The Influence of Brand Image, Spill Over Effect, and Product Quality on Purchasing Decisions Mediated by Consumer Culture on Wardah Skincare (Case Study of Wardah Skincare Product Users in Pati Regency)

Enno Apriliana[1], Qristin Violinda[2], Rr. Hawik Ervina Indiworo[3]

[1,2,3] Semarang PGRI University, Semarang, Indonesia

Corresponding email : ennoapriliana1103@gmail.com

Abstract. The purpose of this study is the influence of brand image, spill over effect, and product quality on purchasing decisions mediated by consumer culture on Wardah skincare (case study of Wardah skincare product users in Pati Regency). This study used a sample of 130 respondents . With the probability sampling technique, the simple random sampling method uses SmartPLS 4 software. The results of this study are that brand image does not have a significant effect on purchasing decisions, spill over effect does not have a significant effect on purchasing decisions, product quality has a significant positive effect on purchasing decisions, brand image has a significant positive effect on consumer culture, spill over effect does not have a significant effect on consumer culture, product quality has a significant positive effect on consumer culture, consumer culture has a significant positive effect on purchasing decisions, consumer culture does not mediate the influence of brand image on purchasing decisions, consumer culture can mediate the influence of spill over effect on purchasing decisions, and consumer culture can mediate the influence of product quality on purchasing decisions.

Keywords: Brand Image; Spill Over Effect; Product Quality; Consumer Culture; Purchase Decisions

INTRODUCTION

The proliferation of skincare products circulating in the market today is very diverse in terms of brands, types, and uses as well as colors and shapes. The many types of beauty products circulating affect a person's attitude towards using goods and purchasing decisions. Consumers are more likely to make purchases or repeat purchases when they have positive thoughts about the brand. By participating in purchasing activities, consumers decide what to buy.

Figure 1: Beauty Industry Market Share

Source: kompas.com, 2024

Based on information provided by the Central Statistics Agency (BPS), the Indonesian cosmetics industry experienced a growth of 9.61% in 2021 with an increase in the number of beauty industry companies by 20.6%. The Micro, Small, Medium Enterprises (MSMEs) sector also has quite large potential in the Indonesian cosmetics industry. Wardah is a local beauty product brand founded by Nurhayati Subakat in 1995.

Nowadays, consumers are very wise and careful in choosing skincare products. If consumers do not have experience with a product, they tend to trust well-known and popular brands or good brand images (Dwi Indah Utami & Hidayah, 2022). This is what makes manufacturers create new innovations and always follow the times in order to understand and fulfill consumer desires so that they can get a positive brand image in the minds of consumers.

One of the skincare brands that has undergone many changes with the release of innovations that are in accordance with the needs and desires of consumers is Wardah skincare. Wardah is one of the local brands that carries a halal brand image on its products and has been registered with BPOM (Food and Drug Supervisory Agency) with Halal certification. Therefore, in order to be free from fake products, consumers must choose those whose safety has been guaranteed and have BPOM Wardah products that have obtained a safe permit for use from BPOM which focuses on body and facial skin care. This local brand skincare can attract the attention of Indonesian consumers, Wardah instills halal values in the products they sell. This makes consumers feel safe when using their products.

This Wardah product is ranked fourth as the best skincare brand in the April 2024 period and ranked fourth as the local brand with the most sales and sought after by consumers in the facial care and cosmetics/skincare category according to the results of the Compas research in the 2024 period.

Table 1
Beauty Product Brand Domination
April 2024

Product Brand	Market Share (Sales Value)
Skintific	1.47 Billion
The Origin	502.7 Million
Scarlett	340.4 Million
Wardah	145 Million

Source: markethac.id, 2024

In local brands, products consist of Skintific, The Originote, Scarlett, and WardahinThis year, it seems that Indonesians still trust local products to take care of themselves. According to Skintific product sales data, this brand is firmly at the top of sales with a market share of 1.47 billion. In second place, there is The Originote which is worth 502.7 million, Scarlett is 340.4 million, and followed by Wardah with 145 million. It is interesting to note that Wardah, a local facial care brand that has been established since 1995, was able to beat its competitors, which are international brands. Meanwhile, Wardah is considered an old product, whose sales have decreased, other brands that are included in the best-selling products based on the number of products sold include Skintific, The Originote, and Scarlett.

Figure 2: Best-Selling Local Skincare Sales Data on E-Commerce

Source: markethac.id, 2024

Local products that are currently popular with people of various ages, both teenagers and adults, namely from the 10 best-selling local skincare brands on E-Commerce, there are Skintific, Elformula, The Originote, Scarlett Whitening, Labore, Feali, Bio Aqua, Wardah, Npure and Glay2Glow products sought by consumers. According to the results of Compass research, co.id in the 2024 period. Wardah is in eighth position in the overall sales ranking of Local Skincare Brands with 2.42% points even though Wardah is an original Indonesian halal cosmetic brand that was founded in 1995 under PT. Paragon Technology and Innovation (PT. PTI). Founded by Nurhayati Subakat who currently serves as Commissioner of PT. PTI, Wardah always prioritizes quality to support women to look beautiful according to their character. Products that have been launched in Indonesia for a long time compared to Skintific. In the results of the table above, it can be seen that Wardah is still not good compared to other products.

Figure 3: Best Selling Skincare Sales Data in 2024
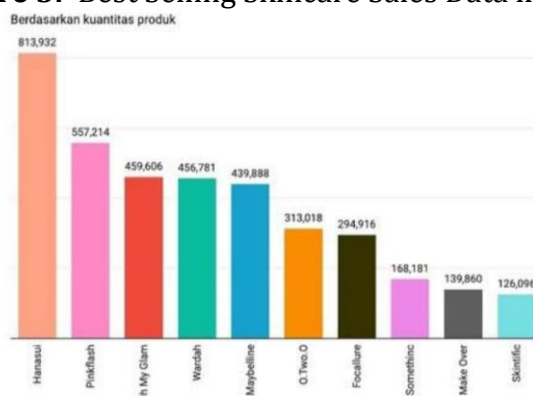
Source: compas.co.id, 2024

Wardah's sales data in the 2024 period experienced a significant decline in sales and occurred in total sales on the e-commerce platform in Indonesia which was ranked fourth, with sales of 456.781 million. In this case, Wardah's skincare products experienced a decline and a shift in interest in buying Wardah products. This decline in sales was due to the presence of newly launched local skincare products, namely Hanasui, Pinkflash, Oh My Glam.

This problem resulted in Wardah's skincare products, because Wardah had been established earlier and skincare products that were already well-known among consumers turned out to experience problems in declining sales in competing with other newly launched skincare products.

Wardah's lagging sales can be interpreted as meaning that Wardah is not yet perfect in attracting repeat purchase decisions from consumers, advertisements that do not influence consumer memory, consumer perceptions of brand image and product quality offered by Wardah can be one of the influences in making purchasing decisions. Various methods are used by companies to get consumer attention in order to provide a good product image, so that many consumers use the product.

Spillover effect becomes an economic event caused by a series of concepts and policies or economic turmoil in a country through trade channels, this spillover effect has the potential to spread to neighboring countries (Novianti, 2017). Spillover effect is a second effect that follows the primary effect and can be removed in time or place from the event that caused the primary effect. This event is inseparable from volatility where volatility describes the magnitude of price changes that indicate market fluctuations in a certain period. Understanding the behavior of spillover effects and volatility of returns is very important for investors in making asset allocation decisions, in implementing hedging strategies and in formulating policies related to capital inflows into the market.

The use of Wardah skincare products can affect social perception, in marketing Wardah products also have an impact on consumer preferences for other brands that can become more aware and interested in Wardah skincare products. Wardah skincare product sales data that is successful in marketing its products affects the cosmetics industry as a whole Wardah has succeeded in increasing awareness of the importance of white skin care, driving growth in demand for similar products or influencing pricing strategies in the market.

There are many considerations in determining the decision to purchase a product, one of which is product quality. According to Tjiptono & Chandra (2016) in(Widya et al., 2023), product quality is the ability of a product to provide results that are in accordance with what is expected by customers, and can even exceed customer expectations. Wardah has natural and halal basic ingredients, its products are made for the comfort and peace of mind of women who use them. Before its products are marketed, Wardah must conduct blind tests to ensure the safety and quality of its products. This is done because Wardah's main priority is consumer safety and this is a must. Each Wardah product has a different type of content that is adjusted to the focus of the skin problem that is to be solved. In several other body care products, Wardah also has its own appeal in the form of price, affordable, quality, and halal. These advantages make the quality of Wardah products much in demand by consumers.

Purchasing decisions are decisions made by consumers in purchasing a product. Before making a purchasing decision, consumers will certainly think about various considerations regarding products that suit their desires and needs. In addition, consumer purchasing decisions are important in terms of company progress, because the more consumers want to buy products or services in a company, the greater the opportunity for the company to gain profit and loyal customers (Authors & Gunawan, 2017) in research(Agustin & Komalasari, 2020). Purchasing Decision is the final stage for consumers to compile a list of items in their preferred ranking, where the final stage will create purchasing interest, so that consumers will buy items that match their desires and needs.

Kotler and Keller emphasize that culture is the biggest influencing factor on consumer behavior, because culture shapes a person's view of the world and what is considered important in life. They also emphasize that in marketing, companies must understand consumer culture in order to design effective marketing strategies.

Based on the research problem, the author conducted a study with the title: "The Influence of Brand Image, Spill Over Effect, and Product Quality on Purchasing Decisions Mediated by Consumer Culture on Wardah Skincare (Case Study of Wardah Skincare Product Users in Pati Regency".

METHOD
Research Design

This research design uses a quantitative research method. The following is the research model developed.

Figure 4: Research Model Development
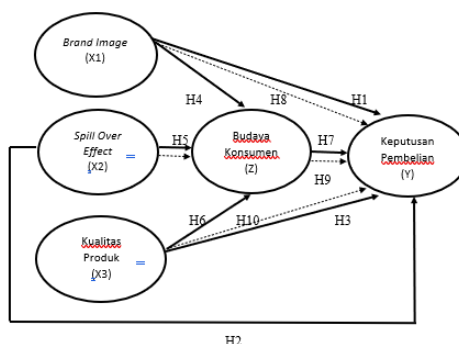
Source: Data processed in (2024)

Population, Sample, Sampling Techniques

The population in this study were users or customers of Wardah skincare products in Pati Regency. According to Sugiyanto (2018) in (Imron, 2019), the population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population in this study is spread out and the number is not known for certain, researchers can use samples taken from the population (Sugiyono, 2013) in (Imansyah & Pudjoprastyono, 2023). So sampling was carried out for the study. The sample was calculated using the Slovin formula with a margin of error of 10% and the results were 130 respondents.because the more samples used, the more accurate and precise the estimate obtained. In other words, the more samples taken, the smaller the estimation error (or the difference between the sample estimate and the actual population parameter according to Jakob Bernoulli, Gay and Diehl (1992).

Data collection technique

In this study, primary data was used, namely a questionnaire (survey) written in the form of a series of questions about a particular thing to be answered which was made online via Google from and distributed via social media. The questionnaire in this study was given to users or customers of Wardah skincare products in Pati Regency. In this study, a Likert scale with 6 scores was used.

Analysis Techniques

In this study, according to (Ghozali, 2015) in (Ermawati, 2018), outer model measurements (Construct Reliability and Validity, Discriminant Validity, Cronbach's Alpha, Composite Reliability, Inner Model (R-Square and F-Square), and Hypothesis Testing (Direct Effect, Indirect Effect, and Total Effect) were used using SmartPLS 4 (Partial Least Square) software.

RESULTS AND DISCUSSION

The research data was obtained through the distribution of online questionnaires to users of Wardah facial care products in Pati Regency. In collecting data, researchers obtained 130 respondents and then tabulated and processed using SmartPLS 4 software. The data analysis method applied used the Outer Model (Construct Reliability and Validity, Discriminant Validity, Cronbach's Alpha, Composite Reliability, Inner Model (R-Square and F-Square), and Hypothesis Testing (Direct Effect, Indirect Effect, and Total Effect).

Outer Model

According to (Ghozali, 2015) in the research (Ermawati, 2018) the outer model is a test of the measurement model to assess the validity and reliability of constructs and indicators.

Table 2
Construct Reliability and Validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Image (X1)	0.821	0.828	0.882	0.653
Spill Over Effect (X2)	0.854	0.858	0.901	0.696
Product Quality (X3)	0.922	0.925	0.939	0.721
Consumer Culture (Z)	0.914	0.918	0.940	0.796
Purchase Decision (Y)	0.878	0.882	0.908	0.622

Source: Data Results Processed with SmartPLS 4

Based on the data processing above, it shows where the Reliability Test is based on Cronbach's Alpha and Composite Reliability where the testing criteria are the Cronbach's Alpha value must be> 0.7. The Cronbach's Alpha value of each variable, independent, mediation, dependent is more> 0.7, the assumption of the reliability test based on Cronbach's Alpha has been met or is valid. The Composite Reliability value> 0.6, the Composite Reliability assumption has been met or is valid.

Table 3
Convergent Validity

Variables	Question Items	Outer Loading					Caption
		BI	SOE	KP	BK	KPB	
Brand Image (X1)	BI.1	0.800					Valid
	BI.2	0.843					Valid
	BI.3	0.871					Valid
	BI.4	0.710					Valid
Spill Over Effect (X2)	SOE.1		0.756				Valid
	SOE.2		0.881				Valid
	SOE.3		0.845				Valid
	SOE.4		0.851				Valid
Product Quality (X3)	KP.1			0.839			Valid
	KP.2			0.847			Valid
	KP.3			0.797			Valid
	KP.4			0.845			Valid
	KP.5			0.873			Valid
	KP.6			0.889			Valid
Consumer Culture (Z)	BK.1				0.864		Valid
	BK.2				0.926		Valid
	BK.3				0.929		Valid
	BK.4				0.846		Valid
Purchase Decision (Y)	KPB.1					0.868	Valid
	KPB.2					0.736	Valid
	KBP.3					0.788	Valid
	KBP.4					0.788	Valid
	KBP.5					0.771	Valid
	KPB.6					0.776	Valid

Source: SmartPLS 4 Data Processing Results

Based on the data processing above from 5 variables with convergent validity testing criteria > 0.7, it can be said that the convergent validity assumption based on the data loading factor is valid.

Table 4
Discriminant Validity

Variables	Brand Image	Spill Over Effect	Product Quality	Consumer Culture	Buying decision
Brand Image					
Spill Over Effect	0.908				
Product Quality	0.872	0.854			
Consumer Culture	0.878	0.856	0.937		
Buying decision	0.895	0.871	0.969	0.965	

Source: Data Results Processed with SmartPLS 4

Based on the data processing above, the discriminant validity test HTMT <0.90, the assumption of the discriminant validity test is known to be not good, namely Brand Image - Spill Over Effect of 0.098, Product Quality - Consumer Culture of 0.937, Product Quality Purchase Decision of 0.969, Consumer Culture - Purchase Decision of 0.965. so that the discriminant validity must be dropped first before being tested further.

Inner Model

Inner model as a structural analysis of the model, which aims to predict the relationship between latent variables (Ghozali, 2015).

Table 5
R-Square Test Results

Variables	R-square	R-square adjusted
Consumer Culture (Z)	0.784	0.779
Purchase Decision (Y)	0.823	0.818

Source: Data Results Processed with SmartPLS 4

Based on the results of the data processing above, it can be shown as follows:
1. The Adjusted R-Square value with the Consumer Culture (Z) variable of 0.779 is good or strong because 0.779 > 0.75.
2. The Adjusted R-Square value between Consumer Decision variables is 0.818, which is strong or good because 0.818 > 0.75.

Table 6
F-Square Test Results (Effects Size)

Variables	Brand Image	Spill Over Effect	Product Quality	Consumer Culture	Buying decision
Brand Image				0.056	0.018
Spill Over Effect				0.045	0.014
Product Quality				0.564	0.227
Consumer Culture					0.158
Buying decision					

Source: Data Results Processed with SmartPLS 4

Based on the data processing above, it can be shown
1. The F-Square value between Brand Image (X1) and Consumer Culture (Z) is 0.056, which is considered to have a low or small influence because 0.056 > 0.02.
2. The F-Square value between the Spill Over Effect (X2) and Consumer Culture (Z) is 0.045, which is considered a low or small influence because 0.045 > 0.02.
3. The F-Square value between Product Quality (X3) and Consumer Culture (Z) is 0.564, which is a large or strong influence because 0.564 > 0.35.
4. The F-Square value between Brand Image (X1) and Purchasing Decision (Y) is 0.018, which is considered to have a low or small influence because 0.018 > 0.02.
5. The F-Square value between the Spill Over effect (X2) and the Purchase Decision (Y) is 0.014, which is a low or small influence because 0.014>0.02.

6. The F-Square value between Product Quality (X3) and Purchasing Decision (Y) is 0.227, which is a moderate influence because 0.227> 0.15.
7. The F-Square value between Consumer Culture (Z) and Purchasing Decisions (Y) is 0.158, which is a moderate influence because 0.158> 0.15.

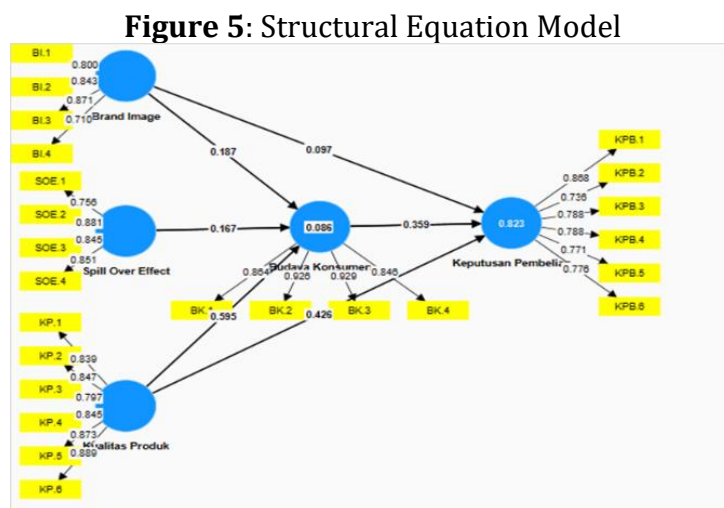**Hypothesis Testing**

Table 7
Direct Effects Test Results

Variables	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (lO/STDEVl)	P values
Brand Image -> Consumer Culture	0.187	0.193	0.082	2.271	0.023
Brand Image -> Purchase Decision	0.097	0.107	0.087	1.112	0.266
Spill Over Effect -> Consumer Culture	0.167	0.180	0.095	1,770	0.077
Spill Over Effect ->Purchase Decision	0.086	0.100	0.082	1,054	0.292
Product Quality -> Consumer Culture	0.595	0.574	0.122	4.866	0.000
Product Quality -> Purchase Decision	0.426	0.423	0.125	3,400	0.001
Consumer Culture -> Purchasing Decisions	0.359	0.338	0.108	3.337	0.001

Source: Data Results Processed with SmartPLS 4

The results of the data processing above can be shown with the Path Coefficients path based on (Direct Effects) in the table which can be seen from the T-Statistic as follows:
1. X1 against Z: P Value Brand Image (X1) with Consumer Culture (Z) with T-Statistic value of 2.271>1.96 and P Value of 0.023<0.05. Brand Image (X1) has a significant effect on Consumer Culture (Z) directly.
2. X1 against Y: P Value Brand Image (X1) with Purchase Decision (Y) with T-Statistic value of 1.112<1.96 and P Value of 0.266>0.05. Brand Image (X1) does not have a significant effect on Purchase Decision (Y) directly.
3. X2 against Z: P Value Spill Over Effect (X2) with Consumer Culture (Z) with T-Statistic value of 1.770<1.96 and P Value of 0.077>0.05. Spill Over Effect (X2) does not have a significant effect on Consumer Culture (Z) directly.
4. X2 against Y: P Value Spill Over Effect (X2) with Purchase Decision (Y) with T-Statistic value of 1.054<1.96 and P Value of 0.292>0.05 Spill Over Effect (X2) does not have a significant influence on Purchase Decision (Y) directly.
5. X3 against Z: P Value of Product Quality (X3) with Consumer Culture (Z) with T-Statistic value of 4.866>1.96 and P Value of 0.000<0.05. Product Quality (X3) has a significant positive effect on Consumer Culture (Z) directly.

6. X3 against Y: P Value of Product Quality (X3) with Purchase Decision (Y) with T-Statistic value of 3.400>1.96 and P Value of 0.001<0.05. Product Quality (X3) has a significant positive effect on Purchase Decision (Y) directly.

7. Z against Y: P Value of Consumer Culture (Z) with Purchasing Decision (Y) with T-Statistic value of 3.337>1.96 and P Value of 0.001<0.05. Consumer Culture (Z) has a significant positive effect on Purchasing Decision (Y) directly.

Figure 5: Structural Equation Model

Source: Data Results Processed with SmartPLS 4

Table 6
Indirect Effect Test Results

Variables	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (lO/STDEVl)	P values
Brand Image -> Consumer Culture -> Purchase Decision	0.067	0.065	0.036	1,885	0.060
Spill Over Effect -> Consumer Culture -> Purchasing Decision	0.060	0.062	0.040	1,505	0.132
Product Quality -> Consumer Culture -> Purchase Decision	0.167	0.180	0.095	1,770	0.077

Source: Data Results Processed with SmartPLS 4

Based on the results with Indirect Effects, the following conclusions can be drawn:

1. Brand Image (X1) -> Consumer Culture (Z) -> Purchasing Decision (Y) from the T-Statistic value of 1.885 with a P Value of 0.060>0.05 is not significant, so Consumer Culture does not mediate the influence of Brand Image on a Purchasing Decision.
2. Spill Over Effect (X2) -> Consumer Culture (Z) -> Purchasing Decision (Y) from the T-statistic value of 1.505 with a P Value of 0.132 <0.05, it is significant that Consumer Culture mediates the influence of Spill Over Effect on a Purchasing Decision.
3. Product Quality (X3) -> Consumer Culture (Z) -> Purchasing Decision (Y) from the T-Statistic value of 2.881 with a P Value of 0.004 <0.05 significant, then Consumer Culture mediates the influence of Product Quality on a Purchasing Decision.

Table 8
Total Effects

Variables	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (lO/STDEVl)	P values
Brand Image -> Consumer Culture	0.187	0.193	0.082	2.271	0.023
Brand Image -> Purchase Decision	0.164	0.172	0.094	1,754	0.080
Spill Over Effect -> Consumer Culture	0.167	0.180	0.095	1,770	0.077
Spill Over Effect-> Purchase Decision	0.147	0.162	0.090	1,636	0.102
Product Quality -> Consumer Culture	0.595	0.574	0.122	4.866	0.000
Product Quality -> Purchase Decision	0.640	0.617	0.126	5,058	0.000
Consumer Culture-> Purchase Decisions	0.359	0.338	0.108	3.337	0.001

Source: Data Results Processed with SmartPLS 4

Based on the results above, the Total Effects can be concluded as follows:

1. The relationship between Brand Image (X1) and Consumer Culture (Z) has a T-Statistic value of 2.271 and a P Value of 0.023<0.05 which has a significant influence.

2. The relationship between Brand Image (X1) and Purchasing Decision (Y) has a T-Statistic value of 1.754 and a P Value of 0.080>0.05 which does not have a significant effect.
3. The relationship between the Spill Over Effect (X2) and Consumer Culture (Z) has a T-Statistic value of 1.770 and a P Value of 0.077>0.05 which does not have a significant effect.
4. The relationship between Spill Over Effect (X2) and Purchasing Decision (Y) has a T-Statistic value of 1.636 and a P Value of 0.102>0.05 which does not have a significant effect.
5. The relationship between Product Quality (X3) and Consumer Culture (Z) has a T-Statistic value of 4.866 and a P Value of 0.000<0.05 which has a significant influence.
6. The relationship between Product Quality (X3) and Purchasing Decisions (Y) has a T-Statistic value of 5.058 and a P Value of 0.000<0.05 which has a significant influence.
7. The relationship between consumer culture (Z) and purchasing decisions (Y) has a T-statistic value of 3.337 and a P value of 0.001<0.05 which has a significant influence.

DISCUSSION
The Influence of Brand Image on Purchasing Decisions

From the partial research results, it shows that Brand Image does not affect Purchasing Decisions. This means that there is no influence between Brand Image and Purchasing Decisions on Wardah skincare products in Pati Regency. The results of this study strengthen previous research conducted by Budi Istiyanto, Lailatan Nugroho (2016) and research by Valentine Parengkuan, Altje Tumbel, Rudy Wenas (2014), which showed that Brand Image does not affect Purchasing Decisions. The results of this study show that the results of the research questionnaire show that the Brand Image variable does not affect Purchasing Decisions. Wardah products that uphold the halal brand image on their products. In addition, consumers in determining purchasing decisions are not only based on Brand Image but also based on trust, as well as whether or not consumers are suitable to use the skincare products used.

The Influence of the Spill Over Effect on Purchasing Decisions

From the partial research results, it shows that Spill Over Effect has no effect on Purchasing Decisions. This means that there is no influence between Spill Over Effect and Purchasing Decisions on Wardah skincare products in Pati Regency. According to Chandon et al. (2000) in the study that the Spill Over Effect effect has no significant impact on changing consumer purchasing decisions, especially when consumers already have strong preferences. The results of the research questionnaire show that the Spill Over Effect variable has no effect on Purchasing Decisions because Spill Over Effect with the situation at the time of purchase can moderate the influence of Spill Over Effect. Consumers or users of Wardah skincare products in Pati Regency often prioritize product value and quality over external influences.

The Influence of Product Quality on Purchasing Decisions

The results of the partial study show that the Product Quality variable on Purchasing Decisions has a positive and significant effect. This means that there is an influence between Product Quality and Purchasing Decisions on Wardah skincare products in Pati Regency. The results of the study by Refomasianto & Puspitadewi (2022) showed that there was a

relationship between the product quality variable and the purchasing decision variable. The results of the research questionnaire showed that the Product Quality variable influenced Purchasing Decisions because the better or higher the product quality offered to the public, the higher their decision to buy the product.

The Influence of Brand Image on Consumer Culture

The partial research results show that the Brand Image variable on Consumer Culture has a positive and significant effect. This means that there is an influence between Brand Image and Consumer Culture on Wardah skincare products in Pati Regency. The results of the study according to Kotler and Keller (2016) there is a significant influence of brand image on consumer culture. The results of the research questionnaire show that the Brand Image variable affects Consumer Culture because a strong Brand image helps create a clear identity for the brand image. Consumers of Wardah skincare products in Pati Regency often associate certain values and characteristics with brand image, which can affect the way they behave and interact in a cultural context. Consumer culture can be influenced by the brand image chosen by social groups, because consumers tend to want to be accepted and recognized by the people around them.

The Influence of Spill Over Effect on Consumer Culture

The partial research results show that Spill Over Effect has no effect on Consumer Culture. This means that there is no influence between Spill Over Effect and Consumer Culture on Wardah skincare products in Pati Regency. The research results reveal according to Thompson et al. (2005 the influence of spillover effect which means that in some situations, consumers are not significantly affected by consumer culture. The results of the research questionnaire show that the Spill Over Effect variable has no effect on Consumer Culture because consumers who already have high loyalty to a particular brand image may not be affected by information or promotions from other brands, so that the spill over effect becomes irrelevant in the cultural context.

The Influence of Product Quality on Consumer Culture

From the partial research results, it shows that the variable of Product Quality on Consumer Culture has a positive and significant effect. This means that there is an influence between Product Quality and Consumer Culture on Wardah skincare products in Pati Regency. The results of the study found according to Holt (2002) that product quality has an effect on consumer culture. The results of the research questionnaire show that Product Quality on Consumer Culture is because Wardah's quality of issuing products according to Indonesian skin can affect the use of Wardah products.

The Influence of Consumer Culture on Purchasing Decisions

The partial research results show that the Consumer Culture variable on Purchasing Decisions has a positive and significant effect. This means that there is an influence between Product Quality and Consumer Culture on skincare products in Pati Regency. The results of the research by Purimahua (2005) and Sriwardiningsih, et al. (2006) show that consumer culture influences purchasing decisions. The results of the research questionnaire show that Consumer Culture influences Purchasing Decisions because Wardah is halal certified, thus creating a culture for self-care that reflects a healthy lifestyle.

The Influence of Brand Image on Purchasing Decisions Mediated by Consumer Culture

From the partial research results, it shows that Consumer Culture does not mediate the influence of Brand Image on Purchasing Decisions, it does not affect Wardah skincare products in Pati Regency. The research results that support according to Kotler and Keller (2016) In stating that the influence of brand image on purchasing decisions, emphasize that consumer culture cannot mediate, because the influence of brand image is not significant if consumer culture does not support the values associated with brand image. The results of the Wardah user research questionnaire still have different preferences or needs compared to other markets.

The Influence of Spill Over Effect on Purchasing Decisions Mediated by Consumer Culture

From the partial research results, it shows that the Consumer Culture variable can mediate the influence of Spill Over Effect on Purchasing Decisions, which has a positive and significant effect on Wardah skincare products in Pati Regency. Keller's research results (2003) state that the spillover effect of brands that have a positive image can significantly influence purchasing decisions for other brands. Consumer culture acts as a mediator that determines how much impact this spill over effect has. The results of the Spill Over Effect research questionnaire on Purchasing Decisions through Consumer Culture are encouraged to try to make purchasing decisions with consumer cultural habits of using skincare.

The Influence of Product Quality on Purchasing Decisions Mediated by Consumer Culture

From the partial research results, it shows that the Consumer Culture variable can mediate the influence of Product Quality on Purchasing Decisions, which has a positive and significant effect on Wardah skincare products in Pati Regency. Research according to Kotler and Keller (2016) states that product quality influences purchasing decisions that consumer culture can mediate significantly. The results of the Wardah research questionnaire have product quality and specifications according to good durability which can increase concern for skin care to form consumer cultural perceptions in Pati Regency because values and culture can influence the way consumers assess product quality.

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