



The Influence of Brand Image, Product Variety, and E-Word of Mouth on Purchasing Decisions for Maybelline Products in Karawang (A Case Study of Maybelline Product Users in Karawang Regency)

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Abstract: The cosmetics industry in Indonesia has experienced increasing competition, making it important to understand the factors influencing consumers' purchase decisions. This study aims to examine the effects of Brand Image, Product Variety, and Electronic Word of Mouth (e-WOM) on the purchase decisions of Maybelline products in Karawang Regency. A quantitative approach was employed using a survey of 96 respondents who had purchased or used Maybelline products. Data were analysed using regression analysis, t-tests, and an F-test. The results show that Brand Image, Product Variety, and e-WOM each have a positive and significant effect on purchase decisions. Brand Image obtained a beta coefficient of 0.636, Product Variety 0.665, and e-WOM 0.694, with all significance values of 0.000. Simultaneously, the three variables significantly affect purchase decisions, with an F-value of 45.525 and a significance value of 0.000. These findings indicate that consumers' purchase decisions are influenced by their perceptions of the brand, the availability of product alternatives, and information shared by other consumers through digital platforms. The findings provide practical implications for strengthening brand management, product offerings, and digital communication strategies.

Keywords: Brand Image; Purchase Decision; Product Variation; Electronic Word of Mouth

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INTRODUCTION

The cosmetics industry has experienced rapid growth in Indonesia, creating increasingly intense competition among local and international brands. The number of cosmetic companies increased by 21.9%, from 913 companies in 2022 to 1,010 companies by mid-2023. This growth indicates the increasing economic potential of the beauty industry while simultaneously creating challenges for companies in maintaining consumer preferences and purchase decisions. In this competitive

environment, understanding the factors that influence consumers purchasing decisions is important for business sustainability and marketing strategy.

Maybelline is one of the international cosmetic brands competing in the Indonesian market. As part of L'Oreal Group, Maybelline offers a wide range of cosmetic products, including lipstick, foundation, mascara, eyeliner, and other beauty products. However, its position in the market has shown fluctuations across product categories. The Top Brand Index data presented in the thesis indicates that although Maybelline remained a leading brand in several categories, its position declined in some products between 2023 and 2024. This condition indicates that brand recognition alone does not necessarily guarantee consistent consumer purchasing decisions.

Purchasing decisions are influenced by various factors. Kotler et al., (2016) explain that purchasing decisions can be affected by other people's influence and situational factors. In the context of Maybelline, the thesis identifies brand image, product variety, and electronic word of mouth (e-WOM) as relevant factors influencing consumers' purchasing decisions. Brand image can serve as a reference for consumers when selecting products Yulianita et al., (2024), while product variety can attract consumers by providing broader alternatives (Safitri, 2022). Furthermore, e-WOM has become increasingly important in the digital environment because consumers tend to consider reviews, recommendations, and experiences shared by other users when making purchasing decisions (Yulianita et al., 2024).

Previous research has generally demonstrated positive relationships between these variables and purchasing decisions. Yulianita et al., (2024), for example, found that brand image, product variety, and e-WOM significantly influenced purchasing decisions for Wardah cosmetics in Denpasar. Other studies in the thesis also report significant effects of brand image and e-WOM on purchasing decisions (Anggraeni & Marginingsih, 2024; Tannady et al., 2022). However, a research gap remains because previous findings were largely examined in different product and geographical contexts. Therefore, empirical evidence concerning the simultaneous influence of these three factors on Maybelline consumers in Karawang remains relevant. The thesis also identifies that Maybelline's brand image is not yet fully established in consumers' minds, while differences in product preferences and consumers' greater tendency to seek rather than provide online reviews create further issues requiring investigation.

Accordingly, this study addresses the following research questions: **(1)** Does brand image influence consumers' purchasing decisions for Maybelline products in Karawang? **(2)** Does product variety influence purchasing decisions? **(3)** Does e-WOM influence purchasing decisions? and **(4)** Do brand image, product variety, and e-WOM simultaneously influence purchasing decisions?

This research is important for the field of economics and business because its findings can provide empirical evidence for developing effective marketing strategies, particularly in highly competitive consumer-goods markets. For companies, the results can support decisions concerning brand management, product offerings, and digital

communication strategies. Academically, the study contributes additional evidence to marketing research and provides a basis for future studies involving different variables, populations, and research objects.

LITERATURE REVIEW

2.1 Purchase Decision

Purchase decision refers to the process through which consumers evaluate alternatives and determine whether to purchase a particular product. (Kotler et al., 2016) explain that purchasing decisions may be influenced by other people's opinions and situational factors. Therefore, consumers do not make purchasing decisions solely based on the functional characteristics of a product but also consider their perceptions of the brand, available alternatives, and information obtained from other consumers.

In the cosmetics industry, purchasing decisions are particularly important because consumers are faced with numerous brands and product alternatives. Consequently, companies need to understand the factors that shape consumer preferences and encourage actual purchases. The thesis identifies brand image, product variety, and electronic word of mouth (e-WOM) as important factors that may influence purchasing decisions.

2.2 Brand Image and Purchase Decision

Brand image represents consumers' perceptions and associations toward a particular brand. A positive brand image can create trust and strengthen consumers' confidence when evaluating products. Ruliyani et al., (2023) argue that brand image plays an important role in shaping consumer perceptions and purchasing decisions. Similarly, Yusuf (2021) found that brand image significantly influenced purchase decisions, while (Rihayana et al., 2021) found a positive and significant influence of brand image on purchase decisions.

The relationship is also supported by Yulianita et al., (2024), who found that brand image had a positive and significant effect on purchasing decisions for Wardah cosmetic products in Denpasar. Their study is particularly relevant because it examined consumers in the cosmetics industry and included brand image as one of its independent variables. Therefore, when consumers perceive Maybelline as a reputable, recognizable, and trustworthy brand, they are expected to have greater confidence in choosing its products. Based on this reasoning, the following hypothesis is proposed:

H1: Brand image has a positive and significant effect on the purchase decision of Maybelline products.

2.3 Product Variety and Purchase Decision

Product variety refers to the range of alternatives offered by a company to accommodate different consumer needs and preferences. A broader product assortment can provide consumers with greater opportunities to find products that match their individual requirements. Safitri (2022) explains that product diversity can attract consumers by providing more alternatives. Fadhila et al., (2022) also examined product variety as a factor associated with purchasing decisions.

Empirical evidence from Yulianita et al., (2024) demonstrates that product variety has a positive and significant effect on purchasing decisions for Wardah cosmetics. This finding is consistent with the thesis, where product variety was found to positively and significantly affect consumers' decisions to purchase Maybelline products. The thesis reports that consumers particularly value the availability of multiple product choices, which makes it easier for them to select products according to their needs. Thus, greater product variety is expected to increase the probability that consumers will find suitable products and consequently make purchasing decisions.

H2: Product variety has a positive and significant effect on the purchase decision of Maybelline products.

2.4 Electronic Word of Mouth and Purchase Decision

Electronic word of mouth (e-WOM) refers to consumer-generated information, opinions, recommendations, and experiences communicated through digital platforms. Latief (2018) emphasize the importance of word-of-mouth communication as a marketing mechanism capable of influencing consumer perceptions and behavior. In the digital environment, e-WOM becomes increasingly relevant because consumers can easily access reviews and recommendations before purchasing. Widayat et al., (2022) found that e-WOM significantly influences purchasing decisions because consumers tend to consider other users' experiences more credible than company advertising. Dharmawan (2023) similarly demonstrated the importance of e-WOM in influencing consumer behavior.

Soinbala et al., (2020) also found an influence of e-WOM through Instagram on purchasing decisions, while Alizar et al., (2022) demonstrated that word of mouth significantly affected decisions to use wedding organizer services. The findings of Yulianita et al., (2024) further confirm that e-WOM has a positive and significant effect on purchasing decisions in the cosmetics sector. Accordingly, positive reviews, recommendations, and consumer experiences shared online are expected to increase consumer confidence and encourage purchase decisions.

H3: Electronic word of mouth has a positive and significant effect on the purchase decision of Maybelline products.

2.5 Simultaneous Influence of Brand Image, Product Variety, and e-WOM on Purchase Decision

Brand image, product variety, and e-WOM represent complementary aspects of consumer decision-making. Brand image provides consumers with perceptions and associations concerning the brand, product variety provides alternatives that accommodate different needs, while e-WOM provides external information and social validation. The interaction of these factors may therefore strengthen consumers' confidence when making purchasing decisions.

Yulianita et al., (2024) provide direct empirical evidence that brand image, product variety, and e-WOM simultaneously influence purchasing decisions in the cosmetics industry. The thesis also reports that the three variables simultaneously influence Maybelline purchasing decisions, with a coefficient of determination of 59.57%, indicating that these variables explain a substantial proportion of the variation in purchasing decisions. Based on this theoretical and empirical reasoning, the following hypothesis is proposed:

H4: Brand image, product variety, and electronic word of mouth simultaneously have a positive and significant effect on the purchase decision of Maybelline products.

METHOD

3.1 Research Design

This study employed a quantitative research approach to examine the effects of brand image, product variety, and electronic word of mouth (e-WOM) on consumers' purchase decisions for Maybelline products in Karawang Regency. A quantitative approach was selected because the study examines relationships among measurable variables using statistical analysis. The research was conducted empirically by collecting primary data directly from respondents and analysing the data statistically.

3.2 Population and Sample

The population consisted of consumers of Maybelline products in Karawang Regency. Because the exact size of the population was unknown, the sample size was determined using the Lemeshow formula for an unknown population. Using a confidence level of 95% ($Z = 1.96$), a maximum estimated proportion of 0.5, and a 10% margin of error, the calculation resulted in a sample of 96 respondents.

Respondents were selected based on predetermined criteria: (1) female consumers aged 17–25 years, (2) having purchased Maybelline products, and (3) being users of Maybelline products. The thesis identifies purposive sampling as the sampling technique, in which respondents are deliberately selected based on characteristics relevant to the research objectives.

3.3 Data Collection and Measurement

The study used both primary and secondary data. Primary data were obtained directly from respondents, while secondary data were obtained from websites and previous studies relevant to brand image, product variety, e-WOM, and purchase decisions. Data collection involved literature study, interviews, and questionnaires. The questionnaire was specifically distributed to Maybelline consumers in Karawang to obtain quantitative information regarding the four research variables. A closed-ended questionnaire was used as the main research instrument. All variables were measured using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree.

Brand image was measured through three dimensions: strength of brand associations, favourability of brand associations, and uniqueness of brand associations. Product variety was measured through product brand, product completeness, product size, and product quality. E-WOM was measured through eight dimensions: platform assistance, venting negative feelings, concern for others, extraversion/positive self-enhancement, social benefits, economic incentives, helping the company, and advice seeking. Purchase decision was measured through product choice, brand choice, place choice, purchase quantity, purchase timing, and payment method.

3.4 Data Analysis

Before hypothesis testing, the collected ordinal data were transformed into interval-scale data using the Method of Successive Intervals (MSI). The validity of the questionnaire was examined using the Pearson Product-Moment correlation, with an

item considered valid when the calculated correlation coefficient exceeded the critical value at a 5% significance level. Reliability was assessed using Cronbach's Alpha to evaluate the consistency of the measurement instrument. Normality was examined using the Kolmogorov-Smirnov test, where a significance value above 0.05 indicated normally distributed residuals.

The analysis consisted of descriptive and verification analyses. Descriptive analysis was used to describe respondents' responses to each research variable. Verification analysis employed path analysis to examine the relationships between the independent variables and purchase decisions. The structural equation used in the path analysis was:

$$y = py_1x_1 + py_2x_2 + py_3x_3 + py\varepsilon \dots \dots \dots (1)$$

where X_1 represents brand image, X_2 represents product variety, X_3 represents e-WOM, and Y represents purchase decision. The path coefficients represent the direct effects of each independent variable on purchase decisions. The coefficient of determination (R^2) was subsequently used to assess the proportion of variation in purchase decisions explained by brand image, product variety, and e-WOM. Hypotheses were tested using the t-test for partial effects and the F-test for simultaneous effects. Statistical significance was evaluated at the 5% level. For the partial test, a significance value below 0.05 indicated a significant effect. The simultaneous test evaluated whether the three independent variables jointly influenced purchase decisions. All statistical analyses were performed using SPSS version 26, as specified in the original research design.

ANALYSIS AND DISCUSSION

Validity Test

Validity testing was conducted to ensure that the measurement instruments in the questionnaire could measure what was intended. Validity testing was conducted using Corrected Item-Total Correlation analysis through the SPSS program with a significance level of 0.05. The validity test results showed that all indicators for the variables of Brand Image, Product Variety, E-Word of Mouth (e-WOM), and Purchase Decision were valid. Based on the Pearson Product Moment results, the calculated r value for each item was greater than the table r (0.200), indicating that the measurement instruments could be used to measure the intended variables.

Reliability Test

Reliability testing was conducted to measure the internal consistency of the instruments used in the study. The results of the reliability test using Cronbach's Alpha showed that all variables in the questionnaire had a Cronbach's Alpha value greater than 0.70. With these values, the instruments used can be considered reliable or consistent in measuring the variables in question, in accordance with the standards

recommended by Hair et al. (2019). Thus, all statement items used in this study are declared reliable and suitable for further analysis, such as hypothesis testing and research model analysis.

Table 1. Reliability Analysis

Variable	Cronbach's Alpha	Description
<i>Brand Image (X1)</i>	0.940	Reliable
<i>Product Variety (X2)</i>	0.939	Reliable
<i>E-Word of Mouth (X3)</i>	0.885	Reliable
<i>Purchase Decision (Y)</i>	0.910	Reliable

Source: Researcher, 2025

Normality Test

The results of the normality test using the One-Sample Kolmogorov-Smirnov Test show that the residual data is normally distributed, with an Asymp. Sig. (2-tailed) value of 0.200, which is greater than 0.05. This indicates that the data can be used for further testing because it meets the assumption of normality. Thus, it can be concluded that the residual data has met the normality assumption, so that the regression model used in this study is feasible to proceed to the next stage of analysis.

Table 2. Normality Test

Normality Test	N	Test Statistic	Sig.
Kolmogorov-Smirnov	96	0.048	0.200

Source: Researcher, 2025

Descriptive Analysis

The results of the descriptive analysis show that the majority of respondents gave positive ratings to the brand image of Maybelline products. Respondents felt that this brand was memorable and that they often heard promotions from Maybelline. In terms of product variety, the majority of respondents felt that Maybelline products offered many choices that suited their needs. The descriptive analysis results show that most respondents gave positive ratings regarding the influence of e-WOM on purchasing decisions.

Path Analysis

The path analysis results show that all independent variables have a positive and significant effect on Purchase Decisions. Product Variety has a positive effect with a Beta value of 0.221 and significance of 0.035, which means that the more diverse Maybelline products are, the higher the tendency for consumers to buy. E-Word of Mouth is the most dominant variable with a Beta of 0.417 and a significance of 0.000, indicating that online reviews and recommendations strongly influence purchasing decisions. Brand Image also has a significant effect with a Beta of 0.252 and a

significance of 0.010, indicating that Maybelline's positive image can increase consumers' decisions to buy. Overall, all three variables proved to be significant, with E-Word of Mouth being the most influential factor in the model.

Table 3. Path Analysis

Variables	Sig.	Description
Product Variety	0.000	Positive and Significant
Electronic Word of Mouth	0.000	Positive and Significant
Brand Image	0.000	Positive and Significant

Source: Researcher, 2025

Coefficient of Determination

Based on table 4, the R Square value is 0.598. This means that the variables of Brand Image, Product Variety, and E-Word of Mouth can explain 59.8% of the variation in Purchase Decisions. Meanwhile, the remaining 40.2% is explained by other factors outside this research model. The R value of 0.773 indicates a strong relationship between the independent variables and the dependent variable.

Table 4. Coefficient of Determination

Dependent Variable	Independent Variable	R	R Square
Purchase Decision	Product Variety, Electronic Word of Mouth, Brand Image	0.773	0.598

Source: Researcher, 2025

Partial Influence of Brand Image on Purchase Decision

Based on table 5, Brand Image has a positive and significant effect on Purchase Decision, as indicated by Beta 0.636, t value = 8.001, and sig. 0.000 < 0.05. The stronger the Maybelline brand image, the higher the tendency for consumers to purchase its products.

Table 5. Output of the t-test of Brand Image on Purchase Decision

Variable	Beta	t	Sig.
Brand Image	0.636	8.001	0.000

Source: Researcher, 2025

Partial Effect of Product Variety on Purchase Decision

Based on Table 6, Product Variety is proven to have a positive and significant effect on Purchase Decision, as indicated by a Beta value of 0.665, a t value of 8.628, and a significance of 0.000 < 0.05. This means that the more diverse the products offered, the higher the tendency for consumers to make purchases.

Table 6. Output of the t-test of Product Variety on Purchase Decision

Variable	Beta	t	Sig.
Product Variety	0.665	8.628	0.000

Source: Researcher, 2025

Partial Effect of E-Word of Mouth on Purchase Decision

Based on table 7, E-Word of Mouth has a positive and significant effect on Purchase Decision, as indicated by a Beta value of 0.694, a t value of 9.353, and a sig. of $0.000 < 0.05$. This means that the stronger the online reviews and recommendations received by consumers, the greater their tendency to make a purchase.

Table 7. Output of the t-test of E-Word of Mouth on Purchase Decision

Variable	Beta	t	Sig.
Electronic Word of Mouth	0.694	9.353	0.000

Source: Researcher, 2025

Simultaneous Influence of Variables on Purchase Decision

Based on table 8, the results of the ANOVA analysis show that Brand Image, Product Variety, and E-Word of Mouth (e-WOM) have a significant simultaneous effect on Purchase Decision. This can be seen from the F value of 45.525 with a significance of 0.000, which is much smaller than 0.05, indicating that the three independent variables together contribute to explaining the variation in consumer purchasing decisions. In other words, the influence of these three factors works simultaneously in influencing consumers' decisions to purchase Maybelline products.

Table 8. Simultaneous Test Output for Purchase Decision

Mode	F-value	Sig.	Description
Regression	45.525	0.000	Significant

Source: Researcher, 2025

Discussion

The findings of this study demonstrate that Brand Image, Product Variety, and Electronic Word of Mouth (e-WOM) each have a positive and significant effect on the purchase decision of Maybelline products in Karawang Regency. The finding regarding Brand Image is consistent with previous studies by Rihayana et al., (2021), Yusuf, (2021), and Ruliyani et al., (2023), which found that a positive brand image contributes significantly to consumers' purchase decisions. The result also supports Yulianita et al., (2024), who demonstrated that brand image positively and significantly affects purchasing decisions in the cosmetics industry. Meanwhile, the significant effect of Product Variety is consistent with Safitri (2022), Fadhila et al., (2022), and Yulianita et al., (2024), who emphasized that a wider range of product alternatives enables

consumers to select products that better match their individual needs and preferences. These findings indicate that consumers' purchasing decisions are influenced not only by their perceptions of the brand but also by the availability of suitable product alternatives.

The results further indicate that e-WOM has a positive and significant effect on purchase decisions, with a coefficient of $\beta = 0.694$, a t-value of 9.353, and a significance value of 0.000. This finding supports previous research by Widayat et al., (2022), Soinbala and Bessie (2020), Dharmawan (2023), and Yulianita et al., (2024), which found that e-WOM significantly influences consumers' purchasing decisions. The significant effect of e-WOM may be attributed to the increasing tendency of consumers to seek information from other users before making purchasing decisions. Online reviews, recommendations, and shared consumer experiences can provide additional information regarding product quality, suitability, and performance, thereby reducing uncertainty and increasing consumers' confidence in making a purchase. Therefore, e-WOM represents an important source of information that can encourage consumers to make purchasing decisions in the digital environment.

The significant effect of Brand Image also provides an important clarification regarding the statement in the introduction that Maybelline's brand image is "not yet fully established" in consumers' minds. The empirical findings do not indicate that Maybelline has a weak or poorly established image. Instead, the significant positive effect of Brand Image ($\beta = 0.636$; $t = 8.001$; $p < 0.001$), together with the descriptive results showing generally positive consumer perceptions, suggests that Maybelline already possesses meaningful brand associations among respondents. Therefore, the earlier statement should be interpreted as there is still room to strengthen and maintain the brand image, rather than as an indication that the brand image has not been formed. This interpretation is more consistent with the empirical evidence, which shows that a stronger brand image is associated with a higher tendency to purchase Maybelline products.

CONCLUSION

This study aims to examine the effect of Brand Image, Product Variety, and E-Word of Mouth (e-WOM) on the purchase decision of Maybelline products in Karawang Regency. The analysis results show that these three variables have a significant effect, both partially and simultaneously, on the purchase decision. Specifically, Brand Image and Product Variety contribute positively to increasing purchase interest, while E-Word of Mouth (e-WOM) is also proven to play an important role in shaping consumer perceptions and encouraging purchase decision. The ANOVA test shows that the three variables simultaneously have a very significant influence on purchasing decisions, with a high F value (45.525) and a very low p-value (0.000). The implications of this study provide insight for Maybelline marketers to focus more on strengthening brand image, providing a wider variety of products, and leveraging the

power of e-WOM through digital platforms to influence consumer purchasing decisions. This study also highlights the importance of social media and online reviews as highly influential factors in current consumer purchasing decisions.

However, there are several limitations to this study, such as time and resource constraints that resulted in a sample limited to consumers in Karawang Regency, so the results may not be fully generalizable to other regions. In addition, this study only measures purchasing decisions in the context of Maybelline products, without considering other external factors such as price and distribution. For future research, it is recommended to expand the sample to a wider area and include other factors such as price and promotion in the research model. In addition, further research can use longitudinal methods to monitor changes in consumer behavior over time.

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