Institute for Advanced Science,
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MORALITY BEFORE KNOWLEDGE

The influence of product quality, brand image, price perception, and promotion on the consumer's decision to purchase facial wash products

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ABSTRACT

Background: The skincare industry in Indonesia has been growing rapidly, resulting in intense competition among brands. Companies must therefore focus on product quality, brand image, price perception, and promotional strategies to influence consumer purchasing behavior. This study aims to analyze the effects of these four variables on purchasing decisions for GN facial wash products. **Methods:** This research used primary data collected through questionnaires distributed to 150 respondents in the Greater Jakarta area who have purchased and used GN facial wash. The sampling technique applied was non-probability sampling with accidental sampling. The data were analyzed using SPSS, employing validity, reliability, normality, multicollinearity, heteroscedasticity, multiple linear regression, F-test, T-test, and coefficient of determination tests. **Finding:** The results show that product quality, brand image, price perception, and promotion have a simultaneous and partial positive effect on purchasing decisions. Among these, product quality has the most dominant influence, indicating that consumers prioritize product effectiveness and reliability when purchasing skincare products. **Conclusion:** Product quality, brand image, price perception, and promotion significantly and positively affect consumer purchasing decisions for GN facial wash. Product quality remains the most decisive factor, suggesting that continuous improvement in quality, coupled with strong branding, fair pricing, and effective promotion, can enhance consumer purchase intentions. **Novelty/Originality of this article:** This study contributes empirical evidence on the relative importance of marketing mix variables—especially product quality—in influencing purchasing decisions in Indonesia's competitive skincare market. It highlights the dominance of perceived product quality in shaping consumer choices for beauty care products.

KEYWORDS: product quality; brand image; price perception; promotion, buying decision.

1. Introduction

Currently, the beauty and skincare industry has grown rapidly, especially in the skincare product market. Facial care has become an essential need for some people, changing people's lifestyles. Various beauty products have become a basic necessity, especially among the middle and upper classes. Several imported brands offer a wide range of ingredients for all types of facial skin problems. Skin health needs to be taken care of properly. Maintaining healthy skin can also make you look cleaner, well-groomed, and more comfortable to look at. In order to have beautiful, healthy, and more attractive skin, some women have been taking care of their skin since they were teenagers. However, self-care is not only popular among women, men are also involved in taking care of themselves in order to appear more confident. Not only do products provide opportunities for self-expression,

but those utilizing technology also offer added value to consumers. As consumer interest in beauty and skincare products grows, consumers are not only becoming more aware of selecting ingredients suitable for their skin concerns but are also beginning to embrace and choose products that use technology to deliver better results.

According to Kotler & Armstrong (2018), consumer purchasing decisions are decisions to buy the most preferred brand, but two factors can arise between purchase intention and purchase decision. Meanwhile, according to Firmansyah (2019), purchasing decisions are problem-solving activities carried out by individuals in selecting appropriate behavioral alternatives from two or more behavioral alternatives and are considered the most appropriate actions in purchasing by first going through the decision-making process stages. According to Ahyani (2023), product quality is a totality that has product or service characteristics that can have the ability to meet needs that will be stated implicitly. According to Ernawati (2019), product quality is an important factor that influences every customer's decision to purchase a product. Product quality influences purchasing decisions, as shown in the research by Aditya et al. (2021) and Firdaus (2023).

According to Sutiyono & Brata (2020), brand image is a form of brand identity for a product offered to customers that can differentiate a product from competing products. Meanwhile, the brand image of a product can make consumers more confident in using that product. Brand image influences purchasing decisions, according to research by Permana (2023) and Afiff (2023). According to Kotler & Armstrong (2018), price perception is affordability, which is the extent to which customers are willing and able to pay for a product, and accessibility, which is the extent to which customers are willing to easily obtain the product. Price perception influences purchasing decisions, according to research by Al Mahali (2023) and Suheri (2022).

According to Sugiyono (2019), promotion is an important factor in achieving a company's sales objectives. In order for consumers to become customers, they must first be able to try or research the goods produced by the company, but they will not do so if they are unsure about the goods. This is where targeted promotion is needed, as it is expected to have a positive effect on increasing sales. Promotion is not a single tool, but rather a mix of several promotional activities, including advertising, personal selling, sales promotion, and public relations. Sukmawati et al. (2022) state that promotion has a positive influence on purchasing decisions. Based on the results of the Top Brand Award survey for the 2024 period, GN's brand ranks second in market share with 13.10% in offline and online stores in the facial wash category, as shown in Table 1.

Table 1. Top brand award

Brand Name	2020	2021	2022	2023	2024
BI	17.10	16.40	14.30	15.80	21.50
GN	13.80	14.50	14.40	17.00	13.10
PD	22.40	24.80	24.50	25.30	10.10
CC	-	-	-	-	9.00
WR	5.80	9.90	10.10	6.90	8.60

Based on Table 1, in 2024 GN ranked second with a top brand index of 13.10%. This is followed by PD in third place with 10.10%, CC in fourth place with 9.00%, and WD in fifth place with 8.60%, which was obtained from the Top Brand Awards. GN's brand sales can be said to be quite good. According to the GN's website, GN was founded in Blois, Paris, in 1904 by Alfred Amour Garnier. GN started with hair care products using natural ingredients, but has since expanded to include skin care. GN believes that nature provides the best solutions for self-care. That's why GN products always contain natural ingredients. GN has grown into an international personal care brand with seven main product categories. At GN, everyone deserves the best personal care at an affordable price. Beyond beauty, GN is also committed to minimizing its impact on the environment. GN continues to develop packaging and product formulations that are biodegradable and can be returned to nature.

1.1 Literature review

According to Kotler & Amstrong (2019), marketing is a social and managerial process that enables individuals and groups to obtain what they need and want through the creation and reciprocal exchange of products and values with others. Meanwhile, according to Wichmann et al. (2022), marketing is a comprehensive system of business activities aimed at planning, pricing, promoting, and distributing goods and services that can satisfy the needs of buyers and potential buyers. Marketing management is an activity that must be coordinated and managed well, because marketing is an activity carried out by companies to maintain the company's survival and to make a profit. According to Mardiyana et al. (2023), marketing management is the art and science of selecting target markets and acquiring, retaining, and growing customers by creating, delivering, and communicating superior customer value. Meanwhile, according to Kotler & Amstrong (2019), marketing management is the analysis, planning, implementation, and control of programs designed to create, build, and maintain profitable exchanges with target markets in order to achieve organizational goals.

According to Tanady & Fuad (2020), purchasing decisions are influenced by how the purchasing decision-making process is carried out. Meanwhile, according to Yusuf (2021), purchasing decisions are a thought process in which individuals evaluate various options and make a choice on a product from many options. It can be concluded that purchasing decisions are one of the stages of consumer behavior that underlie consumers' purchasing decisions before post-purchase behavior and how individuals, groups, and organizations choose, buy, use, and how goods or services satisfy their needs and desires.

The definition of quality is the totality of characteristics and properties of a product. According to Kotler & Armstrong (2018), product quality is defined as a product's ability to perform its functions, including all aspects of durability, reliability, accuracy, ease of operation and repair, as well as other product attributes. According to Firmansyah (2019), brand image is a representation of the overall perception of a brand and a form of information and past experiences with that brand. Brand image is related to attitudes in the form of beliefs and preferences towards a brand. Meanwhile, according to Sutiyono & Brata (2020), brand image is a form of brand identity for a product offered to customers that can differentiate a product from competing products.

According to Kotler & Armstrong (2018), price perception is how much money is charged for merchandise or an organization, or a segment of the value traded by buyers to help purchase or use a product or organization. According to Nasution (2020), price perception is something that is very meaningful to customers and sellers. For customers, price perception is the cost of something. Meanwhile, for sellers, price perception is one of the sources of income or profit.

Promotion is one of the determining factors in the success of a marketing program. Promotion comes from the word "promote," which in English means to increase. Promotion is one of the components of the marketing mix. The continuity of production without promotion will not have an effect on the market segment. According to Hermawan (2012), promotion is one of the priority components of marketing activities that informs consumers that the company is launching a new product that entices consumers to make a purchase. According to Laksana (2019), promotion is a communication between sellers and buyers that originates from accurate information aimed at changing the attitudes and behavior of buyers, who were previously unfamiliar with the product, so that they become buyers and remember the product. According to Kotler & Keller (2018), promotion is an activity that communicates the advantages of a product and persuades target customers to buy it. In marketing a product, promotion can be carried out by communicating directly or through digital media by creating advertisements that attract consumers' attention. Meanwhile, according to Kotler & Amstrong (2018), promotion is an element used to inform and persuade the market about new products or services in a company through advertisements, personal selling, sales promotions, and publications.

Based on previous similar studies, the researcher took several studies as a reference for the preparation, by taking studies that had similar independent and dependent variables. It is hoped that by taking previous similar studies, the researcher will be able to produce even better research.

Table 2. Review of similar studies

No	Researcher Name, Year, Journal/Thesis	Research Title	Variables and Analysis Tools	Research Results
1.	Handayani (2022) Journal of Economics, 7(2), 334-350	The Influence of Brand Ambassador, Brand Image, and Promotion on Instagram on Purchase Decisions for Bening's Skincare Beauty Products in Surabaya	X1: Brand Ambassador X2: Brand Image X3: Promotion Y: Purchase Decision Multiple Linear Regression	The variables of brand ambassador and promotion have a positive and significant effect on purchasing decisions, both simultaneously and partially, while the variable of brand image has a positive but insignificant effect on purchasing decisions purchase decisions.
2.	Rahmatika & Indayani (2022) Journal of Law and Economies Review, 17, (6)	The Influence of Brand Image, Product Quality, and Price on Purchase Decisions for Beauty Glow Skincare in Sidoarjo	X1: Brand Image X2: Product Quality X3: Price Y: Purchase Decisions Multiple Linear Regression Analysis	Brand image, product quality, and price variables simultaneously influence purchasing decisions.
3.	Lestari & Suryani (2022) Journal of the Budapest International Research and Critics Institute, 5(2)	The Effect of Brand Image, Price Perception, and Product Quality on the Purchase Decision of Ms Glow Skincare among Students of the National University of Jakarta Selatan	X1: Brand Image. X2: Price Perception. X3: Product Quality Y: Purchase Decision Partial Least Squares	The variables of brand image and product quality have a positive effect on the purchase decision partially, and the variable of price perception has a negative and significant effect on the purchase decision.
4.	Lamasi & Santoso (2022) International Journal of Research In Business And Social Science, 11(2). 67-73	The Influence of Promotion, Product Quality, and Brand Image on Customer Purchase Decisions for Wardah Cosmetic Products	X1: Promotion X2: Product Quality X3: Brand Image Y: Purchase Decision Structural Equation Modeling	Promotion and product quality variables have a significant effect on brand image, and brand image has a significant effect on purchasing decisions, both simultaneously and partially.
5.	Fauziah (2022). SSM	The Influence of Advertising, Price, and Product Quality on Wardah Cosmetics Purchasing Decisions in Depok City	X1: Advertising X2: Price X3: Product Quality Y: Purchase Decision Validity Test, Reliability Test, Normality Test, Multicollinearity Test, Heteroscedasticity Test, Multiple Linear Regression, Partial	The advertising variable does not have a significant partial effect on the decision to purchase cosmetics, while the price and product quality variables have a significant partial effect on the decision to purchase cosmetics. Simultaneously, the advertising, price, and

| | Test (T-test), and Simultaneous Test (F-test) using the SPSS testing tool | product quality variables influence the decision to purchase. |

According to Sugiyono (2019), a research method is a scientific way of obtaining data for specific purposes and uses. Based on research conducted by Aditya et al. (2021) and Firdaus (2023), it was found that product quality has a positive and significant effect on purchasing decisions, both simultaneously and partially. Based on research conducted by Afiff (2023) and Permana (2023), brand image has a positive, and significant effect on purchasing decisions, both simultaneously and partially. Based on research conducted by Suheri (2022) and Al Mahali (2023), it is stated that price perception has a positive and significant effect on purchasing decisions, both simultaneously and partially. Based on research conducted by Handayani (2022), it is stated that promotion has a positive and significant effect on purchasing decisions, both simultaneously and partially.

2. Methods

2.1 Research subjects-objects and type-sources of data

According to Sekaran & Bougie (2017), research subjects are part of or members of a sample. Research subjects are parties who serve as sources of information or data for a study. The subjects of this study are consumers who have purchased and used GN facial wash products in Greater Jakarta. According to Sugiyono (2019), the object of research is the scientific target for obtaining data with specific objectives and uses about something that is objective, valid, and reliable about a particular thing (a specific variable). The objects in this study are product quality, brand image, price perception, promotion, and purchase decisions.

Furthemore, the type of data used in this study is quantitative data, because the data obtained will be in the form of numbers. Quantitative data is data obtained in the form of calculated numbers. In this study, quantitative data was obtained directly by filling out a questionnaire as a research instrument. In this study, the data source used was primary data. According to Sugiyono (2019), primary data is data obtained directly from data collection. This data is not available in a complicated form or in files. This data must be sought through sources or, in technical terms, respondents, namely the people we make the object of our research or the people we use as a means of obtaining information or data. This data was obtained by distributing questionnaires to consumers who had purchased GN facial wash products.

2.2 Population and sample

According to Sugiyono (2019), a population is a generalization area consisting of objects/subjects that have certain quantities and characteristics determined by researchers to be studied and then conclusions drawn. The population in this study consists of consumers who have purchased GN facial wash products. According to Sugiyono (2019), a sample is a part or number and characteristics possessed by the population. In this study, the researcher faced a case where the population was very large and difficult to determine with certainty, so the sampling technique used was a non-probability sampling technique, which is a sampling technique that does not give equal opportunity or chance for each element or member of the population to be selected. The sampling method used was accidental sampling.

According to Sugiyono (2019), accidental sampling is a sampling technique based on chance, whereby anyone who happens to meet the researcher can be used as a sample, provided that the person encountered by chance is deemed to meet the criteria determined by the researcher. The criteria used in this study were men and women who had purchased

GN facial wash products and resided in the Greater Jakarta area. The Lemeshow formula was used for populations that were not known with certainty.

$$\frac{Z^2.P.(1-P)}{d^2}$$ (E.q 1)

The variable n represents the total number of samples, while Z denotes the standard normal value corresponding to a certain confidence level; in this case, 95%, which equals 1.96. The variable P indicates the maximum estimated proportion, set at 50% (0.5) to represent maximum variability in the population. Meanwhile, d refers to the margin of error, which in this study is determined to be 10%.

$$n = \frac{1.96^2 \times 0.5\ (1-0.5)}{0.1^2}$$ (E.q 2)
$$n = 96.04$$

2.3 Data analysis method

According to Sugiyono (2019), data analysis is the process of systematically searching for and compiling data obtained from interviews, field notes, and other materials so that it can be easily understood and the findings can be communicated to others. In this study, the researcher conducted data analysis with the help of SPSS version 27 as a tool to regress the formulated model. The data obtained through the distribution of questionnaires will then be analyzed to provide benefits and can also be used as a consideration in determining purchasing decisions.

3. Results and Discussion

3.1 Respondents characteristic based on gender, age, and income

Based on the results of research conducted on 150 respondents, the characteristics of respondents based on gender can be seen in Table 3 below. The table shows that 51% of the respondents in this study were male and 49% were female. Thus, it can be concluded that most of the respondents who purchased GN facial wash products were male. In general, men are more interested in GN facial wash than women.

Table 3. Characteristics of respondents based on gender

Gender	Number	Percentage
Male	76	51
Female	74	49
Total	150	100

Furthemore, Table 4 illustrates the age distribution of respondents, where 142 respondents (95%) were aged 15-25 years; 7 respondents (4%) were aged 26-35 years; and 1 respondent (1%) was aged >35 years. Therefore, it can be concluded that the 15-25 age group is the most frequent user of GN facial wash compared to other age groups.

Table 4. Characteristics of respondents based on age

Age	Number	Percentage
15	142	95
26 – 35	7	4
> 35	1	1
Total	150	100

Table 5 presents the income characteristics of the 150 respondents involved in this study. The table shows that 37 respondents (24%) had an income of less than IDR

1,000,000, while the largest group consisted of 70 respondents (47%) with an income ranging from IDR 1,000,000 to IDR 3,000,000. Meanwhile, 43 respondents (29%) reported earning more than IDR 3,000,000. These findings indicate that the majority of GN facial wash users in this study fall within the income category of IDR 1,000,000–IDR 3,000,000.

Table 5. Characteristics of respondents based on income

Income	Number	Percentage
<IDR 1,000,000	37	24%
IDR 1,000,000–IDR 3,000,000	70	47
>IDR 3,000,000	43	29
Total	150	100

3.2 Respondents based on occupation and domicile

Based on the results of research conducted on 150 respondents, the characteristics of respondents based on occupation can be seen in Table 6. The table shows that 87 (58) were students/university students, 2 respondents (1%) were civil servants/military/police officers, 2 respondents (1%) were self-employed/entrepreneurs, 38 respondents (26%) were private sector employees, and 21 respondents (14%) had other occupations. Thus, it can be concluded that most of the respondents in this study were students.

Table 6. Characteristics of respondents based on occupation

Occupation	Number	Percentage
Student/University Student	87	58
Civil Servants/Military/Police	2	1
Self-employed/Entrepreneurs	2	1
Private Sector Employee	38	26
And so on	21	14
Total	150	100

Based on the results of research conducted on 150 respondents, the characteristics of respondents based on domicile can be seen in Table 7 below. The table shows that 67 respondents (45%) residing in Jakarta, 17 respondents (11%) residing in Bogor, 38 respondents (25%) residing in Depok, 13 respondents (9%) residing in Tangerang, and 15 respondents (10%) residing in Bekasi. Thus, it can be concluded that most of the respondents in this study reside in Jakarta. Thus, based on the results of the study, it can be concluded that GN facial wash users are mostly male respondents with an average age of 15-25 years old who are students with an income of around IDR 1,000,000-IDR 3,000,000 and reside in Jakarta. Overall, the results of the study suggest that users of GN facial wash are predominantly male respondents aged 15–25 years, most of whom are students with an income range of IDR 1,000,000–IDR 3,000,000 and primarily residing in Jakarta.

Table 7. Characteristics of respondents based on residence

Residence	Number	Percentage
Jakarta	67	45
Bogor	17	11
Depok	38	25
Tangerang	13	9
Bekasi	15	10
Total	150	100

3.3 Validity test

This test was carried out using SPSS to determine the validity of the questionnaire employed in the study. A total sample of 30 respondents was used for the validity assessment, with an r-table value of 0.361 at a significance level of 0.05. An item is

considered valid if the calculated r-value exceeds the r-table value. The results of the validity test are presented as follows.

Table 8. Validity test of the of the questionnaire employed

Questions	R calculated	R table	Description
Product quality variable (X1)			
X1.1	0.871	0.361	Valid
X1.2	0.870	0.361	Valid
X1.3	0.724	0.361	Valid
X1.4	0.797	0.361	Valid
Brand image validity test (X2)			
X2.1	0.425	0.361	Valid
X2.2	0.774	0.361	Valid
X2.3	0.825	0.361	Valid
Price perception validity test (X3)			
X3.1	0.908	0.361	Valid
X3.2	0.862	0.361	Valid
X3.3	0.823	0.361	Valid
X3.4	0.703	0.361	Valid
Promotion validity test (X4)			
X4.1	0.708	0.361	Valid
X4.2	0.866	0.361	Valid
X4.3	0.851	0.361	Valid
X4.4	0.818	0.361	Valid
X4.5	0.821	0.361	Valid
Purchase decision validity test (Y)			
Y.1	0.874	0.361	Valid
Y.2	0.905	0.361	Valid
Y.3	0.794	0.361	Valid

Based on Table 8, the calculated results for all product quality variable statements are greater than the table value of 0.361, which means that all product quality variable statements are valid. Similarly, for the calculated results for all brand image variable statements are greater than the table value of 0.361, which means that all brand image variable statements are valid. Furthemore, the calculated results for all price perception variable statements are greater than the table value of 0.361, which means that all price perception variable statements are valid. Then, the calculated results for all promotional variable statements are greater than the table value of 0.361, which means that all promotional variable statements are valid. Likewise, Table 8 demonstrates that the calculated results for all purchase decision variable statements are greater than the table value of 0.361, which means that all purchase decision variable statements are valid.

3.4 Reliability test

The reliability test was conducted using SPSS. A reliability test was conducted on a sample of 30 respondents. The reliability test is considered reliable if Cronbach's Alpha is greater than 0.60. Based on Table 13, the results obtained for the product quality, brand image, price perception, and promotion variables are all greater than Cronbach's Alpha value of 0.60, which means that all variable statements are reliable.

Table 9. Reliability test

Variable	Cronbach's Alpha	Reliability Value	Description
Product Quality	0.820	0.60	Reliability
Brand Image	0.770	0.60	Reliable
Price Perception	0.822	0.60	Reliable
Promotion	0.809	0.60	Reliable
Purchase Decision	0.848	0.60	Reliable

3.5 Classical assumption test: Normality, multicollinearity, and heteroscedasticity test

The normality test in this study was observed from the P-Plot Of Regression Standardized residual. The test results using SPSS can be seen in Figure 1. Figure 1 shows that all variables have an Asymp. Sig. (2-tailed) coefficient of 0.200, which is greater than 0.05. Therefore, it can be concluded that the regression model in this study is normally distributed.
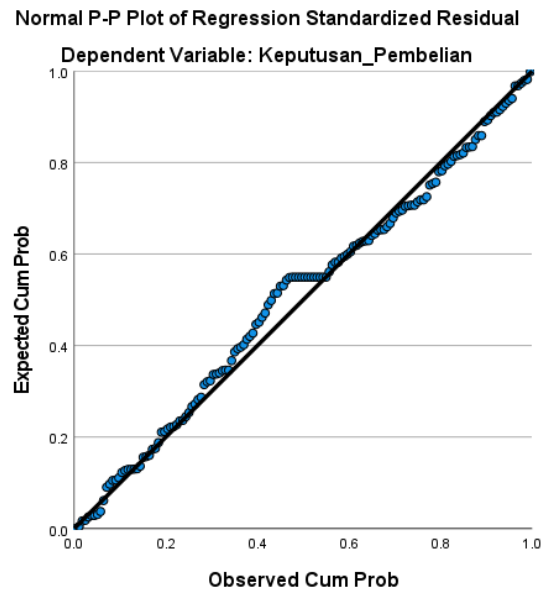
Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Keputusan_Pembelian

Fig. 1. Normality test results

Furthemore, multicollinearity testing aims to test whether there is a relationship between independent variables in a regression model. A good regression model is one in which there is no relationship between independent variables. Multicollinearity can be detected by looking at the VIF (Variance Inflation Factor) and tolerance values. If the tolerance value is > 0.10 and the VIF is < 10, then the variable has a multicollinearity problem. Based on Table 10, it can be seen that the independent variables have tolerance values greater than 0.10 (Tolerance > 0.10) and Variance Inflation Factor (VIF) values less than 10 (VIF < 10). Therefore, it can be concluded that there is no multicollinearity problem.

Table 10. Multicollinearity test results

Model	Collinearity SPSS	Statistic VIF
(Constant)	73.22	0.000b
Product Quality	0.351	2.84
Brand Image	0.325	3.08
Price Perception	0.730	1.37
Promotion	0.553	1.80

The heteroscedasticity test is used to test whether the values in the regression model show variance inequality from one observation to another. This test uses the scatterplot method. Based on Figure 2 below, it can be seen that the points are scattered randomly, both above and below the number 0 on the Y-axis and do not form a specific pattern, so it can be concluded that there is no heteroscedasticity problem in this questionnaire measurement tool. This means that there is no heteroscedasticity in the regression equation model, so that the regression model is suitable for use in predicting purchasing decisions based on the variables that influence them, namely product quality, brand image, price perception, and promotion.
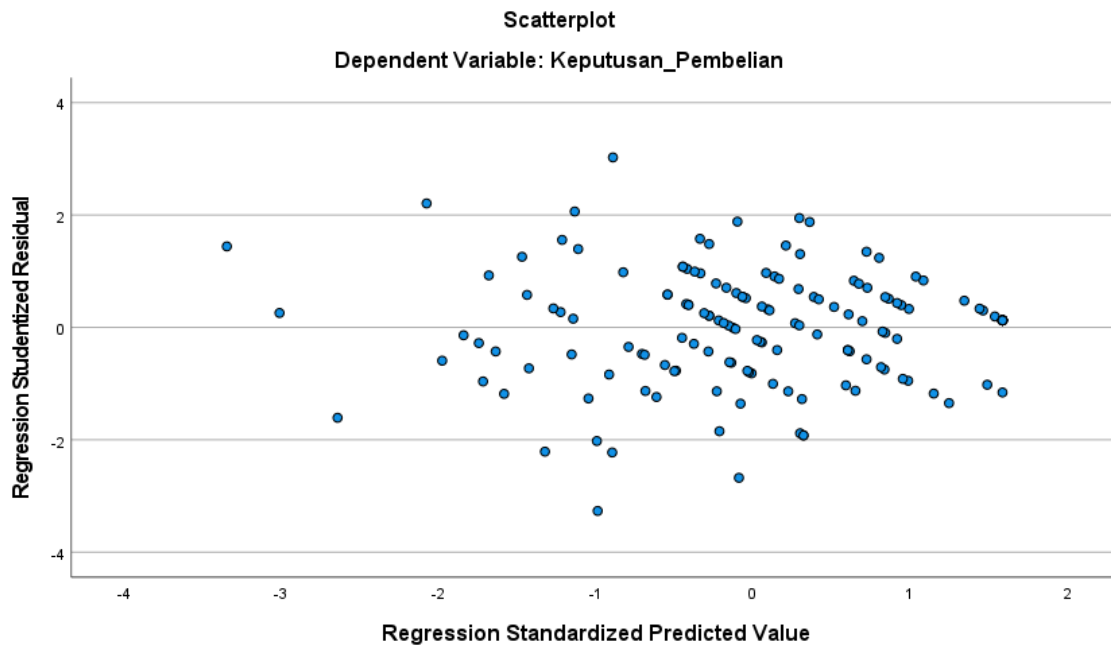
Scatterplot

Dependent Variable: Keputusan_Pembelian

Fig. 2. Scatterplot graph

3.6 Multiple linear regression analysis test

Multiple linear regression is a tool for predicting how the dependent variable (criterion) will change when two or more independent variables as predictors are manipulated (their values are increased or decreased).

Table 11. Multiple linear analysis test results

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	3.51	1.17		2.99	0.003
Product_Quality	0.371	0.075	0.400	4.95	0.000
Brand Image	0.468	0.114	0.345	4.10	0.000
Price Perception	0.259	0.074	0.045	3.79	0.027
Promotion	0.108	0.054	0.129	2.00	0.047
Dependent variable: Purchase Decision					

Based on Table 11 in below, the following multiple linear regression equation is obtained:

$$Purchase\ Decision = 3.51 + 0.371\ Product\ Quality + 0.468\ Brand\ Image + 0.259\ Price\ Perception + 0.108\ Promotion + e \qquad (E.q\ 3)$$

From the multiple linear regression equation above, the following analysis results can be obtained: The constant value (a) of 3.51 indicates that if the variables of product quality, brand image, price perception, and promotion are zero, then it can be said that the purchase decision is 3.51. The regression coefficient value for product quality is 0.371, meaning that for every increase, the purchase decision increases, assuming that other variables remain constant. The brand image regression coefficient value is 0.468, meaning that for every increase, the purchase decision increases, assuming that other variables remain constant. The regression coefficient value for price perception is 0.259, meaning that for every increase, purchasing decisions increase, assuming other variables remain constant. The regression coefficient value for promotion is 0.108, meaning that for every increase, purchasing decisions increase, assuming other variables remain constant.

3.7 F-test, T-test, and determination coefficient test (R^2)

The F test is used to test whether product quality, brand image, price perception, and promotion variables have a simultaneous effect on the purchase decision variable. Based on Table 12 below, the calculated F value is 73.22 > 2.43 with a significance value of 0.000 < 0.05. Therefore, it can be concluded that H0 is rejected and Ha is accepted, which means that the variables of product quality, brand image, price perception, and promotion have a significant simultaneous or combined effect on the decision to purchase GN facial wash products in Jabodetabek.

Table 12. F test results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	730.86	4	182.71	73.22	0.000
Residual	361.81	145	2.49		
Total	1,092.67	149			
Dependent variable: Purchase_Decision					

The T-test is used to determine how much the variables of product quality, brand image, price perception, and promotion explain the purchase decision variable, meaning that the T-test is used to test the significance of the relationship between variables X and Y. Based on Table 17, it can be explained as follows: Product quality has a significant effect on the decision to purchase GN facial wash products in Greater Jakarta. The t-value is 4.95 > 1.97 and the significance value is 0.000 < 0.05, so it can be concluded that H0 is rejected and Ha is accepted, meaning that product quality influences the decision to purchase GN facial wash products in Jabodetabek.

Table 13. T-test

Model	Standardized Beta Coefficient	T	Sig.
(Constant)		2.99	0.003
Product Quality	0.400	4.95	0.000
Brand Image	0.345	4.10	0.000
Price Perception	0.045	3.79	0.027
Promotion	0.129	2.00	0.047

The variable n represents the total number of respondents included in the study, while k denotes the number of independent variables analyzed in the regression model. The t-table value, set at 1.97, corresponds to the critical value used for hypothesis testing at a certain significance level (typically 5%) with the appropriate degrees of freedom.

$$
\begin{aligned}
Significance\ level\ (a) &= 5\% \\
&= 0.05/2 \\
&= 0.025 \quad\quad (E.q\ 4)\\
Degrees\ of\ Freedom\ (df) &= n - k - 1 \\
&= 150 - 4 - 1 \\
&= 145 \quad\quad (E.q\ 5)
\end{aligned}
$$

Brand image has a significant effect on the decision to purchase GN facial wash products in Greater Jakarta. The t-value is 4.10 > 1.97 and the significance value is 0.000 < 0.05, so it can be concluded that H0 is rejected and Ha is accepted, meaning that brand image influences the decision to purchase GN facial wash products in Jabodetabek. Price perception has a significant effect on the decision to purchase GN facial wash products in Greater Jakarta. The t-value is 3.79 > 1.97 and the significance value is 0.027 < 0.05, so it can be concluded that H0 is rejected and Ha is accepted, meaning that price perception influences purchasing decisions for GN facial wash products in Greater Jakarta. Promotions have a significant effect on the decision to purchase GN facial wash products in Jabodetabek. The t-value is 2.00 > 1.97 and the significance value is 0.047 < 0.05, so it can be concluded

that H0 is rejected and Ha is accepted, meaning that promotions have an effect on the decision to purchase GN facial wash products in Jabodetabek. The most dominant variable is product quality because it has the largest Standardized Coefficients Beta value, namely 0.400. Thus, the most dominant variable is product quality.

The coefficient of determination test is used to determine the best level of accuracy in regression analysis, which can be shown by the coefficient of determination between zero (0) and one (1). The results of the coefficient of determination test are as follows in Table 13. Based on Table 14 below, the Adjusted R-Square value is 0.660 or 66%. This result indicates that all independent variables, namely the influence of product quality, brand image, price perception, and promotion, are able to influence the dependent variable, namely the purchase decision, by 66%, while the remaining 34% is influenced by other variables not explained in this study. Other variables that can be linked to this study for further research include brand awareness, electronic word of mouth, lifestyle, brand ambassadors, and others.

Table 14. Results of the coefficient of determination test (R-Square)

Model	R-Square	Adjusted R-Square
1	0.669	0.660

3.8 The impact of product quality, brand image, price perception, and promotional activities on consumers' purchase decision for facial wash products

The test results show that the F test results for product quality, brand image, price perception, and promotion obtained a calculated F value of 73.22 > 2.43 with a significance value of 0.000 < 0.05. Therefore, it can be concluded that H0 is rejected and Ha is accepted, which means that the variables of product quality, brand image, price perception, and promotion have a significant simultaneous or combined effect on the decision to purchase GN facial wash products in Greater Jakarta. The more people are aware of GN facial wash, the more people will consider GN facial wash to be of good quality and able to compete with other products, and the purchase decision for GN facial wash products will also increase. The results of this study are in line with the research conducted by Safitri (2023), which states that product quality, brand image, price perception, and promotion have a positive simultaneous effect on purchasing decisions.

3.9 The effect of product quality on consumers purchasing decisions for facial wash products

The test results show that the product quality variable obtained a t-value of 4.95 > 1.97 and a significance value of 0.000 < 0.05, so it can be concluded that H0 is rejected and Ha is accepted, meaning that product quality has a partial effect on the decision to purchase GN facial wash in Greater Jakarta. If product quality improves, purchasing decisions will also increase. This means that some respondents consider that they choose and use GN products because they feel that these products perform better than other products. This is because GN products suit their skin needs, offer effective results in a relatively short time, and have a good reputation in the market. In addition, many respondents consider that GN has met the established standards, both in terms of ingredient quality, product safety, and environmental sustainability. GN products often use natural and safe ingredients, which make consumers feel comfortable and confident about their long-term safety. This can increase purchasing decisions because they feel that the product is reliable. The results of this study are in line with research conducted by Fauziah (2022), and Safitri (2023), which states that product quality has a positive effect on purchasing decisions.

3.10 The impact of brand image on consumers purchasing decisions for facial wash products

The test results show that the brand image variable obtained a t-value of 4.10 > 1.97 and a significance value of 0.000 < 0.05, so it can be concluded that H0 is rejected and Ha is

accepted, meaning that brand image has a partial effect on the decision to purchase GN facial wash products in Greater Jakarta. If brand image improves, purchasing decisions will also increase. This means that some respondents are aware that GN is known as a brand with a good reputation in the skincare industry. Many consumers feel confident using GN products because they are considered safe and effective, making GN facial wash products more widely known among various groups. In addition, GN has unique and superior qualities. For example, GN products often provide a pleasant experience when used, in terms of texture, aroma, and the feeling of freshness on the skin after use, which increases purchasing decisions. The results of this study are in line with research conducted by Rahmatika & Indayani (2022) that brand image influences purchasing decisions.

3.11 The influence of price perception on consumers' purchasing decisions for facial wash products

The test results show that the price perception variable obtained a t-value of 3.79 > 1.97 and a significance value of 0.027 < 0.05, so it can be concluded that H0 is rejected and Ha is accepted, meaning that price perception has a partial effect on the decision to purchase GN facial wash products in Greater Jakarta. This means that GN is able to reach various groups, both those looking for affordable but high-quality products. This creates a balance between quality and price, making GN more attractive than other competing products that may offer higher prices and inferior quality. In addition, the price offered by GN facial wash is very affordable for customers, which shows that GN is able to offer high value at a low cost. These affordable prices make the product more accessible to various groups, as they can obtain quality products without having to spend a lot of money, thereby increasing purchasing decisions. The results of this study are in line with research conducted by Safitri (2023), which states that price perception has a positive effect on purchasing decisions.

3.12 The effect of promotion on consumers' decisions to purchase facial wash products

The test results show that the promotion variable obtained a t-value of 2.00 > 1.97 and a significance value of 0.047 < 0.05, so it can be concluded that H0 is rejected and Ha is accepted, meaning that promotion has a partial effect on the decision to purchase GN facial wash products in Greater Jakarta. If promotion increases, the decision to purchase will also increase. This means that some respondents consider GN to use advertisements that are relevant to consumer needs, such as promoting facial wash that is suitable for certain skin types. This makes the advertisements more attractive and connects with the right audience, so they are often found on social media feeds. In addition, GN already has a high level of brand awareness among consumers. GN products are easily recognizable because they have been on the market for a long time and are consistent in maintaining quality and brand image, so purchasing decisions will increase. The results of this study are in line with research conducted by Lamasi & Santoso (2022), Safitri (2023), which states that promotion has a positive effect on purchasing decisions.

4. Conclusions

Based on the results of the discussion in this study, it can be concluded that product quality, brand image, price perception, and promotion simultaneously have a significant positive effect on purchasing decisions for GN facial wash products. Product quality, brand image, price perception, and promotion partially have a significant positive effect on purchasing decisions for GN facial wash products. Product quality has the most significant effect on purchasing decisions for GN facial wash products. Based on the conclusions from the above research results, it shows that product quality, brand image, price perception, and promotion have a positive influence that can increase purchasing decisions for GN facial wash products. There are several factors that influence the decision to purchase GN facial

wash products. The most influential factor in driving the decision to purchase GN facial wash products is the variable of product quality. GN needs to continuously improve the quality of its products, brand image, price perception, and promotion so that they are even better, thereby attracting consumers' attention and increasing the decision to purchase GN facial wash products.

Author Contribution
A.A., contributed to the literature search, interpretation, writing, and proofreading of the manuscript. All authors have read and agreed to the published version of the manuscript.

Ethical Review Board Statement
Not available.

Informed Consent Statement
Not available.

Data Availability Statement
Not available.

Conflicts of Interest
The author declares no conflict of interest.

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