



# The influence of consumer perception, product quality, and brand image on purchasing decisions of pixy products in Batam city

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## ABSTRACT

This study examines the influence of consumer perception, product quality, and brand image on purchasing decisions for Pixy products in Batam City. The research applied a quantitative survey approach using questionnaires distributed to 119 respondents who had purchased or used Pixy products. Data were analyzed using multiple linear regression with the assistance of SPSS 25. The findings indicate that consumer perception, product quality, and brand image each have a positive and significant effect on purchasing decisions. Consumer perception was influenced by product accessibility, service quality, product completeness, and price suitability, while product quality was reflected through performance, safety, reliability, and conformity with consumer expectations. Brand image also contributed significantly by strengthening consumer trust and confidence in Pixy products. Simultaneously, all independent variables significantly influenced purchasing decisions, with the coefficient of determination showing that the model explained 63.8% of the variation in purchasing decisions. The study concludes that improving positive consumer perception, maintaining product quality, and strengthening brand image are important strategies for increasing consumer purchasing decisions in the competitive cosmetic industry.

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## 1. INTRODUCTION

Batam has developed into a major economic hub in Indonesia due to its strategic proximity to Singapore and Malaysia, strengthening trade, industrial, and investment activities in Southeast Asia (Laia et al., 2024). Rapid economic mobility and cross cultural interaction have influenced consumer lifestyles, particularly in the beauty and cosmetics sector. Increasing modernization and globalization have intensified public demand for cosmetic products adapted to tropical environmental conditions (Laia et al., 2024). The tropical climate of Batam, characterized by high temperatures and humidity, significantly shapes consumer preferences for lightweight, non sticky, and oil controlling cosmetic products that maintain skin freshness (Larosa & Paludi, 2025). Consequently, consumers in Batam tend to be more selective in choosing products that match their skin conditions and daily environmental exposure, which directly affects purchasing decisions.

Pixy is a local cosmetic brand produced by PT Mandom Indonesia Tbk in collaboration with Mandom Corporation. Since its establishment in 1982, Pixy has integrated Japanese beauty technology with the skincare needs of Asian women, particularly Indonesian consumers, through the concept of Asian Beauty emphasizing natural, fresh, and elegant appearances (Evi & Pramesworo, 2023). The brand offers affordable cosmetic products designed for tropical climates and Asian skin characteristics, making it relevant for consumers in Batam, especially young women and middle to lower income segments. Products such as Pixy It Glow Dewy Cushion, Pixy Two Way Cake, and Pixy Primer Mate It Glow are positioned as functional daily cosmetics with affordable pricing and practical benefits. Product compatibility with environmental conditions and skin characteristics contributes to positive consumer perceptions, strengthens brand image, and supports purchasing consistency (Evi & Pramesworo, 2023). However, despite maintaining market relevance, Pixy still faces challenges related to consumer perception, including limited shade variation, insufficient product durability, incompatibility with certain skin types, and discrepancies between promotional claims and actual product performance. Some consumers continue to question the competitiveness of local cosmetic products compared to rival brands in terms of formulation innovation, ingredient quality, and product effectiveness. These issues affect consumer confidence and complicate purchasing decisions.

Purchasing decision represents a crucial dimension of consumer behavior and marketing studies because it involves stages ranging from need recognition and information search to alternative evaluation and final purchasing action (Budiyanto et al., 2022). Internal factors such as motivation, perception, and attitude significantly shape purchasing tendencies, while external influences including culture, social environment, and recommendations also affect decision making. The expansion of internet and social media access has transformed consumer behavior by encouraging more selective and critical product evaluation processes (Mardiana & Sijabat, 2022). Understanding purchasing behavior is therefore essential for companies seeking to formulate effective marketing strategies capable of attracting and retaining consumers. This study aims to examine the mechanisms underlying purchasing decisions in order to contribute to the development of marketing strategies focused on consumer satisfaction and loyalty (Noor & Fatriyani, 2024).

Within the increasingly competitive cosmetics industry, Pixy faces challenges in influencing purchasing decisions amid numerous competing brands offering similar advantages. Although Pixy is widely recognized as an affordable cosmetic product, price alone does not necessarily determine consumer choice. Product quality remains a major concern, particularly regarding durability, suitability for skin type, and perceived performance after use. Complaints regarding product effectiveness can negatively influence consumer evaluations and purchasing decisions. Empirical findings by (Sulistiono et al., 2024) indicate that purchasing decisions are significantly influenced by product quality and brand image, while (Gandhy et al., 2023) emphasize the role of consumer perception in shaping purchasing behavior. These findings demonstrate that consumer perception, product quality, and brand image are interrelated variables influencing consumer purchasing decisions.

Brand image also represents a significant challenge for Pixy as a local cosmetic brand competing against stronger and more dominant brands in the market. According to K. Kotler in (Nuryanti et al., 2023), brand image reflects public perception toward a company or product and influences product character reinforcement, differentiation from competitors, and emotional attachment. Similarly, Tjiptono in (Solihin & Kamal, 2023) defines brand image as the association and belief consumers hold regarding a particular brand. In practice, Pixy's brand image has not fully established a distinctive product identity capable of differentiating itself from competitors with stronger positioning and broader popularity. The brand still struggles to create emotional engagement and reinforce a unique identity amid intense competition from emerging local cosmetic brands. This condition weakens consumer attachment and affects purchasing decisions.

Data from the Top Brand Index 2025 for the Two Way Cake category further illustrate Pixy's competitive position. As a subsidiary of PT Mandom Indonesia Tbk and Mandom Corporation Japan, Pixy benefits from the credibility and reputation of an established cosmetics company. This corporate backing may strengthen consumer confidence regarding product quality

and safety, thereby positively influencing purchasing decisions. However, the relatively low Top Brand Index score indicates that strong corporate affiliation alone is insufficient to ensure consumer preference without favorable consumer perceptions, product quality evaluations, and brand image. Pixy obtained a Top Brand Index score of 5.40%, below competitors such as Wardah, Make Over, and Maybelline. Although this result confirms Pixy's presence in the Indonesian cosmetic market, it also indicates that consumer attraction and loyalty remain weaker than those of leading brands. Competition within the cosmetic industry is shaped by product quality, innovation, pricing strategy, marketing effectiveness, and brand image. Therefore, Pixy still has opportunities to strengthen its market position through product quality improvement, innovation aligned with consumer needs, more effective promotional strategies, and stronger positive consumer perception. Enhancing these factors is expected to improve purchasing decisions toward Pixy products.

Product quality constitutes a primary determinant of customer loyalty and sales performance because it reflects durability, functionality, design, conformity with product descriptions, and the ability to satisfy consumer expectations (Aghitsni & Busyra, 2022). Modern lifestyle development has increased public attention toward appearance and skincare, transforming cosmetics into an essential lifestyle component associated with self confidence (Mardiyanti & Andriana, 2022). Product quality significantly influences purchasing decisions because consumers evaluate products based on the benefits and satisfaction obtained after use (Ummat & Hayuningtias, 2022). High quality products are more capable of fulfilling consumer needs, generating satisfaction, increasing trust, encouraging repeat purchases, and stimulating product recommendations to others (Eldiansyah & Suwarni, 2023).

Consumer evaluations of Pixy products reveal several weaknesses affecting purchasing decisions. Negative assessments generally emerge from discrepancies between consumer expectations and actual product performance, including color mismatch with promotional displays, unsatisfactory finishing results, unsuitable texture for certain skin types, and insufficient product durability. Such conditions reduce consumer satisfaction and weaken trust in the brand. Negative reviews also influence prospective consumers by shaping unfavorable perceptions regarding product quality and reducing purchasing intention. Additional concerns involve product packaging perceived as less premium, oily or sticky texture on certain skin types, and mild irritation experienced by some consumers with sensitive skin. These issues indicate the need for clearer product information, continuous quality improvement, innovation aligned with market needs, and stronger brand image reinforcement to enhance consumer trust and purchasing decisions.

Consumer perception plays a central role in purchasing behavior because it represents the process through which individuals interpret information related to products or brands and form specific evaluations (Rachman et al., 2022). Positive perceptions emerge when consumers consider products beneficial, high quality, and suitable for their needs, thereby increasing purchasing tendencies (Herlin & Susanti, 2024). (Ginting & Bangun, 2022) explains that well formed consumer perception supports accurate purchasing decisions and strengthens repurchase intention when expectations are fulfilled. (Kaban & Khong, 2022) further argues that perception is shaped by marketing stimuli such as product attributes, packaging, and promotional communication influencing consumer cognition and behavior. Consumer perception is therefore influenced by prior experience, knowledge, expectations, promotional exposure, product reviews, and direct usage experience. Positive perception strengthens trust and purchasing intention, while negative perception encourages consumers to switch to competing products. Consequently, companies must manage consumer perception carefully to establish a market image consistent with consumer expectations.

Based on these conditions, this study investigates the influence of consumer perception, product quality, and brand image on purchasing decisions regarding Pixy products in Batam. Previous studies have generally examined consumer perception, product quality, and brand image separately as determinants of purchasing decisions. However, limited research has simultaneously analyzed these three variables within the context of local cosmetic products, particularly Pixy consumers in Batam City. This gap highlights the need for an integrated analysis to better understand the relative and combined influence of these factors on purchasing decisions. The identified research problems include negative consumer perceptions related to product durability

and skin compatibility, product quality concerns involving makeup longevity, texture, and irritation, and brand image limitations associated with packaging quality and premium impression. Consumer dissatisfaction with several product attributes also contributes to hesitation and postponement of purchasing decisions. Furthermore, the extent to which consumer perception, product quality, and brand image simultaneously influence purchasing decisions remains uncertain and requires empirical examination. Accordingly, this study focuses on consumers in Batam who have purchased or used Pixy products and aims to analyze the individual and simultaneous influence of these variables on purchasing decisions. The study is expected to contribute theoretically to marketing and consumer behavior literature while also providing practical insights for researchers, consumers, academic institutions, and companies in developing more effective promotional strategies, improving product quality, and strengthening brand image.

## 2. RESEARCH METHOD

This study employed a structured quantitative research design using a survey approach to analyze the influence of consumer perception, product quality, and brand image on purchasing decisions regarding Pixy products in Batam. The quantitative method was selected because it enables objective, measurable, and systematic analysis of relationships among variables. The research process began with problem identification based on preliminary observation and literature review, which indicated that purchasing decisions for Pixy products were influenced by consumer perception, perceived product quality, and brand image amid increasingly competitive cosmetic industry conditions. Problem formulation was subsequently developed to clarify the relationship between the independent variables consisting of consumer perception, product quality, and brand image and the dependent variable of purchasing decision. These formulations served as the basis for empirical hypothesis testing.

The theoretical framework was constructed from scientific literature, books, and previous studies relevant to consumer behavior and marketing. This stage enabled the identification of appropriate indicators for each variable to ensure adequate instrument validity. Research instruments were then developed in the form of questionnaires based on the indicators of each variable using a five point Likert scale to measure respondent agreement levels. Instrument preparation referred to theoretical studies and previous empirical findings to improve accuracy and reliability. Data collection was conducted through direct and online questionnaire distribution to consumers in Batam who had purchased or used Pixy products. Primary data were obtained from respondent answers, while secondary data originated from scientific journals, books, articles, and other supporting references related to consumer perception, product quality, brand image, and purchasing decisions.

The collected data were analyzed using multiple linear regression to examine the influence of consumer perception, product quality, and brand image on purchasing decisions. Prior to regression analysis, the data underwent validity testing, reliability testing, and classical assumption testing to ensure suitability for statistical analysis. The discussion section interpreted the hypothesis testing results and relationships among variables by linking empirical findings with theoretical concepts and actual market conditions in Batam. The study concluded with conclusions and recommendations formulated based on the research findings to answer the proposed research questions. Recommendations were intended to support companies in improving product quality, strengthening brand image, and enhancing consumer perception to increase purchasing decisions amid increasingly competitive cosmetic industry dynamics. Overall, this research design was expected to provide a systematic, measurable, and comprehensive framework for analyzing the determinants of purchasing decisions regarding Pixy products in Batam.

Purchasing decision was positioned as the dependent variable because its existence is influenced by independent variables within the research model (Sugiyono, 2017). According to (S. H. D. E. Putri & Saputra, 2023), purchasing decision indicators include consumer confidence in selecting products, habitual purchasing behavior, and willingness to recommend products to others after satisfactory usage experiences. Meanwhile, consumer perception, product quality, and brand image functioned as independent variables influencing purchasing decisions (Sugiyono, 2022). Consumer perception referred to consumer evaluation formed through experience and information

regarding product accessibility, product completeness, service quality, and pricing (Hutapea & Rustam, 2023). Product quality reflected the ability of Pixy products to satisfy consumer needs through performance, features, reliability, and confirmation of expectations (S. H. D. E. Putri & Saputra, 2023). Brand image represented consumer perceptions concerning company reputation, product users, and product superiority, all of which shape confidence in purchasing decisions (S. H. D. E. Putri & Saputra, 2023). All variables were measured using the Likert scale.

The operational definition table summarized the dimensions and indicators of each research variable. Purchasing decision was measured through product confidence, purchasing habits, and recommendation behavior. Brand image was assessed through producer image, user image, and product image. Product quality was evaluated through product performance, features, reliability, and conformity with expectations, while consumer perception was examined through location accessibility, product completeness, service, and pricing suitability. These indicators were selected because they comprehensively capture consumers' evaluations of cosmetic products, including functional effectiveness, supporting attributes, usage consistency, and post-purchase satisfaction derived from expectation fulfillment. These indicators were adapted from (S. H. D. E. Putri & Saputra, 2023) and (Hutapea & Rustam, 2023) to ensure consistency with the conceptual framework and previous studies.

The study population consisted of consumers within the research area who met the predetermined criteria (Sugiyono, 2023). The sample included consumers in Batam who had purchased or used Pixy products, enabling representation of overall consumer perception regarding the brand. Because the population size could not be accurately determined, the study applied the Cochran formula to estimate the sample size. Using a significance level of 5%, a probability value of 0.5, and a sampling error of 9%, the calculation produced a minimum sample requirement of 119 respondents (Sugiyono, 2023). Sampling techniques were applied through specific respondent criteria, namely individuals who had purchased Pixy products at least once and were at least 15 years old, as this age group was considered capable of evaluating and deciding on cosmetic product purchases (Sugiyono, 2023). The minimum age of 15 years was selected because adolescents in this age group generally begin using cosmetic products independently, possess sufficient cognitive ability to evaluate product attributes, and are able to provide informed responses regarding purchasing decisions and product experiences.

This research used quantitative methods grounded in positivist philosophy emphasizing empirical observation, objective measurement, and systematic analysis (Sugiyono, 2023). Primary data were collected through online questionnaires distributed via Google Form to Pixy consumers in Batam, while secondary data were obtained from scientific journals, books, articles, and relevant websites. Data collection used a Likert scale ranging from strongly disagree to strongly agree with scores between one and five (Sugiyono, 2023). Descriptive statistical analysis was employed to describe research data characteristics without generating generalized conclusions. Scale range analysis generated intervals categorizing respondent perceptions into strongly disagree, disagree, neutral, agree, and strongly agree categories (Arianti et al., 2024).

Data quality testing included validity and reliability analysis. Validity testing measured the extent to which the instrument accurately captured the intended constructs using correlation coefficients processed through SPSS with a significance level of 0.05 (Darma, 2021). Items with calculated correlation values exceeding the table correlation value were considered valid, while lower values indicated invalid items. Reliability testing examined internal consistency using Cronbach's Alpha. Instruments with alpha values above 0.6 were categorized as reliable, whereas values below 0.6 indicated insufficient consistency.

Classical assumption testing was conducted to ensure the regression model fulfilled statistical requirements. Normality testing employed the Normal P-P Plot method, where residual points distributed close to the diagonal line indicated normal distribution (Matondang & Nasution, 2022). Multicollinearity testing assessed correlations among independent variables using Variance Inflation Factor and tolerance values. Regression models with VIF values below 10 and tolerance values above 0.01 were considered free from multicollinearity. Heteroskedasticity testing used the Park-Glejser method, where significance values above 0.05 indicated the absence of heteroskedasticity.

The influence analysis applied multiple linear regression to examine relationships between one dependent variable and multiple independent variables (Ghozali, 2023). Coefficient of determination analysis measured the ability of independent variables to explain variations in purchasing decisions through  $R^2$  values ranging from zero to one. Partial hypothesis testing employed the t test to evaluate the individual influence of each independent variable, where significance values below 0.05 indicated significant effects. Simultaneous hypothesis testing used the F test to examine collective effects of independent variables on purchasing decisions, with significance values below 0.05 indicating significant simultaneous influence. The research was conducted in Sungai Beduk District, Tanjung Piayu Village, Batam, involving Pixy consumers during the 2026 research period.

### 3. RESULTS AND DISCUSSIONS

#### Research Object Profile

Pixy is a local cosmetic brand produced by PT Mandom Indonesia Tbk in collaboration with Mandom Corporation. Introduced in Indonesia in 1982, Pixy adopts the Asian Beauty concept emphasizing natural, fresh, and elegant beauty characteristics suitable for Asian women, particularly Indonesian consumers. The brand offers various cosmetic and skincare products, including It Glow Dewy Cushion, Primer Mate It Glow, Two Way Cake, and skincare products specifically formulated for tropical climates. Affordable pricing has strengthened Pixy's popularity among teenagers and young women for daily cosmetic use. Amid increasingly competitive cosmetic industry conditions, Pixy continues to develop product innovation and strengthen brand image. Nevertheless, several challenges remain, including limited product durability, restricted shade variation, and product performance that does not always align with consumer expectations. These conditions influence consumer perception regarding product quality and brand image, ultimately affecting purchasing decisions. Despite these limitations, Pixy has maintained its position within the Indonesian cosmetic market because its products are considered suitable for tropical skin conditions and remain economically accessible for consumers in Batam.

#### Research Results

The respondent profile analysis described the demographic background of Pixy consumers in Batam, including age, gender, education, occupation, and purchasing frequency. This description was intended to assess the representativeness and relevance of the research data in explaining consumer perception, product quality, brand image, and purchasing decisions. The findings indicated that the majority of respondents were aged between 20 and 25 years, representing 69.7% of the sample, followed by respondents aged 26 to 30 years at 14.3%, while smaller proportions belonged to the 15 to 20 year, 31 to 35 year, and above 40 year age groups. Female respondents dominated the sample with 70.6%, while male respondents accounted for 29.4%. In terms of educational background, most respondents had completed senior high school or vocational education at 69.7%, followed by undergraduate education at 24.4%, while diploma, postgraduate, and doctoral levels represented smaller proportions. Occupationally, respondents were dominated by students at 39.5%, followed by housewives at 28.6%, entrepreneurs at 20.2%, private employees at 7.6%, and civil servants at 4.2%. Purchasing frequency data showed that most respondents had purchased Pixy products once at 54.7%, while 30.8% had purchased products two to three times and 14.5% had purchased products four to five times. The dominance of respondents aged 20 to 25 years suggests that the observed purchasing decision patterns primarily reflect the preferences of young adult consumers, who generally exhibit higher interest in cosmetic products, greater exposure to beauty trends, and stronger responsiveness to product quality and brand image attributes.

Descriptive analysis of respondent answers was conducted using a Likert scale interval ranging from strongly disagree to strongly agree. Consumer perception (X1) consisted of eight statement items and obtained an average score of 448.5, indicating a high category. Respondents generally agreed that Pixy products were easy to use, supported daily cosmetic activities, offered adequate product variety, provided clear information, and maintained affordable pricing consistent with product quality. Product quality (X2), measured through eight statement items, produced an average score of 466.63, also categorized as high. Respondents positively evaluated product

durability, product consistency, product safety, quality reliability, and conformity with expectations. Brand image (X3), measured through six statement items, generated an average score of 458.33, reflecting positive public perception toward Pixy's reputation, product reliability, recognizable logo, and unique characteristics compared with competing products. Purchasing decision (Y), consisting of six statement items, achieved an average score of 467.50 within the high category. Respondents generally believed that Pixy products matched their personal preferences and needs, represented appropriate purchasing choices, fulfilled expected specifications, and were worthy of recommendation to others.

Data quality testing confirmed the validity and reliability of the research instruments. Validity testing using SPSS 25 demonstrated that all item correlation values for consumer perception (X1), product quality (X2), brand image (X3), and purchasing decision (Y) exceeded the r-table value of 0.1801, indicating that all questionnaire items were valid and suitable for research use. Reliability testing further showed Cronbach's Alpha values above the minimum threshold of 0.60 for all variables, including 0.858 for consumer perception, 0.921 for product quality, 0.900 for brand image, and 0.916 for purchasing decision. These findings confirmed strong internal consistency and reliability of the research instruments.

Classical assumption testing was conducted through normality, multicollinearity, and heteroskedasticity analysis. Histogram and standardized P-P plot results demonstrated normally distributed data because residual points followed the diagonal line and formed a bell shaped distribution pattern. The One Sample Kolmogorov-Smirnov test further supported this result with an Asymp. Sig. value of 0.157, exceeding the significance threshold of 0.05. Multicollinearity testing indicated that all tolerance values ranged between 0.1 and 1, while all Variance Inflation Factor values ranged between 1 and 10, confirming the absence of multicollinearity among independent variables. Scatterplot analysis also showed random residual distribution around zero without a clear pattern, indicating no heteroskedasticity symptoms in the regression model.

Multiple linear regression analysis revealed that consumer perception, product quality, and brand image positively influenced purchasing decisions regarding Pixy products. The regression equation showed positive coefficients for all independent variables, specifically 0.218 for consumer perception, 0.253 for product quality, and 0.290 for brand image. These findings indicated that improvements in each independent variable increased purchasing decisions among consumers. Product quality and brand image demonstrated relatively stronger influence coefficients compared with consumer perception, suggesting that product performance and positive brand associations played important roles in shaping purchasing behavior.

The coefficient of determination analysis produced an adjusted R<sup>2</sup> value of 0.638, indicating that consumer perception, product quality, and brand image collectively explained 63.8% of the variation in purchasing decisions, while the remaining 36.2% was influenced by other variables outside the research model. Partial hypothesis testing through the t test demonstrated that all independent variables significantly affected purchasing decisions. Consumer perception obtained a t-value of 2.679, product quality achieved 3.716, and brand image recorded 3.033, all exceeding the t-table value of 1.983 with significance levels below 0.05. Simultaneous hypothesis testing through the F test produced an F-value of 70.188, substantially higher than the F-table value of 2.68 with significance below 0.001. These results confirmed that consumer perception, product quality, and brand image simultaneously exerted a significant influence on purchasing decisions regarding Pixy products in Batam.

## Discussion

The hypothesis testing results indicate that consumer perception has a positive and significant effect on purchasing decisions for Pixy products in Batam City. This finding demonstrates that stronger consumer perceptions increase consumers' willingness to purchase Pixy products. Consumer perception was shaped by evaluations of product availability, product completeness, service quality, and price suitability. Positive perceptions of these attributes strengthened consumer confidence and encouraged purchasing decisions. Consumers tended to evaluate products before making purchasing decisions, particularly in the cosmetic industry where perceived value and convenience strongly influence buying behavior. Pixy products were perceived positively because they were easily accessible, offered diverse product variants, provided

satisfactory service, and maintained affordable prices relative to product quality. These conditions increased consumers' trust that Pixy products could satisfy their cosmetic needs and expectations. The findings are consistent with the studies of (R. R. Putri & Sukati, 2024), as well as (Herlin & Susanti, 2024), which concluded that consumer perception significantly influences purchasing decisions. Therefore, consumer perception plays a substantial role in improving purchasing decisions for Pixy products in Batam City.

The analysis further reveals that product quality has a positive and significant effect on purchasing decisions for Pixy products in Batam City. Higher perceived product quality increased consumers' intention to purchase because product quality directly relates to functionality, comfort, safety, and satisfaction after product use. Pixy products were considered capable of delivering reliable performance, product consistency, supportive features, and conformity with consumer expectations and safety standards. Consumers generally preferred cosmetic products that produced satisfactory results, including durability, comfortable texture, and skin safety. Additional product features also contributed to higher consumer interest and purchasing intention. These findings support the results of (Sulistiono et al., 2024), which confirmed that product quality significantly affects purchasing decisions, and align with (Herlin & Susanti, 2024), who found a positive relationship between product quality and consumer purchasing decisions. Consequently, product quality constitutes a critical determinant of purchasing decisions for Pixy products in Batam City.

The results also demonstrate that brand image has a positive and significant effect on purchasing decisions for Pixy products in Batam City. A stronger brand image increased consumer confidence and encouraged consumers to select Pixy products over competing cosmetic brands. Brand image was formed through corporate reputation, consumer experience, product reliability, and the ability of the products to satisfy consumer needs and lifestyles. Pixy was perceived positively because it is recognized as a quality cosmetic brand that is safe, affordable, and suitable for a broad consumer market. In addition, the company's ability to follow beauty trends strengthened its brand positioning and enhanced consumer purchase intention. These findings are consistent with Sudirman et al. (2026), who reported that brand image significantly influences purchasing decisions, and with (Romadon et al., 2023) who similarly concluded that brand image positively affects consumer purchasing behavior. Therefore, brand image represents an important factor in strengthening purchasing decisions for Pixy products in Batam City. These findings imply that Pixy should strengthen its competitiveness by prioritizing product quality improvement, expanding product shade variations, enhancing brand communication, and reinforcing positive consumer perceptions through targeted promotional activities focused on young consumers.

#### **4. CONCLUSION**

Based on the findings and discussion concerning the effects of consumer perception, product quality, and brand image on purchasing decisions for Pixy products in Batam City, the study concludes that consumer perception has a positive and significant effect on purchasing decisions, indicating that positive perceptions formed through good service quality, product completeness, appropriate pricing, and product accessibility increase consumers' willingness to purchase Pixy products. Product quality also demonstrates a positive and significant influence on purchasing decisions, showing that consumers prioritize products that are safe, durable, reliable, and capable of meeting their needs and expectations. Brand image similarly exerts a positive and significant effect on purchasing decisions because a strong and positive brand image strengthens consumer trust and confidence in Pixy products, thereby increasing purchase intention and buying decisions. Furthermore, consumer perception, product quality, and brand image simultaneously exert a positive and significant influence on purchasing decisions, indicating that these variables collectively shape consumer behavior toward Pixy products in Batam City. Based on these findings, companies are expected to strengthen positive consumer perceptions through improved service quality, product availability, and competitive pricing while continuously enhancing product quality to satisfy consumer expectations. Companies should also reinforce Pixy's brand image through attractive promotional strategies, product innovation aligned with beauty trends, and sustained consumer trust in product quality and safety to increase purchasing decisions. Future researchers

are encouraged to expand this study by incorporating additional variables such as price, promotion, brand ambassador, electronic word of mouth, and consumer loyalty, as well as conducting studies in different research settings to broaden comparative analysis and theoretical development. Future studies may also examine factors outside the current model, including social media influence, perceived value, customer satisfaction, trust, and lifestyle, which may explain the remaining variation in purchasing decisions not captured by this research model. This study is also expected to serve as a reference for academics and future researchers, particularly in the field of marketing management related to consumer perception, product quality, brand image, and purchasing decisions. The findings further suggest that local cosmetic brands in Indonesia should focus on strengthening product quality, building a distinctive brand image, and creating positive consumer experiences to improve competitiveness in an increasingly dynamic cosmetics market.

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