

Research Article

The Influence of Product Quality and Price Perception on the Purchase Decision of Emina Products at Scovia Store in Pontianak

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ABSTRACT

This study aims to analyze the influence of product quality and price perception on the purchase decision of Emina products at Scovia Store in Pontianak, in response to the decline in sales from 2022 to 2024. Using a quantitative associative approach, the research involved 100 respondents selected through purposive sampling, with criteria including consumers aged at least 17 years and having purchased Emina products more than once. Primary data were obtained through interviews and structured questionnaires, while secondary data were sourced from internal documents related to product types, prices, and sales records. Instrument testing showed that all questionnaire items met validity and reliability requirements. The data were analyzed using multiple linear regression, supported by classical assumption tests. The results indicate that both product quality and price perception have a positive and significant influence on purchase decisions, with product quality contributing the strongest effect. The regression model explains 48.5% of the variance in purchase decisions, while the remaining 51.5% is influenced by other factors outside this study. These findings highlight the importance of maintaining product quality and aligning pricing strategies with consumer value perceptions to strengthen consumer purchasing decisions. The study provides practical insights for retail management and contributes empirically to consumer behavior literature, particularly in the cosmetics industry. Future research may extend the model by incorporating variables such as brand image, promotion, or service quality to obtain a more comprehensive explanation of consumer decision-making.

Keywords: Product Quality; Price Perception; Purchase Decision

1. INTRODUCTION

In recent years, the cosmetics and personal care industry in Indonesia has grown rapidly in line with the increasing awareness of the public, especially young people, regarding skin health and appearance. Skincare and makeup products are no longer viewed merely as complements but have become part of daily lifestyle. Various local and international brands continue to compete by offering innovative formulas, benefit claims, and attractive packaging to win consumer attention. This condition intensifies competition in the cosmetic market and requires retail business actors to manage product quality, pricing, and marketing strategies more professionally in order to remain competitive.

In the city of Pontianak, the need for cosmetic and skincare products can be fulfilled through various cosmetic stores offering a wide range of complete products. Consumers can find skincare, makeup, as well as body and hair care products from both local and international brands with price ranges that vary according to their purchasing ability and needs. Competition occurs not only online through marketplaces but also in physical stores located in commercial areas and modern shopping centers. This creates a dynamic market situation in which consumers have many alternative options and tend to prefer stores capable of providing the best combination of product quality, perceived fair price, and a comfortable shopping experience.

One of the business actors engaged in cosmetic sales in Pontianak is Scovia Store, located on Reformasi Street. The store was established on April 15, 2021, and has demonstrated commitment to providing high-quality cosmetic products. The initial success gained at the Reformasi branch encouraged the owner to expand by opening a new branch on Swigno Street in 2024. Nevertheless, the organizational structure in both branches remain simple, with three employees in each store. This study specifically focuses on Scovia Store on Reformasi Street because it is the first branch established and represents an important location for observing operational dynamics, consumer behavior, and the competitive challenges faced.

Among the various brands sold, one of the products that attracts significant consumer interest at Scovia Store is Emina. This brand is widely known as skincare and cosmetic products formulated for teenage skin, featuring lightweight textures, easy absorption, soft fragrance, and comfortable daily use. Consumers who purchase directly at Scovia generally perceive Emina as non-greasy on the skin, relatively safe for sensitive or acne-prone skin, and capable of providing visible results with regular use. Economically, Emina is also considered affordable for teenagers and students, making it suitable for the purchasing power of Scovia's main consumer segment. The perception that Emina's price matches its benefits makes it one

of the preferred choices among the various brands available in the store.

The store sells a wide range of skincare and cosmetic brands, including Emina, Wardah, Make Over, Scarlett, Skintific, Somethinc, as well as other brands such as L'Oreal Paris, Garnier, Sariayu, Mustika Ratu, and many more. These products cover facial care, body care, and decorative cosmetics, meaning that consumers have many brand alternatives within the same store. The researcher intentionally limits the study's focus to Emina products as one of the popular skincare brands among teenagers and young adults. This limitation allows a more in-depth analysis of one brand that contributes significantly to Scovia's sales.

Emina products sold include basic care up to decorative items, such as sun protection, the Bright Stuff series, Ms. Pimple for acne-prone skin, face masks, sleeping masks, loose powder, BB cream, CC cream, lip cream, lip shine, eyeliner, and eyeshadow. The price range varies from approximately Rp16,000 to more than Rp90,000 depending on the type and size of the product. Theoretically, a complete variety of products with relatively affordable prices should provide a good opportunity for Scovia Store to attract and retain consumers, particularly teenagers and young adults who are the main target market for Emina.

However, the total sales data of Emina products at Scovia Store during the 2022–2024 period show a decline. In 2022, sales reached Rp179,700,000. This figure decreased in 2023 to Rp153,340,000. The decline continued in 2024, with total sales recorded at Rp146,650,500. This downward trend raises questions, especially since Emina is widely recognized as a strong brand in the teenage segment and is known for its affordable price perception. This condition indicates the need to examine certain consumer-level factors, particularly how consumers assess the quality of Emina products and how they perceive the price relative to the benefits received.

Quality is a dominant issue often positioned as a key factor in competitive advantage. Product quality can be understood as the ability of a product to perform its functions, including durability, reliability, ease of repair, strength, and other features attached to the product (Luthfia, 2016). Gulliando & Shihab (2019) emphasize that product quality is closely related to consumer perceptions of the identity and features carried by the product, which subsequently influence purchase decisions. Several empirical studies also show that perceived product quality affects purchase decisions. The findings of Ummat and Hayuningtias (2022) & Aprilia et al. (2023) reveal that product quality has a positive and significant effect on consumer purchase decisions.

In addition to product quality, price perception is an important factor in the consumer decision-making process. Kotler & Keller (2017) explain that perception is the process by which individuals select, organize, and interpret information to form a particular picture of an object, including price. In this context, Fatmawati & Soliha (2017) state that price perception is the tendency of consumers to use price as a basis for assessing the quality of a product. Tjiptono (2015) highlights that from a marketing standpoint, price is the only element of the marketing mix that generates revenue, while product, distribution, and promotion result in costs. Thus, how consumers perceive price, whether it is considered fair, affordable, and proportional to quality, will strongly determine purchase intention and purchase decisions. Empirically, Kusuma, Listyorini & Hadi (2022) and Sephiramitha & Paludi (2024) show that price perception has a positive and significant effect on the purchase decision of Emina products, reinforcing the notion that pricing cannot be separated from how consumers interpret the value they receive.

Purchase decision itself is the final stage of the consumer evaluation process toward various product alternatives. Kotler & Armstrong (2018) state that a purchase decision involves consumer confidence to buy after obtaining product information, deciding to buy because the brand is preferred, buying due to needs or desires, and buying based on recommendations from others. According to Kotler in Islamuddin & Depa (2021), consumers tend to buy products they like most after evaluating alternatives. Suryati (2021) adds that a purchase decision occurs when consumer desire is final, including what to buy, whether to buy, when to buy, where to buy, and how the payment will be made. In other words, consumer decision-making has direct implications for the continuity and development of a business organization.

The decline in Emina sales over the past three years suggests potential issues related to how consumers assess the quality of Emina products and how they perceive its price among the many brand options and competing stores in Pontianak. Although Emina is generally known as an affordable and positively perceived product among teenagers, previous studies on product quality, price perception, and purchase decisions have largely focused on different products, brands, or regional contexts, such as non-cosmetic products, specific marketplaces, or other retail settings. There is still limited research specifically examining the influence of product quality and price perception on the purchase decision of Emina products in offline cosmetic stores operating in highly competitive environments such as Bansir Laut, Pontianak.

This gap forms the basis for conducting this study. Using a quantitative approach, this research aims to analyze the extent to which product quality and price perception influence the purchase decision of Emina products at Scovia Store on Reformasi Street, Pontianak. The results are expected to provide practical insights for Scovia Store management in formulating strategies to improve service quality and price management in line with consumer perceptions, as well as contribute theoretically to the enrichment of marketing management studies, particularly those related to consumer behavior in the cosmetics sector. Based on the above description, this study is titled *The Influence of Product Quality and Price Perception on the Purchase Decision of Emina Products at Scovia Store in Pontianak*.

2. RESEARCH METHOD

This study employs a quantitative approach with an associative research design. Associative research is intended to determine the relationship between two or more variables (Siregar, 2020). This study is directed at analyzing the influence of product quality and price perception on the purchase decision of Emina products at Scovia Store in Pontianak City. The population of the study consists of all consumers of Scovia Store who purchase Emina products. Since the total population is not known with certainty, the sample size was determined using the formula by Purba (1996) in Sujarweni (2015), using

a 95 percent confidence level ($Z = 1.96$) and a 10 percent margin of error, resulting in a minimum sample size of 96 respondents. In this study, a sample of 100 respondents was selected. The sampling technique used was purposive sampling, which is a technique for determining samples based on specific criteria (Sugiyono, 2019). The criteria for respondents in this study are consumers who have purchased Emina products at Scovia Store more than once and are at least 17 years old.

The research data consist of primary data and secondary data. Primary data were collected through interviews and questionnaires. In this study, interviews were conducted with consumers who had used Emina products. Questionnaires were distributed to Scovia consumers who met the sampling criteria. Secondary data refer to data published or used by organizations that are not the original processors (Siregar, 2020). The secondary data in this study were obtained from internal documents and relevant online sources, including data on types and prices of products, sales data of Emina products for the period 2022–2024, and data regarding cosmetic stores in Pontianak City used to illustrate the competitive context. This study uses two independent variables, namely product quality (X1) and price perception (X2), and one dependent variable, namely purchase decision (Y). All indicators were measured using a Likert scale, which is used to measure attitudes, opinions, and perceptions of individuals or groups regarding a social phenomenon (Sugiyono, 2019).

Data analysis in this study began with instrument testing to ensure that the measurement tools used were appropriate for analysis. Validity was tested using the Pearson product moment correlation with the help of SPSS, where an item is declared valid if the correlation coefficient exceeds 0.3 (Sugiyono, 2019) and is greater than the critical r value at the specified significance level, with a significance value less than or equal to α (Siregar, 2017). Reliability was tested using the Cronbach Alpha coefficient, and the instrument is considered reliable if the Cronbach Alpha value reaches or exceeds 0.60 (Ghozali, 2011). After the instrument was declared valid and reliable, the regression model was tested through classical assumption tests, including a normality test to ensure that residuals were normally distributed (Ghozali, 2011), a linearity test to determine whether the relationship between independent and dependent variables was linear (Siregar, 2017), and a multicollinearity test to examine the presence of high correlations among independent variables using tolerance and variance inflation factor values, where multicollinearity is indicated if tolerance ≤ 0.10 or VIF ≥ 10 (Ghozali, 2016). The main analysis used multiple linear regression to examine the influence of product quality (X1) and price perception (X2) on purchase decision (Y), as multiple regression is used to predict a dependent variable based on more than one independent variable (Siregar, 2017). The regression model is expressed as $Y = a + b_1X_1 + b_2X_2$. The multiple correlation coefficient (R) was used to determine the strength of the simultaneous relationship between the independent variables and the dependent variable (Siregar, 2017), whereas the coefficient of determination (R^2) indicates the model's ability to explain variation in purchase decisions (Ghozali, 2016). Hypothesis testing was conducted using the F test to assess the simultaneous influence of product quality and price perception on purchase decision (Siregar, 2017), and the t test to determine the partial influence of each independent variable (Ghozali, 2016). All analyses were performed using a 5 percent significance level as the basis for accepting or rejecting the hypotheses.

Table 1. Variable Indicators

Variable	Indicators	Source
Product Quality	Performance	Lupiyoadi (2015)
	Reliability	
	Feature	
	Durability	
	Conformance Quality	
Price Perception	Style	Kotler & Armstrong (2018)
	Price Affordability	
	Price–Quality Appropriateness	
	Price–Benefit Appropriateness	
Purchase Decision	Price Competitiveness	Priansa (2017)
	Problem Recognition	
	Information Search	
	Alternative Evaluation	
	Purchase Decision	
	Post-Purchase Evaluation	

3. RESULTS AND DISCUSSION

3.1 Test Research Instruments

3.1.1 Validity Test

The validity test is carried out to verify whether each questionnaire item is capable of accurately measuring the intended variables. This test compares the correlation value of each item with the total score and then evaluates it against the r table value. With a sample size of 100 ($df = 98$) and a significance level of 0.05, the r table value is 0.196. The complete validity test results for all variables are presented in Table 2.

Table 2. Validity Test Results

Variable	Indicator	r-count	r-table	Description
Product Quality (X1)	X1.1	0.788	0.196	Valid
	X1.2	0.829		
	X1.3	0.665		
	X1.4	0.734		
	X1.5	0.664		
	X1.6	0.753		
	X1.7	0.773		
	X1.8	0.657		
	X1.9	0.716		
	X1.10	0.626		
	X1.11	0.794		
	X1.12	0.805		
Price Perception (X2)	X2.1	0.756	0.196	Valid
	X2.2	0.757		
	X2.3	0.666		
	X2.4	0.767		
	X2.5	0.589		
	X2.6	0.739		
	X2.7	0.604		
	X2.8	0.731		
Purchase Decision (Y)	Y.1	0.697	0.196	Valid
	Y.2	0.731		
	Y.3	0.465		
	Y.4	0.738		
	Y.5	0.394		
	Y.6	0.718		
	Y.7	0.625		
	Y.8	0.650		
	Y.9	0.638		
	Y.10	0.615		

Source: Processed Data, 2025

Based on the results in **Table 2**, all items show r-count values greater than 0.196. Therefore, every statement item included in the instrument meets the validity criteria and is appropriate for use in the study.

3.1.2 Reliability Test

The reliability test aims to assess the consistency of responses within each variable. This study employs the Cronbach's Alpha coefficient, where an instrument is considered reliable if the alpha value is at least 0.60. The reliability results for all variables are shown in **Table 3**.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Description
Product Quality (X1)	0.921	Reliable
Price Perception (X2)	0.852	
Purchase Decision (Y)	0.831	

Source: Processed Data, 2025

Based on the reliability test results for each variable presented in **Table 3**, all Cronbach's Alpha values exceed the 0.60 threshold, indicating that each variable is reliably measured and the instrument demonstrates strong internal consistency.

3.2 Classic Assumption Test

3.2.1 Normality Test

The normality test examines whether the distribution of research data follows a normal pattern. In this study, normality is tested using the Kolmogorov–Smirnov method through SPSS. The results are displayed in [Table 4](#).

Table 4. Normality Test Results

Test	Value
N (Sample)	100
Test Statistic	.042
Asymp.Sig.(2-tailed)	.200 ^c

Source: Processed Data, 2025

Based on the normality test results presented in [Table 4](#), the Asymp. Sig. (2-tailed) value of 0.200 is higher than the 0.05 significance threshold, indicating that the data used in this study is normally distributed.

3.2.2 Linearity Test

The linearity test evaluates whether the relationship between the independent variables and the dependent variable is linear. Testing is performed using the Test for Linearity feature in SPSS, and the results are provided in [Table 5](#).

Table 5. Result of Linearity

Variable	Deviation fromLinearity	Description
Purchase Decision * Product Quality	0.670	Linear
Purchase Decision * Price Perception	0.114	

Source: Processed Data, 2025

As shown in [Table 5](#), the Deviation from Linearity significance values exceed 0.05, confirming that the relationships between the variables are linear.

3.2.3 Multicollinearity Test

The multicollinearity test determines whether the independent variables correlate excessively with one another, which could distort the regression results. The analysis, performed using SPSS, is summarized in [Table 6](#).

Table 6. Multicollinearity Test Results

Variable	Tolerance	VIF
Product Quality	.581	1.722
Price Perception	.581	1.722
Dependent Variable: Purchase Decision		

Source: Processed Data, 2025

Based on the multicollinearity test results presented in [Table 6](#), Product Quality (X1) and Price Perception (X2) both present VIF values of 1.722 (< 10) and Tolerance values of 0.581 (> 0.10). These results indicate the absence of multicollinearity between the independent variables.

3.3 Multiple Linear Regression Analysis

Multiple regression analysis is used to measure the influence of the independent variables on the dependent variable, both individually and simultaneously. The regression output is shown in [Table 7](#).

Table 7. Multiple Linear Regression Analysis Results

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	1.188	4.657	.000
Product Quality	.400	5.944	.000
Price Perception	.241	2.624	.010
Dependent Variable: Purchase Decision			

Source: Processed Data, 2025

Based on the results of the multiple linear regression analysis presented in [Table 7](#) above and referring to the multiple linear regression coefficient equation, the results can be described as follows:

$$Y = 1.188 + 0.400 X_1 + 0.241 X_2$$

- The constant value of 1.188 indicates that when Product Quality (X_1) and Price Perception (X_2) are both zero, Purchase Decision (Y) is predicted to be 1.188 units.
- The coefficient for Product Quality (0.400) demonstrates a positive effect, meaning that a one-unit increase in Product Quality increases Purchase Decision by 0.400.
- The coefficient for Price Perception (0.241) also shows a positive direction, indicating that a one-unit increase in Price Perception increases Purchase Decision by 0.241.

3.4 Correlation Coefficient Analysis (R)

The correlation coefficient measures the strength and direction of the relationship between variables. The results of the correlation analysis are summarized in [Table 8](#).

Table 8. Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.696 ^a	.485	.474	.58471
Predictors: (Constant), Price Perception, Product Quality				
Dependent Variable: Purchase Decision				

Source: Processed Data, 2025

Based on the correlation coefficient test results presented in [Table 8](#), the R value of 0.696 indicates a strong relationship between Product Quality, Price Perception, and Purchase Decision, as it falls within the 0.60–0.799 interval.

3.5 Analysis of the Coefficient of Determination R^2

Referring to [Table 8](#), the R-Square value of 0.485 suggests that 48.5% of the variation in Purchase Decision is explained by Product Quality and Price Perception. The remaining 51.5% is influenced by other variables not examined in this study.

3.6 Simultaneous Test (F Test)

The F test evaluates whether both independent variables together have a significant effect on the dependent variable. The SPSS results are shown in [Table 9](#).

Table 9. Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	31.194	15.597	45.621	.000 ^b
Residual	33.163	.342		
Dependent Variable: Purchase Decision				
Predictors: (Constant), Price Perception, Product Quality				

Source: Processed Data, 2025

Based on the results of the simultaneous test (F test) in [Table 9](#), the calculated F value is 45.621, which is greater than the F table value of 3.09, with a significance level of $0.000 < 0.05$. These findings confirm that Product Quality and Price Perception jointly exert a positive and significant influence on Purchase Decision.

3.7 Partial Test (t Test)

The partial test (t-test) is used to assess the influence of each independent variable individually on the dependent variable. The test results using SPSS are presented in [Table 10](#).

Table 10. Partial Test Results (t Test)

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	1.188	4.657	.000
Product Quality	.400	5.944	.000
Price Perception	.241	2.624	.010
Dependent Variable: Purchase Decision			

Source: Processed Data, 2025

Based on the partial test results (t-test) in **Table 10**, the calculated t-test results are then compared with the table t-test. The t-table value is 1.660. The t-test (partial) results are explained as follows:

1. The t-count value for the Product Quality variable (X1) is $5.944 > t\text{-table value of } 1.660$ and the significance value is $0.000 < 0.05$, so it can be concluded that H_0 is rejected and H_a is accepted. With this result, it can be interpreted that there is a positive and significant partial influence between the Product Quality variable and the Purchase Decision.
2. The t-value for the Price Perception variable (X2) is $2.624 > \text{the table t-value of } 1.660$ and the significance value is $0.010 < 0.05$, so it can be concluded that H_0 is rejected and H_a is accepted. With this result, it can be interpreted that there is a partial positive and significant influence between the Price Perception variable and the Purchase Decision.

3.8 Discussion

3.8.1 The Influence of Product Quality on Purchase Decisions

The t-test results indicate that product quality has a positive and significant influence on purchase decisions, as shown by a t-value of 5.944, which exceeds the t-table value of 1.660, with a significance level of 0.000. These findings show that consumers regard product quality as a primary indicator before deciding to purchase Emina products at Scovia Store. This result is consistent with the study by [Lestari & Juhana \(2024\)](#), which demonstrates that product quality is a strong determinant of cosmetic purchase decisions in online marketplaces. The alignment suggests that cosmetic consumers generally evaluate quality through aspects such as texture, safety, comfort of use, and suitability of results on the skin before making a purchase decision. In addition, the study by [Purba & Pudjoprastyono \(2025\)](#) on Wardah products illustrates a similar pattern, where product quality significantly shapes consumer confidence when selecting cosmetic products. This consistency indicates that product quality remains a relatively stable factor across various cosmetic brands within the Indonesian market. Furthermore, the study by [Murad & Puspitasari \(2023\)](#) on repeat purchases of Emina products also highlights that product quality remains a determining element, even after consumers have prior experience with the product. Although their focus is on repurchase behavior, the similar direction of influence suggests that quality exerts a long-term impact. Through comparison with these three studies, the findings of the present research do not stand alone; rather, they align with a consistent empirical pattern, confirming that product quality plays a fundamental role in cosmetic purchase decisions, including among younger consumer segments.

3.8.2 The Influence of Price Perception on Purchase Decisions

The partial test results show that price perception has a positive and significant effect on purchase decisions for Emina products at Scovia Store, with a t-value of $2.624 > 1.660$ and a significance level of $0.010 < 0.05$. This indicates that the more consumers perceive the price as appropriate relative to the benefits received, the higher their likelihood of making a purchase. This finding is consistent with [Stanley \(2024\)](#), who shows that price perception significantly increases purchase decisions for Hanasui skincare products on the Shopee e-commerce platform, where consumers assess competitive pricing and the suitability of product benefits in their decision-making process. Similarly, research by [Hamidah & Santoso \(2025\)](#) on Implora lip cream reports consistent results: price perception significantly enhances purchase decisions among Generation Z consumers, indicating that cosmetic consumers tend to be price-sensitive and use price as an indicator of product value. Furthermore, the study by [Saktiana & Miftahuddin \(2021\)](#) on halal-labeled cosmetics reinforces the positive influence of price perception on purchase decisions. Although the context differs slightly, their findings suggest that the mechanism of price evaluation operates similarly across cosmetic products, even when additional variables such as perceived risk are present. Overall, the results of the present study indicate that price perception remains a significant parameter in cosmetic consumption, particularly among younger consumers who tend to be sensitive to the balance between price and product benefits.

4. CONCLUSION

The results of the study show that product quality and price perception each have a positive and significant effect on the purchase decision of Emina products at Scovia Store in Pontianak City. Product quality is the factor with the strongest influence, indicating that consumers consider product performance, reliability, and suitability of benefits before deciding to purchase. This finding also confirms that in the cosmetic industry, consumer perceptions of quality not only include usage results but also aspects of comfort, texture, fragrance, and the compatibility of the product with their skin. Price perception is also proven to be important, in which consumers assess price fairness, affordability, and the correspondence between price and the benefits received as the basis for making decisions. When consumers feel that the price reflects the value they receive, the tendency to make a purchase will increase. This condition is particularly important for the teenage and student segment, which is the main market for Emina and is sensitive to price changes. Both variables simultaneously explain 48.5 percent of the variation in purchase decisions. Theoretically, these findings strengthen the marketing and consumer behavior literature that positions perceived quality and perceived value as key determinants of purchase decisions. Practically, this study implies that Scovia Store needs to maintain product quality consistency, clarify the value offered, and ensure that pricing strategies remain aligned with consumer expectations in the midst of intense competition in the cosmetic market. Future research is recommended to include variables such as brand image, promotional activities, shopping experience, service quality, and the influence of digital reviews, which increasingly play a role in cosmetic purchasing behavior. Studies with different regional coverage or comparisons between retail stores may also enrich the understanding of purchase decision dynamics in a highly competitive cosmetic market.

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