

The Influence of Price and Product Quality on Consumer Purchase Decisions for Skincare Products

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Abstract—This study aims to analyze the influence of price and product quality on consumer purchase decisions of skincare products. The research method used is a quantitative approach with data collection techniques through the distribution of questionnaires to respondents. The population in this study is all consumers who have bought and used skincare products, with sample determination using purposive sampling techniques. The number of samples used was 100 respondents. The data analysis techniques used include validity test, reliability test, classical assumption test, multiple linear regression analysis, partial test (t), simultaneous test (F), and determination coefficient (R^2) with the help of statistical software. The results of the analysis show that price has a significant influence on the purchase decision of Skincare Products, as well as the quality of the product which also has a significant effect. Together, price and product quality show a significant influence on purchasing decisions. A determination coefficient value (R^2) of 0.995 or 99.5% indicates that the price and product quality variables are able to explain the purchase decision by 99.5%, while the remaining 0.5% is influenced by other factors not discussed in this study.

Keywords: Price; Product Quality; Purchase Decision; Consumers; Skincare

1. INTRODUCTION

The development of the beauty industry in Indonesia has shown very rapid growth in the last (Wang et al., 2023) The increasing awareness of the public, especially women, about the importance of skin care (skincare) has driven the high demand for beauty products. Skincare is no longer seen as a secondary need, but has become part of the lifestyle of modern society. This condition has triggered the emergence of various local and international skincare brands that compete with each other in attracting consumer interest through product innovation, price strategies, and quality improvement. Competition between skin care product manufacturers is becoming increasingly competitive, to attract people to buy products produced by the company, the company must first survey the needs of the market or consumers so that the products produced can be in demand and sold in the market (Dian & Prajanti, 2019). In the midst of this competition, is present as one of the local skincare brands that is able to attract the attention of the market (Huyssteen & Rudansky-kloppers, 2024). products are widely known by the public through digital marketing strategies, the use of brand ambassadors, and product quality claims that suit the skin needs of the Indonesian people (Setiawan et al., 2025). The success of a company in winning market competition is inseparable from its ability to understand consumer behavior, especially in the process of making purchasing decisions (Lamolinaru et al., 2023).

In the face of increasingly competitive competition, companies need to conduct continuous market surveys and research to find out the factors that influence consumer purchasing decisions (Sarma et al., 2023) One of the important factors that consumers consider in choosing skincare products is price (Tenza et al., 2024) In addition to price, product quality is a crucial factor that influences consumer purchasing decisions (Wu, 2023) states that product quality is the totality of characteristics of a product that is able to meet stated or implied needs (Khalid et al., 2023) Product quality plays an important role in creating consumer satisfaction and loyalty to a brand (Qiao & Rui, 2023) . In the beauty industry, product quality is a very sensitive aspect because it is directly related to the health and safety of consumers' skin, so consumers tend to be more selective in making choices (Awika, 2023)

Purchasing decisions are an important stage in consumer behavior that is influenced by various factors, both internal and external. In the context of marketing, two factors that are often the main consideration of consumers are price and product quality. Price is a number of values that consumers must sacrifice to obtain a product. Proper pricing will affect the perception of affordability and the value of benefits perceived by consumers (Fatmala & Sa, 2023) . Prices that are too high can reduce buying interest, while prices that are too low can raise doubts about the quality of the product (Tercan & Meisen, 2022) In addition to price, product quality is also a dominant factor in determining purchasing decisions, especially in skincare products that are directly related to skin health and safety (Ibrahim, 2024) . Consumers tend to be more selective in choosing products that have safe content, real benefits, and have an official distribution license (Kumar & Debidutta et al, 2023). Product quality includes usability, reliability, durability, packaging, and the brand image attached to the product (Hardianti et al., 2027) . The better the quality felt, the higher the likelihood of consumers making a repeat purchase (Ningsih, 2023). The phenomenon that occurs in the market shows that even though has a fairly strong market share, consumers are still faced with many alternatives to other skincare product choices with various price and quality variations (Sari et al., 2018)

This creates interesting purchasing decision dynamics to be researched, especially regarding the extent to which price and product quality affect consumers' decisions to buy skincare products (Novitasari & Wijaya, 2026). By understanding the extent to which price and product quality affect consumer purchasing decisions, this research is

expected to contribute to the development of academic literature in the field of marketing management, especially related to consumer behavior in the beauty industry (Luthfia & Maya, 2022). In addition, the results of this study are expected to be the basis for skincare manufacturers in formulating pricing strategies and improving product quality that are more targeted, so as to be able to increase product attractiveness, consumer satisfaction, and competitiveness in the Indonesian skincare market (Haque, 2020). Based on this description, this research is important to be conducted to provide empirical evidence regarding the influence of price and product quality on consumer purchasing decisions (Rahmi Yanuar Latifah, 2025). The results of the research are expected to make an academic contribution to the development of marketing management science, as well as become practical considerations for companies in formulating pricing strategies and improving product quality to improve consumer purchasing decisions.

2. RESEARCH METHODS

This study uses a quantitative approach with a type of causal associative research that aims to analyze the influence of price and product quality on consumer purchase decisions of skincare products. A quantitative approach is used because this study examines the relationship between variables measured using numerical data and statistically analyzed. The population in this study is all consumers who have bought and used skincare products. The number of the population is not known for sure, so the sample was determined using a non-probability sampling technique with the purposive sampling method. The criteria for respondents were set: (1) have purchased skincare products, (2) have used the product at least once, and (3) are willing to become respondents. Based on these criteria, a sample of 100 respondents was obtained, which was considered to have met the minimum requirements for multivariate analysis.

The type of data used consists of primary data and secondary data. Primary data were obtained through the distribution of questionnaires in person or online using a Likert scale of 1–5. Secondary data is obtained through literature studies in the form of scientific journals, reference books, and other relevant publications. The research variables consist of independent variables, namely price (X1) and product quality (X2), as well as dependent variables, namely purchase decisions (Y). Price indicators include price affordability, price suitability with quality, price competitiveness, and price suitability with benefits. Product quality indicators include product safety, material content, usability, reliability, and packaging. Purchasing decisions are measured through the identification of needs, information searches, evaluation of alternatives, purchasing decisions, and post-purchase behaviors.

The research instrument test was carried out through a validity test using the Pearson Product Moment correlation with the r criteria of calculating $> r$ table, as well as a reliability test using Cronbach's Alpha with a minimum limit of 0.60. The data analysis technique includes a classical assumption test consisting of normality, multicollinearity, and heteroscedasticity tests. Next, multiple linear regression analysis was carried out to determine the influence of independent variables on dependent variables. Hypothesis testing was carried out through partial test (t) and simultaneous test (F) at a significance level of 5% ($\alpha = 0.05$). In addition, the determination coefficient (R^2) is used to measure the ability of price variables and product quality to explain variations in consumer purchase decisions.

2.1 Conceptual Framework

The variables used in this study consisted of price (X1) and product quality (X2) as independent variables, as well as purchase decisions (Y) as dependent variables. This study aims to analyze the extent to which price and product quality can influence consumers' purchasing decisions for skincare products.

Price is one of the important factors in the purchase decision-making process because it is directly related to the consumer's purchasing power and the perception of value received. According to (Al-asyari & Solihat, 2025), price is a number of values that consumers must pay to benefit from a product or service. Prices that are considered appropriate and proportionate to the benefits and quality of the product tend to increase consumers' interest and decision to make a purchase. On the other hand, prices that are too high or not in accordance with perceived quality can lower purchasing decisions. In addition to price, product quality is also a major factor that influences consumer purchase decisions. According to (Novitasari & Sari, 2025) product quality is the totality of the characteristics of a product that is able to meet the needs and expectations of consumers, both expressed and implied. In the skincare industry, product quality includes aspects of performance, safety, durability, and product suitability with the needs of consumers' skin. Good product quality will increase consumer trust and satisfaction, thus encouraging purchase decisions.

Purchasing decisions are a process in which consumers evaluate various product alternatives and make a choice of the product that best suits their needs and preferences. According to (Novitasari & Sari, 2025) purchasing decisions are influenced by various factors, including elements of the marketing mix such as products and prices. Therefore, price and product quality are relevant variables to be analyzed in this study, especially in the context of skincare products that have a high level of competition. Based on figure 1 the relationship between these variables, a conceptual framework can be prepared that describes the influence of price and product quality on consumer purchase decisions of skincare products. Based on the conceptual framework above, the research hypothesis can be formulated as follows:

- a. H1: Price has a positive and significant effect on consumers' purchase decisions of skincare products.
- b. H2: Product quality has a positive and significant effect on consumer purchase decisions of skincare products.
- c. H3: The price and quality of products simultaneously have a positive and significant effect on consumer purchasing decisions for skincare products

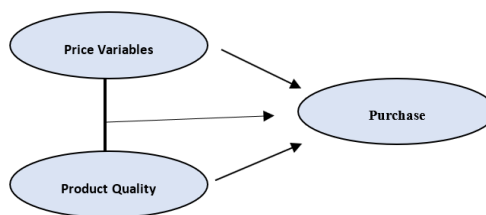


Figure 1. Research Framework

3. RESULTS AND DISCUSSION

3.1 Test Results

3.1.1 Characteristics of Respondents

This study involved 100 respondents with diverse demographic characteristics, including gender, age, education level, and occupation. Based on gender, the majority of respondents were women, namely 85 people (85%), while male respondents amounted to 15 people (15%). The dominance of female respondents showed that the consumers of skincare products in this study mostly came from women, who generally had a higher level of attention to skin care.

Judging from age, most of the respondents were in the age range of 17-25 years, which was as many as 71 people (71%). Furthermore, respondents aged 26–35 years amounted to 15 people (15%), while respondents over 36 years old were 14 people (14%). This data shows that the study respondents are dominated by young and productive age groups, which are the main market segment of skincare products. Based on the level of education, the majority of respondents have a high school/vocational/MA educational background, which is 63 people (63%). Respondents with Bachelor's education (S1) amounted to 30 people (30%), while respondents with Diploma and Postgraduate education amounted to 2 people (2%) each, and respondents with Master's education amounted to 3 people (3%). This shows that most of the respondents have a secondary to higher level of education. Meanwhile, based on work, the most respondents were students, namely 42 people (42%). Respondents with housewife jobs amounted to 18 people (18%), followed by respondents with private employee jobs as many as 15 people (15%), other jobs as many as 19 people (19%), self-employed as many as 4 people (4%), and civil servants as many as 2 people (2%). This composition shows that the research respondents are dominated by students and students who are active in the use of skincare products.

3.1 Validity Test

Table 1. Validity Test X1

	Statement	Calculation	Table	Sig.2	Value Tailed	Remarks
Variabel Pricing	X1	0,295	0,197		0,000	Valid
	X2	0,265	0,197		0,000	Valid
	X3	0,260	0,197		0,000	Valid
	X4	0,248	0,197		0,000	Valid
	X5	0,293	0,197		0,000	Valid
	X6	0,233	0,197		0,000	Valid
	X7	0,339	0,197		0,000	Valid
	X8	0,238	0,197		0,000	Valid
	X9	0,355	0,197		0,000	Valid
	X10	0,214	0,197		0,000	Valid

Based on Table 1 Regarding The ten statement items of variable X1 in the questionnaire have a Calculated value greater than Rtable, which means that all statement items in the questionnaire are declared valid.

Table 2. Validity Test X2

	Statement	Calculation	Table	Sig.2	Value Tailed	Remarks
Variabel Quality Products	X1	0,282	0,197		0,000	Valid
	X2	0,235	0,197		0,000	Valid
	X3	0,304	0,197		0,000	Valid
	X4	0,237	0,197		0,000	Valid
	X5	0,355	0,197		0,000	Valid
	X6	0,359	0,197		0,000	Valid
	X7	0,235	0,197		0,000	Valid
	X8	0,313	0,197		0,000	Valid
	X9	0,236	0,197		0,000	Valid
	X10	0,212	0,197		0,000	Valid

Based on Table 2 regarding the ten statement items of the variable X2 in the questionnaire have a Calculated value greater than Rtable, which means that all statement items in the questionnaire are declared valid.

Table 3 Validity Test and

	Statement	Calculation	Table	Sig.2 Value Tailed	Remarks
	Y1	0,286	0,197	0,000	Valid
	Y2	0,239	0,197	0,000	Valid
Variabel	Y3	0,309	0,197	0,000	Valid
Verdict	Y4	0,243	0,197	0,000	Valid
Purchase	Y5	0,237	0,197	0,000	Valid
	Y6	0,213	0,197	0,000	Valid
	Y7	0,201	0,197	0,000	Valid
	Y8	0,315	0,197	0,000	Valid
	Y9	0,245	0,197	0,000	Valid
	Y10	0,219	0,197	0,000	Valid

Based on Table 3 regarding the ten statement items of the Y variable in the questionnaire have a Rcalculated value greater than Rtable, which means that all statement items in the questionnaire are declared valid

3.2 Normality Test

Table 4. Results of the Kolmogorof-Smirnov Test Normality Test

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.16543472
Most Extreme Differences	Absolute	.096
	Positive	.096
	Negative	-.094
Test Statistic		.096
Asymp. Sig. (2-tailed)		.023 ^c

Based on Table 4 regarding the results of the Kolmogorov-Smirnov Test using the *Monte Carlo Significance* method, all variables in this study can be declared to be normally distributed. This is indicated by the *Monte Carlo Significance* value of 0.295, which is greater than the established significance level, which is 0.05.

3.3 Multicollinearity Test

Table 5 presents the calculation results on the *Tolerance* value for the price and product quality variables is 0.995, which is greater than 0.10 ($0.995 > 0.10$). Meanwhile, the *Variance Inflation Factor* (VIF) value was recorded at 1.005, which is smaller than 10 ($1.005 < 10$). Thus, it can be concluded that there are no symptoms of multicollinearity in the independent variable in this study

Table 5. Multicollinearity Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Say.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	LIVE
1 (Constant)	-	7.204		-	.000		
	272.800			37.868			
Pricing	81.883	1.614	.982	50.724	.000	.995	1.005
Product Quality	.192	.826	.005	.233	.817	.995	1.005

3.4 Heteroscedasticity Test

Table 6. Heteroscedasticity Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Say.
	B	Std. Error	Beta		
1 (Constant)	1.872	.507		3.690	.000
Pricing	-.023	.047	-.466	-.488	.627
Product Quality	.019	.048	.382	.399	.690

Table 6 The results above, it can be seen that the Price variable (X1) has a significance value of 0.627. This means that the price significance value is greater than 0.05 or $0.627 > 0.05$. Then, the product quality variable from (X2) has a significance value of 0.690. It can be interpreted that the price significance value is greater than 0.05 or $0.369 > 0.05$. From this explanation, it can be concluded that heteroscedasdity does not occur.

3.5 Multiple Linear Regression Test

Table 7. Multiple Linear Regency Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Say.
	B	Std. Error	Beta		
1 (Constant)	-1.393	.741		-1.880	.063
Pricing	.358	.068	.359	5.260	.000
Product Quality	.658	.070	.640	9.389	.000

$$Y = -1.393 + 0.358 X_1 + 0.658 X_2$$

Based on Table 7 the results of multiple linear regression, namely:

- The value of constant a shows a value of -1.393, the negative constant indicates that if the variable score of price (X1) and product quality is considered to be non-existent or equal to zero, then the level of purchase decision will decrease further.
- The value of the price variable regression coefficient (X1) is 0.358 with a positive value so that if the price increases by 1 value, then the purchase decision will increase by 0.358.
- The value of the product quality regression coefficient (X2) is 0.658 with a positive value, so if the quality increases by 1 value, then the purchase decision will increase by 0.658.

3.6 Coefficient Determination Test

Table 8. Coefficient Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.997	.995	.995	2.188

Based on Table 7 the results of the *R Square* coefficient value (R2) of 0.995 or 99.5%, it can be concluded that the magnitude of the influence of the independent variable (X) on the dependent (Y) is 99.5%.

3.7 Uji Hypothesis

Based on Table 9 The results of the t-test calculation can be analyzed through the tcal value and its significance level. If the tcal value exceeds the ttable value or the significance value is less than 0.05, then an alternative hypothesis that the independent effect of price (X1) on consumer purchasing decision (Y)

Table 9. Hypothesis Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Say.
	B	Std. Error	Beta		
1 (Constant)	-1.393	.741		-1.880	.063
Pricing	.358	.068	.359	5.260	.000
Product Quality	.658	.070	.640	9.389	.000

The results of the price influence test on the purchase decision showed that the value of tcal = 5.260 with a value of sig = 0.000. Because the value of tcal (5.260) > from the table (1.98609), and the value of sig (0.000) < from the level of sig α (0.05). This indicates that the research hypothesis states that "prices have a positive and significant effect on consumer purchasing decisions". Thus Ho was rejected and H1 was accepted.

The results of the test of the influence of product quality on the purchase decision showed a tcal value = 9,389 with a value of sig = 0.000. Because the value of tcal (9,389) is > from the table (1.98609), and the value of sig (0.000) < from the level of sig α (0.05). This indicates that the research hypothesis states that "product quality has a positive and significant effect on consumer purchasing decisions". Thus Ho was rejected H2 accepted

3.8 Simultaneous Hypothesis Test (F Test)

Table 10. Simultaneous Hypothesis Tests (F Test)

Model		Sum of Squares	df	Mean Square	F	Say.
1	Regression	91501.088	2	45750.544	9559.664	.000b
	Residual	464.222	97	4.786		
	Total	91965.310	99			

Based on Table 10 above, the value of F_{cal} is greater than the value of $F_{table} = 9559.664 > 3.09$ (F table is obtained from $F(k; n-k) = F(2; 97) = 3.09$) and with a significant level below 0.05 which is 0.000. Thus, it can be stated that the variables of price (X_1) and product quality (X_2) simultaneously have a positive and significant effect on purchasing decisions (Y) and the existing multiple linear regression model is suitable for use as a research model. nt variable has a partial effect on the dependent variable is acceptable. Thus, the results of zypothesis testing are as follows:

a. Effect of price (X_1) on consumer purchasing decision(Y)

The results of the price influence test on the purchase decision showed that the value of $t_{cal} = 5.260$ with a value of $sig = 0.000$. Because the value of $t_{cal} (5.260) >$ from the table (1.98609), and the value of $sig (0.000) <$ from the level of $sig \alpha (0.05)$. This indicates that the research hypothesis states that "prices have a positive and significant effect on consumer purchasing decisions". Thus H_0 was rejected and H_1 was accepted.

b. The Influence of Product Quality (X_2) on Consumer Purchasing Decisions

The results of the test of the influence of product quality on the purchase decision showed a t_{cal} value = 9,389 with a value of $sig = 0.000$. Because the value of $t_{cal} (9,389)$ is $>$ from the table (1.98609), and the value of $sig (0.000) <$ from the level of $sig \alpha (0.05)$. This indicates that the research hypothesis states that "product quality has a positive and significant effect on consumer purchasing decisions". The Influence of Product Quality (X_2) on Consumer Purchasing Decisions The results of the test of the influence of product quality on the purchase decision showed a t_{cal} value = 9,389 with a value of $sig = 0.000$. Because the value of $t_{cal} (9,389)$ is $>$ from the table (1.98609), and the value of $sig (0.000) <$ from the level of $sig \alpha (0.05)$. This indicates that the research hypothesis states that "product quality has a positive and significant effect on consumer purchasing decisions". Thus H_0 was rejected H_2 accepted Thus H_0 rejected H_2 accepted

3.9 Simultaneous Hypothesis Test (F Test)

Tabel 11. Uji Hipotesis Secara Simultan (Uji F)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	91501.088	2	45750.544	9559.664	.000 ^b
Residual	464.222	97	4.786		
Total	91965.310	99			

Based on Table 11 The results of the test of the influence of product quality on the purchase decision showed a t_{cal} value = 9,389 with a value of $sig = 0.000$. Because the value of $t_{cal} (9,389)$ is $>$ from the table (1.98609), and the value of $sig (0.000) <$ from the level of $sig \alpha (0.05)$. This indicates that the research hypothesis states that "product quality has a positive and significant effect on consumer purchasing decisions". Thus H_0 was rejected H_2 accepted

3.10 Multicollinearity Test

According to Rukajat (2018:17), the multicollinearity test aims to find out whether there is a correlation relationship between independent variables (predictors) in the regression model. This multicollinearity test can be done by looking at the Variance Inflation Factor (VIF) value and the tolerance value. A more detailed explanation of the test results can be seen in the following Table 12.

Table 12. Multicollinearity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	LIVE
1	(Constant)	-	7.204		-	.000		
	Pricing	272.800		.982	37.868	.000	.995	1.005
	Product Quality	81.883	1.614	.005	50.724	.000	.995	1.005
		.192	.826		.233	.817		

Based on Table 12 the calculation results in Table 12, the Tolerance value for the Price and product quality variables is 0.995, which is greater than 0.10 ($0.995 > 0.10$). Meanwhile, the Variance Inflation Factor (VIF) value was recorded at 1.005, which is smaller than 10 ($1.005 < 10$). Thus, it can be concluded that there are no symptoms of multicollinearity in the free variables in this study.

Each table of test results is created in a new form (not a similar form of the test tool), which is summarized from the test results. The table is numbered a table that continues from the previous section and is referenced in the

3.11 Heteroscedasticity Test

According to Ghozali (2016), the heteroscedasticity test aims to identify whether in the regression model there is a variance disparity between one observation and another. To detect the presence or absence of heteroscedasticity, the Glejser test is used with the following conditions:

- a. If the significance value is more than 0.05, then there is no heteroscedasticity in the data.
- b. If the significance value is less than 0.05, then the data experiences heteroscedasticity. To see the heteroscedasticity of this variable, it can be seen in the following Table 13.

Table 13. Heteroscedasticity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	1.872	.507		3.690	.000
Pricing	-.023	.047	-.466	-.488	.627
Product Quality	.019	.048	.382	.399	.690

Based on Table 13 above, it can be seen that the price variable (X1) has a significance value of 0.627. This means that the price significance value is greater than 0.05 or $0.627 > 0.05$. Then, the product quality variable from (X2) has a significance value of 0.690. It can be interpreted that the price significance value is greater than 0.05 or $0.369 > 0.05$. From this explanation, it can be concluded that heteroscedasticity does not occur.

3.2 Discussion

This research is entitled "The Influence of Price and Product Quality on Consumer Purchase Decisions of Skincare Products". The independent variable in this study is price and product quality, while the dependent variable is the purchase decision. The sample used consisted of 100 respondents. In data collection, the researcher used questionnaires as the main instrument, and data processing was carried out with the help of the SPSS version 27 program. Furthermore, the processed data is further analyzed to obtain the final results of the research.

3.2.1. Influence of Price (X1) on Purchase Decision (Y)

Based on the results of the hypothesis test calculations, it was found that price has a significant and positive influence on consumers' purchasing decisions for skincare products. This influence is categorized as significant because the significance value obtained (0.000) is smaller than the established significance level ($\alpha = 0.05$), and is said to be positive because the calculated t value (5.260) is greater than the table t (1.98609). This shows that the more accurate the pricing strategy, namely the relatively cheap price and can be reached by various groups, the greater the likelihood of consumers to make purchases of the product.

The results of this study are in accordance with the theory according to Kotler & Armstrong (2019:63) translated by Bob Sabran, price is interpreted as "the amount of money that must be paid by the customer to acquire a product" Pricing is usually done to adjust to existing competition conditions and to ensure that the product is in accordance with buyer perception. In this case, the pricing strategy needs to consider various factors, such as the cost of production, the value of the product in the eyes of the consumer, as well as the price set by competitors.

The results of this study are in accordance with the research conducted by Andry Stephannie Titing (Titing et al., 2022) with the title "The Influence of Price and Product Quality on Vivo Brand Mobile Phone Purchase Decisions (Case Study on Ziola Aneka Jaya Kolaka)" shows that price variables have a significant influence on purchase decisions.

3.2.2. The Influence of Product Quality (X2) on Purchase Decisions (Y)

The results of the hypothesis test analysis show that product quality has a significant and positive effect on consumers' purchasing decisions for skincare products. The effect is stated to be significant because the significance value (0.000) is smaller than the set significance limit ($\alpha = 0.05$), and is positive because the calculated t-value (9.389) exceeds the table t-value (1.98609). In other words, the higher the quality of the products offered, the greater the tendency of consumers to buy skincare products.

The results of this study are in accordance with the theory according to Yunita (2021:60), product quality is a set of characteristics and characteristics of goods and services that have the ability to meet needs, which include durability, reliability, accuracy, ease of maintenance, and other attributes of a product.

The results of this study are in accordance with research conducted by Aliyas (Aliyas et al., 2023) with the title "The Influence of Price and Product Quality on Purchase Decisions for Used Clothes (Thrift) in Batam City" which states that product quality variables affect purchase decisions.

4. CONCLUSION

Based on the results of the hypothesis testing, it can be concluded that price has been proven to have a positive and significant effect on consumer purchase decisions of Skincare products, This can be shown by a calculation value of 5.260 greater than the value of 1.98609 and a significance value smaller than α ($0.000 < 0.05$), This shows that if the price is maximized, it will have a significant effect in increasing consumer purchasing decisions of Skincare products. While the quality of the product is proven to have a positive and significant effect on the purchase decision of consumers of this Skincare product, it can be shown by the calculation value of 9.389 greater than the table of 1.98609 and the significance value is smaller than α ($0.000 < 0.05$), This shows that the higher the quality of the product offered, the greater the

tendency of consumers to purchase Skincare products The price and quality of the product together have a positive effect significant to consumers' purchasing decisions of Banten Skincare products. This can be shown by the Fcal value of 9559.664 greater than the Ftable value of 3.09 and the significant value is smaller than the value α ($0.000 < 0.05$).

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