

## The effect of product quality and brand image on purchase decisions (Study at MS Glow Euisrini branch Leles, Cianjur)



<sup>1\*</sup>Siti Nurhasanah, <sup>2</sup>Ismartaya, <sup>3</sup>Endang Silaningsih

<sup>1,2,3</sup>Department of Management, Faculty of Economics and Business,  
University Djuanda Bogor - Indonesia

### e-mail:

<sup>1\*</sup>sitinurhasanahh169@gmail.com (corresponding author)

<sup>2</sup>ismartaya@unida.ac.id

<sup>3</sup>endang.silaningsih@unida.ac.id

### ABSTRACT

*Among MS Glow's Leles branch customers, this research looks at how product quality and brand image affect purchasing choices. Improving market positioning and maintaining customer loyalty in the fiercely competitive cosmetics sector requires a deep knowledge of consumer purchase behaviour variables. Using multiple linear regression analysis, this quantitative study examines the connection between product quality, brand image, and purchasing choices. One hundred MS Glow customers were polled using standardised questionnaires, and the results were evaluated via statistical methods. Both product quality and brand image have a favourable and substantial impact on customers' purchase choices, according to the data. A strong and positive brand image boosts customer confidence and buy intention, while high-quality goods promote consumer trust and satisfaction. The findings show that when choosing skincare products, customers care a lot about how the product works and how they feel about the brand. The significance of ongoing product innovation and strong brand management in gaining a competitive edge in the skincare and cosmetics industry is highlighted by these results. By offering data from the skincare business in Indonesia, this research adds to the expanding body of literature on customer behaviour and brand management.*

**Keywords:** Product Quality; Brand Image; Purchase Decisions



©2026 Copyright : Authors

Published by : Program Studi Manajemen, Universitas Nusa Cendana, Kupang – Indonesia.

This is an open access article under license:

CC BY (<https://creativecommons.org/licenses/by/4.0/>)

## INTRODUCTION

The fast expansion of Indonesia's cosmetics market in recent years has had a profound impact on consumer habits, especially those of women (Silitonga & Soelasih, 2025). The increasing awareness of skin health, along with the desire to maintain an attractive appearance, has contributed to a surge in skincare consumption (Fauziah & Kusmayadi, 2026). This awareness is shaped not only by social media trends but also by environmental concerns such as air pollution and exposure to UV rays, which contribute to skin problems like acne, premature aging, and pigmentation (Lestari & Widayati, 2022). Consequently, skincare is no longer seen as a luxury but as a daily necessity for many.

The highly competitive skincare market has encouraged local brands such as MS Glow, Somethinc, and Scarlett to continuously improve their product offerings to attract and retain consumers. MS Glow, established in 2013, has positioned itself as a comprehensive skincare brand offering a variety of product lines tailored to different skin concerns. Despite its popularity, MS Glow ranks third in skincare sales on Indonesian e-commerce platforms with 29.4%, trailing behind Somethinc (53.2%) and Scarlett (40.9%) (Compas, 2024). This disparity suggests that customers may be having trouble deciding what to buy, which might be related to their opinions of the product's quality and the company's reputation.

According to Kotler & Keller (2021), Consumers often go through a series of steps before making a purchase, including need recognition, information search, alternative assessment, purchase decision making, and post-purchase evaluation. The procedure is greatly affected by the quality of the product. An item's quality is characterised by how well it serves its purpose, which includes factors like how well it works, how long it lasts, how well it looks, how reliable it is, and how well it conforms to requirements (Tjiptono & Chandra, 2022). The correlation between product quality and consumer choice has been the subject of conflicting results in the academic literature. One research indicated, for instance, that product quality significantly influences consumers' propensity to buy (Kurnialih et al., 2023), while another study reported that product quality had no significant effect on purchase decisions (Pristiawan et al., 2022).

Because it establishes positive connections and confidence in a product, brand image is another critical component that impacts customer buying behaviour. When a product has a solid reputation among consumers, it may stand out in a crowded marketplace. The term "brand image" is the mental picture that customers have of a product or service after learning about its history, quality, and customer service (Firmansyah, 2019). The impact of consumers' perceptions of brands on their purchasing choices has been the subject of conflicting research. Brand image significantly influences buying choices, according to one research (Sanjaya, 2023), whereas another study found no significant relationship between the two variables (Utami & Hidayah, 2022).

The inconsistency in these findings indicates a research gap that calls for further investigation. Moreover, preliminary survey data from Euisrini MS Glow, a local reseller in Leles, Cianjur, shows that 63% of consumers struggle with making a purchase decision due to unclear product information and doubts about brand credibility. Studying the impact of product quality and brand image on skincare customer decision-making is crucial in light of these real-world concerns.

Consequently, the purpose of this research is to find out how MS Glow customers' perceptions of the brand and the quality of the products they buy affect their final purchasing decisions. Businesses in the skincare industry are hoping to use the findings

to inform better product development and branding initiatives, which should increase sales and customer trust.

## **LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESES**

### **Product Quality**

One definition of product quality is the extent to which it meets or exceeds expectations in relation to its intended use (Tjiptono & Chandra, 2022). A product's quality is defined by how effectively it performs its intended tasks, which includes features like long-term viability, accuracy, simplicity of use and maintenance, and dependability (Kotler & Keller, 2021).

Product quality is influenced by two main factors: (1) quality level, which refers to a product's ability to perform its functions in accordance with its intended market positioning, and (2) quality consistency, which reflects the company's ability to produce products that are free from defects and consistently meet established performance standards (Kotler & Keller, 2021). In addition, several factors influence product quality, including: (1) product function, which relates to the suitability of a product for its intended use; (2) physical appearance, which includes aspects such as shape, color, and packaging that can influence consumer perceptions; (3) product cost, which refers to the total sacrifice incurred by consumers, including the purchase price and distribution costs; and (4) external appearance, which is associated with the attractiveness of a product and its ability to create a positive impression in the minds of consumers (Assauri, 2019).

### **Brand Image**

When people think of a certain brand of something, they automatically conjure up a certain mental picture (Firmansyah, 2019). Brand image refers to how a customer remembers and associates a brand with certain things (Kotler & Keller, 2021).

There are several factors influencing brand image: (1) product quality, which reflects the overall standard of the product offered under the brand; (2) consumer trust and preference, where the brand is favored and trusted by its users; (3) usefulness and benefits, referring to how functional and helpful the product is perceived to be; (4) price, which relates to the amount consumers are willing to pay; and (5) brand reputation, or the overall perception and information associated with the brand itself (Firmansyah, 2019).

Brand image is influenced by several key factors, namely: (1) strength of brand association, which refers to the extent to which brand-related information is embedded in consumers' memory; (2) favourability of brand association, which reflects consumers' positive perceptions and attitudes toward a brand; and (3) uniqueness of brand association, which represents the distinctive characteristics of a brand that differentiate it from competing brands in the market (Kotler & Keller, 2021).

### **Purchase Decisions**

Consumers go through the following steps when making a purchase: identify a problem or need, get information, consider alternatives, ultimately decide to buy, and then assess the results (Kotler & Keller, 2021). Consumers go through the steps of issue identification, product or brand research, and evaluation to determine which option best meets their needs before making a purchase (Tjiptono, 2019).

Buying choices are affected by a multitude of things (1) price, which considers both internal and external aspects in determining value; (2) product quality, which is affected by product function, physical appearance, and cost; (3) financial, symbolic,

sensory, futuristic, and practical aspects that influence consumer perceptions of a brand; (4) business location, where a strategic location can influence consumer interest in making purchases; and (5) purchase intention, which involves decisions related to brand, supplier, product quality, timing, and payment method (Mulyono, 2021). (Kotler and Keller, 2021) mention that purchase decisions are influenced by two main categories of factors: (1) internal factors, including motivation, learning, attitudes, personality, and self-concept; and (2) external factors, which cover culture, subculture, social class, social groups, reference groups, and family.

Purchase decisions are influenced by various factors, including: (1) price, which involves both internal and external considerations in determining the perceived value of a product; (2) product quality, which is influenced by product function, physical appearance, and cost; (3) brand-related aspects, including financial, symbolic, sensory, future-oriented, and practical dimensions that shape consumers' perceptions of a brand; (4) business location, where a strategic location can increase consumer interest in making purchases; and (5) purchase intention, which encompasses decisions related to brand selection, supplier choice, product quality, purchase timing, and payment method (Mulyono, 2021). Furthermore, purchase decisions are influenced by two broad categories of factors: (1) internal factors, which include motivation, learning, attitudes, personality, and self-concept; and (2) external factors, which comprise culture, subculture, social class, social groups, reference groups, and family influences (Kotler & Keller, 2021).

### **Hypotheses**

A product's quality is determined by how well it fulfills its purpose, which encompasses several crucial aspects (Tjiptono & Chandra, 2022). Prior research has also supported this relationship, demonstrating that consumers' perceptions of a product's quality significantly influence their purchase decisions (Kurnialih et al., 2023). Therefore, the following hypothesis is proposed in this study:

*H1: Product quality positively influences the purchasing decisions of consumers at Euisrini MS Glow Leles Branch, Cianjur.*

Brand image refers to the set of perceptions that consumers hold regarding a product or service when they think about a particular brand. These perceptions may take the form of associations, ideas, and mental images related to the brand (Indrasari, 2019). Previous studies have also supported the relationship between brand image and purchase decisions. Research has shown that brand image has a positive and statistically significant effect on purchase decisions (Sanjaya, 2023). Therefore, the following hypothesis is proposed in this study:

*H2 : Brand image positively influences the purchasing decisions of consumers at Euisrini MS Glow Leles Branch, Cianjur.*

One of the most important factors considered by consumers when making a purchase is product quality, which reflects the extent to which a product is able to meet consumer needs and expectations (Wijaya, 2019). A reliable, durable, and well-designed product can increase consumer confidence in making a purchase. In addition, brand image represents the set of perceptions and associations that consumers hold regarding a brand, which can shape their preferences and influence their purchasing behavior (Indrasari, 2019). Consumers are more likely to purchase products from a brand when they have a favorable perception of it. Previous studies have also demonstrated that

consumers' perceptions of a brand significantly influence their purchase decisions (Barreto et al., 2023; Febrianti & Hasan, 2022). Therefore, the following hypothesis is proposed in this study:

*H3: Product quality and brand image positively influence the purchasing decisions of consumers at Euisrini MS Glow Leles Branch, Cianjur.*

## METHOD

The purpose of this quantitative study was to investigate how customers' perceptions of the MS Glow Leles Branch's brand and the quality of its products impacted their purchasing choices in Cianjur. All customers who bought MS Glow goods from the store were considered part of the study's population. The Lemeshow method, which is often used to populations with an uncertain size, was utilised to establish the sample size since the actual number of customers was unknown. This computation allowed for the collection of data from at least one hundred participants (Lemeshow et al., 1990).

Specifically, the study aims informed the selection of respondents via the use of purposive sampling, a non-probability sampling strategy (Sugiyono, 2022). The criteria established in this study were: (1) respondents aged 17 years or older, and (2) respondents who had previously purchased MS Glow products at MS Glow Leles Branch, Cianjur. These criteria were applied to ensure that respondents had sufficient experience and knowledge to evaluate the variables under investigation.

All information was gathered by means of a survey, namely a structured questionnaire that was sent out to those who were qualified to participate. After data collection was complete, IBM SPSS Statistics 25 was used to conduct multiple linear regression analysis on the gathered information.

## RESULTS AND DISCUSSION

All validity and reliability tests reveal that the data are valid and trustworthy, according to the findings of the research with 100 respondents. Furthermore, no issues with heteroscedasticity or multicollinearity were detected, and the results of the classical assumption tests further suggest that the data are normally distributed.

The findings from the hypothesis testing are as follows:

**Table 1**  
**Hypoteses Testing Result**

<i>Coefficients<sup>a</sup></i>						
	Model	Unstandardized Coefficients		Standardized	T	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	11.973	1.739		6.886	.000
	Product Quality	.138	.040	.339	3.440	.001
	Brand Image	.266	.086	.235	3.093	.003

a. Dependent Variable: Purchase Decisions  
 Source: SPSS Data Processing, 2025

**Table 2**  
**Correlation and Determination Coefficient**

<i>Model Summary</i>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.739 <sup>a</sup>	.547	.533	2.23053

a. Predictors: (Constant), Product Quality, Brand Image

b. Dependent Variable: Purchase Decisions

Source: SPSS Data Processing, 2025

The product quality variable (X1) shows a positive coefficient, indicating that product quality influences buying decisions. The hypothesis test yielded a t-value of 3.440, which is more than the 1.661 t-table value. In addition, the p-value is less than 0.05, namely  $0.001 < 0.05$ . The fact that the Euisrini MS Glow, Leles Cianjur branch has accepted Ha3 but rejecting H03 suggests that product quality has a substantial and favourable impact on purchasing decisions. Prior studies have shown that product quality significantly influences customer choice, lending credence to this conclusion (Kurnialih et al., 2023; Sari et al., 2022).

Another variable with a positive correlation is brand image (X2), which means that consumers' perceptions of the brand have an impact on their purchasing choices. A t-value of  $3.093 > t\text{-table } 1.661$  and a significance value below 0.05 ( $0.003 < 0.05$ ) are shown by the hypothesis test for brand image. At the Euisrini MS Glow, Leles Cianjur branch, customers' good perceptions of the brand significantly influence their purchase selections (H04 is refused, Ha4 is accepted). An examination of the literature also supports this finding, showing that consumers' perceptions of brands have a major impact on their purchasing choices (Sanjaya, 2023; Barreto et al., 2023).

A high level of association ( $r=0.739$ ) between product quality, brand image, and purchasing choices is indicative of a robust link. The results demonstrate that customers are more satisfied with their purchases at the Euisrini MS Glow, Leles Cianjur location when the quality of the products and the reputation of the brand are high. This finding is supported by previous studies, which reported that product quality and brand image have a significant influence on consumer purchasing decisions (Kurnialih et al., 2023; Sari et al., 2022).

## CONCLUSION AND SUGGESTION

Customer satisfaction with the brand and the quality of the products sold at Euisrini MS Glow Leles Cianjur are major factors in the company's success, according to this research. Customers are more likely to buy MS Glow items because they think they look attractive, last a long time, and work well. The producer's reputation, the user profile, and the product attributes all contribute to the brand image, which in turn influences customer confidence. According to the results, buy intention is a direct and indirect effect of product quality and brand image on consumer spending. It has been shown that product quality and brand image have a significant and substantial impact on purchase choices.

Other elements, such as consumer happiness and trust, that are still important to purchase choices should be included for future studies. In order to acquire more general findings, researchers can think about incorporating a larger study region or other customer categories. To get a better understanding of consumer behavior, it is also recommended to investigate the function of purchase intention as a mediating variable.

## REFERENCES

- Assauri, S. (2019). *Manajemen Pemasaran Dasar, Konsep, dan Strategi*. PT RajaGrafindo Persada.
- Barreto, J. S., Dewi, C., & Ximenes, L. (2023). The Influence of Brand Image and Product Quality on Purchase Decisions of Packaged Drinking Water in Liquiça District, Dili-Timor Leste. *International Journal of Multicultural and Multireligious Understanding*, 10(1), 332–340. <https://doi.org/10.18415/ijmmu.v10i1.4399>
- Fauziah, S., & Kusmayadi, A. (2026). Pengaruh media sosial, skin health awareness, brand preference, dan kualitas produk terhadap pembelian produk skincare. *GEMILANG: Jurnal Manajemen dan Akuntansi*, 6(1), 1–17. <https://doi.org/10.56910/gemilang.v6i1.331>
- Febrianti, W., & Hasan, R. (2022). Impact of product quality and brand image towards buying decisions with buying interest as mediation variable. *Journal Research of Social, Science, Economics, and Management*, 1(11), 1899–1912. <https://doi.org/10.36418/jrssem.v1i11.202>
- Firmansyah, A. (2019). *Pemasaran Produk & Merek Planning and Strategy*. Qiara Media.
- Indrasari, M. (2019). *Pemasaran dan Kepuasan Pelanggan*. UNITOMO.
- Kotler, P., & Keller, K. L. (2021). *Marketing Management* (16th ed.). Pearson Education.
- Kurnialih, Silaningsih, E., Yuningsih, E., & Kartini, T. (2023). Keputusan Pembelian Melalui Citra Merek Promosi Dan Kualitas Produk. *Jurnal Visionida*, 9(2), 174–190. <https://doi.org/10.30997/jvs.v9i2.11369>
- Lemeshow, S., Hosmer, D. W., Klar, J., & Lwanga, S. K. (1990). *Adequacy of Sample Size in Health Studies*. John Wiley & Sons.
- Mulyono, A. (2021). *Strategi Pemasaran dan Keputusan Pembelian Konsumen*. Andi.
- Pristiawan, H. E., Mariah, M., & Bahasoan, S. (2022). Pengaruh Kualitas Produk, Harga, Dan Lokasi Terhadap Keputusan Pembelian Pada Bakso Granat Malang Indah. *Nobel Management Review*, 3(1), 52–63. <https://doi.org/10.37476/nmar.v3i1.2865>
- Sanjaya, D. (2023). The Influence of Store Atmosphere and Brand Image on Purchase Decisions (A Study at Jong Koffie Store, Cigombong, Bogor). *Proceeding Djuanda International Conference*, 187–196.
- Sari, W. A., Prayoga, Y., & Syahputra, R. (2022). The Influence of Price, Product Quality, Brand Image towards Customers Buying Decision on Citra Pesona Shop. *Quantitative Economics and Management Studies*, 3(3), 357–362. <https://doi.org/10.35877/454RI.qems939>
- Silitonga, F. S. H., & Soelasih, Y. (2025). *Determination Purchase Intention for Skincare in Indonesia*. 10(1), 15–25.
- Sugiyono. (2022). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.
- Tjiptono, F., & Chandra, G. (2022). *Service Management: Mewujudkan Layanan Prima* (4th Edition). Andi.
- Utami, D. I., & Hidayah, N. (2022). Pengaruh citra merek, kualitas produk, dan brand ambassador terhadap keputusan pembelian produk Scarlett. *Jurnal Ilmiah Multidisiplin*, 1(4), 102–111. <https://doi.org/10.56127/jukim.v1i04.159>
- Wijaya, T. (2019). *Manajemen Kualitas Jasa*. Permata Putri Media.