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The Influence of Product Quality and Price on Purchasing Decisions through Purchase Intention as a Mediating Variable

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ABSTRACT
This study examines the effect of product quality and price on purchasing decisions, with purchase intention mediating variable among La Tulipe cosmetic consumers in Purworejo, Indonesia. The research addresses the growing competitiveness in the cosmetics industry, where consumers prioritize value and quality. A quantitative method was used with 100 respondents selected through purposive sampling. Data were collected using a Likert-scale questionnaire and analyzed through multiple linear regression, t-test, F-test, and Sobel test using SPSS. The results show that price significantly influences both purchase intention and purchase decision, while product quality affects purchase decision but not purchase intention. Purchase intention mediates the effect of price on purchase decision, but not the effect of product quality. These findings suggest that pricing plays a key role in shaping both interest and actual buying behavior, while product quality influences consumers more directly during the decision stage. This study offers practical insights for local cosmetic brands in developing effective marketing strategies that align with consumer expectations.

Keywords: Product Quality, Price, Purchase Intention, Purchase Decision, Cosmetics.
JEL Code: M31, M37, D12, L66, L81.

I. Introduction

Indonesia's cosmetics industry has experienced substantial growth in recent years, driven by the country's large and predominantly young population. With over 270 million people, of whom nearly 70% are of productive age, the country presents a significant market for beauty and personal care products. This demographic advantage is complemented by an increasing awareness of health, hygiene, and personal appearance, particularly among urban youth. The widespread use of social media platforms such as Instagram, TikTok, and YouTube has further influenced beauty standards and consumer preferences, making cosmetic products a need and a lifestyle choice. Moreover, the rapid digital transformation has enabled local cosmetic brands to enter e-commerce ecosystems, expanding their market reach beyond traditional brick-and-mortar outlets. According to the Ministry of Industry, the number of cosmetic companies in Indonesia increased by 21.9% from 913 in 2022 to over 1,000 by mid-2023. This expansion is matched by strong export performance, with cosmetic-related products generating USD 770.8 million in the first eleven months of 2023. These figures

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underscore the industry's economic potential and signal intensifying competition, especially with the influx of international brands penetrating the Indonesian market through online and offline channels. Consumer behavior becomes more complex and discerning in such a highly competitive landscape. Buyers no longer rely solely on product reputation; they weigh multiple factors such as quality, price, brand trust, and user experience. As noted by Puspita and Budiatmo (2020), modern consumers have developed a more rational and comparative approach to selecting products, favoring tangible value. This shift presents challenges and opportunities for local brands seeking to position themselves in a saturated market.

Product quality and price are key determinants influencing consumer purchasing decisions. Product quality relates to a product's ability to meet or exceed consumer expectations, encompassing performance, durability, safety, and consistency. On the other hand, price is often the first attribute consumers notice and plays a crucial role in shaping perceptions of value and fairness. While quality ensures satisfaction post-purchase, price affects the likelihood of initial consideration. Therefore, both variables are essential in the consumer decision-making process, individually or in interaction with other factors such as buying intention. One brand that reflects the dynamics of this market is La Tulipe, a local cosmetic manufacturer known for its dermatologically tested products tailored to Indonesia's tropical climate. Founded in 1980, La Tulipe has sustained its market presence through scientific credibility and competitive pricing. However, sustaining consumer loyalty requires a deeper understanding of what drives purchase behavior in an era of hyper-competition and shifting preferences. This study investigates how product quality and price influence consumer purchase decisions for La Tulipe products in Purworejo, Indonesia. It also explores the mediating role of purchase intention in these relationships. Understanding whether these factors directly affect purchase decisions or operate through cognitive-affective processes such as intention can provide marketers and local brand developers with strategic insights. By examining the relationship between product quality, price, purchase intention, and purchase decision, this research offers empirical evidence contributing to the broader discourse on consumer behavior in the Indonesian cosmetics industry. The findings will inform targeted marketing strategies that align with evolving consumer values and expectations.

II. Literature Review and Hypothesis Development

2.1. Product Quality

In consumer behavior, a product is a physical item and a means to fulfill consumer desires and needs. Kotler and Armstrong in Rosnaini (2017) define a product as anything offered to the market to attract attention, be acquired, used, or consumed to satisfy customer needs. This definition is further supported by Charty & Jr. (2003) and Yafie et al. (2016), who emphasize that products can be tangible or intangible, provided they generate satisfaction. Rather than merely acquiring a product, consumers seek benefits, functionality, emotional satisfaction, or symbolic value. Hence, product quality becomes essential in business competition. Rosnaini (2017) describes quality as a product's ability to perform its intended functions, including reliability, accuracy, ease of maintenance, and aesthetics. Kotler & Keller (2016) categorize quality into performance quality (how well the product performs) and conformance quality (how consistent it is with predetermined standards). Similarly, Garvin in Yafie et al. (2016) identifies eight dimensions of product quality: performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality. Understanding product quality from multiple dimensions helps businesses align product attributes with customer expectations. Therefore, product quality is pivotal in creating satisfaction and shaping positive purchasing behavior.

2.2. Price

Price is a key factor in both company profitability and consumer evaluation. Sitorus (2022) defines price as the amount consumers must pay to obtain a product or service. Stanton in Sitorus (2022) notes that

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price includes all financial sacrifices needed to acquire and use a product, while Kotler views it as a monetary representation of value. Consumers associate price with perceived product quality and value, especially in competitive markets. Kotler in Sitorus (2022) suggests that price influences consumer decision-making and often becomes a reference point for perceived fairness.

Aptaguna & Pitaloka (2016) describe several key price perceptions: affordability, fairness relative to product quality, competitiveness, and alignment with benefits. Furthermore, Sitorus (2022) outlines three main pricing approaches: cost-based, competition-based, and optimum. The term "optimum price" refers to a price point that balances consumer willingness to pay with company profitability, while considering market demand and alternatives. Kotler & Armstrong (2020) also highlight psychological pricing, where price influences perception beyond numeric value, and dynamic pricing, which adjusts based on time or demand. Sudirjo (2024) expands this further by including value-based pricing and tiered pricing models to appeal to different market segments. Thus, price is a cost and a strategic tool influencing consumer behavior and purchasing power.

2.3. Purchase Interest

Purchase interest is a consumer's conscious plan to buy a product after evaluating its value and relevance. Peter & Olson (2013) define it as a planned behavior, while Kotler and Armstrong in Wardhana (2024) describe it as a reflection of experience, product knowledge, and emotional response. Purchase intention is formed through cognitive and affective evaluations, often involving brand awareness, preference, and trust. The American Marketing Association says it involves rational judgment and emotional impulse. Lucas et al. (2012) identify five key elements of purchase intention: attention, interest, desire, confidence, and decision. Schiffman & Kanuk (2010) and Kotler & Keller (2016) emphasize that intention develops from a sequence of psychological responses such as awareness, preference, and conviction. Tjiptono in Aptaguna & Pitaloka (2016) classifies it into several types: transactional, referential, preferential, and exploratory. These categories help marketers identify whether a consumer is ready to act or is still gathering information. Purchase interest is also shaped by internal and external factors, including product quality, brand image, peer influence, and situational factors like discounts or social trends (Wardhana, 2024). Yamit in Ariyanti & Darmanto (2020) highlights post-purchase satisfaction as a crucial feedback loop influencing future intentions.

2.4. Buying decision

The purchase decision culminates the consumer decision-making process, where choices become actions. Kotler and Keller in Prasetiawan et al. (2021) define it as the decision to buy or not to buy a particular product, influenced by various external and internal factors. Schiffman & Kanuk (2010) argue that this process includes evaluating product types, brands, timing, payment methods, and quantities. Firmansyah (2019) and Alma Buchari in Maruapey et al. (2022) outline decision stages such as problem recognition, information search, evaluation of alternatives, purchase, and post-purchase behavior. These stages are influenced by consumer motivation, social context, prior experience, and perceived risk. Engel in Firmansyah (2019) explains that internal and external stimuli trigger evaluation loops that lead to final actions. In addition, emotions play a vital role in shaping decisions, especially for products related to identity and self-expression. Thus, the purchase decision is not solely rational but is profoundly shaped by affective responses and contextual considerations. Understanding the dynamics of buying decisions helps businesses design customer journeys that foster trust and reduce uncertainty, thereby increasing conversion rates and brand loyalty. Based on the theoretical framework and previous empirical studies, the following hypotheses are proposed to examine the relationships between product quality, price, purchase intention, and purchase decision:

H1: Product quality has a significant and positive effect on purchase intention.

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H2: Price has a significant and positive effect on purchase intention.

H3: Product quality has a significant and positive effect on purchase decisions.

H4: Price has a significant and positive effect on purchase decisions.

H5: Purchase intention has a significant and positive effect on purchase decision.

H6: Product quality significantly affects purchase decision through purchase intention as a mediating variable.

H7: Price significantly affects purchase decision through purchase intention as a mediating variable.

III. Research Method

3.1. Research Design

This study adopts a quantitative research design using a survey approach to examine the causal relationships between variables. As Creswell (2016) described, quantitative research involves testing objective theories by examining relationships among variables measured numerically and analyzed using statistical procedures. The survey method was chosen because it allows the collection of standardized data from a large population, making it suitable for analyzing consumer perceptions in a specific market segment. This method is particularly appropriate when studying behavioral variables such as purchase intention and decision-making.

3.2. Research Location and Time

This research was conducted in Purworejo Regency, Central Java Province. The location was selected due to its growing local cosmetic market and the region's widespread distribution of La Tulipe products. Data collection was carried out from May to July 2025. The timeframe was chosen to align with post-festival seasons when consumer purchasing behavior typically increases, providing richer data.

3.3. Population and Sample

This study's population includes Purworejo residents who have used La Tulipe cosmetic products. As the region's total number of La Tulipe users is unknown, the population is considered indeterminate or infinite. Sugiyono, (2021). A non-probability sampling technique, namely purposive sampling, was applied. This method was selected to ensure that respondents met specific inclusion criteria relevant to the research objectives. The criteria were: (1) aged 17 or older, (2) domiciled in Purworejo, and (3) having experience using La Tulipe products. This approach enhances the accuracy of responses, as the selected individuals are more likely to provide relevant insights based on actual usage experience. Using the Wibisono formula, the minimum required sample size was calculated at 96.04. To enhance statistical power and mitigate potential issues such as non-response, incomplete data, or outliers, the sample size was rounded up to 100 respondents. This rounding (approximately a 4% increase) remains within an acceptable tolerance and does not negatively affect the statistical validity of the study. Moreover, it improves data robustness and supports a more reliable generalization of results.

$$N = \left(e\left(\frac{Z\alpha}{2} \cdot \sigma\right)\right)2$$

$$N = \left(\frac{(1{,}96 \cdot 0{,}25)}{0.05}\right)2$$

N = 94.05 rounded to 100

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Based on this formula, the calculated minimum sample size is 96.04 respondents, which is then rounded up to 100 respondents who are consumers of La Tulipe beauty products in Purworejo Regency.

3.4. Data Collection

The primary data collection instrument was a structured questionnaire distributed directly to respondents. Each questionnaire consisted of items measured using a 5-point Likert scale ranging from Strongly Disagree (1) to Agree (5) Strongly. Direct distribution was chosen to improve response rates and reduce data entry errors, though potential selection bias is acknowledged. The questionnaire was developed by adapting validated items from previous studies relevant to product quality, price, purchase intention, and purchase decision.

3.5. Data Analysis

The data analysis was performed using SPSS version 16. Tests included the Kolmogorov-Smirnov test for normality, the multicollinearity test using Tolerance and VIF values, and the Glejser test for heteroscedasticity. Using these diagnostic tests ensures that the assumptions for regression analysis are met, which is critical for obtaining valid results. Multiple linear regression analysis was applied to examine the direct effects. The F-test was used to test the simultaneous influence of independent variables, while the t-test assessed the partial effects. The Sobel test was employed to analyze the mediating role of purchase intention. This method is appropriate for examining the significance of indirect effects in models involving mediating variables.

IV. Results and Discussion

4.1. Respondent Demographics

This study involved 100 respondents with diverse demographic characteristics, including age, education level, occupation, and monthly income. Most respondents (45%) were between 26 and 35, representing the productive working-age group. Most respondents (42%) had completed senior high school (SMA/SMK), indicating a predominance of participants who entered the workforce without pursuing higher education. Regarding occupation, the largest group worked as private employees (38%), suggesting stable formal employment. Additionally, 36% of respondents reported a monthly income between IDR 2,000,000 and IDR 3,000,000, reflecting a lower-middle income level. These demographics provide important context for interpreting the study's findings :

Table 1. Respondent Demographics

Variable	Highest Category	Frequency
Age	26 – 35 years	45
Education	Senior High School (SMA/SMK)	42
Occupation	Private Employee	38
Monthly Income	IDR 2,000,000 – IDR 3,000,000	36

Therefore, it can be concluded that the respondents in this study were predominantly productive-age individuals with a secondary education background, working in the private sector, and earning a lower-middle income.

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4.2. Validity Test

The validity test in this study was conducted using the Pearson product-moment correlation technique to determine the extent to which each questionnaire item accurately measures the intended construct or variable. The critical r-value (r table) was established based on a sample size of n = 100 and a significance level of α = 0.05, resulting in a threshold of 0.195. Therefore, an item is considered valid if the correlation coefficient between the item score and the total variable score (r calculated) exceeds this critical value:

Table 2. Validity Test

Item	R Calculate	R Table	Result
X1.1	0.421	0.195	Valid
X1.2	0.503	0.195	Valid
X1.3	0.566	0.195	Valid
X1.4	0.565	0.195	Valid
X1.5	0.675	0.195	Valid
X2.1	0.196	0.195	Valid
X2.2	0.374	0.195	Valid
X2.3	0.263	0.195	Valid
X2.4	0.453	0.195	Valid
X2.5	0.229	0.195	Valid
Y.1	0.363	0.195	Valid
Y.2	0.295	0.195	Valid
Y.3	0.258	0.195	Valid
Y.4	0.212	0.195	Valid
Y.5	0.308	0.195	Valid
Z.1	0.423	0.195	Valid
Z.2	0.320	0.195	Valid
Z.3	0.643	0.195	Valid
Z.4	0.400	0.195	Valid
Z.5	0.582	0.195	Valid

Based on the validity test results, all questionnaire items for the variables Product Quality (X1), Price (X2), Purchase Intention (Z), and Purchase Decision (Y) showed correlation coefficients (r calculated) greater than the critical value (r table). Therefore, all instrument items for these four variables are statistically valid. This indicates that each item accurately represents the measured construct and is suitable for data collection in this study. High instrument validity ensures that the collected data reflects the actual conditions in the field and can be reliably used for further analyses, such as reliability and hypothesis testing.

4.3. Reliability Test

The reliability test in this study was conducted to assess the instrument's consistency when measured under the same conditions. The technique used was the calculation of Cronbach's Alpha coefficient, a widely accepted method for testing the internal consistency of an instrument. An instrument is considered reliable if the Cronbach's Alpha value exceeds 0.6, which several statisticians recognize as the minimum acceptable threshold for reliability.

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Table 3. Reliability Test

Variable	Number of Items	Cronbach's Alpha	Result
Product Quality (X1)	5	0.773	Reliable
Price (X2)	5	0.670	Reliable
Purchase Decision (Y)	5	0.717	Reliable
Purchase Intention (Z)	5	0.709	Reliable

Based on the analysis, the Cronbach's Alpha values for each variable were obtained as follows: Product Quality (X1) with five items scored 0.773, Price (X2) with five items scored 0.670, Purchase Intention (Z) with five items scored 0.709, and Purchase Decision (Y) with five items scored 0.717. All Cronbach's Alpha values exceeded the threshold of 0.6, indicating that the research instruments are reliable. This means each item within the variables has good internal consistency and can be trusted for data collection. These results reinforce confidence that the instrument produces stable and accurate data suitable for further analysis to examine relationships among variables in the study.

4.4. Normality Test

Table 4. Normality Test

Unstandardized Residual		
N		99
Normal Parameters[a]	Mean	.0000000
	Std. Deviation	1.48830073
Most Extreme Differences	Absolute	.127
	Positive	.127
	Negative	-.092
Kolmogorov-Smirnov Z		1.265
Asymp. Sig. (2-tailed)		.081

The Kolmogorov-Smirnov test results showed a significance value (Asymp. Sig. 2-tailed) of 0.081, greater than the predetermined significance level of 0.05 (α = 5%). Based on the normality test decision criteria, where data are considered normally distributed if the significance value is greater than 0.05, the data in this study are statistically normally distributed. This normal distribution indicates that the data are suitable for further statistical analyses that assume normality, such as regression and correlation tests. This strengthens the validity of the analysis results and the interpretation of relationships between variables in the study.

4.5. Multicollinearity Test

Table 5. Multicollinearity Test

Variable	Tolerance Value	VIF	Description
Product Quality (X1)	0.665	1.504	No multicollinearity detected.
Price (X2)	0.574	1.743	No multicollinearity detected.
Purchase Intention (Z)	0.678	1.475	No multicollinearity detected.

Based on the test results in this study, the Tolerance value for the Product Quality variable was 0.665, for the Price variable 0.574, and the Purchase Intention variable 0.678. Meanwhile, the corresponding VIF values were 1.504 for Product Quality, 1.743 for Price, and 1.475 for Purchase Intention. According to commonly accepted criteria for multicollinearity testing, if the Tolerance value is greater than 0.1 and the VIF value is less than 10, it can be concluded that there is no significant multicollinearity problem among the variables. In this study, all independent variables have Tolerance values well above the minimum threshold of 0.1 and VIF values far below the maximum threshold of 10. Therefore, it can be concluded that no

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multicollinearity exists among the independent variables examined. This condition indicates that the variables are independent and can be simultaneously used in the regression model without distorting the analysis results.

4.6. Heteroscedasticity Test

Next, to test whether the residual variance in the regression model is constant (the assumption of homoscedasticity), a heteroscedasticity test was conducted using the Glejser method. This test aims to determine whether a specific pattern in the error variance could affect the model's validity.

Table 6. Heteroscedasticity Test

Variable	Sig. Value	Description
Product Quality (X1)	0.537	No heteroscedasticity detected.
Price (X2)	0.103	No heteroscedasticity detected.
Purchase Intention (Z)	0.581	No heteroscedasticity detected.

The results of the Glejser test show that all significance values for the tested variables are above 0.05 (α = 5%). According to the decision criteria, if the significance value is greater than 0.05, it can be concluded that there is no heteroscedasticity in the regression model. In other words, the residual variance of the model is constant, and thus the assumption of homoscedasticity is fulfilled. This condition is crucial, indicating that the constructed regression model is valid and can provide efficient and unbiased estimates.

4.7. F-Test (Simultaneous)

a. Equation 1: The Effect of Product Quality and Price on Purchase Intention

Table 7. F Test Equation 1

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	237.047	2	118.524	22.804	.000[a]
	Residual	498.953	96	5.197		
	Total	736.000	98			
a. Predictors: (Constant), Price (X2), Product Quality (X1)						
b. Dependent Variable: Purchase Intention (Z)						

Based on the regression analysis for the first equation, the calculated F-value is 22.804 with a significance value of 0.000. Since the significance value is less than 0.05, it can be concluded that the Product Quality (X1) and Price (X2) variables simultaneously have a significant effect on Purchase Intention (Z). These two variables can explain the variation in consumers' purchase intention toward La Tulipe products.

b. Equation 2: The Influence of Product Quality, Price, and Purchase Interest on Purchasing Decisions

Table 8. F-Test Equation 2

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	287.835	3	95.945	41.989	.000[a]
	Residual	217.074	95	2.285		
	Total	504.909	98			
a. Predictors: (Constant), Purchase Intention (Z), Product Quality (X1), Price (X2)						
b. Dependent Variable: Purchase Decision (Y)						

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In the second equation, the regression analysis results show an F-value of 41.989 with a significance level of 0.000. This value is below 0.05, indicating that Product Quality (X1), Price (X2), and Purchase Intention (Z) simultaneously have a significant effect on Purchase Decision (Y). This implies that these three variables can explain the variations in consumer purchase decisions regarding La Tulipe products in Purworejo.

4.8. t-Test (Partial)

a. Equation 1: The Effect of Product Quality and Price on Purchase Intention

Table 9. t-Test Equation 1

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.641	2.104		2.681	.009
	Product Quality (X1)	.160	.088	.185	1.824	.071
	Price (X2)	.542	.124	.443	4.375	.000
a. Dependent Variable: Purchase Intention (Z)						

Partially, the Product Quality variable (X1) has a regression coefficient of 0.160, a t-value of 1.824, and a significance level of 0.071. Since the significance value is greater than 0.05, Product Quality does not significantly affect Purchase Intention. Meanwhile, the Price variable (X2) shows a regression coefficient of 0.542, a t-value of 4.375, and a significance level 0.000. As this value is less than 0.05, it can be concluded that Price has a positive and significant effect on Purchase Intention. Thus, the more affordable or favorable the perceived price is to consumers, the higher their intention to purchase La Tulipe products.

b. Equation 2: The Influence of Product Quality, Price, and Purchase Interest on Purchasing Decisions

Table 10. t-Test Equation 2

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.947	1.446		3.420	.001
	Product Quality (X1)	.133	.059	.186	2.249	.027
	Price (X2)	.273	.090	.269	3.032	.003
	Purchase Intention (Z)	.373	.068	.450	5.509	.000
a. Dependent Variable: Purchase Decision (Y)						

Partially, the Product Quality variable (X1) has a coefficient of 0.133, a t-value of 2.249, and a significance level of 0.027. Since the significance value is less than 0.05, Product Quality significantly affects Purchase Decision. The Price variable (X2) shows a coefficient of 0.273, a t-value of 3.032, and a significance level of 0.003, also below 0.05. This indicates that Price has a positive and significant effect on Purchase Decision. Finally, the Purchase Intention variable (Z) has a coefficient of 0.373, a t-value of 5.509, and a significance level of 0.000. This also demonstrates a significant influence on the Purchase Decision. In other words, the higher the consumer's purchase intention toward La Tulipe products, the greater the likelihood that the consumer will decide to buy the product.

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4.9. Sobel Test

The Sobel test was conducted to examine the indirect (mediating) effect of Purchase Intention (Z):

- Price (X2) → Purchase Intention (Z) → Purchase Decision (Y): Sobel test statistic = 3.418, p = 0.00063 → Significant mediation.
- Product Quality (X1) → Purchase Intention (Z) → Purchase Decision (Y): Sobel test statistic = 1.726, p = 0.0844 → Insignificant mediation.

The Sobel test assessed the mediating role of Purchase Intention in the relationship between the independent variables and Purchase Decision. The results indicate that the indirect effect of Price on Purchase Decision through Purchase Intention is not statistically significant, with a Sobel value of 1.726 and a p-value of 0.084 (> 0.05). This suggests that Purchase Intention does not significantly mediate the relationship between Price and Purchase Decision, implying that Price influences consumer decisions directly. Conversely, the indirect effect of Product Quality on Purchase Decision through Purchase Intention is statistically significant, with a Sobel value of 3.418 and a p-value of 0.0006 (< 0.05). This shows that Purchase Intention effectively mediates the relationship between perceived Product Quality and Purchase Decision. In other words, good product quality can enhance consumers' purchase intention, subsequently driving them to purchase.

4.10. Discussion

1) H1: Product Quality Has a Significant Effect on Purchase Intention
The t-test result for H1 showed a significance value of 0.071, indicating that product quality does not significantly affect purchase intention. This finding suggests that although La Tulipe consumers recognize product quality, it is not the main factor driving their initial intention to buy. This is consistent with Mutiara (2024), who found similar results for MS Glow, indicating that product quality may already be perceived as a given for well-established brands. In such cases, other factors like emotional appeal, promotional messages, or peer influence may dominate the intention formation stage.
2) H2: Price Has a Significant Effect on Purchase Intention
The statistical analysis revealed a significance value of 0.000, indicating that price strongly and positively influences purchase intention. This confirms that consumers evaluate price not just as a cost but as an indicator of value, fairness, and accessibility. It aligns with findings by Trisdiyana & Handayani (2023), showing that competitive pricing stimulates interest, especially in price-sensitive markets. It also reflects modern consumer behavior where price transparency and discount exposure, particularly via social media, affect intention even before quality is evaluated.
3) H3: Product Quality Has a Significant Effect on Purchase Decision
The t-test showed a significance level of 0.027, meaning product quality significantly affects purchase decisions. This result supports the theory that while product quality may not trigger initial intention, it becomes crucial when making the actual decision. This finding aligns with Hikmah (2023), who noted that trusted product performance builds confidence and encourages purchase. Consumers tend to rely on previous experience and perceived reliability at the decision-making stage, making quality a core consideration when finalizing the purchase.
4) H4: Price Has a Significant Effect on Purchase Decision
The result showed a significance value of 0.003, indicating that price positively and significantly affects the decision to purchase. This suggests that price is not only a trigger of interest but also a persuasive factor during decision-making. The result is consistent with Az-Zahra Azis & Mukhsin (2024), who found that fair pricing encourages purchase across income groups. Price likely shapes

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the perception of risk versus reward. Consumers will be more likely to purchase if they feel the price is justified relative to the expected benefits.

5) H5: Purchase Intention Has a Significant Effect on Purchase Decision
The t-test result showed a significance value of 0.000, confirming that purchase intention significantly influences purchase decision. This validates classic consumer behavior models (Kotler et al., 2021), where intention is the immediate precursor to action. The finding aligns with Trisdiyana & Handayani (2023), reinforcing that the likelihood of actual purchase increases significantly once intention is formed. It also demonstrates that managing consumer attitudes and interests is crucial in moving them toward purchase.

6) H6: Product Quality Has a Significant Effect on Purchase Decision through Purchase Intention
The Sobel test result showed a p-value of 0.084, which is greater than 0.05, indicating that purchase intention does not significantly mediate the effect of product quality on purchase decision. This implies that product quality's influence is more direct than passing through cognitive evaluation stages, such as intention. This could be because consumers have long been familiar with La Tulipe's product performance, reducing the need for extended consideration. This finding is similar to Mutiara (2024), suggesting that quality in well-known brands is a decisive driver rather than a motivator of interest.

7) H7: Price Has a Significant Effect on Purchase Decision through Purchase Intention
The Sobel test showed a p-value of 0.0006, indicating that purchase intention significantly mediates the relationship between price and purchase decision. This confirms that pricing influences both the affective and cognitive stages of decision-making. It supports the micro-model of consumer response (Kotler et al., 2021), where price perception generates attention and interest before leading to action. Thus, pricing strategies can enhance perceived value and drive the psychological momentum toward purchasing.

V. Conclusion

This study aimed to examine the influence of product quality and price on purchasing decisions, directly and indirectly through purchase intention, among La Tulipe cosmetic consumers in Purworejo, Indonesia. Using a quantitative approach with 100 respondents, the study found that price significantly influences both purchase intention and purchasing decision, while product quality significantly influences purchasing decision but not purchase intention. Furthermore, purchase intention was found to mediate the relationship between price and purchasing decision, but not between product quality and purchasing decision.

These findings contribute to a deeper understanding of consumer behavior in the cosmetics industry by highlighting the asymmetric roles played by product quality and price in different stages of the decision-making process. While price emerges as a strong predictor of intention and action, product quality primarily influences the final decision rather than the formation of purchase intention. This implies that consumers may not necessarily be drawn to a product initially because of its quality, but will heavily consider quality before completing the purchase. The role of purchase intention as a mediating variable underscores the importance of psychological processes in consumer behavior. When pricing aligns with consumer expectations of value and fairness, it fosters a positive emotional and cognitive response that increases the likelihood of actual purchase. In contrast, product quality may bypass this intention-building stage, particularly when it is already internalized as a brand attribute, as with La Tulipe. From a managerial standpoint, the findings suggest that pricing strategy should not be viewed merely as a cost-based calculation but as a strategic communication of value. Brands should ensure that their pricing reflects affordability and resonates with consumer perceptions of fairness, benefit, and emotional appeal. For local cosmetic brands operating in competitive markets, aligning price positioning with perceived value is key to stimulating interest and driving action.

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Simultaneously, maintaining consistent product quality remains crucial for converting intention into purchase and building long-term loyalty. Marketers should view product quality as a trust-building mechanism that supports repeat purchases, particularly in saturated product categories like skincare and beauty. In terms of theoretical contribution, this research affirms the differentiated pathways through which product attributes influence consumer behavior—supporting hybrid consumer decision models that recognize both direct and indirect influence mechanisms. It also supports the dual-process theory in marketing, where rational evaluation (product quality) and affective perception (price) work in tandem to influence outcomes.

For future research, exploring other mediating or moderating variables such as brand image, trust, customer experience, or perceived risk is recommended to understand further the complexities of consumer decision-making in the cosmetics sector. Longitudinal studies could also assess whether these relationships evolve with brand familiarity or changing consumer trends. Moreover, comparative studies between local and international brands may uncover cultural or psychological nuances in consumer behavior specific to the Indonesian market. This study has several limitations that should be acknowledged. First, the research focuses on a single local brand, La Tulipe. It is confined to the geographic area of Purworejo, which may limit the generalizability of the findings to broader or more diverse populations. Second, the study relies solely on self-reported questionnaire data, which may be subject to social desirability bias. Third, the analysis did not incorporate potential moderating variables such as brand image, consumer trust, or promotional exposure that may influence the relationships between variables. Future research is recommended to expand the scope to include multiple cosmetic brands, both local and international, and to compare different demographic or regional segments. In addition, researchers may consider incorporating longitudinal or experimental designs to track behavioral changes over time. Exploring moderating or mediating factors such as customer experience, perceived risk, or digital engagement would also provide deeper insights into consumer decision-making in the beauty product industry.

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