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The Influence of Brand Image, Product Quality, and Price on Purchase Decisions of Sariayu Cosmetic Products

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ABSTRACT

This study aims to analyze the influence of brand image, product quality, and price on consumer purchase decisions of Sariayu products. The research background is the increasing competition in the cosmetics industry, which requires companies to build a strong brand image, improve product quality, and offer prices that match consumer value perceptions. The study employed a quantitative approach using Partial Least Square (PLS). The sample consisted of 110 Universitas Mercu Buana students who had purchased Sariayu products, selected through purposive sampling. The results show that brand image, product quality, and price have a positive and significant effect on purchase decisions.

Keywords: Brand Image; Product Quality; Price; Purchasing Decision.

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INTRODUCTION

The cosmetics industry in Indonesia continues to experience rapid growth in line with increasing public awareness of appearance and personal care. Today, the use of cosmetics has become part of a lifestyle. According to Reni Yanita of the Ministry of Industry (2025), the number of cosmetics businesses in Indonesia increased by more than 77% after the pandemic. This growth is driven by the large number of micro and small businesses utilizing digital technologies, such as e-commerce, to expand their market reach and increase their competitiveness.

Meanwhile, data from Nusaresearch (2020) shows that the majority of cosmetic users in Indonesia are women aged 18–24, most of whom are still students. This finding is supported by a Databoks (2024) report, which states that Generation Z is the largest group of cosmetic product users compared to other generations. This condition indicates that students, included in the Gen Z category, are an active group and have great potential as a primary market for the cosmetics industry in Indonesia.

However, young consumers' preferences are currently shifting toward foreign cosmetic products or new brands offering modern innovations, attractive packaging, and more aggressive digital marketing strategies. This shift is influenced by globalization trends and the rise of social media, which strengthens brand promotion through influencer marketing (Databoks, 2024). This situation presents a challenge for legendary local brands like Sariayu Martha Tilaar, founded by Dr. Martha Tilaar in 1977 as a pioneer of cosmetics using natural and traditional Indonesian ingredients (Martha Tilaar Group, 2024). For decades, Sariayu has been known for its "Inspiration for Indonesian Natural Colors" concept, highlighting the rich culture and natural beauty of the archipelago in each of its products. However, amidst increasingly fierce competition in the beauty industry, Sariayu faces the challenge of maintaining its appeal among young consumers who are now more interested in innovation, modern lifestyles, and interactive digital experiences (CNBC Indonesia, 2023).

Figure 1. Top 10 Sales on E-commerce



Based on Figure 1, Compas data released by CNBC Indonesia shows that Sariayu has not been among the top 10 beauty brands with the highest sales value on Indonesian e-commerce for three consecutive years. The list is dominated by brands such as Skintific, Wardah, MS Glow,

Something, and Make Over.

Sariayu's absence from the list above indicates that the brand's popularity and competitiveness are still lower than those of its competitors, especially in the digital realm, which has now become the primary channel for cosmetics purchases. Low brand exposure on online platforms has the potential to influence consumer purchasing decisions, as lesser-known products tend to have lower sales.

This situation underscores the importance of identifying factors influencing purchasing decisions for Sariayu cosmetics products, so the company can increase its competitiveness in the market. This effort should be particularly focused on students and the younger generation, who are potential consumer segments with active online shopping habits and play a significant role in shaping current cosmetic trends.

LITERATURE REVIEW

Marketing Management

According to Sudarsono (2020), marketing is a system of business activities that encompasses the planning, pricing, promotion, and distribution of goods or services to meet consumer needs, both actual and potential. Meanwhile, Satriadi et al. (2021) explain that marketing management is the process of planning, implementing, and controlling all marketing activities to achieve company targets effectively and efficiently. In general, marketing activities aim to build and maintain mutually beneficial relationships between producers and consumers, so that both parties can obtain value and satisfaction.

Consumer Behavior

Consumer behavior is the study of how individuals, groups, or organizations select, purchase, use, and evaluate products or services to meet their needs and desires. Kotler and Keller (2016) emphasize that consumer behavior is not only related to purchasing decisions but also encompasses internal processes such as perception, motivation, and attitudes toward products. Similarly, Irwansyah et al. (2021) state that consumer behavior reflects decision-making activities involving the search, selection, and use of products according to individual needs and preferences. Therefore, understanding consumer behavior is crucial for companies to design effective marketing strategies tailored to the characteristics of their target market.

Purchase Decision

According to Kotler and Armstrong (2012), a purchasing decision is the process by which consumers determine whether or not to buy a product, which culminates in the actual act of making a purchase. Zusriony (2021) adds that the complexity of product choices influences the consumer decision-making process; the more alternatives available, the greater the considerations made before purchasing. Therefore, a purchasing decision can be understood as the final stage in the consumer behavior process, where individuals actually decide to purchase a product, influenced by intentions, needs, and beliefs about the product's benefits.

Brand Image

According to Kotler and Keller (2019), brand image is a perception or impression formed in the minds of consumers about a brand based on certain experiences, memories, and associations. Sangadji and Sopiah (2016) added that a positive brand image encourages

consumers to choose and purchase a product, while a negative brand image can raise doubts in decision-making. Research by Wulandari and Calista (2023) also shows that brand image is a consumer's response to information conveyed about the product packaged under that brand. Thus, brand image reflects consumers' views of a product or company, formed from previous experiences and knowledge, and influences attitudes and purchasing decisions.

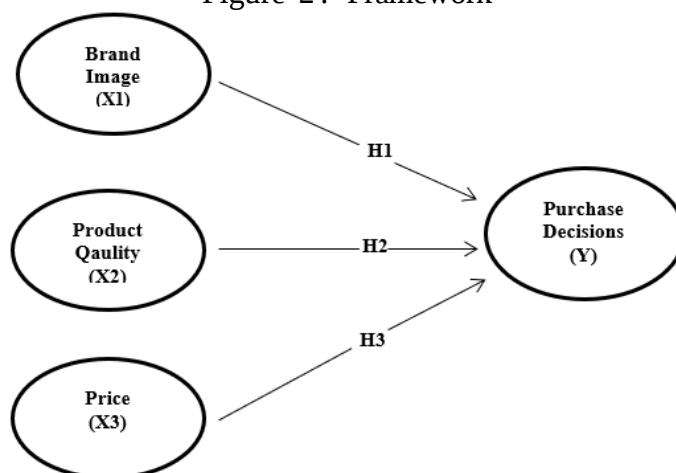
Product Quality

Product quality is a consumer's assessment of a product's overall superiority or reliability. Febriani et al. (2023) state that product quality is demonstrated by its ability to meet consumer needs and provide satisfaction. Similarly, Kotler and Keller (2016) explain that product quality encompasses characteristics and features that can provide benefits in accordance with user expectations. Therefore, the higher the quality of a product, the greater the likelihood that the product will meet consumer needs and desires, thereby increasing purchasing decisions.

Price

Price is a crucial element in marketing strategy because it influences both company revenue and consumer purchasing decisions. Tjiptono (2019) states that price plays a role in shaping consumers' perceived value, which ultimately influences purchasing decisions. Meanwhile, Kotler and Armstrong (2018) define price as the amount of money or value that consumers must exchange to obtain the benefits of a product or service. In other words, price can be understood as the amount consumers are willing to pay to obtain benefits, so the perception of the match between price and benefits will influence purchasing interest and decisions.

Figure 2. Framework



Description:

1. Independent variables, whose value is not directly related to other values, variables are given the symbol (X), among others:
X1: Brand Image
X2: Product Quality
X3: Price
2. The dependent variable, the variable whose value depends on other variables is given the symbol (Y)
Y: Purchasing Decision

METHOD

Time and Place of Research

This research process began with data collection, data processing, and a comprehensive analysis of the findings. The research was conducted from June 2024 to July 2025, located at Mercu Buana University. The subjects were Mercu Buana University students who had used Sariayu cosmetic products.

Research Design

This research uses a quantitative approach based on the philosophy of positivism with a deductive mindset, starting with a theory and then developing it into a hypothesis for empirical testing (Sugiyono, 2022). This quantitative approach was chosen because it allows researchers to objectively test the relationships between variables using statistical analysis.

This study aims to determine the influence of Brand Image (X1), Product Quality (X2), and Price (X3) as independent variables on Purchase Decisions (Y) as the dependent variable. Data were collected using an online, closed-ended questionnaire using Google Forms, with a predetermined measurement scale to ensure systematic and objective measurement of the research results.

With this research design, it is hoped that the results will measurably answer the research questions and provide an empirical overview of the factors influencing purchasing decisions for Sariayu products among university students.

Measurement Scale

According to Sugiyono (2020), the Likert scale is used to measure an individual's or group's attitudes, opinions, and perceptions of a social phenomenon. In this study, the instrument used was a questionnaire with a Likert scale, in which respondents were asked to provide answers based on their level of agreement with each statement.

Population and sample

According to Sugiyono (2022), a population is the entire object or subject of research that possesses certain characteristics in accordance with the research objectives. The population in this study was Mercu Buana University students who had purchased or used Sariayu products. The research sample was selected considering that students aged 18–25 are potential consumers of cosmetic products, particularly women who care about their appearance and personal care, and actively follow trends through social media.

Sariayu cosmetic products, known as a local brand with distinctive Indonesian cultural characteristics and natural ingredients, are considered relevant to the student segment, which is conscious of local products and sustainability. Therefore, selecting students as respondents is expected to provide an accurate picture of young consumers' perceptions and preferences regarding the quality, price, and brand image of Sariayu products.

Data Analysis Method

This study used the Structural Equation Modeling–Partial Least Squares (SEM–PLS) method with the assistance of the SmartPLS 4.0 program. According to Evi and Rachbini (2022), PLS is a statistical method used to analyze relationships between latent variables by extracting

factors that explain variation in measured variables. This method was chosen because it is capable of testing complex models even though the sample size is small and the data is not normally distributed. The analysis was carried out in two stages: an outer model to test validity and reliability, and an inner model to analyze the relationships between latent variables.

RESULTS AND DISCUSSION

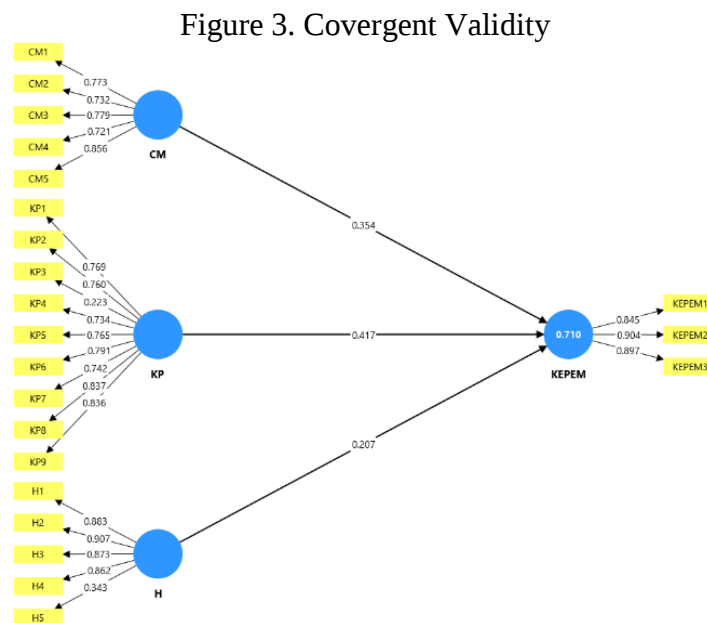
Results

Data Quality Test Results

1. Outer Model

a. Convergent Validity

According to Ghozali (2021), convergent validity is used to assess the extent to which indicators within a construct correlate well with one another. This validity is evaluated based on two criteria: a loading factor of ≥ 0.70 and an Average Variance Extracted (AVE) of ≥ 0.50 .



Source: Output PLS,2025

Based on Table 1 and Figure 3 above, it can be seen that indicators KP3 dan H5, have a loading factor value of less than 0.70. Therefore, these indicators will be removed from the model. The following are the output results of indicator removal and recalculation:

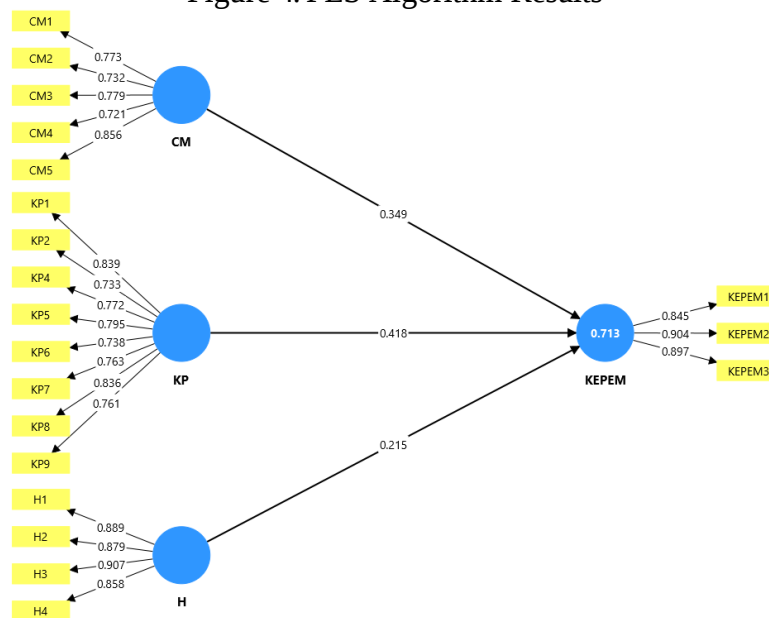
Table 1. Convergent Validity Test Results (modified)

Variable	Indicator	Outer Loading	Description
Purchase Decision (Y)	KEPEM1	0.845	Valid
	KEPEM2	0.904	Valid
	KEPEM3	0.897	Valid
Brand Image (X1)	CM1	0.773	Valid
	CM2	0.732	Valid
	CM3	0.779	Valid
	CM4	0.721	Valid
	CM5	0.856	Valid
	KP1	0.769	Valid
	KP2	0.760	Valid
	KP4	0.223	Valid
	KP5	0.734	Valid
	KP6	0.765	Valid
	KP7	0.791	Valid
	KP8	0.742	Valid
	KP9	0.837	Valid
	H1	0.883	Valid
	H2	0.907	Valid
	H3	0.873	Valid
	H4	0.862	Valid
	H5	0.343	Valid

Variable	Indicator	Outer Loading	Description
Product Quality (X2)	KP1	0.839	Valid
	KP2	0.733	Valid
	KP4	0.772	Valid
	KP5	0.795	Valid
	KP6	0.738	Valid
	KP7	0.763	Valid
	KP8	0.836	Valid
	KP9	0.761	Valid
	H1	0.889	Valid
Price (X3)	H2	0.879	Valid
	H3	0.907	Valid
	H4	0.858	Valid

Source: Output PLS (2025)

Figure 4. PLS Algorithm Results



Source: Output PLS

The results of the modified convergent validity test in Figure 3 and Table 1, it can be seen that all indicators have met convergent validity because they have a loading factor value above 0.70.

b. Discriminant Validity

Discriminant validity is used to ensure that each construct in the model is truly distinct or unique from the other constructs. This means that indicators of a construct should not have a higher correlation with any other construct than the construct it measures.

Discriminant validity testing is conducted using three methods: Cross Loading, Heterotrait-Monotrait Ratio (HTMT), dan kriteria Fornell-Larcker.

- In Cross Loading, each indicator must have the highest loading value on its own construct.

- In AVE, the ratio value must be ≤ 0.50 to indicate good discriminant validity.
- In Fornell-Larcker, the square root of the Average Variance Extracted (AVE) of each construct must be greater than the correlation between the other constructs.

If these three criteria are met, then the construct can be said to have clear differences from other constructs (Ghozali, 2021).

Table 2. Discriminant Validity Test Results (Cross loadings)

	Brand Image (X1)	Product Quality (X2)	Price (X3)	Purchase Decision (Y)
CM1	0.773	0.434	0.351	0.556
CM2	0.732	0.359	0.299	0.363
CM3	0.779	0.469	0.531	0.472
CM4	0.721	0.362	0.411	0.382
CM5	0.856	0.684	0.584	0.847
KP1	0.541	0.839	0.453	0.651
KP2	0.402	0.733	0.382	0.518
KP4	0.406	0.772	0.289	0.502
KP5	0.510	0.795	0.335	0.635
KP6	0.449	0.738	0.478	0.523
KP7	0.440	0.763	0.414	0.550
KP8	0.577	0.836	0.496	0.686
KP9	0.596	0.761	0.531	0.617
H1	0.585	0.547	0.889	0.647
H2	0.426	0.464	0.879	0.534
H3	0.562	0.477	0.907	0.582
H4	0.472	0.419	0.858	0.503
KEPEM1	0.550	0.643	0.521	0.845
KEPEM2	0.672	0.740	0.622	0.904
KEPEM3	0.728	0.615	0.562	0.897

Source: Output PLS, 2025

Table 2 shows that the value of each variable produces a large cross loading value in making comparisons between variables in the statements used to represent them.

Another method to see discriminant validity is to look at the square root value of the average variance extracted (AVE) of each construct with the correlation between the construct and other constructs in the model, then it can be said to have a good discriminant validity value.

Table 3. AVE Testing Results

	Average variance extracted (AVE)
Brand Image	0.599
Product Quality	0.609
Price	0.780
Purchase Decision	0.779

Source: Output PLS, 2025

Based on Table 3, it shows that the Average Variance Extracted (AVE) test for each variable has a value of more than 0.50. Therefore, the value of all constructs has met the criteria for good discriminant validity.

Table 4. Discriminant Validity Test Results (Fornell Lacker Criterium)

	Brand Image	Product Quality	Price	Purchase Decision
Brand Image	0.774			
Product Quality	0.635	0.781		
Price	0.584	0.544	0.883	
Purchase Decision	0.740	0.757	0.646	0.882

Source: Output PLS, 2025

From Table 4, each construct has a higher AVE square root value than its correlation with other constructs, such as purchasing decisions, which have a greater correlation with brand image, product quality, and price. This indicates that each construct measures a distinctly different concept.

c. Composite Reliability and Cronbach's Alpha

Cronbach's Alpha and Composite Reliability (CR) are used to test the construct reliability of the measurement model. Cronbach's Alpha measures the internal consistency of indicators assuming equal weights, while CR provides more accurate results because it considers the weights (loadings) of each indicator. A construct is considered reliable if the Cronbach's Alpha and CR values are ≥ 0.70 , indicating that the indicators consistently represent the latent variables (Ghozali, 2021).

Table 5. Composite Reliability & Cronbach's Alpha Test Results

	Cronbach's alpha	Composite reliability (rho_c)	Description
Brand Image	0.842	0.881	Reliable
Product Quality	0.908	0.926	Reliable
Price	0.906	0.934	Reliable
Purchase Decision	0.858	0.913	Reliable

Source: Output PLS, 2025

Based on Table 5, the results of testing composite reliability and Cronbach's alpha show a satisfactory value, because all latent variables have a composite reliability value and Cronbach's alpha ≥ 0.70 . This means that all latent variables are said to be reliable.

2. Inner Model

An inner model, or structural model, is a model that explains the relationships between latent variables based on research hypotheses. Inner models are used to assess the strength of relationships between constructs and the model's ability to explain the dependent variable through path prediction and significance testing (Hair et al., 2017).

a. R-Square

Table 6. R-Square Test Result

	R-square
Purchase Decision	0.713

Source: Output PLS, 2025

The structural model shows that the model for the Purchase Decision variable can be said to be strong because it has a value above 0.713. This means that 71.3% of the variability in purchase decisions can be explained by the independent variables in the model, namely

brand image, product quality, and price. The remaining 28.7% is explained by other factors outside the model.

b. Q-Square

Table 7. Q-Square Test Result

Variable	Q square
Purchase Decision	0.689

Source: Output PLS, 2025

Based on the analysis results, the Q^2 value for the purchasing decision variable is 0.689. Because the Q^2 value is > 0 , the model has quite strong predictive power, meaning that approximately 68.9% of the variation in purchasing decisions can be explained by the variables brand image, product quality, and price. Thus, the model is declared to have good predictive relevance.

c. Hypothesis Testing Results

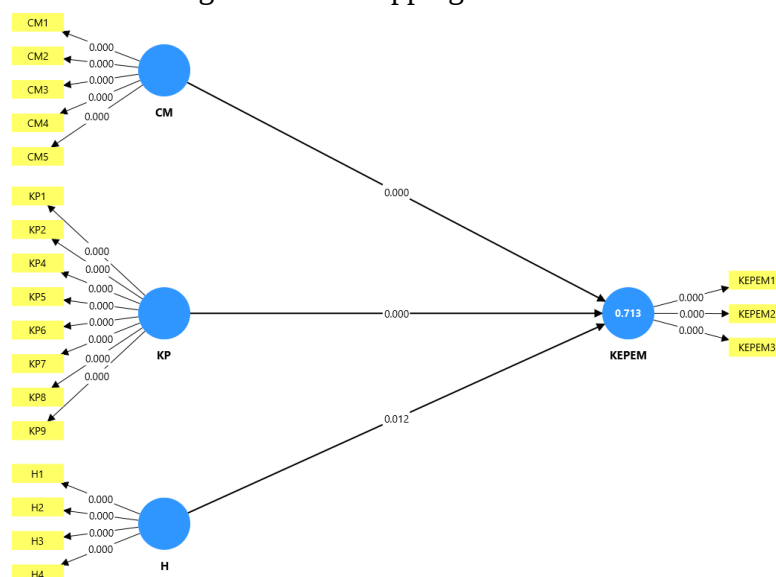
Hypothesis testing aims to determine the significance of the relationship between latent variables. According to Ghozali (2021), testing is conducted using a bootstrapping procedure to obtain the path coefficient (β), t-statistics, and p-value. A hypothesis is accepted if the t-statistic is ≥ 1.96 or the p-value is ≤ 0.05 . If these criteria are not met, the hypothesis is rejected.

Table 8. Hypothesis Testing Results

	Original Sample	Sample Mean	Standard Deviation	T-Statistics	P	Description Values
Brand Image $\square$ Purchase Decision	0,349	0,355	0,067	5,191	0,000	Positive Significant
Product Quality $\square$ Purchase Decision	0,418	0,418	0,076	5,524	0,000	Positive Significant
Price $\square$ Purchase Decision	0,215	0,210	0,086	2,507	0,012	Positive Significant

Source: Output PLS, 2025

Figure 5. Bootstrapping Test Results



Source: Output PLS, 2025

Discussion

The Effect of Brand Image on Purchasing Decisions

Based on the results of the hypothesis testing, brand image has a positive and significant effect on purchasing decisions. The original sample value was 0.349, with a T-statistic of 5.191 and a P-value of 0.000 ($P < 0.05$). These results indicate that a better brand image increases consumer purchasing decisions. A strong brand image reflects trust in the quality and identity of local products. For students, as young consumers, brand image is an important consideration when choosing cosmetic products. They tend to value the safety of ingredients and feel proud when the product reflects Indonesian culture.

These findings underscore the importance of digital promotional strategies through social media and campus activities to strengthen brand image. This strategy is effective in reaching the younger generation and increasing purchasing decisions, in line with previous research findings (Kolinug et al., 2022).

The Effect of Product Quality on Purchasing Decisions

The test results show that product quality has a positive and significant effect on purchasing decisions. The original sample value was 0.418, with a T-statistic of 5.524 and a P-value of 0.000 ($P < 0.05$). This finding indicates that trust in product safety, natural ingredients, and durability are important factors for consumers, especially students who are more critical in choosing cosmetic products. They consider quality aspects before deciding to purchase.

Therefore, companies need to continue innovating to maintain product quality and adapt to the beauty trends of the younger generation. These results are consistent with research by Buduri and Habib (2023), which showed that product quality has a positive and significant effect on purchasing decisions.

The Effect of Price on Purchasing Decisions

Based on the results of the hypothesis test, price has a positive and significant effect on purchasing decisions. The original sample value was 0.215, with a T-statistic of 2.507 and a P-value of 0.012 ($P < 0.05$). These results indicate that the more the price matches the product's benefits and quality, the higher the consumer's decision to purchase.

Students, as consumers, tend to choose products with affordable prices commensurate with their quality. They also pay attention to promotions or discounts offered through online platforms and campus events. Therefore, an appropriate pricing strategy can stimulate purchasing interest and improve purchasing decisions. These findings align with research by Mardianti and Mardiyana (2022), which found that price has a positive and significant effect on purchasing decisions.

CONCLUSION

Referring to the conclusions presented, there are several suggestions that can be considered, including:

1. Brand Image has a positive and significant influence on Purchasing Decisions. This indicates that the better the Sariayu brand image in the eyes of consumers, the more likely they are to decide to purchase Sariayu. Sariayu's image as a quality local product with a distinctive identity instills trust in consumers.

2. Product Quality has a positive and significant influence on Purchasing Decisions. Consumers consider quality a primary factor when choosing cosmetic products. In this study, respondents perceived Sariayu as having quality that meets their needs and provides satisfactory results, thus driving their purchase decision.
3. Price has a positive and significant influence on Purchasing Decisions. Affordable prices and commensurate quality are the primary reasons consumers continue to choose Sariayu products over other brands. This demonstrates that an appropriate pricing strategy can increase product appeal.

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