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The Effect of Product Quality and Price Perception on Consumers' Purchase Decisions at Kiko Milano, Pakuwon Mall Surabaya

Analyzing the Role of Product Quality and Price Perception in Driving Consumer Purchase Decisions for International Cosmetics

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Abstract

Introduction/Main Objectives: This study investigates the influence of product quality and price perception on consumer purchase decisions for Kiko Milano cosmetics at Pakuwon Mall Surabaya. As an international brand offering affordable luxury, Kiko Milano competes in Indonesia's dynamic beauty market, where consumer preferences are shaped by both global branding and local economic considerations.

Background Problems: The increasing interest in premium cosmetic products among Indonesian consumers raises the need to explore which factors—product quality or price perception—play a more decisive role in shaping purchase behavior.

Novelty: This research integrates two critical variables—product quality and price perception—within the framework of a global brand operating in a local market. The study contributes to the limited body of quantitative research exploring consumer decision-making in Indonesia's premium beauty segment.

Research Methods: A quantitative approach with a causal associative design was used. Data were collected from 100 respondents via structured questionnaires and analyzed using multiple linear regression. Validity and reliability tests were conducted to ensure instrument accuracy.

Findings/Results: The results indicate that both product quality and price perception significantly affect consumer purchase decisions. However, price perception exerts a more dominant influence, suggesting that consumers are more responsive to perceived value and affordability than to product excellence alone.

Conclusion: Consumers prioritize price perception when purchasing cosmetics, implying that marketing strategies should emphasize competitive pricing and perceived value to enhance brand appeal and drive sales.

Keywords: Price Perception; Product Quality; Purchase Decision; Consumer Behavior; Cosmetics Industry

Introduction

The cosmetics industry is among the fastest-growing sectors in Indonesia. According to data from the Ministry of Industry (2023), the national cosmetics market value is estimated to reach more than IDR 100 trillion by 2025, with an average annual growth of 6–7%. This growth is driven by increasing public awareness of self-care, digital penetration through e-commerce, and the influence of social media and beauty influencers who are accelerating the adoption of beauty trends.

Competition in the cosmetics industry is increasingly competitive, characterized by the entry of various local and international brands that offer products with a variety of quality and prices. Local brands such as Wardah, Emina, and Somethinc are appearing aggressively with affordable pricing strategies and halal branding, while international brands such as Sephora, The Body Shop, and Kiko Milano compete in the premium and middle-up segments. In this context, Kiko Milano, as an Italian brand, positioning of “affordable luxury” which is high-quality products at prices that are still affordable for middle-class consumers.

The presence of Kiko Milano at Pakuwon Mall Surabaya is a representation of the brand's expansion strategy into Indonesia's urban market. However, in the midst of high levels of competition, companies need to have a deep understanding of the factors that influence consumer purchasing decisions, in order to design a targeted marketing strategy. In the cosmetics industry, purchasing decisions are not only influenced by functional needs but also by perceptions of quality, price, brand image, and emotional experience.

The selection of purchasing decision variables in this study is based on their strategic relevance to the sales success of Kiko Milano. Although the brand has a strong positioning and international image, the sales rate in some outlets still shows fluctuations. This raises the question: do consumers really understand and appreciate the quality of the products offered, or are they more influenced by price perceptions?

This study aims to analyze the influence of product quality and price perception on consumer purchasing decisions on Kiko Milano cosmetic products at Pakuwon Mall Surabaya. Product quality reflects the extent to which the product meets consumer expectations, while price perception relates to the perceived value consumers have of the price paid. Previous research has shown that these two variables have a significant relationship with purchasing decisions. A study by Putra et al. (2022) at PGRI Madiun University found that product quality and price perception have a significant effect on purchase decisions, with buying interest as a mediating variable. International literature such as Herdiyanti et al. (2023) affirm that product quality is key to winning market competition, but price perception can be the final determinant in consumer purchasing decisions. Amanda et al. (2021) found that price perception has a stronger influence than product quality in shaping consumer purchase decisions, especially in the premium cosmetics segment. Meanwhile, research by Arief Baehaqi et al. (2021) found that price perception and product quality simultaneously affect customer satisfaction and purchasing decisions, with price perception showing a more dominant influence in the context modern retail. These findings contradicts some studies that generally place product quality as the dominant factor in influencing purchasing decisions. For example, a study by Sander et al. (2021) shows that product quality has a stronger influence than price in shaping cosmetic consumer perception and purchasing decisions. Even in a literature review by Dapit Alex Sander et al. (2021), product quality was identified as the variable that most consistently affects purchasing decisions in various sectors.

One of the main factors that influence purchasing decisions is the quality of product. According to Kotler and Armstrong (2016: 283), product quality is the ability of a product to perform its function, including durability, reliability, accuracy, ease of use, and other attributes that are valuable by consumers. In the context of Kiko Milano,the quality of the product is reflected in the professional formulation, smooth texture, strong pigmentation, and elegant and ergonomic packaging. However, consumer perceptions of these qualities need to be empirically tested to find out if they are really a determining factor in purchasing decisions.

Another factor that also shapes the purchase decisions is the price of the product. Price is not only seen as nominal, but as a representation of value and fairness in transaction. According to Kotler and Keller (2016: 452), price perception reflects the extent to which consumers feel the price paid as commensurate with the benefits obtained. In the context of Kiko Milano,product prices are between local and global premium brands, making it an important evaluation point for consumers in making their choice.

By considering these two main variables—product quality and price perception—this study aims to analyze the influenceof both on the purchase decision of Kiko Milano consumers at Pakuwon Mall Surabaya. This research is not only academically relevant but also practical, as the results can be used as a basis for strategic decision-making by companies in designing more effective marketing policies and oriented to consumer needs.

Based on the background that has been described, the formulation of the problem in this study is:

1. Does product quality have a significant influence on consumer purchasing decisions of Kiko Milano at Pakuwon Mall Surabaya?
2. Does price perception have a significant effect on consumer purchasing decisions of Kiko Milano at Pakuwon Mall Surabaya?
3. Which of the product quality and price perception has a dominant influence on consumer purchasing decisions?

The objectives of this study are:

1. To analyze the influence of product quality on consumer purchase decisions of Kiko Milano at Pakuwon Mall Surabaya.
2. To analyze the influence of price perception on consumer purchasing decisions of Kiko Milano at Pakuwon Mall Surabaya.
3. To find out the most dominant factors between product quality and price perception in influencing consumer purchase decisions.

This study aims to enrich the literature in the field of marketing science, especially regarding consumer behavior in the cosmetics industry. By examining the influence of product quality and price perception on purchasing decisions, this study can be an academic reference for students, lecturers, and researchers interested in similar topics. For the company (Kiko Milano), this study can provide strategic input in designing marketing policies, especially in maintaining product quality and establishing pricing strategies that are in accordance with consumer perception. For consumers, it can provide an understanding of the factors that influence purchase decisions, so that consumers can be more critical and rational in assessing cosmetic products. In addition, this study can also provide opportunities for researchers to develop academic insight, practice methodological skills, and produce scientific works that are relevant to the needs of industry and society.

Research Methods

The object of this study is the Kiko Milano outlet in Pakuwon Mall Surabaya, which is one of the official branches of an Italian cosmetics brand that has been present in the Indonesian market. Kiko Milano was selected for this study based on several considerations:

1. Kiko Milano has a positioning as a professional cosmetics brand at a relatively affordable price, so it is attractive to the middle to upper class consumer segment.
2. The outlet at Pakuwon Mall Surabaya is located in a premium shopping center, which is a strategic point to reach urban consumers who have high purchasing power.
3. Despite having an international image,sales levesls in such stores show fluctuations, so it is important to analyze the factors that influence consumers purchasing decisions empirically.

The subjects in this study are consumers who have purchased Kiko Milano products at Pakuwon Mall Surabaya, either directly or through promotions at that location.

This study uses a quantitative approach with a type of causal associative research. The quantitative approach is used because it is able to measure the relationship between variables objectively through numerical data and statistical analysis. Causal associative research aims to determine the influence between two independent variables, namely product quality and price perception, on one dependent variable, namely consumer purchase decisions.

The first independent variable is product quality, which refers to the extent to which a product is able to meet consumer expectations and needs. According to Kotler and Armstrong (2016:283), product quality is the ability of a product to perform its function, including durability, reliability, accuracy, ease of use, and other attributes that are valuable to consumers. In the context of cosmetics, product quality includes aspects such as formulation effectiveness, comfort of use, packaging aesthetics, and ingredient safety. Therefore, in this study, product quality was measured through four main indicators: product durability, effectiveness of results, packaging aesthetics, and safety of use. These indicators were chosen because they are relevant to consumer perceptions of premium cosmetics such as Kiko Milano.

The second independent variable is price perception, which is the consumers' subjective assessment of the value they receive compared to the price paid. Kotler and Keller (2016:452) explain that price perception reflects the extent to which consumers feel that the price of a product is commensurate with the benefits received. This perception is influenced not only by the nominal price but also by factors such as affordability, price fairness compared to competitors, and the suitability between price and product quality. In this study, price perception was measured through three indicators: price affordability, price suitability with product benefits, and price fairness compared to other brands.

Meanwhile, the dependent variable in this study is consumer purchase decisions, which is the final result of consumers evaluation of a product before making a purchase. Engel, Blackwell, and Miniard (1995) define purchasing decisions as a process involving need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. In this study, purchasing decisions are measured using three indicators: repurchase intention, purchase frequency, and satisfaction with the purchasing process. These three indicators were chosen because they reflect the intensity and quality of the consumer's relationship with the purchased product.

By using these indicators, this study aims to empirically test how product quality and price perception influence consumer purchasing decisions for Kiko Milano products at Pakuwon Mall Surabaya.

The population in this study is all potential consumers of Kiko Milano at Pakuwon Mall Surabaya. Since the number of populations is not known for sure, the number of samples was determined using the Lemeshow formula, which is suitable for undefined population conditions. The formula of Lemeshow's (1997) to determine the minimum sample is $n = \frac{Z^2 \text{X } P \text{ X } Q}{d^2}$

Using a confidence level of 95% (Z = 1.96), an estimated prevalence of 50% (P = 0.5), an error rate of 10% (d = 0.10), and $Q = 1 - P$, the calculation resulted in a minimum sample number of around 96.04, and in this study it was rounded to 100 respondents to facilitate analysis and improve the validity of the data.

The sampling technique used is simple random sampling, which is a random sampling technique from a population that meets certain criteria. The criteria for respondent in this study are:

1. Have purchased Kiko Milano products at Pakuwon Mall Surabaya in the last 3 months?
2. Aged between 18–45 years.
3. Willing to fill out the questionnaire completely and honestly.

Data was collected using a questionnaire, which were compiled based on indicators from each variable. The indicators are compiled based on the theories of Kotler & Keller (2016), Engel et al. (1995), and research by Setiawan et al. (2021) relevant to consumer behavior and cosmetics marketing strategies. The questionnaire was divided into three main sections:

1. Questions about product quality (durability, effectiveness, aesthetics, safety)
2. Questions about price perception (price compatibility with benefits, affordability, price fairness)
3. Questions about purchase decisions (purchase intention, purchase frequency, post-purchase satisfaction)

Each statement is measured using **a Likert scale of 1–5** , with the following categories:
1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

Table 1Table of Measurement Techniques and Operational Definitions of Variables

Variables	Indicator	Scale	Source
Product Quality (X_1)	Durability, effectiveness, aesthetics, product safety	Likert 1–5	Kotler & Keller (2016)
Price Perception (X_2)	Price compatibility with benefits, affordability, price fairness	Likert 1–5	Kotler & Keller (2016); Setiawan et al. (2021)
Purchase Decision (Y)	Purchase intention, purchase frequency, post-purchase satisfaction	Likert 1–5	Engel et al. (1995); Setiawan et al. (2021)

Source: Adapted from Kotler & Keller (2016); Setiawan et al. (2021); Engel et al. (1995)

The data obtained from the questionnaire will be analyzed through the following stages :

1. Validity and Reliability Test
   To ensure that the research instrument measures accurately and consistently. Validity is tested using Pearson correlation, and reliability is tested using Cronbach's Alpha.
2. Descriptive Analysis
   To describe the characteristics of respondents and the distribution of answers.
3. Classical Assumption Test
   Includes test of normality, multicollinearity, and heteroscedasticity tests as multiple linear regression requirements.

4. Multiple Linear Regression Analysis
   Used to find out the simultaneous and partial influence of product quality and price perception on purchasing decisions.
5. t-test and F-test
   t-test is carried out to determine the influence of each variable partially and the F-test is to test the influence simultaneously.
6. Coefficient of Determination (R^2)
   To find out how much the independent variable contributes to the dependent variable.

The entire analysis is carried out with the help of SPSS software , which allows accurate and efficient data processing.
This research will be carried out in October 2025 , with the hope that the results can make a practical contributions to Kiko Milano's marketing strategy and enrich the academic literature in the field of consumer behavior.

Result

First, the sample was given questions in the form of a questionnaire using Google Forms related to the research variables, namely product quality, price perception, and consumer purchasing decisions. This study involved 100 respondents who were Kiko Milano consumers at Pakuwon Mall Surabaya. Based on demographic data:

1. Gender: 93% female, 7% male
2. Age: 34% are 18–25 years old, 25% are 26–30 years old, 21% are 31–35 years old, and 20% are >35 years old
3. Shopping frequency: 45% shop 3-5 times per month, 30% more than 5 times per month, and 25% 1-2 times per month

This data shows that the majority of Kiko Milano consumers are young women who actively shop for cosmetics, in accordance with the market segmentation targeted by the Kiko Milano brand.

The following is an analysis of the data obtained from the questionnaire:

1. **Validity and Reliability Test**

   Validity testing aims to determine whether each item in a questionnaire actually measures the intended construct or variable. In quantitative research, validity is tested using **Pearson's correlation** between each item and the total score of the variable. Validity criteria are if the correlation value (r) is > 0.3 and Sig. (2-tailed) is < 0.05, then the item is declared valid (Ghozali, 2016).

Table 1.1 Validity

Correlations

		X1.1	X1.2	X1.3	X1.4	TOTAL_X1	X2.1	X2.2	X2.3	X2.4	TOTAL_X2	Y.1	Y.2	Y.3	Y.4	TOTAL_Y
X1.1	Pearson Correlation	1	,712***	,716***	,744***	,888***	,716***	,488***	,646***	,660***	,722***	,605***	,449***	,476***	,541***	,572***
	Sig. (2-tailed)		<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.2	Pearson Correlation	,712***	1	,680***	,757***	,884***	,628***	,456***	,708***	,626***	,697***	,572***	,418***	,451***	,394***	,509***
	Sig. (2-tailed)	<,001		<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.3	Pearson Correlation	,716***	,680***	1	,803***	,889***	,597***	,635***	,702***	,584***	,730***	,584***	,489***	,413***	,429***	,536***
	Sig. (2-tailed)	<,001	<,001		<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.4	Pearson Correlation	,744***	,757***	,803***	1	,920***	,577***	,509***	,625***	,681***	,689***	,564***	,470***	,535***	,478***	,566***
	Sig. (2-tailed)	<,001	<,001	<,001		<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
TOTAL_X1	Pearson Correlation	,888***	,884***	,889***	,920***	1	,705***	,581***	,749***	,713***	,792***	,649***	,509***	,524***	,515***	,610***
	Sig. (2-tailed)	<,001	<,001	<,001	<,001		<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.1	Pearson Correlation	,716***	,628***	,597***	,577***	,705***	1	,476***	,702***	,643***	,811***	,524***	,340***	,413***	,495***	,486***
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001		<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.2	Pearson Correlation	,488***	,456***	,635***	,509***	,581***	,476***	1	,825***	,628***	,856***	,682***	,704***	,622***	,620***	,735***
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001	<,001		<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.3	Pearson Correlation	,646***	,708***	,702***	,625***	,749***	,702***	,825***	1	,698***	,937***	,812***	,577***	,571***	,572***	,704***
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001	<,001	<,001		<,001	<,001	<,001	<,001	<,001	<,001	<,001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.4	Pearson Correlation	,660***	,626***	,584***	,681***	,713***	,643***	,628***	,698***	1	,852***	,565***	,531***	,590***	,600***	,631***
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001		<,001	<,001	<,001	<,001	<,001	<,001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
TOTAL_X2	Pearson Correlation	,722***	,697***	,730***	,689***	,792***	,811***	,856***	,937***	,852***	1	,751***	,627***	,636***	,662***	,742***
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001		<,001	<,001	<,001	<,001	<,001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Y.1	Pearson Correlation	,605***	,572***	,584***	,564***	,649***	,524***	,682***	,812***	,565***	,751***	1	,686***	,662***	,669***	,840***
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001		<,001	<,001	<,001	<,001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Y.2	Pearson Correlation	,449***	,418***	,489***	,470***	,509***	,340***	,704***	,577***	,531***	,627***	,686***	1	,761***	,805***	,916***
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001		<,001	<,001	<,001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Y.3	Pearson Correlation	,476***	,451***	,413***	,535***	,524***	,413***	,622***	,571***	,590***	,636***	,662***	,761***	1	,924***	,916***
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001		<,001	<,001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Y.4	Pearson Correlation	,541***	,394***	,429***	,478***	,515***	,495***	,620***	,572***	,600***	,662***	,669***	,805***	,924***	1	,934***
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001		<,001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
TOTAL_Y	Pearson Correlation	,572***	,509***	,536***	,566***	,610***	,486***	,735***	,704***	,631***	,742***	,840***	,916***	,916***	,934***	1
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

***. Correlation at 0.001(2-tailed)

Source: Processed Data, 2025

Based on the results of Pearson correlation analysis of 100 respondents, it was found that all items in variables X1 (Product Quality), X2 (Price Perception), and Y (Consumer Purchasing Decision) had correlation values above 0.3 and were significant at the 0.001 level. This indicates that all items were declared valid. The correlation between variables showed a positive and significant relationship, with a correlation value between TOTAL_X1 and TOTAL_Y of 0.610, and between TOTAL_X2 and TOTAL_Y of 0.742. Thus, it can be concluded that the higher the value of X1 (Product Quality) and (Price Perception), the higher the value of Y (Consumer Purchasing Decision). High correlation between indicators in one variable also indicates good internal consistency, indicating that the variable construct is measured reliably.

Table 1.2 Reliability

According to Imam Ghozali, a variable is considered reliable if the Cronbach's Alpha value is >0.70. Reliability testing is used to determine whether a research instrument (questionnaire) produces consistent and stable data when used repeatedly.

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded[a]	0	,0
	Total	100	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,916	4

Varibel X1.Product Quality

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded[a]	0	,0
	Total	100	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,887	4

Varibel X2.Price Perception

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded[a]	0	,0
	Total	100	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,915	4

Varibel Y. Consumer Purchase Decision

Source: Processed Data, 2025

Based on the results of the reliability test using Cronbach's Alpha on 100 respondents, an alpha value of 0.916 was obtained for variable X1, 0.887 for variable X2, and 0.915 for variable Y. Because all Cronbach's Alpha values are greater than 0.7, it can be concluded that all variables have very good reliability.

2. Descriptive Analysis

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
TOTAL_X1	100	13	20	19,11	1,576
TOTAL_X2	100	16	20	19,21	1,486
TOTAL_Y	100	12	20	19,37	1,440
Valid N (listwise)	100				

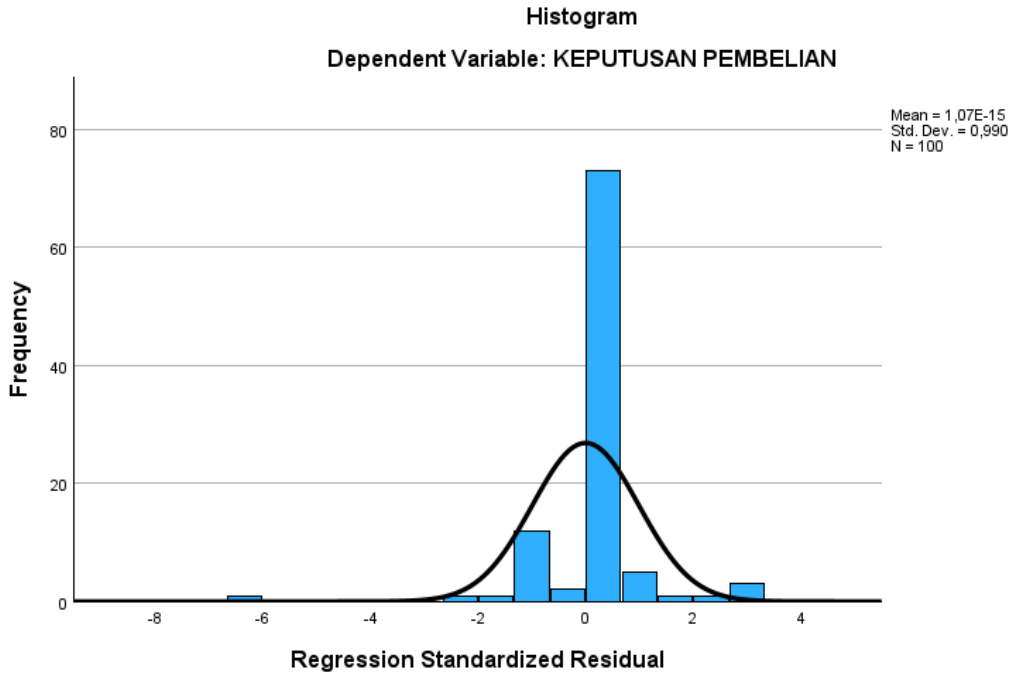
Source: Processed Data, 2025

Based on the results of descriptive analysis of 100 respondents, it was obtained that the average value (mean) for variable X1 was 19.11, variable X2 was 19.21, and variable Y was 19.37. The three variables had an average close to the maximum value (20) with a relatively small standard deviation, which ranged from 1.440 to 1.576. This shows that respondents' perceptions of all variables were in the high and consistent category.

3. Classical Assumption Test

The classical assumption test is carried out so that the linear regression model meets the basic statistical requirements (normality, free from multicollinearity, and free from heteroscedasticity). If all assumptions are met, the regression results can be considered valid and reliable.

Table 3.1 Normality Test



Source: Processed Data, 2025

Based on the results of the normality test using the Histogram Standardized Residual graph, it can be seen that the residual data forms a pattern resembling a bell curve and is symmetrical around the zero value. The mean value is close to 0 and the standard deviation is close to 1, so it can be concluded that the residual data is normally distributed and the normality assumption is met.

Table 3.2 Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	5,397	1,304		4,137	<,001		
	KUALITAS	,053	,102	,057	,516	,607	,372	2,688
	HARGA	,675	,108	,697	6,252	<,001	,372	2,688

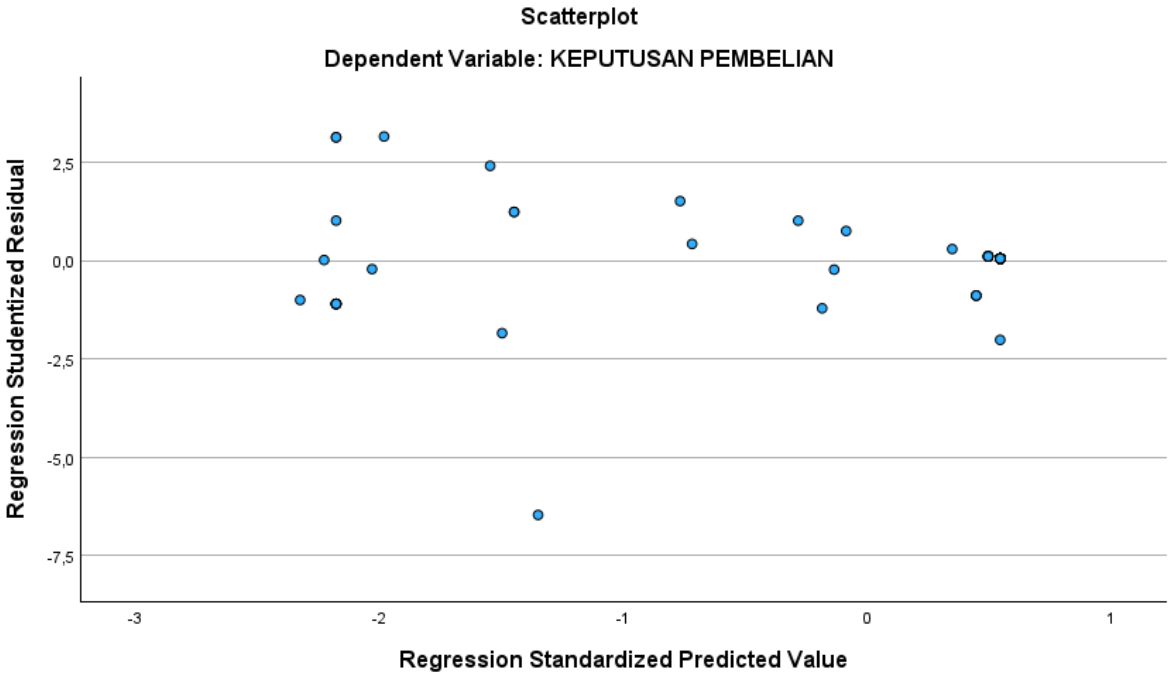
a. Dependent Variable: KEPUTUSAN PEMBELIAN

Source: Processed Data, 2025

Based on the Tolerance and VIF values, there are no symptoms of multicollinearity in this regression model.

This means that the QUALITY and PRICE variables do not influence each other excessively and can be used together in the regression model. The Tolerance value for both variables is 0.372 (> 0.10). The VIF value for both variables is 2.688 (< 10).

Table 3.3 Heteroscedasticity Test



Source: Processed Data, 2025

Based on the scatterplot, the residual points are randomly distributed around the zero line without forming any particular pattern. Thus, there is no evidence of heteroscedasticity, and the classical assumptions of heteroscedasticity are met.

4. Multiple Linear Regression Analysis

To determine the influence of Quality and Price variables on Decisions Purchases , multiple regression analysis was performed. The results of data processing are displayed in the following Coefficient Table:

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	5,397	1,304		4,137	<,001		
	KUALITAS	,053	,102	,057	,516	,607	,372	2,688
	HARGA	,675	,108	,697	6,252	<,001	,372	2,688

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Source: Processed Data, 2025

Based on the results of multiple regression analysis, the following regression equation was obtained:

Y=5.397+0.053(X1_QUALITY)+0.675(X2_PRICE)

These results indicate that price has a significant and dominant influence on consumer purchasing decisions, while quality has no significant impact. These findings can serve as a basis for companies to emphasize competitive pricing strategies in an effort to improve consumer purchasing decisions.

5. t-test and F-test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	5,397	1,304		4,137	<,001		
	KUALITAS	,053	,102	,057	,516	,607	,372	2,688
	HARGA	,675	,108	,697	6,252	<,001	,372	2,688

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Source: Processed Data, 2025

Based on the results of the t-test, it is known that the Quality variable has a t-count value of 0.516 with a significance value of 0.607. Because the significance value is greater than 0.05, it can be concluded that Quality does not significantly influence Purchasing Decisions. On the other hand, the Price variable has a t-count value of 6.252 with a significance value <0.001. Because the significance value is smaller than 0.05, it can be concluded that Price has a significant influence on Purchasing Decisions. Thus, partially, only the Price variable has a significant influence on consumer purchasing decisions.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	113,347	2	56,673	59,777	<,001[b]
	Residual	91,963	97	,948		
	Total	205,310	99			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), HARGA, KUALITAS

Source: Processed Data, 2025

Based on the F-test results displayed in the ANOVA table, the calculated F-value was 59.777 with a significance value <0.001. Since the significance value is less than 0.05, it can be concluded that the Quality and Price variables simultaneously have a significant effect on Purchasing Decisions. This indicates that the regression model used is appropriate to explain the relationship between the independent and dependent variables. In other words, the combination of perceptions of product quality and price is able to statistically explain variations in consumer purchasing decisions.
Thus, even though only Price has a partial influence, together both variables still make a significant contribution to consumer purchasing decisions.

6. **Coefficient of Determination (R^2)**

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,743[a]	,552	,543	,974

a. Predictors: (Constant), HARGA, KUALITAS

b. Dependent Variable: KEPUTUSAN PEMBELIAN

Source: Processed Data, 2025

Based on the Model Summary table, the R^2 value of 0.552 indicates that Quality and Price together are able to explain 55.2% of the variation in Purchasing Decisions, while the remaining 44.8% is explained by other factors outside this model. The correlation value (R) of 0.743 indicates a strong relationship between the independent variables and purchasing decisions .

Discussion

Based on the results of the statistical analysis that has been carried out, it can be concluded that:

1. **The Influence of Product Quality on Consumer Purchasing Decisions**

   Product quality includes various dimensions such as durability, effectiveness, aesthetics, and product safety. According to Kotler and Keller (2016), quality is the ability of a product to meet or exceed customer expectations. However, in the context of this study, quality has not been a dominant factor in influencing purchasing decisions. This can happen because consumers have considered quality as a minimum standard that has been met, so their attention is more focused on other factors such as price. This finding differs from several previous studies that showed that product quality has a significant influence on purchase decisions. Sandra et al. (2023) found that product quality positively influenced purchase intention and purchasing decisions of H&M consumers in Bali, and research by Dewi (2022) in a study of Indomie consumers in Semarang also showed that product quality, brand image, and brand awareness influenced purchasing decisions.

   These differences in results indicate that the influence of product quality is contextual, depending on product type, consumer characteristics, and market perceptions. Therefore, companies need to understand the specific dynamics of consumer expectations so that their quality strategies are truly relevant and impact purchasing decisions.

2. **The Influence of Price Perception on Consumer Purchasing Decisions**

   Price is an important element in the marketing mix that serves as an indicator of product value and competitiveness. According to Kotler and Keller (2016) , price perception reflects the extent to which consumers feel that the price paid is commensurate with the benefits obtained. In the context of this study, consumers show high sensitivity to price, making it a major factor in purchasing decisions. This finding is in line with previous research by Setiawan et al. (2023) in *the Journal of Management Doctorate,* which found that price perception significantly influences online purchasing

decisions of Erigo consumers on Shopee, and research by Sulistyawati et al. (2022) in a study of Wardah cosmetics consumers in Surakarta showed that price perception and brand image significantly influence purchasing decisions.

Thus, companies need to design pricing strategies that are not only competitive but also reflect the value perceived by consumers. Transparency, quality alignment, and perceived price fairness are key to shaping positive and sustainable purchasing decisions.

Conclusion

The analysis results show that price has a positive and significant effect on consumer purchasing decisions, while product quality does not show a significant partial effect. However, simultaneously, both variables are proven to influence purchasing decisions, as indicated by the significant F-test results and an R-square value of 0.552 .

This indicates that, in the context of the research, consumers consider price more than quality when making purchasing decisions. Products perceived as being priced appropriately for the benefits received tend to be more attractive to consumers. Meanwhile, product quality may be deemed to meet minimum standards, making it less of a dominant differentiating factor.

This finding aligns with Kotler and Keller's (2016) theory, which states that price perception reflects consumers' perceived value, and with previous research by Setiawan et al. (2023) and Sulistyawati et al. (2022) , which showed that price has a significant influence on purchasing decisions.

Thus, a marketing strategy that emphasizes competitive pricing and aligns with consumer perceptions of value is crucial in driving purchasing decisions. On the other hand, quality must still be maintained to avoid eroding consumer trust, even though it is not the primary factor in purchasing decisions.

This research is expected to serve as a reference for future researchers interested in examining the factors influencing consumer purchasing decisions. Future researchers may consider using other independent variables beyond product quality and price, such as product design, brand image, product benefits, and social media marketing . By including these variables, future research can provide a more comprehensive picture of the dynamics of consumer behavior in the ever-evolving cosmetics industry.

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This research is not merely an academic milestone, but a reflection of collaboration, trust, and care received from the surrounding community. May this work offer meaningful contributions to the advancement of knowledge and professional practice in its respective fields.

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