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## Analysis of Factors Influencing Purchasing Decisions for Hanasui Lipstick

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### ABSTRACT

23

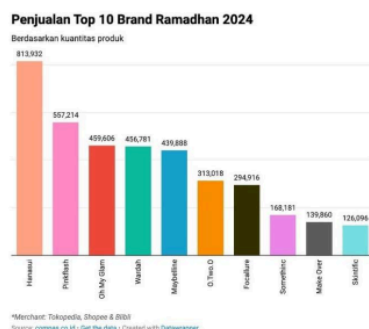
Study is used to understand the influence of price, brand image, and beauty influencer reviews on the purchase decision of Hanasui lipstick in female students of the Economics Faculty, KH. Abdul Wahab Hasbullah University. The quantitative approach is a kind of study that takes a large amount of data, because of the very wide population of respondents. The study involved a population that was obtained from 112 students Faculty of Economics KH. A Wahab Hasbullah University who has bought and used Hanasui lipstick. The Slovin formula was used to calculate the study's sample size., the respondents use the Purposive Sampling technique. The questionnaire data was subsequently analyzed using SPSS version 26. The research results state the price did not affect the purchasing decision of Hanasui lipstick on students of the Economics Faculty, KH. Abdul Wahab Hasbullah University. Brand image affected the purchasing decision of Hanasui lipstick on students of the Economics Faculty, KH. Abdul Wahab Hasbullah University. Beauty influencer reviews affected the purchasing decision of Hanasui lipstick on students of the Economics Faculty, KH. Ab(21) Wahab Hasbullah University. Price, Brand image, and Beauty influencer reviews simultaneously has a positive and significant influence on purchasing decisions had a positive and significant effect on the purchasing decision of Hanasui lipstick on students of the Economics Faculty, KH. Abdul Wahab Hasbullah University.

15

**Keywords:** Brand Image, Price, Purchase Decision, Review Beauty Influencer

### INTRODUCTION

During the globalization age, businesses competition is getting sharper. Especially in the beauty industry, in Indonesia itself there are many beauty products with various types that require consumers to seek information first before making a purchasing decision. Beauty products are needed in skin care and a person's appearance. In Indonesia itself there are many beauty products with various types that require consumers to seek information first before making a purchasing decision (Anggraini, 2023). Consumer purchasing decisions according to (Arfah, 2022) is the decision-making stage before consumers carry out post-purchase behavior before determining a purchasing decision, consumers will have several purchasing alternatives. Consumers will look for information about a product and then make a purchasing decision.



**Figure 1** Top 10 Brand Sales Ramadhan 2024

Source: beautynesia.id (2024)

Millions of beauty products are widely distributed with various prices, various qualities, and various types. Making consumers have to be selective in the beauty products used for the body. However, in reality,

many consumers are still not selective about products that are safe and do not over claim. Many consumers are tempted by cheap prices but with an unsafe brand image (Fadhli & Yustiono, 2024). Therefore, one of the factors that influence purchasing decisions is price (San, 2023) and also brand image can influence purchasing decisions (Insani., 2023). Price is expected to be a rational determinant in making purchasing decisions by considering the image of a product.

Together with the strong public interest in appearance and self-care, Indonesia's domestic cosmetics business has grown quickly. Adult women are no longer the only demographic using cosmetics; people of all ages and genders now use them. Social media and technological advancements have also contributed to this situation by altering people's consumption habits, particularly among younger generations. As members of the digital generation, female students are heavily impacted by social media trends. Information on beauty goods is primarily found on platforms like YouTube, Instagram, and TikTok. In it, consumers' opinions about a brand's quality and image are greatly influenced by beauty influencers. In addition to promoting goods, influencers frequently write evaluations that sway consumers' tastes and decisions to buy. According to research (Utami & Setyowati, 2023), beauty influencer reviews also influence consumer purchasing decisions.

In recent years, Indonesia's domestic beauty sector has grown significantly. There is now fiercer rivalry in terms of price, quality, and brand image due to the rise of several local companies as Hanasui, Implora, Wardah, and Emina. In order to draw in customers, particularly young ones, this competition pushes producers to keep coming up with new products and marketing techniques.

One of the local products that stands out in the cosmetics market is Hanasui. Based on sales data during Ramadan 2024 from beautynesia.id, Hanasui is the brand with the highest sales, outperforming other big products. This product attracts attention because it offers affordable prices, has been certified by BPOM and halal, and carries the cruelty-free concept. In addition, this product is often recommended by beauty influencers, which helps strengthen the brand's image in the eyes of consumers. However, there are still many consumers, especially female students, who choose products only based on trends and prices without considering safety and quality aspects. In this context, social media plays a dual role—as a source of information as well as a promotional channel that can shape consumer behavior.

The purpose in this research is expected to make readers more selective in purchasing a cosmetic product. By looking at the price and image of a product. With a low price, it is hoped that the product is safe to use and with an expensive price, it is hoped that the product will not be overclaimed. For their image, it is hoped that consumers can better understand brand image so that consumer needs can be met by a product. To get information about a product, consumers will be helped by the presence of beauty influencer reviews. And this study also aims to evaluate the increase in purchasing decisions for a Hanasui lipstick product. while on campus. Students also prefer to try new products without knowing their safety and quality.

25

## **METHOD**

This research uses a quantitative approach with a cross-sectional design, which is suitable for testing the relationships between price, brand image, and beauty influencer reviews. The causal associative design is a formulation of the research problem that seeks to explore the relationship between two or more factors. A causal relationship is characterized by cause and effect. The causal associative approach in this research is employed to ascertain the degree to which the influences' causal connection of price, brand image, and beauty influencer reviews impacts the purchase decision of Hanasui lipstick products. Where price is variable X1, brand image is variable X2, beauty influencer reviews is variable X3, while brand trust is variable Y for Hanasui lipstick products.

The study's population was chosen from 112 female students in the 3rd, 5th, and 7th semesters of the KH. A. Wahab Hasbullah University, Faculty of Economics, Jombang 2024/2025, who have purchased and used Hanasui lipstick. The research's participant sample used the Slovin method (Sugiyono, 2013). As a result, a sample of 88 people was obtained. Data collection was conducted using observation, documentation, and questionnaires. The questionnaire, consisting of 35 items, was distributed via Google Forms. It was created using an item on a Likert scale that ranges from Highly Agree (5) to Disagree firmly (1), and it was based on previously validated instruments. (Sugiyono, 2013). Purposive Sampling, in this study, a method known as Non-Probability Sampling was used. with the criteria of a 3rd, 5th, and 7th semester student and who had bought and used Hanasui lipstick.

To measure instrument constraints, validity tests were conducted using Pearson's Bivariate Correlation (Product Moment Pearson). Meanwhile, reliability tests were carried out with Cronbach's Alpha a minimum value of 0.7 (Sa'adah, 2021). In addition, it is necessary to conduct classical assumption testing in the form of normality tests using PP Plot. The test for multicollinearity the fact that the tolerance and variance inflation factor (VIF) numbers are less than 10 makes this clear. The Durbin-Watson (DW) test is employed to perform the autocorrelation test. Heteroskedasticity can be identified using graphical methods by observing the plot graph to see if the points are randomly scattered without forming any clear patterns and are dispersed.

Data analysis utilizing SPSS version 26 software to perform multiple linear regression to find out the significance of independent variables on purchasing decisions. The purpose of the investigation is to enhance the understanding of market dynamics in beauty sector and digital marketing.

## RESULT AND DISCUSSION

### Result

#### Respondent characteristics

Participants in this research include a population consisting of 88 female students from KH. A. Wahab Hasbullah University. The distribution of semesters is summarized in Table 1. The majority of the respondents, 53.4%, are seventh-semester students, followed by 35% who are fifth-semester students, and 21.6% who are third-semester students. Thus, the majority of the respondents are seventh-semester female students

**Table 1** Semesters Distribution of Respondents

No	Semester	Frequency	Presentase (%)
1.	Semester 3	19	21.6 %
2.	Semester 5	22	35%
3.	Semester 7	47	53.4%
Jumlah		88	100 %

Source: Research data, 2024

**Table 2** Validity test results (X1)

Variable	No	Correlation Pearson	R <sub>table</sub>	Description
Price (X1)	1	0,463	0,209	Valid
	2	0,677	0,209	Valid
	3	0,729	0,209	Valid
	4	0,727	0,209	Valid
	5	0,558	0,209	Valid
	6	0,662	0,209	Valid
	7	0,689	0,209	Valid
	8	0,650	0,209	Valid
	9	0,720	0,209	Valid

Source: Data processed using SPSS 26

**Table 3** Validity Test Result (X2)

Variable	No	Correlation Pearson	R <sub>table</sub>	Description
Brand Image (X2)	1	0,570	0.209	Valid
	2	0,646	0.209	Valid
	3	0,699	0.209	Valid
	4	0,613	0.209	Valid
	5	0,572	0.209	Valid
	6	0,747	0.209	Valid
	7	0,643	0.209	Valid
	8	0,582	0.209	Valid
	9	0,578	0.209	Valid
	10	0,616	0.209	Valid

Source: Data processed using SPSS 26

Table 4. Validity Test Result (X3)

Variable	No	Correlation Pearson	R Table	Description
Review Beauty Influencer (X3)	1	0,605	0.209	Valid
	2	0,699	0.209	Valid
	3	0,790	0.209	Valid
	4	0,720	0.209	Valid
	5	0,697	0.209	Valid
	6	0,745	0.209	Valid
	7	0,732	0.209	Valid
	8	0,767	0.209	Valid
	9	0,789	0.209	Valid

Source: Data processed using SPSS 26

Table 5 Validity test result (Y)

Variable	No	Correlation Pearson	R Table	Description
Purchase decision (Y)	1	0,724	0.209	Valid
	2	0,717	0.209	Valid
	3	0,754	0.209	Valid
	4	0,855	0.209	Valid
	5	0,545	0.209	Valid
	6	0,747	0.209	Valid
	7	0,853	0.209	Valid
	8	0,802	0.209	Valid

Source: Data processed using SPSS 26

Table 6 Reliability Test Result

No	Variable	Question	Alpha Count	Coefficin Alpha	Description
1.	X1	9	0,915	0,600	Reliable
2.	X2	10	0,755	0,600	Reliable
3.	X3	9	0,775	0,600	Reliable
4.	Y	8	0,781	0,600	Reliable

Source: Data processed using SPSS 26

#### Validity Test

Based on tables 2, 3, 4, 5, it is stated that the validity test using bivariate correlation can be found that all instruments or question items from all variables in the study show a value of  $r$  calculated  $> r$  table. Therefore, it can be concluded that all the items of the above question are said to be valid.

#### Reliability Test

Based on the results of the reliability test in table 6, it can be seen that all variable tested have an Alpha Cronbach value of  $> 0.06$  so that it can be concluded that the four variables, namely the influence of price (X1), brand image (X2), beauty influencer reviews (X3), and purchase decisions (Y) are declared reliable.

#### Normality Test

Based on graph 2, it can be seen that the dots are spread around the diagonal line as well as the spread follows the direction of the line. So the regression model meets the assumption of normality.

#### Multicollinearity Test

As can be seen in table 7, the results of the multicollinearity test show that the VIF values for all independent variables are  $< 5$ , which means that the values of the variables above do not experience multicollinearity.

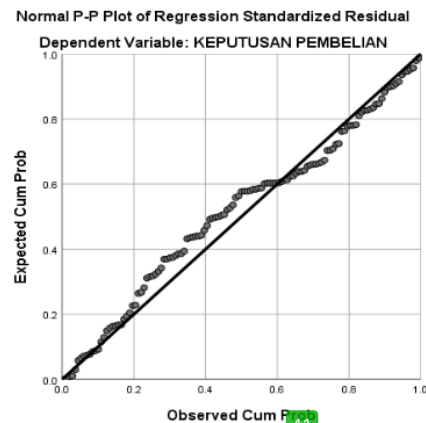


Figure 2 Normality Test

Table 7 Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
PRICE	.450	2.221
BRAND IMAGE	.495	2.021
REVIEW BEAUTY INFLUENCER	.558	1.793

Source: Data processed using SPSS 26

## Multiple Linear Regression Test

Table 8 Multiple Linear Regression Test

Coefficients <sup>a</sup>				
Model	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
(Constant)	-.219	3.492	-.063	.950
PRICE	.130	.126	1.036	.303
BRAND IMAGE	.431	.110	3.907	.000
REVIEW BEAUTY INFLUENCER	.275	.097	2.828	.006

Source: Data processed using SPSS 26

Based on the table above, it can be seen that the value of the constant ( $\alpha$ ) is -0.219. For the regression coefficient, Price ( $X_1$ ) has a value of ( $\beta_1$ ) of 0.130, Brand Image ( $X_2$ ) has a value of ( $\beta_2$ ) of 0.431, and Beauty Influencer ( $X_3$ ) has a value of ( $\beta_3$ ) of 0.275. From these values, multiple linear regression equations can be obtained as follows:

$$Y = -0.219 + 0.130X_1 + 0.431X_2 + 0.275X_3 + e$$

Here is an explanation of each regression coefficient:

- Constant ( $\alpha$ ) = -0.219  
A constant value of -0.219 indicates that if all independent variables (Price, Brand Image, and Beauty Influencer) are zero, then the Purchase Decision ( $Y$ ) is predicted to be -0.219.
- Price Coefficient ( $\beta_1$ ) = 0.130  
This value means that every time there is an increase of one unit in the Price variable ( $X_1$ ), the Purchase Decision ( $Y$ ) will increase by 0.130 units, assuming the other independent variables remain constant (constant). Conversely, if the Price drops by one unit, the Purchase Decision will decrease by 0.130 units.



3. Brand Image Coefficient ( $\beta_2$ ) = 0.431

This value means that every time there is an increase of one unit in the Brand Image variable (X2), then the Purchase Decision (Y) will increase by 0.431 units, assuming the other independent variables remain constant (constant). Conversely, if the Brand Image drops by one unit, the Purchase Decision will decrease by 0.431 units.

4. Beauty Influencer coefficient ( $\beta_3$ ) = 0.275

This value means that every time there is an increase of one unit in the Beauty Influencer variable (X3), then the Purchase Decision (Y) will increase by 0.275 units, assuming the other independent variables remain constant (constant). Conversely, if the Beauty Influencer drops by one unit, the Purchase

Decision will decrease by 0.275 units.

#### T-Test

Based on the t-test results in table 8, it can be concluded that the Price variable does not have a significant effect on the Purchase Decision. This is indicated by a calculated t-value of 1.036, which is lower than the t-table value (1.987), and a significance value of 0.303, which is greater than 0.05. Conversely, both the Brand Image and Review Beauty Influencer variables show a significant influence. Brand Image has a t-value of 3.907 (significance 0.000), and Review Beauty Influencer has a t-value of 2.828 (significance 0.006). Both results exceed the t-table value and are below the 0.05 significance threshold. Among the influential variables, Brand Image is proven to be the most dominant due to having the highest t-value. This indicates that Brand Image has the strongest impact on the Purchase Decision, and marketing strategies should therefore prioritize building and strengthening the brand image to achieve the greatest impact.

#### F-Test

Based on the results in table 9, the F value of 30.399 is obtained which is greater than the F of the table of 2.71. Meanwhile, when viewed from the sig value of 0.000, which is < 0.05 which means that price variables, brand image, and beauty influencer reviews simultaneously have a significant effect on purchase decisions.

#### R Coefficient of Determination Test

Referring to table 10, the coefficient results show of analysis (R<sup>2</sup>) from the test it can be seen that value of the coefficient is approximately 0.521. These results shows if the decision to purchase Hanasui lipstick is 52.1% impact by price, brand image, and beauty influencer reviews with the rest of 47.9% is im by other variations that are not considered by these factors.

#### Discussion

##### The Influence of Price on Purchase Decisions of Hanasui Lipstick.

Considering findings of the partial examination data analysis on the price variable, Consequently, it may be said that there is no significant influence on purchasing decisions because the t table value was 1.036 < t count value of 1.987 with a significance level of 0.303 > 0.05. Concluded that H<sub>0</sub> is accepted and H<sub>a</sub> is rejected, it means price has no significant effect on purchasing decisions of Hanasui lipstick on students of the Faculty of Economics, KH. A. Wahab Hasbullah University.

Table 9 F Test Results

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1046.796	3	348.932	30.399	.000 <sup>b</sup>
Residual	964.193	84	11.478		
Total	2010.989	87			

Source: Data processed using SPSS 26

Table 10 R Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.721	.521	.503	3.388

Source: Data processed using SPSS 26

Price has no significant effect on the purchasing decision of Hanasui lipstick for students of the Faculty of Economics, KH. A. Wahab Hasbullah University. Based on frequency of the price competitiveness indicator variable, price does not have a big influence on purchasing decisions. With the statement item, the price of Hanasui lipstick can compete with other lipstick brands and the price of Hanasui lipstick can compete with other lipstick brands even though the price is more expensive, both have an average of 3.95. Because Hanasui consumers, the price of the product they get, whether cheap or expensive, must still prioritize the quality and benefits of the product.

The high average value on the price affordability indicator of 4.28 indicates that respondents feel that the price of Hanasui lipstick is in accordance with their financial capabilities. However, this affordability is not enough to have a significant effect on purchasing decisions. This shows that even though the product is affordable, there are other factors that determine consumer purchasing decisions.

The price suitability indicator with the product measures the extent to which consumers feel that the price of Hanasui lipstick matches the quality of the product offered. The average value that may be quite high on this indicator indicates that consumers tend to see a harmony between price and product quality. Next, the price-to-benefit indicator measures whether consumers feel the price they pay is commensurate with the benefits they receive. In the context of cosmetics, benefits can be product durability, ingredient safety, or the final result on the skin. However, it seems that respondents are more influenced by other indicators or variables.

The findings of this investigation are consistent with studies carried by (Sulistiyawati., 2023) which examined the perception of price on purchasing decisions, which claims the price has no significant impact on purchasing decisions. Nevertheless, it also differs from studies (Damayanti., 2024) on price on lipstick purchasing decisions. It is concluded that Hanasui lipstick is sold at a fairly cheap price, price may no longer be the main consideration in Hanasui lipstick products. Although the theory states that price is an important element in purchasing decisions, the context of low-cost products and the strong influence of social media have shifted consumer focus from economic rationality to perception, brand identity, and social influence. Because affordable prices must still be accompanied by good quality and are safe for the skin so that a product can compete with other competing products, both low and high prices.

#### **The Influence of Brand Image on Purchase Decisions for Hanasui Lipstick.**

on the brand image variable, the computed t-value was less than the t-table value, which was 3.907. of 1.987 with a significance  $0.00 < 0.05$  level, so it is stated that there is a significant influence on purchasing decisions. It can be concluded that  $H_0$  is rejected and  $H_a$  is accepted, which means that brand image has a significant effect on purchasing decisions for Hanasui lipstick among female students of the Faculty of Economics, KH. A. Wahab Hasbullah University.

Brand image has a significant effect on purchasing decisions for Hanasui lipstick among female students of the Faculty of Economics, KH. A. Wahab Hasbullah University. Based on the frequency of the brand identity indicator variable, biggest impact on decisions on what to buy. Brand identity is how the Hanasui lipstick brand is recognized by consumers through its visuals, for example from the packaging, color and logo, and brand names, as well as the values it wants to convey. With the highest average value (4.29), this indicator shows that consumers have a strong perception of the Hanasui brand identity, both in terms of appearance and the image it represents.

The next indicator of brand personality measures through the personality that consumers perceive from the brand, such as whether the brand is considered friendly, modern, or elegant. A good brand personality helps consumers feel emotionally connected to the product. The brand association indicator measures brand image by demonstrating the degree to which customers relate the brand with certain values, qualities, or experiences. This association creates a positive memory or impression of the brand. Consumers who have positive associations with the brand, such as "safe product" or "suitable for all skin types," are more likely to make a purchase.

The brand attitude and behavior indicator measures by reflecting how consumers evaluate and interact with the brand. If consumers have a positive experience with the Hanasui brand, either from friends' reviews, promotions, or previous use, they are more likely to repurchase the product. The brand benefit indicator refers to the functional, emotional, or symbolic value that consumers perceive from the product. The brand benefits that consumers perceive greatly influence their perception of the product. In the case of Hanasui lipstick, benefits such as "long-lasting," "affordable," or "safe to use" can be determining factors in purchasing decisions.



So from this research agree with a study conducted by (Damayanti., 2024) which examined brand image on lipstick purchasing decisions. Which states that brand image has a significant effect on lipstick purchasing decisions. Meanwhile, research from (Pangestu, 2024) has a different opinion from this study which examines brand image on Wardah lipstick purchasing decisions. Which states that brand image has no significant effect on lipstick purchasing decisions.

It is concluded its significance of brand image influences the purchasing decision of Hanasui lipstick for students of the Faculty of Economics, KH. A. Wahab Hasbullah University. A strong brand identity increases consumer trust and attraction to the product. When consumers can easily recognize a brand through its distinctive elements, they tend to feel more confident in purchasing the product. In this context, a prominent brand identity is the main attraction in influencing purchasing decisions.

#### **The Influence of Beauty Influencer Reviews on Purchase Decisions for Hanasui Lipstick.**

according to findings of the partial test analyzing data that was executed on the beauty influencer review variable, the t-table value was 2.828 < t-count value of 1.987 It was declared to have a significant effect with a significance level of  $0.006 > 0.05$  on purchasing decisions. Consequently, it may be claimed that  $H_0$  is rejected and  $H_a$  is accepted, the indicate means beauty influencer reviews have a noteworthy impact on purchasing decisions for Hanasui lipstick, Hanasui lipstick for students of the Faculty of Economics, KH. A. Wahab Hasbullah University.

Beauty influencer reviews have a significant effect on purchasing decisions for Hanasui lipstick for students of the Faculty of Economics, KH. A. Wahab Hasbullah University. based on the frequency of variables with a value of 4.1, the attractiveness indicator most influences purchasing decisions. The attractiveness of a beauty influencer includes visual aspects, communication style, personality, and the ability to attract the attention of the audience. Strong attractiveness increases audience trust in product recommendations. Influencers with an attractive appearance or convincing communication style can create a positive impression of the product, encouraging consumers to try the product.

Another indicator that can measure beauty influencer reviews is trustworthiness, by measuring the extent to which the audience believes that the reviews given by beauty influencers are honest, unbiased, and based on personal experience. Respondents who feel that beauty influencers provide objective reviews and are not merely promotions tend to be more confident in purchasing recommended products. The next indicator of expertise refers to the knowledge or ability of a beauty influencer in providing information about a product, such as ingredients, benefits, or how to use it. If a beauty influencer is considered an expert in the field of beauty, the audience is more likely to accept their recommendations as a valid guide in choosing cosmetic products.

The next indicator of quality is valued by reflecting the extent to which the audience appreciates the quality of the content delivered by the beauty influencer. In the case of Hanasui lipstick, beauty influencers who present good reviews can strengthen positive perceptions of the product. The last indicator of similarity with the audience, similarities between the beauty influencer and the audience, such as age, lifestyle, or beauty preferences, affect how the audience feels connected to the influencer. When the audience feels that the beauty influencer represents them, both in terms of needs and preferences, they are more likely to follow the recommendations given.

Based on the research above, the findings of this investigation concur with a study carried out by (Kurniawan, 2023) which examined the influence of 16 tok beauty influencers on cosmetic purchasing decisions. Which states that beauty influencer reviews have a significant influence on purchasing decisions. However, this study also contradicts (Anggraini, 2023) who examined beauty influencers, prices, product quality and online marketing on purchasing decisions for Madame Gie products. States that beauty influencers have no significant influence on purchasing decisions for Madame Gie.

Beauty influencer reviews influence purchasing decisions for Hanasui lipstick on students of the Faculty of Economics, KH. A. Wahab Hasbullah University. Strong appeal increases audience trust in product recommendations. Influencers with attractive appearances or convincing communication styles can create a positive impression of the product, encouraging consumers to try the product.

#### **The Influence of Price, Brand Image, and Beauty Influencer Review on Purchase Decision of Hanasui Lipstick.**

The results of this study indicate that price, brand image, and beauty influencer review influence the purchase decision of Hanasui Lipstick on Students of the Faculty of Economics, KH. A. Wahab Hasbullah University simultaneously based on f-test statistical calculations obtained a calculated f value > table f, which is  $30,399 > 2.71$ . establishing a significance limit of 0.05 for the P value, the significance value or P

value is 0.000 < 0.05. This means that the hypothesis states that simultaneously the variables Price, Brand Image, and Beauty Influencer Reviews have an influence on the Purchase Decision of Hanasui Lipstick on Students of the Faculty of Economics, KH. A. Wahab Hasbullah University.

The results of this study are strengthened by the study conducted by (Budiman, 2023) examining the Influence of Beauty Influencers, Brand Image, and Price Perception on Purchase Decisions for Rosé All Day Products on Students of the Faculty of Economics and Business, Tarumanagara University in Jakarta that they have a significant effect simultaneously.

Brand steadiness indicators and repeat purchases have a complementary relationship in influencing purchasing decisions. Brand steadiness creates a foundation of trust that encourages consumers to choose a product. Repeat purchases indicate a high level of satisfaction, which is reinforced by brand confidence. Other indicators, such as consumer habits in purchasing products and providing recommendations to others, act as supporters that reflect the effects of consumer trust and satisfaction. Brand steadiness indicators and repeat purchases have a complementary relationship in influencing purchasing decisions. Brand steadiness creates a foundation of trust that encourages consumers to choose a product. Repeat purchases indicate a high level of satisfaction, which is reinforced by brand confidence. Other indicators, such as consumer habits in purchasing products and providing recommendations to others, act as supporters that represent the results of customer happiness and trust.

## CONCLUSIONS

According to the results from the data examination conducted in the investigation of the impact of price, brand image, and beauty influencer reviews on the purchasing decision of Hanasui lipstick on KH. A. Wahab Hasbullah University students. From the research it is concluded price has no significant effect on the purchasing decision of Hanasui lipstick on KH. A. Wahab Hasbullah University Students. However, the brand image and beauty influencer review variables influence the purchasing decision of Hanasui lipstick on KH. A. Wahab Hasbullah University Students. Therefore, companies are expected to also focus on building a strong brand image by utilizing credible beauty influencer reviews that suits the target market to attract consumers. Therefore, the company is expected to focus more on building a strong brand image by utilizing credible beauty influencer reviews that are in line with the target market to attract consumer interest. Such as strengthening collaboration with beauty influencers, increasing campaigns through social media, to build a stronger brand image related to product quality, safety, and value. By utilizing the power of social media and the influence of trusted influencers among young consumers, Hanasui can maintain consumer loyalty and expand market share, without having to rely too much on pricing strategies. In addition, this approach can help emphasize that Hanasui products are not only affordable, but also of high quality and relevant to the lifestyle needs of today's consumers. One of them is by expanding the respondent segmentation or including variables to obtain much complete view of the elements that have an impact purchasing decisions. In addition, you can also use a qualitative approach such as in-depth interviews or case studies to dig deeper into consumers' emotional motivations as a reference for beauty products.

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