

**THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND BRAND IMAGE
ON PURCHASING DECISION OF WARDAH (CASE STUDY ON FEMALE
STUDENTS IN THE MANAGEMENT STUDY PROGRAM AT
UNIVERSITAS DEHASEN BENGKULU)**

By

Fithria Habib Efendi ¹⁾

Dr.Karona Cahya Susena dan Abdul Rahman ²⁾

ABSTRACT

A consumer, when purchasing a product, often evaluates whether the product is suitable for them or not, whether it meets their needs or not. Therefore, consumers prioritize choosing by looking at the product quality, price, and brand image to fulfill their desires or needs in making a purchase decision. The purpose of this study is to determine the influence of product quality, price, and brand image on the purchasing decision of Wardah among female students in the Management Study Program at Universitas Dehasen Bengkulu. The type of research used is quantitative. The data analysis methods used include validity test, reliability test, multiple linear regression, classical assumption test, hypothesis test, and determination test. The results of the multiple linear regression have the equation $Y = 22,500 + 0.302X_1 + 0.017X_2 + 0.923X_3 + 3.250$. Since the direction of the regression is positive, it can be interpreted that an increase in product quality, price, and brand image will also increase the purchasing decision of Wardah products among female students in the Management Study Program at Universitas Dehasen Bengkulu. Product quality significantly influences the purchase decision of Wardah products among female students in the Management Study Program at Universitas Dehasen Bengkulu, as evidenced by the t-test results showing that the t-value is smaller than the t-table value ($3.376 > 1.671$) with a significance value of $0.001 < 0.05$, meaning H_0 is rejected and H_a is accepted. Price significantly influences the purchase decision of Wardah products among female students in the Management Study Program at Universitas Dehasen Bengkulu, as evidenced by the t-test results showing that the t-value is greater than the t-table value ($0.183 < 1.671$) with a significance value of $0.855 > 0.05$, meaning H_0 is accepted and H_a is rejected. Brand image significantly influences the purchase decision of Wardah products among female students in the Management Study Program at Universitas Dehasen Bengkulu, as evidenced by the t-test results showing that the t-value is greater than the t-table value ($8.976 > 1.671$) with a significance value of $0.000 < 0.05$, meaning H_0 is rejected and H_a is accepted. Product quality (X_1), Price (X_2), and Brand Image (X_3) together significantly influence the purchase decision (Y) of Wardah products among female students in the Management Study Program at Universitas Dehasen Bengkulu, as evidenced by the F-test results showing that F-value $>$ F-table ($43.569 > 2.76$) with a significance value of 0.000.

Keywords: Product Quality, Price, Brand Image

- 1) Student
- 2) Supervisors

