
**The Influence of Product Quality, Brand Image, and Promotion on
Purchasing Decisions for Make Over Cosmetic Products**

Vannesa¹, Ririn Wulandari^{2*}

¹Faculty of Economics and Business, School of Management Mercu Buana University

²Faculty of Economics and Business, Master of Management Department, Mercu Buana
University ^{2*}Corresponding Author:

doi.org/10.51505/IJEBMR.2024.8911

URL: <https://doi.org/10.51505/IJEBMR.2024.8911>

Received: Aug 02, 2024

Accepted: Aug 05, 2024

Online Published: Sep 20, 2024

Abstract

This study aims to explore ‘The Impact of Product Quality, Brand Image, and Promotion on Purchasing Decisions for Make Over Cosmetic Products’. In this study, the independent variables analysed include Product Quality, Brand Image, and Promotion, while the dependent variable studied is the Purchase Decision. The population of this study includes consumers who buy Make Over cosmetic products in the West Jakarta area. The research sample was taken using purposive sampling method with the criteria that the respondents were in West Jakarta and had purchased Make Over products at least once. A total of 115 respondents were sampled in this study. Data analysis was carried out by testing the outer model (Convergent Validity, Discriminant Validity, Average Variance Extracted, Composite Reliability) and testing the hypothesis of the inner model (R square value, Goodness of Fit Model, bootstrapping). Data collection was carried out through distributing questionnaires to consumers, then processed using Smart PLS 3.0 software. The results revealed that product quality has a positive and significant effect on purchasing decisions, as well as brand image which has a positive and significant impact on purchasing decisions. However, promotion does not show a significant positive influence on purchasing decisions.

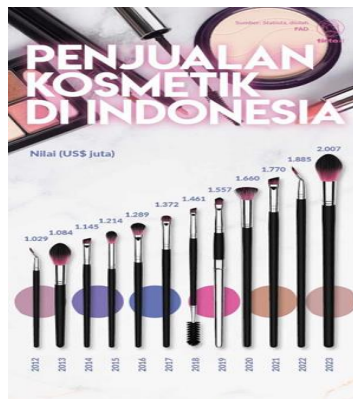
Keyword: product quality, brand image, promotion, purchase decision

1. Introduction

1.1 Introduce the Problem

As time progresses, human needs go beyond the basics such as clothing, food, shelter, education, and hygiene. The need to beautify oneself has now become very important, spurring the cosmetics industry to create products according to consumer desires. Both local and international products compete in the market, which continues to grow despite the pandemic, with increasing awareness of the importance of cosmetics in daily life. Based on data from Tirto.id and BPOM Yogyakarta, revenue from beauty products in Indonesia continues to increase from year to year. revenue reached US\$1.02 billion and is predicted to reach US\$1.88 billion (Figure 1)

Figure 1. Growth of the Cosmetics Industry in Indonesia



Source: Tirto.id

Every cosmetic company must have a competitive advantage and high-quality products to fulfil consumer needs and compete in a tight market. The influx of imported products further complements the choices available, increasing cosmetic sales in Indonesia. However, intense competition also affects consumer purchasing decisions, as seen in the decline in sales of Make Over products over the past few years (Table 1)

Table 1. Make Over Product Sales Decline Data

No	Tahun	Presentase Penurunan Penjualan
1.	2021	8.1%
2.	2022	11.6%
3.	2023	11.2%

Source: Top Brand Award 2023

Based on Table 1 above, it shows the sales data of Make Over cosmetic products during the period 2021 - 2023, namely the number of Make Over cosmetic sales in Indonesia has increased and decreased. In 2022, sales increased from 8.1% in 2021 to 11.6%. However, in 2023 there was a decrease to 11.2%. This is due to the large number of competing brands entering the Indonesian market share. Thus, research is needed to determine the factors that influence purchasing decisions, so that companies can increase their sales. Previous research shows that promotion, product quality, brand image, and word of mouth have a positive effect on purchasing decisions (Ayu et al., 2022; Apriani et al., 2021; Winarti et al., 2021; Robustin & Fauziah, 2018). Price is also an important factor in purchasing decisions (Sari et al., 2020). Based on the description of the background above, the problem can be formulated. Does product quality, brand image, and promotion influence purchasing decision of Make Over cosmetic products? Thus, the purpose of this research is to test and analyze the influence of product quality, brand image, and promotion on purchasing decisions for Make Over cosmetic products.

1.2 State Hypotheses and Their Correspondence to Research

According to Kotler and Armstrong (2014) that product quality is the ability of a product to perform its function, which in this case includes overall durability, reliability, accuracy, ease of use and product repair, and other product attributes. The study is also supported by previous research from according to Imam Basri et al. (2019) in their journal, Product Quality simultaneously influences purchasing decisions. According to Aulia Miranda, Fitriani Latief, Nurhaeda (2023) in their journal that it is proven that product quality has a positive and significant effect on purchasing decisions for Make Over cosmetic products. Based on previous research, the following hypothesis can be formulated.

H1: Product quality has a positive and significant effect on purchasing decisions

The Influence of Brand Image on Purchasing Decisions

Brand Image is the identity of goods or services. A well-known and trusted brand is an invaluable asset. Brands have become the largest source of assets and are an important factor in a company's marketing activities (Ardianti et al., 2020). Therefore, in winning the competition, every company must have the right marketing strategy for the products it produces. Among the many marketing strategies, companies are faced with branding (Syamsurizal, 2020). This research is supported by previous researchers from according to (Kolinug et al., 2022; Fachrudin and Taufiqurahman, 2022; Ayu et al., 2022; Rusmahafi & Wulandari, 2020) brand image simultaneously and partially has a significant positive effect on purchasing decisions. According to journal, brand image has a positive and significant effect on purchasing decisions. Based on previous research, the following hypothesis can be formulated:

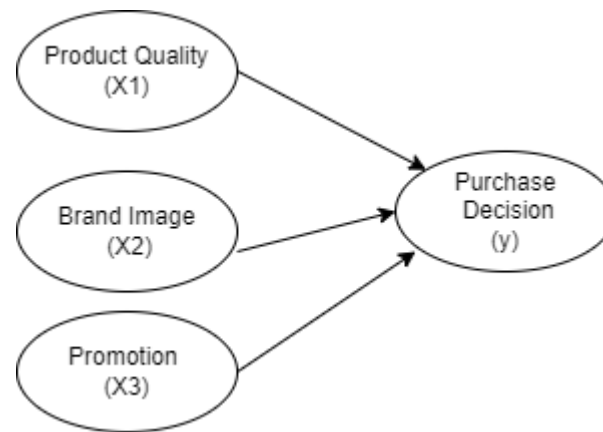
H2: Brand Image has a positive and significant effect on Purchasing Decisions

Promotion is carried out in every company to attract the attention of consumers and to remind or inform customers about products. Kotler and Armstrong (2014) define promotion as referring to activities that communicate the advantages of a product and persuade potential customers to buy it. The study is supported by previous researchers from according to Marlius, and Jovanka (2023) in their journals so that it can be stated that there is a positive influence between product promotion and purchasing decisions. And reinforced by (Marlius & Jovanka, 2023; Trisnawati et al, 2022; Wulandari & Natassja, 2022; Anastasya et al., 2022; Harwani & Sihite, 2019). in their journals promotion will have a significant effect on increasing purchasing decisions. Based on previous research, the following hypothesis can be formulated:

H3: Promotion has a positive and significant effect on Purchasing Decisions.

Based on theoretical studies and previous research, a framework for thinking in this research can be created as shown in the image below (Figure 2)

Figure 2. The Framework of Research



2. Method

2.1 Research Design

In this quantitative research, the researcher uses a causal relationship. According to Sugiyono (2016) Causal research is looking at the relationship of variables to the object being studied which is more causal in nature, so that in his research there are dependent variables and independent variables. According to Sugiyono (2016) the quantitative approach is research based on positive philosophy to research populations or samples and obtain samples randomly by collecting data from statistical data analysis instruments. The purpose of this study is to determine the independent variables (variables that influence) and dependent variables (which are influenced) by requiring hypothesis testing with statistical tests. This study is a study to determine the influence of three independent variables, namely: product quality, brand image, and promotion on purchasing decisions.

2.2 Definition of Variables

Research variables are attributes or characteristics or values of a person, object or activity that have certain variables determined by the researcher to be studied and conclusions drawn (Sugiyono, 2013). Variables include dependent variables and independent variables.

- a) **Dependent Variable:** Sugiyono (2013) said that the dependent variable is the output variable, criteria and consequences. In Indonesian it is often referred to as the dependent variable. The dependent variable in this study is the purchasing decision. The purchasing decision in this study is the consumer who decides to buy Make Over cosmetic products.
- b) **Independent Variable:** X Sugiyono (2013) said that the independent variable is the stimulus, predictor and antecedent variable. In Indonesian it is often referred to as the independent variable. The independent variables in this study consist of:

1. **Product Quality** Product quality is the ability of a product to carry out its functions which include durability, reliability, accuracy, ease, operation and repair and other attributes

(Agustina, 2017). If a product has been able to carry out its function, then it can be said that the product has good quality.

2. Brand image is a representation of the overall perception of a brand and is formed from information and past experiences with the brand. Brand image is related to attitudes in the form of beliefs and preferences for a brand. According to Margiyanto 2013, consumers who have a positive image of a brand are more likely to make a purchase. A brand is the identity of a product or service. A well-known and trusted brand is an invaluable asset for a company.
3. Promotion means activities that communicate the advantages of a product and persuade target consumers to buy it (Kotler and Armstrong, 2018)

2.3 Operational Variables

The operational definition of variables is an aspect of research that provides information and instructions on how to measure variables. Operational definitions are also useful for other researchers who want to conduct research using the same variables (Table 2).

Table 2. Variable Operationalisation

Variables	Dimensions	Indicators	Scale
Product Quality (X1) Kotler (Supriyadi at.all, 2016)	Form	1. The product is in line with satisfaction.	Ordinal
	Resilience	1. Has long-lasting durability	
	Reliability	1. Reliability according to needs	
	Ease	1. Buyers can easily get the product.	
Brand Image (citra merek) (X2) Hartanto (2020)	Design	1. Design according to your preference.	Ordinal
	Reputation	1. The company's image is recognised by consumers.	
	Brand Recognition	1. High degree of consumer recognition and product image 2. The product is easy to remember	
Promotion (X3) Kottler and Armstrong	Loyalty	1. Consumer loyalty to the product	Ordinal
	Discount	1. Discounted prices every day 2. Special discounts on certain products Ordinal Special Price Packaging	
	Special Price Packaging	1. Special price offer on not moving products.	
	Gifts	1. Providing GWP (Gift	

(2017)		With Purchase) products to loyal customers.	
Purchase Decision (Y) Agustina (2017)	Product Introduction	1. Making purchases out of necessity 2. Feeling the difference between the real situation and the desired situation	Ordinal
	Information Search	1. Seeking information before deciding to buy a product 2. Obtaining information from various sources such as family, media or the public.	
	Evaluation Alternative	1. Buying the product is an alternative choice for consumers to consume 2. The product is another alternative for similar products	
	Purchase Decision	1. Purchased the product based on the brand 2. Decided to buy the product because they wanted it.	
	Post Consumption Purchase and Evaluation	1. Consumers feel satisfied after buying the product 2. Consumers are willing to recommend the product to other people	

2.4 Population, Sample

The population in this study were consumers in West Jakarta who had purchased Make Over cosmetics. The population in the study could not be determined in number, so the number of samples in this study was determined based on the opinion of Hair et al., (2014), where the ideal and representative sample size depends on the number of question items in the research indicator multiplied by 5-10. The number of questions used was 23 items. So the number of samples used in this study was 23 items x 5. So, it can be concluded that the minimum number of samples used was 115 respondents. The data technique used was purposive sampling, by determining respondents based on criteria that were in accordance with the population. The data collection method used in this study was to distribute questionnaires online in the form of a google form.

2.5 Data Analysis

Data analysis includes two groups, namely descriptive analysis and hypothesis testing. Hypothesis testing is preceded by a test instrument to determine the feasibility of the data with validity and reliability tests. Data analysis for the influence test was carried out using the Structural Equation Model (SEM) method based on Partial Least Square (PLS).

2.5.1. Descriptive Analysis: Descriptive analysis includes descriptive respondents and descriptive variables. Respondent Descriptive, namely analyzing the frequency distribution of respondents' answers related to research variables, including gender, age, occupation, and variable descriptions. Variable description Aims to determine the responses or answers of respondents to questions related to indicators and research variables, namely Product Quality (X1), Brand Image (X2), Promotion (X3), and Purchasing Decisions (Y). In this study, the description of respondents' answers will be carried out by looking at the average or mean value and standard deviation. The number of answers from respondents starts from 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), 5 (strongly agree).

2.5.2 Hypothesis Testing

Before conducting the hypothesis test, a validity test and a validity test are conducted. reliability. Validity test includes indicator validity test (loading factor>0.6) and variable validity test (AVE>0.5). Reliability test is shown from Croambach Alpha (>0.7). Hypothesis requirement is accepted if the test result shows that P Value <0.05 or T- count>1.96.

3. Results

This research was conducted and will be started by the researcher from March 2023 to June 2024. This research process begins with activities to identify problems in research, formulate problems, and collect basic theories to strengthen the theoretical basis of each variable. Then the preparation of methods in data collection, preparation of instruments to testing techniques is carried out. The object of this research is consumers who use Make Over cosmetic products in West Jakarta.

3.1 Overview of the Research Object

Make Over is a cosmetic brand founded by PT Paragon Technology and Innovation in 2010 in Indonesia. The brand has grown to become one of the leaders in the beauty industry in Indonesia. Known for its high-quality and innovative products, Make Over has expanded its reach into the international market, making it increasingly recognised around the world. Although not as popular as other international brands, Make Over continues to grow and expand its market share by continuously presenting new and quality products. Make Over is a cosmetic brand from Indonesia that is famous for its quality and innovative products.

3.2 Respondent Descriptive

Berikut disajikan responden descriptive dari 115 respondent yang telah memenuhi kriteria yang ditetapkan, pada Table 3.

Table 3. Descriptive of Respondents

Gender	Number of Respondents	Percentage (%)
Woman	114	99.1
Man	1	0.9
Total	115	100.0
Age	Number of Respondents	Percentage (%)
15 – 25 Years	101	87.8
26– 35 Years	12	10.4
>35 Years	2	1.7
Total	115	100.0
Jobs	Number of Respondents	Percentage (%)
Student	78	67.8
Private Employee	22	19.1
Housewife	9	7.8
Civil Servant	2	1.7
Teacher/Lecturer	2	1.7
Other	2	1.7
Total	115	100.0
Monthly Expenses	Number of Respondents	Percentage (%)
Rp 500.000 – Rp 1.500.000	57	49.6
Rp 1.500.000 – Rp 2.500.000	31	27.0
Rp 2.500.000 – Rp 3.500.000	23	20.0
>Rp 3.500.000	4	23.5
Total	115	100.0

Source: PLS 3.0 Processing Results

Based on the results of data processing in table 4, it shows that of the 115 respondents, 114 respondents were female. So, the majority of respondents based on gender in this study are female. So, the majority of respondents in this study were respondents with an age range of 15-25 years. Based on the results of data processing in table 4, it shows that of the 115 respondents, the majority of respondents in this study were students or students with a frequency of 78 respondents. So, the majority of respondents in this study were respondents with monthly expenses of IDR 500,000 - IDR 1,500,000.

3.3 Descriptive Variable

Descriptive variables are presented for each variable, namely product quality descriptive (Table 4), brand image description (Table 5), promotion description (Table 6), and purchase intention description (Table 7). Presented below

Table 4. Descriptive of Respondents' Answers to Product Quality Variables

Indicators	Answer Categories					Average
	1	2	3	4	5	
	STS	TS	N	S	SS	
PQ1	-	-	6	10	99	4.81
PQ2	-	-	4	8	103	4.86
PQ3	-	-	5	13	97	4.80
PQ4	-	-	6	12	97	4.79
PQ5	-	-	2	18	95	4.81

Source: Processing Output with SPSS

Table 4 shows the characteristics of product quality with indicators of respondents' answers. Indicators PQ1 and PQ5 have the highest average, at 4.81, for questions about the convenience and packaging design of Make Over products. Meanwhile, indicator PQ4 has the lowest average, which is 4.79, for questions about the availability of Make Over products for consumers.

Table 5. Descriptive Answers Respondents Brand Image Variable

Indicators	Answer Categories					Average
	1	2	3	4	5	
	STS	TS	N	S	SS	
BI1	-	1	9	36	69	4.50
BI2	-	-	6	33	76	4.61
BI3	-	1	9	29	76	4.57
BI4	-	-	11	27	77	4.57

Source: Processing Output with SPSS

Table 5 shows the characteristics of Brand Image. From the data, it can be seen that respondents gave responses to Brand Image indicators. BI2 has the highest average (4.61) with the statement 'Make Over cosmetics are known to consumers. Meanwhile, BI1 has the lowest average (4.50) with the statement 'Is PT Paragon Technology and Innovation known to consumers better?'

Table 6. Descriptive Answers Respondents Promotion Variable

Indicators	Answer Categories					Average
	1	2	3	4	5	
	STS	TS	N	S	SS	
PR1	-	1	7	22	85	4.66
PR2	-	-	8	17	90	4.71
PR3	-	-	7	11	97	4.78
PR4	-	-	12	11	92	4.70

Source: Processing Output with SPSS

Table 6 shows the characteristics of Promotion with the highest average in indicator PR3 (4.78) ‘Make Over cosmetic products provide GWP to loyal consumers’ and the lowest average in indicator PR1 (4.66) ‘Make Over cosmetic products provide special discounts on certain products only’ from the results of processing respondent data.

Table 7. Descriptive of Respondents' Answers to Purchasing Decision Variables

Indicators	Answer Categories					Average
	1	2	3	4	5	
	STS	TS	N	S	SS	
PD1	-	13	16	36	50	4.07
PD2	-	5	17	39	54	4.23
PD3	-	2	19	28	66	4.37
PD4	-	1	16	28	70	4.45
PD5	-	4	12	19	80	4.52
PD6	-	2	10	21	82	4.59
PD7	-	3	15	18	79	4.50
PD8	-	1	9	22	83	4.63
PD9	-	1	10	20	84	4.63
PD10	-	1	16	19	79	4.53

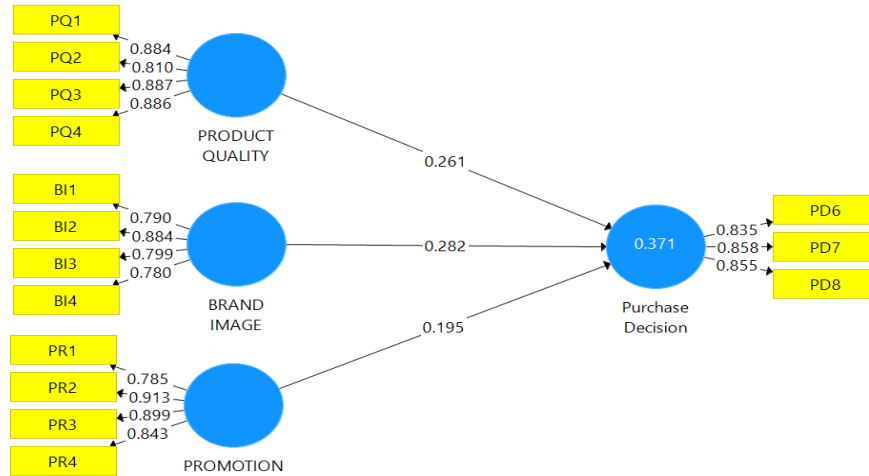
Source: Processing Output with SPSS

Based on Table 7 above shows the characteristics of the Purchase Decision. From the results of data processing, it can be seen the respondents' answers to the indicators in the Purchasing Decision. In indicators PD8 and PD9, they have the largest average number among other indicators, namely 4.63 with the PD8 statement ‘I buy Make Over cosmetic products because I really want to have them’ and the PD9 statement ‘After buying Make Over cosmetic products, do I feel happy with the product’. Meanwhile, indicator PD1 has the lowest average amount of 4.07 with the statement ‘I buy Make Over cosmetic products because they are needed’.

3.4 Indicator Validity Test

The results of the instrument test, especially the indicator validity test, are shown in Figure 3 below:

Figure 3. PLS Algorithm Test Results



Source: PLS 3.0 Processing Results

Based on the image, it is clarified in the following table or Table 8.

Table 8. Convergent Validity Testing Results

Variables	Indicators	Outer Loadings	Description
Brand Image	BI1	0.790	VALID
	BI2	0.884	VALID
	BI3	0.799	VALID
	BI4	0.780	VALID
Product Quality	PQ1	0.884	VALID
	PQ2	0.810	VALID
	PQ3	0.887	VALID
	PQ4	0.886	VALID
Purchase Decision	PD6	0.835	VALID
	PD7	0.858	VALID
	PD8	0.855	VALID
Promotion	PR1	0.785	VALID
	PR2	0.913	VALID
	PR3	0.899	VALID
	PR4	0.843	VALID

Source: PLS 3.0 Processing Results

Based on table 8, items are declared valid if they have an outer loading value of > 0.70, while the outer loading value of 0.6 can be considered sufficient. From the table above, while the Product Quality variable in indicator K5, and the Purchase Decision variables KP1, KP2, KP3, KP4, KP5, KP9, KP10 have a loading factor value of less than 0.60 and are invalid, so they must be excluded and not can be processed further. Furthermore, this instrument test is strengthened by a discriminant validity test, which is presented in Table 9.

Table 9. Discriminant Validity Test Results (Cross Loading)

	Brand Image	Purchase Decision	Product Quality	Promotion
BI1	0.790	0.373	0.378	0.379
BI2	0.884	0.436	0.427	0.368
BI3	0.799	0.348	0.412	0.271
BI4	0.780	0.456	0.431	0.410
PQ1	0.425	0.385	0.884	0.520
PQ2	0.393	0.384	0.810	0.547
PQ3	0.449	0.521	0.887	0.468
PQ4	0.484	0.496	0.886	0.603
PD6	0.366	0.835	0.411	0.344
PD7	0.431	0.858	0.450	0.353
PD8	0.468	0.855	0.467	0.506
PR1	0.279	0.355	0.492	0.785
PR2	0.341	0.397	0.621	0.913
PR3	0.440	0.448	0.582	0.899
PR4	0.446	0.442	0.425	0.843

Source: PLS 3.0 Processing Results

Discriminant validity is indicated by cross loading values. The requirement states that the variable must be greater than the cross-loading value of other variables. From Table 9, the value of each variable indicator has a greater value than other variables, namely in the brand image loading factor between 0.780-0.884 where the brand image construct shows a higher correlation number compared to other constructs. Furthermore, the purchase decision loading factor has a value between 0.835-0.858 where the purchase decision construct shows a higher correlation number compared to other constructs. In the product quality loading factor between 0.810-0.887 where the product quality construct shows a higher correlation number compared to other constructs. And in the promotion loading factor between 0.785-0.913 where the promotion construct shows a higher correlation number compared to other constructs.

3.5 Results of Variable Validity Test

The results of the validity test are shown from the percentage of Average Variance Extracted (AVE), presented in Table 10 below.

Table 10. Average Variance Extracted (AVE) Test Results

	Average Variance Extracted (AVE)
Brand Image	0.663
Purchase Decision	0.721
Product Quality	0.752
Promotion	0.742

Source: PLS 3.0 Processing Results

In above, it can be concluded that the Average Variance Extracted (AVE) value on the variables is more than 0.50. So, this is in accordance with the requirements of $AVE > 0.50$, so there are no problems with convergent validity in the model that has been tested and this research can be said to be valid.

3.6 Reliability Test Results

The reliability test is based on Cronbach's Alpha and Composite Reliability. The following reliability test results are shown in Table 11.

Table 11. Composite Reliability Test Results Cronbach's Alpha and Composite Reliability

	Cronbach's Alpha	Composite Reliability	Description
Brand Image	0.830	0.887	Reliabel
Purchase Decision	0.808	0.886	Reliabel
Product Quality	0.891	0.924	Reliabel
Promotion	0.883	0.920	Reliabel

Source: PLS 3.0 Processing Results

In table 11 above, the results of the cronbach's alpha and composite reliability tests show good values, because all latent variable values have cronbach's alpha and composite reliability values ≥ 0.70 . So, it can be concluded that the items in building the research model used as a research tool are reliable or consistent.

3.7 Discriminant analysis test (R-Square Value)

Table 12. R-Square Value Test Results

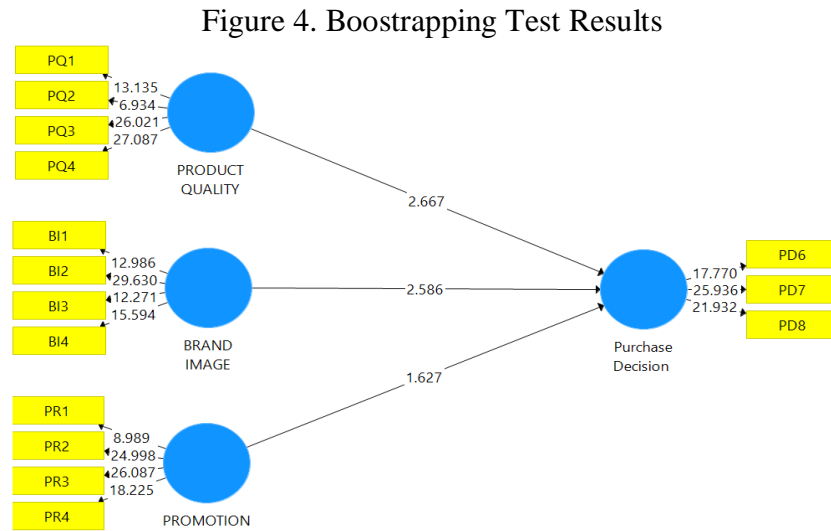
	R-Square	R Square Adjusted
Purchase Decision	0.371	0.354

Source: PLS 3.0 Processing Results

Based on table 12 above, it shows the Adjusted R-Square value of 0.354, which means that the Purchasing Decision can be explained by the four independent variables in the model, namely Product Quality, Brand Image and Promotion by 37.2%, while the remaining 62.9% is explained outside this research model.

3.8 Hypothesis Testing Results (Path Coefficient Estimation)

The results of the hypothesis test are shown in Figure 4 and Table 13 below.



Source: PLS 3.0 Processing Results

Table 13. Hasil Uji Hipotesis

	Original Sample	Sample Mean	Standard Deviation	T-Statistics	P-Values
Brand Image (X2) -> Purchase Decision (Y)	0.282	0.287	0.106	2.673	0.008
Product Quality (X1) -> Purchasing Decision (Y)	0.261	0.263	0.101	2.580	0.010
Promotion (X3) -> Purchase Decision (Y)	0.195	0.200	0.119	1.643	0.101

Source: PLS 3.0 Processing Results

Based on table 13 above, the results of the T-Statistics of direct influence can be explained that the influence between exogenous variables (product quality, brand image, and promotion) on endogenous variables (purchasing decisions) shows the following results:

1. The coefficient of product quality with purchasing decisions is p-values = 0.010 < 0.05. This means that the model built can be accepted (H1), that purchasing decisions have a positive and significant effect on purchasing decisions.

2. The coefficient of brand image with purchasing decisions is p-values = 0.008 < 0.05. This means that the model built can be accepted (H2), that brand image has a positive and significant effect on purchasing decisions.
3. The coefficient of promotion with purchasing decisions is p-values = 0.101 > 0.05. This means that the model built is rejected (H3), that promotion has no effect on purchasing decisions.

3.9 Discussion of Research Results

After conducting an analysis using SmartPLS (Partial Least Square), then in this section see the results of the calculations that have been carried out to determine the effect of product quality, brand image, and promotion on purchasing decisions. This test is carried out with existing hypotheses to find out how each variable affects other variables.

The influence of product quality on purchasing decisions.

Based on the first hypothesis test (H1) is accepted, meaning that product quality is proven to influence purchasing decisions, where the higher or better the product quality, the more interested consumers are in buying cosmetic products from Make Over. This is reinforced by previous research by Imam Basri, et al which states that product quality has a positive and significant effect on purchasing decisions.

The influence of brand image on purchasing decisions.

Based on the second hypothesis test (H2) is accepted, meaning that brand image is proven to influence purchasing decisions, where the better the brand image of a Make Over brand product, the higher the customer is interested in deciding to buy cosmetic products from Make Over. These results are reinforced by previous research by Kolinug et al., (2022) which states that Brand Image has a positive effect on Purchasing Decisions.

The influence of promotion on purchase decisions.

The Based on the third hypothesis test (H3) in this study, it shows the results that promotion has no effect on purchasing decisions, meaning that promotion has no effect because Make Over products as beauty products are concerned with the suitability of facial skin in particular, even though promotions continue to be carried out if there is no match to the face, there will be no purchase process, therefore consumers should prefer products that have sufficient facial resistance for their needs consumers with Make Over products because during the period of intense competition in cosmetic brands consumers must be more aware of the ingredients contained in the composition of cosmetics whether it is safe for the face or not, so the results of promotion are not significant to purchasing decisions. These results are reinforced by previous research by (Indriasari, 2017; Istigfharin et al., 2021), partially Promotion has no significant effect on Purchasing Decisions. However, the results of this study differ from the results of the study by Wulandari & Calista (2022).

4. Conclusion

Product quality has a positive and significant effect on Purchasing Decisions, which means that Product Quality is proven to influence Purchasing Decisions, namely the higher or better the

product quality, the more interested consumers are in buying. The dimensions of quality in this case are form, durability, reliability, convenience, and design. Indicators of durability and long service life are the strongest indicators forming the construct. Brand Image has a positive and significant effect on purchasing decisions, meaning that brand image is proven to influence purchasing decisions, where the better the brand image of a Make Over brand product, the higher the customer's interest in deciding to buy cosmetic products from Make Over. The dimensions of brand over include brand reputation, brand recognition, and loyalty. Promotion does not affect purchasing decisions, meaning that respondents in this study are not interested in promotions carried out by Make Over so that consumers are not interested in making purchases on Make Over products, the dimensions of promotion variables include discounts, special price packaging, and gifts. Promotions outside the dimensions need to be the basis for further research.

Based on these findings, marketing managers are expected to focus more on improving brand image and product quality to retain and attract more customers. Increased promotions are also needed, but must be balanced with strategies that strengthen the brand and ensure the product meets consumer expectations. This research is limited to the West Jakarta area and only includes consumers who have purchased Make Over cosmetic products. In addition, the sampling method used was purposive sampling, which may not fully represent the entire population. Future research could expand coverage of regions and products to obtain a more comprehensive picture. Additionally, a more random and representative sampling approach could be used to ensure better generalization of research results. Further investigation into other factors influencing purchasing decisions, such as beauty trends or recommendations from influencers, may also be considered.

References

- Anastasya, M., Komariah, K., Mulia, F., & Sukabumi, U. M. (2022). The Effect Of Promotion And Brand Image On Purchase Decision (Survey On Instaram Paradise Cosmetic Followers Using Make Over Products In Sukabumi Pengaruh Promosi Dan Brand Image Terhadap Keputusan Pembelian (Survey Pada Followers Instaram Paradise Cosmetic Pengguna Produk Make Over Di Sukabumi). *Journal of Economic, Business and Accounting*, 6(1), 169–175.
- Ayu, G., Marchela, R. D., Wayan, N., Mitariani, E., Gusti, I., & Imbayani, A. (2022). PENGARUH CITRA MEREK, KUALITAS PRODUK DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN ULANG PRODUK KOSMETIK MAKE OVER. *Jurnal Emas*, 03(8), 226–235.
- Ardianti, D.A., Aprileny, I., Emarawati, J.A. (2020). Pengaruh Citra Merek, Keragaman Produk, Kualitas Produk, dan Harga terhadap Keputusan Pembelian pada Ayam Lunak Hayam Wuruk Cabang Jakarta Selatan. *Jurnal Ikraith-Ekonomika*. 3 (3), 55-63.
- Apriani, N. D., Krisnawati, N., & Fitrisari, Y. (2021). Implementasi Sistem Pendukung Keputusan Dengan Metode SAW Dalam Pemilihan Guru Terbaik. *Journal Automation Computer Information System*, 1(1), 37–45. <https://doi.org/10.47134/jacis.v1i1.5>
- Ayu, I., Trisnawati, M., Nengah Suardhika, I., Gde, I., & Hendrawan, Y. (2022). PENGARUH CITRA MEREK, KUALITAS PRODUK DAN PROMOSI TERHADAP KEPUTUSAN

- PEMBELIAN BEDAK MARCKS DAN VENUS DI APOTEK KIMIA FARMA DENPASAR. *Jurnal Emas*, 3(3), 136–147. www.kimiafarma.co.id.
- Fachrudin, F. M., & Taufiqurahman, E. (2022). YUME : Journal of Management Pengaruh Brand Ambassador dan Brand Image terhadap Keputusan Pembelian Kosmetik MS GLOW di Distributor Karawang tahun 2021. *YUME : Journal of Management*, 5(2), 508–524. <https://doi.org/10.37531/yume.vxix.456>
- Ghozali. (2019). *Structural Equation Modeling (Metode Alternatif Dengan Partial Least Squares (Pls) Dilengkapi Software Smartpls 3.0*. Badan Penerbit Universitas Diponegoro.
- Hair, J.F.Jr., Black, W.C., Babin, B.J., Anderson, R.E. (2014). *Multivariate Data Analysis*. 7thEd. England: Pearsprn Education Limited.
- Harwani, Y., & Sihite, J. (2019). The Marketing Mix Element of the Coffee Shop. A Case Study @CoffeeBeanIndo. *Journal of Business and Management*, 11(18), 169–174. <https://doi.org/10.7176/EJBM>
- Imam Basri, A., Sumarni, M., Astuti, E., L.N , & Herdiany, H., D. (2023). Pengaruh Kualitas Produk, Citra Merk, dan Iklan Terhadap Keputusan Pembelian Konsumen pada Kosmetik Purbasari Di Kota Yogyakarta. *Efektor*, 10(1), 1–9. <https://doi.org/10.29407/e.v10i1.18891>
- Indriasari, D.P. (2017). Pengaruh Harga, Promosi, dan Produk terhadap Keputusan Pembelian Konsumen pada Restaurant Cepat Saji. *Jurnal Ekonomi* 19 (3), 291-298.
- Istighfarin, R., Fitriani, A., Riyani, N.L. (2021). Pengaruh Kualitas Pelayanan dan Promosi terhadap Keputusan Pembelian MCDonald Sidoarjo di Masa Pandemi Covid-19. *Jurnal Ilmiah Manajemen Ubhara*, 3 (2), 117.
- Kolinug, M.S., Mananeke, L., Tampenawas, J.L.A. (2022). Pengaruh Brand Ambassador dan Brand Image terhadap Keputusan Pembelian Kosmetik Revlon. *Jurnal EMBA*, 10 (3), 101-111.
- Kotler, P., & Armstrong, G. (2018). *Prinsip Pemasaran 17e*. Pearson global.
- Kotler dan Keller. 2014. *Manajemen Pemasaran. Jilid I. Edisi Ke 13*. Jakarta: Erlangga.
- Marlius, D., & Jovanka, N. (2023). Pengaruh Harga Dan Promosi Terhadap Keputusan Pembelian Konsumen Y.O.U Pada Hasanah Mart Air Haji. *Jurnal Economina*, 2(2), 479–490.
- Miranda, A., Latief, F., manajemen, J., & Nobel Indonesia Makassar, I. (2023). Malomo: Jurnal Manajemen dan Akuntansi Pengaruh Citra Merek Dan Kualitas Produk Terhadap Keputusan Pembelian Kosmetik Makeover Pada Mahasiswa Itb Nobel Indonesia. *Jurnal Manajemen Dan Akuntansi*, 1(1), 29–41.
- Nurmalasari, D., Kualitas, P., Promosi, H., Merek, C., Pembelian, K., Merek, L., Di, W., Surakarta, K., & Istiyanto, B. (2021). The Influence of Product Quality, Promotion Price and Brand Image on Purchasing Decisions of Wardah Brand Lipstick in the City of Surakarta. *Jurnal Manajemen Dan Akuntansi*, 08(01), 42–49. www.digimind.id
- Robustin, T.P., Fauziah, A. (2018). Pengaruh Kualitas Produk Dan Word Of Mouth Terhadap Keputusan Pembelian Kosmetik Wardah Pada Masyarakat Di Kota Jember. Seminar Nasional Manajemen dan Bisnis ke-3 Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Jember. *Unej E-Proceeding*, 94-101.

- Rusmahafi, F. A., & Wulandari, R. (2020). The Effect of Brand Image, Service Quality, and Customer Value on Customer Satisfaction. *International Review of Management and Marketing*, 10(4), 68–77. <https://doi.org/10.32479/irmm.9939>
- Syamsurizal, S. (2020). Pengaruh Brand Image terhadap Keputusan Pembelian pada Rocket Chicken Bima. *Jurnal Brand*, 2(2), 177-183.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: PT Alfabet.
- Top Brand Award. (2023). <https://www.topbrand-award.com/top-brand-index/>.
- Winarti, Y., Sarkum, S., Halim, A. (2021). Product Innovation on Customer Satisfaction and Brand Loyalty of Smartphone Users. *Journal Applied of Business Administration*, 179-187.
- Wulandari, R & Calista, N. (2022). Factors that Affect Buying Decisions on Kopi Kenangan. *Enrichment: Journal of Management*, 12 (4), 2670-2676.