



**THE INFLUENCE OF PRODUCT QUALITY, SERVICE QUALITY,  
PRICE, AND PROMOTION ON CONSUMER PURCHASING  
DECISIONS FOR COSMETIC PRODUCTS  
WARDAH IN MEDAN CITY**

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**ABSTRACT**

This study examines how price, promotion, service quality, and product quality affect Wardah cosmetic purchases from Anggi Cosmetics Shop Medan. Wardah's Top Brand Index, which tracks blush-on product decline, was used. This index was 28.6% in 2021–2022 and 14.2% in 2023. A quantitative data set was created by randomly selecting 67 clients out of 100 to complete a questionnaire. Women over 18 who used Wardah products can participate. Multiple linear regression and classical assumption testing data analysis. Four independent variables explained 69.8% of consumer purchases, while extraneous factors explained 30.2%.

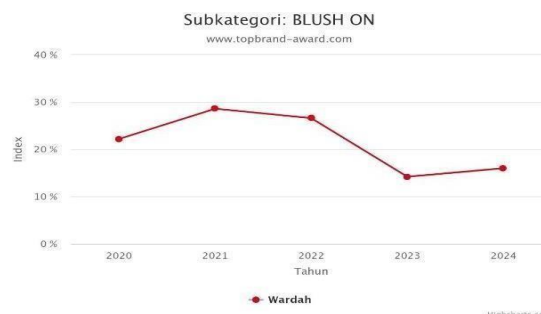
*Keywords: Product Quality, Service Quality, Price, Promotion, Purchase Decision, Wardah cosmetics*

**INTRODUCTION**

According to Carissa and Monika (2016), consumers do purchase after consider available alternatives . Mowen and Minor defines quality product as impression general given a product or service to buyers ( Firansyah , 2019).

Identifying needs, looking for information, considering choice, make decisions, and do action purchase is stages taking decision purchasing (Kevin Lane Keller and Philip Kotler, 2016). Buy Wardah Cosmetics in Medan is step final. We found market For quality halal cosmetics high , research And test a number of brand , and choose Wardah .

Woman time now it seems need cosmetics every day. Part big woman use cosmetics For come on stage beautiful (Merlianti & Lelawati, 2021). As brand cosmetics leading, Wardah sell product complement. The Top Brand Index 2023 chart shows :



**Figure 1. Top Brand Index Category Wardah Personal Care**

Source : [www.topbrand-award.com](http://www.topbrand-award.com)

Reported in the Top Brands Survey 2023. From 2021–2022 , the percentage of people using product Wardah Blush down from 28.6% to 26.6%, and on in 2023, will down more Far Again to 14.2%. Clearly that Wardah own obstacles that must be overcome because trend decline This . Quality products that are still below product similar , high price , and lack of initiative marketing is reason potential from trend decline This .

Customers who do not satisfied Possible will switch to other brands if they accept product quality low . Customer Possible will reluctant buy If price too tall compared to with quality . Product Wardah along with its advantages Possible Also No be noticed by consumer If company No in a way active promote it .

***" Influence quality product , quality service , price And promotion to decision purchase consumer cosmetics Wardah in Medan city "*** is title review library related Where writer want to do study more carry on based on statement the .

#### **Influence Quality Product To Consumer purchasing decisions**

Adriani et al. (2017) said that product quality affects consumer perception. Product quality is important because people want durable goods.

According to Nana Herdinan Abdurrahman (2015:71), a product attracts buyers, is used, consumed, and sold to meet consumer needs.

According to Tirtayasa et al. (2021) and Lestari (2022), product quality measured by features, design, and durability can significantly influence consumer happiness, trust, and purchasing decisions.

#### **Influence Quality Service To Decision Purchase Consumer**

Arianto (2018) stated that high quality services must meet client expectations, especially in terms of timeliness.

According to Supriyani (2023), high-quality service will increase customer happiness and loyalty, which will influence their purchasing decisions. This theory states that service quality is constantly changing and includes products, services, people, processes, and the physical environment in which the service is provided. Good service will make customers loyal and want to come back again.

#### **Influence Price To Decision Purchase Consumer**

According to Harman Malau (2018), pricing is an important thing in economics.

Pricing depends on the marketing mix, product selection, advertising, and distribution. Consumers pay for products and services based on these factors. Sudaryono (2016:216) emphasizes pricing in the marketing mix. Costs, profit margins, and competition affect pricing. This theory says that price determines consumer purchases. Fair and reasonable prices are preferred by buyers.

### **Influence Promotion To Decision Purchase Consumer**

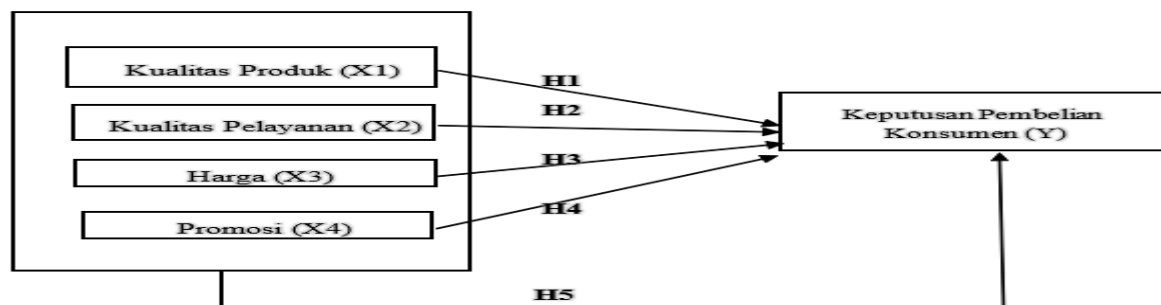
Fajar Laksana (2017:133) said that seller promotions influence buyer decisions. Advertisements provide consumers with factual information about a product, increasing their likelihood of learning, buying, and remembering it.

Nurasyiah and Nurdin (2021) and Napitupulu et al. (2022) found that promotions significantly influence consumer awareness, interest, and purchasing decisions. According to this logic, promotions aim to change audience behavior.

Every good promotion should inform and engage buyers so they feel comfortable buying. Promotions connect consumers with manufacturers or service providers to help them evaluate and choose products.

### **CONCEPTUAL FRAMEWORK**

Sugiyono's (2014:128) conceptual framework is a tool to explain the relationship between research concepts. The following is the conceptual framework underlying this research:



**Figure 2: Conceptual Framework**

Based on the theoretical studies mentioned previously, the hypothesis for this investigation can be formulated as follows.

H1 : Kualitas produk berpengaruh signifikan terhadap keputusan pembelian konsumen terhadap kosmetik Wardah di Kota Medan

H2 : Kualitas pelayanan berpengaruh signifikan terhadap keputusan pembelian kosmetik Wardah konsumen di kota Medan

H3 : Harga berpengaruh signifikan terhadap keputusan pembelian konsumen terhadap kosmetik Wardah di kota Medan.

H4 : Promosi berpengaruh signifikan terhadap keputusan pembelian konsumen terhadap Wardah Cosmetics di Kota Medan.

H5 : Kualitas produk, kualitas pelayanan, harga, dan promosi secara simultan berpengaruh terhadap keputusan pembelian konsumen kosmetik Wardah di kota Medan.

## RESEARCH METHODS

### Place And Time Study

This research was conducted at Anggi Cosmetics Store, Jl. Pintu Air, Siti Rejo I Village, Medan City Regency, North Sumatra. This research took six months.

### Population And Sample

Researchers found that certain items or subjects in a population have certain quantities and qualities (Sugiyono, 2019). The sample of this study was one hundred customers of Anggi Cosmetics Store, Medan City who purchased Wardah products.

Quantitative research samples must be in accordance with the size and characteristics of the population, according to Sugiyono (2019). This study took a sample of 67 users using simple random sampling. This study took samples using the following criteria: Female survey participants must be 18 years of age or older and willing to buy Wardah Cosmetics from the Anggi Cosmetics Store in Medan City.

### Technique Data collection

This study uses a questionnaire method. The questionnaire asks respondents to answer predetermined questions or statements (Sugiyono, 2017:142).

### Identifying And define variable study in a way operational .

The table “Operational Definition of Research Variables” shows the variables that have been identified and their operational definitions.

Table 1. Operational Definition

| Variabel                | Definisi Variabel                                                                                                                                       | Indikator Variabel                                     | Skala Variabel |
|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|----------------|
| Kualitas Produk (X1)    | Kuspriyono (2016). Kualitas produk mencakup pemenuhan atau melampaui harapan konsumen, dan ini adalah konsep dinamis yang dapat berubah seiring waktu.  | 1. Kinerja<br>2. Keistimewaan<br>3. Keandalan          | Likert         |
| Kualitas Pelayanan (X2) | Kotler (2015) Kualitas “pelayanan adalah tindakan yang diberikan oleh pihak lain yang pada dasarnya tidak berwujud dan tidak menghasilkan kepemilikan”. | 1. Penampilan karyawan<br>2. Keandalan<br>3. Keramahan | Likert         |



|                                  |                                                                                                                                                                                                           |                                                                                                                                                                          |               |
|----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| Harga (X3)                       | Krisdayanto (2018: 3) "Harga adalah sejumlah uang yang dibayarkan atas suatu jasa atau nilai yang ditukarkan oleh konsumen demi kepentingan memiliki atau menggunakan <u>suatu produk atau jasa</u> ".    | 1. Harga selaras dengan manfaat.<br>2. Pembelian daya atau pengguna kemampuan harus mampu membayar pembayaran.<br>3. Tawarkan harga yang selaras dengan kualitas produk. | <i>Likert</i> |
| Promosi (X4)                     | Laksana (2019:129) Promosi adalah komunikasi pelanggan-penjual berdasarkan informasi akurat yang berupaya mengubah pembeli yang sebelumnya ragu-ragu menjadi pembeli dan mengingatkan mereka akan produk. | 1. Iklan<br>2. Promosi Penjualan<br>3. Personal selling                                                                                                                  | <i>Likert</i> |
| Keputusan pembelian konsumen (Y) | Menurut Wahyu (2018), keputusan pembelian konsumen adalah pilihan pribadi yang berpengaruh langsung atau tidak langsung pada perolehan dan penerapan barang atau jasa yang diperlukan.                    | 1. Kebutuhan serta keinginan konsumen<br>2. Harga<br>3. Manfaat produk                                                                                                   | <i>Likert</i> |

### Statistics Descriptive

Sugiyono (2017) stated that descriptive statistics is a type of statistical analysis that aims to describe data in its raw form, not to draw conclusions or make generalizations based on the data. Mean, median, mode, standard deviation, and other descriptive statistics are used to describe data.

### Test Validity And Test Reliability

Sugiyono (2017) stated that validity testing ensures that the questionnaire questions measure the intended variables. A questionnaire is considered valid if it can produce information that is relevant to the concept being studied. Conversely, reliability testing is used to ensure the possibility that respondent responses will not change after the questions are asked again at different times. Consistent or stable respondent responses are an indication of a reliable survey.

### Test Normality

In the regression model, the normality test finds out whether the residual or disturbance variables follow a normal distribution (Ghozali, 2015:160).

### Test Multicollinearity

Ghozali (2016) defines the multicollinearity test to determine whether the regression model finds a correlation between independent variables.

### Test Heteroscedasticity

In a regression model, heteroscedasticity occurs when the residual variance is not constant, as explained by Ghozali (2016). The standard errors and the regression estimator become biased as a result. Therefore, one may draw incorrect conclusions about the significance of the regression coefficients.

### Multiple Linear Analysis

Multiple linear regression analysis considers several independent variables, according to Sugiyono (2017). This analysis estimates changes in the dependent variable, or the variable we want to predict. This method is very useful for determining how changes in several predictor factors affect the criteria being considered. Certain items include:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + e$$

- Y = Keputusan Pembelian Konsumen
- X1 = Kualitas Produk
- X2 = Kualitas Pelayanan
- X3 = Harga
- X4 = Promosi
- a = Konstanta
- b = Koefisien regresi untuk variabel independen
- e = Kesalahan tebak (5% tidak diketahui)

**Testing Hypothesis Simultaneous (F-test)**

The F test shows whether each independent variable has a significant influence on the dependent variable (Sugiyono, p. 11). The F test requires an F value greater than the F table value or a significance value smaller than the alpha value (usually 0.05) to conclude that the independent variable affects the dependent variable.

**Testing Hypothesis Partial ( t- test )**

Sugiyono (2017) suggests using the t-test to find out whether the independent variable affects the dependent variable. The independent variable affects the dependent variable if the t value is greater than the t table value or the significance value is less than 0.05, according to the t-test rules.

**RESULTS AND DISCUSSION**

**Descriptive Statistics**

**Table 2 Descriptive Statistics**

| Descriptive Statistics       |    |         |         |       |                |
|------------------------------|----|---------|---------|-------|----------------|
|                              | N  | Minimum | Maximum | Mean  | Std. deviation |
| Kualitas Produk              | 67 | 9       | 15      | 13.31 | 1.539          |
| Kualitas Pelayanan           | 67 | 14      | 25      | 20.18 | 3.770          |
| Harga                        | 67 | 10      | 15      | 13.19 | 1.644          |
| Promosi                      | 67 | 9       | 15      | 13.25 | 1.645          |
| Keputusan Pembelian Konsumen | 67 | 11      | 15      | 13.78 | 1.475          |
| Valid N (listwise)           | 67 |         |         |       |                |

*Data Processing Results (2024).*

Product Quality has a possible range of values of 9–15, with a mean of 13.31 and a standard deviation of 1.539, according to the descriptive statistics discussed earlier. With a mean of 21 and a standard deviation of 3.5, service quality can have values between 14 and 25. A standard deviation of 1.644, a range of 10–15, and a mean of 13.19 characterize the Price variable. The Promotion variable can have values between 9 and 15, with a mean of 13.25 and a standard deviation of 1.645. As a continuous variable, Consumer Purchase Decision has a mean of 13.78, a standard deviation of 1.475, and a range of 11–15.

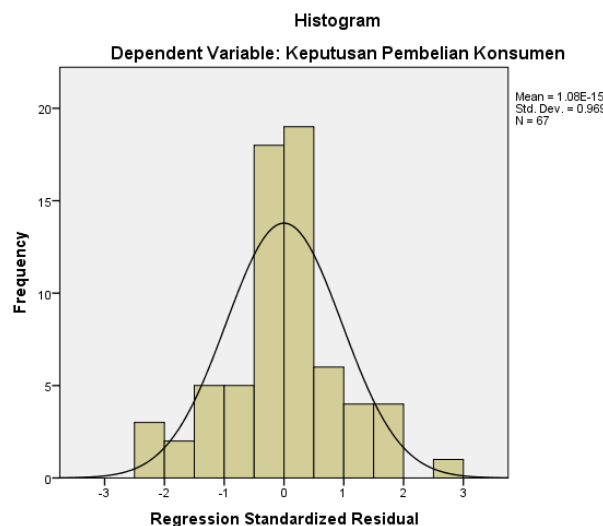
**Classical Assumption Test Results**

**Normality Test**

The results of the normality test carried out using a histogram graph are depicted in the image below:

- a. Histogram Graph

**Figure 2. Histogram Graph Analysis**

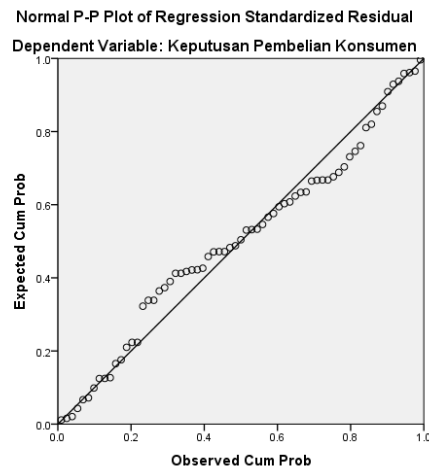


*Data Processing Results (2024).*

The bell-shaped line that does not sway to the left or right characterizes the histogram above. As a result, we can conclude that the data follows a normal distribution

- b. Normal Probability Plot Graph

**Figure 3. Analysis of P.Plot Normality Graph**



*Data Processing Results (2024).*

The data in Figure 2 also fits the assumption of normality along the diagonal line, and the points are distributed along the line.

- a. Analysis Statistics And Test Normality Kolmogorov-Smirnov (KS) test .

**Table 3. Kolmogorov-Smirnov (KS) Statistical Analysis Table**

| <b>One-Sample Kolmogorov-Smirnov Test</b>          |                |                         |
|----------------------------------------------------|----------------|-------------------------|
|                                                    |                | Unstandardized Residual |
| N                                                  |                | 67                      |
| Normal Parameters <sup>a,b</sup>                   | Mean           | .0000000                |
|                                                    | Std. Deviation | .78595618               |
| Most Extreme Differences                           | Absolute       | .096                    |
|                                                    | Positive       | .082                    |
|                                                    | Negative       | -.096                   |
| Test Statistic                                     |                | .096                    |
| Asymp. Sig. (2-tailed)                             |                | .200 <sup>c,d</sup>     |
| a. Test distribution is Normal.                    |                |                         |
| b. Calculated from data.                           |                |                         |
| c. Lilliefors Significance Correction.             |                |                         |
| d. This is a lower bound of the true significance. |                |                         |

*Data Processing Results (2024)*

The results of the normality test show that the research data follows a normal distribution. With an asimp. sig. (2-tailed) value of 0.200 greater than 0.05, the research data follows a normal distribution.

**Multicollinearity Test**

**Table 4. Multicollinearity Test**

| Coefficients <sup>a</sup>                           |                    |                         |       |
|-----------------------------------------------------|--------------------|-------------------------|-------|
| Model                                               |                    | Collinearity Statistics |       |
|                                                     |                    | Tolerance               | VIF   |
| 1                                                   | (Constant)         |                         |       |
|                                                     | Kualitas Produk    | .466                    | 2.147 |
|                                                     | Kualitas Pelayanan | .983                    | 1.018 |
|                                                     | Harga              | .498                    | 2.010 |
|                                                     | Promosi            | .746                    | 1.340 |
| a. Dependent Variable: Keputusan Pembelian Konsumen |                    |                         |       |

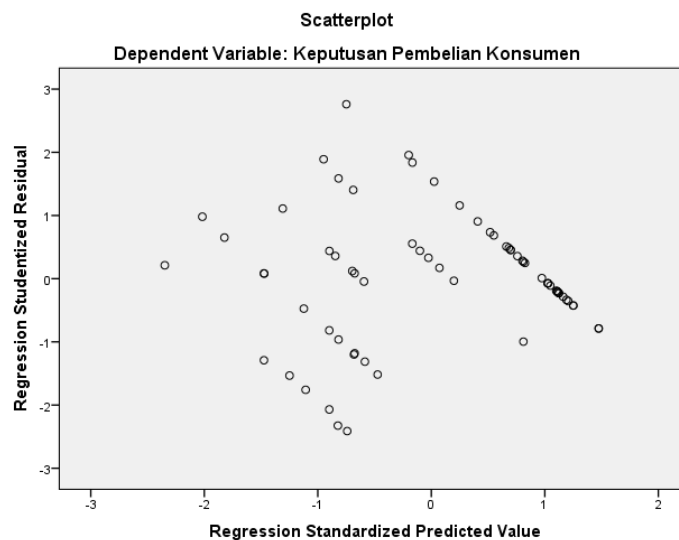
*Data Processing Results (2024)*

Based on Table III.2, the tolerance value for product quality is 0.466 (VIF = 2.147), service quality is 0.983 (VIF = 1.018), price is 0.498 (VIF = 2.010), and promotion is 0.746 (VIF = 1.118). "Every VIF value below 10 and tolerance value above 0.1 indicates that multicollinearity does not exist".

**Heteroscedasticity Test**

**a. Scatterplot Test**

**Figure 4. Scatterplot**



*Data Processing Results (2024)*

The scatterplot shows that the data points are randomly distributed without any pattern. In addition, the Y-axis data points are distributed above and below zero, thus eliminating heteroscedasticity from the regression model. Thus, the independent variables of the regression model can predict customer purchases.

**b. White Test**

**Table 5. White Test Table**

| Model Summary                                                                                                                            |                   |          |                   |                            |
|------------------------------------------------------------------------------------------------------------------------------------------|-------------------|----------|-------------------|----------------------------|
| Model                                                                                                                                    | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                                                                                                                                        | .498 <sup>a</sup> | .248     | .130              | .88186                     |
| a. Predictors: (Constant), X1X2X3X4, X2_Kuadrat, Promosi, Harga, Kualitas Produk, Kualitas Pelayanan, X1_Kuadrat, X4_Kuadrat, X3_Kuadrat |                   |          |                   |                            |

*Data Processing Results (2024)*

ChiSquare Formula Calculate = N\*R Square

$$= 67 \times 0.248$$

$$= 16,616$$

The chi square value is 16.919.

There is no evidence of heteroscedasticity (Chi-Square Table value 16.919 vs. 16.616 in the calculation).

**Multiple Linear Regression Results**

**Table 6. Multiple Linear Analysis Table**

| Coefficients <sup>a</sup>                                  |                    |                             |            |
|------------------------------------------------------------|--------------------|-----------------------------|------------|
| Model                                                      |                    | Unstandardized Coefficients |            |
|                                                            |                    | B                           | Std. Error |
| 1                                                          | (Constant)         | 803                         | 1.157      |
|                                                            | Kualitas Produk    | .280                        | .095       |
|                                                            | Kualitas Pelayanan | .056                        | .027       |
|                                                            | Harga              | .437                        | .086       |
|                                                            | Promosi            | .177                        | .070       |
| <b>a. Dependent Variable: Keputusan Pembelian Konsumen</b> |                    |                             |            |

*Data Processing Results (2024)*

Above is a table of multiple linear regression test results. Multiple linear regression equation:

$$Y = 0,803 + 0,280 X1 + 0,056 X2 + 0,437 X3 + 0,177 X4$$

Calculation analytical above produce answer as following from III.4:

1. When all variable independent ( Quality) Product , Quality Services , Prices , and Promotion ) is worth zero , Decision Purchase Average consumer 0.803.
2. Coefficient regression quality product is 0.280, positive . Customer buy more Lots For good product . Quality product influence purchase .
3. Coefficient regression quality service is 0.056 positive . Each quality unit service increase variable dependent of 0.056 units, with assumption No There is other changes .
4. Regression price positive at 0.437. Determination price push purchase .
5. Coefficient regression equality promotion is 0.177, positive . Advertisement increase sale .

**HYPOTHESIS TESTING**

**Test Simultaneous ( F Test )**

**Table 7. Simultaneous Test**

| ANOVA <sup>a</sup>                                                             |            |                |    |             |        |                   |
|--------------------------------------------------------------------------------|------------|----------------|----|-------------|--------|-------------------|
| Model                                                                          |            | Sum of Squares | df | Mean Square | F      | Sig.              |
| 1                                                                              | Regression | 102.872        | 4  | 25.718      | 39.110 | .000 <sup>b</sup> |
|                                                                                | Residual   | 40.770         | 62 | .658        |        |                   |
|                                                                                | Total      | 143.642        | 66 |             |        |                   |
| a. Dependent Variable: Keputusan Pembelian Konsumen                            |            |                |    |             |        |                   |
| b. Predictors: (Constant), Promosi, Kualitas Pelayanan, Harga, Kualitas Produk |            |                |    |             |        |                   |

*Data Processing Results (2024)*

The results of the simultaneous F test can be seen in the table. The results of the analysis show a significance level of 0.000, below 0.05, and an F value of 39.110, above 2.520. This study supports H5. Price, promotion, service, and product quality have the most influence on Wardah cosmetics consumers in Medan City.

**Partial Effect Test (t-Test)**

**Table 8. Partial Test**

| Coefficients <sup>a</sup>                           |                    |       |      |
|-----------------------------------------------------|--------------------|-------|------|
| Model                                               |                    | T     | Sig. |
| 1                                                   | (Constant)         | .694  | .490 |
|                                                     | Kualitas Produk    | 2.949 | .004 |
|                                                     | Kualitas Pelayanan | 2.088 | .041 |
|                                                     | Harga              | 5.081 | .000 |
|                                                     | Promosi            | 2.523 | .014 |
| a. Dependent Variable: Keputusan Pembelian Konsumen |                    |       |      |

*Data Processing Results (2024)*

1. Test Hypothesis First (H1): Quality product impact significant to decision purchase consumers ( sig value = 0.004 < 0.05 , Tcount = 2.949>). Table 1.999. Quality product very influence purchase consumers .”
2. Test Hypothesis Second (H2) Quality service impact significant to decision purchase consumers (p < 0.05 , value Thitung 2.088>). Table 1.999. With Thus , satisfaction service influence intention purchase customer .
3. Test Hypothesis Third (H3): Price impact significant to decision purchase consumers , as shown by sig value 0.000 < 0.05 And mark Thitung 5.081>. Table 1.999. Price very influence purchase consumers .
4. Test Hypothesis Fourth (H4): Advertisement impact significant to purchase consumer ( sig value 0.014 < 0.05 , Tcount 2.523 >). Table 1.999). Expenditure consumer increase rapid blessing advertisement .

**Coefficient of Determinant**

**Table 9. Model Summary**

| Model Summary <sup>b</sup>                                                     |                   |          |                   |                            |               |
|--------------------------------------------------------------------------------|-------------------|----------|-------------------|----------------------------|---------------|
| Model                                                                          | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1                                                                              | .846 <sup>a</sup> | .716     | .698              | .81091                     | 2.309         |
| a. Predictors: (Constant), Promosi, Kualitas Pelayanan, Harga, Kualitas Produk |                   |          |                   |                            |               |
| b. Dependent Variable: Keputusan Pembelian Konsumen                            |                   |          |                   |                            |               |

*Data Processing Results (2024)*

The R-Square value from the previous table shows that price, promotion, service quality, and product quality affect 69.8% of consumer purchases. About 30.2% of the variables are not in the model or related to this study.

**Discussion**

**Influence Quality Product To Decision Purchase Consumer**

Tcount = 2.949 > Ttable 1.999 and significance = 0.004, so the significance is less than 0.05. Buyers consider product quality, as shown in Figure 1. High-quality Wardah cosmetics are sold at Anggi Cosmetics in Medan.



### **The Influence of Service Quality on Consumer Purchasing Decisions**

Service quality has a significant impact on consumer purchasing decisions (T value  $2.088 > T$  table  $1.999$ ,  $p < 0.05$ ). Thus, customer satisfaction has a significant impact on the sales of service providers. People believe this because customers care about the results of products or services. Improving service quality can increase sales.

### **The Influence of Price on Consumer Purchasing Decisions**

Service quality has a significant impact on consumer purchasing decisions (T value  $2.088 > T$  table  $1.999$ ,  $p < 0.05$ ). Thus, customer satisfaction has a significant impact on the sales of service providers. People believe this because customers care about the results of products or services. Improving service quality can increase sales.

### **The Influence of Promotion on Consumer Purchasing Decisions**

The sig value of  $0.014 < 0.05$  and Tcount  $2.523 > T$ table  $1.999$  indicate that promotion greatly influences consumer purchases. Thus, advertising greatly influences consumer purchases. Advertising increases product awareness and sales.

### **The Influence of Product Quality, Service Quality, Price and Promotion on Consumer Purchasing Decisions**

The critical value (Ftable) is  $2.520$  and the level of significance (sig) is  $0.000$ , which means less than  $0.05$ . The probability is  $39.110$ . Consumers buy based on products, services, prices, and promotions, according to the research results. Thus, these four factors greatly influence consumer purchases.

## **CONCLUSION AND SUGGESTIONS**

### **Conclusion**

This study examines the decision-making process of Wardah cosmetic buyers in Medan City, by analyzing their dependence on four main factors: price, promotion, service quality, product quality, and service quality. The results of this study are as follows:

1. Purchasing decisions are greatly influenced by product quality. If Wardah cosmetics have better quality, more people will buy them.
2. According to research, consumer purchasing decisions are positively and significantly influenced by high-quality service. Consumers can make wiser purchases thanks to Anggi Cosmetics' excellent customer service.
3. Price has a very positive impact on judgment. What consumers choose to buy is greatly influenced by the pricing strategy chosen.
4. Promotions increase the likelihood of consumers making a purchase.
5. Consumers are heavily influenced by four main factors: product quality, service quality, price, and promotion.

### **Suggestion**

Here are some things to think about based on the above findings:

#### **1. For Companies**

- Regular staff training can help companies provide better service.
- Implementing a competitive pricing strategy while prioritizing product quality is essential to providing consistent good service. Customers consider price when making purchases.

#### **2. For Anggi Cosmetic Store Medan**



- Periodically assess service levels and make adjustments to improve client satisfaction.

### **3. Future Researcher**

- The following researchers focused on a specific cosmetic product market or category to better understand business customer behavior.

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