Consumer Purchase Interests and Their Impact on Wardah Skincare Purchase Decisions

Irmayanty [1*]; Amin Romadhon [2]

[1] *irmayanty@widyatama.ac.id*, *Universitas Widyatama, Indonesia*
[2] *amin.romadhon@widyatama.ac.id*, *Universitas Widyatama, Indonesia*

(*) Corresponding Author

ABSTRACT

Objectives: *This study aims to examine the effect of brand image and product quality on purchase intention and consumer purchase decisions for Wardah skincare products. It also explores the role of purchase intention as a mediating factor.*

Methodology*: A quantitative research design using Structural Equation Modeling Partial Least Squares (SEM-PLS) was employed to analyze data collected from 100 Shopee users who purchased Wardah products. The data was processed using SmartPLS version 3.0 software.*

Findings: *The research found that both brand image and product quality have a significant and positive impact on purchase intention. Furthermore, purchase intention serves as an intervening variable that mediates the influence of brand image and product quality on purchase decisions. A positive brand image and high product quality increase the likelihood of a consumer making a purchase decision.*

Conclusion: *The study concludes that Wardah's brand image and product quality are critical factors in shaping consumers' purchase intentions and decisions. By strengthening these two elements, Wardah can enhance customer loyalty and improve overall business performance in the competitive skincare market.*

Keywords*: Brand Image; Product Quality; Purchase Intention; Purchase Decision; SEM-PLS.*

INTRODUCTION

Competition in the business world is increasingly intensifying, prompting everyone to make maximum efforts to increase their sales in the hope of achieving sustained profit growth. Throughout the Industry 4.0 era and the advancement of 5.0 technologies, various strategies can be implemented, particularly in digital marketing (Gehlot et al., 2022). This is crucial for establishing connections, communicating with consumers, and introducing products or services

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(Wijoyo & Widiyanti, 2020). Purchase intention is an important concept in consumer behavior research, explaining the degree of desire a person has to purchase goods or services (Lenggihunusa et al., 2024). Purchase intention is vital for increasing product sales and evaluating a company's ability to understand market trends and determine the positioning of its products (Rahmawati & Ahsan, 2021). If an individual likes a product, the consumer is motivated to fulfill their desire, forming a purchase intention (Kotler & Keller, 2016). A company's brand image is an asset. Ambarwati et al. (2023) state that product quality is one of the elements that can influence purchase intention. Brand image can affect consumers' impressions and their intention to purchase something (Hudson et al., 2021). Besides brand image, product quality also plays a role in influencing consumers' purchase intentions. Product quality refers to the characteristics of a product that can attract repeat customers if the product meets their wants, needs, and expectations (Rosida, 2023).

Wardah, one of the largest cosmetics brands in Indonesia, uses three specific concepts in its cosmetic products: Beauty Expert, which is pure and safe, and Inspiring Beauty (Momentum Works, 2022). In addition to product marketing, Wardah must also consider aspects that influence customers' decisions to purchase their products. Every business aspires to achieve favorable customer purchase decisions. High levels of customer purchase decisions regarding the offered products can affect the company's business sustainability (Trixie, 2016). The influence of brand image on purchase intention, as found by Wulandari (2021), highlights that consumers tend to buy products with high-quality ratings. Furthermore, among buyers of Kerupuk Amplang at Toko Karya Bahari Samarinda, Sari (2020) discovered a significant and positive relationship between brand image, consumer purchase intention, and product choices.

In addition to brand image, marketers must also deliver high-quality products and services to create favorable customer purchase decisions (Hardilawati, 2020). However, many marketers fail to retain consumers' purchase decisions due to a lack of data needed to understand how to increase sales by preserving purchase decisions. Based on this, the purpose of this study is to examine the influence of brand image and product quality of Wardah cosmetics on consumers' purchase intentions and their choices in using the products. Below is a discussion regarding the influence of consumer readiness to purchase Wardah brand products and perceptions of Shopee skincare product quality.

LITERATURE REVIEW

Brand Image

According to Kotler (2016: 57), the concept of an image refers to customers' ideas, beliefs, and implications regarding something—impressions, implications, feelings, or public perceptions of a company—known as its image.

Product Quality

The capacity of a product to meet its purpose, as well as its reliability, ease of use, and valuable features, are components of product quality (Kotler & Armstrong, 2019: 59). According to Tjiptono (2019), there are eight main indicators of product quality performance,functionality, reliability, conformance to specifications, durability, ease of service, aesthetics, perceived quality.

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Purchase Intention

The consumer buying process, known as "consumer purchase intention," refers to the stage where customers determine which brand they prefer to use for their devices and then decide to purchase their chosen goods or services.(Selfira et al., 2022). According to Ferdinand (2014), the dimensions of purchase intention variables include, transactional ,referential, preferential and explorative

Purchase Decision

Megananda Dwi Ramadhani and Ali Maskur (2020: 656) state that when a consumer chooses an option from several available alternatives, it is considered a purchase decision. For example, Kotler & Keller (2023) highlight several factors influencing customers' purchase decisions product selection, brand selection, deciding where to purchase, timing of Purchase and amount spent. The following diagram illustrates the relationships between the research variables.
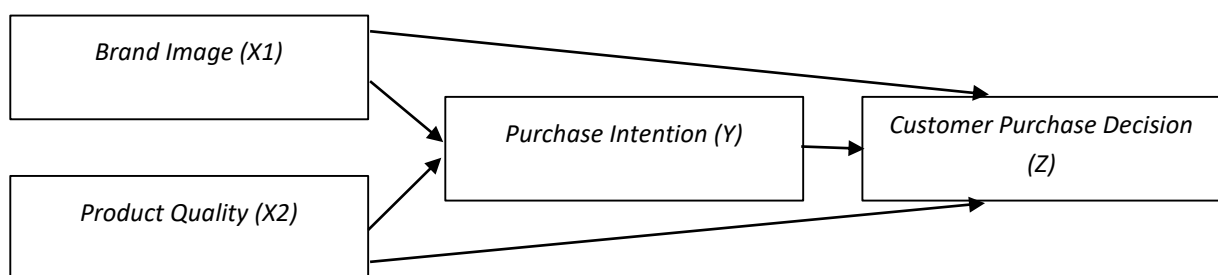
Figure 1. Path Diagram of Relationships Between Variables

METHOD

This study employs a descriptive and verificative methodology, with the primary approach being quantitative.The descriptive research strategy involves analyzing quantitative data by proposing and testing hypotheses and then drawing conclusions based on the analysis results. Using SEM-PLS analysis with SmartPLS version 3.0 software, a survey was conducted on 100 Shopee users who purchased Wardah skincare products. The accidental sampling strategy, a non-probability sampling method, was used to select the sample.

RESULTS AND DISCUSSION

Results

Descriptive Analysis

For the following variables: brand image, product quality, purchase intention, and purchasing decisions, descriptive analysis was conducted for Wardah Skincare products sold on Shopee. The results are shown in Table 1 below.

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Table 1. Descriptive Statistics

Indicator	Actual Score	Ideal Score	%	Category
Brand Image				
Strength	662	1000	66	Fair
Uniqueness	665	1000	66.5	Good
Favorability	660	1000	66	Fair
Total	1987	3000	66	Fair
Product Quality				
Performance	333	500	66.6	Fair
Functionality	339	500	67.8	Fair
Reliability	341	500	68.2	Good
Conformance to Specification	336	500	67.2	Fair
Durability	333	500	66.6	Fair
Ease of Service	326	500	65.2	Fair
Aesthetic	331	500	66.2	Fair
Perceived Quality	341	500	68.2	Good
Total	2680	4000	67	Fair
Purchase Intention				
Transactional Intention	334	500	67	Fair
Referential Intention	684	1000	68.4	Good
Preferential Intention	671	1000	67	Fair
Exploratory Intention	328	500	65.6	Fair
Total	2017	3000	67.03	Fair
Purchase Decision				
Product Selection	334	500	66.8	Fair
Brand Selection	341	500	68.2	Good
Purchase Location	342	500	68.4	Good
Timing of Purchase	348	500	69.6	Good
Purchase Quantity	331	500	66.2	Fair
Payment Method	341	500	68.2	Good
Total	2037	3000	67.9	Fair

Source: Data Processed by Authors, 2024

Based on the descriptive analysis above, the Brand Image variable has an actual score of 1987 with a percentage of 66%, which is categorized as "Fair." This indicates that the brand image of Wardah skincare products, according to customers, is still in the "Fair" category and needs further improvement. For the Product Quality variable, the total score is 2680, with an ideal score of 4000 and a percentage of 67%, also categorized as "Fair," which shows that the quality of Wardah skincare products needs to be improved. Meanwhile, the ideal score for Wardah skincare products is 3000, with an actual score of 2017 and a percentage of 67.03%, which falls under the "Fair" category. This indicates that Purchase Intention has not yet reached its full potential. The Customer Purchasing Decision variable shows that the purchasing decisions for Wardah skincare products are not yet optimal, with an actual score of 2037 compared to the ideal score of 3000 and a percentage of 67.9%, which is categorized as "Fair."

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Verification Analysis

Assessing the Outer Model or Measurement Model

The measurement model, which is the outer model, consists of manifest variables and the paths connecting latent variables. Discriminant and convergent validity are components of the validity test.

Convergent Validity

Loading Factor

Convergent validity testing in SmartPLS using reflective statements, as in this study, is based on the loading factor of the statements used as research instruments, which are measured using the construct. A statement is considered sufficient if the loading factor value is > 0.7. Below are the findings from the factor loading test analysis conducted using SmartPLS software: for the result all variable loading factor value below 0.70, so all manifest variables all in this study can be used and since no loading factor values are less than 0.70, as all manifest variables of all variable can be included in this study.

   a. **Reliability Analysis**

Reliability testing, which measures internal consistency, follows validity testing. For this, we used composite reliability and Cronbach's alpha criteria, both of which must be greater than 0.7. Table 9 displays information about the constructs of the variables studied and their reliability.

Table 9. Composite Reliability Dan Cronbach Alpha

Variable	Cronbach's Alpha	Composite Reliability	Critical Value	Category
X1	.961	.968		Reliable
X2	.971	.975	0.7	Reliable
Y	.953	.964		Reliable
Z	.941	.953		Reliable

Source: Data Processed by Researcher with SmartPLS 3.0, 2024

As we can see, each variable has a Cronbach's Alpha and Composite Reliability value above 0.7. This proves the consistency and reliability of the dimensions and constructs.

Structural Model (Inner Model)

One part of the model evaluation process is to examine how the latent variables relate to one another.

Goodness of Fit (R-Square)

R-Square, often known as R^2, is a measure of the accuracy with which independent constructs affect dependent constructs. The extent to which exogenous variables in the model can explain changes in endogenous variables is indicated by the R^2 statistic.

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Table 10. R-Square

R-Square		Criteria
Y	.947	Strong
Z	.954	Strong

Source: Data Processed by Researcher with SmartPLS 3.0, 2024

Based on the analysis results for the structural model evaluated using the R² values for the dependent constructs, we can see that:
- The Y construct has an R-Square of 0.947, indicating that the model meets the high requirement (strong criterion).
- The Z construct has an R-Square of 0.954, indicating that the model meets the high requirement (strong criterion).

This shows that the model's results are good.

Hypothesis Testing

To assess the hypotheses in this study, we used p-values, path ratios, and t-values. Using t-values and path ratios, we evaluate the significance and predictability of hypothesis testing (Kock, N. 2016). The table below displays the t-table value.

Table 12. T-Tabel Value

	Two tailed
T-tabel	1,983

The t-table value with a 95% confidence level (alpha 5%) can be calculated as follows, according to Kock (2016):
- H_0 is rejected and H_1 is accepted if the t-statistic (used for direct impact) is greater than 1.983.
- H_0 is accepted and H_1 is rejected if the t-statistic (used for direct impact) is less than 1.983.

The significance level for each variable being tested is shown by the values that correlate one variable with the target variable. Hypothesis testing is a process that leads to decisions. Therefore, the hypothesis must be tested with statistics. The following diagram visually shows the path diagram for hypothesis testing.
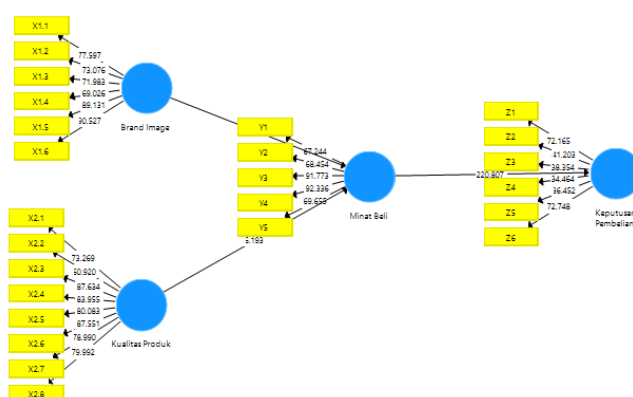
Figure 2. Path Diagram for Hypothesis Testing

Source: Data Processed by Researcher with SmartPLS 3.0, 2024
After performing bootstrapping, the corresponding significance test values are shown on the path diagram. Dependent and independent variables are considered significantly influenced by one another when the t-value from the structural equation is greater than 1.983, and the significance value is below 0.05. In simpler terms, we reject H0. When testing a hypothesis, for example:

1. **Direct Effect**

Table 13. Results of Hypothesis Testing (Direct Effects)

Jalur	*Original Sample* (O)	*T-Statistics*	*P-value*	Conclusion
X1 -> Y	.084	5.086	.000	H_0 rejected
X1 -> Z	.086	5.085	.000	H_0 rejected
X2 -> Y	.086	6.185	.000	H_0 rejected
X2 -> Z	.088	6.193	.000	H_0 rejected
Y -> Z	.004	220.807	.000	H_0 rejected

Source: Data Processed by Researcher with SmartPLS 3.0, 2024

From Table 13, the results of hypothesis testing are as follows:

a. **The Effect of Brand Image on Purchase Intention**
Hypothesis:
- H_0: Consumer Perception of the Brand Does Not Affect Their Tendency to Make a Purchase
- H_1: Consumer Perception of the Brand Affects Their Tendency to Buy

By comparing the t-statistic value (5.086) with the t-table value (1.983) and the significance value (0.00) with 0.05, we can reject the null hypothesis (H_0) in the first hypothesis test.

b. **The Effect of Service Quality on Purchase Intention**
Hypothesis:
- H_0: There is no correlation between service quality and purchase intention.
- H_1: The Effect of Service Quality on Purchase Intention

In hypothesis testing, the null hypothesis (H_0) is rejected because the t-statistic value of 5.085 is larger than the t-table value of 1.983, and the significance value is less than 0.05 (0.015). The high Original Sample (O) value indicates that customers are interested in buying Wardah skincare products due to the excellent service they receive.

c. **The Effect of Brand Image on Customer Purchase Decision**
Hypothesis:
- H_0: Customer Perception of the Brand Does Not Play a Key Role in Their Purchase Decisions

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- H_1: Customer Perception of a Brand Significantly Affects Their Decision to Buy, as per Hypothesis 1

Since the t-statistic value of 6.185 exceeds the t-table value of 1.983 and the significance value of 0.00 is lower than 0.05, we reject the null hypothesis (H_0) in the first hypothesis test. Brand perception significantly influences purchase decisions, as shown by the high Original Sample (O) value.

d. The Effect of Service Quality on Customer Purchase Decision
Hypothesis:
- H_0: Customer Purchase Decisions Are Not Influenced by Service Quality
- H_1: Service Quality Significantly Affects Customers' Likelihood of Making a Purchase

The null hypothesis (H_0) is rejected in the first hypothesis test because the t-statistic value of 6.193 is greater than the t-table value of 1.983, and the significance value (0.00) is less than 0.05. Service quality has a significant effect on customer spending,

e. The Effect of Purchase Intention on Customer Purchase Decision
Hypothesis:
- H_0: The Effect of Purchase Intention on Customer Purchase Decision Is Not Significant.
- H_1: Consumers' Intention to Buy Significantly Affects Their Actual Purchase Behavior.

In the first hypothesis test, we can reject H_0 because the t-statistic value of 220.807 is greater than the t-table value of 1.983, and the significance value of 0.00 is less than 0.05. With the positive Original Sample (O) value, we can see that Purchase Intention and Customer Purchase Decision are significantly related.

2. Indirect Effect

Table 14. Results of Hypothesis Testing (Indirect Effects)

Jalur	Original Sample (O)	T Statistics	P-Value	Conclusion
X1 -> Y -> Z	.429	5.086	**.000**	H0 accepted
X2 -> Y -> Z	.530	6.185	**.000**	H0 rejected

a. Indirect Effect of Brand Image on Purchase Decision with Purchase Intention as an Intervening Variable
Hypothesis:
- H_0: Using business techniques, brand image does not significantly affect purchase decisions.
- H_1: Consumer Perception of the Brand Affects Their Decision to Buy through Strategic Marketing

Considering the facts presented in Table 14, the significance value $(0.000) > 0.05$, and the fact that the t-statistic value of 5.086 is lower than the t-table value of 1.983, we accept H_0. There is no indirect effect of brand image on purchase decision through business strategies at the 5% significance level.

b. Indirect Effect of Product Quality on Purchase Decision with Purchase Intention as an Intervening Variable
Hypothesis:
- H_0: Purchase Decisions Influenced by Product Quality Are Not Significantly Affected by Business Strategies

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- H_1: Product Quality Affects Purchase Decisions through Company Strategies

To reject the null hypothesis (H_0), the significance value (0.000) is lower than 0.05, and the t-statistic value (6.185) is higher than the t-table value (1.983), as shown in Table 14. This indicates that product quality does indeed affect purchase decisions, though indirectly, through the strategies employed by the company.

Discussion

The results of this study provide valuable insights into the relationship between brand image, product quality, purchase intention, and customer purchase decisions, particularly in the context of Wardah skincare products. The findings indicate that both brand image and product quality have a significant and positive influence on consumers' purchase intentions and their subsequent purchase decisions. Additionally, purchase intention plays a critical role in mediating the relationship between brand image, product quality, and purchase decision.

Brand Image and Purchase Intention

The study reveals that brand image significantly affects purchase intention, which aligns with previous research by Wulandari (2021) and Hudson et al. (2021), who emphasized the importance of a positive brand image in influencing consumer behavior. A positive brand image creates trust and credibility, which encourages consumers to consider purchasing the product. This result supports the hypothesis that when consumers perceive Wardah's brand in a positive light, they are more inclined to purchase its skincare products. In the case of Wardah, its positioning as a beauty expert with a reputation for being pure, safe, and inspiring, appears to resonate well with its target audience, motivating consumers to make purchase decisions.

Product Quality and Purchase Intention

The significant positive relationship between product quality and purchase intention confirms that consumers are more likely to buy products they believe will meet their needs and expectations. This finding aligns with Rosida (2023), who noted that product quality is a key factor in consumers' decision-making processes. Wardah's focus on delivering high-quality skincare products that fulfill consumer demands for safety, efficacy, and value contributes to an enhanced purchase intention. Consumers perceive the brand as offering products that align with their beauty and skincare needs, which in turn increases their likelihood of purchase.

Brand Image and Purchase Decision

As for the relationship between brand image and purchase decision, the results indicate that brand image significantly influences consumers' purchasing choices. This is consistent with prior studies such as those by Sari (2020) and Wulandari (2021), who found that a strong brand image increases the likelihood of purchase. A positive perception of Wardah's brand, driven by its reputation for being trustworthy and high-quality, directly impacts consumers' purchase decisions. As a result, the company's brand positioning strategy is crucial for influencing the final purchasing behavior of consumers.

Product Quality and Purchase Decision

Product quality also significantly influences purchase decisions, confirming the findings of Nasution (2020) and Tjiptono (2019), who highlighted product quality as a decisive factor in customer purchasing behavior. In this study, the positive relationship between product quality and purchase decision suggests that consumers are more likely to choose Wardah products when they are confident in their quality. This emphasizes the importance of continuous product

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innovation and maintaining high standards to meet consumer expectations and retain market share.

Purchase Intention as an Intervening Variable

The study highlights the critical role of purchase intention as an intervening variable between brand image, product quality, and purchase decision. The data suggests that consumers' intention to buy Wardah products significantly mediates the effect of both brand image and product quality on their actual purchase decision. This finding supports the work of Ferdinand (2014), who emphasized the importance of purchase intention as a predictor of actual consumer behavior.

CONCLUSION

The research findings highlight the significant impact of brand image (X1) and product quality (X2) on purchase decisions (Z) for Wardah skincare products, with purchase intention (Y) as an intervening variable. A stronger brand image and higher product quality positively influence purchase intention, which in turn increases purchase decisions. Enhancing brand image and product quality can effectively drive consumer purchase behavior. Based on these findings, Wardah should focus on strengthening brand perception and product quality while optimizing marketing strategies to boost customer purchase decisions.

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