

## The Influence Of Lifestyle And Brand Image On The Purchasing Decision Of Wardha Cosmetics Among Students Of The Faculty Of Economics, Gunung Rinjani University Class Of 2021-2024

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### Keywords:

LifeStyle, Brand Image, and Purchase Decision.

### Abstract

The purpose of this study is to ascertain and examine how lifestyle and brand perception affect Wardah cosmetics purchases made by Gunung Rinjani University's Faculty of Economics students in the 2021–2024 academic year. This kind of study is associated with a quantitative methodology. Questionnaires were distributed to 427 students as part of the data collection process. This study's sampling strategy used the Slovin formula, yielding a sample of 81 pupils. The findings of this study demonstrate that lifestyle exerts neither a positive nor a significant impact on the purchasing decisions of Wardah cosmetics among students at the Faculty of Economics, Gunung Rinjani University, as the T-statistic value is less than the T-table value, specifically  $0.374 < 1.96$ , with a p-value of  $0.709 > 0.05$ . Brand Image exerts a positive and significant impact on purchasing decisions, evidenced by a p-value of 0.00 (less than 0.05) and a T-statistic of 9.296 (more than the T-table value of 1.96).

### Kata kunci:

Gaya Hidup, Citra Merek, dan Keputusan Pembelian.

Abstrak : Tujuan dari penelitian ini adalah untuk memastikan dan memeriksa bagaimana gaya hidup dan persepsi merek mempengaruhi pembelian kosmetik Wardah yang dilakukan oleh mahasiswa Fakultas Ekonomi Universitas Gunung Rinjani pada tahun akademik 2021-2024. Jenis penelitian ini dikaitkan dengan metodologi kuantitatif. Kuesioner disebarakan kepada 427 mahasiswa sebagai bagian dari proses pengumpulan data. Strategi pengambilan sampel penelitian ini menggunakan rumus Slovin, menghasilkan sampel sebanyak 81 mahasiswa. Temuan penelitian ini menunjukkan bahwa gaya hidup tidak memberikan dampak positif maupun signifikan terhadap keputusan pembelian kosmetik Wardah di kalangan mahasiswa di Fakultas Ekonomi, Universitas Gunung Rinjani, karena nilai T-statistik lebih kecil dari nilai T-tabel, yaitu  $0,374 < 1,96$ , dengan nilai-p  $0,709 > 0,05$ . Citra Merek memberikan pengaruh positif dan signifikan terhadap keputusan pembelian, dibuktikan dengan nilai p sebesar 0,00 (kurang dari 0,05) dan nilai T-statistik sebesar 9,296 (lebih besar dari nilai T-tabel sebesar 1,96)

## INTRODUCTION

Beauty products have evolved along with the changing lifestyles of individuals or students, and cosmetics have the ability to meet consumers' needs to look more beautiful, attractive, and confident, making cosmetics inseparable from modern life. Especially for women or female students who daily need cosmetics to enhance their appearance in various activities such as lectures and other events (Narvantinova et al., 2023).

According to the Ministry of Industry, in the first quarter of 2019, the beauty industry market grew by 8.12% with a GDP of IDR 21.9 trillion, and lifestyle changes can drive the cosmetics industry where beauty trends can also influence the cosmetics and personal care market. Additionally, advancements in technology, social media, and digital platforms can expand the reach of cosmetics, allowing the numerous competing cosmetic brands to boost domestic beauty industry sales. (Saputri & Setyawati, 2020)

According to data from Statista (2023), the market value of Indonesia's cosmetics industry is expected to reach over 10 billion USD by 2025, with growth trends driven by young consumers. Among students, especially women, the use of cosmetics is not only a basic necessity but also a part of their lifestyle. A modern lifestyle that is open to new beauty trends makes cosmetic purchasing decisions heavily influenced by how individuals interpret these products in their daily lives. (<https://www.statista.com/>)

The rapid growth and development of the economy, especially in the business world, have led to competition among companies. This condition also occurs in companies that produce cosmetic products (Latte et al., 2020). Therefore, companies are required to develop marketing strategies to face emerging competitors. By developing marketing strategies, it is hoped that the company can attract or retain its customers. One of the market industries currently experiencing intense competition in marketing its products to capture consumers is the cosmetics market industry (Widodasih et al., 2023). The emergence of new business threats in the cosmetics field has forced companies to develop and capture market share. One of the cosmetic products currently striving to capture market share is the Wardah cosmetic product. (Aryati, 2019)

This is what happened to Indonesian cosmetic enterprises, particularly those that produced Wardah beauty items. Customers will choose their cosmetic brands more carefully because there are so many cosmetic companies in Indonesia (Marsah Ivana Matheos et al., 2021). The competition in Indonesia's cosmetics business is getting more intense due to the rise of numerous overseas manufacturers. The process by which consumers decide on a specific cosmetic brand is not straightforward. Before choosing to buy a product, consumers take a number of factors into account, including cost, advertising, and product quality (Tambun et al., 2023). Cosmetic sales data in Indonesia over the past two years, 2017-2018, experienced fluctuations. There are 3 cosmetic products that are in fierce competition to capture market share, namely Revlon, Maybelline, and Wardah. (Hasbullah et al., 2020)

Lifestyle also becomes an important factor in influencing purchasing decisions, especially among students who tend to be dynamic, open to trends, and make cosmetics a part of self-expression. A person's lifestyle influences their preferences, interests, and consumer behavior in choosing products that align with their personality and self-image. Students, especially

women, now use cosmetics not only for functional purposes but also to boost their confidence and enhance their daily appearance. Lifestyle It is a way for someone to show how people live, how they spend their money, and how they allocate their time (Soepeno et al., 2015). Tarigan (2016) argues that lifestyle encourages individuals to fulfill their needs and influences their attitudes towards activities and product usage, which drives the decision-making process in purchasing those products (Syafri et al., 2022).

In addition, brand image also plays an important role in influencing consumer perception and decision-making. A positive brand image can create loyalty and increase consumer trust in the product. Wardah, as a brand that prioritizes Islamic values, quality, and product innovation, has successfully built a strong brand image in the minds of its consumers. (Diana Rosa Amanda, Imam Baidlowi, 2022). Brand image is the entire perception of a certain image and is created through information from past experiences with that image (Hasiolan et al., 2017). Diallo et al. (2013) place brand image as the perception of a certain product in the minds of consumers on a mass scale, and each person will have the same perception of a certain brand in the industrial world. (Fazirah & Susanti, 2022)

In the context of students from the Faculty of Economics at Gunung Rinjani University, class of 2021-2024, this group is characterized as a young generation that tends to be active in social media usage, follows beauty trends, and possesses a sufficient level of economic literacy to consider rational aspects in purchasing decisions. Therefore, it is interesting to investigate the extent to which lifestyle and brand image influence their decision to purchase Wardah cosmetics.

## **METHOD**

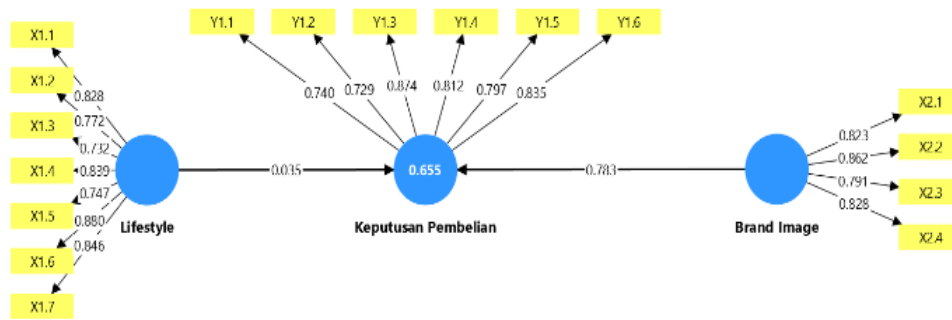
This study uses a quantitative method and is associative in nature. Measuring the connections between one variable and another is the goal of associative study. In order to gather data, 427 students from the class of 2021–2024 in the Faculty of Economics at Gunung Rinjani University were given online questionnaires. The Slovin formula with  $\alpha$  10% is used in this study's sampling technique, yielding a sample of 81 pupils. In the meantime, the Smart PLS 4.0 application is used in the data analysis method.

## **RESEARCH RESULTS AND DISCUSSION**

### **A. Measurement model (outer model)**

#### **1. Outer Model Analysis**

Validity and reliability are examined in order to evaluate the SEM-PLS model on the measurement model (outer model). By determining the correlation between each statement and the overall score, the validity test seeks to assess how well a measuring device's accuracy and precision carry out its intended purpose or produce corresponding measurement findings. The correlation between item scores and construct scores is measured by convergent validity; the higher the correlation, the more reliable the data. If the loading factor value is greater than 0.7, the measurement can be classified as having convergent validity. (Hair and others, 2019)



**Figure 1 Structural Model (Outer Model)**

**Table 1 Results of the validity test for the Lifestyle Variable (X1)**

No	<i>LIFESTYLE</i> (X1)	Loading Factor	Rule of Thumb	status
1	I routinely use cosmetics every day.	0.828	0.700	Valid
2	I often try new cosmetic products from various brands.	0.772	0.700	Valid
3	I fill my free time by following make-up tutorials on social media.	0.732	0.700	Valid
4	I am interested in cosmetics that offer skincare benefits.	0.839	0.700	Valid
5	I like cosmetics with attractive and aesthetic packaging.	0.747	0.700	Valid
6	I believe that using cosmetics is important for enhancing appearance.	0.880	0.700	Valid
7	I believe that cosmetics can be used for self-expression.	0.846	0.700	Valid

Source: Primary Data, (processed) 2024

**Table 2 Results of the validity test for the Brand Image Variable (X2)**

No	<i>BRAND IMAGE (X2)</i>	Loading Factor	Rule of Thumb	Status
8	I easily remember the Wardah cosmetic brand.	0.823	0.700	Valid
9	Wardah cosmetic products have quality that matches their price.	0.862	0.700	Valid
10	I am familiar with Wardah's advertising and product promotion campaigns.	0.791	0.700	Valid
11	I recommend Wardah cosmetic products to others because the brand is trustworthy, proven by halal/BPOM certification.	0.828	0.700	Valid

Source: Primary Data, (processed) 2024

**Table 3 Results of the validity test for the Purchase Decision Variable (Y)**

No	<i>PURCHASE DECISION (Y)</i>	Loading Factor	Rule of Thumb	Status
12	I am looking for information about Wardah cosmetic products before buying them (for example, reading reviews, watching ads).	0.740	0.700	Valid
13	I compared Wardah cosmetic products with other brands before deciding to buy.	0.729	0.700	Valid
14	I am confident in my decision to buy Wardah cosmetic products.	0.874	0.700	Valid
15	I often buy Wardah cosmetic products.	0.812	0.700	Valid
16	I recommend Wardah cosmetic products to others who need them.	0.797	0.700	Valid
17	I will buy the same Wardah cosmetic product again another time.	0.835	0.700	Valid

Source: Primary Data, (processed) 2024

The loading factor can be explained by the Lifestyle variable (X1) which has 7 indicators with values of 0.828, 0.772, 0.732, 0.839, 0.747, 0.880, and 0.846. Brand Image variable (X2) with 4 indicators with values 0.846, 0.862, 0.791, and 0.828. The Purchase Decision variable (Y) has 6 indicators with values of 0.740, 0.729, 0.874, 0.812, 0.797, and 0.835.

Since no indicators for any variables have been removed from the model, it can be said that all indicators have satisfied the requirements for convergent validity, since the table above demonstrates that all factor loadings have values  $> 0.7$ .

## 1. Model Evaluation

Compare the correlation between constructs and the square root of AVE to assess the measuring methodology. Good discriminant validity is attained if the AVE root value is greater than the correlation value between the constructs. Additionally, it is very advised to have an AVE score of  $\geq 0.5$ . The reliability of the latent variable construct, as determined by two criteria—composite reliability and Cronbach's alpha from the indicator block that measures the construct—is the next test to evaluate the outer model. If a construct's Cronbach's alpha or composite reliability value is more than 0.70, it is deemed reliable.

**Table 4 Validity and Reliability of Constructs**

	<b>Cronbach's alpha</b>	<b>Composite reliability (rho_a)</b>	<b>Composite reliability (rho_c)</b>	<b>Average variance extracted (AVE)</b>
<b>lifestyle</b>	0.915	0.947	0.929	0.653
<b>Brand image</b>	0.845	0.846	0.896	0.683
<b>Purchase decision</b>	0.886	0.888	0.914	0.639

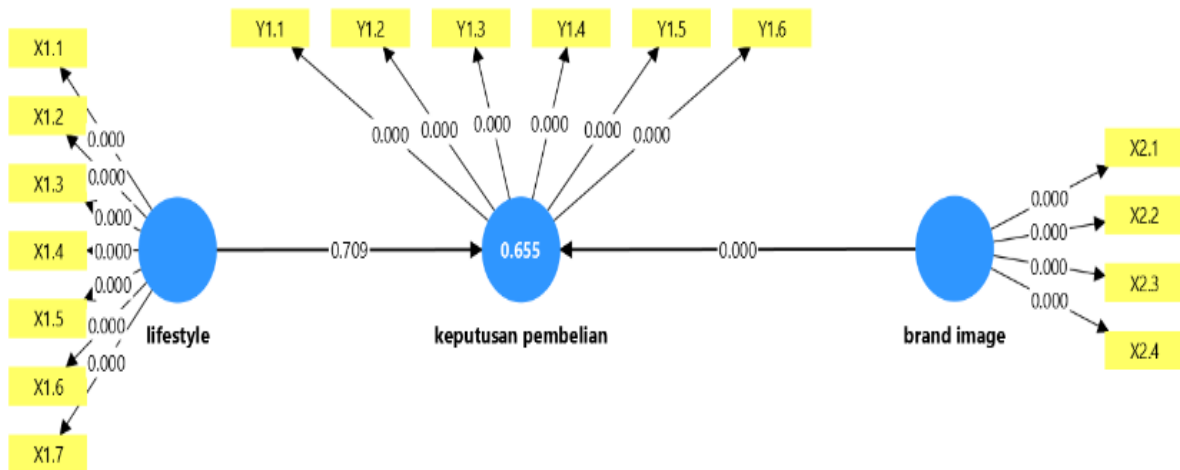
Source: Primary Data, (processed) 2024

Since the three constructs' AVE values are greater than 0.5, it can be said that the model measurement evaluation has strong discriminant validity. A construct reliability test is also carried out in addition to the construct validity test, and it is evaluated using criteria tests such composite reliability and Cronbach's alpha from the indicators measuring the construct. If a construct's Cronbach alpha value, or composite reliability, is more than 0.70, it is deemed reliable. Thus, it may be said that the build is highly reliable.

## B. Results of Structural Model Evaluation (Inner Model)

The purpose of the inner model or structural model testing is to investigate the connections among the research model's components, significant values, and R-

square. The structural model is examined next, following the completion of the measurement model evaluation. In order to evaluate the findings of the structural model evaluation, specifically the importance of the moderating variable, this analysis incorporates the significance of path relationships and the R-squared ( $R^2$ ) value. Determining the degree to which the independent variable influences the dependent variable is the goal of the  $R^2$  value.



**Figure 2. Structural Model (inner model)**

**Table 5 Results of the Coefficient of Determination ( $R^2$  Test)**

Variable	R - square
Purchase Decision (Y)	0.655

Source: Primary Data, (processed) 2024

The purchase decision variable's R Square value in the preceding table is 0.655, or 65.5%, suggesting a moderate model because, according to Chin, the R-square falls between 0.33-0.67. According to this conclusion, lifestyle and brand image together account for 65.5% of the decision to buy, with other aspects that were not included accounting for the remaining 34.5%.

### C. Path Coefficients Test

In Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis using SmartPLS, path coefficient testing is a method to measure the strength and significance of the direct relationship between independent variables (exogenous) and dependent variables (endogenous) in the model. Path coefficients range from -1 to +1, where values close to +1 or -1 indicate a strong relationship, while values close to 0 indicate a weak relationship. This test is conducted through a bootstrapping procedure to obtain the t-statistic and p-value, which assess the significance of the relationship. The link is deemed significant if the p-value is less than 0.05 or if the t-statistic value is more than the crucial threshold, which is typically 1.96 for a 5% significance level. (Ogbeibu and others, 2021).

**Table 6**  
**Path Coefficients Results**

	<b>Original sample (O)</b>	<b>Sample mean (M)</b>	<b>Standard deviation (STDEV)</b>	<b>T statistics ( O/STDEV )</b>	<b>P values</b>
LIFESTYLE -> PURCHASE DECISION	<b>0.035</b>	<b>0.046</b>	<b>0.094</b>	<b>0.374</b>	<b>0.709</b>
BRAND IMAGE -> PURCHASE DECISION	<b>0.783</b>	<b>0.776</b>	<b>0.084</b>	<b>9.296</b>	<b>0.000</b>

Source: Primary Data, (processed) 2024

It is evident from the above table that the test results indicate a t-statistic value of 0.374 and a path coefficient value of 0.035. The first hypothesis is rejected based on these data, which show that the t-statistic is not significant because  $< 1.96$  with p-values  $0.709 > 0.05$ . The obtained coefficient value shows that Life Style (XI) has no discernible and beneficial impact on buying decisions (Y).

It is evident from the above table that the test results indicate a t-statistic value of 9.296 and a path coefficient value of 0.783. The second hypothesis is accepted based on these data, which show that the t-statistic is significant because it is  $> 1.96$  with p values  $0.000 < 0.05$ . The obtained coefficient value suggests that Brand Image (X2) has a favorable and noteworthy impact on buying decisions (Y).



## CONCLUSION

Based on the research results conducted by the researcher, related to several hypothesis tests in the previous chapter, it can be concluded that the Lifestyle variable shows no positive and significant effect on purchasing decisions. Meanwhile, for the brand image variable, on the contrary, it shows a positive and significant influence on the purchasing decision of Wardah cosmetics.

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