

The Influence of Brand Image and Product Quality on Glad2glow Skincare Purchasing Decisions at the Gloria Cosmetic88 Store in Sampit

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Abstract.

The title of this research is The Influence of Brand Image and Product Quality on Glad2glow Skincare Purchasing Decisions at Gloria Cosmetic88 Store in Sampit. This research was conducted in Sampit, East Kotawaringin Regency, Central Kalimantan. This research used Accidental Sampling technique. The data were tested using validity test, reliability test, hypothesis test, and research data analysis using descriptive analysis, multiple linear regression analysis, correlation coefficient analysis and determination analysis. In this research, the data were collected through questionnaire method of 75 respondents, which were distributed to consumers who made purchases at Gloria Cosmetic88 store in Sampit. The results of this study indicate that the t-test of the Brand Image variable (X1) has a calculated t value > t table (6.556 > 1.99394 and a significant level (0.000 < 0.05) so Ho is rejected and Ha is accepted, this means that Brand Image has a significant effect on the Purchase Decision of glad2glow skincare at the Gloria Cosmetic88 store in Sampit. The t-test of the Product Quality variable (X2) has a calculated t value > t table (5.576 > 1.99394) and a significant level (0.00 < 0.05) so Ho is rejected and Ha is accepted, this means that Product Quality has a significant effect on the Purchase Decision of glad2glow skincare at the Gloria Cosmetic88 store in Sampit. While for the f test it is known that f count > ft table (308.476 > 3.13) with a significant level of 0.000 < 0.050 so Ho is rejected and Ha is accepted, meaning that the independent variables are Brand Image (X1), and Product Quality (X2) simultaneously influence the dependent variable, namely the Purchase Decision (Y). While the correlation analysis (r) of 0.946 indicates a very strong correlation between Brand Image and Product Quality on the Purchase Decision of glad2glow skincare at the Gloria Cosmetic88 store in Sampit. While the determination analysis (R2) obtained R2 = 0.895 (89.5%). This reveals that the influence of Brand Image (X1) and Product Quality (X2) influences the Purchase Decision (Y) by 89.5%. While the remaining 10.5% is influenced by other variables not included in this study such as price, promotion, location and so on.

Keywords : Brand Image, Product Quality and Purchasing Decision.

I. INTRODUCTION

Current business developments, coupled with increasingly rapid advances in science and technology, have not only impacted education and economics but also impacted lifestyles. A small example of this shift in lifestyle is the tendency to purchase beauty products. Similarly, when individuals decide to purchase a product, companies are required to create creative and innovative products to attract consumer interest.

When someone decides to buy a product, they typically consider which one to purchase. If buyers have no experience with a particular product, they tend to choose a brand that's popular, in high demand, and of course, offers satisfactory quality.

The development of the beauty industry has made people prioritize beauty and appearance. The beauty industry's continued growth over the years has led to numerous local and international brands entering the Indonesian skincare market. The skincare industry is driven by a variety of exciting and varied product innovations. The high public interest in skincare products has led to increasingly fierce competition. Skincare has now become a necessity for self-care, especially for women. Awareness of the importance of maintaining health and skin care has led to an increasing variety of skincare brands available in Indonesia. This has encouraged consumers to be more discerning and meticulous in their skincare product choices.

Skincare is a series of skin care treatments performed to maintain the health and appearance of skin. This term encompasses a variety of products and procedures designed to care for, protect, and improve the condition of skin, both on the face and body.

One of the most well-known and sought-after beauty products is Glad2Glow. G2G (Glad2Glow) is a skincare brand originating from China and owned by PT Suntone Wisdom Indonesia. This brand was first

introduced in Indonesia in 2022. This product is a beauty band produced by Guangzhou DAAI Cosmetics Manufacture Co., Ltd, China. However, it is distributed in Indonesia by PT Suntone Wisdom Indonesia. The company is located at Ruko Citra Garden 7 Block A02 No. 17, Kalideres Village, Kalideres District, West Jakarta. Glad2Glow products are registered with the BPOM and are halal, so they are safe to use according to consumer skin types. They have many types, such as facial cleansers, moisturizers, masks, and serums.

Glad2Glow products have successfully entered the market share and competed with other brands, this is in line with the statement from (CNN Indonesia, 2023) that until the second quarter (Q2) of 2023, Glad2glow has successfully penetrated the market and become a viral product that is widely loved by the public. In addition, according to Mega (2024) "In addition to cosmetic stores spread throughout Indonesia, Glad2glow products have recently become the center of attention on social media platforms such as Instagram, TikTok, and others.

One of the cosmetic stores that sells Glad2Glow skincare and is famous for its various cosmetic product offerings to provide solutions to various consumer skin problems is the Gloria Cosmetic88 Store, located at Jalan MT. Hariyono no. 111, next to Bingxue Sampit, Mentawa Baru Ketapang District, East Kotawaringin Regency, Central Kalimantan, Sampit.

As a cosmetics store offering a wide range of products, including skincare and body care, Gloria must compete with other cosmetics stores in Sampit. Fierce competition inevitably demands innovation in marketing strategies that capture consumer interest and sympathy. Gloria Cosmetic88 must enhance the brand image of each product and maintain product quality to ensure consumer confidence in purchasing its cosmetics.

Brand image is a depiction of the entire perception of a brand formed based on information and/or a person's experience with the brand. According to Tjiptono (2011), brand image is the result of a consumer's experience with a brand formed in a perception. Consumers who have had a good experience with a brand can share that experience with others, thereby forming a good brand image. Furthermore, according to Supranto (2011), brand image is something that exists in the mind or feelings that arise in consumers when they see a brand or even when someone else mentions the name of a brand. Meanwhile, brand image according to Kotler and Armstrong in Firmansyah (2019), is defined as comprehensively as possible as the level of consumer trust in a particular brand.

According to observations and opinions from a Glad2glow user named Nia, she purchased the skincare product because she had experienced its benefits and believed it had a positive public image, as evidenced by reviews in online stores. Meanwhile, a consumer named Dewi expressed less interest in using the product because the brand image she had formed wasn't strong enough and convincing enough.

Product quality is the ability of a product to demonstrate its function, including its durability, reliability, accuracy, ease of use, and repair. According to Wijoyo et al. (2021), product quality is the function, nature, and physical condition of the product, whether goods or services, based on the expected quality level to provide satisfaction and meet consumer needs. Meanwhile, according to Daga (2017), product quality is the ability of a product to carry out its function, including durability, flexibility, and other valuable attributes. Furthermore, product quality according to Kotler (2005) Product quality is the overall characteristics and of a product or service in its ability to satisfy stated needs.

Observations and opinions from a consumer named Tara indicate that the product quality is quite good. Tara herself uses a moisturizer from Glad2Glow which is suitable for her skin type. After regular use, Tara noticed that the acne that had previously appeared slowly faded. Meanwhile, according to Rahil, although the product looks attractive, he felt that the product did not fully meet his expectations. When trying the serum from Glad2Glow, Rahil experienced irritation in the form of redness on his skin, indicating that the product was not suitable for his skin type.

A purchasing decision is the process of making a decision to buy or not to buy a product or service. According to Gunawan (2022), a purchasing decision is a process where consumers recognize their problems and seek information about a particular product or brand. According to Swastha & Handoko (2011), a purchasing decision is a way for humans to solve problems by purchasing something in the form of goods or services to fulfill their needs and desires, which is described as recognizing needs and desires, searching for

information, evaluating alternative purchases, making purchasing decisions, and following up after the purchase. Furthermore, according to Kotler & Keller (2008), a purchasing decision is a process of combining available information to be evaluated so that one can choose one of them.

According to observations and opinions from a consumer named Ica, she decided to purchase the product after feeling confident in its quality and benefits. Meanwhile, according to Revi, she decided not to purchase because she found another product that better suited her needs.

Based on the above phenomenon, the author is interested in conducting research with the title: "The Influence of Brand Image and Product Quality on Purchase Decisions for Glad2Glow Skincare at the Gloria Cosmetic88 Store in Sampit".

Research conducted by Saraswati and Tri Yulistyawati (2022) found that brand image has a positive and significant influence on purchasing decisions. Widella and Fajar (2024) stated that brand image and product quality jointly influence purchasing decisions. Putri and Yosi (2022) stated that product quality influences purchasing decisions.

II. LITERATURE REVIEW

Theoretical basis

A theoretical basis is a collection of concepts, principles, or expert opinions that serve as a basis for supporting and strengthening research. The theoretical basis serves as a framework for understanding the problem being studied, formulating hypotheses, and analyzing data.

Brand Image

Brand image Brand image is the perception or image formed in the minds of consumers regarding a brand or product. This involves everything related to the brand, such as the logo, name, product quality, values, experience, and the image built by the company. According to Kotler and Armstrong in Firmansyah (2019), brand image is defined as comprehensively as possible as the level of consumer trust in a particular brand. According to Purboyo et al. (2021), brand image is a set of perceptions and consumer beliefs about a brand in consumers' minds when they see or hear about a brand, created from personal experiences and hearing about its reputation from others or the media that can influence consumers' purchasing decisions.

Product Quality

Product Quality Product quality is an important thing that must be pursued by every company if they want their products to be competitive in the market to satisfy consumer needs and desires. Kotler and Armstrong (2018) define product quality as the characteristics of a product or service that support its ability to satisfy customer needs. Kotler and Keller (2016) define product quality as the ability of a product to perform its intended function; This ability includes precision, dependability, and durability achieved by the product harmoniously. Businesses must always work to improve the quality of their goods and services because it can encourage consumers to repurchase goods by making them feel satisfied with the offerings.

Buying decision

A purchasing decision is a process carried out by consumers to select and evaluate various alternatives before purchasing a product or service. According to Kotler and Armstrong (2018), a purchasing decision is the stage in the buyer decision-making process where consumers will actually buy. According to Kotler and Keller (2012), a purchasing decision is a process in which consumers recognize the problem, seek information about a particular product or brand and evaluate how well each alternative can solve the problem, which then leads to a purchasing decision.

Previous Research

Based on previous research conducted by Saraswati Clinia Dwi and Tri Yulistyawati Evelina in (2022), in a journal entitled "The Influence of Brand Image and Product Quality on Purchase Decisions for MS Glow Products in Tulungagung City", it states that brand image has a positive and significant effect on purchasing decisions for MS Glow products in Tulungagung City. This is evidenced by the calculated t value $> t$ table ($2.684 > 1.66256$) with a significance level of $0.009 < 0.05$.

Previous research conducted by Widella Judith and Fajar Adi Prakoso (2024) in a journal entitled "The Influence of Brand Image and Product Quality on Purchasing Decisions at PT Enduro Business

Furniture Stores". States that Brand Image and product quality have a positive and significant effect together on purchasing decisions. Proven by the calculated F value of $187.116 > 3.940$ F table, while the sig. value of 0.000 is smaller than 0.05 ($0.000 < 0.005$).

Previous research conducted by Putry Wahyu Eka and Yosi Afandi (2022) in a journal entitled "The Influence of Brand Image and Product Quality on Purchasing Decisions of Scarlett Whitening Products (Study on Scarlett Whitening Consumers)". States that product quality partially has an influence on purchasing decisions as evidenced by the calculated t value $> t$ table ($3.799 > 1.998$) with a significance of $0.000 < 0.05$.

III. RESEARCH METHODS

Research Design

In this study, the author used a quantitative research method. According to Sugiyono (2011), a quantitative research approach can be defined as a research method used to examine a specific population or sample. Sampling techniques are generally random, data collection uses research instruments, and data analysis is quantitative statistical in nature, with the aim of testing the established hypotheses. This study also aims to demonstrate the influence of brand image and product quality variables on purchasing decisions.

Operational Definition of Research Variables

The operational definition of a variable is an explanation or description of the research to be studied, containing indicators for each predetermined variable. The variables analyzed can generally be classified into two categories: independent variables and dependent variables. The independent variables (X) used in this study are Brand Image (X1) and Product Quality (X2), while the dependent variable (Y) in this study is Purchase Decision.

Brand Image

Brand image Brand image is the perception or brand image formed in the minds of consumers based on the interactions, experiences, and information they receive about the brand. The better a product's brand image, the more likely consumers are to make a purchasing decision.

According to Anggraini (2016), the indicators of brand image consist of:

1. *Reputation*(reputation/good name)
2. *Recognition*(introduction)
3. *Affinity*(emotional attachment)
4. *Brand loyalty*(brand loyalty)

Product Quality

According to Kotler and Armstrong (2018), product quality is the characteristics of a product or service that support its ability to satisfy customer needs.

There are five indicators of product quality according to (Setiyana & Widyasari, 2019), including:

1. Product characteristics
2. Conformance to specifications
3. Resilience
4. Reliability
5. *Design*

Buying decision

According to Kotler and Armstrong (2018), a purchase decision is the stage in the buyer decision-making process where consumers actually make a purchase. According to Kotler and Armstrong (2016), purchasing decision indicators have the following dimensions:

1. Product selection
2. Brand selection
3. Choice of distributor
4. Time of purchase
5. Purchase amount
6. Payment methods

IV. RESEARCH RESULTS ANALYSIS AND DISCUSSION

Results of the Validity Test of Research Instruments

According to Sugiono (2016) Validity test is used to test whether the questionnaire is valid or not. The questionnaire is declared valid if the r value > 0.3 with a significance level < 0.05 otherwise if the r value < 0.3 with a significance level > 0.05 . The calculation of the validity test in this study uses SPSS (Statistical Program for the Social Sciences) version 25.0. The validity test of this instrument was taken by 35 respondents from a total sample of 75 respondents. The results of the validity test can be seen in the table below:

Table 1

Results of the Validity Test of Research Instruments

Source: SPSS Version 25.0 Output Attachment

Data processed in 2025

Based on the calculations in the table above, it can be seen that all statement items have a correlation coefficient (r count) greater than 0.3 with a significance level less than 0.05 (5%), so all statement items above are declared valid. Thus, it can be concluded that each statement item used is appropriate and can be trusted to collect data that will be used in this study.

Results of the Reliability Test of Research Instruments

Reliability is a series of measurements or a series of measuring instruments that have consistency when measurements made with the measuring instrument are carried out repeatedly, Sugiyono (2017). To achieve this, a reliability test was carried out using the Cronbach Alpha method. The questionnaire is declared reliable if the Cronbach's Alpha (α) value is > 0.6 and the questionnaire is declared unreliable if the Cronbach's Alpha (α) value is < 0.6 according to Sugiyono (2017). The results of the instrument reliability test in this study taken as many as 40 respondents are as follows:

Table 1 Results of the Validity Test of Research Instruments

Variables	N	Cronbach's Alpha (α)	Information
Brand image (X1)	35	0.887 > 0.6	Reliable
Product Quality (X2)	35	0.878 > 0.6	Reliable
Purchase Decision (Y)	35	0.879 > 0.6	Reliable

Table 2 Results of the Reliability Test of Research Instruments

Source: SPSS Version 25.0 Output Attachment

Data processed in 2026

Indicator	N	Correlation coefficient (r)	Sig	note
X1.1	35	0.902 > 0.3	0.000 < 0.05	Valid
X1.2	35	0.794 > 0.3	0.000 < 0.05	Valid
X1.3	35	0.851 > 0.3	0.000 < 0.05	Valid
X1.4	35	0.904 > 0.3	0.000 < 0.05	Valid
X2.1	35	0.851 > 0.3	0.000 < 0.05	Valid
X2.2	35	0.875 > 0.3	0.000 < 0.05	Valid
X2.3	35	0.791 > 0.3	0.000 < 0.05	Valid
X2.4	35	0.840 > 0.3	0.000 < 0.05	Valid
X2.5	35	0.761 > 0.3	0.000 < 0.05	Valid
Y1	35	0.828 > 0.3	0.000 < 0.05	Valid
Y2	35	0.833 > 0.3	0.000 < 0.05	Valid
Y3	35	0.796 > 0.3	0.000 < 0.05	Valid
Y4	35	0.724 > 0.3	0.000 < 0.05	Valid
Y5	35	0.853 > 0.3	0.000 < 0.05	Valid
Y6	35	0.737 > 0.3	0.000 < 0.05	Valid

The results of the reliability test of the research instrument above show that the four variables, namely Service Quality (X1), Product Quality (X2), Price (X3), and Purchase Decision (Y), are reliable

because the Cronbach's alpha value is greater than 0.6. Thus, it can be concluded that the questionnaire as a measuring tool in this study is reliable and all questions for these variables can be used to collect the data needed in the study.

Results of Multiple Linear Regression Analysis

This multiple linear regression analysis aims to determine the relationship between the independent variables and the dependent variable, whether each independent variable value has a positive or negative relationship, and to predict the value of the dependent variable if the variable value increases or decreases. In this study, the multiple linear regression statistical calculation uses the assistance of the SPSS (Statistical Program for the Social Sciences) program for Windows version 25.0. The results of the multiple linear statistical test can be seen in the following table:

Table 3 Multiple Linear Regression Test Results

Variables	B	Beta	T	Sig
Constant	0.557		0.676	0.501
Service Quality (X1)	0.735	0.527	6,556	0,000
Product Quality (X2)	0.586	0.448	5,576	0,000
R	= 0.946			
R Square (R2)	= 0,895			
Other variables	= 0,105			
Adjusted R Square	=0.893			
F Count	=308,476			
Significant f	=0,000			
Level = 5% (0.05)				

Source: SPSS Version 25.0 Output Attachment

Based on the table above, the predictor coefficients and constants can be seen as follows:

$$\alpha = 0,557$$

$$b_1 = 0,735$$

$$b_2 = 0,586$$

Then the multiple linear regression equation is:

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

$$Y = 0.557 + 0.735 (X_1) + 0.586 (X_2)$$

Where :

$$X_1 = \text{Brand Image}$$

$$X_2 = \text{Product Quality}$$

$$Y = \text{Purchase Decision}$$

$$e = \text{Standard Error}$$

From the multiple linear regression equation above, it can be explained as follows:

- $\alpha = 0.557$

The constant value (α) of 0.557 indicates that if there is no increase in the Brand Image and Product Quality variables, the purchasing decision value is 0.557.

- $b_1 = 0.735$

The Brand Image coefficient value (X_1) of 0.735 indicates that if the Brand Image variable increases by one unit, then the purchasing decision will increase by 0.735. Conversely, if the brand image variable decreases by one unit, it will result in a decrease in the purchasing decision by 0.735.

- $b_2 = 0.586$

The coefficient value of the product quality variable (X_2) of 0.586 indicates that if the product quality variable increases by one unit with the assumption that the brand image variable (X_1) remains constant, the purchasing decision will increase by 0.586 units, and vice versa. If the product quality variable decreases by one unit, it will result in a decrease in the purchasing decision by 0.586.

Results of Correlation Coefficient Analysis (R)

Correlation coefficient analysis is used to determine the direction and strength of the relationship between two or more variables. Correlation coefficient analysis is used to determine the relationship between independent variables and dependent variables.

The value of the correlation coefficient is calculated using the SPSS (Statistical Program for the Social Sciences) version 25.0 as shown in the table below:

Table 4
Results of Correlation Coefficient (r) and Determination (R2)

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.946a	.895	.893	1,252

a. Predictors: (Constant), Brand Image, Product Quality

Based on the table above, the correlation coefficient (R) is 0.946. This means that brand image (X1) and product quality (X2) together have a very strong relationship with the purchasing decision (Y) of glad2glow skincare at the Gloria Cosmetic88 store in Sampit. This is in accordance with the value criteria based on Sugiyono (2018) which is 0.80 to 1.000, so the relationship between X and Y is very strong.

Results of the Analysis of the Coefficient of Determination (R2)

Based on the table above, it can be seen that the coefficient of determination or R square (R2) value is 0.895, which states that the two independent variables, namely brand image and product quality, influence the dependent variable by 89.5% and the remaining 10.5% is influenced by other variables such as price, promotion, location and so on.

Hypothesis Test Results

The results of the hypothesis test that can be presented are as follows:following:

t-Test Results (Partial Test)

A partial t-test was used to demonstrate the influence of brand image and product quality on purchasing decisions. This study used SPSS (Statistical Program for the Social Sciences) for Windows version 25.0 to calculate the partial t-test. The results of the partial t-test are shown below:

Table 5 t-Test Results (Partial Test)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.557	.825		.676	.501
Brand Image	.735	.112	.527	6,556	.000
Product Quality	.586	.105	.448	5,576	.000

a. Dependent Variable: Purchasing Decision

Source: SPSS Version 25.0 Output Attachment

Based on the table above, the t-test results are as follows:

1. Based on the table above, it can be seen that the t count of the brand image variable is 6.556 with a significance level of 0.000, the t table value is obtained by calculating the formula $df = nk - 1 = 75 - 3 - 1 = 71$ with $\alpha = 0.05 : 2 = 0.025$ (two-sided test), so that the t table value is 1.99394 (t table attachment). For the brand image variable, it has a t count value $>$ t table ($6.556 > 1.99394$) with a significance level of $0.000 < 0.05$ with this value the brand image variable is stated to have a positive and significant effect, so H0 is rejected and H1 is accepted. This means that there is a significant influence between brand image on purchasing decisions. Thus, the hypothesis stating that there is an influence of brand image on purchasing decisions for Glad2glow skincare at the Gloria Cosmetic88 store in Sampit is proven.

2. Based on table 4.24 above, it can be seen that the t count of the product quality variable is 5.576 with a significance level of 0.000. The t table value is obtained by calculating the formula $df = nk - 1 = 75 - 3 - 1 = 71$ with $\alpha = 0.05 : 2 = 0.025$ (two-sided test), so that the t table value is 1.99394 (t table attachment). For the product quality variable, the t count value is $>$ t table ($5.576 > 1.99394$) with a significance level of $0.000 < 0.05$. With this value, the product quality variable is stated to have a positive and significant effect, so H0 is rejected and H2 is accepted. This means that there is a significant influence between product quality on

purchasing decisions. Thus, the hypothesis that states that there is an influence of product quality on purchasing decisions for Glad2glow skincare at the Gloria Cosmetic88 store in Sampit is proven.

F-Test Results (Simultaneous Test)

The F-test is used to determine the simultaneous effect of independent variables on the dependent variable. In this study, the simultaneous test calculation uses SPSS (Statistical Program for Social Sciences) version 25.0. The results of the simultaneous test calculation can be seen in the table below:

Table 6
F-Test Results (Simultaneous Test)

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	967,730	2	483,865	308,476	.000b
	Residual	112,937	72	1,569		
	Total	1080,667	74			

a. Dependent Variable: Purchase Decision (Y)

b. Predictors: (Constant), Brand Image, Product Quality

Source: SPSS Version 25.0 Output Attachment

Based on the table above, the results of the simultaneous test can be seen that the f-count value is 308.476 and the significance level is 0.000. The F-table value is obtained by calculating the formula $df1 = (\text{number of variables} - 1) = 3 - 1 = 2$ and $df2 = nk - 1 = 75 - 3 - 1 = 71$ with $\alpha = 0.05$: $2 = 0.025$ (2-sided test) so that the F-table value is 3.13 (F table attachment). In this F test, the F-count test value $>$ F-table ($308.476 > 3.13$) with a significance level of $0.000 < 0.05$. So, the simultaneous test is stated to have a positive and significant effect, so H_0 is rejected and H_3 is accepted. This means that there is a significant simultaneous (together) influence between the brand image and product quality variables on purchasing decisions. Thus, the hypothesis stating that there is an influence of brand image and product quality on the purchasing decision of Glad2glow skincare at the Gloria Cosmetic88 store in Sampit is proven.

V. CONCLUSION AND SUGGESTIONS

Conclusion

Based on the analysis of the discussion that has been carried out in the previous chapter, the following conclusions can be drawn:

1. Based on the results of the partial test (t-test), it shows that the brand image variable has a significant influence on skincare purchasing decisions at the Gloria Cosmetic88 store in Sampit. This is evidenced by the calculated t value being greater than the t table ($6.556 > 1.99394$) with a significance level of $0.000 < 0.05$.
2. Based on the results of the partial test (t-test), it shows that the product quality variable has a significant influence on skincare purchasing decisions at the Gloria Cosmetic88 store in Sampit. This is evidenced by the calculated t value being greater than the t table ($5.576 > 1.99394$) with a significance level of $0.000 < 0.05$.
3. Simultaneously, brand image and product quality variables have a positive and significant effect on skincare purchasing decisions at the Gloria Cosmetic88 store in Sampit. This is evidenced by the calculated F test value being greater than the F table ($308.476 > 3.13$) with a significance level of $0.000 < 0.05$.
4. The correlation test results obtained a correlation coefficient (R) of 0.946, indicating a very strong relationship between brand image and product quality and skincare purchasing decisions at the Gloria Cosmetic88 store in Sampit.
5. Based on the results of the determination coefficient test (R²), the R Square (R²) value obtained was (0.895) or 89.5%, which states that the two independent variables, namely brand image and product quality, influence purchasing decisions by 89.5%, while the remaining 10.5% is influenced by other variables such as price, promotion, location and so on.

Suggestion

Based on the results of the research that has been carried out, the suggestions that the author can provide are as follows:

1. *Brand image* The Glad2glow product at the Gloria Cosmetic88 store in Sampit received satisfactory ratings from respondents. This achievement needs to be maintained. To maintain this achievement, the store is advised to maintain product quality and ensure consistent stock availability. Friendly and professional customer service is also a key supporting factor that must be continuously improved. With this, the positive image of Glad2Glow products and the Gloria Cosmetic88 store as a whole can be maintained and enhanced.

2. The quality of Glad2glow products at the Gloria Cosmetic88 store in Sampit received satisfactory reviews from respondents, and this needs to be maintained. The store should continue to ensure that the products sold are authentic, have not expired, and are stored in standard conditions. Furthermore, the store can collaborate with authorized distributors to ensure consistent product supply and quality.

3. For future researchers

For future researchers interested in conducting similar research, it is recommended to expand the scope of the research, for example by adding more stores or regions outside of Sampit. This aims to obtain more general and representative results of consumer perceptions more broadly. Future researchers could add other variables such as customer satisfaction, brand loyalty, promotions, and so on, which can be used as tools to measure purchasing decisions.

4. For Academics

In order for the results of this study to provide wider benefits, it is recommended to use them as reference material, studies, support and input for subsequent researchers, especially those related to research on brand image and product quality on purchasing decisions.

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