The Influence of Price, Promotions, and Product Quality on Purchasing Decisions for Wardah Cosmetics in Sidoarjo

Zulfiah Rachmawati [1*], Supardi Supardi [2], & Wisnu Panggah Setiyono [3]

[1, 2, 3] Fakultas Bisnis Hukum dan Ilmu Sosial, Universitas Muhammadiyah Sidoarjo
Email: zulfiahrachmawati19@gmail.com ; supardi@umsida.ac.id ; wisnu.setiyono@umsida.ac.id
* Corresponding Author: zulfiahrachmawati19@gmail.com

Received	: 07 Juli 2026	Accepted	: 26 Juli 2026
Revised form	: 15 Juli 2026	Available Online	: 30 November 2026

ABSTRACT

The cosmetics industry in Indonesia has grown rapidly, intensifying competition among beauty brands. This study examines the influence of price, promotion, and product quality on purchasing decisions for Wardah cosmetics in Sidoarjo. Using a quantitative approach, data were collected through structured questionnaires with a five-point Likert scale from 100 consumers who had purchased Wardah products more than once. Respondents were selected using purposive sampling. Data analysis involved validity and reliability tests, classical assumption tests, multiple linear regression, partial and simultaneous hypothesis testing, and the coefficient of determination. The findings reveal that price, promotion, and product quality individually and simultaneously have positive and significant effects on purchasing decisions. Consumers are more likely to purchase Wardah products when prices are reasonable, promotional activities are effective, and product quality meets their expectations. Among the three independent variables, price has the strongest influence on purchasing decisions. These findings highlight the importance of maintaining competitive prices, implementing effective promotional strategies, and continuously improving product quality. Therefore, price, promotion, and product quality are essential factors in influencing consumer purchasing decisions and strengthening Wardah's competitiveness in the Indonesian cosmetics market, particularly in Sidoarjo.

Keywords: Price, Product Quality, Promotion, Purchase Decision, Wardah Cosmetics.

OPEN ACCESS CC BY SA

e-ISSN: 2527-9947/© 2026 The Authors
DOI: 10.30996/jem17.v11i2.133886
Published by Fakultas Ekonomi dan Bisnis, Universitas 17 Agustus 1945 Surabaya.

INTRODUCTION

The cosmetics industry in Indonesia has experienced rapid growth, resulting in increasingly intense competition among beauty brands (Putri, 2023; Deviyanti et al., 2023). Cosmetics have become an important part of consumers' daily lives, particularly for women, as they support personal appearance, self-expression, and self-confidence (Hanum & Rahmani, 2022). This growing demand encourages cosmetic companies to continuously improve their products and marketing strategies to meet consumer expectations.

One of Indonesia's leading local cosmetic brands is Wardah, produced by PT Paragon Technology and Innovation. Wardah offers a wide range of beauty and skincare products, emphasizing product safety, quality, and halal certification (Saprianti & Nursanjaya, 2021; Tasia et al., 2022). Its affordable prices and extensive distribution channels, both offline and online, have enabled Wardah to reach a broad consumer market (Nuraini & Pratiwi, 2024). However, increasing competition from other cosmetic brands means that product availability and brand recognition alone may not guarantee consumers' purchasing decisions.

Purchasing decisions are influenced by several marketing factors, including price, promotion, and product quality. Price is an important consideration because consumers evaluate whether the amount paid is reasonable and consistent with the benefits received (Uzzahra et al., 2024; Khumaeroh et al., 2023). Promotion also plays an important role in introducing products, communicating their benefits, and encouraging consumers to make purchases (Dema & Rokhman, 2020; Oleng et al., 2024). Meanwhile, product quality influences consumer perceptions, satisfaction, and confidence in choosing a particular brand (Elizabeth et al., 2024; Lestari & Wismantoro, 2024). These three factors may influence purchasing decisions individually and collectively.

However, previous studies have reported inconsistent findings regarding the effects of these variables on purchasing decisions. Some studies found that price positively and significantly influences purchasing decisions, while others reported an insignificant effect (Juhrotunnisa', 2024). Similarly, research on promotion has shown both significant and insignificant effects (Kristianto & Manggu, 2025; Larasati et al., 2021). In terms of product quality, some studies identified a positive and significant influence, whereas others found a negative and insignificant relationship (Nurmalasari & Istiyanto, 2021; M et al., 2022). These differences suggest that consumer purchasing behavior may vary depending on geographical location, consumer characteristics, and market conditions.

Furthermore, previous research on Wardah cosmetics has primarily focused on consumers in other regions, including Pekanbaru, Lhokseumawe, Surakarta, Brebes, Malang, and Kediri. Therefore, the findings may not necessarily represent the purchasing behavior of Wardah consumers in Sidoarjo. This

provides an opportunity to examine the influence of price, promotion, and product quality within a specific local market.

The novelty of this study lies in examining these three marketing factors simultaneously to determine their individual and combined effects on purchasing decisions for Wardah cosmetics in Sidoarjo. This study also identifies which factor has the strongest influence on consumer purchasing decisions. Therefore, this research aims to analyze the influence of price, promotion, and product quality on purchasing decisions for Wardah cosmetic products in Sidoarjo. The findings are expected to provide additional empirical evidence for consumer behavior research and practical insights for developing effective marketing strategies to strengthen Wardah's competitiveness in the Indonesian cosmetics industry.

LITERATURE REVIEW

Price

According to Kotler & Keller quoted in (Amaliah et al. 2023) Price is the amount of money consumers pay to obtain a product or service and reflects the value and benefits received. Price also plays a significant role in determining market share, company profits, and purchasing preferences. Thus, price can be understood as the exchange value consumers offer to acquire the right to a product or service and is a determining factor in purchasing decisions. Furthermore, price is the most flexible and easily adjusted element of the marketing mix. Furthermore, price is also a crucial element in marketing activities that influences consumer purchasing decisions. In addition to income, price levels also influence demand and product distribution channels. Therefore, price plays a significant role in shaping consumer attitudes toward a product and is a primary consideration in the decision-making process (Citradewi et al. 2023).

According to Kotler & Amstrong, Price is one component of the marketing mix that determines the level of revenue generated, while the other elements represent costs. Thus, price is a crucial element that can influence the success of an overall marketing strategy. Price indicators can be assessed through four main indicators: price affordability, price commensurate with product quality, price competitiveness, and price commensurate with benefits (Nuraini and Pratiwi 2024).

Promotion

According to Jannah and Pranoto, promotion can be understood as the communication process companies use to convey product information to customers, foster interest, and ultimately lead them to purchasing decisions (Jannah and Pranoto 2024). Promotion is a communication process carried out by sellers to consumers by conveying relevant information, with the aim of influencing consumer knowledge, attitudes, and behavior. Through promotion, consumers who were initially unfamiliar with

the product become aware of, remember, and understand the value offered so they can consider whether to make a purchase (Aryanti and Astini 2025). According to Dema and Rokhman, There are several indicators of promotion, namely: advertising, personal selling, public relations, and sales promotion (Dema and Rokhman 2020).

Product Quality

According to Kotler & Amstrong, product quality is the ability of a product to provide performance that meets customer needs and desires, and is able to provide more value than what consumers expect (Pramita, Kusdyah Rachmawati, and Bukhori 2023). Product quality can be defined as the degree of quality or poorness of an item, determined by consumer perception of the product. This quality encompasses all of the product's attributes or characteristics, which relate to its ability to meet consumer needs and desires (Ambarita and Wasino 2024).

According to Rodiyah, Rusandy, and Hardiningrum, Product quality can be assessed through several main aspects, namely: performance, reliability, conformance, and durability (Rodiyah, Rusandy, and Hardiningrum, 2022).

Buying Decision

According to Ahmad and Prastyani, Purchasing decisions are an evaluation process carried out by consumers by comparing various brands and products available, then in this process, forming preferences until the urge arises to buy the most popular brand (Ahmad and Prastyani, 2024). According to Aprelyani et al., Purchasing decisions are triggered by a number of important factors. Here are some examples: how to evaluate a product, product characteristics, and various circumstances or conditions that influence the purchasing process. This concept includes the stages that precede a purchase, such as determining needs, searching for information, and considering various options, in addition to the purchase itself (Aprelyani et al. 2024). Furthermore, transaction decisions also include the post-purchase stage, namely the customer's assessment of the level of satisfaction and experience gained after using the product. The following are indicators of purchasing decisions (Salim, and Sitinjak, 2022), that is: product choice, brand choice, purchase amount or quantity, and purchase time.

Hypothesis

H_1: Price simultaneously influences purchasing decisions.

H_2: Promotion simultaneously influences purchasing decisions.

H_3: Quality simultaneously influences purchasing decisions.

H_4: Price, promotion, and product quality simultaneously influence purchasing decisions.

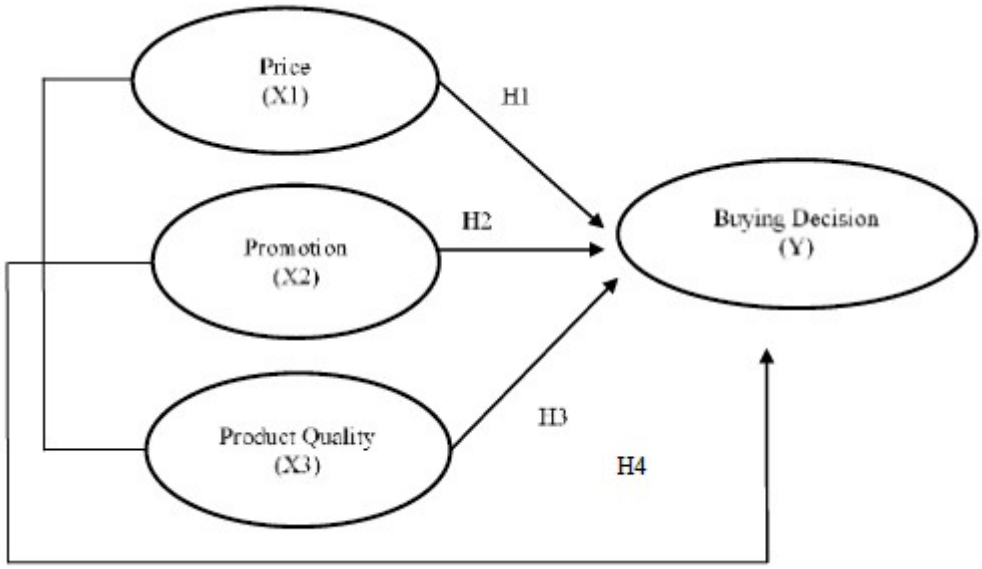


Figure 1. Conceptual Framework

RESEARCH METHODS

The research method used in this study is quantitative. A quantitative approach is a research method applied to study a specific population or sample. Data collection utilizes research tools while simultaneously conducting quantitative and statistical data analysis to test the established hypotheses. Respondents in this study included Wardah product consumers from the Sidoarjo area who had previously purchased the product.

This study focused on three independent variables: Price (X_1), Promotion (X_2), and Product Quality (X_3), which influence the dependent variable, Purchase Decision (Y). Data collection was carried out through primary data obtained from a questionnaire distributed via Google Forms, as well as secondary data obtained from previous research references. In this study, variables were measured using a Likert scale, which aims to gauge the attitudes, views, and perceptions of individuals and groups regarding the phenomenon under study. Respondents were given five answer choices for each variable, with a rating scale ranging from 1 to 5.

A sample is a subset of the population with a size and characteristics that can represent the research population. In this study, the sampling technique used was probability sampling, a sampling method that provides an equal opportunity for every member of the population to be selected as a sample. Purposive sampling is used, which involves determining the sample based on previously known criteria or characteristics of the population.

The population used in this study included all consumers who had purchased Wardah products in the Sidoarjo area. Because the exact population size was unknown, the sample size was determined using

the Lemeshow method. The sample size used in this study was determined using the Lemeshow formula. This was done because the population size was unknown or assumed to be infinite.

Calculated using the Lemeshow formula, the sample size was 96.04 respondents, which was then rounded up to 100. Therefore, the total number of respondents used in this study was 100. The data obtained was then analyzed using the classical assumption test, linearity test, F-test, and R^2 coefficient of determination test using SPSS. Validity tests are used to determine the validity of the data in a questionnaire. Reliability tests are tools used to determine the level of consistency and reliability of questionnaires as research instruments for data collection. Meanwhile, normality tests are used to identify whether the data collected from the questionnaires are normally distributed.

RESULT

Respondent Characteristics

Table 1. Respondent Characteristics

Respondent Characteristics	Category	Total	Percentage
Gender	Male	29	29%
	Female	71	71%
Age	17–20 years	43	43%
	21–30 years	32	32%
	≥ 31 years	25	25%
Occupation	Student	33	33%
	Lecturer/Teacher	12	12%
	Entrepreneur	20	20%
	Civil Servant	14	14%
	Others	21	21%
Domicile	Sidoarjo	100	100%
Have purchased more than one Wardah product	Yes	100	100%
	No	0	0%

Source: SPPSS 27, processed in 2026

This study involved 100 respondents as a research sample. Based on gender, the majority of respondents were female (70.3%), while male respondents numbered 29.7%. In terms of age, respondents were grouped into three categories, namely 42.6% aged 17–20 years, 32.7% aged 21–30 years, and 24.8% aged over 31 years. In terms of occupation, respondents consisted of students/pupils (32.7%), lecturers/teachers (11.9%), self-employed (19.8%), civil servants (13.9%), and respondents with other occupations (21.8%). All respondents in this study resided in the Sidoarjo area with a percentage of 100%. Based on purchasing experience, all respondents (100%) stated that they had purchased Wardah products more than once, while no respondents (0%) answered "no".

Validity Test

Table 2. Validity Test Results

Variable	Item No.	Calculated r (r-value)	Critical r (r-table)	Conclusion
Price (X_1)	X1.1	0.811	0.1966	Valid
	X1.2	0.84	0.1966	Valid
	X1.3	0.817	0.1966	Valid
	X1.4	0.872	0.1966	Valid
Promotion (X_2)	X2.1	0.816	0.1966	Valid
	X2.2	0.855	0.1966	Valid
	X2.3	0.782	0.1966	Valid
	X2.4	0.801	0.1966	Valid

Source: SPPSS 27, processed in 2026

Based on the results of the validity test that has been conducted, all statement items on the variables of product quality (X_1), price (X_2), promotion (X_3), and purchasing decisions (Y) show that the correlation coefficient value (R count) is greater than the R table value, which is 0.1966. These results indicate that all statement items have a good level of validity, so they are declared valid and suitable for use as research instruments. Thus, each statement item is able to measure the variables studied accurately and has a significant relationship with the total score of the variable.

Reliability Test

Table 3. Reliability Test

Variable	Cronbach's Alpha	Minimum Value	Conclusion
Price (X1)	0.855	0.6	Reliable
Promotion (X2)	0.83	0.6	Reliable
Product Quality (X3)	0.855	0.6	Reliable
Purchase Decision (Y)	0.807	0.6	Reliable

Source: SPPSS 27, processed in 2026

Based on the results of the reliability test, it was found that all research variables, namely product quality (X_1), price (X_2), promotion (X_3), and purchasing decisions (Y), had a Cronbach's Alpha value greater than 0.60. Thus, it can be concluded that all variables are declared reliable and suitable for use as research instruments.

Multicollinearity Test

Table 4. Multicollinearity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.773	.567		1.364	.176		
	Price (X1)	.336	.070	.355	4.776	<.001	.199	5.026
	Promotion (X2)	.291	.079	.295	3.670	<.001	.170	5.875
	Product Quality (X3)	.322	.075	.339	4.314	<.001	.178	5.614

a. Dependent Variable: Purchase Decision (Y)
Source: SPPSS 27, processed in 2026

Based on the table above, the results of the multicollinearity test indicate that all variables have a tolerance value greater than 0.10 and a variance inflation factor (VIF) value less than 10.00. Therefore, it can be concluded that the research data does not experience multicollinearity symptoms, so the regression model meets the assumptions of the multicollinearity test.

Normality Test

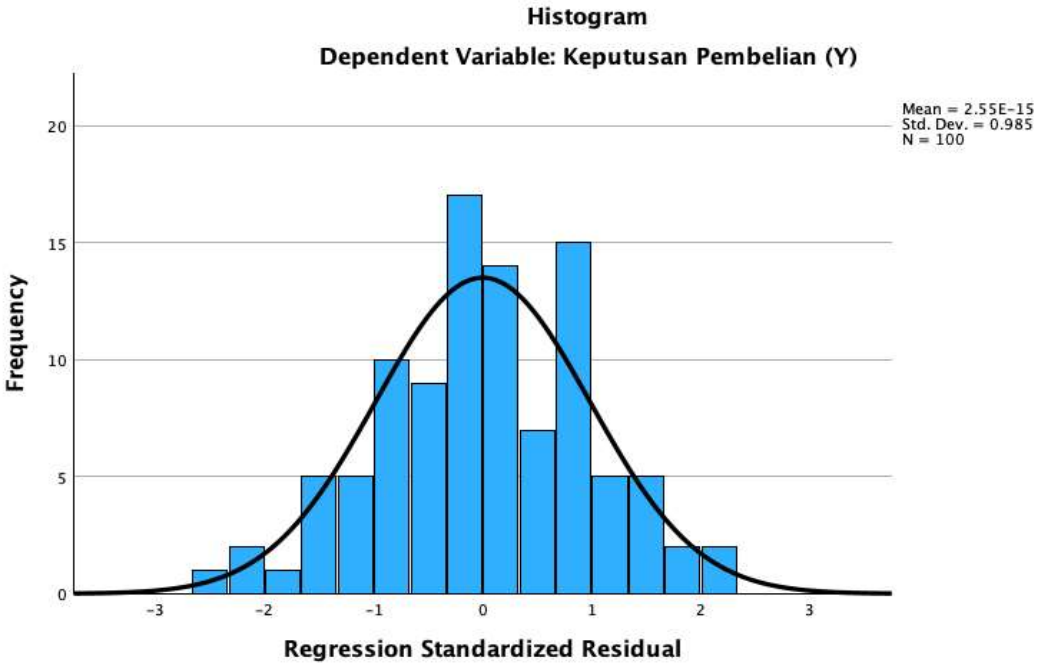
Table 5. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.95853720
Most Extreme Differences	Absolute	.061
	Positive	.040
	Negative	-.061
Test Statistic		.061
Asymp. Sig. (2-tailed)[c]		.200[d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
Source: SPPSS 27, processed in 2026

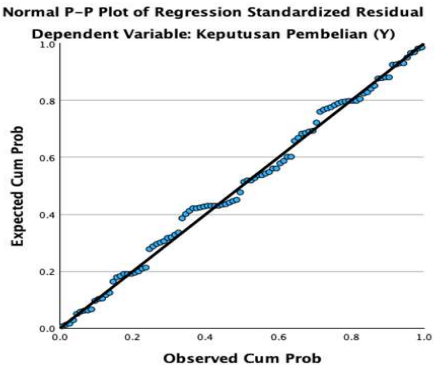
Based on the results of the normality test using the One-Sample Kolmogorov-Smirnov Test, it is known that the value of Asymp. Sig. (2-tailed) is 0.200, which is greater than 0.05. Thus, it can be concluded that the data in this study is normally distributed, so that the regression model meets the assumptions of normality.



Source: SPPSS 27, processed in 2026

Figure 2. Regression Standardized Residual

Based on the histogram of the Regression Standardized Residuals, the residual data distribution forms a bell-shaped pattern and follows a normal distribution line. Furthermore, the residual mean value of 2.55E-15, close to zero, and the standard deviation value of 0.985, close to one, indicate that the residuals are normally distributed. Therefore, it can be concluded that the regression model in this study meets the assumption of normality.



Source: SPPSS 27, processed in 2026

Figure 3. Probability Plot Graph

Based on the results of the Normal Probability Plot analysis, it can be seen that the data points are spread around and follow the direction of the diagonal line. This indicates that the data is normally distributed. Therefore, it can be concluded that the regression model meets the assumption of normality.

Heteroscedasticity Test

Table 6. Heteroscedasticity Test Results

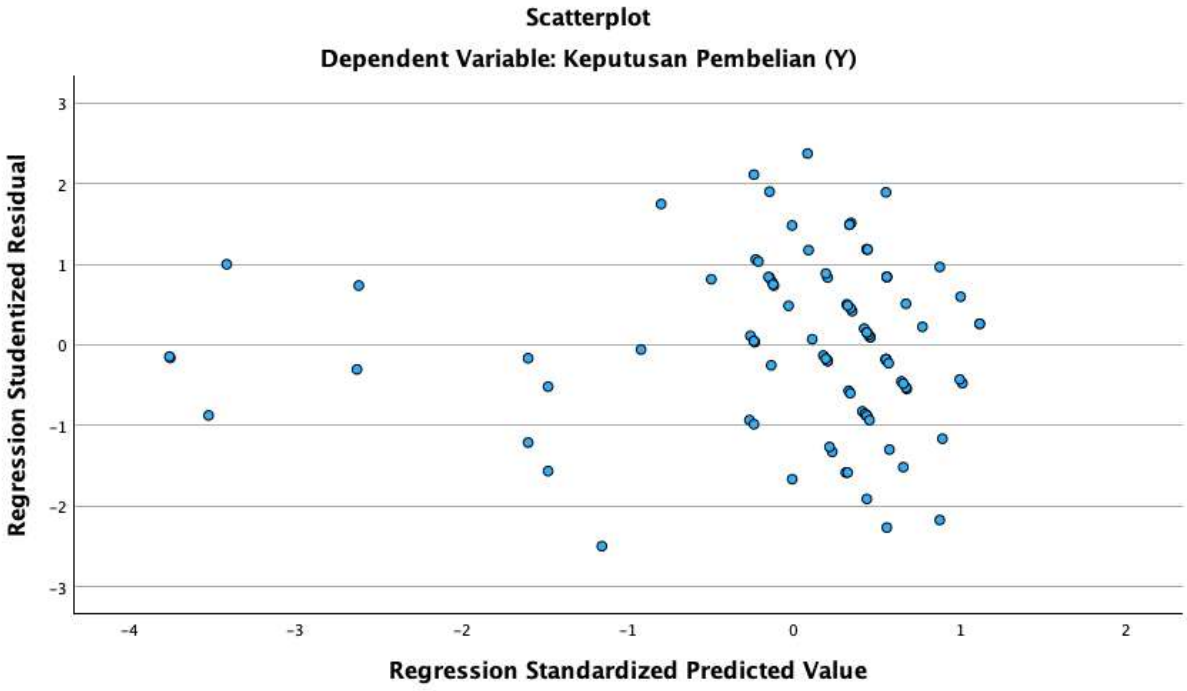
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.645	.342		1.885	.063
	Harga (X1)	.022	.042	.116	.509	.612
	Promosi (X2)	.019	.048	.096	.389	.698
	KualitasProduk (X3)	-.033	.045	-.178	-.740	.461

a. Dependent Variable: Abs_Res

Source: SPPSS 27, processed in 2026

Based on the test results above, it can be seen that the overall data significance value is above 0.05. Therefore, according to the decision-making basis for the Heteroscedasticity Test with the Glasser Test, there are no symptoms of Heteroscedasticity.



Source: SPPSS 27, processed in 2026

Figure 4. Results of Heteroscedasticity Test

Based on the results of the heteroscedasticity test using a scatterplot, it can be seen that the points are randomly distributed above and below the number 0 on the Y-axis and do not form a specific pattern. Therefore, it can be concluded that the research data does not exhibit heteroscedasticity symptoms, thus the regression model meets the heteroscedasticity assumption.

Multiple Linear Regression Test

Table 7. Multiple Linear Regression Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.773	.567		1.364	.176
	Price (X1)	.336	.070	.355	4.776	<.001
	Promotion (X2)	.291	.079	.295	3.670	<.001
	Product Quality (X3)	.322	.075	.339	4.314	<.001

a. Dependent Variable: Keputusan Pembelian (Y)

Source: SPPSS 27, processed in 2026

According to the data, it can be seen that:

Constant = 0.773, X1 = 0.336, X2 = 0.291, X3 = 0.322

Based on the Coefficients table, the multiple linear regression equation is as follows:

$$Y = 0.773 + 0.336X1 + 0.291X2 + 0.322X3 + e$$

Y = Purchase Decision

X_1 = Price

X_2 = Promotion

X_3 = Product Quality

e = error (other factors outside the model)

Explanation of the regression results:

1. A constant value of 0.773 with a significance value of 0.176 indicates that when the variables Price (X_1), Promotion (X_2), and Product Quality (X_3) are assumed to be zero, the Purchase Decision (Y) is

estimated to be 0.773 units. However, this constant value is not statistically significant because its significance value is greater than 0.05.

2. The Price (X_1) regression coefficient of 0.336 indicates that every 1-unit increase in Price will increase Purchase Decision by 0.336 units, assuming other variables remain constant. A significance value <0.001 (<0.05) indicates that Price has a positive and significant effect on Purchase Decision. This means that the more favorable consumer perceptions of the offered price are, the greater the purchase decision will be.
3. The Promotion (X_2) regression coefficient of 0.291 indicates that every 1-unit increase in Promotion will increase Purchase Decision by 0.291 units, assuming other variables remain constant. A significance value of <0.001 (<0.05) indicates that Promotion has a positive and significant effect on Purchasing Decisions. This means that the more effective the promotional activities, the greater the consumer's purchasing decisions.
4. The regression coefficient for Product Quality (X_3) of 0.322 indicates that every 1-unit increase in Product Quality will increase Purchasing Decisions by 0.322 units, assuming other variables remain constant. A significance value of <0.001 (<0.05) indicates that Product Quality has a positive and significant effect on Purchasing Decisions. This means that the better the product quality perceived by consumers, the greater the purchase decision will be.

Based on the results of the multiple linear regression analysis, it can be concluded that the variables Price (X_1), Promotion (X_2), and Product Quality (X_3) partially have a positive and significant effect on Purchasing Decisions (Y). Among the three variables, Price has the greatest influence on Purchasing Decisions based on the standardized beta coefficient value (Beta = 0.355), followed by Product Quality (Beta = 0.339) and Promotion (Beta = 0.295).

Persial Test (T)

The t-test is a hypothesis test used in simple linear regression analysis and multiple linear regression. This test aims to determine whether each independent variable (X) has a partial significant effect on the dependent variable (Y). The decision-making criteria for the t-test based on significance values are as follows:

1. If the significance value (Sig.) is <0.05, then the independent variable (X) has a partial significant effect on the dependent variable (Y).
2. If the significance value (Sig.) is >0.05, then the independent variable (X) does not have a partial significant effect on the dependent variable (Y).

The basis for decision-making in the t-test can also be obtained by comparing the calculated t-value with the t-table. The formula for finding the T-table value can be explained as follows:

1. If the t-value is positive
   a. The calculated t-value is greater than the t-table value, meaning H_0 is rejected and Ha is accepted (has an effect).
   b. The calculated t-value is less than the t-table value, meaning H_0 is accepted and Ha is rejected (has no effect).
2. If the t-value is negative
   a. The calculated t-value is less than the t-table value, meaning H_0 is rejected and Ha is accepted (has an effect).
   b. The calculated t-value is greater than the t-table value, meaning H_0 is accepted and Ha is rejected (has no effect).

Table 8. Results of the Perennial Test (T)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.773	.567		1.364	.176
	Price (X1)	.336	.070	.355	4.776	<.001
	Promotion (X2)	.291	.079	.295	3.670	<.001
	Product Quality (X3)	.322	.075	.339	4.314	<.001

a. Dependent Variable: Keputusan Pembelian (Y)

Source: SPPSS 27, processed in 2026

Price (X_1)

The t-test results show that the Price variable has a calculated t-value of 4.776. This value is greater than the t-table of 1.984. In addition, the significance value <0.001, which is smaller than 0.05, indicates that Price has a significant effect on Purchasing Decisions. The positive regression coefficient of 0.336 indicates that Price has a positive effect on Purchasing Decisions. This means that the better the consumer's perception of the price offered, the higher the purchasing decision will be.

Promotion (X_2)

The t-test results show that the Promotion variable has a calculated t-value of 3,670. This value is greater than the t-table of 1,984. In addition, the significance value <0.001, which is smaller than 0.05,

indicates that Promotion has a significant effect on Purchasing Decisions. The positive regression coefficient of 0.291 indicates that Promotion has a positive effect on Purchasing Decisions. This means that the more effective the promotion is, the more consumers' purchasing decisions will increase.

Product Quality (X_3)

The t-test results show that the Product Quality variable has a calculated t-value of 4.314. This value is greater than the t-table of 1.984. In addition, the significance value <0.001 which is smaller than 0.05 indicates that Product Quality has a significant effect on Purchasing Decisions. The positive regression coefficient of 0.322 indicates that Product Quality has a positive effect on Purchasing Decisions. This means that the better the product quality perceived by consumers, the higher the purchasing decision will be. Based on the t-test results, it can be concluded that partially the Price (X_1), Promotion (X_2), and Product Qualit (X_3) variables have a positive and significant effect on Purchasing Decisions (Y), because each has a calculated t-value greater than the t-table (1.984) and a significance value smaller than 0.05.

Simultaneous Test (F)

Table 9. Simultaneous Test Results (F)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	772.349	3	257.450	271.713	<.001[b]
	Residual	90.961	96	.948		
	Total	863.310	99			

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), KualitasProduk (X_3), Harga (X_1), Promosi (X_2)

Source: SPPSS 27, processed in 2026

Based on the significance value (Sig.) from the ANOVA output

Based on the output above, the Sig. value is 0.000 < 0.05. Therefore, according to the decision-making basis in the F test, it can be concluded that H0 is rejected and Ha is accepted. This means that variable X collectively influences variable Y.

Based on the Comparison of the Calculated F Value with the F Table

Based on the output above, the Sig. value is 0.000 < 0.05. Therefore, according to the decision-making basis in the F test, it can be concluded that H0 is rejected and Ha is accepted. This means that variable X collectively influences variable Y. Based on the two discussions in the F test above, we can conclude that X collectively influences variable Y.

Coefficient of Determination Test (R^2)

Table 10. Results of the Coefficient of Determination (R^2) Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.946[a]	.895	.891	.97340

a. Predictors: (Constant), KualitasProduk (X3), Harga (X1), Promosi (X2)

b. Dependent Variable: Keputusan Pembelian (Y)

Source: SPPSS 27, processed in 2026

Based on the Model Summary table, the correlation coefficient (R^2) is 0.946. This value indicates a very strong relationship between the variables Price (X_1), Promotion (X_2), and Product Quality (X_3) simultaneously and Purchase Decision (Y).

The R-Square (R^2) value of 0.895 indicates that 89.5% of the variation in Purchase Decision (Y) can be explained by the variables Price (X_1), Promotion (X_2), and Product Quality (X_3). Meanwhile, the remaining 10.5% is explained by other variables outside the research model that were not included in the regression analysis. The Adjusted R Square value of 0.891 indicates that after adjusting for the number of independent variables and the number of research samples, the variables Price (X_1), Promotion (X_2), and Product Quality (X_3) are able to explain 89.1% of the variation in Purchase Decision (Y), while the remaining 10.9% is influenced by factors outside the model.

DISCUSSION

Price Influences Purchasing Decisions

Price is a crucial component influencing consumer purchasing decisions. Pricing that aligns with product quality will enhance consumers' perceived value, thus driving their desire and decision to purchase(Afwan and Santosa 2019). Based on the research results, the price variable was shown to have a positive and significant influence on purchasing decisions for Wardah products in Sidoarjo. This can be seen from the t-test results, which showed that the price variable had a calculated t-value of 4.776, greater than the t-table of 1.984, with a significance value <0.001. This significance value is less than 0.05, thus concluding that price has a significant influence on purchasing decisions. The price regression coefficient of 0.336 also indicates a positive relationship, meaning that the better consumers perceive the price offered, the higher their purchasing decisions for Wardah products.

These results indicate that Wardah consumers in Sidoarjo consider price to be a primary consideration before purchasing cosmetic products. Affordable prices, in line with product quality, competitiveness with other brands, and commensurate with the benefits received, can encourage

consumers to make a purchase(Nurchoiriyah et al. 2025). In this study, price indicators include affordability, price-to-quality ratio, price competitiveness, and price-to-benefit ratio. Wardah's pricing strategy can be said to be able to attract consumer interest because Wardah products are known for their relatively economical prices while still maintaining quality. This is a crucial advantage for Wardah in facing increasingly fierce competition in the cosmetics industry. Wardah's pricing strategy can be said to be able to attract consumer interest because Wardah products are known for their relatively economical prices while still maintaining quality. This is a crucial advantage for Wardah in facing increasingly fierce competition in the cosmetics industry. The significant influence of price in this study may also be related to consumers' consideration of the value they receive from the product. Consumers are not only concerned with whether the price is affordable, but also whether the price is proportional to the quality and benefits obtained. In the cosmetics market, consumers have various alternative brands with different price levels, making it easier for them to compare products before making a purchase. Therefore, Wardah's ability to offer a price that is considered affordable while maintaining product quality can strengthen consumers' perception of value and reduce their hesitation to purchase. This condition may explain why price becomes the most dominant factor in this study, as indicated by the highest standardized beta coefficient of 0.355 compared with product quality and promotion.

Promotion Influences Purchasing Decisions

Promotion is an important marketing strategy because it can provide information, attract attention, and encourage consumers to purchase a product (Panguriseng and Nur 2022). The results of the study indicate that promotion has a positive and significant effect on purchasing decisions for Wardah products in Sidoarjo. Based on the t-test results, the promotion variable obtained a calculated t-value of 3.670, which is greater than the t-table value of 1.984, with a significance value <0.001. This value is less than 0.05, so promotion is considered to have a significant effect on purchasing decisions. The promotion regression coefficient of 0.291 indicates a positive relationship between promotion and purchasing decisions. This means that the more effective the promotion, the higher the consumer's purchase decision for Wardah products.

Promotion plays a crucial role in introducing products to consumers, conveying information about product benefits, and building consumer interest in purchasing(Puspasari and Hadithya 2023). In this study, promotion indicators include advertising, personal selling, public relations, and sales promotions. Through engaging promotional activities, consumers can more easily become familiar with Wardah products, including their benefits, product variants, prices, and the advantages offered. Promotions conducted through social media, advertisements, discounts, and special offers can strengthen consumer interest in making purchases. Therefore, consistent and targeted promotions can be an important strategy

for Wardah in increasing consumer purchasing decisions in Sidoarjo. The significant influence of promotion may be explained by the role of promotional activities in reducing consumers' lack of information before purchasing. Cosmetic products have various variants, benefits, prices, and usage characteristics, so consumers often require sufficient information before deciding which product to choose. Promotional activities through advertising, social media, discounts, special offers, and other communication channels can help consumers recognize Wardah products and understand their advantages. However, the standardized beta coefficient for promotion was 0.295, which was lower than price and product quality. This suggests that promotion can attract attention and provide information, but consumers may still consider price and product quality more strongly when making the final purchasing decision.

Product Quality Influences Purchasing Decisions

Product quality is an important factor in cosmetic purchases because consumers tend to choose products that are safe, comfortable, and suited to their skin's needs (Afrilia, Zulaihati, and Kismayanti Respati 2025). The results of the study indicate that product quality has a positive and significant effect on purchasing decisions for Wardah products in Sidoarjo. This can be seen from the t-test results, which show that the product quality variable obtained a calculated t-value of 4.314, greater than the t-table of 1.984, with a significance value <0.001. Because this significance value is less than 0.05, product quality is considered to have a significant effect on purchasing decisions. Furthermore, the product quality regression coefficient of 0.322 indicates a positive relationship. This means that the better the product quality perceived by consumers, the higher their purchase decision for Wardah products.

These results indicate that Wardah consumers in Sidoarjo consider product quality before making a purchase. Cosmetic products are products that are used directly on the skin, so consumers will be more careful in choosing products that are safe, of good quality, and capable of delivering the desired results. Good product quality can increase consumer trust in a brand. If Wardah products are deemed to perform well, meet consumer needs, are reliable, and have good durability, consumers will be more confident in making a purchase.

Furthermore, Wardah is known as a local cosmetic brand with advantages in product quality and safety. Wardah also has a reputation as a halal product and offers a variety of beauty and skincare products that are easily accessible to consumers. These conditions can strengthen consumer confidence in choosing Wardah over other cosmetic products (Huwaida 2025). Product quality is a crucial factor driving purchasing decisions. Wardah needs to continuously maintain and improve product quality to maintain consumer trust and increase purchasing decisions for Wardah products in Sidoarjo. The significant influence of product quality may also be related to the nature of cosmetics as products that are

directly applied to the skin and face. Consumers therefore tend to be more careful in evaluating safety, comfort, performance, suitability, and the ability of a product to provide the expected results. In addition, the respondents in this study were consumers who had purchased Wardah products more than once. This repeated purchasing experience may allow consumers to form evaluations based on their previous experience with the product, rather than relying solely on promotional information. All respondents in the study reported having purchased Wardah products more than once, which may strengthen the importance of product quality in their purchasing decisions.

The product quality coefficient also shows that product quality has a relatively strong influence, with a standardized beta value of 0.339, only slightly below price at 0.355. This indicates that although price is the most dominant factor, consumers still place substantial importance on whether Wardah products are able to meet their expectations. Thus, perceived quality can function as an important source of consumer confidence when consumers evaluate whether the benefits of a product are worth the price paid.

Price, Promotion, And Product Quality Collectively Influence Purchasing Decisions

Consumer purchasing decisions are not influenced by a single factor but are formed from various interrelated considerations. When purchasing cosmetic products, consumers typically consider appropriate prices, attractive promotions, and reliable product quality. These three factors can strengthen consumer confidence before deciding to purchase Wardah products (Kasus et al. 2024).

The research results show that price, promotion, and product quality simultaneously have a positive and significant influence on purchasing decisions for Wardah products in Sidoarjo. This is evidenced by the F-test results, which showed a calculated F-value of 271.713 with a significance value <0.001. This significance value is less than 0.05, thus concluding that price, promotion, and product quality collectively influence purchasing decisions. This means that the better the price offered, the more effective the promotion, and the better the product quality, the higher the consumer's purchasing decision for Wardah products.

These results also demonstrate that these three variables play a mutually supportive role in influencing consumers. Affordable prices that align with product benefits can attract consumers. Attractive promotions can help consumers obtain information about product advantages, product variants, and offers. Meanwhile, good product quality can build consumer trust and satisfaction. When these three factors function optimally, consumers will have a more positive perception of Wardah products and be more motivated to make purchases. The simultaneous influence of these three variables can be understood through the consumer decision-making process. Price, promotion, and product quality provide different but complementary considerations for consumers. Price helps consumers assess the economic sacrifice

required to obtain the product, promotion provides information and creates purchasing stimuli, while product quality provides confidence regarding the benefits and performance of the product. When consumers perceive these three aspects positively, the perceived risk of purchasing can be reduced and the intention to proceed to an actual purchasing decision can become stronger. Therefore, the significant simultaneous effect found in this study suggests that purchasing decisions for Wardah cosmetics are formed through the combination of economic, informational, and product-related considerations rather than through a single factor.

Furthermore, the coefficient of determination showed an R Square value of 0.895. This means that the variables of price, promotion, and product quality are able to explain purchasing decisions by 89.5%, while the remaining 10.5% is influenced by other factors outside this study. These other factors can include brand image, halal labels, consumer trust, customer reviews, brand ambassadors, social media trends, and consumer loyalty. Wardah needs to maintain an appropriate pricing strategy, increase targeted promotions, and maintain product quality so that consumer purchasing decisions in Sidoarjo continue to increase. The remaining 10.5% indicates that purchasing decisions are not completely determined by the three variables examined in this study. Other factors may contribute to differences in consumers' purchasing decisions, particularly factors related to consumers' psychological perceptions, brand-related evaluations, social influences, and digital information. However, these factors were not directly tested in the present study and therefore cannot be concluded to have a statistically significant influence based on the current findings. The high R-Square value nevertheless indicates that price, promotion, and product quality provide substantial explanatory power for purchasing decisions within the sample of Wardah consumers examined in Sidoarjo.

CONCLUSION

Based on the research results, it can be concluded that price, promotion, and product quality have a positive and significant influence on purchasing decisions for Wardah products in Sidoarjo. Price influences purchasing decisions because consumers consider affordability, price-to-quality ratio, price competitiveness, and perceived benefits. Promotion also influences purchasing decisions because it provides information, attracts attention, and encourages consumer interest in purchasing Wardah products.

Furthermore, product quality influences purchasing decisions because consumers tend to choose cosmetic products that are safe, comfortable to use, meet their needs, and are of good quality. Simultaneously, price, promotion, and product quality have also been shown to influence purchasing decisions. This indicates that consumer decisions to purchase Wardah products are not determined by a

single factor, but are influenced by a combination of appropriate price, effective promotion, and good product quality.

SUGGESTION

Wardah should continue to maintain competitive pricing, improve promotional activities, and enhance product quality to strengthen consumers' purchasing decisions. Future studies are recommended to include additional variables and larger research samples.

CREDIT AUTHORSHIP CONTRIBUTION STATEMENT

Zulfiah Rachmawati: Conceptualization, Data Curation, Formal Analysis, Investigation, Writing – Original Draft, and Writing – Review & Editing. **Supardi:** Supervision, Validation, and Writing – Review & Editing. **Wisnu Panggah Setiyono:** Supervision, Validation, and Writing – Review & Editing.

DECLARATION OF COMPETING INTEREST

The authors declare no competing interests.

ACKNOWLEDGMENTS

The authors would like to thank Universitas Muhammadiyah Sidoarjo, the supervisors, and all respondents for their support and participation in this study.

DATA AVAILABILITY

Data are available from the corresponding author upon reasonable request.

FUNDING

This research received no external funding.

ETHICAL APPROVAL

This study did not involve patient-identifying information; therefore, ethical approval was not required.

REFERENCES

[1] Afrilia, Viona, Sri Zulaihati, and Dwi Kismayanti Respati. 2025. “Ekopedia : Jurnal Ilmiah Ekonomi.” Jurnal Ilmiah Ekonomi 1(2):824.

[2] Afwan, Mukhammad Teguh, and Suryono Budi Santosa. 2019. “Analisis Pengaruh Kualitas Produk, Persepsi Harga, Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Dengan Citra Merek Sebagai Variabel Intervening.” Diponegoro Journal of Management 8(1):1–10. http://ejournal-s1.undip.ac.id/index.php/dbr.

[3] Alvina Hannah Ahmad, and Desy Prastyani. 2024. "Pengaruh Kualitas Produk, Dan Citra Merek, Terhadap Keputusan Pembelian Konsumen Melalui Ekuitas Merek Pada Produk Kecantikan Somethinc." Profit: Jurnal Manajemen, Bisnis Dan Akuntansi 3(2):194–210. doi:10.58192/profit.v3i2.2107.

[4] Amaliah Amaliah, Yenny Ernitawati, and Dwi Harini. 2023. "Pengaruh Harga, Kualitas Produk Dan Citra Merek Terhadap Keputusan Pembelian Produk Kosmetik (Studi Kasus Pengguna Produk Kosmetik Wardah, Emina, Viva Di Kelurahan Pasarbatang Brebes)." Jurnal Manajemen Riset Inovasi 1(4):272–89. doi:10.55606/mri.v1i4.1872.

[5] Ambarita, Lilis Feronicha, and Wasino Wasino. 2024. "Pengaruh Kualitas Produk, Harga, Dan Citra Merek Terhadap Keputusan Pembelian Skincare Skintific Di E-Commerce Shopee." ECo-Buss 7(2):992–1009. doi:10.32877/eb.v7i2.1600.

[6] Aprelyani, Siska, Hapzi Ali, Ni Nyoman Sawitri, and Edward Efendi Silalahi. 2024. "Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Skincare Somethinc Pada Generasi Z Melalui Minat Beli Di E-Commerce Shopee." 2(3):162–75.

[7] Aryanti, Mega Fauziah, and Rina Astini. 2025. "Pengaruh E-Wom, Promosi, Dan Brand Love Terhadap Keputusan Pembelian Skincare The Originote." Creative Research Management Journal 8(1):17–27.

[8] Cheren Adina Putri. 2023. "Analisis Pengaruh Kualitas Produk Harga Dan Promosi Terhadap Keputusan Pembelian Pada Produk Kecantikan Wardah." Jurnal of Management and Social Sciences 1(3):181–94. doi:10.59031/jmsc.v1i3.167.

[9] Citradewi, Jihan, Elmira Siska, and Natal Indra. 2023. "Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Pada Produk UMKM Dekranasda Kota Depok." CiDEA Journal 2(1):104–16. doi:10.56444/cideajournal.v2i1.797.

[10] Dema, and Rokhman. 2020. "Pengaruh Harga, Promosi, Dan Citra Merek Terhadap Keputusan Pembelian Produk Blush On Emina Di Yogyakarta." Cakrawangsa Bisnis 1(2):213–34.

[11] Denisa Fitriya Uzzahra, Rini Rohmawati, and Syamsul Hidayat. 2024. "Analisis Persepsi Harga Terhadap Keputusan Pembelian Wardah Cosmetics." GEMILANG: Jurnal Manajemen Dan Akuntansi 4(2):240–50. doi:10.56910/gemilang.v4i2.1274.

[12] Deviyanti, Fitriani Latief, and Nurhaeda. 2023. "Pengaruh Label Halal, Harga, Dan Kualitas Produk Terhadap Keputusan Pembelian Brand Kosmetik Wardah Di Citra Cosmetic Sungguminasa." Malomo: Jurnal Manajemen Dan Akuntansi 1(1):103–13.

[13] Elizabeth, Anindya Putri Pradiptha, Devit Setiono, Dhika Purnama Putra, and Ricky Widyananda Putra. 2024. "Pengaruh Komunikasi Pemasaran, Kualitas Produk, Dan Label Halal Terhadap

Keputusan Pembelian Di TikTok Shop." Jurnal Indonesia : Manajemen Informatika Dan Komunikasi 5(3):2548–60. doi:10.35870/jimik.v5i3.979.

[14] Fitriani, Risna, Suci Putri Lestari, and Ai Kusmiati Asyiah. 2025. "The Influence Of Price And Promotion Perceptions On Pinflash Cosmetic Product Purchases Decisions (Survey Of Pinkflash Cosmetics Consumers Using Shopee In Tasikmalaya)." Tractare: Jurnal Ekonomi-Manajemen 7(2):217–30. doi:10.62820/trt.v7i2.153.

[15] Hanum, Farida, and Nur Ahmadi Bi Rahmani. 2022. "Analisis Pengaruh Kualitas Produk, Citra Merek Dan Harga Terhadap Keputusan Pembelian Kosmetik Emina Pada Kalangan Mahasiswi Universitas Islam Negeri Sumatera Utara." Jurnal Ilmiah Manajemen Bisnis Dan Inovasi Universitas Sam Ratulangi (Jmbi Unsrat) 9(3):986–98.

[16] Harini, Afia, and Supardi Supardi. 2024. "Pengaruh Kualitas Iklan Dan Harga Pendorong Niat Pembelian Mie Kering." Jurnal Administrasi Bisnis (JABis) 22(1):77. doi:10.31315/jurnaladmbisnis.v22i1.12737.

[17] Huwaida. 2025. "Peran Kreativitas Dalam Pengembangan Produk Kosmetik Halal: Studi Pada Produk Wardah." Jurnal Sahmiyya 4(1):123–32.

[18] Jannah, Desty Miftahul, and Gusti Adi Pranoto. 2024. "PEMBELIAN PRODUK HANASUI PADA MAHASISWI FEB UMPRI TAHUN 2024."

[19] JUHROTUNNISA'. 2024. "Pengaruh Kualitas Produk, Harga, Dan Promosi Terhadap Keputusan Pembelian Wardah Cosmetic Pada Empat Perguruan Tingggi Di Kabupaten Jember." Manageable 2(1):156–70. doi:10.59000/jm.v2i1.26.

[20] K.E.S.Putra, M. C. L. Dewi. 2024. "Terhadap Keputusan Pembelian Produk Kosmetik." 10(1):1–7.

[21] Kasus, Studi, Kelurahan Sitirejo, I. I. I. Kecamatan, Medan Amplas, Fakultas Ekonomi, Prodi Manajemen, and Universitas Muslim Nusantara Al-washliyah. 2024. "Pengaruh Desain Produk , Harga Dan Label Halal." 6(3):476–84.

[22] Khumaeroh, Faninda Ayu, Novanka Yanusa, Andi Yulianto, Slamet Bambang Riono, Program Studi Manajemen, Fakultas Ekonomi, and Dan Bisnis. 2023. "Analisis Pengaruh Kualitas Produk, Harga Dan Promosi Terhadap Keputusan Pembelian Kosmetik Wardah (Studi Kasus Di Toko Kosmetik Levina Beauty Brebes)." JECMER: Journal of Economic, Management and Entrepreneurship Research 1(4):1–14.

[23] Kristianto, Aloysius Hari, and Blasius Manggu. 2025. "Pengaruh Promosi , Persepsi Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Skincare Wardah (Studi Kasus Konsumen Di Kabupaten Bengkayang)." 266–73.

[24] Larasati, Sinta Fatonah, Unna Ria Safitri, and Listyowati Puji Rahayu. 2021. "(Studi Kasus Pada Keputusan Pembelian Produk Wardah Kosmetik Di Toko Eviaa Cosmetik Kartasura)." Jurnal Ilmu Manajemen Dan Akuntansi 9(2):184–93.

[25] Lestari, Meti, and Yohan Wismantoro. 2024. "Pengaruh Brand Image, Harga, Brand Trust Dan Kualitas Produk Terhadap Keputusan Pembelian Lipstik Wardah Di Kota Semarang." Jurnal Maneksi 13(1):233–41. doi:10.31959/jm.v13i1.2188.

[26] M, Masriadi Ali, M. Ridwan Basalamah, and Budi Wahono. 2022. "Vol. 14. No. 02 ISSN : 2302-7061." E-Journal Riset Manajemen 14(02):1106–13.

[27] Maumere, Muhammadiyah. 2021. "Intelektiva : Jurnal Ekonomi, Sosial & Humaniora." 03(03):74–81.

[28] Nuraini, Dinda, and Adcharina Pratiwi. 2024. "Pengaruh Harga, Kualitas Produk, Dan Promosi Terhadap Keputusan Pembelian Kosmetik Wardah (Survei Pada Mahasiswa Fakultas Ekonomi Universitas Slamet Riyadi Surakarta)." Jurnal Ilmiah Ekonomi Dan Manajemen 2(7):358–67.

[29] Nurchoiriyah, Amelia Putri, Emeliatus Sofia, Fathul Beri, and Mohamad Djasuli. 2025. "Jurnal Maneksi (Management Ekonomi Dan Akuntansi)." Jurnal Maneksi (Management Ekonomi Dan Akuntansi) 14(03):1066–76. https://doi.org/10.31959/jm.v14ix.2983.

[30] Nurmalasari, Dias, and Budi Istiyanto. 2021. "Pengaruh Kualitas Produk , Harga Promosi Dan Citra Merek Terhadap Keputusan Pembelian Lipstik Merek Wardah Di Kota Surakarta The Influence of Product Quality , Promotion Price and Brand Image on Purchasing Decisions of Wardah Brand Lipstick in the City Of." Jurnal Sinar Manajemen 08(1):42–49.

[31] Oleng, TJH, As Soegoto, R Ch Kawet, Tesalonika Janieke Hereina Oleng, Agus Supandi Soegoto, Raymond Ch Kawet, Jurusan Manajemen, and Fakultas Ekonomi dan Bisnis. 2024. "Pengaruh Promosi Produk Dan Preferensi Konsumen Terhadap Keputusan Pembelian Produk the Originote Di Cura Beauty Manado the Influence of Product Promotions and Consumer Preferences on Purchasing Decisions for the Originote Products At Cura Beauty Manado." Journal EMBA 12(3):495–504.

[32] Panguriseng, Andi Annisa, and Irawati Nur. 2022. "Analisis Strategi Promosi Dan Pengaruh Promosi Terhadap Keputusan Pembelian Konsumen." Jurnal Ilmiah Multidisiplin Amsir 1(1):55–66. doi:10.62861/jimat.v1i1.813.

[33] Pramita, Yesi, Ike Kusdyah Rachmawati, and Mohammad Bukhori. 2023. "Kualitas Produk, Promosi, Dan Harga : Pengaruhnya Terhadap Keputusan Pembelian Produk Wardah Pada Mahasiswa ITB Asia Malang." Pendas : Jurnal Ilmiah Pendidikan Dasar 09(04):284–95.

[34] Puspasari, Dewi, and Riyan Hadithya. 2023. "Pemanfaatan Sosial Media Marketing Melalui Konten Pada Instragram Dalam Upaya Meningkatkan Brand Image Sebuah Produk." Jurnal Manajemen Bisnis Dan Keuangan 4(2):239–52. doi:10.51805/jmbk.v4i2.122.

[35] Putri, Ghina Amelia. 2023. "Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Pada Produk Skincare Somethinc Di Kota Bekasi." 1(3).

[36] RIEZKI, NINDYA, and AHMAD TAUFIQ HARAHAP. 2021. "Pengaruh Harga Dan Citra Merek Kosmetik Oriflame Terhadap Keputusan Pembelian Pada Karyawati PT. Socimas." Jurnal Bisnis Corporate 6(1):75–85. doi:10.46576/jbc.v6i1.1489.

[37] Robiul Umi Rodiyah, Dr Deby Santyo Rusandy, and Iig Sri Hardiningrum. 2022. "Pengaruh Kualitas Produk, Harga Dan Promosi Terhadap Keputusan Pembelian Lipstik Wardah Colorfit Last All Day Lip Paint Dengan Studi Kasus Pada Mahasiswi Prodi Manajemen Fakultas Ekonomi Semester VI Universitas Islam Kadiri Kediri." Jurnal Mahasiswa: Jurnal Ilmiah Penalaran Dan Penelitian Mahasiswa 4(2):87–96. doi:10.51903/jurnalmahasiswa.v4i2.398.

[38] Rubianto Salim, Tumpal J.T Sitinjak, Ir., M. .. 2022. "Pengaruh Promosi, Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Konsumen Janji Jiwa Danau Sunter." 4(3):1–23.

[39] Niantoro, S. (2023). Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Membelian Produk Wardah. *Jurnal Akuntansi Dan Bisnis*. 9(1):104–19. doi:10.47686/jab.v9i1.584.

[40] Saprianti, R. and Nursanjaya, N. (2021). Pengaruh Label Halal, Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Produk Kosmetik Merek Wardah Di Kota Lhokseumawe. *Negotium: Jurnal Ilmu Administrasi Bisnis*. 4(2):168. doi:10.29103/njiab.v4i2.4334.

[41] Selvia, M., Tumbel A. L., and Djemly, W. (2022). The Effect of Price and Product Quality on the Purchase Decision of Scarlett Whitening Products on Students of the Faculty of Economics and Business Sam Ratulangi Manado University. *Emba*, 10(4):320–30.

[42] Tasia, A. A., Sulistyandari, and Kinasih, D. D. (2022). Pengaruh Brand Image, Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Kosmetik Wardah Di Pekanbaru. *Economics, Accounting and Business Journal,* 2(1):74–85.