

# **THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND PROMOTION ON PURCHASING DECISIONS FOR HANASUI PRODUCTS**

## **(STUDY ON IAIN KENDARI STUDENTS)**

Putri Septi Wahyuni<sup>1</sup>, Lestari Daswan<sup>2</sup>, Sitti Nur Annisa Amalia<sup>3</sup>, Indra Nola<sup>4</sup>  
IAIN Kendari

Email: [putriseptiwahyuni666@gmail.com](mailto:putriseptiwahyuni666@gmail.com), [lestaridaswan@iainkendari.ac.id](mailto:lestaridaswan@iainkendari.ac.id),  
[sittinurannisaamalia@iainkendari.ac.id](mailto:sittinurannisaamalia@iainkendari.ac.id), [indranola93@iainkendari.ac.id](mailto:indranola93@iainkendari.ac.id)

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### **Abstract**

This study aims to examine: (1) the effect of product quality on purchasing decisions of Hanasui products among IAIN Kendari students, (2) the effect of price on purchasing decisions, and (3) the effect of promotional strategies on the same. The research employs purposive sampling with 100 student respondents, and the data were analyzed using multiple linear regression. The findings reveal that product quality, price, and promotion each have a significant positive effect on students' purchasing decisions regarding Hanasui products. Moreover, when considered simultaneously, all three variables exert a significant influence on purchase behavior.

**Keywords:** *Product Quality, Price, Promotion, and Purchase Decision*

### **Introduction**

The Ministry of Industry reported that in 2019, the cosmetics industry experienced a growth rate of approximately 9%, marking an increase from the 7% recorded in 2018. According to data from the Central Statistics Agency (BPS), in the first quarter of 2020, the performance of the chemical, pharmaceutical, and traditional medicine industries—which include the cosmetics sector—showed a remarkable growth of 5.59%. Even amidst the economic pressures caused by the COVID-19 pandemic, this manufacturing group made a significant contribution to foreign exchange earnings, with export values reaching USD 317 million in the first half of 2020—an increase of 15.2% compared to the same period in the previous year ([www.nusadaily.com](http://www.nusadaily.com)).

The cosmetics industry presents substantial opportunities for innovation to meet the growing consumer demand for beauty products. With an expanding market share and increased purchasing power, competition within the cosmetics sector has intensified, especially with the rise

of new domestic and international brands. This surge in brand availability offers consumers a broader array of product choices.

To remain competitive in an increasingly saturated market, companies must adopt effective and efficient marketing strategies. A deep understanding of consumer behavior is essential for developing products that are not only of high quality but also aligned with market preferences. Insight into purchasing behavior helps businesses tailor their marketing approaches effectively. In this context, the competence of human resources involved in marketing activities becomes a critical factor in achieving market success.

Hanasui is one example of a local brand that has successfully captured consumer interest through competitive product offerings. As an Indonesian skincare and body care brand, Hanasui is known for its comprehensive product range—including facial creams, serums, masks, sunscreens, and body lotions. The brand has also ventured into decorative cosmetics, offering items such as powders and lipsticks. Its primary strengths lie in reliable quality at affordable prices, making it a favored choice among consumers. Positive endorsements from public figures have further enhanced Hanasui's brand image, which, in turn, has become a key factor influencing consumer purchasing decisions.

Field observations revealed that a large number of IAIN Kendari students regularly use Hanasui products. The university's proximity to cosmetic retailers that stock Hanasui items makes the brand easily accessible to students. Thus, IAIN Kendari students fit the criteria for the study being conducted.

## **Literature Review**

**Hanasui Brand Background** Hanasui is a local beauty brand under PT. Eka Jaya Internasional, established in 2016. The company holds certified production licenses and is registered with BPOM (Indonesia's FDA) and MUI Halal certification, ensuring that its products meet safety and quality standards. Furthermore, Hanasui adheres to a cruelty-free policy, avoiding animal testing throughout its production processes.

**Marketing Concepts** According to Kotler (2017:45), marketing is a social process through which individuals and groups obtain what they need and want by creating, offering, and freely exchanging products of value with others.

## **Product Quality**

Product quality is a key competitive element for any company. A high-quality product must meet or exceed customer expectations to satisfy and retain consumers. Kotler and Armstrong (2014:230) define product quality as the characteristics of a product or service that support its ability to meet customer needs. Assauri (2015) emphasizes that product quality represents a brand's or product's capability to fulfill its intended function.

According to Boyd Walker (as cited in Permatasari et al., 2022), companies must understand key dimensions of product quality to maintain a competitive edge. These dimensions include:

- **Durability:** The extent to which a product can be used over time without deterioration.
- **Reliability:** The likelihood that a product consistently performs well over its lifespan.
- **Serviceability:** The ease with which consumers can repair the product themselves.

- Style: The aesthetic and visual appeal that shapes consumer perception.
- Performance: How effectively the product fulfills its primary function.
- Conformance: The degree to which the product meets specified standards and consumer expectations.

**Price**

Price is defined as the amount of money a customer pays to acquire a product (Sutojo in Nasution et al., 2019). Tirtayasa (2021) notes that price is more than just a number on a label—it serves various functions and is often negotiated. According to Tirtayasa et al. (2022), price represents the value consumers pay in exchange for product benefits.

Lupiyoadi (in Hulima et al., 2021) outlines five pricing orientations:

- Profit-oriented: Setting prices to maximize profit.
- Volume-oriented: Aiming to meet sales volume or market share targets.
- Image-building: Using price to shape a prestigious or value-based image.
- Stability-oriented: Maintaining price consistency to ensure market stability.

Kotler (2016) identifies four main price indicators:

- Affordability: The consumer's ability to pay for the product.
- Price-quality alignment: Whether the price reflects the product's quality.
- Price competitiveness: How the price compares to that of competitors.
- Price-benefit alignment: Whether the perceived benefits justify the price.

**Promotion**

Promotion serves to inform, persuade, and remind consumers about a company's products and marketing mix. According to Adisaputro (2010), promotion is a communication activity aimed at influencing consumer purchasing decisions. Santri (2023) adds that promotion provides information about products, pricing, and distribution channels. Key objectives of promotion include:

- Informing: Raising product awareness and building brand image.
- Persuading: Shaping brand preference and driving immediate purchases.
- Reminding: Reinforcing product memory without continuous advertising.

According to Permatasari et al. (2022), promotional success depends on factors like budget, market characteristics, product type, and product life cycle stage.

Kotler and Armstrong (2014:77) define promotion as communication activities that convey product advantages and persuade customers to buy. Promotional indicators include:

- Advertising: Mass media promotion.
- Personal Selling: Direct interaction with consumers.
- Publicity: Promotional efforts via reviews or public reports.
- Sales Promotions: Purchase incentives.
- Direct Marketing: Direct communication to influence consumer behavior.

### **Purchasing Decisions**

A purchasing decision involves a consumer's assessment and selection of a product that meets their needs (Tjiptono, 2016:22). Schiffman & Kanuk (2000) describe it as the act of choosing among alternatives. Peter & Olson (2000) highlight that this process is shaped by knowledge and evaluation. Lestari & Daswan (2023) emphasize the influence of internal and external factors. Tjiptono (2016:77) categorizes these factors into:

- Personal Factors: Age, occupation, income, lifestyle, and personality.
- Psychological Factors: Perception, motivation, learning, beliefs, and attitudes.

Kotler (2014:212) lists four indicators of purchasing decisions:

- Product Confidence: Choosing products based on trust.
- Purchase Habits: Emotional or functional attachment.
- Word-Of-Mouth: Sharing satisfaction with others.
- Repeat Purchases: Continuity based on satisfaction and suitability.

### **Research Methodology**

This study employs a quantitative research method using multiple linear regression analysis and classical assumption tests. Data analysis is conducted with SPSS version 25. Quantitative research is a systematic process that uses numerical data as an analytical tool (Kasiram, 2017).

The objective is to examine the influence of product quality, price, and promotion on the purchasing decisions of Hanasui products among IAIN Kendari students.

### **Results And Discussion**

The findings show that Hanasui, a local Indonesian skincare and body care brand, is perceived positively by students due to its affordability and quality. Its products are priced below IDR 100,000, often under IDR 50,000, and have received both BPOM safety and MUI halal certifications.

Based on the results of research that has been conducted on questionnaires that have been distributed to 100 respondents of IAIN Kendari students, the data obtained for the characteristics of the respondent's faculty are as follows:

<b>No</b>	<b>Fakultas</b>	<b>Jumlah Responden</b>	<b>Persentase (%)</b>
1.	Fakultas Tarbiyah dan Ilmu Keguruan	36	36%
2.	Fakultas Syariah	10	10%
3.	Fakultas Ushuluddin, Adab dan Dakwah	6	6%
4.	Fakultas Ekonomi dan Bisnis Islam	48	48%
<b>Total</b>		<b>100</b>	<b>100%</b>

Data from 100 student respondents at IAIN Kendari revealed that the Faculty of Economics and Islamic Business had the highest usage of Hanasui products (48%), followed by the Faculty of Education and Teacher Training (36%), the Faculty of Sharia (10%), and the Faculty of Ushuluddin, Adab, and Da'wah (6%).

No	Types of Products Used	Respondent	Percentage (%)
1.	Skincare	40	40%
2.	Bodycare	39	39%
3.	Make Up	21	21%
<b>Total</b>		<b>100</b>	<b>100%</b>

No	Purchase Frequency	Responden6	percentage (%)
1.	2-5	76	76%
2.	6-10	20	20%
3.	>10	4	4%
<b>Total</b>		<b>100</b>	<b>100%</b>

Product type usage was led by skincare (40%), followed closely by body care (39%), and makeup (21%). Purchase frequency showed that most students purchased 2–5 times (76%), followed by 6–10 times (20%) and more than 10 times (4%).

### **Product Quality's Impact on Purchase Decisions for Hanasui Products**

The study confirms that product quality has a positive and significant influence on purchasing decisions. Among the six quality indicators, durability had the strongest impact. Although "conformance" scored the lowest, the product's benefits and reliability compensated for this, leading to strong overall quality perceptions. These findings align with previous research by Widhiyah Ayu (2021), Immawati et al. (2019), Mathori et al. (2022), Septiyono & Widodo (2024), and Robiul Umi Rodiyah et al. (2022), but differ from Devi (2019), who found no partial effect of product quality on purchase decisions.

### **The Effect of Price on Purchasing Decisions for Hanasui Products**

Price perception significantly affects purchasing decisions. Respondents perceived Hanasui's pricing as affordable and appropriate for the quality offered. The most influential price indicators were affordability and price-quality alignment, while price-benefit alignment had the lowest impact.

This is consistent with findings from Afif & Aswati (2022), Khumaeroh et al. (2023), Ratnasari et al. (2021), Marhamah et al. (2023), and Elizabeth & Santoso (2024), though it contrasts with Marlius & Putra (2022), who found no significant impact of price on purchase decisions.

### **The Effect of Promotion on Purchasing Decisions for Hanasui Products**

According to Gitosudarmo (2014: 155), promotion is an activity aimed at influencing consumers so that they recognize, like, and ultimately buy the products offered by the company.

The results showed that promotion has a positive and significant effect on purchasing decisions for Hanasui products, which means that the more effective the promotion is, the more likely consumers are to make purchases.

The distribution of respondents' responses shows that of the five promotion indicators, the advertising indicator obtained the highest score. This indicates that the promotional media used in the IAIN Kendari campus environment has proven effective in attracting consumer buying interest. Although direct marketing is the lowest indicator, this does not significantly affect purchasing decisions, as other forms of promotion are sufficient to support product recognition.

Overall, promotion is influential through five main indicators: advertising, face-to-face sales, publicity, sales promotion, and direct marketing. This shows that IAIN Kendari students strongly consider promotions in making purchasing decisions, so the third hypothesis can be accepted.

These results are reinforced by previous research from Watriningsih & Carlos (2022), Adzkia Nabila et al. (2023), Sumilat et al. (2022), Intan & Ely (2023), and Ardyan & Gunawan (2021), which state that product quality, price, and promotion have a significant effect on purchasing decisions. However, this result is different from the research of Ashari et al. (2020) who found that promotion has no significant effect on purchasing decisions.

### **The Effect of Product Quality, Price, Promotion on Purchasing Decisions for Hanasui Products**

According to Sudaryono (2014: 208), a purchase decision is the selection of actions from two or more alternatives, which means that someone will make a purchase decision after considering the various options available. The results showed that the variables of product quality, price, and promotion simultaneously had a positive and significant effect on purchasing decisions for Hanasui products. This indicates that if these three variables are well managed, then consumers - in this case IAIN Kendari students - will feel more confident and motivated to make purchases.

#### **1. Product Quality**

Of the six indicators measured, durability is the highest indicator, reflecting consumer confidence in the durability of Hanasui products. Although product fit was the lowest indicator, this did not dampen purchase intentions as strong product benefits and consistent product performance made up for the shortcomings.

#### **2. Price**

Four indicators were used to assess price, and affordability and price compatibility with product quality took the highest positions. This shows that Hanasui products are considered feasible and economical by consumers, although the price and benefit compatibility indicator is in the lowest position.

#### **3. Promotion**

Of the five indicators, advertising occupies the highest position, indicating the effectiveness of promotion in the campus environment through various media. While direct marketing is the lowest indicator, it does not have a significant effect on promotion.

Overall, the simultaneous test results reinforce that these three variables-product quality, price, and promotion-together have a strong influence on purchasing decisions. This indicates that

the level of confidence in the simultaneous contribution of these three variables in encouraging consumers to make purchases is in the very good category.

In conclusion, IAIN Kendari students consider these three variables comprehensively in making purchasing decisions. Product quality is the main consideration that supports consumer trust and loyalty. Price determines the economic feasibility of the purchase, and promotion plays a role in shaping perceptions and initial interest in the product. All three complement each other in encouraging repeat purchases and building long-term relationships between products and consumers.

### **Conclusion And Recommendation**

The study concludes that product quality, price, and promotion each significantly influence students' purchasing decisions for Hanasui products. Quality is valued for its reliability and perceived fairness in relation to price. Price is considered student-friendly and justified by product performance. Promotion, especially through campus-based advertisements, successfully encourages trials and purchases.

When considered together, these factors mutually reinforce each other in influencing purchase decisions, confirming the importance of a well-balanced marketing strategy.

### **Recommendation**

Given the relatively low score on the "conformance" indicator, it is recommended that the company enhance product alignment with consumer expectations. In terms of pricing, the "price-benefit alignment" indicator was weakest, suggesting a need to reassess whether perceived benefits match the price. Improving product value perception could enhance purchasing behavior.

Regarding promotion, direct marketing scored lowest among the indicators. Companies should revisit their direct marketing strategies to ensure clarity, appeal, and tangible value in their messaging. Lastly, since "purchase habit" scored lowest among decision indicators, the company should focus on consistent quality and differentiation to foster repeat purchases and build long-term consumer relationships.

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