions and behavior after purchase (Swastha, 2007: 68).

2.5. Relationship Between Research Variables

2.5.1. The effect of price perceptions on purchasing decisions

The effect of price on purchasing decisions is strengthened in research journals that have been conducted by previous researchers, namely in the journal Eka Dewi Setia (2016) which shows the results of the study that price perceptions have a positive effect on Wardah's purchasing decisions. This statement means that the better or the more affordable the price offered by the company, the higher the purchasing power of consumers on Wardah's LISP.

2.5.2. Effect of Product Quality on purchasing decisions

Good product quality will greatly affect customer satisfaction, this is also one of the factors that determine the success or failure of the company in selling its products in the market. Product quality is a consumer's assessment of the superiority or privilege of the product, with good product quality, the product will get privileges in each customer.

The effect of product quality on purchasing decisions is strengthened in research journals that have been conducted by previous researchers, namely in the journal Rosa Lesmana (2019) which shows the results of research that product quality has a positive impact on wardah cosmetic purchasing decisions.

2.5.3. The influence of brand image on purchasing decisions

Kotler and Armstrong (2012) state that a brand or brand has the meaning as a name, term, sign, symbol, or design or a combination thereof, which aims to identify goods or services produced by the manufacturer.

The influence of brand image on purchasing decisions is strengthened in research journals that have been conducted by previous researchers, namely in the journal Sri Agustina (2018), which shows the results of research under brand image that have a positive impact on Wardah cosmetics purchasing decisions.

2.6. Research Hypothesis

The hypothesis developed in this study based on literature review and previous research that has been described is as follows:

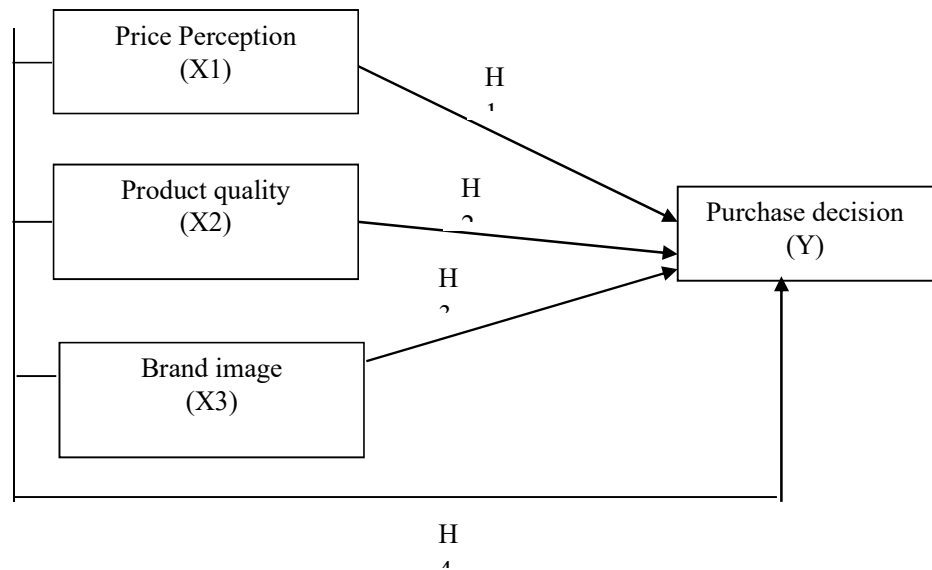
- H1: Perception Price affects Wardah cosmetics purchasing decisions
- H2: Product quality affects Wardah cosmetics purchasing decisions
- H3: Brand image influences Wardah's cosmetic purchasing decisions
- H4: Price, product quality and brand image influence the purchasing decision for Wardah cosmetics.

2.7. Research Conceptual Framework

The framework is prepared to describe the influence relationship between the independent variable and the dependent variable. The independent variable is symbolized by (X), while the dependent variable is symbolized by (Y).

In this study, using the variable product quality as X1, perceived price as X2, promotion as X3, brand image as X4 and purchase decision as Y1 as the related variables.

The results of this study are the results of the analysis of product quality, price, promotion and brand image carried out by Wardah, showing that these affect Wardah's cosmetic purchasing decisions.



III. RESEARCH METHOD

3.1. Research Strategy

The strategy used is associative. This strategy was chosen because to determine the influence of the independent variables, namely Price Perception (X1), Product Quality (X2), Brand Image (X3) on the related variables, namely Customer Satisfaction (Y). This research technique is quantitative.

3.2. Population and Sample

According to Umar (2012: 137), population is a collection of elements that have certain characteristics in common and have the same opportunity to be selected as a sample. The population in this study were Watsons Bekasi customers who made buying and selling transactions of Wardah lipsticks where the exact population size was unknown.

The sampling technique in this study used a non-probability sampling method. Non-probability sampling is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as sample members (Sugiyono, 2017). The technique used is accidental sampling. The accidental sampling technique is a sampling technique based on the spontaneity factor, meaning that anyone who accidentally meets the researcher and is in accordance with the characteristics (characteristics) can be used as a sample (Riduwan and Akon, 2013). The sample characteristics in this study were mothers who had bought Wardah lipstick impulsively at Watsons Bekasi. The accidental sampling technique in this study was used both for the sample questionnaire respondents.

3.3. Data Analysis Methods

The steps used for data processing in this study are as follows:

1. *Editing*. The first stage in processing the data obtained by researchers from the field by checking the possibility of respondent's answer error and the uncertainty of the respondent's answer.
2. *Coding*. Giving or marking or certain codes to alternative answers of a kind or classifying so that it can facilitate researchers regarding tabulation.
3. *Tabulation*. Calculation of the data that has been collected in each category is arranged in an easy to understand table.

The data obtained, after being processed and sorted, will be used for statistical analysis of the data in accordance with the research objectives. The data analysis used is the analysis of the coefficient of determination and hypothesis testing.

3.3.1. Data processing methods

The data obtained were then processed using SPSS 24 software. SPSS 24 software was used to facilitate data processing, so that the results were faster and more precise.

3.3.2. Method of presenting data

In this study the data collected is presented in tabular form to make it easier to analyze and understand the data so that the data presented is more systematic.

3.3.2. Statistical analysis of data

To discuss the results of the study, the authors used paired data based on the data obtained. Because there is more than one independent variable, namely three independent variables and one dependent variable, the analysis method used in this study is the analysis of the coefficient of determination and hypothesis testing (partial and multiple), as follows:

3.3.2.1. Test instrument data

A questionnaire depends on the quality of the data used in the test. Research data will not be useful if the instrument that will be used to collect research data does not have high validity and reliability. These tests and measurements each demonstrate the consistency and accuracy of the data collected.

1. *Validity test*

Validity test is done to ascertain how well an instrument is used to measure the concept that should be measured. According to Sugiyono, to test the validity is done by correlating the score of the questions with the total score. The total score is the sum of all statement scores. The data that has been obtained is tabulated and factor analysis is carried out using the Constructed Validity method using the simple correlation method. If the result is 0.3 (critical) or more, then the factor is a strong construction or has good construction validity.

The formula used to test the validity of this instrument is Karl Pearson's Product Moment, as follows:

$$r_{xy} = \frac{n \sum X Y - (\sum X)(\sum Y)}{\sqrt{\{n \sum X^2 - (\sum X)^2\} \{n \sum Y^2 - (\sum Y)^2\}}} \dots\dots\dots (3.2)$$

Information:

- r_{xy} = The coefficient of the validity of the question items being sought
- n = Number of respondents sought (sample)
- X = Score obtained by subjects from all items
- Y = The total score obtained from all items

Then the results of r_{xy} are compared with the critical product moment (critical) brand image, if the results obtained $r_{xy} > 0.3$, then the instrument is valid. In practice, to test the validity of the questionnaire often uses the help of Microsoft Office Excel and SPSS (Statistical Package for Social Science) Ver. 22

2. *Reliability test*

Reliability test is a tool for measuring a questionnaire which is an indicator of a variable or construct (Ghozali, 2011). A questionnaire is said to be reliable or reliable if someone's answer to a statement is consistent or stable over time. The method used to

test the reliability of the questionnaire in this study was to measure the reliability with the Cronbach Alpha statistical test. To find out that the questionnaire is reliable, it will be tested the reliability of the questionnaire with the help of the SPSS computer program. According to Sekaran (2013), the basis for making this reliability test decision is as follows: If the Cronbach's Alpha coefficient is $\geq 0.6 \rightarrow$ then Cronbach's Alpha is acceptable (construct reliable). If Cronbach's Alpha $< 0.6 \rightarrow$ then Cronbach's Alpha is poor acceptable (construct unreliable).

3.3.2.2. Analysis of the Coefficient of Determination (R^2)

Analysis of R^2 (R square) or the coefficient of determination is used to determine how much the percentage contribution of the influence of the independent variables together on the dependent variable. The coefficient of determination is between zero and one (0-1). If the value of R^2 is close to 1 (one), it can be said that the stronger the model is in explaining the independent variables against the dependent variable. conversely, if R^2 is close to 0 (zero), the weaker the variation in the independent variable explains the dependent variable. (Priyatno, 2012: 125) To state the size of the contribution of the independent variable to the dependent variable, it can be determined by the formula for the coefficient of determination as follows:

- a. Contribution of price perception influence on cosmetic purchasing decisions
KD1 = $(r_{x_1y})^2 \cdot 100\%$
- b. Contribution of the influence of product quality on cosmetic purchasing decisions
KD2 = $(r_{x_2y})^2 \cdot 100\%$
- c. Contribution of the influence of brand image to cosmetic purchasing decisions
KD3 = $(r_{x_3y})^2 \cdot 100\%$
- d. Contribute to the effect of perceived price, product quality and brand image on cosmetic purchasing decisions
KD4 = $(r_{x_1 x_2 x_3 y})^2 \cdot 100\%$

Where:

KD = The coefficient of determination

r = Correlation coefficient value

3.3.3.3. Hypothesis test

Hypothesis testing is used to test the effect partially and multiple. The hypotheses to be tested in this study are:

- a. Effect of X1 on Y
Ho: $\rho_{y1.23} = 0$ (partially there is a significant effect on perceived price with cosmetic purchasing decisions is not significant).
Ha: $\rho_{y1.23} \neq 0$ (partially there is a significant effect on perceived price with significant cosmetic purchasing decisions).
- b. Effect of X2 on Y
Ho: $\rho_{y2.13} = 0$ (partially there is a significant effect on product quality with cosmetic purchasing decisions is not significant).
Ha: $\rho_{y2.13} \neq 0$ (Partially there is a significant effect on product quality with significant cosmetic purchasing decisions).
- c. Effect of X3 on Y
Ho: $\rho_{y3.12} = 0$ (partially there is a significant effect on brand image with cosmetic purchasing decisions is not significant).
Ha: $\rho_{y3.12} \neq 0$ (Partially there is a significant effect on brand image with significant cosmetic purchasing decisions).

To test the effect of the independent variable on the dependent variable partially, it can be seen from the significance value of t compared to α ($5\% = 0.05$)

Ho is rejected, Ha is accepted if Significance $t < 0.05$ and

Ho is accepted, Ha is rejected if Significance $t > 0.05$

d. Effect of X1X2and X3 against Y

Hypothesis testing is used to test multiple effects. The hypotheses to be tested in this study are:

Ho: $\rho_{y123} = 0$ (Simultaneously there is a significant effect on price, product quality, and cosmetic brand image is not significant).

Ha: $\rho_{y123} \neq 0$ (Simultaneously there is a significant effect on price, product quality, and brand image with significant cosmetic purchasing decisions).

As for testing the effect of the independent variable on the dependent variable multiple (together), the value of Significance F is used compared to α ($5\% = 0.05$).

Ho is rejected, Ha is accepted if Significance $F < 0.05$ and

Ho is accepted, Ha is rejected if Significance $F > 0.05$

After testing the correlation coefficient above, if the effect is proven to be significant, the coefficient will be used to determine the coefficient of determination.

IV. RESULTS AND DISCUSSION

4.1. Description of Research Object

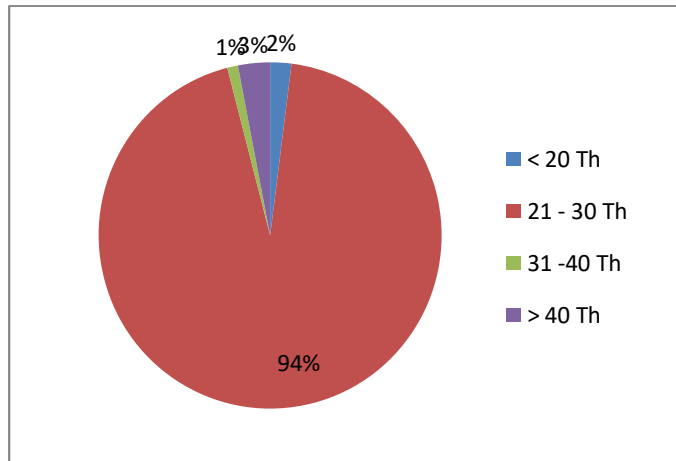
PT. Paragon Technology And Innovation (PTI) is a company engaged in the production of cosmetics. At the beginning of its establishment under the name PT. Pusaka Tradisi Ibu, and then in May 2012 changed its name to PT. Paragon Technology And Innovation. Wardah is one of the cosmetics produced by PTI. This company was founded by Dra. Hj. Nurhayati Subakat, Apt. on February 28, 1985. Dra. Hj. Nurhayati Subakat, Apt. is a Bachelor of Pharmacy who also graduated from ITB who graduated in 1975, and obtained a Pharmacist degree in 1976, and has work experience at Wella Cosmetics in the quality control department. In 1995, PTI started to develop the Wardah brand. However, it could not run well due to poor management partners. PTI again tried to develop Wardah in 1966 by still working with agents in its marketing. Since then its sales have started to increase and PTI entered the make-up market.

Educational background and work experience in the field of pharmacy underlie the courage of Dra. Hj. Nurhayati Subakat, Apt. in establishing a company that produces cosmetics. Wardah is an Islamic-inspired cosmetic produced by PTI. Wardah is a sacred and safe cosmetics. Suci because the product has a halal certificate from the LP POM MUI institution and is safe because it uses high quality raw materials and of course has a registration number issued by the Ministry of Health

4.2. Respondent Description

Based on the data from the answers from 100 respondents who were collected through a questionnaire, information was obtained about the characteristics of the respondents who were the object of the study. Where respondents were obtained based on the Moe formula technique. The following table describes the characteristics of the respondent data that have been determined in this study including: age, occupation and income. More complete respondent data based on these characteristics, namely:

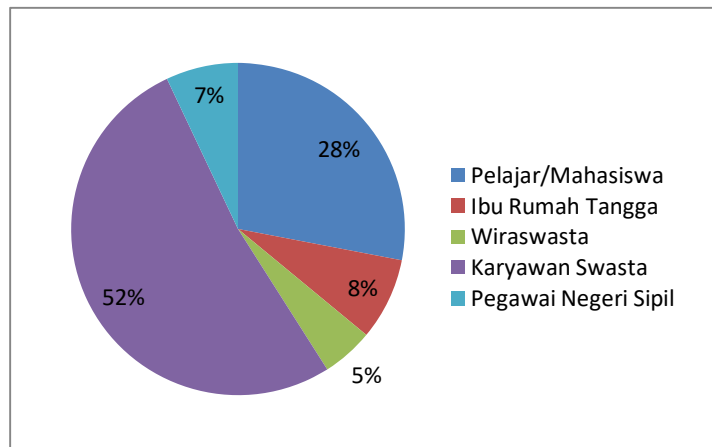
Figure 4.1. Respondent Data Based on Age



Source: Processed Questionnaire Results (2020)

Berbased on Figure 4.1 the age group of respondents, 2 people aged <20 years old, 94 people aged 21-30 years or 94%, 2 people aged 31-40 years or 2%, > 40 years old as many 3 people or 3%. The majority of respondents have 21-30 years of experience, because generally women using cosmetics aged 21-30 are adolescents.

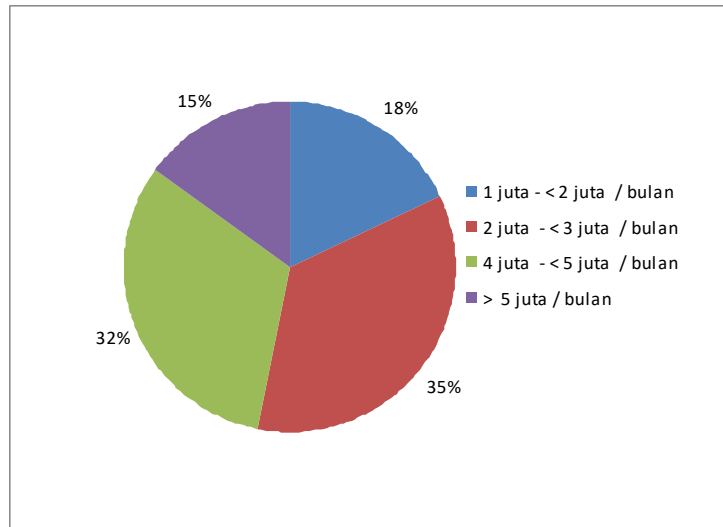
Figure 4.2. Respondent Data by Occupation



Source: Processed Questionnaire Results (2020)

In this study, the highest number of respondents were respondents who had private employee jobs as many as 52 people or 52%, followed by students as many as 28 people or 28%, IRT as many as 8 people or 8% and civil servants with 7% and self-employed as many as 5%. It can be concluded that the majority of respondents are housewives.

Figure 4.3. Respondent Data Based on Income



Source: Processed Questionnaire Results (2020)

Based on Figure 4.3 above, it shows that for the income of the respondents in this study, the highest number of respondents with an income of 2 million - <3 million was 35 people. The lowest respondents were > 5 million as many as 15 people.

4.3. Results of Testing Research Instruments

This study uses primary data. The data were collected using a questionnaire distribution technique, namely by providing written statements to the respondents. Furthermore, the respondent gave a response to the statement given. This questionnaire is closed in nature where the answers are readily available.

4.3.1. Validity test

Testing the validity of the instrument is to determine the degree of accuracy of the instrument to collect research data. This test is conducted to determine whether all statements (instruments) of research proposed to measure the research variables are valid. The type of validity used in this research is construct validity, which includes understanding the theoretical arguments that underlie the measurements obtained. To test the validity of this study it was calculated by computer using the Statistical Product and Service Solutions (SPSS) program, the result for making a decision was to compare critical with r critical. R hitung value can be obtained by using the Product Moment Correlation Coefficient value. If the Product Moment Correlation Coefficient > critical, then the statement item is said to be valid or if r count is positive, and rcount > critical, then the item or variable is valid. If r count is not positive, and rcount < critical, then the item or variable is invalid. Where is critical using 0.1966. The results of the validity test for each statement can be seen in the table below (the results of the SPSS instrument validity test are in the attachment):

Table 4.1 Overall Results of the Validity Test

No.	Statement	rhitung Variable X1	rhitung Variable X2	rhitung Variable X3	rhitung Variable Y	Information
1	Q1	0.800	0.790	0.804	0.845	Valid
2	Q2	0.880	0.777	0.574	0.856	Valid
3	Q3	0.730	0.874	0.460	0.664	Valid
4	Q4	0.783	0.737	0.796	0.784	Valid
5	Q5	0.802	0.579	0.830	0.844	Valid
6	Q6		0.507	0.635	0.790	Valid
7	Q7		0.789	0.586	0.863	Valid

No.	Statement	rhitung Variable X1	rhitung Variable X2	rhitung Variable X3	rhitung Variable Y	Information
8	Q8		0.862	0.693		Valid

Source: *Processed SPSS Results (2020)*

Based on the results of the validity test, it was concluded that all the items tested had critical values greater than 0.1966. Based on these results it can be said that all statement items in this study are valid.

4.1.1. Reliability test

Reliability test is used to determine the consistency or stability of the measuring instrument, whether the tool used is reliable and remains consistent if the measurement can be repeated. In this reliability test, the SPSS program was used with the Cronbach's Alpha method. To test the reliability of the same instrument used the Cronbach's Alpha formula. This formula is used to see the extent to which the measuring instrument can give relatively no different results when re-measuring the same symptoms at different times. So the measurement of reliability is concerned with the consistency and accuracy of the measurement. (the results of the SPSS instrument reliability test are in the attachment):

Table 4.2. Overall Results of Reliability Test

Variable	Alpha Cronbach	> / <	Constant	Information
Price Perception (X1)	0.836	>	0.60	Reliable
Product Quality (X2)	0.897	>	0.60	Reliable
Brand Image (X3)	0.899	>	0.60	Reliable
Purchase Decision (Y)	0.879	>	0.60	Reliable

Source: *Processed SPSS Results (2020)*

From the output table of the reliability test results above, it can be seen that the Cronbach Alpha value for the four variables used in this study is greater than 0.60. So it can be concluded that all variables in this study are reliable.

4.4. Research Findings

Based on the research analysis shows that partially there is a significant effect of perceived price on purchasing decisions for Wardah cosmetics at Watsons Bekasi where the P-value of variable X1 is 0,000, which is smaller than the real level or $0,000 < 0.05$, so H_0 is rejected or H_a is accepted. With the contribution of the influence of price perceptions on Wardah cosmetics purchasing decisions of 67.3% or in other words 67.3% of the variation in Wardah cosmetics purchasing decisions variables can be explained by the price perception variable, while the remaining 32.7% is the influence of other variables that are not included in this research model. The pricing decision is a very important element of the marketing output which must reflect cost and competition factors.

Partially, there is a significant effect of product quality on the decision to purchase Wardah cosmetics at Watsons Bekasi where the P-value of the X2 variable is 0.000, which is smaller than the real level or $0.000 < 0.05$, so H_0 is rejected or H_a is accepted. With the contribution of the influence of product quality on purchasing decisions for Wardah cosmetics by 74% or in other words, 74% of the variation in the variable of Wardah cosmetics purchasing decisions can be explained by the product quality variable, while the remaining 26% is the influence of other variables that are not included in this research model. So the results of the above analysis indicate that the variable product quality has an effect on purchasing decisions on Wardah cosmetic products.

Partially, there is a significant effect on brand image on the decision to purchase Wardah cosmetics at Watsons Bekasi where the P-value of the X3 variable is 0.000, which is smaller than the real level or $0.000 < 0.05$, so H_0 is rejected or H_a is accepted. With the contribution of the influence of brand image on purchasing decisions for Wardah cosmetics by 70.8% or in other words 70.8% of the variations in the variable purchasing decisions for Wardah cosmetics can be explained by the brand image variable, while the remaining 29.2% is the influence of other variables which are not included in in this research model. Brand image is a set of consumer beliefs about a particular brand. Brand image with purchasing decisions has a close relationship which can be proven by several previous studies.

1. Multipley, there is a significant influence on perceived price, product quality and brand image on Wardah cosmetics purchasing decisions at Watsons Bekasi, which means that the addition and reduction of price perceptions, product quality, and brand image will have a significant impact on increasing and decreasing Wardah cosmetics purchasing decisions where Significance F amounting to 0,000 is smaller than the real level or $0,000 < 0.05$, then H_0 is rejected or H_a is accepted. With the contribution of the effect of price perception, product quality, and brand image simultaneously on Wardah cosmetics purchasing decisions by 77.9% or in other words 77.9% variations in Wardah cosmetics purchasing decision variables can be explained by price perception variables, product quality, and image brands simultaneously, while the remaining 22,

V. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

Based on the results of the analysis and discussion of the research it is concluded that:

1. Partially, there is a significant effect on perceived price, product quality and brand image on purchasing decisions for Wardah cosmetics at Watsons Bekasi.
2. Simultaneously, there is a significant influence on perceived price, product quality and brand image on purchasing decisions for Wardah cosmetics at Watsons Bekasi

5.2. Suggestion

Based on the results of the analysis of the discussions and conclusions that have been carried out, the suggestions that can be given are as follows:

1. Regarding price, Wardah company should still maintain the set price. Consumers like Wardah cosmetics because the price is in accordance with consumers' purchasing power. Consumers also think that the price offered is quite affordable and they can get a good quality product.
2. Regarding product quality, Wardah company should maintain product quality, especially its cosmetics. Consumers see Wardah cosmetics as having good product quality because the cosmetics are easy to apply and consumers believe that Wardah cosmetics use ingredients that are safe to use.
3. With regard to brand image, the company should focus more on Wardah's cosmetic brand image by increasing the number of advertisements on social media because it is more efficient and the trend of using social media is getting higher so that Wardah's brand image remains in the hearts and minds of consumers. Then the company needs to pay attention to promotional activities on promotion. sales.
4. Regarding purchasing decisions, it is recommended to improve on indicators where consumers still cannot find what Wardah products provide to address their needs and problems. What Wardah needs to do is to provide services that handle complaints and consumer needs regarding the products they need.

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