

THE EFFECT OF PRODUCT QUALITY AND PRICE ON PURCHASING DECISIONS FOR WARDAH COSMETICS AT BRASTAGI SUPERMARKET CEMARA, MEDAN CITY

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ABSTRACT

This study aims to determine the influence of product quality and price on purchasing decisions for Wardah cosmetics at Brastagi Supermarket Cemara in Medan City. The background of this study is based on the importance of understanding the factors that influence consumer purchasing decisions, particularly in the increasingly competitive cosmetics industry. The independent variables in this study are product quality and price, while the dependent variable is the purchase decision. The research method used was a quantitative method with an associative approach. Data collection was conducted through questionnaires distributed to consumers who had purchased Wardah cosmetics at Brastagi Supermarket Cemara in Medan City. Data analysis techniques used included validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, t-tests, F-tests, and the coefficient of determination (R-square). The results showed that product quality partially had a positive and significant effect on purchasing decisions, and price also had a positive and significant effect on purchasing decisions. Furthermore, product quality and price simultaneously had a significant effect on purchasing decisions. Price was the most dominant factor influencing purchasing decisions. The coefficient of determination (R Square) of 0.644 indicates that 64.4% of purchasing decisions can be explained by product quality and price, while the remaining 35.6% is influenced by other variables outside the study. Based on the research results, it is recommended that companies continue to improve product quality and maintain competitive pricing strategies to increase consumer purchasing decisions.

Keywords: Product Quality, Price, Purchasing Decisions

I. INTRODUCTION

The cosmetics industry in Indonesia is experiencing rapid growth in line with increasing public awareness of the importance of appearance and personal care. Cosmetics are no longer viewed as a secondary need but have become an integral part of people's lifestyles, especially among women. This situation has encouraged the emergence of various cosmetic brands, both local and international, competing to offer quality products at prices that meet consumer needs. Increasing competition requires companies to understand the factors that influence purchasing decisions in order to maintain and increase market share.

One local cosmetic brand that has successfully captured public attention is Wardah. Wardah is known as a pioneer of halal cosmetics in Indonesia, offering high-quality products at relatively affordable prices. In addition to prioritizing the halal concept, Wardah also continues to innovate its products to meet the needs of a wide range of consumers. This superiority has made Wardah a brand frequently found in various shopping centers, including Brastagi Supermarket Cemara in Medan City.

In the purchasing decision process, consumers generally consider several factors, including product quality and price. Product quality relates to the product's ability to meet consumer needs and expectations, while price is a consideration of the balance between the benefits obtained and the costs incurred. Products with good quality and reasonable prices tend to be more popular, thus increasing consumer purchasing decisions.

Given these conditions, research into the influence of product quality and price on purchasing decisions for Wardah cosmetics at Brastagi Supermarket Cemara in Medan City is crucial. This research is expected to provide insight into the factors influencing consumer purchasing decisions and provide input for the company in developing more effective marketing strategies.

II. LITERATURE REVIEW

II.I Product Quality

Understanding Product Quality

Product quality is the ability of a product to meet consumer needs, desires, and expectations. The better the quality offered, the higher the level of consumer satisfaction with the product. Product quality is also a factor determining a company's competitiveness because consumers tend to choose products that deliver benefits according to their expectations.

According to Kotler and Armstrong (2018), product quality is the ability of a product to perform its function, which includes durability, reliability, accuracy, ease of use, and other attributes that provide value to consumers. Meanwhile, Habibah and Ummu (2016) state that product quality is a primary requirement for a product to be accepted in the market and able to meet consumer needs. Therefore, product quality is a key consideration influencing purchasing decisions.

Product Quality Dimensions

According to Tjiptono (2015), product quality can be measured through several dimensions, namely:

1. Performance, namely the product's ability to carry out its primary function according to consumer needs.
2. Reliability, namely the product's ability to deliver consistent and reliable results during use.
3. Durability, namely the product's ability to withstand and remain usable for a certain period of time.
4. Conformance to Specifications, namely the conformity of product characteristics to established standards or specifications.
5. Features, namely additional characteristics or advantages that complement the product's primary function, thus providing added value to consumers.
6. Aesthetics, namely the product's appearance, including design, color, shape, and packaging, to attract consumers' attention.
7. Perceived Quality, namely the consumer's perception of the product's overall quality based on experience and information obtained.

Product Quality Indicators

The product quality indicators used in this study refer to those from Muangsal (2019), namely:

1. Ease of product use.
2. Clarity of product function.
3. Suitability of the product to consumer needs.
4. Variety of available product sizes or options.

These indicators were used to assess consumer perceptions of the quality of Wardah products offered at Brastagi Supermarket Cemara in Medan City.

II.II Price

Understanding Price

Price is the amount of money consumers must pay to obtain a product or service. In marketing activities, price is a crucial element because it directly impacts a company's revenue and is a primary consideration for consumers when making purchasing decisions. Besides reflecting a product's value, price is also often used as an indicator of quality by consumers.

According to Kotler and Armstrong (2018), price is the amount of money charged for a product or service, or the value consumers exchange for the benefits of using that product. Tjiptono (2015) also states that price is the only element of the marketing mix that generates revenue for a company. Therefore, pricing must be aligned with the product's quality and benefits to attract consumer interest and increase purchasing decisions.

Price Dimension

According to Kotler and Armstrong (2015), price dimensions include:

1. Price affordability, which refers to consumers' ability to purchase a product according to their purchasing power.
2. Price-quality fit, which refers to the alignment between the price paid and the quality perceived by consumers.
3. Price-benefit fit, which refers to the alignment between the costs incurred and the benefits gained from using the product.
4. Price competitiveness, which refers to the ability of a product's price to compete with similar products in the market.

Price Indicator

According to Pangastuti and Jasinta Sudjiono (2019), price indicators include:

1. Price affordability for consumers.
2. Price competitiveness compared to similar products.
3. Price appropriateness to product quality.

Meanwhile, Setyo (2017) added that **discounts** can also be an indicator influencing consumer interest in making a purchase. Therefore, setting the right price can increase product appeal and encourage consumers to make a purchasing decision.

II.III Buying decision

Understanding Purchasing Decisions

A purchasing decision is the process consumers undertake in selecting and purchasing a product after considering various factors. Before making a purchase, consumers identify their needs, seek information, compare several alternatives, and then determine the product they believe best meets their wants and needs.

According to Kotler and Armstrong (2018), a purchasing decision is the stage when consumers decide to purchase a product after going through the process of need recognition, information search, and evaluation of alternatives. Schiffman and Kanuk (2010) also state that a purchasing decision is the selection of one among several alternatives based on the information and experience the consumer has. Therefore, product quality and price are factors that can influence consumer purchasing decisions.

Dimensions of Purchasing Decisions

According to Tjiptono (2014), the dimensions of purchasing decisions include:

1. Product choice, which is the consumer's decision to determine which product to purchase.
2. Brand choice, which is the consumer's decision to select the brand that best suits their

needs.

3. Distributor choice, which is the consumer's decision to determine where or from which seller to purchase the product.
4. Purchase timing and quantity, which is the decision regarding when and how many products to purchase.
5. Payment method, which is the consumer's chosen payment method when making a purchase transaction.

Factors that Influence Purchasing Decisions

According to Yaumil (2019), two main factors influence purchasing decisions: product quality and price. Product quality is a crucial consideration because consumers tend to choose products that deliver benefits that meet their expectations. The better the perceived product quality, the more likely consumers are to make a purchase. In addition to product quality, price is also a factor influencing purchasing decisions. According to Ansari (2015), price is often used as an indicator of product quality. A price that aligns with the product's benefits and quality will increase consumer purchase interest, while a price that is too high or too low can influence consumer decisions in selecting a product.

Purchasing Decision Indicators

According to M. Ardiansyah and Muhammad (2017), purchasing decision indicators include:

1. Confirmation in product choice.
2. Product purchasing habits.
3. Recommending others.
4. Making repeat purchases.
5. Attention to the product.
6. Interest in the product.
7. Desire to own the product.
8. The act of making a purchase.
9. Satisfaction after purchase.
10. Evaluating before purchasing.

III. RESEARCH METHODOLOGY

III.I Types of research

This study uses a quantitative approach with an associative research type. According to Sugiyono (2017), associative research aims to determine the relationship or influence between two independent variables on the dependent variable. The quantitative approach was chosen because the research data was obtained through distributing questionnaires to respondents and analyzed using statistical techniques. In this study, the independent variables consist of product quality and price, while the dependent variable is the purchasing decision of Wardah cosmetics at Brastagi Supermarket Cemara, Medan City.

III.II Data collection technique

The data collection technique in this study was carried out through observation and questionnaire distribution. Observations were carried out by directly observing the research object to obtain information related to conditions in the field. Meanwhile, questionnaires were given to respondents who purchased Wardah cosmetic products at Brastagi Supermarket Cemara, Medan City. Measurement of respondents' answers used a Likert scale with five categories: Strongly Disagree (STS), Disagree (TS), Disagree (KS), Agree (S), and Strongly

Agree (SS).

III.III Data Analysis Techniques

The obtained data was analyzed using several stages: validity testing, reliability testing, classical assumption testing, and hypothesis testing. Validity testing was conducted to determine whether the research instrument accurately measured the variables studied, while reliability testing was used to assess the instrument's consistency.

Next, classical assumption testing, including normality testing, multicollinearity testing, and heteroscedasticity testing, was conducted to ensure the regression model met the statistical assumptions. Hypothesis testing was then conducted using coefficient of determination (R^2) analysis, simultaneous analysis (F test), and partial analysis (t test) to determine the effect of product quality and price on purchasing decisions for Wardah cosmetics at Brastagi Supermarket Cemara in Medan City.

IV. RESULTS AND DISCUSSION

IV.I Research result

In this study, the author processed the data in the form of a questionnaire consisting of four statements for the product quality variable (X1), four statements for the price variable (X2), and three statements for the purchasing decision variable (Y). The questionnaire was distributed to 87 respondents. This study is quantitative, where the resulting data is in the form of numerical data analysis and analyzed using SPSS software.

Table 4.1 Skala Likert

Answer	weight
Strongly Disagree (STS)	1
Disagree (TS)	2
Slightly Disagree (KS)	3
Agree (S)	4
Strongly Agree (SS)	5

Source: Data processed by IBM SPSS 25

The table above applies to both the independent variables X1 and X2 (consisting of Product Quality and Price) and the dependent variable Y (purchase decision). Thus, the questionnaire score ranges from 1 to 5.

IV.II Validity and Reliability Test

Validity Test

Validity testing was conducted to determine whether each item in the questionnaire accurately measured the research variables. An item was declared valid if the calculated r value was greater than the table r value and the significance value was less than 0.05.

Table 4.2 Validity Test Results

Item	r count	r table	Information
X1.1	0.679	0.213	Valid
X1.2	0.687	0.213	Valid
X1.3	0.661	0.213	Valid
X1.4	0.768	0.213	Valid
X2.1	0.822	0.213	Valid
X2.2	0.719	0.213	Valid
X2.3	0.589	0.213	Valid
X2.4	0.815	0.213	Valid
Y1	0.753	0.213	Valid
Y2	0.756	0.213	Valid
Y3	0.67	0.213	Valid

Source: Data processed by IBM SPSS 25

Based on the table above, the results of the validity test on the variables Product Quality (X1), Price (X2) AND Purchase Decision (Y) show that all question items have a value of *rhitung* > 0.213. Thus, all question items are declared valid and meet the requirements to be used as data collection instruments in this study.

Reliability Test

Reliability testing aims to determine the level of consistency of a research instrument. An instrument is considered reliable if its Cronbach's Alpha value is greater than 0.60.

Table 4.3 Reliability Test Results

Variable	Cronbach's alpha	Limit Reliability	Description
Product Quality	0.783	0,70	Reliable
Price	0.794	0,70	Reliable
Purchase Decision	0.789	0,70	Reliable

Source: Data processed by IBM SPSS 25

Because all variables have Cronbach's alpha >0.7, all variables are reliable for use in research.

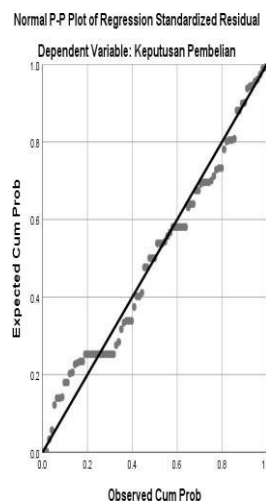
IV.III Classical Assumption Test

Normality Test

Table 4.4 Normality Test Results
One-Sample Kolmogorov-Smirnov Test
Unstandardize d Residual

N		87
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.83827572
Most Extreme Differences	Absolute	.086
	Positive	.072
	Negative	-.086
Test Statistic		.086
Asymp. Sig. (2-tailed)		.153 ^c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.



Based on the results of the Kolmogorov-Smirnov test, the Asymp. Sig. (2-tailed) value was 0.153 (>0.05), so the research data was normally distributed.

Multicollinearity Test

Based on the multicollinearity test, the product quality variable has a tolerance value of 0.682 and a VIF of 1.466, while the price variable has a tolerance value of 0.682 and a VIF of 1.466. These results indicate that there is no multicollinearity.

Tabel 4.5 Multicollinearity Test Result

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.513	.839		4.185	.000		
	Quality Product	.212	.062	.284	3.444	.001	.621	1.610
	Price	.353	.049	.596	7.211	.000	.621	1.610

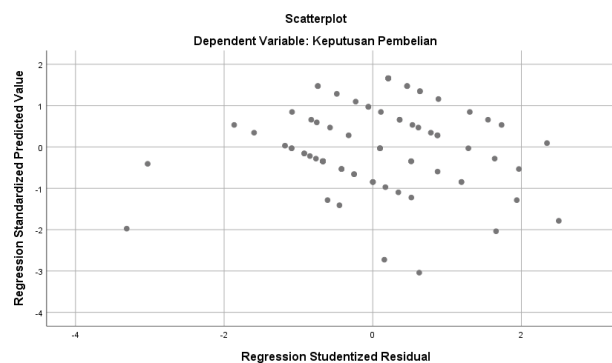
Source: Data processed by IBM SPSS 25

Based on the table above, all variables have a Tolerance value > 0.10 and VIF < 10, so the regression model is declared free from multicollinearity symptoms.

Heteroscedasticity Test

Based on the results of the heteroscedasticity test using the Glejser test, the product quality variable obtained a significance value of 0.762, while the price variable obtained a significance value of 0.514. Both values are greater than 0.05, so the test results indicate no symptoms of heteroscedasticity.

Table 4.6 Heteroscedasticity Test Results



Source: Data processed by IBM SPSS 25

Based on the table above, the significance value for the product quality variable is 0.762 and the price variable is 0.514, both of which are greater than 0.05. Thus, the regression model does not exhibit heteroscedasticity.

IV.IV Hypothesis Testing

Coefficient of Determination (R Square)

Table 4.7 Coefficient of Determination (Model Summary)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.803	0.644	0.636	0.84820	1.998

Source: Data processed by IBM SPSS 25

Based on the table above, the R Square value of 0.644 shows that the product quality and price variables are able to explain purchasing decisions by 64.4%, while 35.6% is influenced by other variables outside this study.

F Test (Simultaneous Test)

Table 4.8 F Test Results (ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	109.383	2	54.692	76.020	0.000
Residual	60.433	84	0.719		
Total	169.816	86			

Source: Data processed by IBM SPSS 25

Based on the table above, the calculated F value is 76.020 with a significance of $0.000 < 0.05$, so it can be concluded that product quality and price simultaneously have a significant effect on purchasing decisions.

T-Test (Partial Test)

Table 4.9 T-Test Results (Coefficients)

Variabel	B	Std. Error	Beta	t	Sig
Constant	3.513	0.839	-	4.185	0.000
Kualitas Produk	0.212	0.062	0.284	3.444	0.001
Harga	0.353	0.049	0.596	7.211	0.000

Source: Data processed by IBM SPSS 25

Based on the table above, the product quality variable has a t-value of 3.444 with a significance of $0.001 < 0.05$, while the price variable has a t-value of 7.211 with a significance of $0.000 < 0.05$. Thus, product quality and price partially have a significant effect on purchasing decisions.

IV.V Discussion

Based on the research results, the product quality variable has a positive and significant effect on purchasing decisions for Wardah cosmetics at Brastagi Supermarket Cemara, Medan. This is evidenced by the t-test results, which showed a significance value of $0.001 < 0.05$, thus accepting the hypothesis. These results indicate that the better the product quality perceived by consumers, the higher the purchase

decision. This finding aligns with Natasya Aulia's (2023) finding that product quality has a significant influence on purchasing decisions.

Furthermore, the price variable also has a positive and significant effect on purchasing decisions. The t-test results showed a significance value of $0.000 < 0.05$, thus accepting the hypothesis. Furthermore, the beta coefficient value indicates that price is a more dominant variable than product quality. This suggests that consumers prioritize affordability, price-compatibility with product quality, and price competitiveness when making purchases. These research findings align with Kotler and Armstrong's findings, although they differ from the research by Aldila Rahma Putri (2024), which found that price has a negative effect on purchasing decisions.

Simultaneously, product quality and price significantly influence purchasing decisions. This is proven by the results of the F test with a significance value of $0.000 < 0.05$. In addition, the R Square value of 0.644 indicates that 64.4% of the variation in purchasing decisions can be explained by product quality and price, while 35.6% is influenced by other factors outside the study. Thus, improving product quality supported by appropriate pricing can increase purchasing decisions for Wardah cosmetics at Brastagi Supermarket Cemara, Medan City.

CONCLUSION

Based on the research results regarding the influence of product quality and price on purchasing decisions for Wardah cosmetics at the Brastagi Supermarket Cemara in Medan City, the following conclusions can be drawn:

1. Product quality has a positive and significant effect on purchasing decisions for Wardah cosmetics at the Brastagi Supermarket Cemara in Medan City. This is demonstrated by the results of a partial t-test (t-test), which showed a significance value of $0.001 < 0.05$, thus accepting the first hypothesis.
2. Price has a positive and significant effect on purchasing decisions for Wardah cosmetics at the Brastagi Supermarket Cemara in Medan City. The results of the partial t-test showed a significance value of $0.000 < 0.05$, thus accepting the second hypothesis. Price is also the most dominant variable influencing purchasing decisions.
3. Product quality and price simultaneously have a positive and significant effect on purchasing decisions for Wardah cosmetics at the Brastagi Supermarket Cemara in Medan City. This is demonstrated by the results of an F-test with a significance value of $0.000 < 0.05$. In addition, the R Square value of 0.644 shows that product quality and price are able to explain purchasing decisions by 64.4%, while 35.6% is influenced by other factors outside the research.

SUGGESTION

Based on the research findings on the influence of product quality and price on purchasing decisions for Wardah cosmetics at Brastagi Supermarket Cemara in Medan, the following recommendations can be made:

1. Wardah is expected to maintain and improve product quality and set prices that align with consumer purchasing power to encourage continued growth in purchasing decisions.
2. Brastagi Supermarket Cemara in Medan is expected to continue to provide a complete range of Wardah products and maintain stock availability to ensure consumer needs are met.
3. Future researchers are advised to include other variables that may influence purchasing decisions, such as promotions, brand image, service quality, or customer satisfaction, to provide more comprehensive research results.

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