

The Influence of Brand Image, Price and E-Service Quality on the Purchase Decision of Glad2Glow Products among Students of the Faculty of Psychology, Universitas Prima Indonesia

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This study aims to analyze the influence of brand image, price, and e-service quality on the purchasing decision of Glad2Glow products among students of the Faculty of Psychology, Universitas Prima Indonesia. The method used is quantitative and descriptive and explanatory in nature, with a sample of 63 respondents determined using the Slovin formula. Data analysis techniques include classical assumption tests, multiple linear regression, t-tests, and F-tests. The results of the study indicate that, partially, brand image has a positive and significant effect on purchasing decisions with a significance value of 0.027 (< 0.05), while price and e-service quality do not have a significant effect, partially, with significance values of 0.165 and 0.517 (> 0.05). Simultaneously, the three variables have a significant effect on purchasing decisions, with a calculated F value of 17.088 and a significance level of $0.000 < 0.05$. This study concludes that brand image is a dominant factor that influences the purchasing decision of Glad2Glow products. The managerial implication of this study is that companies should focus on strengthening brand image through marketing campaigns that emphasize product excellence. Although the price and quality of e-services do not have a direct significant impact, companies still need to pay attention to these aspects to improve customer experience and create long-term loyalty.

Keywords: Brand Image, Price, E-Service Quality, Purchase Decision

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1. Introduction

The skincare sector in Indonesia has grown a lot because more people are becoming aware of how important it is to take care of their skin (Sahputri et al., 2022). Changes in lifestyle, easy access to digital information, and the importance of social media are some of the main reasons why customers, especially younger ones, are more picky about the skincare products they buy (Amelia, 2024). In this situation, people don't only buy things based on how well they work; they also think about things like how they feel about the brand, the price, and the quality of the company's online services (Nasib, 2024).

Brand image is very important for getting people to trust a product, especially in an area like skincare where there are a lot of competitors (Singh et al., 2025). A strong brand image can make people more loyal and help them make better buying decisions because people tend to choose brands they already know and trust (Vinodhini et al., 2022). So, it's important to know how brand image might affect buying decisions while making marketing plans (Nasib et al., 2026).

Price is quite important when people decide what to buy, especially for people who don't have a lot of money to spend, like students. Because students don't have a lot of money, they usually pick things that are both cheap and good quality (Novirsari, 2022). So, the right price can be a key aspect in getting them

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to buy (Nasib, 2019). Glad2Glow and other products that are competitively priced are very important to this group because they give a cheap option that doesn't lose quality (Septiani et al., 2022). An successful pricing plan will make the product more appealing to students, who are often a primary target for many firms in a very competitive industry. Glad2Glow might become the best choice in this market by giving high-quality products at low prices (Hadinata et al., 2023).

Along with pricing and brand image, the quality of e-service is another important aspect in how well an online shopping experience goes (Khosasih et al., 2025). Bad service, including hard-to-reach locations, poor product information, or insecure transactions, can make customers think less of a business and make it harder for them to decide to buy something (Events et al., 2024). In a very competitive e-commerce business, good online service is necessary to keep clients and make their experience enjoyable (Sari, 2020). A good shopping experience not only makes customers happier, but it also makes them more loyal, which is important for building long-term partnerships with brands (Salqaura & Nasib, 2026). If businesses don't offer services that are easy to use, informative, and safe, they could lose customers' trust, which could hurt sales and the brand's reputation (Husni, 2023). So, a company's marketing plan should put a lot of effort into making online service better (Lubis et al., 2023).

Glad2Glow is a skincare company that uses digital platforms. It is a good example of how to use brand image, price, and e-service quality in a successful digital marketing plan (Sihotang et al., 2020). The company has effectively reached a wider market by improving its e-commerce and social media. This is especially true for younger people who are increasingly using online platforms to make buying decisions (Raees et al., 2025). This success shows that in the digital age, a brand's ability to create a good image, offer competitive prices, and deliver a good online service experience has a big impact on what people buy (Mutiarra, 2022). But there are still problems to solve: even though Glad2Glow has used technology well to attract youthful customers, the brand needs to keep coming up with new ideas and keep the quality of its service high to be relevant in an industry that changes quickly and is very competitive (Khairani et al., 2025).

Psychology students at Universitas Prima Indonesia represent a pertinent demographic for investigation, since they are engaged consumers on digital platforms and have a significant interest in skincare goods. This demographic often uses social media and e-commerce to find information, which makes them open to a wide range of digital marketing messages. But it's crucial to remember that even though they use internet information, their buying choices are often based on emotional and social variables that are affected by what's popular on social media, not only what they need. So, it's important to know more about how brand image, pricing, and the quality of online service work together in this case. The problem is that many firms don't use digital platforms well enough to satisfy the needs of this group, which can lead to bad marketing techniques that hurt customer loyalty and trust. This study offers a chance to examine the shifting behavior of digital consumers more closely and to come up with ideas for marketing strategies that are more relevant and flexible in a market that is always changing.

While many studies have looked at the aspects that affect people's decisions to buy skincare products, there is still a vacuum in the research about how brand image, price, and e-service quality all affect buying decisions at the same time, especially among students. This research seeks to fill this void by examining the impact of these three variables on the purchasing decisions of Glad2Glow products among students at the Faculty of Psychology, Universitas Prima Indonesia.

2. Method

This study employs a quantitative descriptive explanatory methodology to examine the impact of brand image, price, and e-service quality on the purchasing decisions of Glad2Glow products among students

from the Faculty of Psychology at Universitas Prima Indonesia, utilizing a sample of 63 respondents selected via the Slovin formula. A questionnaire was used to collect data on how people felt about the three independent factors and how they made their purchasing decisions, which was the dependent variable. We used multiple linear regression to analyze the data, but first we checked the classical assumptions to make sure the data didn't have multicollinearity, heteroscedasticity, or normalcy. The t-test assessed the partial impact of independent variables on purchase decisions, whereas the F-test evaluated their simultaneous influence.

3. Results and Discussion

Descriptive Statistics

Tabel 1. Descriptive Statistics

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Brand Image	63	14	30	24.41	3.766
Price	63	18	35	27.67	4.076
E-Service Quality	63	27	45	36.9	5.915
Buyer Decisions	63	20	40	31.21	5.560

The Brand Image variable (X1) has an average of 24.41 and a standard deviation of 3.766 based on a descriptive statistical study of 63 respondents. This means that the perception is pretty good and consistent. The average price (X2) is 27.67, and the standard deviation is 4.076, which means that the prices are fair and consistent. E-Service Quality (X3) got an average score of 36.90 with a standard deviation of 5.915. This means that the service was good even though people rated it differently. The average purchase decision (Y) is 31.21, with a standard deviation of 5.560. This means that the buy decision is rather high, although there are some reasonable differences.

Classical Assumption Test Results

Normality Test

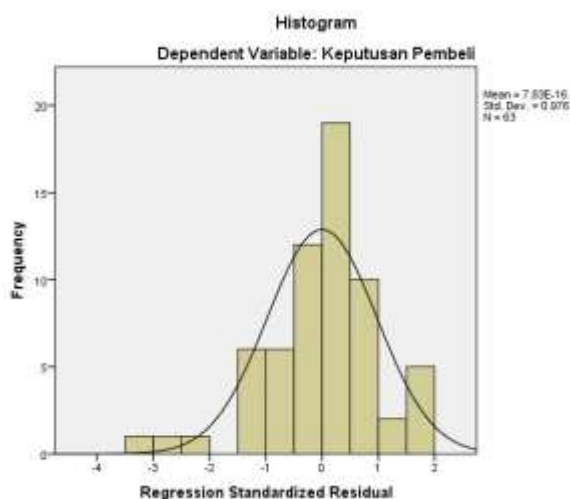


Figure 1. Histogram Graph

The histogram normality test shows that the residual data is likely to be normally distributed. This is clear from the histogram's shape, which looks like a bell curve and follows a normal line. So, the regression model meets the assumption of normality, which means it can be used for more study.

Multicollinearity Test

Table 2. Results of Multicollinearity Test (VIF Test)

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Tolerance	VIF
(Constant)	4.57	3.834		1.192	0.238		
Brand Image	0.611	0.269	0.414	2.27	0.027	0.273	3.663
Price	0.291	0.207	0.214	1.405	0.165	0.393	2.545
E-Service Quality	0.099	0.152	0.106	0.652	0.517	0.345	2.898

The data processing in the table above shows that the variables Brand Image, Price, and E-Service Quality all have a Tolerance value larger than 0.10 and a Variance Inflation Factor (VIF) value less than 10. This means that the independent variables don't have a strong relationship with each other.

Uji Heteroskedastisitas

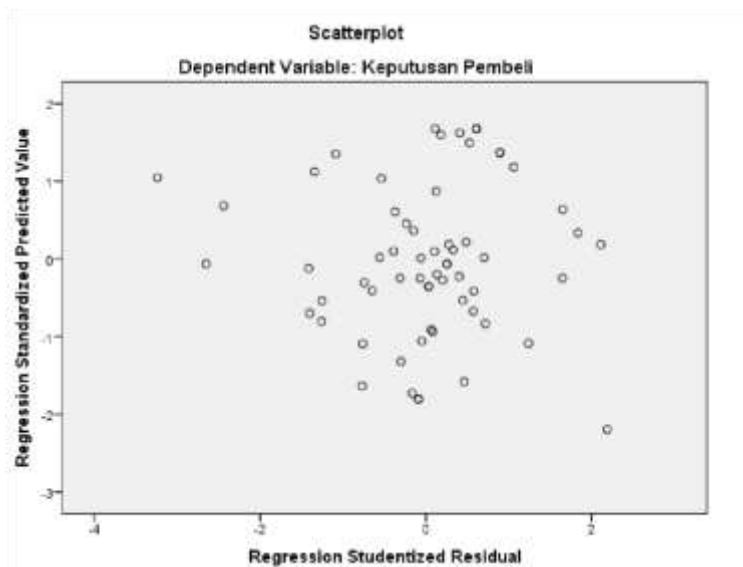


Figure 3. Scatterplot Graph

The scatterplot data in the image above shows that the residual points are randomly spread out about zero on the Y-axis. There is no discernible pattern, such as tapering, widening, or wavy. This means that the regression model does not show heteroscedasticity.

Multiple Linear Regression Analysis

Table 4. Results of Multiple Regression Coefficient t Tests

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Tolerance	VIF
(Constant)	4.57	3.834		1.192	0.238		
Brand Image	0.611	0.269	0.414	2.27	0.027	0.273	3.663
Price	0.291	0.207	0.214	1.405	0.165	0.393	2.545
E-Service Quality	0.099	0.152	0.106	0.652	0.517	0.345	2.898

We performed multiple linear regression analysis to find out how Brand Image (X1), Price (X2), and E-Service Quality (X3) affected Purchasing Decisions (Y). The following regression equation was derived after processing the data with SPSS:

$$Y = 4.570 + 0.611 X1 + 0.291 X2 + 0.099 X3$$

The equation says that the constant of 4.570 means that the Purchasing Decision still has a value of 4.570 even if Brand Image, Price, and E-Service Quality are all zero. The regression coefficient for Brand Image (X1) is 0.611, which is a good thing. This means that if you improve your Brand Image, people will be more likely to buy things. The t-test findings indicate a t-value of 2.270 and a significant value of 0.027, which is less than 0.05. This means that Brand Image has a big effect on Purchasing Decisions.

The Price regression coefficient (X2) is 0.291, which is a positive number. This means that the right costs usually make people more likely to buy something. The t-test results, on the other hand, reveal a significant value of 0.165 > 0.05. This means that prices do not have a big impact on buying decisions. "The E-Service Quality regression (X3) of 0.099 shows a positive value." This means that making electronic services better usually leads to more buying decisions. But the t-test findings show that 0.517 > 0.05 is a significant number, which means that E-Service Quality does not have a significant effect on buying decisions.

The Tolerance and Variance Inflation Factor (VIF) values show that all of the independent variables have a Tolerance value greater than 0.10 and a VIF value less than 10. So, we can say that the regression model does not have any concerns with Multicollinearity. The study indicates that among the three independent variables examined, only Brand Image significantly influences Purchasing Decisions, whilst Price and E-Service Quality do not exert a meaningful partial effect.

Coefficient of Determination (R²)

Table 3. Model of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.682	0.465	0.438	4.169

The Model Summary findings showed that the R Square value was 0.465 and the Adjusted R Square value was 0.438. This means that the three independent variables utilized in the model Brand Image, Price, and E-Service Quality can explain 46.5% of the changes in Purchasing Decisions. In the meantime, other factors not included in this research model account for 53.5% of the differences in Purchasing Decisions.

F Test

Table 4. F Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	890.922	3	296.974	17.088	0.000
Residual	1025.396	59	17.38		
Total	1916.317	62			

The ANOVA findings showed that the F value was 17.088 and the significance value was 0.000, which is less than 0.05. Therefore, it can be argued that the independent variables—Brand Image, Price, and E-Service Quality simultaneously exert a considerable influence on Purchasing Decisions.

t-Test

Table 5 Partial Test Results

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Tolerance	VIF
(Constant)	4.57	3.834		1.192	0.238		
Brand Image	0.611	0.269	0.414	2.27	0.027	0.273	3.663
Price	0.291	0.207	0.214	1.405	0.165	0.393	2.545
E-Service Quality	0.099	0.152	0.106	0.652	0.517	0.345	2.898

The t-test findings show that the Brand Image variable has a significant value of 0.027 < 0.05. This means that Brand Image has a positive and substantial effect on Purchasing Decisions. The Price variable has a

significant value of $0.165 > 0.05$ and the E-Service Quality variable has a significant value of $0.517 > 0.05$. This means that neither variable has a partial significant effect on Purchasing Decisions. So, only Brand Image has a big impact on what people buy.

Discussion

The Influence of Brand Image on Purchasing Decisions

The partial test (t-test) results show that the Brand Image variable has a significance value of $0.027 < 0.05$. This means that brand image has a positive and significant effect on the Purchase Decision of Glad2Glow products among students of the Faculty of Psychology, Universitas Prima Indonesia. The outcomes of this study corroborate previous research (Geraldine et al., 2025)(Heydiana et al., 2024)(Pandey et al., 2024), indicating that brand image significantly influences purchase decisions. Having a good brand image can make people more interested in buying cosmetics (Qomariah, 2021). A strong brand image might help people make better choices when they buy beauty items (Nurbayan et al., 2025). Brand image is a major aspect that affects how confident people feel about buying beauty products (Tirtayasa et al., 2025). People are more likely to buy a product if they have a positive view of the brand image (Khairumi et al., 2025).

Because the research shows that brand image has a big impact on buying decisions, Glad2Glow product managers need to work on making the brand image stronger by enhancing the quality of the products, the service experience, and the consistency of the marketing campaigns. Using relevant influencers and clear communication are two examples of marketing methods that should make strong emotional connections with customers. Also, keeping an eye on how customers feel about your brand is important for changing its image to keep up with changes in the industry. Managing a business's image well will make customers more loyal and affect their buying decisions. This will make the brand stronger in a competitive market, especially among college students. So, to be successful in the long run, managers need to make sure that every part of the brand's marketing and communication supports the values it wants to represent.

The Influence of Price on Purchasing Decisions

The study's findings indicate that the Price variable possesses a significance value of 0.165 , exceeding 0.05 . Consequently, it can be inferred that price does not significantly influence the Purchase Decision of Glad2Glow products among students from the Faculty of Psychology at Universitas Prima Indonesia. This finding contradicts the results of research (Winardy et al., 2021)(Pratiwi et al., 2021)(Azka & Jamilah, 2025), which indicates that price significantly influences purchasing decisions. Comprehending the correlation between price and consumer choices (Hardiansyah et al., 2025). Price is a big factor in buying cosmetics in general (Hutagaol et al., 2025). People who buy skincare products usually care more about quality and brand image than price (Lestari et al., 2021). Strong brand images can make people less sensitive to price (Girsang & Purba, 2025).

The management implications of these findings indicate that organizations, especially those targeting Glad2Glow products, must concentrate on more profound issues than pricing. Price didn't have a big impact on buying decisions in this study, but companies should work on making their brand and products better. So, businesses should spend money on improving brand image, customer service, and brand loyalty to develop long-term connections with customers. To lessen the effect of pricing on buying decisions, brands can always improve their communication and make items that match customer needs. Managers also need to think about how to divide the market into groups, since customers who care more about quality are usually less sensitive to pricing.

The Influence of E-Service Quality on Purchasing Decisions

The t-test findings show that the E-Service Quality variable has a significance value of 0.517, which is more than 0.05. This means that E-Service Quality does not have a significant effect on the decision to buy Glad2Glow products. The results of this study align with the findings of (Chairunnisa & Zebua, 2022)(Gema & Akbar, 2023)(Sundari et al., 2021), indicating that in the realm of e-commerce, digital service quality serves merely as a supplementary factor rather than a primary determinant in purchase decisions. A comparable conclusion was reached by (Munandar et al., 2022), which indicated that consumers who possess trust in a brand do not heavily depend on the quality of the digital platform. When customers know how to use the digital platform, their opinions about the quality of the service become less important when they are making a purchase (Salsabillah, 2022). A study by (Sihombing et al., 2023) backs this up by showing that when people trust a product, they tend to care more about the brand's reputation and the quality of the product, even though the quality of the digital service is still crucial. Also, research by (Umam et al., 2022) demonstrates that in businesses with well-known brands and high-quality items, digital service quality is merely one of many things that people think about when they buy something. Likewise, (Nasib et al., 2023) discovered that E-Service Quality serves as a distinguishing element in poorly organized marketplaces, although exerts no substantial impact in established markets.

These results mean that managers should tell companies, especially Glad2Glow, to focus more on increasing brand image and product quality than just digital service quality. Digital service quality is still very important for giving customers a nice experience, but firms need to remember that when customers already trust a brand, things like the product and brand's reputation become more important when they decide what to buy. So, businesses should put more money into initiatives that improve brand strength and product quality. They should also make sure that the user experience on digital platforms is still safe and efficient without relying too much on more technological service features.

The Influence of Brand Image, Price, and E-Service Quality on Purchasing Decisions

The F test findings reveal a significance value of 0.000, which is less than 0.05. This means that brand image, price, and e-service quality all have a big impact on whether or not people buy Glad2Glow products at the same time. This finding aligns with studies by (Chairunnisa & Zebua, 2022)(Qomariah, 2021)(Hidayat et al., 2023), indicating that purchasing decisions in the beauty business are affected by both brand perception and the quality of digital services. Brand image is the most significant thing, but the quality of digital services is also very crucial for making the online shopping experience better (Bintarti et al., 2022). In the realm of e-commerce, electronic service quality, while not invariably the primary determinant, significantly influences consumer trust in companies and products (Siregar, 2021). Also, fair prices and good digital service can make the good effects of brand image on buying decisions even stronger (Tobing et al., 2021). People are more likely to buy products with a strong brand image, but service quality and pricing are also important factors that should not be neglected (Baron & Agustina, 2022). In a market with a lot of competition, price and the quality of e-service can make customers happier and help the brand's image, which can lead to more sales (Ariyono, 2023).

These findings have important consequences for managers. They reveal that Glad2Glow should focus on improving its brand image, since this is the most important factor in making a purchase. To make a lasting good impression, product managers should focus on making the product better and keeping the brand consistent. Even though pricing isn't the most important thing, firms should nonetheless set prices that are competitive and reflect the value they offer without lowering the quality of their brand. E-service quality is crucial, but it shouldn't be the only thing that matters. Companies should make sure that their digital experience is smooth without relying too much on just one thing. Strategies should find a balance between

providing good service and building a strong brand image, while also keeping an eye on how customers' tastes change. Without this combination, Glad2Glow could lose its edge in a market that is greatly affected by both psychological and functional factors.

4. Conclusion

According to a study on how Brand Image, Price, and E-Service Quality affect students at the Faculty of Psychology at Universitas Prima Indonesia's decisions to buy Glad2Glow items, it can be said that Brand Image has a strong and favorable effect on Purchase Decisions. The significance value of 0.027, which is less than 0.05, shows that the H1 hypothesis is true. Price and E-Service Quality, on the other hand, do not have a significant effect on purchase decisions. The significance values are 0.165 and 0.517, which are both greater than 0.05. This means that the H2 and H3 hypotheses are not true. However, these three variables have a big effect on Purchase Decisions at the same time, with a computed F value of

From these results, we can make a few suggestions. First, it is very important for the Glad2Glow company to improve its brand image by using a consistent marketing communication approach and building a good reputation to gain customers' trust. Second, the corporation needs to make sure that costs stay in line with the quality of the products in order to stay competitive, especially with students who care a lot about value. Third, even though E-Service Quality doesn't have a big effect on its own, the corporation still needs to make digital services better by making them faster, easier to use, and safer for transactions in order to make the customer experience better. Lastly, it is suggested that the research variables be broadened to include digital promotion, trust, and e-WOM, and that the sample size be increased to achieve more thorough findings. This study aims to yield both scholarly and practical insights in formulating marketing strategies for skincare goods, particularly Glad2Glow items targeted at students.

The limitations of this study stem from its concentration on merely three variables—Brand Image, Price, and E-Service Quality—while neglecting other potential influences on purchasing decisions, like brand trust and digital promotions. The study sample was exclusively composed of students from the Faculty of Psychology at Universitas Prima Indonesia, perhaps constraining the generalizability of the findings to a wider community. This study is restricted to a singular skincare brand, rendering it inapplicable to the broader skincare sector.

These results have important consequences for managers. They show that Glad2Glow needs to focus on improving its brand image, which is a major aspect that affects people's buying choices. To get more customers to stick with them, the company needs improve its marketing communications and its brand reputation. Even while price and e-service quality don't have a big effect on their own, the company still needs to make sure its prices are competitive and the quality of its digital services is better to give customers a better experience. Also, managers should think about adding additional factors, like digital promotions and customer trust, to their marketing plans so that they are more in line with what customers want right now.

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