

The Influence of Brand Image, Product Quality, and Price on the Purchase Decision of the Originote in Batam City

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This study aims to analyze the influence of brand image, product quality, and price on purchasing decisions of The Originote in Batam City. The research method used is quantitative with a descriptive approach. The research sample of 120 respondents who are users of The Originote in Batam City, selected using a purposive sampling technique with the Lameshow formula. Data were collected through a questionnaire with a Likert scale and analyzed using multiple linear regression with the help of SPSS software version 29. The results showed that brand image has a positive and significant effect on purchasing decisions with a calculated t value of 9.104 and a significance of <0.001 with the most dominant influence. Product quality has a positive and significant effect on purchasing decisions with a calculated t value of 3.265 and a significance of 0.001. Price has a positive and significant effect on purchasing decisions with a calculated t value of 2.536 and a significance of 0.013. Simultaneously, brand image, product quality, and price have a positive and significant effect on purchasing decisions with a calculated F value of 39.064 and a significance of <0.001 with a contribution of 49.0%, based on the Adjusted R Square value.

Keywords: Brand Image, Product Quality, Price, Purchasing Decisions, The Originote

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1. Introduction

The business world continues to grow every year, especially in the beauty industry. Public interest in beauty products has grown by 11.99 percent since 2017, with a value of IDR 19 trillion, according to a report from Ilsen and Euromonitor (Ramadhan, 2022). The industry grew by 6.64 percent in 2021. With this trend, it is estimated that the beauty business will continue to grow, especially due to the introduction of new beauty products that continue to attract customers.

According to the past few decades, there has been substantial progress in the skincare sector. Many factors contribute to this, and this has a significant impact on contemporary society. For example, innovation in skincare products has been driven by the increasing awareness of the importance of personal appearance and skincare. Consumers are increasingly aware of how important skin is to maintaining their appearance and well-being. The need for safe and efficient skincare products has increased as a result of this understanding. (Agustina et al., 2024)

The Originote is one of the skincare brands that is quite widely known in Batam City, but its development is colored by a number of actual challenges. There are issues regarding overclaims or overclaims on products that have the potential to affect brand image, as well as uneven product quality perceptions among new consumers, causing doubts in purchasing decisions. In addition, relatively low prices often give rise to initial perceptions of low quality ingredients even though the product is viral and supported by key opinion leaders. Previous studies of The Originote show that price, quality perception, and other supporting factors such as product innovation and electronic word of mouth also determine consumer decisions, so it is

important to understand empirically how brand image, product quality, and price together shape purchase decisions in the object and location of this study.

This research is focused on three independent variables, namely brand image, product quality, and price, with purchase decisions as bound variables. The object of the research is limited to The Originote products, with respondents being residents of Batam City who have purchased and used the product. This restriction is intended so that the results of the research are more targeted and can provide a specific picture of skincare consumer behavior in the region, considering the issues found at The Originote in Batam City, such as price complaints that are considered to lack reflect quality, quite typical compared to other regions.

Based on this description, this study aims to analyze the influence of brand image on The Originote's purchase decision, analyze the influence of product quality on The Originote's purchase decision, analyze the influence of price on The Originote's purchase decision, and analyze the influence of brand image, product quality, and price simultaneously on The Originote's purchase decision in Batam City.

2. Literature Review and Problem Statement

Brand image is a set of beliefs and attitudes that consumers hold towards a brand, which are stored in the memory along with other thoughts and feelings about the brand, and become an intangible asset that affects the competitive advantage and trust of consumers. The quality of a product is evaluated by consumers before making a purchase to ensure the product meets their expectations; the higher the perceived quality, the greater the tendency of the consumer to buy. Meanwhile, price is seen as an important factor because it influences consumers' opinion of the value of a product, so frugal consumers tend to be attracted to competitive prices and in accordance with the benefits received. These three constructs theoretically boil down to a purchase decision, which is the process by which consumers research the product, consider choices, and ultimately choose the brand that best suits their needs.

A review of previous studies shows inconsistent results regarding the influence of these three variables. found that product quality has a positive effect on purchase decisions, while price and brand image have a negative effect. On the other hand, it is reported that price has no significant effect on purchase decisions, while brand image has a significant effect. found that product quality and price both have a positive effect, and Gumardi et al. showed that brand image and product quality have a positive and significant effect on purchase decisions on other skincare products. The difference in direction and significance of influence on various research objects indicates a research gap, especially in the context of The Originote in Batam City which has not been studied specifically by combining the three variables of brand image, product quality, and price simultaneously.(Pratyaharani, Suroso, & Ratono, 2022)(Ernawati, 2021)(Wardhana, 2024). Based on these gaps, the formulation of this research problem is the extent to which brand image, product quality, and price affect the purchase decision of The Originote in Batam City, both partially and simultaneously. The hypotheses proposed are:

H1 : Brand image has a positive and significant effect on purchasing decisions

H2 : Product quality has a positive and significant effect on purchase decisions

H3 : Price has a positive and significant effect on the purchase decision

H4 : Brand image, product quality, and price simultaneously have a positive and significant effect on the purchase decision of The Originote in Batam City.

3. Method

This study uses a quantitative approach with a descriptive and associative design to test the cause-and-effect relationship between variables Sugiyono (2022). The descriptive approach is used to present data

objectively without manipulating variables, while the associative approach is used to explain the influence of independent variables on dependent variables. Data were collected from the selected sample through purposive sampling techniques using a questionnaire with a five-point Likert scale, then analyzed using multiple linear regression to ascertain and explain the influence of brand image (X1), product quality (X2), and price (X3) on purchasing decisions (Y). This method was chosen because it was able to provide stable and consistent results to test the influence of several independent variables simultaneously on a single bound variable.

The research population is all users of The Originote who have made purchases and are domiciled in Batam City, with an unknown number of populations. Therefore, the sample size was calculated using the Lameshow formula with a confidence level of 95% ($Z = 1.96$), a maximum proportion estimate ($P = 0.5$), and an error rate ($d = 9\%$), which resulted in a minimum sample size of 118.56 respondents and rounded to 120 respondents.

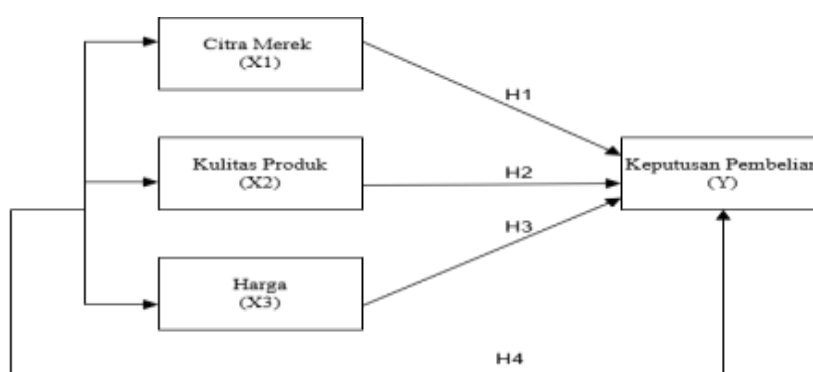


Figure 1 Research Framework

Each variable is measured through indicators that have been tested for validity and reliability, namely the strength, strength, and uniqueness of brand associations for brand image; performance, specification suitability, durability, features, and design for product quality; price affordability, price suitability with quality and benefits, and price competitiveness for price variables; and purchasing habits, product stability, recommendations, and repurchase for purchase decisions. Data were analyzed through validity tests (Pearson Product Moment), reliability tests (Cronbach's Alpha), classical assumption tests (normality, multicollinearity, and heteroscedasticity), multiple linear regression analysis, determination coefficient tests, and partial (t test) and simultaneous (F test) hypothesis tests with the help of SPSS software version 29.

4. Results and Discussion

Validity Test Results

Validity Test

Table 1 Brand Image Test Results (X1)

Item	r Count	r Table	Sig.	Remarks
X1.1	,672	0,361	<,001	Valid
X1.2	,646	0,361	<,001	Valid
X1.3	,648	0,361	<,001	Valid
X1.4	,664	0,361	<,001	Valid
X1.5	,774	0,361	<,001	Valid
X1.6	,681	0,361	<,001	Valid

Source: SPSS Output Results Version 29 processed by Researchers (2026)

Based on the results of the validity test of the brand image variable, all statement items have a calculated r value greater than the r of the table of 0.361 and a significance value less than 0.05. Thus, all items in the brand image variable are declared valid and suitable for use in further analysis.

Table 2 Product Quality Test Results (X2)

Item	r Count	r Table	Sig.	Remarks
X2.1	,770	0,361	<,001	Valid
X2.2	,694	0,361	<,001	Valid
X2.3	,674	0,361	<,001	Valid
X2.4	,691	0,361	<,001	Valid
X2.5	,806	0,361	<,001	Valid
X2.6	,493	0,361	,006	Valid

SPSS Output Results Version 29 processed by Researchers (2026)

Based on the results of the product quality variable validity test, all statement items have a calculated r value greater than the table r 0.361 and a significance value less than 0.05. Thus, all items in the product quality variable are declared valid and suitable for use in further analysis.

Source **Table 3** Price Test Results (X3)

Item	r Count	r Table	Sig.	Remarks
X3.1	,634	0,361	<,001	Valid
X3.2	,793	0,361	<,001	Valid
X3.3	,583	0,361	<,001	Valid
X3.4	,584	0,361	<,001	Valid
X3.5	,696	0,361	<,001	Valid
X3.6	,777	0,361	<,001	Valid

Source: SPSS Output Results Version 29 processed by Researchers (2026)

Based on the results of the price variable validity test, all statement items have a calculated r value greater than the r of the table of 0.361 and a significance value less than 0.05. Thus, all items in the price variable are declared valid and suitable for use in further analysis.

Table 4 Results of the Purchase Decision Validity Test (Y)

Item	r Count	r Table	Sig.	Remarks
Y1	,728	0,361	<,001	Valid
Y2	,696	0,361	<,001	Valid
Y3	,701	0,361	<,001	Valid
Y4	,766	0,361	<,001	Valid
Y5	,557	0,361	,001	Valid
Y6	,567	0,361	,001	Valid

Source: SPSS Output Results Version 29 processed by Researchers (2026)

Based on the results of the validity test of the purchase decision variable, all statement items have a calculated r value greater than the table r of 0.361 and a significance value less than 0.05. Thus, all items in the purchase decision variable are declared valid and suitable for use in further analysis.

Reliability Test Results

Reliability Test

Table 5 Results of Reliability Test

Variable	Variable Name	Cronbach's Alpha	N of Items	Standard	Remarks
X1	Brand Image	0,768	6	0,70	Reliable
X2	Product Quality	0,777	6	0,70	Reliable
X3	Pricing	0,760	6	0,70	Reliable
Y	Purchase Decision	0,751	6	0,70	Reliable

Source: SPSS Output Results Version 29 processed by Researchers (2026)

The table shows that *the Cronbach's Alpha* value for the brand image variable is 0.768, product quality is 0.777, price is 0.760, and the purchase decision is 0.751. All of these values are greater than 0.70, so all variables are declared reliable. This means that the statement items on each variable have adequate internal consistency and can be used to measure research constructs stably.

Classical Assumption Test Results

Normality Test

The normality test was performed on non-standardized residual values using the Kolmogorov-Smirnov One-Sample. The test criterion was that the residual data was declared to be normally distributed if the significance value was greater than 0.05.

Table 6 Kolmogorov-Smirno

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			120
Normal Parameters, b		Red	0,0000000
		Std. Deviation	2,59615634
Most Extreme Differences	Extreme	Absolute	,074
		Positive	0,052
		Negative	-0,074
Test Statistic			0,074
Asym.Sig. (2-tailed) ^c			0,160
Monte Carlo Sig. (2-tailed)			0,506
99% Confidence Interval	Confidence	Lower Bound	0,493
		Upper Bound	0,518
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. This is a lower bound of the true significance.			

Source: SPSS Output Results Version 29 processed by Researchers (2026)

Based on the results of the Kolmogorov-Smirnov test, the value of Asymp. Sig. (2-tailed) is 0.160 and Monte Carlo Sig. is 0.107. Both values are greater than 0.05, so that the residual regression model is declared to be normally distributed. Thus, the assumption of normality in the regression model has been fulfilled.

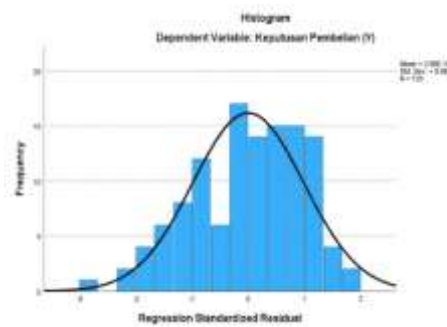


Figure 2 Standardized Residual Histograms

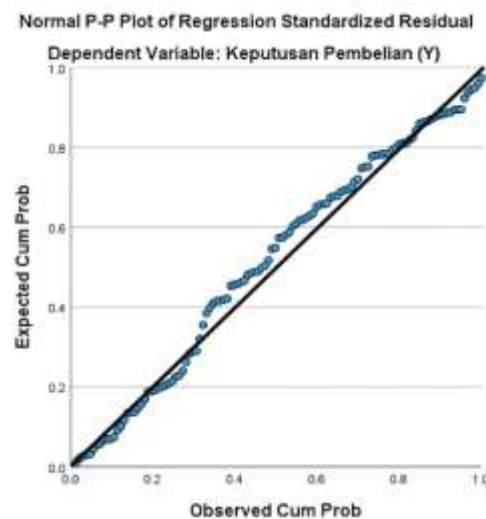


Figure 3 Standardized Residual P-Plot

Source: SPSS Output Results Version 29 processed by Researchers (2026)

The histogram image shows residual patterns that follow the shape of normal curves, while the Normal P-P Plot graph shows points that tend to follow a diagonal line. The pattern reinforces the results of the Kolmogorov-Smirnov test that the regression residuals meet the assumption of normality.

Multicollinearity Test

Table 7 Multicollinearity Test Results

Coefficient		Remarks	
Models	Collinearity Statistics		
	Tolerance	VIF	
Brand Image (X1)	0,986	1,014	Multicollinearity does not occur
Product Quality (X2)	0,932	1,072	Multicollinearity does not occur
Price (X3)	0,933	1,072	Multicollinearity does not occur

Source: SPSS Output Results Version 29 processed by Researchers (2026)

The results of the multicollinearity test showed that all independent variables had a tolerance value above 0.10 and a VIF value below 10. The brand image variable had a tolerance of 0.986 and a VIF of 1.014; the product quality had a tolerance of 0.932 and a VIF of 1.072; while the price had a tolerance of 0.933 and a VIF of 1.072. Thus, the regression model does not experience multicollinearity problems, so each independent variable can be used together in the regression model.

Heteroscedasticity Test Results

Table 8 Heteroscedasticity Test Results

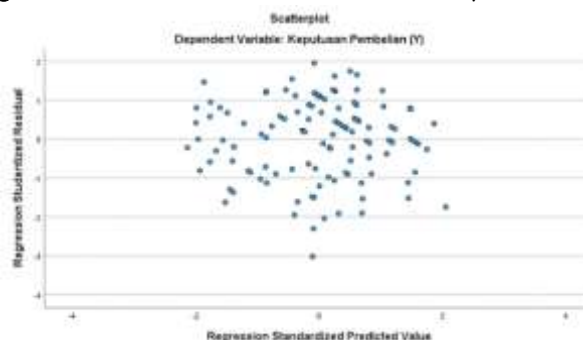
Coefficient					
Models	Unstandardized Coefficients	Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta		
1 (Constant)	2,355	1,317		1,788	0,076
Brand Image (X1)	-0,025	0,036	-0,065	-0,696	0,488
Product Quality (X2)	-0,017	0,038	-0,044	-0,456	0,649
Price (X3)	0,033	0,038	0,083	0,871	0,385

a. Variable Dependent: ABS

Source: SPSS Output Results Version 29 processed by Researchers (2026)

Based on the Glejser test table, the significance value of the brand image variable was 0.488, product quality was 0.649, and the price was 0.385. The overall significance value was greater than 0.05. Thus, it can be concluded that the regression model did not experience symptoms of heteroscedasticity.

Figure 4 ScatterPlot Heteroscedasticity Test



Source: SPSS Output Results Version 29 processed by Researchers (2026)

The scatterplot graph shows that the residual points are spread around zero and do not form a specific pattern such as constricting, widening or wavy. The random scatter of points supports the results of the Glejser test that there are no symptoms of heteroscedasticity in the regression model.

Influence Test

Multiple Linear Regression Analysis Results

Table 9 Multiple Linear Regression Analysis Test Results

Models	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta		
1 (Constant)	1,324	2,305		0,575	0,567
Brand Image (X1)	0,574	0,063	0,600	9,104	<0.001
Product Quality (X2)	0,0219	0,067	0,221	3,265	0,001
Price (X3)	0,167	0,066	0,172	2,536	0,013

a. Dependent Variable: Purchase Decision (Y)

Source: SPSS Output Results Version 29 processed by Researchers (2026)

Based on the Coefficients Table, the multiple linear regression equation in this study is as follows:

$$Y = 1.324 + 0.574X1 + 0.219X2 + 0.167X3 + e$$

The equation shows that a constant of 1.324 means that if the brand image, product quality, and price are considered to be zero, then the purchase decision has a value of 1.324. The brand image coefficient of 0.574 indicates that every one unit increase in brand image will increase the purchase decision by 0.574

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units, assuming the other variables remain the same. The product quality coefficient of 0.219 means that every one unit increase in product quality will increase the purchase decision by 0.219 units. The price coefficient of 0.167 means that every increase in price perception by one unit will increase the purchase decision by 0.167 units. All coefficients are positive, so the direction of the relationship of the three independent variables to the purchase decision is positive.

Determination Coefficient Test Results (R^2)

Table 10 R Square Test Results

Model Summary ^b				
Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.709 ^a	0,503	0,490	2.62951
a. Predictors: (Constant), Price (x3), Product Quality (X2), Brand Image (X1)				
b. Dependent Variable: Purchase Decision (Y)				

Source: SPSS Output Results Version 29 processed by Researchers (2026)

An R-value of 0.709 indicates that the relationship between brand image, product quality, and price and purchasing decisions is strongly linked. Square's R-value of 0.503 indicates that 50.3% of the variation in purchasing decisions can be explained by brand image, product quality, and price. Meanwhile, the remaining 49.7% is explained by factors outside of the research model, such as promotions, consumer reviews, ease of purchase, social recommendations, personal needs, social media trends, and product user experience. An Adjusted R Square value of 0.490 indicates that after adjusting for the number of variables and samples, the model is still able to explain 49.0% of the variation in purchasing decisions.

Data Testing

T Test Results

Table 11 Test Results t

Models	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1	(Constant)	1,324	2,305		0,575	0,567
	Brand Image (X1)	0,574	0,036	0,600	9,104	<0.001
	Product Quality (X2)	0,2 19	0,067	0,221	3,265	0,001
	Price (X3)	0,167	0,066	0,172	2,536	0,013
a. Dependent Variable: Purchase Decision (Y)						

Source: SPSS Output Results Version 29 processed by Researchers (2026)

The results of the t-test showed that the brand image had a t-value of 9.104 with a significance of <0.001. The value was greater than the t table of 1.981 and the significance was smaller than 0.05, so that the brand image had a positive and significant effect on the purchase decision. The product quality had a t-value of 3.265 with a significance of 0.001, so that the product quality also had a positive and significant effect on the purchase decision. The price had a t-value of 2.536 with a significance of 0.013, so that the price had a positive and significant effect on the purchase decision.

F Test Results

Table 12 Test Results F

Models	Sum of Squares	df	Mean Square	F	Sig,
1 Regression	810,303	3	270,101	39,064	<0.001 ^b
Residual	802,063	116			
Total	1612,367	119			

a. Dependent Variable: Purchase Decision (Y)^a

b. Predictors: (Constant), Price (X3), Product Quality (X2), Brand Image (X1)

Source: SPSS Output Results Version 29 processed by Researchers (2026)

Based on the results of the F test, the F value was calculated as 39.064 with a significance value of <0.001 . Because the significance value is smaller than 0.05, the brand image, product quality, and price simultaneously have a significant effect on the purchase decision of The Originote in Batam City. Thus, the regression model used is feasible to explain the relationship between variables in this study.

Discussion

The Influence of Brand Image on The Originote's Purchase Decision in Batam City

The results of the study showed that brand image had a positive and significant effect on the purchase decision of The Originote in Batam City. The value of the brand image regression coefficient of 0.574 is the largest coefficient compared to other variables. This means that brand image is the most dominant factor in explaining respondents' purchasing decisions. The better the brand image attached to The Originote, the higher the tendency of consumers to buy the product.

In the context of skincare products, brand image has an important role because consumers not only buy products based on function, but also based on trust in the brand. Brands that are considered well-known, reputable, memorable, and considered in accordance with consumer needs will more easily encourage purchase decisions. In this study, the average brand image variable was in the high category, so it can be understood that respondents had a positive perception of The Originote. This positive perception then strengthened the respondents' confidence in choosing The Originote product over other similar products. This research supports the findings of the (Yulianti & Nainggolan, Pitri, 2025) which states that a positive impact brand image significantly influences consumers' decision to buy.

The Influence of Product Quality on The Originote Purchase Decision in Batam City

The results of the t-test showed that product quality had a positive and significant effect on purchase decisions. The product quality regression coefficient of 0.219 indicates that increased consumer perception of product quality will improve purchasing decisions. Although the effect is not as big as brand image, product quality is still an important factor because skincare products are directly related to benefits, comfort, safety, and suitability of use.

Consumers of The Originote in Batam City tend to consider quality before making a purchase. This can be seen from the mean value of product quality which is in the high category. Products that are considered to have good quality will increase consumer confidence to try, rebuy, and recommend them to others. On the other hand, if the product quality is not as expected, then a good brand image and affordable price are not necessarily enough to maintain a purchase decision. Therefore, product quality still needs to be maintained consistently so that purchase decisions do not only occur once, but can continue to be repurchased. This research supports the claim that purchasing decisions are significantly positively influenced by product quality. (Erni Ratika Sari Br Pakpahan & Wasiman, 2025)

The Influence of Price on The Originote Purchase Decision in Batam City

The results of the study show that price has a positive and significant effect on purchase decisions. The price regression coefficient of 0.167 shows that the better the consumer's perception of the price, the higher the purchase decision. This positive effect shows that the price of The Originote is considered quite in accordance with the benefits and quality received by the respondents.

The price in this study is not only understood as cheap or expensive, but also as a match between the costs incurred and the benefits of the product. Consumers will be more motivated to buy if the price is considered affordable, comparable to quality, and in accordance with purchasing power. In Batam City, consumers have many alternatives to skin care products that can be compared. Therefore, competitive prices can be an additional reason for consumers to choose The Originote. However, because the price coefficient is smaller than the brand image and product quality, price plays a more supporting role, while brand image is the most powerful factor in this study. These findings are consistent with research (Rahmawati et al., 2025), which indicates that pricing has a positive and significant impact and benefits influences consumers' decision to buy.

The Influence of Brand Image, Product Quality, and Price on The Originote Purchase Decision in Batam City

The results of the F test show that brand image, product quality, and price together have a significant effect on purchase decisions. An R Square value of 0.503 indicates that these three variables are able to explain 50.3% of the variation in purchase decisions. This means that the purchase decision of The Originote in Batam City is not only influenced by one factor, but is the result of a combination of brand perception, assessment of product quality, and price suitability.

These findings show that The Originote's marketing strategy needs to pay attention to these three aspects in a balanced manner. The brand image needs to be strengthened through consistent brand communication, positive reputation, and consumer trust. Product quality needs to be maintained so that the consumer experience is in line with the expectations formed by the brand. Meanwhile, prices need to be positioned appropriately so that consumers feel that the products purchased provide commensurate value. If these three aspects are managed together, then consumers' purchasing decisions can improve more strongly.

Based on the results of the SPSS analysis and the discussions that have been carried out, it can be concluded that all research instruments are declared valid because the r-value of each item is greater than the r-table value of 0.361 and the significance value is less than 0.05. All variables are also declared reliable because they have a Cronbach's Alpha value greater than 0.70.

The results of the classical assumption test show that the regression model meets the required assumptions. The residual is normally distributed due to the Asymp value. The sig. of 0.160 is greater than 0.05. The model does not experience multicollinearity because the overall tolerance value is greater than 0.10 and the VIF is less than 10. In addition, the model does not experience heteroscedasticity because the significance value of the Glejser test on brand image, product quality, and price variables is all greater than 0.05.

The results of multiple linear regression resulted in the equation $Y = 1.324 + 0.574X_1 + 0.219X_2 + 0.167X_3 + e$. Partially, brand image, product quality, and price had a positive and significant effect on purchase decisions. Simultaneously, the three independent variables also had a positive and significant effect on purchase decisions with an F value of 39.064 and a significance of <0.001. An R-Square value of 0.503 showed that 50.3% of purchase decisions could be explained by brand image, product quality, and price, while the remaining 49.7% were influenced by other factors outside of this study.

Thus, this study shows that brand image is the most dominant factor in influencing the purchase decision of The Originote in Batam City, followed by product quality and price. This result confirms that consumer purchase decisions are formed through a combination of trust in the brand, assessment of product quality, and price suitability received by consumers.

The findings of this study are supported by (Bachtar et al., 2024) which shows that brand image, product quality and price all positively and significantly influence consumers' decision to purchase The Originote.

5. Conclusion

Based on the results of research and discussion on the influence of brand image, product quality, and price on the purchase decision of The Originote in Batam City, the following conclusions can be drawn:

1. Brand image has a positive and significant effect on the purchase decision of The Originote in Batam City. This shows that the better the brand image, the higher the level of consumer inclination to make a purchase.
2. Product quality has a positive and significant effect on the purchase decision of The Originote in Batam City. This shows that the better the product quality, the higher the tendency of consumers to make purchases.
3. Price has a positive and significant effect on the purchase decision of The Originote in Batam City. High price indicates good quality Because it affects consumer opinion about the value of a product. Frugal customers may be attracted by competitive prices. Therefore, price is an important factor in purchasing decisions.
4. Brand image, product quality, and price simultaneously had a positive and significant effect on The Originote's purchasing decision in Batam City. The three independent variables were able to explain that 50.3% of purchase decisions could be explained by brand image, product quality, and price, while the remaining 49.7% were influenced by other factors outside of this study.

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