

THE EFFECTS OF BRAND IMAGE, PRODUCT QUALITY, PRICE PERCEPTION, AND ADVERTISING ON PURCHASE DECISIONS FOR GLAD2GLOW PRODUCTS ON TIKTOK SHOP AMONG GEN Z IN PURWOKERTO

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Abstract

The growth of the skincare industry in Indonesia, driven by the expansion of e-commerce particularly on TikTok Shop has intensified competition among brands to influence Generation Z purchase decisions. One brand that's currently trending among Generation Z is Glad2Glow. Glad2Glow ranked third in sales on Tiktok Shop. Although Glad2Glow has managed to attract customer attention, the company still faces stiff competition. Therefore, researchers have conducted studies to identify the factors influence purchase decisions. Several factors influence these decisions including brand image, product quality, price perception, and advertising on purchase decisions. This study was conducted to analyze the influence of brand image, product quality, price perception, and advertising on Generation Z purchase decisions regarding Glad2Glow products on Tiktok Shop in Purwokerto. This study employed a quantitative approach using *Purposive sampling* involving 130 respondents. The data were collected via questionnaire and analyzed using SmartPLS 4.0. The results of this study indicated that brand image, product quality, price perception, and advertising have a positive and significant of determination (R^2) these variables account for 76.9% of the variation in purchase decisions.

Keywords: Brand Image, Product Quality, Price Perception, Advertising, Purchase Decisions

INTRODUCTION

Technological advancements have transformed the way people access information and fulfill their daily needs. Along with increasingly busy lifestyles, particularly among women, maintaining healthy skin has become an important part of personal care and self-confidence. Busy daily activities may increase exposure to environmental factors that contribute to various skin problems, encouraging customer to adopt skincare products as part of their daily routines. (April & Wulandari, 2024). *Skincare* products, including facial cleansers, moisturizers, serums, and sunscreens, are designed to maintain skin health, strengthen the skin barrier, and address common skin concerns when used consistently according to individual skin needs (Padang et al., 2024)

The growth of the national beauty sector is marked by an increasing number local and imported skincare brands. Glad2Glow is starting to gain recognition among Gen Z, but it must compete with established manufacture that already have a strong costumer base. (Rahmawati et al., 2025).

Best Selling Skincare Product 2025

No	Skincare Brands	Market Sher
1	Skintific	4,10%
2	Wardah	2,97%
3	Glad2Glow	2,51%
4	Hanasui	1,52%
5	Maybeline NY	1,47%
6	MS Glow	1,36%
7	Somethinc	1,23%
8	Skin1004	0,98%
9	Make Over	0,98%
10	Garnier	0,85%

Image 1

<https://data.goodstats.id>

[GoodStats](#) reposrts that Glad2Glow holds a 2,51% market shere and ranks thrird. Brands trailing behind include Hanasui a 1,52%, Maybelline NY at 1,47%, MS Glow at 1,36%, Somethinc at 1,23%, Skin1004 and Make Over at 0,98% each, Garnier at 0,85%. This achievment indicates that Glad2Glow has successfully carved out a niche for it self amid intense market competition. To maintain this position, the company needs to respond to marjet changes, upted its products, and ensuresonsistent quality. Brand image building is also achieved through the actres involvrment in promotional activities and pricing strategies aligned with Generation Z's purchase power. (Sari & Oktapiani, 2024).

In a typical pre-purchase stage, consumers are understood to weigh brand reputation, product quality, price, and advertising messages before comparing alternatives and arriving at a decision (Setyawati et al., 2023).

Purchase decisions are often influenced by how costumer perceive a brand (Rachmawati et al., 2022 the impressions and associations that remain in memory after

exposure to that brand-with a more favorable image thought to strengthen consumer interest and purchase confidence. (Alfiani et al., 2024). Research conducted by Nurvita & Saputro (2024) and Pertiwi (2025) state that brand image has a positive and significant effect on purchase decisions. In contrast, Suardana et al. (2024) dan Hudzaifah et al. (2024) State that brand image does not have a significant effect on purchase decisions. The differing results indicate that the relationship among the variables still needs to be tested with different consumers groups and characteristics.

Skincare consumer are becoming increasingly selective, taking into account a product's effectiveness, safety, reliability, ingredients, and benefits. Glad2Glow offers natural, paraben free ingredients, although consumers still compare it to other product. According to (Rachmawati, 2019). Product quality reflects consumers evaluation of the attributes inherent in a product, while user reviews serve as a source for understanding the user experience (Apriliani & Ramdayani, 2023). Nugroho & Soliha (2024) and Aulia (2025) found evidence that product quality has a positive and significant impact on purchase decisions. On the other hand, Anugrah (2023) dan Meisya et al. (2024) states that product quality has a negative but insignificant effect on purchase decisions. Meanwhile, research conducted Yolanda et al., (2025), Gitama et al., (2022) states that, to some extent product quality does not have a significant effect on purchase decisions.

Consumer perception of price influence purchasing decisions based on whether the price is affordable and commensurate with the (Raffi & Yunita, 2025). Evidence of a significant positive relationship was reported Kartawinarta et al., (2025), Purba & Pudjoprastyono, (2025). Meanwhile Fauziah et al., (2023), reported a negative relationship. In contrast to these findings, Sulistyawati et al., (2023), Ningtias & Paludi, (2023) stated that price perception does not have a significant effect on purchase decisions.

Finally, the growth of social media use has embedded advertising more deeply into the everyday consumer experience. (Rachmawati & Akbar, 2025). Through advertising, companies can convey information, generate interest, and encourage consumers to make (Saragih et al., 2025). Evidence of significant positive influence on purchase decisions was reported by according to Rambe et al., (2025), Farah et al., (2024). In contrast to these findings, Amalia & Yulianthini, (2022), Azizah et al., (2023) found a negative effect. Meanwhile Sari & Mukhlis, (2022) Stated that advertising has No. effect on purchase decisions. This inconsistency in the results provides the basis for further testing.

Taken together, the studies reviewed above point to a genuine research gap the direction and significance of the brand image, product quality, price perception, and advertising effects on purchase decisions vary considerably across product categories, platforms, and consumer segments, and no consensus has yet emerged (Raffi & Yunita, 2025). Most existing studies on these four constructs have examined either general e-commerce platforms or established skincare brands with longer market histories, leaving the combined effect of all four variables on a comparatively new, TikTok Shop native brand largely untested (Fadilah et al., 2026). Accordingly, this study aims to examine the effect of brand image, product quality, price perception, and advertising on the purchase decisions of Generation Z consumers for Glad2Glow products on TikTok Shop in Purwokerto. Its novelty lies in jointly testing these four constructs for a brand that operates natively within a social-commerce platform, in a secondary-city Generation Z sample that has received limited attention in prior literature. The study is expected to contribute both theoretically, by clarifying how these constructs operate within a social-commerce purchase journey, and

practically, by providing Glad2Glow and comparable brands with an evidence-based basis for prioritizing brand-building, product development, pricing, and advertising investment (Alfariza & Pratomo, 2023).

REVIEW OF LITERATURE

Costumer Behavior

Consumer behavior theory serves as the primary framework for explaining how purchase decisions are formed. According to Kotler & Keller (2021) consumer behavior theory explains that purchasing decisions are the results of a sequence of psychological processes through which consumers recognize and conduct post-purchase evaluations. During this process, consumers consider both internal factors, such as perception and attitude. External factors such as product quality, brand image, and advertising. Therefore, purchase decisions are influenced by consumer cognitive and effective evaluations of available alternatives. Based on consumer behavior theory, product quality, brand image, and advertising represent important stimuli that shape consumer evaluation making purchase decisions (Peter & Olson, 2018).

According to Sayidatina et al. (2026), who cite Kotler & Keller (2021), consumer behavior encompasses the stages individuals go through when considering, selecting, and purchasing products. Within this framework, purchase decisions are viewed as the results of an evaluation process, rather than spontaneous actions. Consumers first identify their needs, gather information, and compare various options before deciding which product to purchase. In line with this view, Rachmawati et al., (2022) define the purchase decisions as the stage at which consumers determine which product to choose.

Cognitive theory posits that information processing and rational consideration form the basis of purchasing decisions. Peter & Olson (2018) note that consumer beliefs are formed through evaluations of a product's features, benefits, and value. In the context of this study, product quality refers to a product's superiority and its ability to meet needs, price perception represents the trade-off between cost and benefits. While advertising conveys information about a product's superior value. Therefore, the cognitive framework theory underlies the hypothesis that these three factors can influence purchase decisions.

This theory highlights the feelings, attitude, and emotions that arise when consumers interact with a brand. According to Utami et al., (2026) who cite Peter & Olson (2018) attitudes toward a brand develop from responses of liking or disliking. Within this framework brand image includes an affective component because emotional associations with a brand can spark interest and guide consumers in making purchasing decisions. Menunjukkan bahwa sikap terhadap merek berkembang dari respons suka maupun tidak suka.

Purchase Decision

Consumer behavior theory explains that purchasing decisions result from a sequence of psychological processes consisting of need recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase evaluation (Kotler & Keller, 2021). During this process, consumers evaluate various internal and external factors before deciding to purchase a product. Internal factors and external factors include perceptions, attitudes, and motivations, whereas external factors include product quality, brand image, and advertising (Peter & Olson, 2018). Therefore, this theory provides a theoretical foundation

for explaining how product quality, brand image, and advertising influence consumer purchase decisions.

Zhang & Li (2025) define a purchase decision as an evaluation process that leads to the selection of a product or service. This process begins with the identification of needs, continues with purchase considerations, and concludes with a final decision Restu et al. (2026) add that consumers compare various alternatives based on their needs and preferences before making a choice

This study builds on the findings of Wira et al., (2023) which show that brand image and product quality are positive and significant drivers of purchase decisions. The inclusion of advertising is based on its ability to reinforce brand identity while communicating the benefits and quality advantages of the product, thereby increasing consumer knowledge and confidence. Price perception is also included because consumers assess the balance between the required expenditure and the benefits obtained (Alfariza & Pratomo, 2023).

Brand Image

Consumer behavior theory explains that brand image influences consumer through affective evaluations. Consumer often associate brands with symbolic meanings, trust, and emotional benefit, which simplify the evaluation process and reduce uncertainty during purchase decisions. Consequently a favorable brand image strengthens consumer confidence and encourages purchase decisions (Kotler & Keller, 2021).

According to Siregar et al., (2025) brand image is a perception formed from experiences and stored in consumers' minds. Meanwhile, according to Aziz et al., (2025) it is defined as the impression that resurfaces when a brand is recalled. A strong brand image creates the perception that a product has advantages and additional benefits compared to competitors (Ramadani & Rachmawati, 2022).

Research Nurvita & Saputro (2024) and Pertiwi (2025) indicates that brand image has a positive and significant influence on purchasing decisions.

H1: Brand image has a significant positive effect on purchase decisions

Product Quality

According to consumer behavior theory, consumer evaluate product attributes before making purchase decisions. Product quality serves as an important source of information during that evaluation of alternatives because consumer tend to compare performance, reliability, durability, and suitability with their expectations. Product perceived as having higher quality are more likely to reduce perceived risk and increase consumer confidence in making purchase decisions (Kotler & Keller, 2021).

According to Nugroho & Soliha, (2024) who cite Kotler & Keller (2016) explains that product quality is reflected in the product's ability to meet and even exceed customer expectations. On the other hand Azizah, (2025) explains that product quality is determined by a series of attributes that a product's to meet consumer needs. Therefore, companies need to maintain functionality, physical appearance, and quality consistency so that the product's promises continue to align with consumer expectations. (Rachmawati, 2024).

Retnowati et al., (2026) found that product quality has a positive and significant effect on purchase decisions. In addition, research conducted by Sulistiono et al., (2024) states that brand image influences purchasing decisions. The most recent study, conducted by Azizah, (2025) states that brand image has a positive effect on purchasing decisions.

H2: Product quality has a positive and significant effect on purchasing decision

Price Perception

From the perspective of consumer behavior theory, advertising functions as an external stimulus that provides information, creates awareness, and shapes consumer attitudes. Effective advertising reduces information asymmetry, strengthens product knowledge, and encourages consumers to proceed from information (Peter & Olson, 2018).

According to Nisa & Soebiantoro, (2023) price perception is defined as the way consumers interpret information about a product's price. Mariyana & Talumantak, (2023) emphasize that price perception is a consumer's assessment of whether a product's or service's price is high or low relative to its perceived value.

A positive and significant relationship between price perception and purchase decisions was found by Alifa et al., (2026) and Koli et al., (2025). Based on these findings, a more favorable price perception is expected to increase consumer's propensity to purchase.

H3: Price perception has a positive and significant effect on purchasing decisions

Advertising

Seftian & Jaya, (2024) advertising is defined as communication that conveys a product message effectively to increase interest. According to Yapan, (2023) advertising is a marketing tool used to reach consumers efficiently, capture their attention, provide information, and encourage purchases. Therefore, advertising messages must be relevant, clear, credible, and compelling. Rambe et al., (2025), Fadilah et al., (2026), Aisyah et al., (2025) consistently demonstrate that advertising has a positive and significant effect on purchasing decisions.

H4: Advertising has a significant positive effect on purchasing decisions.

Variable	Indicator
Brand Image (X1)	1. Recognition 2. Reputation 3. Affinity 4. Domain (Wira et al., 2023)
Quality Product (X2)	1. Performance 2. Features 3. Reliability 4. Conformance to Specifications 5. Durability 6. Serviceability 7. Estetika 8. Perceived Quality (Wira et al., 2023)
Price Perception (X3)	1. Price Range 2. Price Quality Ratio 3. Price Benefit Ratio 4. Price Competitiveness (Nugroho & Soliha 2024)

Adversiting (X4)		1. Providing Information 2. Impact on Decision-Making 3. Frequency 4. Relible Sources 5. Ability to attract attention (Rambe et al., 2025)
Purchase Decision (Y)		1. Need Regrection 2. Information Search 3. Alternative Evaluation 4. Purchase Decision 5. Post-Purchase Decision (Ramadhani et al.,2026)

Conceptual Framework

This research model illustrates the relationships between the independent variables (brand image, product quality, price perception, and advertising) and the dependent variable (purchase decision). The model can be illustrated as follows.

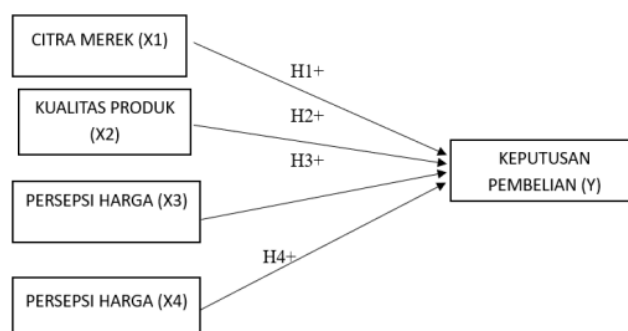


Figure 2
Research Model

RESEARCH METHOD

This study employs a quantitative approach using primary data collected via a questionnaire (Sugiyono 2023). The relationships between variables and the hypotheses were tested using numerical data through the stages of instrument development, objective measurement, collection of respondent answers, and statistical analysis (Waruwu et al., 2025). In this study, all variables were measured using a 1–5 Likert scale.

According to Sugiyono (2023), the population consists of all units of analysis that meet the study's characteristics. The population for this study is Generation Z in Purwokerto who are at least 17 years old and have purchased or used Glad2Glow. The sample was selected using the same criteria. The Lemeshow formula yielded a minimum of 96 respondents ,the data obtained was 130 respondents.

Lameshow

$$N = \frac{Z^2 \cdot p(1-p)}{e^2}$$

Where:

N= Sample size

Z= Standard Normal Value (1,96)

D=Margin error 0,1 (10%)

P= Population proportion 0,5 (50%)

$$n = \frac{1,96^2 \times 0,5 \times 0,5}{0,1^2}$$

$$n = 96,04/96$$

The Lemeshow calculation yielded 96.04 respondents, rounded to 96. Adding a 35% buffer resulted in 129.6, which was then rounded to 130 respondents as the final sample. None of the data was discarded, and the results for all data are valid. (Fadilah et al., 2026).

Respondents were selected through purposive sampling based on predetermined criteria, namely Generation Z individuals residing in Purwokerto who has previously purchased and used Glad2Glow via Tiktok Shop. The data were then analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) in SmartPLS 4.0 to evaluate the measurement model, structural model, and research hypotheses.

RESULTS AND DISCUSSION

Descriptive statistics are used to describe the profile of respondent based on gender, age group, region of residence, and the amount of pocket money or monthly income. This information provides context regarding the composition of the sample being analyzed.

Table 1.
Respondent Data

Characteristics	Category	Total (n)	Percentage (%)
Gender	Laki-laki	39	30
	Perempuan	91	70
Age	17- 20 tahun	34	26.1
	>20-24 tahun	83	63,9
	>24-28 tahun	13	10
Region of Residence	Purwokerto Utara	46	35,3
	Purwokerto Timur	41	31,5
	Purwokerto Selatan	31	24
	Purwokerto Barat	12	9,2
Allowance	Rp 1000.000-Rp 2.000.000	61	47
	Rp2.000.000-Rp3.000.000	41	31,5
	Rp3.000.000-Rp4.000.000	18	13,9
	> Rp4.000.00	10	7,6

Source: SmartPLS 4.0 (2026)

Based on the research findings, a total of 130 respondents completed the questionnaire via Goggle Forms. Overall, the results of this study indicate that the manjoritu of respondents were woman aged 20-24, residing in north purwokerto , with an average monthly allowance of Rp 1.000.000- Rp 2.000.000. These characteristics relect the profile of Generation Z consumers who most frequently purchase Glad2Glow through Tiktok Shop.

Outer Model

An evaluation of the outer model was conducted to ensure that the indicators accurately and consistently represent the latent construct. The outer model includes convergent validity, discriminant validity, and composite reliability (Laila et al., 2025).

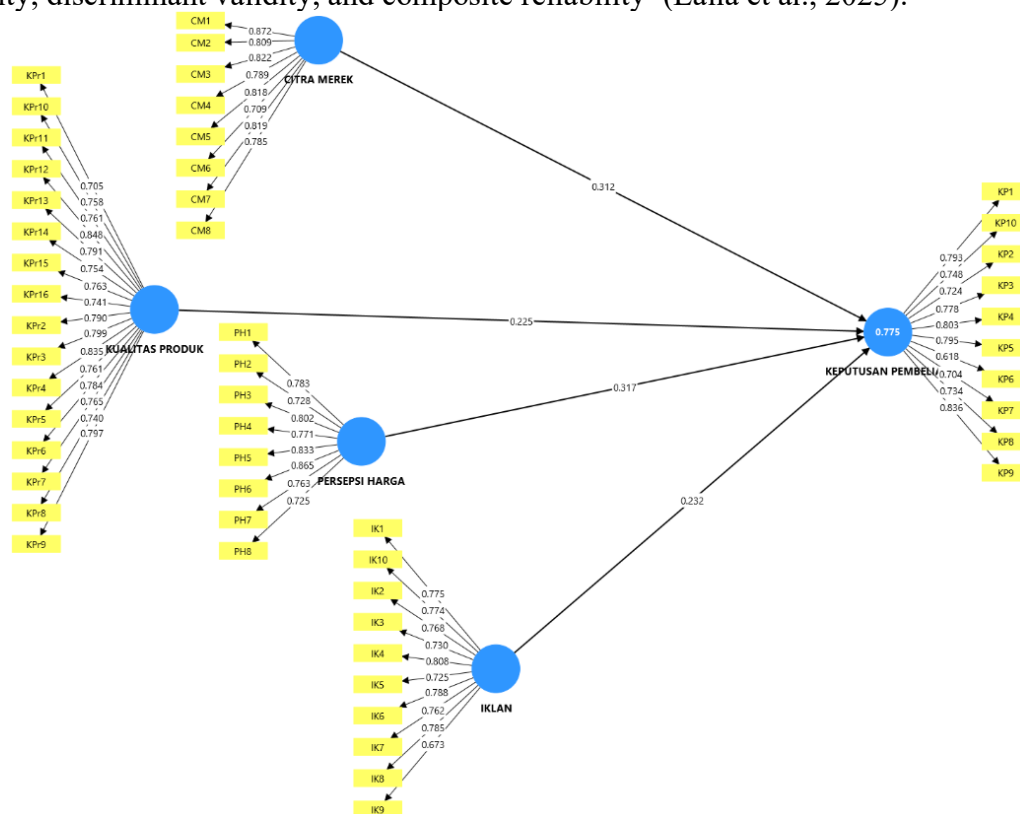


Figure 3
Outer Model

Source: SmartPls 4.0 Data Processing (2026)

Convergent Validity

Convergent validity indicates how strongly the indicators of a construct are correlated with one another. A construct is considered to meet the criteria if the Average Variance Extracted (AVE) value is at least 0.50 (Hair et al.,2021)

Table 2
Convergent Validity

	Average Variance Extracted
Brand Image	0.646
Product Quality	0.596
Price Perception	0.597
Adversiting	0.610

Purchase Decision 0.617

Source: SmartPLS 4.0 Data Processing (2026)

Based on the results in table 2, several indicators were eliminated because their values were below 0,70 specifically, indicators IK9 and KP6. After elimination, all remaining indicators had loading factors $\leq 0,70$ and AVE values $\geq 0,50$, so the data be considered to have valid convergent validity (Hair et al.,2021).

Construst Reability and Validity

This is test conducted to measure the level of consistency of a construct. The purpose of this tes tis to determine the extent to which the indicators for each variable provide consistent measurement results and a good kevel of accuracy. This tes tis conducted using Cronbach's Alpha and Composite Reliability, with a minimum threshold of 0,70. (Hair et al.,2021).

Tabel 3
Construct Reliability and Validity

	Cronbach's Alpha	Cronbach's Alpha Composite Reliability
Brand Image	0.921	0.926
Product Quality	0.956	0.958
Price Perception	0.911	0.915
Adversiting	0.915	0.917
Purchase Decision	0.915	0.918

Source: SmartPLS 4.0 Data Processing (2026)

All constructs in table 3 namely brand image, product quality, proce perception, adversiting, and purchase decision yielded Cronbach's Alpga and Composite Reliability value above 0,70. These results indicate that the indicators for each construct provide stable. (Hair et al.,2021).

Discriminant Validity (Fornnel-Larcker)

Discriminant validity indicates a construct's ability to be distinguished from other constructs. The fornell-larcker criterion is met when the square root of the AVE on the diagonal of tge matrix is greater than the correlation between that construct and any other construct with a value of 0.70 (Hair et al.,2021).

Tabel 4
Fornell-Larcker

	Brand Image	Adversiting	Purchase Decision	Quality Product	Price Perception
Brand Image	0.804				
Adversiting	0.513	0.772			
Purchase Decision	0.703	0.728	0.773		
Quality Product	0.481	0.699	0.704	0.775	
Price Perception	0.500	0.574	0.723	0.526	0,785

Source: SmartPLS 4.0 Data Processing (2026)

The AVE value table 4 are 0.804 for brand image, 0.775 for product quality, 0.785 for price perception, 0.772 for advertising, and 0.773 for purchase decision. Each diagonal value

higher in representing its respective construct than in relationship with other constructs. (Hair et al., 2021).

Model Fit

Model fit was also evaluated using the Standardized Root Mean Square Residual (SRMR) according Prasetya et al. (2025), a model is considered acceptable if the SRMR value is below 0,10. The model fit is considered stronger if the SMRM value is below 0,08.

Tabel 5
Model Fit Value

	Saturated model	Estimated model
SRMR	0.063	0.063

Source: SmartPls 4.0 Data Processing (2026)

Based on the table 5 above the Estimated model value is $0,063 < 0,08$ and the SRMR Saturated Model value is $0,063$, which is less than $< 0,08$. It can therefore be concluded that the model is a good fit, consistent with the results of the hypothesis testing.

Uji Determinasi (R-Square)

The R-square value can be used to explain the effect of a specific exogenous latent variable on an endogenous latent variable (Ghozali 2023).

Tabel 6
R-squared value

	R-Square	R-Square Adjusted
Purchase Decision	0.776	0.769

Source: SmartPls 4.0 Data Processing (2026)

Based on the R-Square test results, it can be concluded that the research model has substantial explanatory power regarding the purchase decision variable. This is evidenced by an Adjusted R-Square value of 0.769, indicating that the variables of brand image, product quality, price perception, and advertising account for 76.9% of the purchase decision. This leaves 23.1% of the variance for further research. Thus, this model is considered to have high explanatory power and is suitable for analyzing relationships between variables and testing research hypotheses.

Hypothesis Testing

Path coefficient analysis is used to assess the direction, magnitude, and significance of relationships between constructs. The Original Sample values describe the direction and magnitude of the effect, while the T-Statistic and P-Value serve as the basis for assessing significance. For a one-tailed test at a 5% significance level, the hypothesis is considered supported if the T-statistic exceeds 1.645 and the P-value is less than 0.05 (Laila et al., 2025). Based on these criteria, the results of the hypothesis testing using the bootstrapping method are presented as follows.

Table 7
Path Coefficient

	Original Sample (β)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P Value	Description
Brand Image ->Purchase Decision	0.322	0.322	0.056	5.710	0.000	Accepted

Quality Product ->Purchase Decision	0.227	0.227	0.054	4.177	0.000	Accepted
Price Perception ->Purchase Decision	0.314	0.313	0.050	6.302	0.000	Accepted
Adversiting -> Purchase Decision	0.224	0.228	0.060	3.730	0.000	Accepted

Source: SmartPls 4.0 Data Processing (2026)

The results of hypothesis testing show that brand image has a positive and significant effect on purchasing decisions, with a path coefficient (β) of 0.322, a t-statistic of 5.710, and a p-value of 0.000 ($p < 0.05$). These results show that the better the Glad2Glow brand image is in the minds of consumers, the higher the consumer's tendency to make purchasing decisions through the TikTok Shop. Thus, the first hypothesis is accepted.

The analysis results indicate that price perception has a positive and significant effect on purchasing decisions, with a path coefficient (β) of 0.314, a t-statistic of 6.302, and a p-value of 0.000 ($p < 0.05$). Thus, the second hypothesis is accepted. These results demonstrate that the more positive the consumer's perception of Glad2Glow product prices, the greater the likelihood of the consumer making a purchase.

The test results indicate that product quality has a positive and significant effect on purchasing decisions, with a path coefficient (β) of 0.227, a t-statistic of 4.177, and a p-value of 0.000 ($p < 0.05$). Therefore, the third hypothesis is accepted. These findings demonstrate that improving product quality will enhance consumer purchasing decisions regarding Glad2Glow products.

The test results indicate that advertising has a positive and significant effect on purchasing decisions, with a path coefficient (β) of 0.224, a t-statistic of 3.730, and a p-value of 0.000 ($p < 0.05$). Thus, the fourth hypothesis is accepted. These findings demonstrate that effective advertising can enhance consumer purchasing decisions regarding Glad2Glow products.

The Influence of Brand Image on Purchase Decisions

The research results show that brand image has a positive and significant effect on purchasing decisions. According to Kotler and Keller (2021), brand image is a consumer's perception of a brand that influences the evaluation process before making a purchase. Brand image is the most dominant factor because skincare products require a high level of trust, especially when purchasing through the TikTok Shop which does not allow consumers to try the product directly. Therefore, Glad2Glow needs to maintain its brand reputation through consistent product quality and good marketing communications. who found that brand image does not have a significant effect on purchasing decisions.

The Influence of Product Quality on Purchase Decisions

Research findings indicate that product quality has a positive and significant impact on purchasing decisions. According to Kotler and Keller (2021), product quality refers to a product's ability to meet consumer needs and expectations. The influence of product quality ranks below that of brand image and price perception, as online shoppers rely more heavily on information regarding brand and price before they can directly assess product quality. Therefore, Glad2Glow needs to maintain consistent product quality to preserve consumer trust. This finding is consistent with the results of studies conducted by Azizah (2025) and Aulia (2025), which show that product quality has a positive and significant influence on purchasing decisions.

The Influence Price Perceptions of on Purchase Decisions

The results of the study confirm that consumer perceptions of price have a positive and significant influence on purchasing decisions. According to Kotler & Keller (2021), Price reflects the sacrifice made by consumers, which is assessed by comparing it to the product's benefits. Therefore, before making a purchase, consumers consider whether the price is reasonable and what value they are getting in return. Purchasing power is the most important indicator. This aligns with the characteristics of Generation Z respondents, most of whom are still students and have limited purchasing power. Glad2Glow's price is considered affordable and commensurate with its quality, thereby increasing the likelihood of purchase. These findings are consistent with those of Purba & Pudjoprastyono (2025) and Kartawinarta et al. (2025).

The Influence of Advertising on Purchase Decisions

Research findings indicate that advertising has a positive and significant impact on purchasing decisions. According to Kotler and Keller (2021), advertising serves to inform, persuade, and remind consumers about a product, thereby influencing purchasing decisions. Although its impact is smaller compared to other variables, advertising still plays a role in increasing consumer awareness and interest in Glad2Glow products. Therefore, the company needs to optimize promotions through creative content, live shopping, and collaborations with influencers on TikTok Shop. (Yapan, 2023). This finding is consistent with the research by Aisyah et al. (2025) and Yapan (2023), which states that advertising has a positive and significant influence on purchasing decisions.

CONCLUSION

This study aims to examine the influence of brand image, product quality, price perception, and advertising on Generation Z's purchasing decisions regarding Glad2Glow products on TikTok Shop in Purwokerto. Based on the results of SEM-PLS analysis of 130 respondents, this study concludes that brand image, product quality, price perception, and advertising each have a positive and significant influence on purchase decisions; thus, hypotheses H1, H2, H3, and H4 are all accepted. These four variables collectively explain 76.9% of the variation in purchase decisions. The remaining variation is explained by other factors beyond the scope of this study. This study confirms that Generation Z consumers carefully and simultaneously consider brand image, product quality, price fairness, and advertising effectiveness before deciding to purchase Glad2Glow products.

Recommendations

Glad2Glow is advised to strengthen its brand image through consistent quality and brand ambassadors who can appeal to Generation Z, as these factors have the greatest influence. The company also needs to maintain the packaging aesthetics and product texture, keep prices affordable for students, and enhance the credibility of its advertisements through official accounts and trusted content creators. Future research could examine consumer trust, digital word-of-mouth, or service quality, as well as expand the research area and sample size to ensure the results are more generalizable.

Research Limitations

This study has four limitations. First, the sample was limited to Generation Z in Purwokerto, so the generalizability of the findings to other regions and consumer groups remains limited. Second, the use of a self-report questionnaire means that the responses provided may reflect subjective perceptions rather than actual purchasing behavior. Third,

this model is limited to brand image, product quality, price perception, and advertising the adjusted R-squared value of 0.769 indicates that 23.1% of the variation in purchasing decisions still stems from factors outside the model.

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