

Purchase decision: The role of brand image, product quality, and price

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ABSTRACT

Purpose-Changes in consumer preferences from simply considering price to paying attention to quality, brand image, and product perception have become an important concern for companies, especially in the beauty industry. In this context, body lotion is one product that consumers consider not only based on price but also quality and brand image. Based on this, this study aims to analyze the influence of brand image, product quality, and price on the purchase decision of Marina body lotion in the Yogyakarta, Indonesia.

Design/Methodology/Approach-This study analyzes the factors that influence the decision to purchase Marina brand body lotion products. The sampling technique used was purposive sampling and having purchased Marina products. The number of respondents in this study was 105 people, with data collection using an online questionnaire. The data were analyzed using multiple linear regression with the help of SPSS software version 25.

Findings-The results show that brand image, product quality, and price have a positive and significant effect on purchasing decisions. Among the three, product quality has the most dominant effect on consumer purchasing decisions regarding Marina body lotion.

Research limitations/implications-The limitations of this study lie in the limited number of samples and their uneven distribution, as they are dominated by certain areas in Yogyakarta, Indonesia. In addition, the research objects are limited to Marina brand body lotion products, so the results cannot be generalized to similar products or other brands.

Originality/value-This study focuses on one brand of lotion (Marina Lotion) and one region (Yogyakarta, Indonesia). This study has not been conducted before, making it interesting for further research.

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1. Introduction

The beauty industry in Indonesia is one of the fastest-growing sectors. The industry has seen significant growth year after year, even managing to survive the challenges of the pandemic that began in 2019. This is evidenced by the positive growth in demand for personal care and beauty products, as well as technological innovations that are highly relevant in this new era of habits implemented by the government of the country. Companies in the beauty sector continue



to strive to increase growth through creativity and the latest innovations, thereby creating premium products that can compete in both domestic and international markets. According to the Ministry of Industry (2016), there are currently 760 cosmetic companies in Indonesia. This is evident from the proliferation of new beauty brands, especially hand and body lotion products, which offer solutions to consumer needs in a tropical climate.

Indonesia's tropical climate increases the risk of skin problems as the temperature rises. The skin tends to become dry and rough. Every woman wants to look beautiful with healthy skin; therefore, they prioritize skin care and beauty routines. Although men also care for their skin, women generally focus more on this aspect. The desire to look attractive is the main motivation for women to use skincare products. In body skin care, women often rely on hand and body lotions. This product not only moisturizes the skin but also prevents irritation, skin cancer, and premature aging of the skin. These skin care products can be purchased online or directly from stores that sell beauty products. The selection of personal care products, especially body lotions, by consumers is a dynamic process filled with intense competition. Consumers have many brand options with varying advantages, ingredients, and prices to choose from. Therefore, it is important for companies to know the factors that influence consumers in choosing a particular brand of body lotion among the many available options.

Marina is an Indonesian beauty brand that produces hand and body lotions. Marina is an Indonesian beauty brand owned by Tempo Scan Pacific Company. Since its launch in 1981, Marina has introduced various hand and body lotion variants designed to meet skin needs, considering Indonesia's tropical climate. Marina targets teenagers to adults, especially those aged 17–25 years, who want to stay active, energetic, and maintain their skin's beauty. Brand image is vital for body lotion products because these products are closely related to consumers' self-image, self-confidence, and lifestyle. Brand image is a collective representation of all perceptions, beliefs, and associations stored in consumers' memories about a brand (Chan et al., 2018). Brand image is not just a logo or slogan but the emotional and psychological values attached to the product (Rossolatos, 2018). Marina's brand image, which may be associated with affordability, trust, or natural beauty, can strongly influence consumer preferences and serve as a mental shortcut in decision-making.

Product quality in the context of body lotion is measured by the effectiveness of its formula, including its moisturizing ability, texture, fragrance, and other benefits. Consumers are becoming savvier and demanding clear functional benefits. Consumers' evaluation of how well Marina body lotion fulfills its care promises greatly influences individual purchasing decisions. Product quality does not only refer to what the brand promises and how the product is assessed by consumers after use (perceived quality). Indah et al. (2020) generally concluded that product quality has a positive and significant effect on consumer decisions to purchase hand and body lotion products. This indicates that consumers will continue to consider quality a key aspect, even when influenced by brand image or affordability, before deciding to buy. Thus, for Marina, maintaining and improving product formula quality is an important strategy that should not be overlooked.

Purchasing decisions depend on consumers' perceptions of whether the price offered is commensurate with the benefits, quality, and brand image received. Price is not merely a representation of the monetary value paid by consumers but also reflects the quality of a product or service and influences consumers' ability to purchase it (Liu & Lee, 2016). Marina products are aimed at consumers who are looking for good-quality hand and body lotions at an affordable price, given that the majority of Indonesians are from the lower-middle class. Therefore, Marina designs its products to be accessible to various segments of society with different income levels.

Based on an analysis of the hand and body care market in e-commerce, Marina body lotion is the best-selling product, with total sales of 212,000 items. Vaseline and other brands were in the second position. Despite competition from multinational and local companies, Marina continues to position itself as a product that can compete in both regional and international markets. Although Marina body lotion has been on the market for a long time, the mechanism of interaction between established brand image, evaluated formula quality, and price setting in influencing purchasing decisions has not been fully understood in the current consumer

context. This study aims to examine and analyze the impact of brand image, product quality, and price on the purchase decision of Marina body lotion among consumers in Yogyakarta, Indonesia. The results of this study are expected to provide strategic recommendations to Tempo Scan Pacific Company to strengthen its brand, optimize prices, and improve product quality in line with consumer preferences.

2. Literature Review and Hypothesis Development

Brand image is a company's most valuable non-physical asset. This concept is defined as consumers' perceptions of a brand, as reflected by the brand associations held in consumers' memories (Chen et al., 2021). According to consumer behavior theory, consumers always seek to minimize perceived risk in every purchase decision. Brand image influences purchasing decisions because of its close, continuous, and inseparable relationship with consumers. The better the brand image, the more consumers are attracted to the products and services offered by the brand (Mehra & Jain, 2021). In addition, the identity of a product, whether good or bad, can be seen and determined from the first-time consumers see and hear the brand image of the product. A successful brand image can create an emotional bond (brand attachment) with consumers. When the brand image is in line with the consumer's self-image, the product becomes a tool for expressing identity. Research conducted by Amron (2018) and Sudaryanto et al. (2019) reinforce the link between brand image and purchasing decisions, showing that brand image positively and significantly influences consumer purchasing decisions. **H₁: Brand Image Has a Positive Effect on Purchase Decision**

Product quality is defined as a product's ability to perform its functions, including durability, reliability, accuracy, ease of operation, repair, and other valuable attributes (Mansori, 2018). Consumer assessments of product quality are based on the functions and benefits provided by the product (Stylidis et al., 2020). Product quality plays a crucial role in determining customer satisfaction levels by examining the extent to which a product can meet customer needs and expectations. In other words, product quality is the aspect of a product or service that supports its ability to facilitate consumers in making purchasing decisions (Waluya et al., 2019). A study conducted by Wahyuni and Ginting (2017) shows a positive influence between product quality and purchasing decisions, indicating that high-quality products can increase consumer purchasing decisions. **H₂: Product Quality Has a Positive Effect on Purchase Decision**

The value of a product is expressed in terms of its price, which is the amount of money that consumers must pay to obtain the product (Brata et al., 2017). Pricing is also an important factor because it influences consumers' purchasing decisions (Safitri, 2018). Strategically set prices create the perception that a product offers exceptional value. When consumers consider the price reasonable and commensurate with quality, it directly encourages purchasing decisions. Competitive pricing ensures affordability for cost-sensitive consumers (Halidu & Igomu, 2025). This affordability encourages consumers to make regular purchases. Affordable prices positively expand the consumer base and maintain high repeat-purchase rates. Batu et al. (2020) and Gea et al. (2024) reinforce the link between price and purchasing decisions, showing that price has a positive impact on consumers' decisions to buy. **H₃: Price Has a Positive Effect on Purchase Decision**

The research model framework shown in Figure 1 illustrates the various factors that influence purchasing decisions. Brand image, product quality, and price positively influence purchasing decisions.

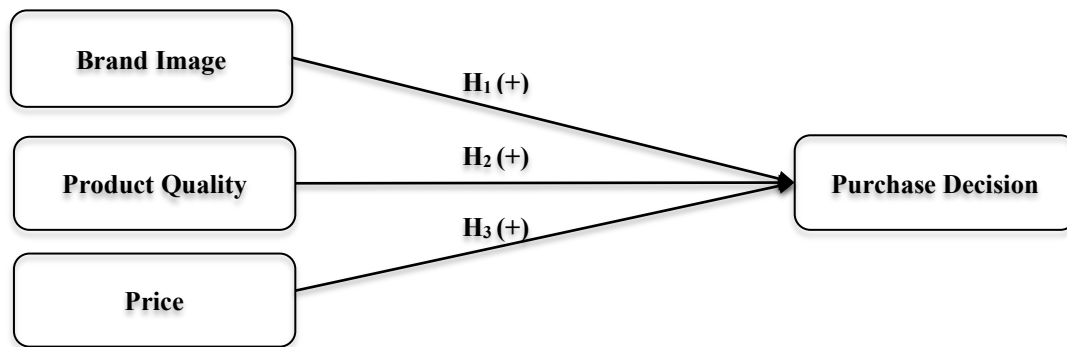


Figure 1. Research Framework

3. Research Methodology

The population of this study comprised users of Marina body lotion products in Yogyakarta, Indonesia. This study used purposive sampling to determine respondents based on specific criteria, including age of at least 17 years, residence in Yogyakarta, Indonesia, and use of Marina body lotion products. A total of 105 respondents were included in the study. Each variable in this study was measured using indicator items in the questionnaire, which were evaluated based on a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Brand image was measured using three indicators adapted from Herr et al. (1994): brand association strength, uniqueness, and benefits. The product quality variable was measured using six indicators adopted from Kotler and Keller (2016): performance, special features/characteristics, specification suitability, reliability, durability, and aesthetics. The price variable is measured using three indicators, in accordance with Cravens and Lipsky (2002): price affordability, price competitiveness, and price benefit suitability. The purchase decision variable was measured using three indicators adapted from Anam et al. (2021): product loyalty, purchasing habits, and repurchase intention.

The data obtained from the questionnaire were then evaluated through validity and reliability tests using SPSS version 25. The validity test was conducted using confirmatory factor analysis (CFA), in which indicator items were considered valid if they had a Kaiser-Meyer-Olkin (KMO) value of more than 0.5, a factor loading of more than 0.5, and a significance of less than 0.05 (Ghozali, 2018). Items that did not meet these criteria were excluded from the analysis. After the validity test, a reliability test was conducted using Cronbach's alpha. A variable was considered reliable if the Cronbach's alpha value was greater than 0.6 (Ghozali, 2018). Furthermore, multiple linear regression analysis was used to test the influence of the variables. Hypothesis testing was conducted by examining the p-values of each variable. The hypothesis was accepted if the p-value was less than 0.05 (Ghozali, 2018). In addition, the coefficient of determination (R^2) test was used to measure the extent to which the independent variables could explain the dependent variables (Ghozali, 2018).

4. Result and Discussion

Characteristics of Respondents

Table 1 presents the respondents' characteristics. In general, the majority of respondents were in the 17–25 age group, totaling 64 people (60.7%), while the smallest number were in the 31–35 age group, totaling six people (5.7%). Based on the place of residence, the largest number of respondents came from Yogyakarta City, totaling 35 people (33.6%), while the smallest number came from Gunung Kidul Regency, totaling seven people (6.6%). Most respondents worked as students, totaling 54 (52.3%), while respondents in the "other" employment category were the smallest group, totaling four (3.7%). In addition, based on income level, the majority of respondents earned between IDR 1.000.000 and IDR 3.000.000 per month, totaling 65 people (61.6%), and had a bachelor's degree as their highest level of education, totaling 68 people (65.5%).

Table 1. Characteristics of Respondents

Classification	Description	Frequency	
		Total	Percentage
Age	17-25 years old	64	60.7
	26-30years old	35	33.6
	31-35 years old	6	5.7
	More than 35 years old	0	0
Place of Residence	Sleman	22	20.6
	Bantul	18	16.8
	Kulon Progo	23	22.4
	Gunung Kidul	7	6.6
	Kota Yogyakarta	35	33.6
Work	Student	54	52.3
	Entrepreneur	8	7.5
	Private Employee	34	31.8
	Civil Cervant	5	4.7
	Other	4	3.7
Level of Education	Senior High School	27	25.2
	Diploma	8	7.5
	S1	68	65.5
	S2	1	0.9
	S3	1	0.9
Income Level	< IDR 1,000,000	25	23.4
	IDR 1,000,000 – IDR 3,000,000	65	61.6
	> IDR 3,000,000	15	15

Validity Test

Table 2 shows the factor loadings from the validity test. Each indicator item representing the variables of brand image, product quality, price, and purchase decision was proven valid because it had a factor loading value greater than 0.5.

Table 2. Validity Test Result

Indicator	Brand Image	Product Quality	Price	Purchase Decision
BI1	0.899			
BI2	0.901			
BI3	0.912			
PQ1		0.860		
PQ2		0.910		
PQ3		0.885		
PQ4		0.819		
PQ5		0.883		
PQ6		0.857		
PR1			0.921	
PR2			0.943	
PR3			0.917	
PD1				0.901
PD2				0.918
PD3				0.937

Reliability Test

Based on Table 3, all the variables in this study were reliable. This is because the Cronbach's alpha values for the variables of brand image, product quality, price, and purchase decision were each greater than 0.6. Therefore, the data analysis can proceed to the next stage of testing, that is, regression testing.

Table 3. Reliability Test Result

Variable	Cronbach's Alpha
Brand Image	0.881
Product Quality	0.935
Price	0.914
Purchase Decision	0.908

Hypothesis Test

Table 4 presents the results of the hypothesis testing. Based on these results, all hypotheses of this study were accepted or supported. This can be proven by the original value, which shows a positive direction, and the p-value, which is less than 0.05.

Table 4. Hypothesis Test Result

Hypothesis	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
Brand Image → Purchase Decision	0.226	0.109	0.232	2.072	0.041
Product Quality → Purchase Decision	0.480	0.106	0.467	4.513	0.000
Price → Purchase Decision	0.222	0.108	0.243	2.057	0.042

Discussion**The Effect of Brand Image on Purchase Decision**

The study results show that brand image positively influences consumers' decisions to purchase Marina body lotion products. Thus, it can be concluded that the better or higher the brand image, the more it will increase the purchasing decisions. Marina body lotion continues to have a positive reputation in the media. This makes it one of the most sought-after body lotion brands on the market due to its affordable price and good quality. Haro et al. (2020) and Lie et al. (2022) reinforce these findings by showing that brand image has a positive and significant influence on purchase intention, and that purchase intention has a positive and significant influence on purchase decisions. Therefore, the two main factors that influence consumers' decisions to purchase a product are maintaining a consistently good brand reputation and ensuring that the product remains competitive in the market.

The Effect of Product Quality on Purchase Decision

The results indicate that product quality significantly and positively influences consumers' decisions to purchase Marina body lotion. The better or higher the product quality, the more consumers choose to purchase the product (Wang & Hazen, 2016). With strict quality control, maintenance, and regular care, it is hoped that this will help increase consumer purchasing decisions for Marina body lotion. These results are reinforced by research conducted by Limpo et al. (2018) and Rosanti and Salam (2021), who found that product quality has a positive and significant impact on consumer decisions to purchase products. A company is considered to have good quality if it can provide positive impacts, such as increased sales and improved public perception of the products offered (Asshidin et al., 2016). This is in line with the view of Kotler and Keller (2016) that consumers tend to believe that there is a positive relationship between price and product quality. Consequently, individuals compare various products before deciding to purchase them. Given the intense competition and high-quality standards in the market, especially for hand body products, maintaining product quality is one of the important factors for businesses to attract consumer purchasing decisions.

The Effect of Price on Purchase Decision

The study results indicate that price has a significant and positive effect on purchasing decisions for Marina body lotion products. The better the price of the product or the more appropriate it is to its value, the more purchasing decisions are made (Safitri, 2018). It is not only

that the cheaper a product is, the higher the purchasing decision, but rather that the suitability of the price to the desired product value significantly increases purchasing decisions. Asti et al. (2022) and Sinaga (2023) support these findings, stating that price has a positive and significant effect on purchasing decisions. Price is important in the purchasing decision-making process (Faisal & Khan, 2021). This shows that consumers are very sensitive to price; therefore, companies must strive to maintain price stability. However, it is crucial to ensure that the new price remains affordable for consumers, reflects better quality than similar products, and is in line with the quality of other brands if the price is to be increased. This is also supported by the *ceteris paribus* theory, which states that the quantity of goods demanded will decrease if the price of goods or services increases, provided that other factors affecting demand (such as income, preferences, and prices of related goods) remain the same.

5. Conclusion

Based on the analysis results, it is known that the three hypotheses in this study can be accepted, namely that brand image, product quality, and price have a positive and significant effect on the decision to purchase Marina body lotion products in Yogyakarta, Indonesia. However, among the three variables, product quality had the most dominant effect on purchasing decisions. This shows that good product quality can build consumer confidence in purchasing decisions. This finding reinforces the view that a positive brand image and appropriate pricing also play a role in driving purchasing decisions, but consumers tend to place more emphasis on evaluating the benefits and performance of the product. This study had several limitations. The sample of respondents was dominated by certain areas in Yogyakarta, Indonesia, because of its small size. In addition, this study only analyzed three factors: brand image, product quality, and price. Future research should consider other factors not analyzed in this study, such as promotion, customer satisfaction, and brand loyalty. Researchers are advised to use different analytical models, such as mediation or moderation models, to deepen their understanding of the consumer decision-making process.

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