

## **Influence *Country of Origin*, *Brand Image*, *Product Quality*, and *Price* on Purchasing Decisions of Wardah Cosmetic Products (Consumer Study at Valette shop Cosmetic Store)**

**Husnul Rahmawati<sup>1</sup>, Baiq Reinalda Tri Yunarni<sup>2</sup>, Sulhan Hadi<sup>3</sup>, Ramayanto<sup>4</sup>**

Administrasi Bisnis, Fakultas Ilmu Sosial dan Politik, Universitas Muhammadiyah Mataram

---

### **Article Info**

#### **Article history:**

Received: 16 June 2025

Publish: 1 July 2025

---

#### **Keywords:**

Brand;

Product;

Price;

Cosmetic Wardah.

---

### **Abstract**

*This study examines the influence of Country Of Origin, Brand Image, Product Quality, and Price on Consumers Purchase Decisions of Wardah Cosmetic Products at Valette shop Cosmetic Stores. This type of research is quantitative with a sample size of 100 respondents. The data analysis method used is multiple linear regression which aims to determine how much influence each independent variable has on purchasing decisions. The results of the study indicate that: 1) Country Of Origin has a significant effect on Purchase Decisions of Wardah Cosmetic Products. 2) Brand Image has a significant effect on Purchase Decisions of Wardah Cosmetic Products. 3) Product Quality has a significant effect on Purchase Decisions of Wardah Cosmetic Products. 4) Price has a significant effect on Purchase Decisions of Wardah Cosmetic Products.*

*This is an open access article under the [Lisensi Creative Commons Atribusi-BerbagiSerupa 4.0 Internasional](https://creativecommons.org/licenses/by-sa/4.0/)*



---

### **Corresponding Author:**

Husnul Rahmawati

Administrasi Bisnis, Fakultas Ilmu Sosial dan Politik, Universitas Muhammadiyah Mataram

Email: [husnulrahmawati2@gmail.com](mailto:husnulrahmawati2@gmail.com)

---

## **1. INTRODUCTION**

The cosmetics industry in Indonesia is growing rapidly along with increasing public awareness of the importance of appearance and self-care. Local brands are starting to find a place in the hearts of consumers because they are considered more relevant to the cultural values and needs of the Indonesian people. Wardah, as a pioneer of halal cosmetics in Indonesia, is one of the most popular local brands because it emphasizes halal aspects, safety, and quality that are in accordance with the religious principles of the majority of the Indonesian population [1].

Halal products have their own appeal because they offer a guarantee of clean ingredients and do not contain ingredients prohibited by Islam. According to Schiffman and Wisenblit (2015), consumer trust in religious principles is an important consideration in purchasing decisions, especially in countries with a Muslim majority such as Indonesia. In this case, Wardah has succeeded in building a competitive advantage through these values [2].

Data from the Indonesian Cosmetics Companies Association (2022) shows that 54% of cosmetic consumers prefer products from Indonesia, 11% choose foreign products, and 35% have no particular preference. This shows that *Country of Origin* is still an important factor in purchasing decisions. This gives Wardah the opportunity to improve its brand image and product quality so that it can be accepted by customers who prioritize product origin [3].

*Country of Origin* or country of origin of the product is the consumer's perception of a product based on the country where the product is produced or developed. This concept is often one of the important elements that influences purchasing decisions, because

consumers tend to use the country of origin as an indication of product quality and characteristics, especially when they lack more specific information. This makes Wardah a domestic brand that is said to be very successful and has succeeded in making domestic consumers continue to use Wardah [4].

*Brand Image* is a factor that influences how consumers view a brand, which is in the form of something interesting that can create love or liking for the brand. *Brand Image* Wardah itself is very well known to consumers because many people use the Wardah brand, where Wardah itself has built its brand very well [5].

Product quality is the extent to which a product can meet consumer needs in order to make consumers feel satisfied when buying and using a product. It is no longer a secret that the quality of Wardah products is very good, to the point that many people use all Wardah products [6].

Price is an amount of money paid or exchanged for a product or service that can be taken or enjoyed. Price has a very big influence on a product sold by a company. *brand*. The price of Wardah products is quite affordable so that many people want to buy them [7].

Several previous studies have revealed various variables that have influenced purchasing decisions. (Nayumi & Sitinjak, 2020) showed that *Country of Origin*, *Brand Image*, and Product Quality has a positive effect on Innisfree Product Purchase Decisions [8]. (Devita & Agustini, 2019) shows that there is a significant positive effect from the variables *Country of Origin* and *Brand Image* on Purchasing Decisions [9]. Another study by (Yaumil, 2019) found that there was a significant influence of the two variables studied, namely product quality and price, on Purchasing Decisions for Wardah cosmetic products [10]. And research by (Hikmah et al., 2023) showed that product quality and price had a significant effect on purchasing decisions [11].

Thus, this article provides scientific novelty by analyzing the influence of each variable (*Country of Origin*, *Brand Image*, Product Quality and Price) partially on the Purchase Decision of Wardah Cosmetic Products made by Consumers at the Valette Shop Cosmetic Store in Mataram City. The purpose of this article is to partially analyze the influence of each of these variables on the Purchase Decision of Wardah cosmetic products by Consumers at the Valette Shop Cosmetic Store in Mataram City.

## 2. RESEARCH METHOD

This study uses a quantitative approach, where data is presented in the form of numbers and analyzed statistically to understand the relationship between variables. The type of research used is a survey, with data collection techniques through distributing questionnaires to respondents. The study was conducted at the Valette shop Cosmetics Store located in Mataram City, during the period July 2024 to May 2025. The research procedure was carried out in stages, starting from the formulation of problems and objectives, compiling questionnaire instruments based on variable indicators, followed by validity and reliability tests using Pearson Product Moment and Cronbach's Alpha. After the instrument was declared valid and reliable, the questionnaire was distributed to 100 respondents who were selected randomly *Purposive Sampling* based on certain criteria: 1) Consumers who have purchased Wardah products at Valette shop. 2) Consumers who are willing to fill out the questionnaire. 3) consumers aged 18-45 years. The number of samples is determined based on Ferdinand's formula (2006), which is  $25 \times$  the number of independent variables [12].

Data collection was carried out through observation, interview, and questionnaire distribution methods. The data obtained were then analyzed using SPSS software with a multiple linear regression approach to determine the extent of the influence of the

independent variables on the dependent variables. The analysis began with testing the classical assumptions including normality, multicollinearity, and heteroscedasticity tests. Furthermore, hypothesis testing was carried out through the t-test to assess partial influence, the F-test to assess simultaneous influence, and analysis of the coefficient of determination ( $R^2$ ) to measure the magnitude of the contribution of the independent variable to the dependent variable.

### 3. RESEARCH RESULTS AND DISCUSSION

#### 3.1. Research result

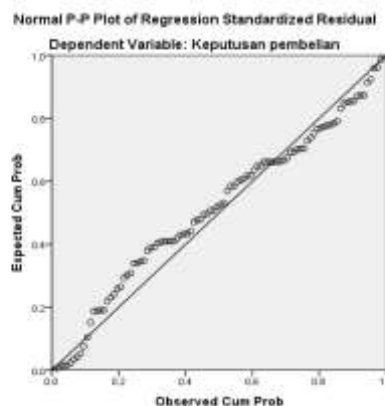
In this study, the analysis of respondent characteristics based on age is important to understand the market segment of Wardah cosmetic product users. Age can influence purchasing decisions. The following is the age data of respondents who participated in this study, providing insight into the dominant age in using Wardah products at Valette Shop Cosmetics Store.

**Table 1**  
**Respondent characteristics based on age**

No	Age	Frequency	Percentage
1	17-30 Years	74	74%
2	30-39 Years	21	21%
3	40-49 Years	5	5%
4	$\geq 50$ Years	0	0%
<b>TOTAL</b>		<b>100</b>	<b>100%</b>

Based on table 1, it can be seen that the respondents who participated in this study were in the age range of 17-30 years, which is 74% of people from a total of 100 respondents. This percentage shows that young people are the group that most often uses Wardah products. The results of the validity test show that each statement has an  $r_{\text{value count}} > r_{\text{table}}(0.165)$ , so that all statements are declared valid. Meanwhile, the results of the reliability test show that the Cronbach's Alpha value is above 0.60, which indicates that the instrument in this study is reliable and suitable for use as a data collection tool.

**Figure 1**  
**Normality Test**



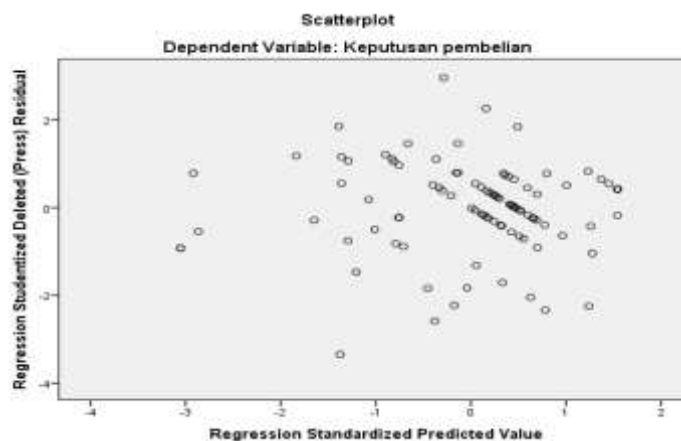
Based on Figure 1, it can be seen that the points on the P-Plot graph do not move away from the line, so it can be concluded that the data in this study are normally distributed.

**Table 2**  
**Multicollinearity Test**

Model	Collinearity Tolerance	Statistics VIF
<i>Country of Origin</i> (X1)	0,477	2,096
<i>Brand Image</i> (X2)	0,463	2.161
Product Quality (X3)	0,170	4.367
Price (X4)	0,191	1.044

Based on table 2, it can be concluded that the results of the multicollinearity test show no symptoms of multicollinearity, because there is no high correlation between the independent variables.

**Figure 2**



**Heteroscedasticity Test**

Based on Figure 2, it can be seen that the graph above does not have a particular pattern, and the points are randomly spread above and below the number 0 on the y-axis. Therefore, it can be concluded that there is no heteroscedasticity.

**Table 3**  
**Multiple Linear Regression Analysis**

Variables	Coefisias $\beta$	<i>Std. Error</i>
constant	4,738	1,720
<i>Country Of Origin</i>	0,100	0,047
<i>Brand Image</i>	0,323	0,064
Product Quality	0,198	0,114
Price	0,175	0,179

Based on table 3, the equation obtained is:  $Y = 4.738 + 0.100 X_1 + 0.323 X_2 + 0.198 X_3 + 0.175 X_4 + e$ . The constant value of 4.738 indicates that if all independent variables are zero, then the value of the purchasing decision is 4.738. Regression coefficient *Country of Origin* Of 0.100, meaning that every one unit increase in this variable increases the purchasing decision by 0. 100. *Brand Image* Has a coefficient of

0.323, which means that each increase of one unit increases the purchasing decision by 0.323. Product Quality has an effect of 0.198 and Price has an effect of 0.175, indicating that each increase of one unit also increases the purchasing decision according to its coefficient value. Overall, all independent variables have a positive effect on purchasing decisions, meaning that an increase in the independent variables will be followed by an increase in purchasing decisions.

**Table 4**  
**Uji t**

Variables	t count	t table	Sign
<i>Country of Origin</i>	2,132	1,660	0,004
<i>Brand Image</i>	5,037	1,660	0,000
Product Quality	1,729	1,660	0,003
Price	2,981	1,660	0,000

Based on table 4, all independent variables have a  $t_{\text{value}} > t_{\text{table}}(1.660)$  at  $\alpha = 0.05$  and  $df = 100$ , so it is concluded that it has a significant effect on purchasing decisions. All of them show a significant effect on consumer purchasing decisions at the Valette Shop Cosmetics Store.

**Table 5**  
**Uji F**

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	452,330	4	113,083	39,837	000 <sup>b</sup>
Residual	269,670	95	2,839		
Total	722,000	99			

Based on table 5, it can be seen that  $f_{\text{count}} 39.837 > f_{\text{table}} 2.467$  with a significance value of  $0.000 < 0.05$ . This shows that *Country of Origin*, *Brand Image*, Product Quality, and Price simultaneously have a significant influence on consumer purchasing decisions at Valette shop Cosmetics Store.

**Table 6**  
**R2 Determination Test**

Model Summary <sup>b</sup>			
R	R Square	Adjusted R Square	Std. Error of the Estimate
0,792 <sup>a</sup>	0,626	0,611	1,68482

Based on table 6, the results of the determination coefficient test show that the  $R^2$  value of 0.626. This means that 62.6% of the Purchase Decision variable can be explained by *Country Of Origin*, *Brand Image*, Product Quality, and Price, while the remaining 37.4% is influenced by other factors outside the variables studied in this study.

### 3.2. Discussion

#### **Influence *Country of Origin* to the Purchase Decision**

The results of the study show that based on a significance value of less than 0.05, there is a significant influence between *Country of Origin* On purchasing decisions. This finding proves that the better the consumer's perception of the origin of the product (Indonesia), the higher the purchasing decision. The development of domestic cosmetic products is now growing rapidly, as evidenced by the many domestic products that are already circulating. This study shows that domestic products, especially cosmetic products, are very much in demand by consumers because they are more trusted because they can be directly seen from the BPOM test, so it is in line with this study where countries *Have* a significant influence on purchasing decisions. This result is in line with the theory of Kotler and Keller (2012), which states that *Country of Origin Acts* as a cue that helps consumers evaluate products, especially when other product information is limited. Wardah, as a local Indonesian cosmetic brand, has gained great trust because of its identity as a halal product that is in accordance with the values of Muslim consumers. In addition, research by Awan et al. (2015) revealed that *Country of Origin Influence* Purchasing Decisions by strengthening the perception of product quality and credibility [13].

#### **Influence *Brand Image* to the Purchase Decision**

The results of the study show that the significance value of the variables *Brand Image* Is less than 0.05, which means there is a significant influence between *Brand Image* on Purchasing Decisions. The better the Wardah brand image in the eyes of consumers, the greater the purchasing decision. The brand image built by Valette Shop is very good because it can be seen from the way Valette shop started the business by consistently selling well-known products at affordable prices according to the market, and utilizing social media to promote its products, especially Wardah products that are already well-known and have been widely used, where *Brand Image* Wardah is no longer in doubt, proven by everyone knowing Wardah, not only women, even many men also use it, proven by many who filled out the questionnaire in this study. This study shows that the products that *Brand Image* is strong in, especially cosmetic products, are very much in demand by consumers because they are more trustworthy because they have been proven and many people use them, so this is in line with this research, where *Brand Image Has* a significant influence on purchasing decisions.

This research is in line with Aaker's opinion (2014), which states that *Brand Image* consists of brand associations, brand personality, and attitudes toward the brand, all of which shape consumer perceptions of the product. Wardah, with its image as a halal cosmetic product, is able to differentiate itself from competitors and attract Muslim consumers who are looking for products that are in line with their religious values. A study by Putra and Haryanto (2015) also supports this, by showing that *Brand Image Which* is good to increase customer loyalty trust, which ultimately increases purchasing decisions [14].

#### **The Influence of Product Quality on Purchasing Decisions**

Based on the research results, Product quality has a significant influence on purchasing decisions with a significance value below 0.05. This means that the better the quality of the product offered, the more likely consumers are to buy Wardah products. The development of Wardah products has guaranteed quality, so Valette Shop sells many variants of Wardah products because they are guaranteed, so Wardah products at Valette Shop sell well because the quality offered is guaranteed to be good

and has a very safe track record. From here we know that a product that has good quality will be able to increase purchasing decisions, so that it is in line with this study where Product quality has a significant effect on purchasing decisions.

These results are in line with the opinion of Kotler and Keller (2012), which states that high product quality creates value for consumers, increases satisfaction, and encourages repeat purchases [15]. Schiffman and Wisenblit (2015) also stated that products with high quality can build consumer trust in the brand and encourage their loyalty. Thus, it can be concluded that the quality of Wardah products that has been proven to be good is a major factor in consumer purchasing decisions [16].

### **The Influence of Price on Purchase Decisions**

The results of the study showed that price had a significant effect on purchasing decisions with a significance value of less than 0.05. This proves that the more competitive the price offered, the higher the purchasing decision. This finding is in line with the theory of Schiffman and Wisenblit (2015), which states that the right pricing strategy can attract consumers and increase product competitiveness in the market. Wardah applies affordable prices in order to reach a wider range of market segments, including middle-class consumers. The development of Wardah products at Valette Shop has affordable prices that are in accordance with the market for other cosmetic stores, so Valette Shop sells many variants of Wardah products because they are relatively cheap, so Wardah products at Valette Shop sell well, the prices offered can be purchased by all groups and are in accordance with competitor prices too. From here we know that a product that has a price that matches its product will be able to increase purchasing decisions, so that it is in line with this study where Price has a significant effect on purchasing decisions.

Research conducted by Tambunan and Purba (2019) also shows that competitive pricing strategies have a significant influence on purchasing decisions, especially among consumers who are sensitive to price [17].

## **4. CONCLUSION**

Based on the results and discussion, all variables studied, namely *Country of Origin*, *Brand Image*, Product Quality, and Price have been proven to have a significant influence on the Purchase Decision of Wardah products at Valette Shop Cosmetics Store. This is in line with the purpose of the study as stated in the introduction, namely to determine the factors that influence consumer purchasing decisions. These findings reinforce that positive perceptions of local products, strong brand image, good product quality, and appropriate prices play a major role in driving purchasing decisions. The results of this study can be the basis for developing marketing strategies for local cosmetic products, as well as opening up opportunities for further research by including other variables such as customer loyalty or social media influence.

## **5. ACKNOWLEDGEMENT**

Expressing gratitude to the sponsors of the articles written and the research.

## **6. BIBLIOGRAPHY**

- [1] N. P. Anggraini and S. Suryoko, "Pengaruh Labelisasi Halal, Harga Dan Kualitas Produk Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan (Studi pada Konsumen Kosmetik Sariayu di Kota Semarang)," *J. Ilmu Adm. Bisnis*, vol. 7, no. 3, pp. 359–369, 2018.
- [2] A. A. FITRI, "Analisis Dampak Selebgram Dan Iklan Dalam Mempengaruhi Minat

- Beli Mahasiswa Menggunakan Produk Kosmetik Wardah Dalam Perspektif Ekonomi Islam (Studi Pada Mahasiswi FEBI UIN Raden Intan Lampung),” *Pharmacogn. Mag.*, vol. 75, no. 17, pp. 399–405, 2021.
- [3] R. Pahlevi, “Survei: 54% Konsumen Kosmetik Lebih Pilih Brand Lokal,” 2022.
- [4] A. Soraya and O. M. Siregar, “Pengaruh Country of Origin dan Brand Image terhadap Keputusan Pembelian Produk Nature Republic pada Mahasiswa di Universitas Sumatera Utara,” *Senriabdi 2021*, vol. 1, no. 1, pp. 400–416, 2021.
- [5] V. F. Pratamasari and E. Sulaeman, “Pengaruh brand awareness dan brand image terhadap keputusan pembelian,” *Forum Ekon.*, vol. 24, no. 2, pp. 422–432, 2022, doi: 10.30872/jfor.v24i2.10837.
- [6] J. Runtunuwu, S. Oroh, and R. Taroreh, “Pengaruh Kualitas Produk, Harga, Dan Kualitas Pelayanan Terhadap Kepuasan Pengguna Cafe Dan Resto Cabana Manado,” *J. Ris. Ekon. Manajemen, Bisnis dan Akunt.*, vol. 2, no. 3, pp. 1803–1813, 2014, doi: 10.35794/emba.v2i3.5973.
- [7] B. S. A. Sejati, “Pengaruh Kualitas Produk, Kualitas Pelayanan, Dan Harga Terhadap Keputusan Pembelian Pada Starbucks,” *J. Ilmu dan Ris. Manaj. ISSN 2461-0593*, vol. 5, no. 3, pp. 1–19, 2016.
- [8] S. Nayumi and T. J. R. Sitinjak, “Pengaruh Country of Origin Image, Brand Image, Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Innisfree Di Mall Kelapa Gading Jakarta Utara,” *J. Manaj.*, vol. 9, no. 2, pp. 136–146, 2020, doi: 10.46806/jm.v9i2.665.
- [9] E. M. Devita and M. Y. D. H. Agustini, “Country of Origin and Brand Image on Purchase Decision of South Korean Cosmetic Etude House,” *J. Manag. Bus. Environ.*, vol. 1, no. 1, pp. 55–70, 2019, doi: 10.24167/jmbe.v1i1.2115.
- [10] Yaumil, “Pengaruh Kualitas Produk dan Harga Terhadap Keputusan Pembelian Produk kosmetik Wardah (Studi Kasus pada Konsumen Carrefour Panakkukang Makassar),” *Ekon. dan Bisnis*, pp. 1–98, 2019.
- [11] A. Hikmah, Saryadi, and H. Susanta Nugraha, “Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Produk Wardah Di Gudang Kosmetik Purwokerto,” *J. Ilmu Adm. Bisnis*, vol. 12, no. 1, pp. 398–404, 2023, [Online]. Available: <https://ejournal3.undip.ac.id/index.php/jiab>
- [12] F. T. Rj and T. Ferdinand, “Analisis Pengaruh Kualitas Pelayanan, Kualitas Produk Dan Promosi Penjualan Terhadap Minat Beli Ulang Konsumen (Studi Pada Buket Koffee+Jazz Semarang),” *Diponegoro J. Manag.*, vol. 1, no. 1, pp. 1–13, 2012, [Online]. Available: <http://ejournal-s1.undip.ac.id/index.php/dbr>
- [13] P. K. Prabowo, I. A. Brahmasari, and T. Suryani, “The Effect of Country of Origin on Brand Image, Perceived Quality, and Purchase Intention of Hydraulic Excavator for Limestone Quarry in East Java Indonesia,” *Arch. Bus. Res.*, vol. 7, no. 12, pp. 83–98, 2019, [Online]. Available: <http://dx.doi.org/10.14738/abr.712.7483>.
- [14] N. H. U. Putera and Sumadi, “The Influence of Halal Label and Brand Image on the Purchase Decision of Wardah Cosmetics with Religiosity as a Moderating Variable,” *IJBQR Int. J. Bus. Qual. Res.*, vol. 01, no. 04, pp. 37–52, 2023, [Online]. Available: <https://e-journal.citakonsultindo.or.id/index.php/IJBQR>
- [15] Friti Sinta, Prihatin Lumbanraja, and Beby Karina F. Sembiring, “the Impact of Brand Trust and Perceived Quality on Brand Loyalty in Mediation Customer Satisfaction: a Case Study of Kopi Kenangan Consumers in Medan City,” *Int. J. Educ. Rev. Law Soc. Sci.*, vol. 3, no. 5, pp. 1555–1571, 2023, doi: 10.54443/ijerlas.v3i5.1043.
- [16] I. Razak, N. Nirwanto, and B. Triatmanto, “The Impact of Product Quality and Price on Customer Satisfaction with the Mediator of Customer Value,” *J. Mark. Consum.*
- 1426 | Influence Country of Origin, Brand Image, Product Quality, and Price on Purchasing Decisions of Wardah Cosmetic Products (Consumer Study at Valette shop Cosmetic Store)**  
(Husnul Rahmawati)



- Res.*, vol. 30, no. 2012, pp. 59–68, 2016.
- [17] S. Kasus, K. Toko, T. Damar, and P. Tanah, “403-Article Text-564-1-10-20231101,” pp. 27–43.