

## The Influence Of Brand Image And Product Quality On The Decision To Purchase Cosmetic Products Wardah In The Case Of Gen Z

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### **Abstract**

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The abstract contains a brief description of the **purpose**: describes the objectives and hypotheses of the research The increasingly rapid growth of the cosmetics industry in Indonesia has given rise to intense competition for every cosmetics industry. This research aims to determine the influence of brand image and product quality on purchasing decisions for Wardah products, especially among Gen Z. **Methods**: This type of research uses quantitative methods. The population in this study were female students from the Sharia Economics and Sharia Banking Study Program at Potential Main University with a sample size of 79 respondents. This research uses a saturated sample method. The data used in the research is primary data obtained from respondents who filled out the questionnaire and then analyzed using multiple regression analysis using SPSS-2. **Results**: results show that the brand image variable has a significant influence on purchasing decisions for Wardah products, with a value of Sig. of  $0.007 < 0.05$  and Tcount  $2.779 > Ttable 1.992$ . Apart from that, the product quality variable also shows a significant influence on purchasing decisions, with a Sig. of  $0.000 < 0.05$  and Tcount  $6.458 > Ttable 1.992$ . Simultaneously, the brand image and product quality variables have a significant effect on purchasing decisions, as evidenced by the Fcount value of  $103.553 > Ftable 3.117$  and a significance value of 0.000. Thus, it can be concluded that brand image and product quality are important factors that influence Wardah product purchasing decisions. **Implications**: it is recommended to continue to strengthen the brand image and maintain product quality so that consumers are increasingly interested. A focus on innovation and high quality will increase loyalty and sales, especially among Gen Z.

**Keywords**: Brand Image, Product Quality and Purchasing Decisions

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## INTRODUCTION

The halal industry in Indonesia is experiencing significant growth, making this country the largest market for halal products in the world with an average annual growth rate of five to six percent (Sonia Cipta Wahyurini & Trianasari, 2020). One sector that has recorded rapid development is the cosmetics industry, with consumers increasingly aware of the importance of halal products in accordance with the teachings of the Islamic religion. The Qur'an and Hadith teach Muslims to only use items that are halal and good (thayyib) including cosmetics (Nugrahaeni et al., 2023).

Wardah as an Indonesian halal cosmetics brand has become a pioneer in this market. Founded by dr. Sari Chairunisa in 1995 under PT. Paragon Technology and Innovation (Latte et al., 2020). Wardah holds lppom MUI halal certification and has won various halal awards, such as Halal Award and Top Brand Index (Rina et al., 2023).

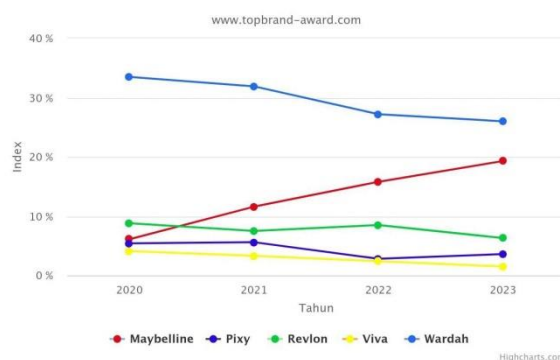


Figure 1  
Top Brand Index  
Source: Top Brand Index

Wardah products are known for their good quality and safe to use, as well as natural ingredients that support skin health (Siti Nurmaya Adianti & Ayuningrum, 2023). Despite experiencing fierce competition in the Indonesian cosmetics market, Wardah has consistently maintained a strong brand image and guaranteed product quality. However, despite the increase in market share, this brand also faces challenges in maintaining its sales stability, as reflected in the Top Brand Index (TBI) data which shows an increase in Wardah's market share among other brands.

Consumer purchasing decisions are influenced by several factors, such as product quality, price, promotion, and brand image (Dilasari & Zubadi, 2019). According to Kotler and Armstrong, a good brand image can strengthen consumers' purchasing decisions because it can build trust and reduce risk. In addition, good product quality also plays an important role in increasing consumer buying interest. This study aims to analyze the influence of brand image and product quality. Generation Z born in the digital age tend to be more critical and choose products, including cosmetics. They are more likely to pay attention to brands that already have a positive image and are proven to have good quality. Therefore, an understanding of how brand image and product quality can influence purchasing decisions is particularly relevant in the context of this study.

This study aims to examine the influence of brand image and product quality on the purchase decision of cosmetics Wardah among Gen Z students, especially students from the Islamic Economics and Islamic Banking Study program, University of Potensi Utama. By identifying the factors that influence purchasing decisions, this study is expected to provide a deeper insight into young consumers' preferences for halal cosmetic products and contribute to the development of cosmetic product marketing strategies in Indonesia

## METHODS

This study uses a quantitative approach to the survey method, where samples were taken from the population using a questionnaire as the main tool of data collection (Sugiyono, n.d.). The research took place at the University of Potensi Utama Medan from March to August 2024. This research was conducted at the University of Potensi Utama Medan starting from March-August 2024.

The data of this study is in the form of quantitative data that is analyzed statistically, with primary data obtained through questionnaires distributed to students of Islamic Economics and Islamic banking, while the secondary data comes from the study of Related Literature. Sampling technique used is saturated sampling method, with 79 respondents as a sample. Data analysis includes classical assumption test (normality test, multicollinearity, heteroscedasticity), multiple linear regression, hypothesis test (T and F test), and coefficient of determination test.

## RESULTS AND DISCUSSION

### Validity Test

A test used to determine the feasibility of items in a list of questions in defining a variable (Arafah & Sembiring, 2018). The calculation value is seen from the SPSS output in the Corrected-item – total correlation column, while the table is taken from the formula  $DF=N-2$  significant 0.05 (Ghozali, 2018). IE  $df= 79-2 = 77$  resulting in a value of 0.2213  $R_{tabel}$ .

Table 1  
Validity Test Results

Variable	Indicator	R hitung	R count	Value Sig.	Description
Brand Image	X1.1	0,853	0,2213	0,000	Valid
	X1.2	0,829	0,2213	0,000	Valid
	X1.3	0,776	0,2213	0,000	Valid
	X1.4	0,772	0,2213	0,000	Valid
	X1.5	0,821	0,2213	0,000	Valid
Product Quality	X2.1	0,893	0,2213	0,000	Valid
	X2.2	0,902	0,2213	0,000	Valid
	X2.3	0,827	0,2213	0,000	Valid
	X2.4	0,768	0,2213	0,000	Valid
	X2.5	0,851	0,2213	0,000	Valid
Purchase Decision	Y1	0,844	0,2213	0,000	Valid
	Y2	0,843	0,2213	0,000	Valid
	Y3	0,772	0,2213	0,000	Valid
	Y4	0,875	0,2213	0,000	Valid
	Y5	0,751	0,2213	0,000	Valid

Source: primary data processed,2024

Based On Table 1. above shows there are 3 variables. From each item statement on each variable both independent and dependent turned out to have a Rhitung greater than  $R_{tabel}$  then it can be concluded that the indicators in this study are valid.

### Reliability Test

The reliability test is used to measure precisely (valid) and consistently (reliable) so that the questionnaire used can be used as a measuring tool (Arafah & Juliana, 2022). Where the variable is said to be reliable if it gives cronbach's IndiGo alpha  $> 0.60$  (Sugiyono, 2019). The following are the results of reliability testing in this study :

Table 2  
Reliability Test Results

Variable	<i>Cronbach alpha</i>	Role of Thumb	Description
Brand Image	0,867	0,60	Reliebel
Product Quality	0,902	0,60	Reliebel
Purchase Decision	0,874	0,60	Reliebel

Source: primary data processed,2024

Based on the management of data in Table 2 above using SPSS 25 shows that all items of the statement of each variable of this study the result is the value of Cronbach alpha  $> 0.60$  then it can be said reliebel.

### Classical Assumption Test

#### Normality Test

Normality test aims to test whether in regression models, disruptive or residual variables have a normal distribution (Arafah, 2017). If the data spread around the diagonal line and follow the direction of the diagonal line and follow the direction of the diagonal then the regression model meets the assumption of normality. The normality test conducted by the author is as follows:

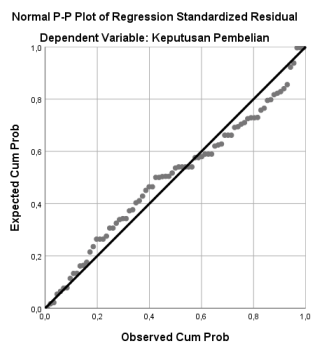


Figure 2  
 Normality Test Results  
 Source: primary data, 2024

Assumption of normality seen in Figure 2 above that the points spread around the diagonal line and follow the direction of the diagonal line, so it can be concluded that the residual data model besdistribution normally.

### Multicollinearity Test

Multicollinearity test is needed to determine the presence or absence of independent variables that have similarities between variables in a model (Darmawan & Arafah, 2020). If the value of Variance Inflation Factor (VIF) <10 and the value of Tolerance (TOL) > 0.10, then the model can be said to be free from multicollinearity. Multicollinearity test results in this study are as follows:

Table 3  
 Multicollinearity Test Results  
 Coefficients<sup>a</sup>

Model		Collinearity Statistics	
		Tolerance	VIF
1	Brand Image	,376	2,662
	Product Quality	,376	2,662

a. Dependent Variable: Keputusan Pembelian  
 Source: primary data processed, 2024

Based on Table 3 above shows that the variable brand image and product quality have tolerance value > 0.10 and VIF value < 10, so it can be concluded that there is no multicollinearity between variables in this study.

### Heteroscedasticity Test

Heteroscedasticity test aims to test whether in a regression model there is an inequality of variance of residuals from one observation to another. A good regression Model is not heteroscedasticity with significance value >0.05 (Ghozali, 2011). Scatter Plot results in this study are as follows :

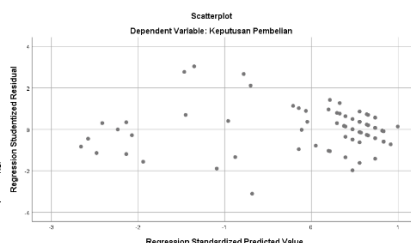


Figure 3  
Heteroscedasticity Test Results  
Source: primary data,2024

Based on Figure 3 above heteroscedasticity test results by using the Scatter Plot test can be seen that the data points spread above and below or around the number 0, the data points do not accumulate just below or above only, the spread of data points does not form a wavy pattern widened then narrowed and widened again, the spread of data points are not patterned. It can be concluded that there was no heteroscedasticity in this study.

### Multiple Linear Regression Test

This analysis is used to determine the influence of brand image and product quality on purchasing decisions. The form of multiple linear equations in this study as follows :

Table 4  
Multiple Linear Analysis Results  
Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,940	1,274		2,308	,024
	Brand Image	,271	,098	,269	2,779	,007
	Product Quality	,595	,092	,626	6,458	,000

a. Dependent Variable: Purchase Decision

Source: primary data processed, 2024

Based on Table 4 above the regression equation can be obtained linear regression line is :  
 $Y = 2.940 + 0.271 X_1 + 0.595 X_2 + 1.274$

Based on the multiple linear regression equation above can be interpreted as follows :  
Constant value of 2,940 this explains that the variable brand image and product quality is constant or fixed, then the purchase decision has increased by 2,940.

Regression coefficient of brand image variable X1 is 0.271. This shows that brand image has a positive influence on purchasing decisions. This shows that every increase of one value in the brand image variable, while other independent variables remain, the decision to purchase wardah products will increase by 0.271

Regression coefficient of product quality variable X2 is 0.595. This shows that the quality of the product has a positive influence on the purchase decision. This shows that every increase of one value in the product quality variable, while other independent variables remain, the decision to purchase wardah products will increase by 0.595.

Hypothesis Test

### Partial Test (T Test)

The T-test or hypothesis test in a study is stated with 95% confidence or ( $\alpha=0.05$ ). T test was conducted to monitor whether an independent variable in this study is affected or not against a dependent variable (Arafah, 2017). Here are the results of the t-test in this study :

Table 5  
 Partial Test Results (T-Test)  
 Coefficients<sup>a</sup>

Model		Unstandardized		Standardized	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,940	1,274		2,308	,024
	Brand Image	,271	,098	,269	2,779	,007
	Product	,595	,092	,626	6,458	,000
	Quality					

a. Dependent Variable: Purchase Decision

Source: primary data processed, 2024

Degrees of freedom in this study is  $df = n-k$ ; two sides/ $0.025 = 79-3 = 76;0.025$ . Then Ttable at 1,992. then it can be explained as follows partial test analysis:

**Influence of Brand Image (X1) on purchasing decision (Y)**

Known value of the Sig. for the effect of X1, the Y is equal to  $0.007 < 0.05$  and the value of the count  $2.779 > T$ table 1.992. H1 is accepted and H0 is rejected. This shows that brand image variables have a significant effect on purchasing decisions wardah products.

**Effect of product quality (X2) on purchasing decision (Y)**

Known value of Sig. for the effect of X2, on Y is equal to  $0.000 < 0.05$  and the value of the count  $6.458 > T$ table 1.992. H2 is accepted and H0 is rejected. This shows that product quality variables have a significant effect on purchasing decisions wardah products.

**Simultaneous Significance Test (F-Test)**

F test to determine whether all the independent variables included in the model have a simultaneous effect on the dependent variable (Ghozali, 2011). The results of F count seen in the F test show that the independent variable affects the dependent variable if the significance value is less than 0.05 and F count > table.

Table 6  
 F Test Results  
 ANOVA<sup>a</sup>

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	858,264	2	429,132	103,553	,000 <sup>b</sup>
	Residual	314,951	76	4,144		
	Total	1173,215	78			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Product Quality, Brand Image

Source: primary data processed, 2024

Based on Table 6 above shows the results of the ANOVA test or F test obtained regression  $df = k-1$ ;  $3-1=2$  and residual  $df = n-k$ ;  $79-3=76$ , so that the ftable obtained 3.117. This shows that F counts  $103,553 > F$  tables 3,117 and a significance value of 0.000 or  $< 0.05$ . F test results above can be concluded that the independent variable affects the dependent variable.

## Coefficient Of Determination (R<sup>2</sup>)

The coefficient of determination aims to determine how much the ability of the independent variable to explain the dependent variable, R square can be said to be good if the value is > 0.5 because the value of R Square ranges between 0 and 1.

Table 7  
Determination Test Results  
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,855 <sup>a</sup>	,732	,724	2,036

a. Predictors: (Constant), Product Quality, Brand Image

Source: primary data processed, 2024

Based on the test results of the coefficient of determination (R<sup>2</sup>) in Table 7, which is shown by Adjusted R Square which is 0.724, which means 72.4% of the purchase decision variable (Y) which can be explained by the brand Image variable (X1) and product quality (X2). While the remaining 27.6% can be explained by other variables that are not used in this study such as price, promotion, and so on.

## DISCUSSION

### The Influence Of Brand Image On Purchasing Decisions

Taking the decision to buy a product, the choice of consumers on a product brand depends on the brand image attached to the product. Because the better the Brand Image of the products sold will have an impact on purchasing decisions by consumers. According to Kaller in the journal (L et al., 2018), the factors of brand image formation are brand excellence, brand strength, and brand uniqueness. According to Aaker and Biel in the journal (Supriyadi, Wiyani Wahyu, 2017), brand image indicators are company image, product image and user image.

Based on the results of multiple linear regression test calculations known brand image variable has a value of unstandardized coefficients B of 0.271, count 2.779 > Ttable 1.992 and significance of 0.007 < 0.05 this shows that brand image has a positive influence on purchasing decisions wardah products with a regression coefficient of 0.271. The results of this study are in line with previous research conducted by Tasia, et al , 2022 the results of this study are that partially, each variable brand Image has a positive and significant effect on purchasing decisions.

### Influence Of Product Quality On Purchasing Decision

According to Kotler and Armstrong, the better the quality of the products produced will provide an opportunity for consumers to make purchase decisions (Made Tiya Yogi Suari, Ni Luh Wayan Sayang Telagawathi, 2023). Product quality indicators according to tjiptono satisfaction with the product or service has factors such as performance, additional features, suitability of specifications, durability and aesthetics (Paramita et al., 2022).

Based on the results of multiple linear regression test calculations known variable product quality has a value of unstandardized coefficients B of 0.595, count 6.458 > Ttable 1.992 and significance of 0.000 < 0.05 this shows that product quality has a positive influence on purchasing decisions wardah products with a regression coefficient of 0.595. The results of this study are in line with previous research conducted by Putri Ayuniah, 2017 the results of this study are that the quality of the product partially significantly affects the purchase decision.

### Simultaneous influence of Brand Image and product quality on purchasing decisions

In making a purchase decision, there are several factors that need to be considered by consumers. According to Kotler and Armstrong, consumer purchasing decisions are influenced

by several factors, namely product quality, price, promotion, and brand image (Dilasari & Zubadi, 2019). According to Kotler & Philip, indicators of purchasing decisions are the existence of a stable product, there are buying habits, recommendations from others and the purchase of re (Maryati & Khoiri.M, 2022).

Based on the results of the test determination of brand image variables and product quality significantly affect the purchase decision. This is evidenced by the value  $F_{hitung} 103.553 > F_{table} 3.117$  with a significance value of  $0.000 < 0.05$ . This proves that the variables of brand image and product quality simultaneously (together) affect the purchase decision of wardah products. The results of this study are in line with previous previous research conducted by Nadiya & Wahyuningsih, 2020 hsil from this study namely product quality, price, and brand image simultaneously have a significant effect on purchasing decisions.

## CONCLUSION

Based on the research and the results of data management using multiple linear regression tool with 79 data obtained from questionnaires students of Islamic Economics and Islamic Banking who have purchased wardah products can be concluded as follows :

1. Brand image variables have a significant effect on purchasing decisions wardah products. This is evidenced by the value of GIS. for the effect of X1, the Y is equal to  $0.007 < 0.05$  and the value of the count  $2.779 > T_{table} 1.992$ .
2. Product quality variables have a significant effect on purchasing decisions wardah products. This is evidenced by the value of GIS. for the effect of X2, on Y is equal to  $0.000 < 0.05$  and the value of the count  $6.458 > T_{table} 1.992$ .
3. Brand image and product quality variables significantly influence purchasing decisions. This is evidenced by the value  $F_{hitung} 103.553 > F_{table} 3.117$  with a significance value of  $0.000 < 0.05$ .

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