

## The Influence of Product Quality and Brand Image on Blush On Cosmetic Purchasing Decisions Madame Gie in Surabaya

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### ARTICLE INFO

*Keywords:* Product Quality,  
Brand Image, Buying Decision

*Received :* 21, May

*Revised :* 20, June

*Accepted:* 23, July

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### ABSTRACT

This study aims to determine and analyze the effect of product quality and brand image on the purchasing decision of Madame Gie Blush in Surabaya. The population in this study were users of Madame Gie Blush in Surabaya. The sampling method used non-probability sampling with a purposive sampling technique and obtained a sample of 60 respondents. This study uses data analysis using the component-based Structural Equation Model (SEM) method using Partial Least Square (PLS) analysis. In this study, primary data was obtained from questionnaires distributed to the respondents. The results show that product quality and brand image have a significant positive effect on purchasing decisions for Madame Gie's blush cosmetics in Surabaya.

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## **INTRODUCTION**

With the development of the current era, business competition is also experiencing growth. This business competition makes companies required to compete competitively to meet the needs of people's lives. The increasing number of developments that have occurred in the necessities of life, has made many new companies compete to try to meet the needs of consumers' lives, one of which is cosmetics. Based on data from the Central Statistics Agency (BPS), the cosmetic industry which includes the pharmaceutical, chemical and traditional medicine sectors will grow by 9.61% in 2021. In addition, BPOM RI said the number of companies in the cosmetic industry increased to 20.6%. From 2021 to July 2022, a total of 819 cosmetic industries will increase to 913 industries. The increase in the number of business actors in the cosmetics sector was dominated by the MSME sector with a share of 83%. This shows a very high market opportunity for the cosmetics industry.

Based on data on the BPOM website regarding the approval of permits, from September 2022 to February 2023, cosmetic products dominated. With the high competition in the cosmetic industry in Indonesia, every cosmetic industry offers a value that is more than just the product's function so that it can attract the attention of consumers, therefore companies must improve product quality. According to Tjiptono (2008) in (Ashari et al., 2020) quality is a combination of properties and characteristics that determine the extent to which output can meet the prerequisites of customer needs or assess to what extent these properties and characteristics meet their needs. With the creation of good product quality, it can increase purchasing decisions.

The increasing cosmetic industry nowadays is that some people are interested in creating their brand, including artists. In recent years, several artists have launched their cosmetic brands. With so many enthusiasts today, competition in the cosmetic industry is increasing. In this condition, companies must make various efforts to increase purchases. One strategy is to create a positive brand image. According to Shiffman and Kanuk (Shintia Ayu, 2018), "Consumers always choose brands based on their image. The positive impressions and experiences that consumers get from a product depend on the customer's ability to identify the various information they get.

Madame Gie is one of the cosmetic industries owned by artist Gisella Anastasia which was introduced in 2018. Madame Gie is a cosmetic product that offers several cosmetic products such as lipstick, blush, eye shadow, liptint, and others. This Madame Gie product can be used by all people and all of its products have been registered with BPOM. With cosmetic prices that are affordable and of good quality, Madame Gie is the most sought-after cosmetic, especially blush.

Madame Gie's blush sales in early 2022, according to the survey agency Compass.com, Madame Gie's blush became the best-selling seller on e-commerce, both Shopee and Tokopedia. However, at the beginning of 2023, Madame Gie's blush experienced a very significant decline, Madame Gie's blush was no longer the top choice like in 2022. This was because in October 2022 Madame Gie shocked the media because approximately three of her products were withdrawn from circulation, the third product is Madame Gie

Sweet Cheek Blushed 03. Under this condition, many people assume that Madame Gie does not prioritize the safety of its products. As a result, it had an impact on Madame Gie's brand image which became negative so that the company had to withdraw all products in circulation.

Based on the above problems, researchers are interested in conducting research with the title "The Influence of Product Quality and Brand Image on Purchasing Decisions of Madame Gie's Blush On Cosmetics in Surabaya. This study aims to determine and analyze the effect of product quality and brand image on purchasing decisions.

## **LITERATURE REVIEW**

### **Product Quality**

According to Kotler and Armstrong (2008: 244) in (Ashari et al., 2020) product quality is a set of characteristic features of goods and services that can meet needs which is the notion of a combination of durability, reliability, accuracy, ease of maintenance and other attributes of a product. Product quality indicators according to David Garvin (2010) in (Purnamawati et al., 2020), namely: a. Performance. b. reliability. c. suitability. d. Durability. e. Aesthetics. f. Fit and Finish

### **Brand Image**

According to Tjiptono (2015: 49) in (Syafulloh et al., 2021) brand image is a description of consumer associations and beliefs about certain brands. Meanwhile, according to Setiadi (2003: 180) in (Affasy & Aqida Nuril Salma, 2021) brand image is a representation of the overall perception of a brand which is formed from information and past experiences with that brand. Brand Image indicators according to Kotler & Keller (2012: 10) in (Syahrazad & Hanifa, 2019), namely: a. Corporate Image. b. User Image. c. Product Image.

### **Buying Decision**

Schiffman and Kanuk (2004: 547) in (Ashari et al., 2020) define a purchasing decision as selecting from two or more alternative purchase decision options, meaning that a person can make a decision, and several choices must be available. Purchasing decision indicators according to Kotler & Keller are: a. Stability in a product. b. Habits in buying products. c. Give recommendations to others.

### **Influence of Product Quality on Purchasing Decisions**

Products are anything that can be offered to a market for sale. According to Tjiptono (2008) in (Ashari et al., 2020) quality is a combination of properties and characteristics that determine the extent to which the output can meet the prerequisites of customer needs or assess to what extent the properties and characteristics meet their needs. This is supported by research conducted by (Maulidia et al., 2021) which states that product quality and brand image both have a positive and significant influence on purchasing decisions. In this study, product quality variables have a greater influence on purchasing decisions.

## Influence of Brand Image on Purchasing Decisions

The image that is believed by consumers of a brand varies greatly from the perception of each individual. If the image embedded in a product is good and positive, consumers will buy the product because they feel safe. Shiffman and Kanuk (2016) (Ashari et al., 2020), argue that consumers always choose brands based on their image. The positive impression that consumers get from a product that has been offered depends on the customer's ability to identify the various information they get. This is supported by a statement (Ristanti & Iriani, 2020) which states that the brand image variable is known to have a significant influence on purchasing decisions.

## Conceptual Framework

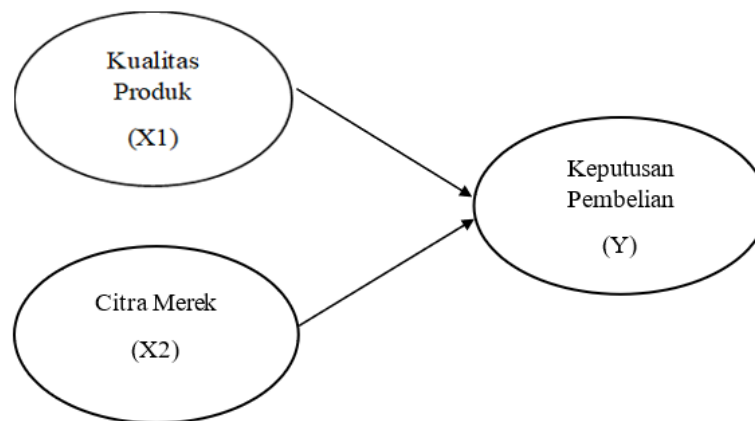


Figure 1. Conceptual Framework

## Hypothesis

H1: It is suspected that product quality affects purchasing decisions for Madame Gie's blush on cosmetics in Surabaya

H2: It is suspected that brand image affects purchasing decisions for blush in cosmetics Madame Gie in Surabaya

## METHODOLOGY

This research is quantitative. The population in this study were users of Madame Gie Blush in Surabaya. The sample of this research is the consumers of Madame Gie's blush on users in Surabaya who have the characteristics required in the research and can be used as respondents. The samples taken were 60 respondents. The sampling technique used in this research is non-probability sampling with a purposive sampling technique. The type of data used in this research is primary and secondary data. Primary data was obtained by distributing questionnaires to Madame Gie Blush on users in Surabaya. While secondary data is obtained from news, articles, social media, and others. The data collection method in this study was to distribute questionnaires to respondents according to the characteristics of the research. The data analysis method used in this study uses component-based Structural Equation Modeling (SEM) using the Partial Least Square (PLS) analysis tool. The PLS analysis tool was chosen because it is widely used for causal-predictive analysis and is an

appropriate technique for use in predictive applications and theory development in this study.

## RESEARCH RESULT

There are outliers if Expensive. Maximum Distance > Prob. & Number of variables [=CHIINV(0.001;12) : search via Excel]= 32.909

Table 1. Outlier Test Results

	Residuals Statistics <sup>a</sup>				N
	Minimum	Maximum	Mean	Std. Deviation	
Predicted Value	6,76	54,65	30,50	13,084	60
Std. Predicted Value	-1,814	1,846	,000	1,000	60
Standard Error of Predicted Value	4,197	8,402	5,954	,981	60
Adjusted Predicted Value	4,25	57,58	30,69	13,625	60
Residual	-28,950	19,668	,000	11,568	60
Std. Residual	-2,234	1,518	,000	,993	60
Stud. Residual	-2,361	1,640	-,006	,998	60
Deleted Residual	-32,341	23,629	-,187	14,552	60
Stud. Deleted Residual	-2,488	1,671	-,012	1,015	60
Mahal. Distance	5,204	<b>23,809</b>	11,800	4,335	60
Cook's Distance	,000	,128	,020	,026	60
Centered Leverage Value	,088	,404	,200	,073	60

Source: Data Process

Based on the second outlier test table, the Expensive value is obtained. The maximum distance of the respondent's data is 23.809, which is smaller than the specified Mahal Distance Maximum outlier of 32.909, which means that there are no outliers in the data, with Thus it can be said that the data has good quality and can be continued for further processing with a total of 60 cases of respondents.

Table 2. Outer Loadings (Mean, STDEV, T-Values

	Factor Loading (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics ( O/STERR )
X1.1 < KUALITAS PRODUK (X1)	0,810241	0,814265	0,023519	0,023519	34,450521
X1.2 < KUALITAS PRODUK (X1)	0,581811	0,562988	0,083702	0,083702	6,951007
X1.3 < KUALITAS PRODUK (X1)	0,794062	0,793490	0,037170	0,037170	21,362799
X1.4 < KUALITAS PRODUK (X1)	0,761923	0,760140	0,052769	0,052769	14,438827
X1.5 < KUALITAS PRODUK (X1)	0,731123	0,725930	0,053243	0,053243	13,731742
X1.6 < KUALITAS PRODUK (X1)	0,612207	0,595556	0,079208	0,079208	7,729122
X2.1 < CITRA MEREK (X2)	0,888238	0,890035	0,015689	0,015689	56,615243
X2.2 < CITRA MEREK (X2)	0,914521	0,913212	0,015087	0,015087	60,615768
X2.3 < CITRA MEREK (X2)	0,925938	0,926211	0,010997	0,010997	84,197973
Y1 < KEPUTUSAN PEMBELIAN (Y)	0,930959	0,929490	0,014882	0,014882	62,554052
Y2 < KEPUTUSAN PEMBELIAN (Y)	0,886051	0,886392	0,029018	0,029018	30,534622
Y3 < KEPUTUSAN PEMBELIAN (Y)	0,882749	0,879072	0,018198	0,018198	48,508867

Source: Data Process

Based on the outer loading table above, all reflective indicators on the variable Product Quality (X1), Brand Image (X2), and Purchase Decision (Y) show a factor loading (original sample) greater than 0.50 and or significant (Value The T-Statistic is more than the value of  $Z \alpha = 0.05 (5\%) = 1.96$ ), thus the results of the estimation of all indicators have met Convergent validity or good validity.

Table 3. Average Variance Extracted (AVE)

	<b>AVE</b>
<b>CITRA MEREK (X2)</b>	0,827559
<b>KEPUTUSAN PEMBELIAN (Y)</b>	0,810339
<b>KUALITAS PRODUK (X1)</b>	0,519232

Source: Data Process

The next measurement model is the Average Variance Extracted (AVE) value, which is the value indicating the magnitude of the indicator variance contained by the latent variable. Convergent AVE values greater than 0.5 indicate good adequacy of validity for latent variables. On the reflective indicator variable, it can be seen from the Average variance extracted (AVE) value for each construct (variable). A good model is required if the AVE value of each construct is greater than 0.5.

AVE test results for the Product Quality variable (X1) of 0.519232, Brand Image variable (X2) of 0.827559, and Purchase Decision (Y) of 0.810339, these three variables show a value of more than 0.5, so overall the variables in this study can be said to have good validity.

Table 4. Composite Reliability

	<b>Composite Reliability</b>
<b>CITRA MEREK (X2)</b>	0,935035
<b>KEPUTUSAN PEMBELIAN (Y)</b>	0,927589
<b>KUALITAS PRODUK (X1)</b>	0,864575

Source: Data Process

Construct reliability is measured by the composite reliability value, the construct is reliable if the composite reliability value is above 0.70 then the indicator is called consistent in measuring its latent variables. The Composite Reliability test results show that the Product Quality variable (X1) is 0.864575, Brand Image variable (X2) is 0.935035, and Purchase Decision (Y) is 0.927589, these three variables show a Composite Reliability value above 0.70 so it can be said that all variables in this study are reliable.

Table 5. Latent Variable Correlation

	<b>CITRA MEREK (X2)</b>	<b>KEPUTUSAN PEMBELIAN (Y)</b>	<b>KUALITAS PRODUK (X1)</b>
<b>CITRA MEREK (X2)</b>	1,000000		
<b>KEPUTUSAN PEMBELIAN (Y)</b>	0,505498	1,000000	
<b>KUALITAS PRODUK (X1)</b>	0,523269	0,710846	1,000000

Source: Data Process

From the table of latent variable correlations above, the average correlation value between one variable and another shows an average correlation value that is moderate. The highest correlation value is found between the Product Quality variable (X1) and the Purchase Decision (Y) 0.710846, it can also be stated that among the variables in the research model, the relationship between the Product Quality variable (X1) and the Purchase Decision (Y) shows a stronger relationship than the relationship between other variables, this also it can be interpreted that in this research model, the level of purchasing decisions is more influenced by the product quality variable than the brand image variable.

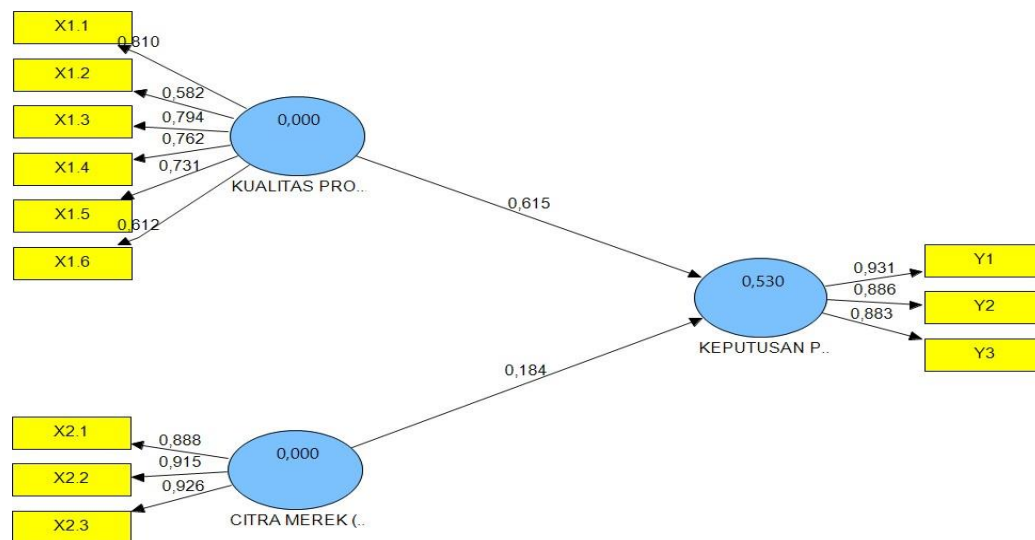


Figure 2. PLS Model  
 Source: Data Process

From the PLS output image above, it can be seen that the magnitude of the factor loading value for each indicator is located above the arrows between variables and indicators, you can also see the magnitude of the path coefficients (path coefficients) which are above the arrows between exogenous variables and endogenous variables. Besides that, it can also be seen that the magnitude of the R-Square is right inside the circle of endogenous variables (Purchasing Decision variables).

Table 6. R-Square

	<b>R Square</b>
<b>CITRA MEREK (X2)</b>	
<b>KEPUTUSAN PEMBELIAN (Y)</b>	0,529856
<b>KUALITAS PRODUK (X1)</b>	

Source: Data Process

R2 value = 0.529856. It can be interpreted that the model can explain the phenomenon of purchasing decisions that are influenced by independent variables including product quality and brand image with a variance of 52.98%, while the remaining 47.02% is explained by other variables outside this study (besides product quality and Brand Image). In addition to knowing the value of

R<sup>2</sup>, the Goodness of Fit of the research model can be known from the magnitude of Q<sup>2</sup> or Q-Square predictive relevance for structural models, which is to measure how well the observed values produced by the model and also its parameter estimates. Q-square value > 0 indicates the model has predictive relevance; On the other hand, if the Q-Square ≤ 0 indicates the model lacks predictive relevance. The q-Square calculation is done by the formula:

$Q^2 = 1 - (1 - R^2) (1 - R^2) \dots (1 - R^2)$  where R<sup>2</sup>, R<sup>2</sup> ... R<sup>2</sup> are the R-square of the endogenous variables in the equation model. The value of Q<sup>2</sup> has a range of 0 < Q<sup>2</sup> < 1, where closer to 1 means the model is better. This Q<sup>2</sup> quantity is equivalent to the total coefficient of determination in path analysis.

In this study, the value of Q<sup>2</sup> is:  $Q^2 = 1 - (1 - 0,529856) = 0,529856$ . From the results of the Q<sup>2</sup> calculation with a result of 0.529856, it can be concluded that the research model can be said to fulfill predictive relevance.

Tabel 7 Path Coefficients (Mean, STDEV, T-Values, P-Values)

	Path Coefficients (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STERR )	P Values
<b>KUALITAS PRODUK (X1) -&gt; KEPUTUSAN PEMBELIAN (Y)</b>	0,614625	0,612685	0,062571	9,822919	0,000
<b>CITRA MEREK (X2) -&gt; KEPUTUSAN PEMBELIAN (Y)</b>	0,183884	0,188507	0,084853	2,167077	0,032

Source: Data Process

From the table above it can be concluded that the hypothesis states: Product quality (X1) has a positive effect on purchasing decisions (Y) Madame Gie's blush on cosmetics in Surabaya is acceptable, with a path coefficient of 0.614625, and a T-statistic value of 9.822919 > 1.96 (from table value Z<sub>α</sub> = 0, 05) or P-Value 0.000 < 0.05, with a significant (positive) result. Brand Image (X2) has a positive effect on Purchasing Decisions (Y) Madame Gie's blush on cosmetics in Surabaya is acceptable, with a path coefficient of 0.183884, and a T-statistic value of 2.167077 > 1.96 (from table value Z<sub>α</sub> = 0, 05) or P-Value 0.032 < 0.05, with a significant (positive) result.

## DISCUSSION

### Effect of Product Quality on Purchasing Decisions

Based on the results of the research that has been done, the results of the product quality variable have a significant positive effect on purchasing decisions. on purchasing decisions. This result means that the better the quality of the product offered, the higher the purchase decision.

In this study, it was found that the product quality variable indicated that the indicator that had the greatest contribution to purchasing decisions was the indicator 'the main function of a product' which means that users of Madame Gie blush tend to pay attention to the main function of Madame Gie

blush. If the main function of the product is good and can be used according to its function then this can encourage these users to purchase blush-on products from Madame Gie. Conversely, if the main function cannot be used according to its function, the user will think again or use products from other brands.

The results of this study are by research conducted by (Maulidia et al., 2021) which states that the variables of product quality and brand image both have a positive and significant influence on purchasing decisions. In this study, product quality variables have a greater influence on purchasing decisions. The two independent variables cannot be said to be very good, because there are still negative perceptions from respondents.

### **The Effect of Brand Image on Purchasing Decisions**

Based on the results of the research that has been done, the results show that the brand image variable has a significant positive effect on purchasing decisions. This result means that the better the brand image, the higher the purchase decision. In this study, it was found that the brand image variable indicated that the indicator that had the greatest contribution to purchasing decisions was the 'product image' indicator which means that Madame Gie blush users tend to pay attention to the image of a Madame Gie blush product. If the product image of Madame Gie's blush is good, it can encourage users to buy blush on Madame Gie's products. Likewise, if the image of a product is not good, users will think again or use products from other brands.

The results of this study are by research conducted (Ristanti & Iriani, 2020) which states that the brand image variable is known to have a significant influence on purchasing decisions. These results are also the same as the research conducted by (Hasan et al., 2020) whose results show that partially and simultaneously independent (product quality and brand image) together have a significant effect on the related variable (Decision to Purchase Wardah Products for Women with Hijab in Gorontalo City).

### **CONCLUSIONS AND RECOMMENDATIONS**

Product quality can contribute to purchasing decisions for Madame Gie's blush on cosmetics in the city of Surabaya. The better the quality of the product, the higher the purchase decision of the user. Brand image contributes to the purchasing decision of Madame Gie's blush cosmetics in the city of Surabaya. The better the image of a company, the higher the purchase decision by customers.

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