

The Impact of Price, Product Quality, and Brand Image on Vienna Skincare Purchase Decisions Among Bandung University Students

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Abstract

This study aims to find out how Bandung university students' decisions to purchase Vienna skincare products are influenced by brand perception, price, and product quality. Both a survey approach and a quantitative methodology were employed in the investigation. Data from one hundred students who had previously used Vienna skincare products was collected using purposeful sampling. The results demonstrate that brand image has a favorable and significant influence on purchasing decisions ($t = 2.433$; $p = 0.017$). Price has a positive and substantial influence ($t = 2.172$; $p = 0.032$), while product quality has the biggest impact on purchasing decisions ($t = 3.469$; $p < 0.001$). Brand image, price, and product quality have a significant simultaneous influence on purchasing decisions, as indicated by an F-value of 356.917 ($p < 0.001$). The three independent variables account for 91.8% of the variation in purchase decisions, with other factors not included in this study impacting the remaining 8.2%, according to the coefficient of determination (R^2) of 0.918. These findings highlight the importance of maintaining product quality, implementing appropriate pricing strategies, and enhancing brand image to improve purchase decisions among local skincare brands targeting student consumers.

Keywords: Product Quality, Pricing, Brand Image, And Choice to Buy

1. Introduction

The skincare industry in Indonesia has experienced rapid growth in recent years. This development is driven by increasing public awareness of skin health, the expansion of e-commerce platforms, and the strong influence of social media on the consumption patterns of young people. In response to this competitive environment, both local and international skincare brands continue to strengthen their brand image, improve product quality, and apply competitive pricing strategies to attract consumers.

Vienna, as a local skincare brand with a natural heritage concept, is currently undergoing a transformation toward a modern mass-market skincare brand. However, despite this

transformation, Vienna continues to face challenges related to relatively low brand awareness, particularly among university students. This group tends to be more familiar with well-established skincare brands such as Wardah, Scarlett, and Somethinc. Therefore, Vienna becomes an interesting case study for understanding competition among local skincare brands.

Numerous previous studies have indicated that brand image, price, and product quality play important roles in influencing consumers' purchasing decisions for cosmetic products. Nevertheless, most existing research focuses on brands with strong market positions and high levels of brand awareness. As a result, studies examining local skincare brands with relatively low recognition, such as Vienna, remain limited. This research gap highlights the need for further investigation into how marketing-related factors influence purchasing decisions for emerging local skincare brands.

University students in Bandung were selected as the research population due to their characteristics as digitally active consumers and trend adopters. They are highly responsive to information obtained through social media, online reviews, and influencer recommendations. In addition, Bandung is widely recognized as a city with a large student population and high levels of skincare product consumption, making it a relevant setting for analyzing contemporary consumer behavior in the skincare market.

Based on these considerations, this study aims to analyze the effects of brand image, price, and product quality on university students' purchasing decisions for Vienna skincare products in Bandung. From a theoretical perspective, this study contributes to marketing literature by providing insights into consumer behavior toward local skincare brands with relatively low brand awareness. Practically, the findings are expected to assist Vienna in formulating effective marketing strategies, improving product quality, and strengthening brand positioning to better appeal to young consumers.

2. Literature Review

2.1 Brand Image

Brand image refers to the overall perception held by consumers of a brand, shaped by experience, exposure to information, and interactions with the product. According to [Kotler and Keller \(2016\)](#), brand image comprises a set of associations and impressions that influence how consumers evaluate and respond to a brand. These perceptions play an important role in shaping consumer attitudes and purchasing behavior.

Empirical evidence supports the importance of brand image in influencing consumer decisions. Research conducted by [Regiansa and Mubarok, \(2020\)](#) shows that a positive brand image can increase consumer trust and encourage purchasing decisions, particularly for local skincare products among university students. This finding suggests that even brands with relatively low market recognition can benefit from strengthening their brand image.

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However, the strength of brand image influence may differ depending on the brand's market position. Well-established brands often rely heavily on brand image, whereas emerging brands

such as Vienna may experience a more moderate effect. This indicates that the impact of brand image is contextual and influenced by consumer familiarity and brand awareness levels.

2.2 Price

Price represents the amount of money consumers must pay to obtain the benefits of a product or service ([Kotler & Armstrong, 2018](#)). Beyond its monetary function, price also serves as a strategic tool and a signal of perceived product value. Consumers often use price as a reference when assessing whether a product offers value for money.

[Lupiyoadi \(2013\)](#) states that price perception is influenced by several factors, including affordability, competitiveness, perceived benefits, and conformity between price and quality. Research by [Pratiwi and Akbar \(2025\)](#) demonstrates that price has a positive and significant effect on purchasing decisions among Generation Z consumers in Bandung. This indicates that young consumers tend to evaluate prices by comparing them with the benefits and quality offered.

For university students, price is an important consideration due to limited purchasing power. Nevertheless, price does not always become the dominant factor if the product is perceived to have good quality or a favorable brand image. In the case of mass-market skincare products such as Vienna, setting prices that align with consumers' financial capabilities while maintaining perceived quality is essential to attract student consumers.

2.3 Product Quality

Product quality refers to a product's ability to meet consumer needs and expectations ([Tjiptono and Chandar 2012](#)). In the context of skincare products, quality is reflected through aspects such as ingredient safety, effectiveness, visible results, and suitability for different skin types. Because skincare products directly affect skin health, consumers tend to place a high emphasis on product quality.

[Tamaya and Mulyono \(2023\)](#) identify product quality dimensions that include performance, durability, reliability, and perceived quality. Similarly, [Montolalu et al. \(2021\)](#) found that product quality has a strong influence on purchasing decisions, particularly for skincare products that deliver noticeable results. These findings indicate that consumers are more likely to repurchase products that provide satisfactory performance.

Differences in research outcomes regarding the influence of product quality can be attributed to variations in product types and consumer expectations. Some skincare products emphasize immediate results, while others focus on long-term benefits. As a result, the importance of product quality may vary depending on product characteristics, consumer profiles, and marketing strategies. In general, however, higher perceived product quality increases consumer confidence and encourages purchasing decisions.

2.4 Purchasing Decision

A purchasing decision is the process by which consumers select and purchase a particular product after evaluating available alternatives. According to [Kotler and Keller \(2016\)](#), this process consists of several stages, including problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. These stages indicate that purchasing decisions are not merely transactional actions but the result of a comprehensive evaluation involving both internal and external factors.

Previous studies indicate that purchasing decisions are influenced by psychological aspects

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such as motivation, perception, and personal preferences, as well as marketing-related factors including brand image, price, and product quality (Fatya et al., 2024). In the context of skincare products, consumers generally consider product safety, effectiveness, affordability, and suitability for their skin before making a purchase. These considerations are especially important because skincare products are closely related to personal health and appearance.

For university students, purchasing decisions are often shaped by access to information from digital platforms. Social media, online reviews, and influencer recommendations play a significant role in shaping students' perceptions and preferences toward skincare products. As digitally active consumers, students tend to rely on shared experiences and online evaluations when assessing the credibility and quality of skincare brands.

In this study, purchasing decisions regarding Vienna skincare products among Bandung university students are viewed as the outcome of consumers' evaluations of brand image, perceived price fairness, and product quality. These three factors are interrelated and jointly influence consumer confidence and willingness to purchase. Therefore, purchasing decisions are conceptualized as the dependent variable that reflects consumers' responses to marketing strategies and perceived product value.

Conceptually, the three primary factors this study looked at price, product quality, and brand image are thought to have a significant impact on consumers' decisions to buy. These factors work well together because consumers evaluate brand impression and perceived economic worth in addition to product efficacy. As a result, a conceptual study model is developed based on the correlations between these factors.

The study model that shows how the independent variables affect the dependent variable is shown in Figure 1.

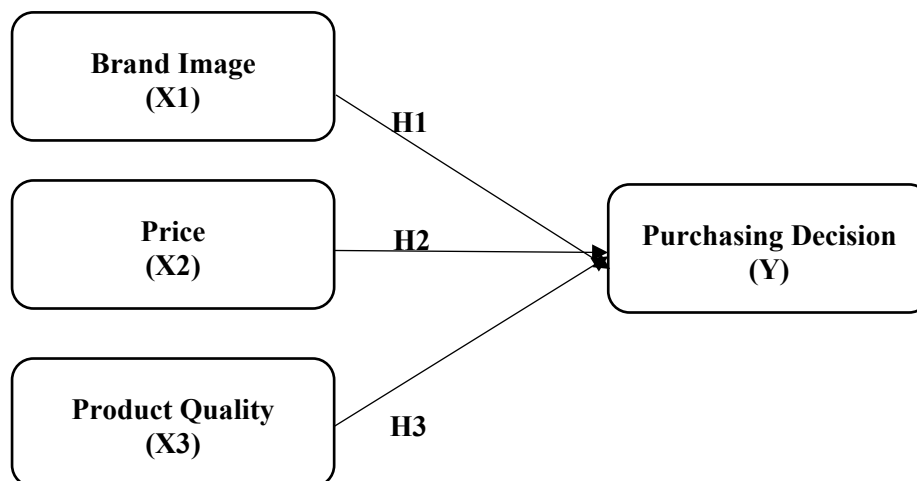


Figure 1: Model of Research

Source: Processed by the author (2025)

2.5 Hypotheses

1. Bandung university students' decisions to buy Vienna skincare products are positively and significantly impacted by brand image.
2. Bandung university students' decisions to buy Vienna skincare are positively and significantly impacted by price.

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3. Bandung university students' decisions to buy Vienna skincare products are positively and significantly impacted by product quality.
4. Bandung university students' decisions to buy Vienna skincare products are positively and significantly influenced by brand image, price, and product quality.

2.6 Previous Studies

In conducting this study, the researcher also cites previous studies relevant to the research problem as supporting references. These prior studies play an important role in helping the researcher understand various aspects of the research process, ranging from problem formulation to data analysis and interpretation of results, see Table 1.

3. Research Method

3.1 Type of Research

Descriptive research, according to [Purba et al. \(2021\)](#), is a technique for gathering data that aims to consistently and precisely describe the real conditions of an object or phenomena at a specific moment in time. This method is used to gather factual information and provide appropriate interpretations of the state of objects, subjects, or events. The current study uses a quantitative method with descriptive and verification approaches based on this idea. An analysis of Vienna Skincare's brand image, price, product quality, and purchasing decisions among Bandung University students is given using the descriptive approach. In the meantime, as recommended by [Hair et al. \(2021\)](#) and [Ghozali \(2020\)](#), the verification approach is utilized to investigate the correlations among variables by statistical analysis. As a result, this study aims to confirm the impact of product quality, price, and brand image on purchasing decisions, while also describing current events.

3.2 Population and Method

All Indonesian customers who have used Vienna skincare products constitute the study's population. According to data from Vienna's official Instagram account in 2025, there are more than 143,000 followers. This number is thought to reflect potential active users and possible customers who have been exposed to Vienna skincare-related information and promotional activities via social media.

Purposive sampling, combined with non-probability sampling, is the sampling strategy employed in this investigation. Purposive sampling, according to [Sugiyono \(2023\)](#), is a method for selecting samples based on specific criteria or standards considered most relevant to the study's objectives. The following criteria were used to choose study participants:

1. Have used Vienna skincare products at least once.
2. Are at least 18 years old.
3. Reside in Bandung.
4. Berdomisili di Kota Bandung.
5. Have encountered information, promotions, or reviews related to Vienna skincare through social media or online marketplaces.
6. Are willing to complete the research questionnaire fully.

Table 1: Synopsis of Prior Research Results

No	Title	Author(s)	Method	Sample	Location	Research Findings	Differences	Similarities
1	The Impact of Price, Product Quality, and Brand Image on Wardah Cosmetics Purchase Decisions in Pekanbaru	Tasia, Sulistyandari & Kinasih (2022)	Quantitative, linear regression	100 respondents	Pekanbaru	Purchase decisions are significantly influenced by brand image and product quality.	The Wardah brand is the subject of the study..	Price, product quality, and brand image are the variables used in the study.
2	The Impact of Price and Brand Image on Generation Z's Skintific Moisturizer Purchase Decisions in Bandung	Pratiwi & Akbar (2025)	Kuantitatif, regresi	120 Gen Z	Bandung	Purchase decisions are positively impacted by pricing and brand image.	Uses only two independent variables.	Both look at the impact of price and brand image.
3	The Impact of Product Quality on Scarlett Whitening Skincare Purchase Decisions on Digital Platforms	Montolalu, Tumbel & Walangitan (2021)	Quantitative, descriptive	96 Scarlett consumers	Manado	Purchase decisions are significantly influenced by product quality (86%).	Focuses on a single independent variable.	Both examine the effect of product quality.
4	The Impact of Product Quality and Brand Image on Skintific Product Purchase Decisions	Fatya, Ramadhanti & Gunaningrat (2024)	Quantitative	110 respondents	Jakarta	Purchase decisions are positively impacted by brand perception and product quality.	excludes the price variable	Both look at product quality and brand image.
5	The Impact of Price and Product Quality on MS Glow Skincare Customers' Purchase Decisions	Alamsyah & Tanjung (2023)	Quantitative	150 MS Glow users	Medan	Purchase decisions are significantly impacted by product quality.	The MS Glow brand is the subject of the study.	uses factors related to product quality and price.

The sample size was calculated using the Slovin formula based on a projected population of 143,000 people (the number of followers of Vienna's official Instagram account in 2025). [Sugiyono \(2017\)](#) claims that when the population size is known, the Slovin formula can be used to determine sample size by taking a specific margin of error into account. A 10% margin of error was used in this investigation.

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

Where:

n = Total number of samples

N = population

e = Percentage margin of uncertainty

The following formula can be used to determine the sample size:

$$n = \frac{143.000}{1 + 143.000 (0.10)^2} = 99.9 \sim 100$$

A sample size of 99.9 is indicated by the computation results. This number was rounded up to yield a final sample size of 100 respondents to streamline the research procedure and data processing.

3.3 Data Collection Method

A Google Forms-distributed questionnaire was used to gather data. The indicators of each research variable served as the basis for developing the questionnaire. Respondents' degrees of agreement with each statement were measured using a five-point Likert scale, with the following score categories: strongly disagree = 1, disagree = 2, neutral = 3, agree = 4, and strongly agree = 5.

3.4 Operational Variables

The operationalization of variables clarifies the concepts and indicators used in this study. Three independent variables (X1, X2, and X3) and one dependent variable (Y) are used in this study. The following table provides a thorough explanation of how each variable was operationalized.

Table 2. Variables Operationalization

Research Variable	Dimension	Indicator	Scale	Item No.
Purchasing Decision (Y) Purchasing decision refers to the process by which consumers determine their choices regarding brand, product, place, time, quantity, and payment method	Brand Selection	Choosing the product over other skincare brands because it is considered more trustworthy	Interval	1
		The product meets my skin care needs	Interval	2
	Product Selection	Choosing products that suit my needs (such as serum, cream, etc.)	Interval	3

based on certain considerations (Kotler & Keller, 2021).

	Considering the product's benefits before making a purchase decision	Interval	4
Purchase Location Selection	Purchasing the product from locations considered trustworthy (official stores, authorized e-commerce platforms, etc.)	Interval	5
	Preferring to purchase the product from easily accessible locations	Interval	6
Purchase Timing	Purchasing the product when it is needed or nearly finished	Interval	7
	Purchasing the product when there are specific promotions or discounts	Interval	8
Purchase Quantity	Purchasing the product according to needs, without excessive buying	Interval	9
	Occasionally purchasing more than one Vienna product for stock	Interval	10
Payment Method	Choosing a practical payment method when purchasing the product	Interval	11
	Frequently using digital payment methods when purchasing the product	Interval	12

Image of the Brand (X1) According to Kotler and Keller (2021), brand image describes how people view and think about a brand based on their experiences, knowledge, and impressions.	Corporate Image	A brand that has a good reputation	Interval	1
		Having a favorable perception in the eyes of customers	Interval	2
	Product Image	Having product quality that matches its claims	Interval	3
		Perceived as innovative and trustworthy	Interval	4
	User Image	Product users are perceived as individuals who care about skin care	Interval	5
		Feeling confident when using the product	Interval	6
	Brand Attractiveness	The packaging design and logo are attractive and easy to remember	Interval	7
		Advertisements or promotional activities attract attention	Interval	8
	Brand Trust	The product is safe to use	Interval	9
		Believing that the product is suitable for one's skin type	Interval	10
Price (X2) Price is the sum of money that customers must	Price Affordability	Perceiving that the product price is within one's financial ability	Interval	1

spend in order to benefit from a good or service (Kotler & Keller, 2021).		The product price does not place a financial burden on consumers	Interval	2
	Price–Quality Suitability	The product price is proportional to the quality received	Interval	3
		Perceiving that the product price reflects good quality	Interval	4
	Price Competitiveness	The product price is more affordable compared to other skincare brands	Interval	5
		Preferring the product because of its competitive price	Interval	6
	Price–Benefit Suitability	The benefits obtained from the product are consistent with the price paid	Interval	7
		Feeling satisfied with the benefits received relative to the product price	Interval	8
Quality of Product (X3) The ability of a product to satisfy the demands and expectations of customers, including dependability, durability, and efficacy, is referred to as product quality (Kotler & Keller, 2021).	Product Reliability	The product functions effectively for skin care purposes	Interval	1
		The product delivers results as promised	Interval	2

Product Durability		The results of using the product last as claimed	Interval	3
		The product remains effective when used over a long period	Interval	4
Specification Conformity		The product matches the information stated on the packaging	Interval	5
		The packaging information helps consumers understand the product's benefits	Interval	6
Quality Satisfaction		Feeling pleased with the product's overall quality	Interval	7
		The product is of higher quality than comparable goods.	Interval	8
Suitability to Needs		The product fulfills skin care needs	Interval	9
		The product is suitable for my skin type	Interval	10
Packaging and Product Safety		The packaging design is attractive and informative	Interval	11
		The product is packaged hygienically and is safe to use	Interval	12

Source: 2025 processed primary data

3.5 Data Analysis Method

3.5.1 Analysis of Multiple Linear Regression

Multiple linear regression analysis is used in this study to investigate how independent variables affect the dependent variable. This approach was chosen because it enables quantification of the extent to which brand image, cost, and product quality influence consumer choices. Multiple linear regression is used when a study has multiple independent variables, according to [Ghozali \(2021\)](#). The multiple linear regression equation has the following general form:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Where:

Y = Dependent variable (Consumer Confidence)

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a = Constant(value of Y when $X_1X_2X_3 = 0$)

b_1, b_2, b_3 = Each independent variable's regression coefficient

X_1 = Brand Image

X_2 = Price

X_3 = Product Quality

e = Error

3.5.2 Testing Hypotheses

1. The t-test, or partial hypothesis test

The partial impact of each independent variable on the dependent variable is assessed using a t-test. This test assesses the extent to which price, product quality, and brand image influence consumers' purchase decisions. [Sugiyono \(2019\)](#) states that the following formula is used to determine the t-value:

$$t = \frac{b_1}{S_{b_1}}$$

Where:

t is the t-test value.

b_1 is the independent variable's regression coefficient.

S_{b_1} = the regression coefficient's standard error.

The test decision is made by either looking at the significance value (p-value) or comparing the computed t value with the t-table value.

2. Concurrent Hypothesis Test (F-test)

To ascertain whether the independent variables concurrently (collectively) have an impact on the dependent variable, the F-test is used. According to [Ghozali \(2020\)](#), the purpose of this test is to evaluate how well the regression model explains changes in the dependent variable..

The following is the expression for the F-test formula:

$$F = \frac{R^2 / k}{(1 - R^2) / (n - k - 1)}$$

Where:

F = F-test value

R^2 = coefficient of determination from multiple regression analysis

k = number of independent variables

n = sample size

4. Results and Discussion

4.1 Validity Test

The purpose of the validity test is to assess how well the measurement tool (questionnaire) fulfills its stated purpose. The adjusted item–total correlation is used to assess the validity of each questionnaire item. A table presenting correlation coefficients presents the validity test findings. With 100 respondents in total, the study's r-value was 0.195.

Variable	Item	r-value (Calculated)	r-value (Table)	Sig.2- tailed	Sig.(2- tailed<0,25	Information
Purchasing	I prefer Vienna	0,824	0,195	<,001	<0,05	Valid

Decision (Y)						
skincare over other brands because I consider it more trustworthy. I believe that Vienna skincare products are suitable for my skin needs.	0,863	0,195	<,001	<0,05	Valid	
I choose Vienna skincare products that match my personal needs, such as serums, creams, or other product types.	0,930	0,195	<,001	<0,05	Valid	
I take the benefits offered by Vienna skincare into consideration before making a purchase decision.	0,799	0,195	<,001	<0,05	Valid	
I purchase Vienna skincare products from sellers or platforms that I consider reliable, such as official stores or authorized e-commerce.	0,896	0,195	<,001	<0,05	Valid	
I prefer buying Vienna skincare products from locations that are easy for me to access.	0,908	0,195	<,001	<0,05	Valid	
I usually buy Vienna skincare products when they are needed or when my	0,885	0,195	<,001	<0,05	Valid	

	current products are nearly finished.					
	I am more likely to purchase Vienna skincare products when promotional offers or discounts are available.	0,864	0,195	<,001	<0,05	Valid
	I buy Vienna skincare products according to my actual needs without purchasing excessively.	0,881	0,195	<,001	<0,05	Valid
	I occasionally purchase more than one Vienna skincare product for future use or stock.	0,848	0,195	<,001	<0,05	Valid
	I choose practical and convenient payment methods when purchasing Vienna skincare products.	0,789	0,195	<,001	<0,05	Valid
	I frequently use digital payment methods when buying Vienna skincare products.	0,880	0,195	<,001	<0,05	Valid
Brand Image (X1)	I believe that Vienna is a skincare brand with a good reputation.	0,899	0,195	<,001	<0,05	Valid
	I perceive Vienna as a	0,904	0,195	<,001	<0,05	Valid

brand that has a positive image among consumers.					
I feel that Vienna skincare products deliver quality that matches their claims.	0,898	0,195	<,001	<0,05	Valid
In my opinion, Vienna skincare products are innovative and reliable.	0,840	0,195	<,001	<0,05	Valid
I perceive users of Vienna skincare as individuals who are attentive to skin care.	0,900	0,195	<,001	<0,05	Valid
I feel more confident when using Vienna skincare products.	0,838	0,195	<,001	<0,05	Valid
I find the packaging design and logo of Vienna skincare attractive and easy to remember.	0,882	0,195	<,001	<0,05	Valid
I think that Vienna's advertisements or promotional activities are able to attract my attention.	0,914	0,195	<,001	<0,05	Valid
I believe that Vienna skincare products are safe to use.	0,899	0,195	<,001	<0,05	Valid

	I am confident that Vienna skincare products are suitable for my skin type.	0,886	0,195	<,001	<0,05	Valid
Price (X2)	I feel that the price of Vienna skincare products is affordable based on my financial ability.	0,915	0,195	<,001	<0,05	Valid
	In my opinion, the price of Vienna skincare products does not place a financial burden on consumers.	0,847	0,195	<,001	<0,05	Valid
	I believe that the price of Vienna skincare products is proportional to the quality I receive.	0,842	0,195	<,001	<0,05	Valid
	I think that the price of Vienna skincare products reflects a good level of quality.	0,890	0,195	<,001	<0,05	Valid
	I consider Vienna skincare products to be more affordable compared to other skincare brands.	0,875	0,195	<,001	<0,05	Valid
	I choose Vienna skincare products because their prices are competitive	0,850	0,195	<,001	<0,05	Valid

	with those of similar brands.					
	I feel that the benefits I obtain from Vienna skincare products are worth the price paid.	0,909	0,195	<,001	<0,05	Valid
	Overall, I am satisfied with the value I receive in relation to the price of Vienna skincare products.	0,849	0,195	<,001	<0,05	Valid
Product Quality (X3)	I feel that Vienna skincare products perform effectively according to their intended skin care functions.	0,906	0,195	<,001	<0,05	Valid
	Vienna skincare products deliver results that are consistent with the claims made by the brand.	0,884	0,195	<,001	<0,05	Valid
	I believe that the effects of using Vienna skincare products last as stated in the product claims.	0,898	0,195	<,001	<0,05	Valid
	Vienna skincare products remain effective even when used over a long period of time.	0,906	0,195	<,001	<0,05	Valid
	I feel that Vienna skincare	0,910	0,195	<,001	<0,05	Valid

products correspond well with the information provided on the packaging.					
The information displayed on Vienna's packaging helps me understand the benefits of the product.	0,906	0,195	<,001	<0,05	Valid
Overall, I am satisfied with the quality of Vienna skincare products.	0,890	0,195	<,001	<0,05	Valid
I perceive the quality of Vienna skincare products to be superior to similar products	0,897	0,195	<,001	<0,05	Valid
Vienna skincare products meet my personal skin care needs.	0,805	0,195	<,001	<0,05	Valid
<i>Vienna skincare products are suitable for my skin type.</i>	0,898	0,195	<,001	<0,05	Valid
I consider the packaging design of Vienna skincare products to be attractive and informative.	0,836	0,195	<,001	<0,05	Valid
I believe that Vienna skincare products are hygienically packaged and safe to use.	0,878	0,195	<,001	<0,05	Valid

Source: 2025 output results

4.2 Reliability Test

The consistency and stability of the measurement scores are evaluated using reliability tests. The ability of the questionnaire to yield constant findings and not be impacted by situational changes is referred to as stability. To put it another way, a research questionnaire is considered reliable if it consistently yields the same results when administered to the same group on different occasions. Cronbach's Alpha was used in this study to assess dependability. If a construct's Cronbach's Alpha value is higher than or equal to 0.60, which denotes acceptable internal consistency, it is deemed dependable. As a result, the questionnaire items in the research can be considered reliable. The reliability test results for each variable are shown below.

Table 4: Results of the Reliability Test

Variable	Reliability of Values	r-table	Information
Purchasing Decision (Y)	0,969	0,60	Reliable
Brand Image (X1)	0,969	0,60	Reliabel
Price (X2)	0,955	0,60	Reliabel
Product Quality (X3)	0,974	0,60	Reliabel

Source: 2025 output results

4.3 Classical Assumption Test

Classical assumptions are among the statistical prerequisites for multiple linear regression that must be met for the regression equation to be considered valid and reliable.

4.3.1 Normalcy Test

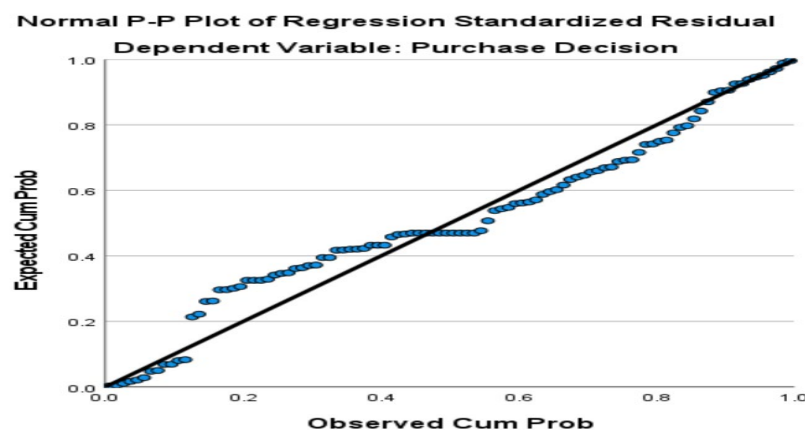


Figure 1: Results of the Normalcy Test

Source: 2025 processed primary data

The data points are dispersed along the diagonal and follow its direction, as indicated by the normality test using the P-P Plot in Figure 1. Thus, the study's regression model is approximately normal.

4.3.2 Heteroscedasticity Test

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The purpose of the heteroscedasticity test is to determine whether the variance of the residuals varies across observations. A scatter plot was used in this work to assess heteroscedasticity. The test's outcomes are displayed as follows:

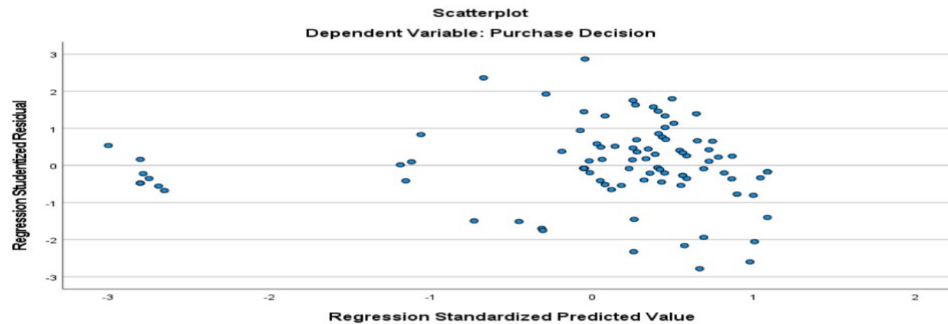


Figure 2: Results of the Heteroscedasticity Test

Source: Primary data that was processed

The data points are dispersed randomly and do not clearly form a pattern, as shown in Figure 2. Thus, the regression model does not exhibit heteroscedasticity.

4.3.3 Multicollinearity Test

The collinearity among the independent variables in the regression model is assessed using a multicollinearity test. This test examines each independent variable's Variance Inflation Factor (VIF) to determine whether multicollinearity is present. Multicollinearity is absent if the VIF is less than 10.

Table 5: Results of the Multicollinearity Test

Independent Variable	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t-Hitung	Sig.	Collinearity Tolerance	Statistic VIF
(Constant)	-.987	1.594		-.619	.537		
Brand Image	.352	.145	.284	2.433	.017	.063	15.945
Price	.390	.180	.237	2.172	.032	.072	13.898
Product Quality	.472	.136	.449	3.469	<.001	.051	19.577

Source: Processed primary data, 2025

The results of the multicollinearity test are presented in Table 5; Product Quality (X1) has a Variance Inflation Factor (VIF) of 15.945 and a Tolerance of 0.063. While Brand Image (X2) has a VIF rating of 13.898 and a Tolerance value of 0.072, Perceived Overclaim (X3) has a VIF value of 19.577 and a Tolerance value of 0.051. [Ghozali's \(2021\)](#) criteria indicate that tolerance values less than 0.10 and VIF values greater than 10 indicate multicollinearity among independent variables. However, the multicollinearity identified in this study is acceptable, as the interactions among the independent variables are theoretical and conceptual in nature. Perceived overclaim, brand image, and product quality are marketing-related factors that inherently affect consumer perceptions and buying decisions. Additionally, the purpose of this study is to examine how each independent variable affects purchase decisions rather than developing a prediction model. Therefore, even when multicollinearity is present, the regression model is still appropriate and acceptable for further study.

4.4 Analysis of Multiple Linear Regression

$$Y = -0.987 + 0.352X_1 + 0.390X_2 + 0.472X_3 + e$$

1. Constant (Y) = -0.987 The constant value of -0.987 indicates that when all independent variables—Brand Image (X1), Price (X2), and Product Quality (X3)—are equal to zero or remain unchanged, the value of the dependent variable, namely Purchasing Decision (Y), is -0.987.
2. Brand Image (X1) The regression coefficient for Brand Image (X1) is 0.352, with a significance value of $0.017 < 0.05$. This result indicates that a one-unit increase in Brand Image leads to an increase of 0.352 units in the Purchasing Decision, assuming other variables remain constant.
3. Price (X2) The regression coefficient for Price (X2) is 0.390, with a significance value of $0.032 < 0.05$. This finding implies that an increase of one unit in Price will increase the Purchasing Decision by 0.390 units.
4. Product Quality (X3) The regression coefficient for Product Quality (X3) is 0.472, with a significance value of $p < 0.001$, indicating that Product Quality has a positive and statistically significant effect on Purchasing Decision (Y).

4.4.1 Partial Test (t-test)

Under the assumption that the other independent variables remain constant, the t-test is designed to determine the level of significance of the effect of each independent variable on the dependent variable..

1. At a significance level of $\alpha = 5\%$, the *t*-table value is 1.985. Based on the coefficient table, Brand Image (X1) has a calculated *t*-value of 2.433, which exceeds the critical value ($2.433 > 1.985$) at the $0.017 < 0.05$ significance level. Therefore, H_0 is rejected, and H_a is accepted, indicating that Brand Image has a partial effect on Purchasing Decision (Y).
2. The *t*-table value is 1.985. Price (X2) has a calculated *t*-value of 2.172, which exceeds the *t*-table value ($2.172 > 1.985$), with a significance level of $0.032 < 0.05$. Thus, H_0 is rejected, and H_a is accepted, meaning that Price has a partial effect on Purchasing Decision (Y).
3. The *t*-table value is 1.985. Product Quality (X3) shows a calculated *t*-value of 3.469, which exceeds the *t*-table value ($3.469 > 1.985$), with a significance level of $p < 0.001$ (< 0.05). Accordingly, H_0 is rejected, and H_a is accepted, indicating that Product Quality has a partial effect on Purchasing Decision (Y).

4.4.2 Simultaneous Test (F-test)

To determine whether the independent variables collectively have a significant effect on the dependent variable, the F-test is employed.

Table 6: F-Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	11616.503	3	3872.168	356.917	<.001 ^b
Residual	1041.497	96	10.849		
Total	12658.000	99			

Source: Processed primary data, 2025

Based on the ANOVA table, the calculated F-value is 356.917 with a significance value of 0.001. Since the significance value is less than 0.05, H_0 is rejected, and H_a is accepted. Therefore, it can be concluded that Brand Image, Price, and Product Quality simultaneously have a significant effect on Purchasing Decision.

4.5 Coefficient of Determination Test

Table 7. Coefficient of Determination Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.958 ^a	.918	.915	3.29377

Source: Processed primary data, 2025

Based on Table 7, the R-squared value of 0.918 indicates that 91.8% of the variance in Purchasing Decision is explained by Brand Image, Price, and Product Quality. The remaining 8.2% is attributable to other factors not examined in this study.

4.6 Discussion

4.6.1 The Effect of Brand Image on Vienna Skincare Purchasing Decisions

The findings of this study indicate that brand image has a positive and statistically significant influence on the purchasing decisions of Vienna skincare products among university students in Bandung. This result is supported by a p-value below the 0.05 threshold, confirming the proposed hypothesis. These findings suggest that consumers' perceptions of a brand play an important role in shaping their willingness to purchase skincare products. This outcome is consistent with the perspective of [Kotler and Keller \(2016\)](#), who argue that brand image reflects consumers' overall impressions of a brand and can significantly influence purchasing behavior. A favorable brand image tends to increase consumer trust and reduce perceived risk, particularly in product categories related to personal care. In the case of Vienna skincare, its positioning as a local brand with a natural concept contributes to positive perceptions among student consumers. In addition, exposure to user reviews, testimonials, and promotional content on social media platforms further strengthens Vienna's brand image. As university students are highly engaged with digital media, positive online information plays a critical role in shaping their perceptions and encouraging purchasing decisions. Therefore, strengthening brand image through consistent communication and credible information is essential to enhance consumer confidence and purchasing intention.

4.6.2 The Effect of Price on Vienna Skincare Purchasing Decisions

The results of the hypothesis testing reveal that price has a positive and significant effect on the purchasing decisions of Vienna skincare products. The p-value is less than 0.05, indicating that price is an important determinant of consumers' decision-making. This finding implies that consumers are more likely to purchase products that are perceived as offering fair and reasonable pricing. This result aligns with [Tjiptono \(2019\)](#), who states that price functions as an indicator of value, where prices that correspond with perceived benefits can enhance consumers' purchase intentions. For university students, who generally have limited financial resources, price sensitivity tends to be relatively high. As a result, affordable pricing becomes a key factor in influencing purchasing decisions. Vienna skincare is perceived as providing

prices that are in line with the quality and benefits offered. This perceived balance between price and value increases consumer satisfaction and reduces hesitation in making purchasing decisions. Consequently, implementing competitive and transparent pricing strategies can effectively strengthen consumers' confidence and encourage repeated purchases.

4.6.3 The Effect of Product Quality on Vienna Skincare Purchasing Decision

This result is also consistent with the findings of [Regiansa and Mubarak, \(2020\)](#), published in an INABA-affiliated journal, which state that brand image significantly influences university students' purchasing decisions regarding local skincare products.

The analysis results demonstrate that product quality has a positive and significant influence on the purchasing decisions of Vienna skincare products. This conclusion is supported by a $p\text{-value} < 0.05$, indicating that product quality plays a crucial role in determining consumer behavior. Among the variables examined in this study, product quality shows the strongest influence on purchasing decisions. This finding supports the argument of Tamaya and Mulyono (2023), who emphasize that product quality directly influences purchasing decisions because of its association with performance, safety, and consumer satisfaction. In the skincare industry, product quality is particularly important because it directly impacts skin health and overall user experience. Vienna skincare products are perceived as meeting consumer expectations regarding ingredient safety, efficacy, and suitability for different skin types. When consumers experience positive outcomes from product use, their trust in the brand increases, thereby increasing the likelihood of purchase. Therefore, maintaining and improving product quality is essential to sustain consumer trust and strengthen purchasing decisions in the long term.

5. Conclusion

Based on the results of the study and discussion regarding the influence of Brand Image, Price, and Product Quality on the purchasing decisions of Vienna skincare, the following conclusions can be drawn:

1. From a descriptive perspective, Brand Image shows favorable results, indicating that most respondents have a positive perception of Vienna's brand image. This reflects that consumers perceive Vienna as a brand with a reasonably strong and appealing reputation.
2. The Price variable is also descriptively evaluated positively, suggesting that the majority of respondents consider Vienna's product prices to be appropriate, affordable, and proportional to the quality offered.
3. Product Quality receives a high descriptive assessment, indicating that consumers perceive Vienna skincare products as having good quality, being safe to use, and suitable for their skin care needs.
4. Partially, Brand Image has a positive and significant effect on Purchasing Decision, as indicated by a calculated t value of $2.433 > 1.985$ and a significance value of $0.017 < 0.05$. This implies that the higher the perceived brand image, the greater the likelihood of consumers making a purchase.
5. Price also has a positive and significant partial effect on Purchasing Decision, with a calculated t value of $2.172 > 1.985$ and a significance value of $0.032 < 0.05$. This indicates that appropriate price perception can enhance consumers' purchasing decisions.
6. Product Quality is identified as the most dominant variable, as it has the highest calculated t value of 3.469 with a significance value of $p < 0.001$. This demonstrates

that better perceived product quality leads to higher purchasing decisions among consumers

7. Simultaneously, Brand Image, Price, and Product Quality have a significant effect on Purchasing Decision, as evidenced by a calculated F value of 356.917 with a significance value of $0.001 < 0.05$. This confirms that the three variables collectively contribute substantially to improving purchasing decisions for Vienna skincare.
8. The coefficient of determination (R Square) value of 0.918 indicates that 91.8% of the variation in purchasing decisions can be explained by Brand Image, Price, and Product Quality, while the remaining 8.2% is influenced by other factors not examined in this study.

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