

*Research Article***The Effect of Price, Product Quality, and Brand Image on the Purchase Decision of OMG (Oh My Glam) Cosmetic Products Among Gen Z in Lamongan Sub-district****Melinda Okta Ramadhani ^{1*}, Dadang Wiratama ², Ali Musta'in ³**¹ Institut Teknologi dan Bisnis Ahmad Dahlan Lamongan, Indonesia, e-mail: lindaokta684@gmail.com² Institut Teknologi dan Bisnis Ahmad Dahlan Lamongan, Indonesia, e-mail: ddngwiratama@gmail.com³ Institut Teknologi dan Bisnis Ahmad Dahlan Lamongan, Indonesia, e-mail:Mustahil1509@gmail.com

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Abstract: This study aims to examine the influence of price, product quality, and brand image on purchasing decisions for OMG (Oh My Glam) cosmetic products among Generation Z in Lamongan District. The study uses a quantitative approach with explanatory research to analyze the relationship between the variables studied. The research sample consisted of 100 respondents selected using a purposive sampling technique. Data were collected through questionnaires with a Likert scale and analyzed using the Structural Equation Modeling (SEM) method based on Partial Least Square (PLS) with the help of SmartPLS 4.0 software. The results of the study indicate that partially, price has a positive and significant influence on purchasing decisions. Meanwhile, product quality shows a negative and insignificant influence on purchasing decisions. Brand image is proven to have a positive and significant influence on purchasing decisions. In addition to partial testing, the analysis results also show that price, product quality, and brand image simultaneously have a positive and significant influence on purchasing decisions for OMG (Oh My Glam) cosmetic products among Generation Z in Lamongan Sub-district.

Keywords: Price; Product Quality; Brand Image; Purchase Decision; Generation Z**1. Introduction**

The cosmetics industry is currently experiencing rapid growth. This growth is driven by increasing public awareness, particularly among the younger generation, of the importance of self-care as part of a lifestyle and as a means to boost self-confidence (Misbakhuddin & Permatasari, 2021). A variety of cosmetic products for facial and body care are now increasingly readily available on the market, with a wide range of options available. Furthermore, each cosmetic brand strives to offer distinct characteristics, advantages, and marketing strategies to attract consumers. This situation has led to increasingly intense competition among cosmetics companies, requiring industry players to continue to deliver innovative, high-quality products that meet consumer needs and expectations (Manafe *et al.*, 2020).

The Ministry of Industry forecasts that the global cosmetics industry will grow at a rate of 3.37% in the coming years and reach a volume of 677.2 billion U.S. dollars by 2025. Indonesia is one of the countries with significant potential in this industry, supported by its large population and increasing public awareness of the use of skincare and beauty products. Furthermore, the trend of using halal cosmetics is also growing. According to the report "State of the Global Islamic Economy 2023/2024," Indonesia is the second-largest consumer of halal products worldwide (*Ministry of Industry Forecasts a Bright Future for the Cosmetics Industry*, 2025).

The increasingly fierce competition in the cosmetics industry has made Generation Z a highly selective consumer group when making purchasing decisions. Before deciding to purchase a cosmetic product, consumers generally consider various factors they deem important. In terms of price, cosmetic products that offer prices that are in line with

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consumers' affordability and commensurate with the benefits provided tend to be more attractive. Furthermore, product quality is also a concern, particularly regarding safety of use, formula quality, and its ability to meet daily care needs. On the other hand, a positive brand image and good reputation in the eyes of the public can increase consumer trust, thus encouraging them to purchase the cosmetic product.

Although price, product quality, and brand image are considered factors that can drive purchasing decisions, various obstacles still influence consumers in choosing cosmetic products. Regarding price, some consumers still reconsider purchases because they feel that the price of some products does not fully match their expectations or financial capabilities. Regarding product quality, although products have been designed with good formulas and are safe to use, differences in skin conditions and sensitivities can cause varying levels of suitability. Furthermore, regarding brand image, some consumers still lack a strong level of trust in a cosmetic brand, which leads to hesitation in making purchasing decisions.

The development of the cosmetics industry is driven not only by the presence of international brands, but also by the increasing popularity of local cosmetic brands among consumers (Rifiyah & Wianti, 2025). One well-known local cosmetic brand is OMG (Oh My Glam), launched by PT Varcos Citra Internasional in 2021 (Putri *et al.*, 2025). One consumer group that plays a significant role in driving the growth of the cosmetics market is Generation Z. This group is characterized by being critical, adaptable to changing trends, and tends to be selective in determining the products to be purchased. In the purchasing decision process, Generation Z generally considers various factors, such as price, product quality, and brand image. In addition, they also pay attention to visual aspects, follow trends, and consider a brand's reputation. Generation Z is a group born between 1995 and 2010 and is currently one of the productive age groups that dominates the demographic structure in Indonesia (Rifiyah & Wianti, 2025). However, research specifically addressing the purchasing decisions of OMG (Oh My Glam) cosmetic products among Generation Z in Lamongan Regency is still relatively limited. Therefore, further research is needed to obtain empirical evidence regarding Generation Z's purchasing behavior towards these products in the Lamongan region.

Consumer purchasing decisions can be influenced by various factors, such as marketing stimuli, environmental conditions, psychological aspects, and the characteristics of the consumer themselves. These factors encourage consumers to seek, evaluate, and process information before determining which product suits their needs and desires (Mahrom *et al.*, 2024). Purchasing decisions are part of consumer behavior related to the process of selecting and making decisions about purchasing and using a product, service, experience, or idea to meet specific needs. In the context of purchasing cosmetic products, consumers generally consider several important aspects, such as price, product quality, and brand image before deciding to make a purchase (Wardhani *et al.*, 2022).

Previous research findings indicate differences in findings related to factors influencing purchasing decisions. Research conducted by (Annisa *et al.*, 2025) found that price significantly influences purchasing decisions. This finding aligns with research by (Apsari & Maulana, 2024) which demonstrated that product quality has a positive and significant impact on purchasing decisions. Furthermore, research by (Wardhani *et al.*, 2022) also demonstrated that brand image significantly influences purchasing decisions. However (Ngesti, 2021) found different results, stating that price has a negative and significant impact on purchasing decisions. Furthermore (Meirani *et al.*, 2025) found that product quality negatively influences purchasing decisions. Meanwhile, research by (Lestari & Nawangsari, 2023) showed that brand image does not significantly influence purchasing decisions. These differences in research findings indicate a significant research gap that warrants further study.

Various previous studies have shown differences in findings related to factors influencing purchasing decisions, thus creating a research gap. This difference indicates that the relationship between price, product quality, and brand image on purchasing decisions still requires further study to obtain a deeper and more comprehensive understanding. Furthermore, research specifically discussing the purchasing decisions of local cosmetic products OMG (Oh My Glam) among Generation Z in Lamongan Sub-

district is still relatively limited. Therefore, this study was conducted to provide empirical evidence regarding Generation Z consumer behavior towards local cosmetic products OMG in the context of the Lamongan region.

Based on this background, the problem formulation in this study is as follows: (1) does price influence the purchasing decision of OMG (Oh My Glam) cosmetic products among Generation Z in Lamongan Sub-district? (2) does product quality influence the purchasing decision of OMG (Oh My Glam) cosmetic products among Generation Z in Lamongan Sub-district? (3) does brand image influence the purchasing decision of OMG (Oh My Glam) cosmetic products among Generation Z in Lamongan Sub-district? and (4) do price, product quality, and brand image simultaneously influence the purchasing decision of OMG (Oh My Glam) cosmetic products among Generation Z in Lamongan Sub-district?

2. Literature Review

Price

According to Kotler and Armstrong (2015) in (Misbakhuddin & Permatasari, 2021) price is the amount of money consumers must pay to obtain a product or service. In marketing activities, price is a crucial element because it relates to the value a company provides to consumers. Furthermore, price also plays a role in determining the level of profit a company earns to maintain the continuity of business operations (Ngesti, 2021). According to Kotler and Armstrong (2012) in (Ngesti, 2021) several indicators are used to measure price, namely : a.) Price affordability;b.) Price commensurate with product quality;c.) Price commensurate with benefits received;d.) Competitiveness or price commensurate with consumer affordability.

Product Quality

According to Kotler and Armstrong (2018) in (Lestari & Nawangsari, 2023) product quality is the ability of a product to perform its function optimally, encompassing aspects of reliability, durability, accuracy, ease of use, ease of repair, and various other attributes that provide value to consumers. Product quality can also be defined as the characteristics of a product that create a competitive advantage in the market. Through good quality, companies can differentiate their products from competitors' products, thereby providing added value that meets consumer expectations (Sidabutar & Adam, 2025). According to Kotler and Keller (2017) in (Putri *et al.*, 2025) product quality can be measured through several indicators, namely : a.) Form, which relates to the size, shape, or physical structure of the product;b.) Features, which are additional characteristics that support the product's primary function;c.) Customization, which indicates the product's ability to meet individual needs or preferences;d.) Durability, which is the product's ability to be used over a certain period of time;e.) Reliability, which reflects the product's ability to operate without damage over a certain period;f.) Style, which describes the product's appearance and impression to consumers;g.) Design, which is the overall characteristics that influence the product's appearance, function, and comfort according to customer needs.

Brand Image

According to Alma (2018) in (Lestari & Nawangsari, 2023) brand image is a collection of associations formed in consumers' minds about a brand based on their experiences and information. The more experience and information consumers have about a brand, the stronger the associations formed. Brand image can be understood as a collection of perceptions, impressions, and memories consumers have of a brand, both positive and negative. For companies, a positive brand image is a crucial asset because it can increase brand recognition and encourage consumers to choose and purchase products perceived as having a good reputation (Putri *et al.*, 2025). According to Kotler and Keller (2018) in (Lestari & Nawangsari, 2023) brand image can be measured through three main indicators : a.) Strength of brand association, which indicates how firmly the brand is embedded in consumers' memories;b.) Favorability of brand association, which describes the level of benefit or positive value consumers perceive towards the brand;c.) Uniqueness of brand association, which reflects the distinctive characteristics of a brand that distinguish it from competing brands.

Purchase Decision

According to Kotler and Keller (2012) in (Putri *et al.*, 2025) a purchasing decision is the stage in the consumer decision-making process when an individual finally decides to

purchase a product. Purchasing decisions do not occur directly, but rather through a process of considering various pieces of information obtained by consumers before deciding on the option that best suits their needs and desires. (Mahrom et al., 2024) explain that purchasing decisions are a process of integrating information that consumers use to evaluate several alternative options and then select one as their final decision. According to Kotler and Philip (2009) in (Ngesti, 2021) purchasing decisions can be measured using several indicators, namely : a.) Product fidelity, which indicates the consumer's level of confidence in choosing a particular product;b.) Product purchasing habits, which reflect the consumer's tendency to make purchases based on previous experiences;c.) Willingness to provide recommendations to others, which indicates consumer satisfaction and trust in the product;d.) Repeat purchases, which reflect the consumer's desire to repurchase the same product in the future.

3. Research Methods

This study employs a quantitative approach with an explanatory research approach. This approach is used to analyze and explain the relationships and influences between the variables studied. According to (Sugiyono, 2019), quantitative methods are research methods based on the philosophy of positivism and are used to examine specific populations or samples. Data collection is carried out using pre-designed research instruments, while data analysis is conducted using statistical or quantitative techniques to test previously formulated hypotheses.

The population in this study is Generation Z aged 17–25 years and domiciled in Lamongan District. Based on data from the Central Statistics Agency (BPS) of Lamongan Regency listed in the Lamongan in Figures report, the population that meets these criteria is 7,426 people. The determination of the number of samples was carried out using the Slovin formula so that 100 respondents were obtained as research samples. The sampling technique used was non-probability sampling with a purposive sampling approach, namely the selection of respondents based on certain characteristics that have been determined in accordance with the research objectives. The respondent criteria in this study include: (1) Generation Z who live in Lamongan Sub-district, (2) aged 17–25 years, and (3) have used OMG (Oh My Glam) cosmetic products.

The data used in this study consisted of primary and secondary data. According to (Sugiyono, 2019) primary data is data obtained directly from primary sources, while secondary data is obtained through various pre-existing sources. In this study, primary data was collected through the distribution of online questionnaires using Google Forms to respondents who met the research criteria. Meanwhile, secondary data was obtained from various relevant references, such as books, scientific journals, articles, and other literature sources that support the research. Data measurement was carried out using a Likert scale to determine the level of respondent agreement with each statement.

Structural equation modeling (SEM), based on the partial least squares (PLS) method, was used in the first phase of the analysis to obtain an overview of the respondents' characteristics. The SmartPLS 4.0 software was used to analyze the data in this study. Subsequently, the external model was examined to assess the construct's validity and reliability using the external loading, average variance extracted (AVE), composite reliability, and Cronbach's alpha. The internal model was then examined to assess the relationship between the research variables using the R-squared value (R^2). The bootstrap method was used to test the hypothesis and determine the significance of the relationship between the variables; in addition, a simultaneous ANOVA test was conducted to determine the effect of the independent variables on the dependent variable.

4. Results and Discussion

Figures and Tables

Respondents' characteristics in this study are presented to provide a general overview of the profiles of the individuals who made up the sample. The analysis of respondent characteristics was conducted based on several aspects, including gender, age, and the types of products used or previously purchased. This information was used to support an understanding of the conditions and background information on the respondents participating in the study.

Table 1. Description of Respondent Characteristics.

No	Characteristic	Category	Results
1.	Gender	Male	11%
		Female	89%
2.	Age	17 - 19 years	14%
		20 - 22 years	66%
		23 - 25 years	20
3.	Product Type	Face Wash	11%
		Micellar Water	6%
		Serum	2%
		Moisturizer	4%
		Sunscreen	5%
		Tone-up	2%
		Compact Powder	8%
		Foundation	5%
		Cushion	6%
		Eyebrow	0%
		Mascara	0%
		Lip Cream	41%
		Lip Tint	9%
		Lip Gloss	1%

Source: Primary data processed, 2026

According to Table 1., 89% of the 100 respondents in the study are women, while 11% are men. Based on age groups, respondents were dominated by the 20–22 year age representing 66% of the total respondents, while those aged 23–25 years constituted 20% and the 17–19 year age group at 14%. Meanwhile, based on the type of product used, Lip Cream was the product most used by respondents with a percentage of 41%. Other products also used by respondents included Facewash at 11%, Lip Tint at 9%, Compact Powder at 8%, and Micellar Water and Cushion which were each used by 6% of respondents. In addition, Sunscreen and Foundation were each used by 5% of respondents, Moisturizer at 4%, Serum and Tone Up at 2% each, and Lip Gloss at 1%. As for Eyebrow and Mascara products, they were not used by respondents. The findings show that consumers of OMG (Oh My Glam) cosmetic products in Generation Z in Lamongan are dominated by women aged 20–22 years, with a tendency to use lip product category products, especially Lip Cream, compared to other cosmetic products.

Data Analysis Results

Measurement Model (Outer Model)

Validity and reliability testing in this study was conducted using the PLS-SEM method through the PLS-SEM Algorithm menu in SmartPLS 4.0. Validity testing was evaluated based on outer loading, cross loading, and Average Variance Extracted (AVE) values to ensure that each indicator accurately measures the construct under study. Meanwhile, reliability testing was conducted by examining Composite Reliability and Cronbach's Alpha values to determine the level of consistency and reliability of each construct in the study. Thus, the test results can be used to ensure that the research instrument meets the established validity and reliability criteria.

Convergent Validity

The convergent validity test is carried out by looking at the loading factor value for each indicator.

Table 2. *Outer Loading* Results

Variable	Item	<i>Outer Loading</i>	Description
Price	H_1	0.787	Valid
	H_2	0.855	Valid
	H_3	0.836	Valid
	H_4	0.841	Valid
	H_5	0.858	Valid
	H_6	0.820	Valid
	H_7	0.861	Valid
	H_8	0.796	Valid
	H_9	0.815	Valid
Product Quality	KP_1	0.787	Valid
	KP_2	0.799	Valid
	KP_3	0.800	Valid
	KP_4	0.815	Valid
	KP_5	0.768	Valid
	KP_6	0.817	Valid
	KP_7	0.799	Valid
	KP_8	0.803	Valid
	KP_9	0.756	Valid
	KP_10	0.792	Valid
Brand Image	CM_1	0.830	Valid
	CM_2	0.764	Valid
	CM_3	0.859	Valid
	CM_4	0.858	Valid
	CM_5	0.864	Valid
	CM_6	0.795	Valid
	CM_7	0.862	Valid
	CM_8	0.858	Valid
	CM_9	0.873	Valid
	CM_10	0.839	Valid
Purchase Decision	KP_1	0.818	Valid
	KP_2	0.834	Valid
	KP_3	0.892	Valid
	KP_4	0.896	Valid
	KP_5	0.873	Valid
	KP_6	0.873	Valid
	KP_7	0.828	Valid
	KP_8	0.889	Valid
	KP_9	0.855	Valid
	KP_10	0.870	Valid

Source: SmartPLS 0.4 output, 2026

Based on the table above, all indicators have outer loading values greater than 0.70, thus meeting the convergent validity criteria and can be declared valid. Furthermore, convergent validity is also evaluated through the Average Variance Extracted (AVE)

value. A construct is declared valid if its AVE value exceeds 0.50. Therefore, the constructs in this study can be declared to meet the convergent validity criteria.

Table 3. Average Variance Extracted (AVE) Values.

Variable	AVE Value	Description
Price (X1)	0.689	Valid
Product Quality (X2)	0.630	Valid
Brand Image (X3)	0.707	Valid
Purchase Decision (Y)	0.745	Valid

Source: SmartPLS 0.4 output, 2026

The test results showed that all constructs had an Average Variance Extracted (AVE) value greater than 0.50. Therefore, each construct was declared valid and met the convergent validity criteria.

Discriminant Validity

Discriminant validity testing is conducted by examining the cross-loading values for each indicator. A good cross-loading value is greater than 0.70. An indicator is considered valid if its loading value on the construct being measured is higher than the loading value on other constructs. Indicators that meet these criteria demonstrate a good ability to differentiate the construct being measured from other constructs.

Table 4. Cross-Loading Results.

Indicator	Price	Quality Product	Image Brand	Decision Purchase
H_1	0.787	0.655	0.633	0,631
H_2	0.855	0.698	0.689	0,692
H_3	0.836	0.709	0.651	0,692
H_4	0.841	0.655	0.618	0,673
H_5	0.858	0.662	0.662	0,686
H_6	0.820	0.698	0.724	0,737
H_7	0.861	0.781	0.705	0,739
H_8	0.796	0.738	0.662	0.656
H_9	0.815	0.771	0.735	0,663
KP_1	0.652	0.787	0.770	0.636
KP_2	0.683	0.799	0.742	0.616
KP_3	0.729	0.800	0.734	0.660
KP_4	0.669	0.815	0.736	0.640
KP_5	0.727	0.768	0.686	0.683
KP_6	0.680	0.817	0.619	0.614
KP_7	0.625	0.799	0.638	0.598
KP_8	0.690	0.803	0.668	0.693
KP_9	0.606	0.756	0.624	0.577
KP_10	0.693	0.792	0.670	0.636
CM_1	0.604	0.682	0.830	0.727
CM_2	0.675	0.654	0.764	0.709
CM_3	0.718	0.730	0.859	0.776
CM_4	0.695	0.765	0.858	0.775
CM_5	0.735	0.778	0.864	0.731
CM_6	0.707	0.775	0.795	0.699
CM_7	0.739	0.771	0.862	0.784
CM_8	0.655	0.708	0.858	0.729
CM_9	0.638	0.740	0.873	0.763
CM_10	0.679	0.697	0.839	0.746

Indicator	Price	Quality Product	Image Brand	Decision Purchase
KP_1	0.796	0.750	0.780	0.818
KP_2	0.739	0.720	0.751	0.834
KP_3	0.661	0.679	0.745	0.892
KP_4	0.674	0.655	0.782	0.896
KP_5	0.653	0.672	0.776	0.873
KP_6	0.698	0.686	0.756	0.873
KP_7	0.686	0.660	0.692	0.828
KP_8	0.781	0.717	0.778	0.889
KP_9	0.685	0.698	0.798	0.855
KP_10	0.749	0.681	0.778	0.870

Source: SmartPLS 0.4 output, 2026

Based on the results shown in Table 4, it can be concluded that each indicator has a higher cross-loading value on the construct it measures compared to the other constructs. Furthermore, all cross-loading values met the established criteria, which were greater than 0.50. Therefore, the model is declared to have met discriminant validity and there were no issues in the cross-loading test.

Reliability Test

Reliability assessment of constructs with reflective indicators is performed through the Composite Reliability value. A construct is considered to have good reliability if the Composite Reliability value is greater than 0.70. Furthermore, reliability testing can be strengthened by examining the Cronbach's Alpha value. A construct is considered reliable if the Cronbach's Alpha value is above 0.60, thus meeting the established reliability criteria.

Table 5. Results of Composite Reliability and Cronbach's Alpha.

Variable	Composite Reliability	Cronbach's Alpha	Description
Price (X1)	0.945	0.944	Reliability
Product Quality (X2)	0.936	0.935	Reliable
Brand Image (X3)	0.954	0.954	Reliable
Purchase Decision (Y)	0.962	0.962	Reliable

Source: SmartPLS 0.4 output, 2026

As can be seen from the test results, the composite reliability coefficient for each variable was above 0.70. The results suggest that all constructs exhibit high reliability, indicating that respondents were able to provide consistent answers to each indicator used in the study. Furthermore, the Cronbach's alpha value for all constructs was also above 0.60, indicating that they met the reliability criteria. It can be concluded that all variables in this study have a good level of reliability and are suitable for use in the next stage of analysis.

Structural Model (*Inner Model*)

R-Square (R^2)

The R-squared value (R^2), which is the measure of the dependent variable in the research model, is used to assess the model's predictive power. An R-squared value of 0.25 indicates weak predictive power, 0.50 indicates moderate predictive power, and 0.75 indicates strong predictive power.

Table 6. R-Square (R^2)

Variable	R-Square (R^2)	Adjusted R-Square
Purchase Decision	0.819	0.813

Source: SmartPLS 0.4 output, 2026

Based on the results in the table above, the R-Square value of 0.819 indicates that the structural model is categorized as strong because its value is above 0.75. These results indicate that 81.9% of the variation or change in the Purchase Decision variable can be explained by the Price, Product Quality, and Brand Image variables contained in the

research model. Meanwhile, the remaining 18.1% is explained by other factors outside the model that were not examined in this study. This indicates that the model built has strong predictive ability towards the Purchase Decision of OMG (Oh My Glam) cosmetic products among Gen Z in Lamongan Sub-district.

Hypothesis Testing

Structural model evaluation was performed to examine the relationships among the constructs included in the research framework. The interpretation of the results was based on the estimated path coefficients, which reflect the direction and magnitude of the relationships, together with their associated significance values.

The significance of each structural path was assessed using the bootstrapping resampling technique. Paths exhibiting probability values below the established significance criterion ($\alpha = 0.05$) were interpreted as statistically supported. The findings of the structural model analysis are summarized in Table 7.

Table 7. Path Coefficient Results

	Original sample (O)	Sample Mean (M)	Standard deviation (STDEV)	T-statistics (O/STDEV)	P- values
Price → Purchase Decision	0.343	0.332	0.152	2.255	0.024
Product Quality → Purchase Decision	-0.069	-0.056	0.152	0.451	0.652
Brand Image → Purchase Decision	0.666	0.666	0.137	4.874	0.000

Source: SmartPLS 0.4 output, 2026

The results reported in Table 7 provide evidence regarding the proposed hypotheses in this study: a.) The analysis revealed a path coefficient of 0.343 for the relationship between price and purchase decision, accompanied by a p-value of 0.024. Since the significance value falls below the 0.05 threshold, the effect can be considered statistically meaningful. The positive coefficient suggests that favorable consumer evaluations of product pricing are associated with a greater likelihood of purchasing OMG (Oh My Glam) cosmetic products. Accordingly, H1 is supported by the empirical findings; b.) The analysis did not provide sufficient evidence to support a significant effect of Product Quality on Purchase Decision ($\beta = -0.069$, $p = 0.652$). This result indicates that product quality may not represent a key consideration in consumers' purchasing decisions; c.) Brand Image emerged as a significant determinant of Purchase Decision ($\beta = 0.666$, $p < 0.001$). The positive association indicates that favorable brand perceptions can strengthen consumers' confidence and increase their likelihood of purchasing the product.

Table 8. ANOVA Test.

	Sum of Squares	df	Mean Square	F	P-value
Total	6104.910	99	0.000	0.000	0.000
Error	1,154.012	96	12,021	0.000	0.000
Regression	4,950.898	3	1,650.299	137,285	0.000

Source: SmartPLS 0.4 output, 2026

The results summarized in Table 8 illustrate the combined influence among the constructs examined in this study and are interpreted as follows: a.) The fourth hypothesis (H4) states that Price, Product Quality, and Brand Image simultaneously influence the Purchase Decision of OMG (Oh My Glam) cosmetic products. Based on the results of the simultaneous test (ANOVA), a p-value of 0.000 was obtained, which is smaller than the significance level of 0.05. These results indicate that the variables Price, Product

Quality, and Brand Image together have a significant influence on Purchase Decisions. Therefore, the fourth hypothesis (H4) is accepted.

Discussion

The Influence of Price on Purchase Decision

Based on the analysis results, it was found that the “price” variable has a positive and statistically significant influence on purchasing decisions. This finding is consistent with the study by Pakpahan and Wijaya (2025), which also found that price plays an important role in influencing consumers’ purchasing decisions. The results of the study suggest that a positive perception of the product price guarantee. A price that is perceived as affordable and commensurate with the benefits and quality obtained can increase consumer confidence in making purchasing decisions. Price is one of the important factors consumers consider before deciding to purchase a product.

The Influence of Product Quality on Purchase Decision

The results of the analysis showed that the variable “product quality” has a negative, but statistically insignificant, influence on consumers’ purchasing decisions. This finding is consistent with the study by Anggraini and Efrita (2024), in which product quality had no significant influence on consumers’ purchasing decisions. The results of this study suggest that product quality is not the primary factor influencing consumer decisions, consumers do not always make product quality a primary consideration in selecting and purchasing cosmetic products. Purchasing decisions can be influenced by other factors that consumers consider more important, such as price, brand image, promotions, and recommendations from their surroundings.

The Influence of Brand Image on Purchase Decision

The analysis results revealed that Brand Image has a positive and statistically significant impact on Purchasing Decisions. This finding supports the study conducted by Manafe et al. (2020), which also identified brand image as an important determinant of consumer purchasing behavior. The results suggest that consumers are more likely to purchase products from brands that possess a favorable reputation and strong market perception. A positive brand image can strengthen consumer trust, increase confidence in the product, and enhance purchase interest. Furthermore, when consumers associate a brand with desirable qualities and values, they tend to view the product more positively, making it more competitive compared to similar products offered by other brands.

The Influence of Price, Product Quality, and Brand Image on Purchase Decision

Based on the findings of the simultaneous analysis, Price, Product Quality, and Brand Image were shown to jointly influence Purchasing Decisions significantly and positively. These results imply that purchasing decisions are the outcome of consumers' overall assessment of various product attributes. Although Product Quality did not exhibit a significant effect in the partial test, its inclusion alongside Price and Brand Image contributed to a significant combined effect. This finding highlights that consumer decision-making is multidimensional, involving the evaluation of several interrelated factors. Therefore, improvements in consumers' perceptions of pricing, product quality, and brand image are expected to enhance the likelihood of purchasing behavior.

5. Conclusion

Based on the analysis and discussion of the research findings regarding the effects of Price, Product Quality, and Brand Image on Purchasing Decisions for OMG (Oh My Glam) cosmetic products among Generation Z consumers in Lamongan Sub-district, several conclusions may be drawn as follows: a.) The study confirms that the price variable has a significant positive relationship with purchase decisions among Generation Z users of OMG (Oh My Glam) cosmetics in Lamongan Sub-district. In other words, when consumers perceive the product price as appropriate relative to its benefits and quality, their intention to proceed with a purchase becomes stronger; b.) The findings demonstrate that product quality does not significantly contribute to the purchasing decisions of Generation Z consumers regarding OMG (Oh My Glam) cosmetic products in Lamongan Sub-district. Although the relationship was found to be negative, the effect was not statistically meaningful, suggesting that consumers tend to rely on other considerations when selecting cosmetic products; c.) The study confirms that brand image plays a significant role in shaping purchase decisions among Generation Z consumers of OMG (Oh My Glam) cosmetics in Lamongan Sub-district. A stronger and more favorable perception of the brand tends to enhance consumers' confidence and encourages them to choose the product; d.) The combined assessment of Price, Product Quality, and Brand Image revealed a significant

contribution to purchasing decisions. This suggests that consumer decisions are formed through the interaction of several considerations that collectively influence buying intentions and actions.

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