
**THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND PROMOTION ON
PRODUCT PURCHASE DECISIONS AT AW COSMETICS STORE**

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Abstract

This study aims to analyze the effect of product quality, price, and promotion on purchasing decisions at Toko AW Kosmetik. The research employs a quantitative approach using a survey method. The population consists of all consumers of Toko AW Kosmetik, with samples selected through an accidental sampling technique. Data was collected through questionnaires that had been tested for validity and reliability. The data analysis techniques include classical assumption tests, multiple linear regression analysis, t-test, F-test, and coefficient of determination (R^2). The results indicate that partially, product quality has a positive and significant effect on purchasing decisions. Price also has a positive and significant effect on purchasing decisions, indicating that the suitability of price with the benefits received is a primary consideration for consumers. Promotion is proven to have a positive and significant effect on purchasing decisions, where the intensity and attractiveness of promotional activities can increase consumer interest and encourage purchasing actions. Simultaneously, product quality, price, and promotion have a significant effect on purchasing decisions at Toko AW Kosmetik. The coefficient of determination shows that the independent variables explain a substantial proportion of the variance in purchasing decisions, while the remaining variance is influenced by other factors outside the research model. In conclusion, improving product quality, setting competitive prices, and implementing effective promotional strategies are key factors in increasing consumer purchasing decisions at Toko AW Kosmetik.

Keywords: Product, Price, Promotion, Purchasing Decision

INTRODUCTION

The cosmetics industry in Indonesia has experienced very rapid development in recent years. Along with the increasing public awareness of skin care and appearance. This development is marked by the emergence of various local brands (skincare) and cosmetics, which can compete with foreign products, one of which is the product marketed through the AW Cosmetics store. The AW Cosmetics Store is one of the stores that provides a variety of cosmetic and skincare products, body care and facial products from various local brands such as Wardah, Emina, and Scarlett which are in great demand by the public, especially among teenagers and young adults. This cosmetic AW store is in Pulo Barget Village, Marbau District, North Labuhanbatu Regency, North Sumatra Province.

In the face of competition in the increasingly tight cosmetics market. AW Cosmetics stores are required to be able to understand the factors that affect consumer purchase decisions. The purchase decision is very important because it determines the sustainability of the business. Consumers in choosing cosmetic products not only consider their needs, but also assess the quality of the product, the price offered, and the promotions carried out by the seller. In fact, product quality is a major factor in influencing consumer confidence, especially in the beauty industry which is very sensitive to results and the comfort and safety of use. Cosmetic products that are of good quality, are safe to use, and provide results in accordance with consumer expectations will increase buying and repurchasing interest. In the context of the AW Cosmetics Store, there is a real phenomenon that some consumers give positive reviews about the quality of the products sold in the store. Because consumers consider the products sold to have good results and meet expectations. However, not a few also give unfavorable criticism of the store because consumers feel that the results of use are not optimal or are not in accordance with the claims submitted. This inconsistency in consumer experience can affect trust and ultimately impact repurchase decisions.

Product quality is a major factor influencing consumer trust, especially in the beauty industry, which is highly sensitive to results, comfort, and safety of use (Aditya et al., 2021). Cosmetic products that are high quality, safe to use, and deliver results in line with consumer expectations will increase purchase intention and repeat purchases. In the context of the AW Cosmetics store, a clear phenomenon is observed in which some consumers provide positive reviews regarding the quality of the products sold at the store. This is because consumers assess the products sold to have good results and meet expectations. However, many also provide less favorable criticism of the store because consumers feel the results of use are not optimal or do not match the claims made. This inconsistency in consumer experience can affect trust and ultimately impact repeat purchase decisions.

If the product quality received by consumers meets or exceeds expectations, the purchasing decision will be strengthened. Conversely, if the product quality is deemed unsatisfactory, consumers tend to delay the purchase and may switch to other products (Utami et al., 2023). This shows that product quality not only influences the initial purchasing decision but also influences consumer loyalty.

Besides quality, price is also a factor that cannot be ignored. Competition among cosmetic stores is fierce, with many offering quality products at affordable prices. AW

Cosmetics is in the lower-middle market segment, meaning consumers are highly sensitive to price changes. If the price of a product is higher and perceived as not commensurate with the quality received, consumers are more likely to switch to another cosmetic store (Khasanah, 2021). A noticeable phenomenon is the emergence of consumer comments on social media comparing prices at AW Cosmetics with those of competitors. This kind of price comparison influences the perception of "value for money" and influences purchasing intention.

Meanwhile, promotions play a crucial role in attracting consumer attention and expanding market reach. In today's digital age, AW Cosmetics must actively promote itself through social media platforms like TikTok, Instagram, and Shopee Live. Various strategies are employed, such as collaborating with beauty influencers, offering review content, bundling discounts, and live streaming promotions, to increase consumer interest in trying and purchasing cosmetic products at the store. However, the reality is that promotional effectiveness is not always consistent. There are periods when sales increase rapidly during aggressive promotions, only to decline again when the intensity of promotions decreases.

Not only that, but the promotional competition between cosmetic stores is also very strong, where some large stores use more massive marketing techniques such as flash sales, massive discounts, and viral promotions involving well-known celebrities. In this situation, the AW Cosmetics store must be able to adapt, because if the promotional strategy is less attractive or less convincing, consumers will be more quickly attracted to competitors' offers.

These phenomena show that product quality, price, and promotion have an important role in influencing product purchase decisions at AW Cosmetics stores. Consumers' purchasing decisions are influenced not only by needs, but also by their perception of the quality, price suitability, and attractiveness of promotions that companies carry out. When one of the factors is not managed properly, buying interest and consumer loyalty can decline.

Based on these real conditions, research on the influence of product quality, price, and promotion on purchase decisions at AW Cosmetics stores is very important. This research is expected to provide an empirical picture of which variables are the most influential and how companies can optimize marketing strategies to improve consumer purchasing decisions.

REVIEW OF LITERATURE

Product Quality

According to Maryati & M. Khoiri (2022), product quality is the totality of characteristics of a product or service that can fulfill implicit needs. According to Ririn (2020), overall product quality can have characteristics and properties that can influence the ability to satisfy consumers and customers. The better the quality of a product, the more we can create new variants to attract consumers. According to (Nugroho, 2021), product quality is a business element that consumers or customers need to pay attention to, but it is especially important for consumers or customers who want to maintain the quality of the products they want to market. According to (Renita, I., & Astuti, 2022), product quality is everything that

producers can offer that consumers and producers should pay attention to, use, purchase, and consume according to specific consumer needs.

Based on some of the definitions that have been described above, it can be concluded that product quality is a totality that has characteristics of the product or service that can show a measure that looks at how high the level of consumer trust in the product or service they use and how long that trust can last.

According to (Nasir, 2021), several indicators of product quality can be concluded as follows:

1. Product usage time, which can be used as a basis for product improvement. Performance, which is a quality characteristic that reflects the actual condition of the product or whether the service is good or not.
2. Range and type of features, which is a characteristic related to the function of the product or customer who frequently purchases products that have special features or capabilities that the product and service will have.
3. Reliability or durability, which is a characteristic related to the required reliability.
4. Sensory characteristics, which describe the appearance, style, attractiveness, and variety of a product, as well as several factors that can be important qualities in this aspect.
5. Ethical profile and image, which can be related to the largest part of a buyer's impression of a product and the company's service.

Pricing

According to Phillp (2021), price is the value of something expressed in money. Meanwhile, according to (Ibrahim, 2021), price is the amount of money (plus several products) needed to obtain a combination of products and services. According to (Zahrotul Ulya et al., 2024), price is an estimate expressed in rupiah. According to (Iqmal Khaqiqi et al., 2021), price is the amount of money spent on a product or service, or the amount of value exchanged by consumers to obtain the benefits or use of a product or service.

Price is a marketing factor that must be considered by company management, as it can directly impact many products and the profits earned by a company (Batubara, 2020). Price is crucial in the business world because it serves as a medium of exchange in transactions and is a competitive factor used to sell products. According to Tonce, Yosef & Rangga (2022), price indicators are price affordability, price suitability with product quality, price competitiveness and price suitability with benefits.

Promotions

According to (Arfah, 2022) promotion is an activity carried out by companies to communicate product benefits and as a tool to influence consumers in purchasing activities. According to (Solihin & Wibawanto, 2020) Promotion is one of the variables in the marketing mix that is very meaningfully implemented by the industry in marketing products. According to (Meidiansyah et al., 2020) Promotion is introducing a brand, generating sales, and growing brand loyalty. Promotion encompasses the communication methods used by marketers to provide information about the product. Promotion is the activity of introducing products to consumers, promotion also refers to activities designed to communicate and attract target

customers to buy promotion is also defined as a series of activities designed to communicate, inform, and persuade people about a product so that they recognize the size of the product and at the same time combine their thoughts and feelings with the form of product loyalty (Setiawan et al., 2022).

According to (Wangsa, 2022) there are five promotion indicators, namely: (1) Advertising, the forms of promotion used include mass media, broadcast, internet, and television. (2) Sales promotion, the forms of promotion used include discounts, coupons, displays, and sweepstakes. (3) Personal selling, the forms of promotion used include presentations, trade shows and incentive programs. (4) Public relations, the forms of promotion used include sponsorships, special events and the web. (5) Direct marketing, the forms of promotion used include brochures, kiosks, and telephone marketing.

Purchase Decision

According to (Indrasari, 2019), a purchasing decision is a selection between two or more alternative choices. In other words, choices/alternatives must be available to a person when planning. Conversely, if a consumer has no alternatives to choose from and is truly forced to make a purchase, then this situation does not constitute a decision.

According to (Gunawan, 2022), a purchasing decision is a process in which consumers identify a problem and seek information about a particular product or brand. A purchasing decision is the consumer's decision to purchase a product or not (Kholidah, N., & Arifiyanto, 2020).

According to (Kholidah, N., & Arifiyanto, 2020), purchasing decision indicators are product preferences, pre-purchase habits, how much is desired, recommendations to others, quality after price.

RESEARCH METHOD

The approach used in this study was a quantitative approach (Sugiyono, 2022). The type of research data used was primary data. The aim was to determine the variables of product quality, price, and promotion on product purchasing decisions at the Aw Cosmetics store. The required data was collected using a questionnaire as a tool used in conducting the survey. It was distributed through a questionnaire to respondents to choose one response using a Likert scale method with 5 intervals, namely: strongly agree (5), agree (4), neutral (3), disagree (2), strongly disagree (1) as a measuring tool.

A population is a generalized area consisting of subjects or objects with certain characteristics and qualities determined by a researcher to be studied and then a conclusion drawn (Sugiyono, 2022). The population of this study was consumers who made purchases at the Aw cosmetics store.

A sample is a collection of the numbers and characteristics of a population or group of people (Sugiyono, 2022). The sample also consists of members selected from the total population. Based on the existing population, the sampling technique used by the researcher is non-probability sampling using the purposive sampling method. Purposive sampling is a sampling technique that determines certain criteria (Sugiyono, 2019).

The characteristics of the samples used in this study are as follows:

1. The respondent is a consumer who makes purchases at a cosmetics store and is a consumer.
2. Respondents have purchased products at a cosmetics store at least once.
3. Respondents are over 15 years old, because this age group teenagers are starting to care more about their appearance because they want to look attractive, neat, and confident in their social environment

The data used in this study is primary data processed in the form of numbers taken from the questionnaire scale distributed to respondents and processed using SPSS 26 software.

RESULTS AND DISCUSSION

Table 1. Validity Test Results

Variabel	Statement	Calculated r-value	Table r values	Remarks
Product quality (X ₁)	P1	0.437	0.198	Valid
	P2	0.530	0.198	Valid
	P3	0.438	0.198	Valid
	P4	0.412	0.198	Valid
	P5	0.312	0.198	Valid
	P6	0.434	0.198	Valid
	P7	0.394	0.198	Valid
	P8	0.385	0.198	Valid
	P9	0.367	0.198	Valid
	P10	0.450	0.198	Valid
Price (X ₂)	P1	0.595	0.198	Valid
	P2	0.484	0.198	Valid
	P3	0.498	0.198	Valid
	P4	0.439	0.198	Valid
	P5	0.416	0.198	Valid
	P6	0.499	0.198	Valid
	P7	0.476	0.198	Valid
	P8	0.344	0.198	Valid
Promotion (X ₃)	P1	0.521	0.198	Valid
	P2	0.466	0.198	Valid
	P3	0.464	0.198	Valid
	P4	0.521	0.198	Valid
	P5	0.458	0.198	Valid
	P6	0.491	0.198	Valid
	P7	0.415	0.198	Valid
	P8	0.465	0.198	Valid
	P9	0.433	0.198	Valid

	P10	0.363	0.198	Valid
Purchase decision (Y)	P1	0.346	0.198	Valid
	P2	0.272	0.198	Valid
	P3	0.537	0.198	Valid
	P4	0.194	0.198	Valid
	P5	0.697	0.198	Valid
	P6	0.625	0.198	Valid
	P7	0.690	0.198	Valid
	P8	0.609	0.198	Valid
	P9	0.693	0.198	Valid
	P10	0.579	0.198	Valid

Source: Data processed, 2026

The validity test was conducted using the Pearson Product Moment correlation between the item score and the total score (Corrected Item–Total Correlation). A statement item is declared valid if the value of r is calculated $> r$ of the table at a significance level of 0.05 or has a significance value (Sig.) < 0.05 . Based on table 1 above, all statement items in each variable have a correlation value greater than r table, so it can be concluded that the research instrument is valid and feasible to use for data collection and further analysis.

Table 2. Reliability Test Results

Variabel	Calculated value Reliability	r- Remarks
Product quality(X_1)	0.714	Reliabel
Price (X_2)	0,729	Reliabel
Promotion (X_3)	0,728	Reliabel
Purchase decision (Y)	0,743	Reliabel

Source: Data processed, 2026

Based on Table 2, the reliability test shows that the calculated r value of each variable proves a value greater than the r value of the table. So, it can be concluded that all instruments in the research can be continued.

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.16400794
Most Extreme Differences	Absolute	.072
	Positive	.040

	Negative	-.072
Test Statistic		.072
Asymp. Sig. (2-tailed) ^c		.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.	.239
	99% Confidence Interval	Lower Bound
		Upper Bound
		.228
		.250

Source: Data processed, 2026

Based on Table 3 it is known that Asymp. Sig. (2 tailed) is 0.200 and above significant value (0.05), thus the residual variable is normally distributed. The Kolmogorov-Smirnov value of Z, which is 0.5, is less than 0.200, meaning that there is no difference between the theoretical distribution and the empirical distribution, or in other words, the data is said to be normal.

Table 4. Multicollinearity Test Results.

Coefficients ^a		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	Product quality	.480	2.085
	Price	.525	1.906
	Promotion	.450	2.220

a. Dependent Variable: Purchase decision

Source: Data processed, 2026

From Table 4, it shows that the VIF value of product quality (X1) is 2,085, price (X2) is 1,906, promotion (X3) is 2,220 < 10, so there is no Multicollinearity. From the value of product quality tolerance (X1) of 0.480, infuencer (X2) of 0.525, promotion (X3) of 0.450 > 0.1, there is no multicollinearity.

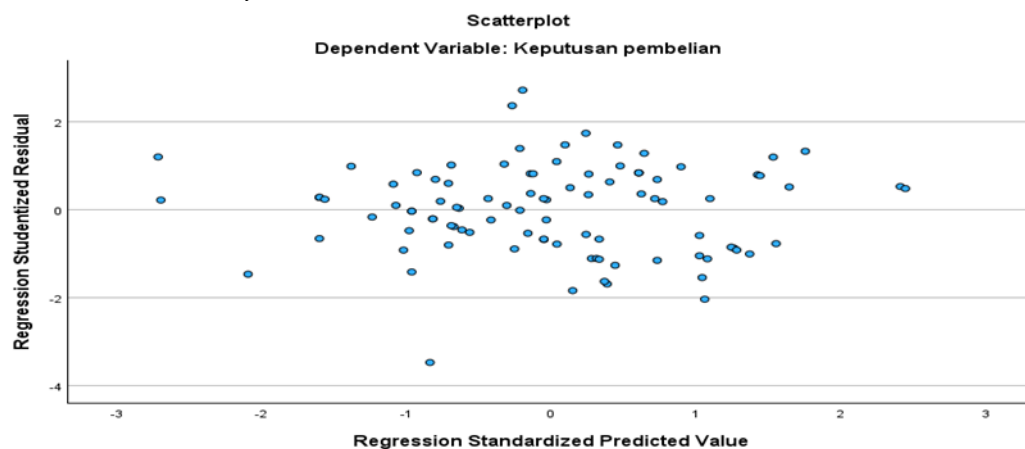


Figure 1.
Heteroscedasticity Test Results

Based on the results of the heteroscedasticity test using the Scatterplot graph, the residual points are randomly spread above and below the zero on the Y-axis and do not form a specific pattern, such as a funnel, undulating, or forming a certain line. The random and irregular spread of the points indicates that the residual variance is constant (homoscedasticity). Thus, it can be concluded that the regression model in this study does not experience symptoms of heteroscedasticity, so the classical assumption of regression is fulfilled, and the model is suitable for further analysis.

Table 5.
Multiple Linear Regression Test Results

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients
Model		B	Std. Error	Beta
1	(Constant)	2.703	3.472	
	Product quality	.333	.109	.292
	Price	.287	.112	.234
	Promotion	.382	.108	.350

a. Dependent Variable: Purchase decision

Source: Data processed, 2026

Based on the calculation in table 5, multiple linear regression can be obtained as follows:

$$Y = 2,703 + 0,333X_1 + 0,287X_2 + 0,382X_3$$

Description:

1. The constant of 2.703 means that if the variables of product quality, price, and promotion value are 0, then the purchase decision will drop by -0.267.
2. The product quality regression coefficient of 0.333 means that every time there is an addition of one unit of product quality, the purchase decision increases by 0.333.
3. The price regression coefficient of 0.287 means that every time there is an increase of one unit in price, the purchase decision increases by 0.287.
4. The promotion regression coefficient of 0.382 means that every time there is an addition of one promotional unit, the purchase decision is 0.382.

Table 6.
Partial Test Results (t)

Coefficients ^a			
Model		T	Sig.
1	(Constant)	.779	.438
	Product quality	3.045	.003
	Price	2.556	.012
	Promotion	3.538	.001

The Influence of Product Quality ...

a. Dependent Variable: Purchase decision

Source: Data processed, 2026

Based on the results of the t-test from the description above, the t-value of the table for 96 respondents at a significance value of 0.05 with a degree of freedom ($df=96-4-1$) is 1.661 for the one-way test. If t is calculated to exceed t of the table and the significance level is less than 0.05, then the variable is significant, and the hypothesis is acceptable. The following is an explanation of each of the g variables:

1. Based on the results of the t-test, the product quality variable (X1) has a calculated t-value of $3,045 >$ a table t-value and a significance value of $0.003 < 0.05$, so that H1 is accepted, which is the product quality variable showing a positive and significant relationship to the purchase decision.
2. Based on the results of the t-test, the price variable (X2) has a calculated t-value of $2,556 >$ the table t-value and a significance value of $0.012 < 0.05$, so that H2 is accepted, namely the price variable shows a positive and significant relationship to the purchase decision.
3. Based on the results of the t-test, the promotion variable (X3) has a calculated t-value of $3.538 >$ the t-value of the table and a significance value of $0.001 < 0.05$, so that H3 is accepted, namely the promotional variable shows a positive and significant relationship to the purchase decision.

Table 7.
Simultaneous Test Results (F Test)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	650.278	3	216.759	44.825	<,001 ^b
	Residual	444.878	92	4.836		
	Total	1095.156	95			

a. Dependent Variable: Purchase decision

b. Predictors: (Constant), Promotion, Price, Product quality

Source: Data processed, 2026

Based on Table 7, it shows that the results of the F test are 44,825 with a significant level of 0.001 while the Ftable value in the distribution statistics table t with the level of test $\alpha = 5\%$ and $df1 = (k-1) = 4$ and $df2 = (n-k-1) 92$ is 2.471. When comparing the value of Fcal ($44,825 > F_{table} (2,471)$), it is concluded that together the variables of product quality (X1), price (X2), and promotion (X3) have a positive and significant effect on purchasing decisions (Y).

Table 8.
Result Coefficient of Determination (R2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	.771 ^a	.594	.581	2.199
a. Predictors: (Constant), Promotion, Price, Product quality				
b. Dependent Variable: Purchase decision				

Source: Data processed, 2026

Table 8 shows that the R Square value of 0.594 or 59.4% means that the relationship between product quality (X1), price (X2), and promotion (X3) can affect the purchase decision (Y) by 59.4% while the remaining 40.6% is influenced by other variables that are not studied in this study.

Discussion

The effect of product quality on the purchase decision

The results of the research hypothesis obtained that the t-value of the product quality variable (X1) was 3.045 with a significant value (0.001); While for the t-table value in the t-distribution statistical table with a level of test $\alpha = 5\%$ and $df1 = (k-1) = 4$ and $df2 = (n-k-1) = 91$ of 1.661. Based on the criteria that if the t-value (3.045) > t-table (1.661); it can be concluded that product quality (X1), has a positive and significant effect on purchasing decisions (Y). Empirically, this finding indicates that cosmetic consumers have a rational orientation towards product attributes. In the context of cosmetic retail, quality is not only interpreted as product performance (for example, makeup durability or skincare effectiveness), but also includes safety guarantees (BPOM), ingredient composition, and brand reputation. Consumers tend to reduce purchasing risk (perceived risk) by choosing products that are considered to have high quality. This aligns with consumer behavior theory, which states that perceived quality is a key determinant in the evaluation of alternatives before making a purchase decision. This research is supported by Kumbara (2021), who found that product quality has a positive and significant effect on purchasing decisions. Similarly, research by Ely (2021) shows that product quality is the dominant variable influencing purchasing decisions.

Influence of price on Purchase decisions

The results of the research hypothesis obtained that the t-value of the price variable (X2) was 2.556 with a significant value (0.009); While for the t-value in the t-distribution statistical table with a level of test $\alpha = 5\%$ and $df1 = (k-1) = 4$ and $df2 = (n-k-1) = 91$ of 1.661. Based on the criteria that if the t-value (2.556) > t-table (1.661); it can be concluded that price (X2), has a positive and significant effect on purchasing decisions (Y). Empirically, this finding shows that consumers of AW Cosmetics Store have a rational price sensitivity. Consumers are not solely looking for low prices but rather emphasize the suitability between price and quality (price-quality congruence). In the context of cosmetic products, price is often used as an indicator of quality (price as a signal of quality), so that prices that are too low can create negative perceptions of product quality. Conversely, competitive prices and comparable to product benefits will increase consumer confidence in making purchasing decisions. The results of this study align with research by Iwan Sahara & Adi Prakoso (2020), which showed that price has a positive and significant influence on product purchasing

decisions, with affordability and price suitability being the dominant factors influencing consumer decisions. Research by Uliya & Zulhadi (2023) also found that perceived price fairness significantly increases purchasing decisions for local skincare products.

Influence of promotions on Purchase decisions

The results of the research hypothesis obtained that the t-value of the promotion variable (X3) was 3.538 with a significant value (0.001); While for the t-value in the t-distribution statistical table with a level of test $\alpha = 5\%$ and $df1 = (k-1) = 4$ and $df2 = (n-k-1) = 91$ of 1.661. Based on the criteria that if the t-value (3.538) $>$ t-table (1.661); it can be concluded that promotion (X3), has a positive and significant effect on purchasing decisions (Y). Empirically, promotion acts as an external stimulus that can increase awareness, interest, and encourage purchasing actions (purchase action). In the context of cosmetic retail, promotions such as price discounts, cashback, product bundling, providing samples (free samples), and promotions through social media have proven effective in influencing consumer evaluations of products. Promotion not only functions as a marketing communication tool, but also as a strategy to create the perception of added value in the eyes of consumers. The results of this study are supported by (Khotimah, 2020) who showed that digital promotions through social media significantly influence purchasing decisions for beauty products, especially among younger consumers. Research by (Zahrotul Ulya et al., 2024) also found that discount programs and sales promotions have a positive influence on increasing purchasing decisions in retail cosmetics stores.

Influence of product quality, price and promotion on Purchase decisions

Through hypothetical testing of product quality, price, and promotion, it has proven to have a positive and significant influence on purchase decisions. This is seen from the value of $F_{cal} (44,825) > F_{table} (2,471)$; and a significant level ($0.001 < 0.05$) of these results indicate that product quality, price, and promotion affect the purchase decision. To find out the contribution of product quality, price, and promotion to purchasing decisions, you can see from R Square at 59.4%. This value means that product quality, price, and promotion can influence purchase decisions by 59.4% while the remaining 40.6% are affected

CONCLUSION

Based on the results of the research on the influence of product quality, price, and promotion on product purchase decisions at the AW Cosmetics Store, it can be concluded as follows:

- Product quality has a positive and significant effect on purchasing decisions. This shows that the better the quality of the products offered, including safety, benefits, durability, and authenticity of the product, the higher the tendency of consumers to make a purchase.
- Price has a positive and significant effect on purchasing decisions. This means that the compatibility between price and product quality and benefits is the main consideration for consumers in making purchase decisions.

- Promotions have a positive and significant effect on purchasing decisions. Attractive, communicative, and targeted promotional programs can increase interest and encourage consumers to make purchases.
- Simultaneously, product quality, price, and promotions have a significant effect on product purchase decisions at AW Cosmetics Stores. Thus, these three variables are important in improving consumer purchasing decisions

For the Next Researcher

It is recommended to add other variables such as brand image, location, quality of service, or consumer trust to obtain a more comprehensive research model. Using larger sample counts or different analysis methods to reinforce generalizations of research results.

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