



The Influence of Brand Image, Product Quality, and Price on Purchasing Decisions of Y.O.U Sunscreen

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Abstract

This study aims to analyze the influence of brand image, product quality, and price on purchasing decisions of Y.O.U sunscreen. The research method used is a quantitative approach with probability sampling techniques through simple random sampling. Data were collected through questionnaires and analyzed using multiple linear regression. The results show that brand image and product quality have a positive and significant influence on purchasing decisions, while price has a negative influence on purchasing decisions.

Keywords: Brand Image, Product Quality, Price, Purchasing Decisions, *Sunscreen Y.O.U.*

1. Introduction

Physical beauty is increasingly regarded as an important aspect of modern life. Expressions like “if you are good-looking, your life will be secure” reflect how appearance can influence various social and professional aspects. This has led to a growing public interest in skincare and body care using beauty products from both local and international brands. As demand continues to rise, the beauty industry has also experienced rapid growth, with numerous manufacturers competing to provide high-quality products to meet consumer expectations.

Skincare trends are now popular not only among women but also among men (Leona, 2022). According to Hartati (2022), the growing awareness among Indonesian women of the importance of daily skincare has encouraged manufacturers to create high-quality products. In the era of globalization, the wide variety of brands and product options provides consumers with the freedom to choose products that suit their needs and preferences.

One of the beauty products experiencing increased demand is sunscreen. This product has become popular due to its benefits in protecting the skin from the harmful effects of UV rays, especially in tropical countries like Indonesia, where sunlight intensity is high. Sunscreen is essential for both

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men and women, as UV exposure can cause premature aging and sunburn. Health expert Dr. Nana Novia, Sp.KK, emphasized that UV rays can even penetrate glass, making sunscreen application before activities a necessity. However, price remains a primary consideration for some consumers when choosing sunscreen products. Additionally, product quality is a crucial factor influencing purchasing decisions.

According to Tjiptono in Montolalu et al. (2021), product quality is a dynamic condition related to products, services, and processes that can meet consumer expectations. In addition to price and quality, brand image also plays a significant role in purchasing decisions. Henslowe in Parengkuan et al. (2018) stated that brand image is the impression consumers gain based on their level of knowledge and understanding of a product. Therefore, companies need to build a positive brand image to gain consumer trust and enhance purchasing decisions.

Y.O.U is a cosmetic brand under PT Jalur Mandiri Utama, established in 2018. The brand offers a variety of skincare and beauty products containing natural ingredients. However, according to data from Markethac, Y.O.U has not yet ranked among the top 10 best-selling sunscreen brands in Indonesia, indicating that many consumers have not adopted its products. This is closely related to the brand image, which is not yet widely recognized by the public.

In Sariyanti (2023) study, brand image has a significant influence on purchasing decisions, as the more well-known a product is, the easier it is for companies to attract consumer interest. Good product quality is also a key factor in enhancing purchasing decisions. Rosita & Novitaningtyas (2021) stated that the sustainability of a business depends on its ability to improve product quality to meet consumer expectations. Additionally, Rahardi et al. (2024) emphasized that pricing that aligns with the benefits provided encourages consumers to make purchases and build loyalty toward specific products.

Based on the background outlined earlier, the research problem formulation is as follows:

1. What are consumers' perceptions of purchasing decisions for Y.O.U sunscreen products?
2. What are consumers' perceptions of the brand image of Y.O.U sunscreen?
3. What are consumers' perceptions of the product quality of Y.O.U sunscreen?
4. What are consumers' perceptions of the price of Y.O.U sunscreen?
5. Does brand image influence purchasing decisions for Y.O.U sunscreen?
6. Does product quality influence purchasing decisions for Y.O.U sunscreen?
7. Does price influence purchasing decisions for Y.O.U sunscreen?
8. Do brand image, product quality, and price simultaneously influence purchasing decisions for Y.O.U sunscreen?

The research objectives to be achieved in this study are as follows:

1. To analyze consumers' perceptions of factors influencing purchasing decisions for Y.O.U sunscreen products.
2. To analyze consumers' perceptions of the influence of brand image on purchasing decisions for Y.O.U sunscreen products.
3. To analyze consumers' perceptions of the influence of product quality on purchasing decisions for Y.O.U sunscreen products.

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4. To analyze consumers' perceptions of the influence of price on purchasing decisions for Y.O.U sunscreen products.
5. To determine whether brand image influences purchasing decisions for Y.O.U sunscreen.
6. To determine whether product quality influences purchasing decisions for Y.O.U sunscreen.
7. To determine whether price influences purchasing decisions for Y.O.U sunscreen.
8. To analyze whether brand image, product quality, and price simultaneously influence purchasing decisions for Y.O.U sunscreen?

2. Literature Review

2.1 Brand Image

Brand image is the consumer's perception of a brand, as reflected by the associations stored in their memory. These associations may take the form of thoughts or specific images linked to the brand (Alma, 2018, p. 67).

Usvela et al. (2019) state that brand image is the consumer's opinion and belief about the quality of a product being offered. According to Aaker (2020:213), the indicators that shape brand image are:

1. Recognition – The level at which a brand is recognized by consumers. If a brand is not well known, its products often have to rely on low pricing to be sold.
2. Reputation – The level of reputation or high status that a brand holds due to a positive track record. Products with a well-liked brand are easier to sell, and those perceived as having high quality tend to enjoy a good reputation.
3. Affinity – The appeal or emotional relationship that develops between a brand and its customers.

2.2 Product Quality

According to Laksana (2019:144), product quality is explained through eight main dimensions:

1. Performance – The functional aspect of a product that serves as the primary consideration for customers when purchasing, including speed, ease of acquisition, and cost efficiency in usage.
2. Features – Additional characteristics that complement the product's basic function, providing added value and distinguishing it from competitors.
3. Reliability – The ability of a product to function properly over a certain period without damage or failure.
4. Conformance – The degree to which a product meets the specified requirements based on customer expectations, reflecting how well the product design and operation align with established standards.
5. Durability – The lifespan of a product before requiring replacement, indicating its longevity.
6. Serviceability – The ease and speed of product repair when damage occurs, including the accessibility of after-sales service.
7. Aesthetics – A subjective assessment of the product's appearance, taste, sound, or aroma, influencing its appeal to customers.
8. Perceived Quality – Customers' perception of product quality based on brand reputation, advertising, or previous experiences.

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2.3 Price

Kotler and Keller (2016:345) state that price is “one of the elements of the marketing mix that generates revenue.” According to (Lamb et al., 2016, p. 121), price is what consumers (buyers) must give to obtain a product.

The indicators characterizing price used in this research (Kotler and Armstrong, 2016) are:

1. Price Affordability – The extent to which consumers can afford the product's price.
2. Price Competitiveness – The ability of a product's price to compete with similar products in the market.
3. Price-Quality Suitability – The alignment between the price and the quality of the product.
4. Price-Benefit Suitability – The correspondence between the price and the benefits offered by the product.

2.4 Purchasing Decisions

A purchasing decision is a decision-making process regarding whether to buy or not, including determining what to buy, which is derived from previous activities (Assauri, 2016).

According to Kotler and Keller (2016:201), the indicators of purchasing decisions consist of six components:

1. Product Choice – Selection of the product to be purchased.
2. Brand Choice – Selection of the brand for the product.
3. Dealer Choice – Selection of the distribution channel or place of purchase.
4. Purchase Amount – Quantity or volume of purchase.
5. Purchase Timing – The time when the purchase is made.

2.5 Previous Studies

Previous studies serve as an essential foundation by providing insights into concepts, methods, and findings related to the topic. They help researchers identify research gaps, strengthen theoretical arguments, and ensure the novelty of the study.

Table 1 Previous Studies

No	Titles	Authors	Findings	Similarities & Differences
1	The Influence of Brand Image, Brand Trust, and Electronic Word of Mouth on Purchase Decisions of Nivea Body Lotion (A Study on Shopee Mall Users in Bandung)	(Saniyyah et al., 2024)	The research findings indicate that partially, Brand Image and Brand Trust have a positive and significant influence on purchasing decisions, while Electronic Word of Mouth does not have a significant effect.	Similarities: Independent variable of brand image and the dependent variable of purchasing decisions. Differences: Independent

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No	Titles	Authors	Findings	Similarities & Differences
			Simultaneously, Brand Image, Brand Trust, and Electronic Word of Mouth collectively have a significant influence on purchasing decisions.	variables of brand trust and electronic word of mouth, as well as the research location.
2	The Influence of Brand Image and Product Quality on Purchase Decisions of Vans Shoes in E-Commerce	(Lestari & Rahmi, 2025)	The research findings indicate that brand image partially has a negative and insignificant influence on purchasing decisions, while product quality has a positive and significant influence. Simultaneously, brand image and product quality have a positive and significant impact on purchasing decisions.	Similarities: Independent variables of brand image and product quality, along with the dependent variable of purchasing decisions. Differences: Research location.
3	The Influence of Product Quality, Brand Trust, and Electronic Word of Mouth on Purchase Decisions of Wardah Sunscreen Products Containing 4-Methylbenzylidene Camphor (4-MBC)	(Oktavianti et al., 2024)	The research findings indicate that partially, product quality significantly influences purchasing decisions, while electronic word of mouth does not have a significant effect on purchasing decisions for Wardah sunscreen products containing 4-MBC.	Similarities: Independent variable of product quality and the dependent variable of purchasing decisions. Differences: Independent variables of brand trust and electronic word of mouth, as well as the



No	Titles	Authors	Findings	Similarities & Differences
				research location.
4	The Influence of Price, Brand Image, and Product Variety on Purchase Decisions of Lifebuoy Liquid Soap in Bandung City	(Hartina et al., 2023)	The research findings show that partially, price and brand image have a positive and significant influence on purchasing decisions, while product diversity does not have a significant effect. However, simultaneously, all three variables have a significant influence.	Similarities: Independent variables of price and brand image, along with the dependent variable of purchasing decisions. Differences: Independent variable of product diversity and the research location.
5	The Influence of Product Quality and Promotion on Purchase Decisions of Mountea (A Study on Consumers in Bandung)	(Septiyani & Sarah, 2024)	The research findings show that both partially and simultaneously, product quality and promotion positively and significantly influence purchasing decisions, with independent variables contributing 74.7%. Product quality is identified as the dominant influencing factor.	Similarities: Independent variable of product quality and the dependent variable of purchasing decisions. Differences: Independent variable of promotion and the research location.
6	The Influence of Product Quality, Price, and Online Customer Rating on Purchase Decisions of UMKM	(Oktaviana et al., 2024)	The research findings indicate that product quality and online customer ratings have a positive partial	Similarities: Product quality, price, and the dependent variable of



No	Titles	Authors	Findings	Similarities & Differences
	Basreng Sultan Bandung Products		influence on purchasing decisions, while price does not have a significant effect.	Differences: The independent variable of online customer ratings and the research location.

Source: Source: Data Processed in 2025

3. Research Method

3.1 Analysis Method

The type of research used in this study is quantitative with a descriptive and verification approach. Quantitative research is a type of study characterized by being systematic, planned, and clearly structured from the beginning to the research design stage.

Sugiyono (2019:13) states that quantitative research methods are based on positivist philosophy, used to study specific populations or samples. Sampling techniques are generally conducted randomly; data collection uses research instruments, and data analysis is quantitative/statistical, aiming to test predetermined hypotheses.

3.2 Operationalization of Variables

This study involves four variables: brand image (X1), product quality (X2), price (X3), and purchasing decisions (Y).

Table 2 Operationalization of Variables

No	Variables	Concept of Variables	Dimensions	Indicators	Question Number	Skala
1	Purchasing Decisions (Y)	In the evaluation stage, consumers choose among several brands and may be more inclined to purchase from their preferred brand.	Product choice Brand Choice	Consumers decide which brand to buy. Consumers determine the brand to purchase.	1 2	Ordinal

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No	Variables	Concept of Variabels	Dimentions	Indicators	Question Number	Skala
		purchasing decision is an action taken by consumers to buy a product or service (Kotler & Keller, 2016)	Distribution channel options	Consumers choose marketing channels.	3	
			Purchase quantity or volume	Purchase quant based on prod volume.	4	
			Purchase time	Consumers determine the purchase time based on promotions.	5	
2	Brand Image (XI)	Brand describes the extrinsic attributes of a product or service, including how the brand meets the psychological or social needs of customers (Kotler & Armstrong, 2016)	Image Recognition	Consumers recognize the lc of the product.	1	
				Consumers can recall the product.	2	
			Reputation	Consumers evaluate products based on good quality.	3	
			Affinity	Consumers prefer this product over others.	4	Ordinal



No	Variables	Concept of Variabels	Dimentions	Indicators	Question Number	Skala
				Consumers have a positive response to the product's quality.	5	
3	Product (X2)	QualityProduct refers to a condition related to products, services, people, processes, and environments that meet or exceed expectations (Herdiana, 2015).	Product quality Product Convenience Ease	Consumer convenience in using the product How consumers easily obtain desired products	1 2	Ordinal
			Product Brand	Consumer assessment of product quality from a brand	3	
			Conformity	Product, related to the level of conformity with predetermined specifications based on customer desires. Conformity reflects the degree of alignment between product design characteristics and established quality standards.	4	



No	Variables	Concept of Variables	Dimensions	Indicators	Question Number	Skala
4	Price (X3)	Price is the amount of money charged for a product or service, or the sum of the values exchanged by customers to obtain the benefits of owning or using goods and services. Price serves as a benchmark for the conformity of product benefits (Kotler & Armstrong, 2016).	Price Affordability	Affordable Product	1	Ordinal
			Price competitiveness or affordability	Price in line with product usage	2	
			Price-quality alignment	Price in line with product quality	3	
			Price-benefit alignment	Price in line with product benefits	4	

Source: Source: Data Processed in 2025

3.3 Sample and Population

The sampling procedure used in this study applies the probability sampling technique using the simple random sampling method. (Sugiyono, 2019) explains that simple random sampling is characterized by selecting sample members from the population randomly without considering the existing strata within that population. In other words, individuals selected meet the criteria determined for this study.

In a research population, the size may be either known (finite) or unknown (infinite) (Sugiyono, 2019:137). In this study, the population size is unknown. Based on data from the Central Statistics Agency (Badan Pusat Statistik, BPS), there are 16,222,211 individuals aged 15-35 years. With a 10% margin of error, the Slovin formula is applied as follows:

$$n = \frac{N}{1 + N e^2}$$

Where:

N = Population size (16,222,211)

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n = Sample size

e = Error tolerance (10% or 0.10)

Substituting the values:

$$n = \frac{16.222.211}{1 + 16.222.211(0,1)^2} = n = \frac{16.222.211}{16.222.212(0,01)} = n = \frac{16.222.211}{162.222,12} = 100$$

The result of the Slovin formula calculation is 100 respondents. The researcher distributed 100 questionnaires to account for potential errors in data collection.

4. Results

4.1 Respondent Characteristics

Table 3 Respondent Characteristics

Characteristics	Category	Frequency (n)	Percentage (%)
Gender	Male	10	10%
	Female	90	90%
Age (years)	< 20	15	15%
	20 - 25	50	50%
	26 - 30	25	25%
	> 30	10	10%
Usage Frequency	Daily	35	35%
	Several times a week	45	45%
	Occasionally	20	20%
Source of Information	Social Media	50	50%
	Online Advertisements	30	30%
	Friend Recommendations	20	20%

Source: Source: Data Processed in 2025

The respondent characteristics in this study consist of 10% males and 90% females, indicating that the majority of Y.O.U Sunscreen users in Bandung are female. Most respondents are aged 20-25 years (50%), a demographic that is generally more aware of skincare. In terms of usage frequency, 45% use the product several times a week, followed by 35% who use it daily. The majority of respondents learned about this product from social media (50%), highlighting the effectiveness of digital marketing in attracting consumers.

4.2 Uji Validitas

The validity test results for variable Y can be seen in the data below:

Table 4 Validity Test Results for Variable Y

Question	r count	r table	Description
I carefully decide which brand to buy when making a purchase	0.885	0.1966	Valid

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Question	r count	r table	Description
I consider various factors before determining the brand to purchase	0.902	0.1966	Valid
I prefer to shop through specific marketing channels that suit my needs	0.893	0.1966	Valid
I adjust my purchase quantity based on the product's volume and my needs	0.893	0.1966	Valid
I decide when to make a purchase based on promotional offers	0.802	0.1966	Valid

Source: Data Processed in 2025

Based on the validity test results, all statement items for the purchase decision variable are valid, as each item has an r count value greater than the r table value of 0.1966. The r count values range from 0.802 to 0.902, indicating a strong correlation between each statement and the overall construct. Therefore, all items can be considered appropriate for measuring the purchase decision variable.

Tabel 5 Validity Test Results for Variable X1

Question	r count	r table	Description
I can easily recognize the logo of this product Y.O.U Sunscreen	0.905	0.1966	Valid
I can recall this product when thinking about similar products	0.896	0.1966	Valid
I evaluate this product based on its good quality	0.836	0.1966	Valid
I prefer this product over other similar products	0.884	0.1966	Valid
I have a positive response to the quality of this product	0.851	0.1966	Valid

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Source: Data Processed in 2025

The validity test results for the Brand Image variable show that all statement items are valid, as each r count value exceeds the r table value of 0.1966. With r count values ranging from 0.836 to 0.905, each item demonstrates a strong correlation with the overall construct. Therefore, all items are appropriate for measuring the Brand Image variable.

Tabel 6 Validity Test Results for Variable X2

Question	r count	r table	Description
I find this product convenient and easy to use	0.694	0.1966	Valid
I can easily obtain this product whenever I need it itmembutuhkannya	0.695	0.1966	Valid
I assess this product's quality based on its brand reputation	0.681	0.1966	Valid
This product meets the expected specifications and aligns with my needs	0.764	0.1966	Valid

Source: Data Processed in 2025

The validity test results for the Product Quality variable indicate that all statement items are valid, as each r count value is greater than the r table value of 0.1966. The r count values range from 0.681 to 0.764, demonstrating a sufficient correlation with the overall construct. Therefore, all items are appropriate for measuring the Product Quality variable.

Tabel 7 Validity Test Results for Variable X3

Question	r count	r table	Description
I consider this product affordable for my budget	0.785	0.1966	Valid
The price of this product is reasonable based on how often I use it	0.864	0.1966	Valid
The price of this product reflects its quality	0.881	0.1966	Valid

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Question	r count	r table	Description
The price of this product is justified by the benefits it provides	0.826	0.1966	Valid

Source: Data Processed in 2025

Similarly, the validity test results for the Price variable confirm that all statement items are valid, as each r count value exceeds the r table value of 0.1966. The r count values range from 0.785 to 0.881, indicating a strong correlation with the overall construct. Therefore, all items are appropriate for measuring the Price variable.

4.3 Reliability Test

According to Sugiyono (2019:362), data is considered reliable if two or more researchers examining the same object produce the same data, or if a data set, when split into two, shows no significant differences. In this research, the instrument reliability test uses Cronbach's Alpha (α) > 0.60 (moderately reliable) to determine the reliability level of each research variable. If the reliability test result is > 0.60 , it indicates a moderately reliable level. However, if the reliability level is < 0.60 , it is considered less reliable.

Table 8 Reliability Test Results for Purchasing Decisions (Y), Brand Image (X1), Product Quality (X2), and Price (X3) Variables

Variable	Reliability Value	Cronbach's Alpha	Description
Purchasing Decisions (Y)	0.923	0,60	Reliable
Brand Image (X1)	0.921	0,60	Reliable
Product Quality (X2)	0.781	0.60	Reliable
Price (X3)	0.857	0,60	Reliable

Source: Data Processed in 2025

Based on Table 8, the Cronbach's Alpha value for each variable is > 0.60 , indicating that the questionnaire in this study meets the reliability requirements and can be considered reliable.

4.4 The Classical Assumption Test

According to Riduwan, the classical assumption test plays an essential role as a statistical requirement to ensure that the regression equation has good quality. Data processing is conducted using computer software. The classical assumption tests established in this research include:

The similarity between the upward-sloping curve and a mountain in this study indicates that the data has a normal distribution. The Normal P-P Plot used in this research shows that the data follows a normal distribution, as evidenced by the points aligned along the diagonal line and following its trajectory.

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4.5 Normality Test

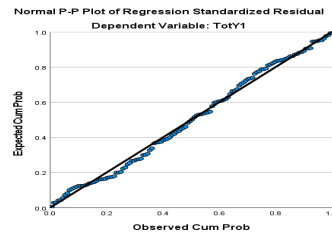


Figure 1 Normality Curve

Source: Data Processed in 2025

4.6 Heteroscedasticity Test

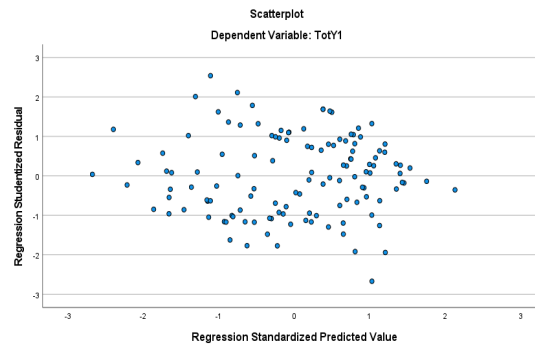


Figure 2 Heteroscedasticity Test Results

Source: Data Processed in 2025

Based on the graph above, the points show a random distribution, located above and below the numerical value of zero on the Y-axis. This observation indicates the absence of heteroscedasticity, making the data suitable for use.

4.7 Multicollinearity Test

Table 9 Multicollinearity Test Results

	B	Std. Error	t	Sig	Tolerance	VIF
1 (Constant)	7,546	3,286	2,296	0,023		
Brand Image (X1)	0,337	0,099	3,416	0,001	0,991	1,009
Product Quality (X2)	0,400	0,107	3,740	0,001	0,984	1,016
Price (X3)	-0,270	0,097	-2,798	0,006	0,976	1,025

Source: Data Processed in 2025

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Based on Table 9, since all tolerance values are above 0.1 and all VIF values are below 10, there is no indication of multicollinearity among the independent variables (Brand Image, Product Quality, and Price). This suggests that the variables can be used together in the regression model without affecting the accuracy of the results.

4.8 Multiple Regression Analysis

Based on the Table 9 above, the multiple regression equation is obtained as follows:

$$Y = 7.546 + 0.337X_1 + 0.400X_2 - 0.270X_3$$

The interpretation of the regression equation is as follows:

1. Constant (7.546)

The constant value is positive at 7.546. This indicates a direct relationship between the independent variables and the dependent variable. It implies that if Brand Image (X1), Product Quality (X2), and Price (X3) remain unchanged, the Buyer Decision (Y) will be 7.546.

2. Brand Image (X1) Coefficient (0.337)

The positive coefficient of 0.337 indicates a direct relationship between Brand Image (X1) and Buyer Decision (Y). This implies that an increase in Brand Image will positively affect Buyer Decision.

3. Product Quality (X2) Coefficient (0.400)

The positive coefficient of 0.400 suggests a direct relationship between Product Quality (X2) and Buyer Decision (Y). An increase in Product Quality will positively influence Buyer Decision.

4. Price (X3) Coefficient (-0.270)

The negative coefficient of -0.270 indicates an inverse relationship between Price (X3) and Buyer Decision (Y). This means that if Price decreases, Buyer Decision will increase.

4.9 Correlation Coefficient Analysis

Table 10 Correlation Coefficient Analysis Results

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	Durbin-Watson
1	.490 ^a	.240	.222		4.803	1.808
a. Predictors: (Constant), Price (X3), Product Quality (X2), Brand Image (X1)						
b. Dependent Variable: Purchasing Decisions (Y)						

Source: Data Processed in 2025

The correlation coefficient test results table above shows a relationship between variables with an R coefficient value of 0.490. This indicates that the relationship between Brand Image (X1), Product Quality (X2), and Price (X3) and Buyer Decision (Y) is significant.

4.10 Determination Coefficient Analysis

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Based on Table 10 above, the determination coefficient test results show an R value of 0.490, indicating that the impact of variables X1, X2, and X3 on Y is 24.0%, while 66% is influenced by other unknown factors. To test the research hypothesis, a t-test is required to analyze the partial effect of the independent variables, namely Brand Image (X1), Product Quality (X2), and Price (X3), on the Buyer Decision (Y) variable.

4.11 Hypothesis Testing

4.11.1 Partial T-Test

Based on Table 9, the t-test results indicate that the Brand Image (X1) variable has a significance value of < 0.001 with $\alpha = 0.05$, implying that Brand Image (X1) has a significant influence on Buyer Decision (Y). The Product Quality (X2) variable shows a significance value of 0.001 with $\alpha = 0.05$, indicating that Product Quality (X2) also significantly affects Buyer Decision (Y). Additionally, the Price (X3) variable has a significance value of 0.006, suggesting that Price (X3) has a significant impact on Buyer Decision (Y).

4.11.2 Simultaneous F-Test

Table 11 Simultaneous F-Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	890.852	3	296.951	12.874	.001 ^b
	Residual	2813.950	122	23.065		
	Total	3704.802	125			

a. Dependent Variable: Purchasing Decisions (Y)
b. Predictors: (Constant), Price (X3), Product Quality (X2), Brand Image (X1)

Source: Data Processed in 2025

Based on the data from the F-test table, the F value is 12.874 with a significance level of < 0.001 and an alpha value of 0.05. This indicates that the variables Brand Image (X1), Product Quality (X2), and Price (X3) simultaneously influence the Purchase Decision (Y) variable.

5. Discussion

5.1 The Influence of Brand Image on Purchase Decisions

Based on the research findings, the Brand Image variable (X1) has a significant simultaneous influence on the Purchase Decision variable (Y). This is evidenced by the t-test correlation result with a value of < 0.001 and an alpha value of 0.05, indicating that Brand Image (X1) significantly affects Purchase Decisions (Y). These research findings are consistent with previous studies, such as those conducted by Saniyyah et al. (2024), Hartina et al. (2023), and Lestari & Rahmi (2025), which also found that Brand Image significantly influences Purchase Decisions. These findings reinforce that Brand Image plays a crucial role in shaping consumer decisions across various product categories and marketing platforms.

5.2 The Influence of Product Quality on Purchase Decisions

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According to the research results, the Product Quality variable (X2) has a significant simultaneous influence on the Purchase Decision variable (Y). This is demonstrated by the t-test correlation result with a value of <0.001 and an alpha value of 0.05, indicating that Product Quality (X2) significantly affects Purchase Decisions (Y) simultaneously. These research findings are consistent with previous studies, such as those conducted by Oktavianti et al. (2024), Septiyani & Sarah (2024), and Oktaviana et al. (2024), which also found that Product Quality has a significant influence on Purchase Decisions. These findings further confirm that Product Quality is a crucial factor in shaping consumer purchasing behavior across different products and markets.

5.3 The Influence of Price on Purchase Decisions

Based on the research findings, the Price variable (X3) significantly and simultaneously influences the Purchase Decision variable (Y). This is evidenced by the t-test correlation result with a value of <0.006 and an alpha value of 0.05, indicating that Price (X3) significantly affects Purchase Decisions (Y). These research findings are consistent with previous studies, such as those conducted by Hartina et al. (2023) and Oktaviana et al. (2024), which also found that Price has a significant influence on Purchase Decisions. These findings reinforce the notion that Price plays a crucial role in consumer purchasing behavior across different products and market segments.

5.4 The Influence of Brand Image, Product Quality, and Price on Purchase Decisions

The F-test results indicate a significance level of <0.001 with an alpha value of 0.05. This implies that the variables Brand Image (X1), Product Quality (X2), and Price (X3) have a significant simultaneous influence on the Purchase Decision variable (Y). The combined contribution of these independent variables to the dependent variable is 24.0%, with the remaining 66% influenced by other factors.

6. Conclusions

The descriptive analysis results indicate that the Purchase Decision variable (Y), Brand Image variable (X1), Product Quality variable (X2), and Price variable (X3) are categorized as high. Based on the hypothesis testing, the Brand Image variable (X1) significantly influences purchase decisions. Similarly, the Product Quality variable (X2) and the Price variable (X3) also significantly influence purchase decisions. Simultaneously, X1, X2, and X3 influence purchase decisions, contributing 24%, with the remaining 66% influenced by other unidentified factors.

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