

PRICE PERCEPTION, SERVICE QUALITY, PRODUCT QUALITY EFFECTS ON HEAVEN SCENT PERFUME PURCHASE DECISIONS IN MADIUN

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ABSTRAK

Penelitian ini bertujuan untuk memberikan bukti empiris mengenai persepsi harga, kualitas pelayanan, dan kualitas produk berpengaruh positif terhadap keputusan pembelian parfum heaven scent di kota madiun. Sampel dapat diambil jika populasinya tidak dapat ditentukan melalui rumus (Lemeshow, 1997) dengan total 384 sampel. hasil dari olah data dan pengujian hipotesis yang telah dilakukan di mana untuk menguji keempat hipotesis pada penelitian ini, yang meliputi pengaruh persepsi harga terhadap keputusan pembelian, kualitas pelayanan terhadap terhadap keputusan pembelian, kualitas produk terhadap terhadap keputusan pembelian maka dapat ditarik kesimpulan bahwa persepsi harga berpengaruh signifikan terhadap keputusan pembelian, kualitas pelayanan berpengaruh signifikan terhadap keputusan pembelian, dan kualitas produk berpengaruh signifikan terhadap keputusan pembelian.

Kata Kunci: Kualitas Produk, Keputusan Pembelian, Harga, Kualitas Pelayanan

ABSTRACT

This study aims to provide empirical evidence regarding the positive influence of price perception, service quality, and product quality on purchasing decisions of Heaven Scent perfume in Madiun City. The sample was determined using the Lemeshow formula (1997) due to the unknown population size, resulting in a total of 384 respondents. Based on the results of data processing and hypothesis testing conducted to examine the three hypotheses in this study namely the effect of price perception, service quality, and product quality on purchasing decisions it can be concluded that price perception has a significant effect on purchasing decisions, service quality has a significant effect on purchasing decisions, and product quality has a significant effect on purchasing decisions.

Keywords: Product Quality, Purchasing Decision, Price, Service Quality

A. INTRODUCTION

The perfume industry in Indonesia has experienced rapid growth in recent years. Perfume is now not only used to enhance appearance, but also as part of lifestyle and self-expression (Subiya & Wijaya, 2024). Increased public awareness of appearance has led to a rise in demand for body fragrances, both among young people and adults. This phenomenon has prompted many local brands to compete with international brands by offering products that are high in quality, have appealing scents, and come in attractive packaging, yet remain affordable.

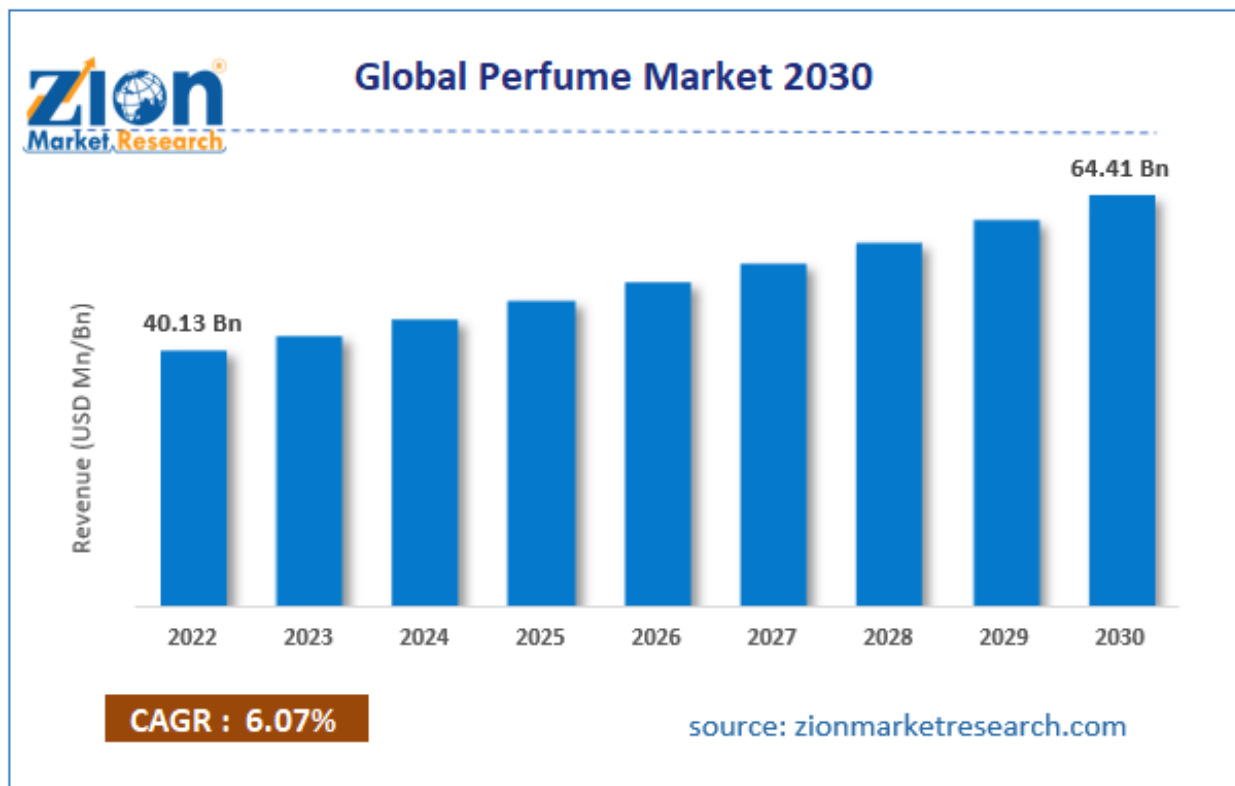


Figure 1. Global Perfume Market Growth, 2030

Source : [Zionmarketresearch.com](https://zionmarketresearch.com)

The global perfume market continues to show stable and promising growth. According to a 2022 report by Fortune Business Insights, the perfume market is expected to reach USD 52.4

billion by 2025. This figure indicates that perfume is not only a lifestyle product, but also an industry with enormous business potential.



Figure 2. Refillable Perfume

Source : Kumparan

Refillable perfume offers a more sustainable solution than traditional perfume bottles, as it reduces the amount of plastic waste generated. Environmentally conscious consumers are increasingly attracted to eco-friendly products such as this. Especially in product categories related to personal identity, such as perfume, consumers are often inspired by celebrities and influencers when choosing their perfume scents, such as Selena Gomez, Taylor Swift, Avril Lavigne, Dior

Sauvage, Paris Hilton, Victoria's Secret, Vip Man, and Victoria Scandalious, which attract buyers to these perfume scents because they really like them (Lemon8.com).

The current phenomenon in the perfume market shows that refillable perfumes are becoming increasingly popular among consumers due to their affordable prices and wide variety of scents that resemble original perfumes. Consumers can purchase refillable perfumes in quantities that suit their needs, making them more flexible than original packaged perfumes. However, on the other hand, there are differences in consumer perceptions of price, service quality, and product quality among various refillable perfume stores. One example is Heaven Scent, which shows an interesting difference in consumer behavior towards perfume products. Heaven Scent is a perfume brand known for its “affordable luxury perfume” concept, which offers elegant fragrances and packaging that are still affordable for various groups. This product originates from Indonesia and offers a variety of perfume variants for men, women, and unisex, in common sizes ranging from 50 ml to 100 ml. Heaven Scent offers long-lasting and modern scents, following international perfume fragrance trends such as floral, fruity, woody, and musky. Some of its popular variants include Mister Midnight and Scandal Men, which have distinctive fragrance characteristics and are in high demand.

Although the price of perfume at Heaven Scent is relatively more expensive than other perfume stores in Madiun, consumers still show interest in buying. This is due to better service quality, where store staff actively help customers choose scents that suit their personalities, provide consultations, and offer appropriate product recommendations. In terms of product quality, the perfume sold at Heaven Scent has a scent and durability that is not much different from perfume from other stores. However, the more personalized service and comfortable shopping experience are factors that encourage consumers to continue shopping at Heaven Scent. In this competitive market, every consumer carefully considers their options before making a purchase. Therefore, purchasing decisions are one of the most important aspects that determine the success of a retail business, including perfume stores.

Purchasing decisions are a process in which consumers recognize their needs, seek information, evaluate alternatives, and finally choose the product they consider most suitable for their desires. Purchasing decisions are influenced by various factors such as price perception, service provided, and product quality. Consumers consider not only the functional aspects of perfume, but also the overall shopping experience. Therefore, understanding the factors that influence purchasing decisions is key to maintaining customer loyalty. One factor that influences purchasing decisions is price perception. Price perception is not merely about the nominal amount that must be paid, but also about the extent to which consumers consider the price to be reasonable and commensurate with the benefits received. Price perception is the consumer's view or assessment of the fairness and value of a price set by the seller for a particular product or service. According to Oktaviani & Rojuaniah (2025), price perception is not only related to the nominal amount of money that must be paid, but also includes how consumers assess the price compared to the benefits obtained from the product.

This means that two consumers may have different perceptions of the same price, depending on their experience, knowledge, and expectations of product quality. Each store has different characteristics and marketing strategies, in terms of location, types of products offered, and price ranges. This data provides an initial overview of market conditions and the competitive position of each perfume store in Madiun City. The list of perfume stores that were the subject of initial observation can be seen in the following table:

Tabel 1. Heaven Scent Competitor

No.	Nama Toko Parfum	Alamat	Lokasi	Jenis Parfum yang Dijual	Kisaran Harga	Catatan Tambahan
1	Lab Art Aromatique Perfume	Jl. Panglima Sudirman No. 78, Kejuron, Kec. Taman, Kota Madiun	Dekat pusat kota (area sekitar Sun City Mall)	Refill, inspired perfume, custom aroma	Rp 10.000 – Rp 100.000 / 100 ml	Toko refill terkenal di Madiun dengan banyak varian aroma
2	Parfum Teras Wangi Madiun	Jl. MT. Haryono No. 3, Mojorejo, Kec.	Sekitar area mall dan jalan utama	Refill dan parfum	Rp 15.000 – Rp 150.000	Pelayanan ramah, bisa coba aroma langsung

		Taman, Kota Madiun		branded lokal		
3	Byhim Perfume Bar	Jl. Pahlawan No. 47, Kartoharjo, Kota Madiun	Dekat area pusat belanja Plaza Madiun	Parfum pria dan wanita (lokal dan inspired)	Rp 30.000 – Rp 250.000	Desain toko modern, cocok untuk pembelian hadiah
4	Markaz Parfum Madiun	Pangongangan, Kec. Manguharjo, Kota Madiun	Sekitar kawasan perdagangan	Refill dan parfum lokal	Rp 10.000 – Rp 80.000	Pilihan aroma banyak, harga terjangkau
5	Heaven Scent	Sun City Mall, Jl. Slamet Riyadi No. 1, Madiun	Di dalam Sun City Mall	Branded original (Dior, Gucci, Versace, dsb.)	Rp 50.000 – Rp 2.500.000	Produk original bergaransi, cocok untuk koleksi

Source : *Based On Data By Owner*

Based on the table above, it can be seen that perfume stores in Madiun City have quite diverse market segmentation. For example, Heaven Scent, located inside Sun City Mall, targets middle to upper class consumers by offering original branded products such as Dior and Versace. Meanwhile, stores such as Lab Art Aromatique Perfume and Parfum Teras Wangi focus more on selling refillable perfumes and custom scents at more affordable prices. This variation in prices and product types indicates differences in price perception among consumers. This is an interesting topic for further research, particularly in relation to how price perception.

Prices that are considered too high can reduce purchasing interest, but if consumers feel that the price is in line with the quality and service provided, then the purchase decision can still be made. In the context of Heaven Scent, even though the price of refillable perfume is relatively more expensive than other stores in Madiun City, consumers still show high purchasing interest. This shows that a positive price perception is one of the important factors in shaping purchasing decisions. The results of a study conducted by Fikri et al. (2025) show that price perception has a significant effect on purchasing decisions for refill perfume products in Surabaya, where consumers tend to choose products with prices that are considered commensurate with the quality of the fragrance and the durability of the perfume. Another study by Samuel et al. (2025) also found that price perception has a positive relationship with purchasing decisions for local cosmetic

products, where a reasonable price perception increases consumer trust and loyalty. Meanwhile, research by Lumbantobing et al. (2025) concluded that price perception is a dominant factor in influencing purchasing decisions for fashion products among young consumers, as prices that are considered competitive can create a higher perception of value for these products.

In addition to price perception, service quality also plays a major role in influencing consumer decisions. Friendly, fast, and informative service will create a pleasant shopping experience, thereby increasing customer satisfaction and trust. According to Parasuraman, Zeithaml, and Berry (1988), service quality can be measured through five main dimensions, namely tangibles (physical evidence), reliability, responsiveness, assurance, and empathy. Therefore, the implementation of good service quality is an important factor in building consumer trust and loyalty to a perfume brand.



Figure 3. Employee and Customer Interaction

Source : *Google*

The image above shows the service atmosphere at the Heaven Scent perfume counter located at Sun City Mall, Madiun City. It can be seen that Heaven Scent staff serve customers directly by giving them the opportunity to try various fragrance variants before making a purchase. This interactive service provides added value for consumers because they feel cared for and guided in choosing a perfume that suits their tastes and personalities. Professional and friendly service quality can increase customer satisfaction, build a positive brand image, and encourage purchasing decisions. Therefore, Heaven Scent needs to continue to maintain and improve its service standards in order to maintain customer trust and loyalty amid increasingly fierce competition in the perfume business.

The results of research conducted by Fadhillah (2025) show that service quality has a positive and significant effect on purchasing decisions for cosmetic products in modern outlets. The study explains that consumers are more likely to make purchases when they feel that they are served in a friendly manner, receive prompt responses, and obtain clear product information. Good service quality can create trust and comfort, thereby increasing the likelihood of repeat purchases. A similar study by Afdal (2025) in the perfume retail sector in Yogyakarta also found that service quality is a major factor influencing consumer purchasing decisions. Meanwhile, research by Panjaitan & Indriani (2025) on fashion product customers in Bandung reinforces these findings. Their research results show that good service quality can increase customer satisfaction and encourage consumers to make purchasing decisions more quickly.

The next factor that influences purchasing decisions is product quality. In the perfume industry, product quality includes aroma, fragrance longevity, and the authenticity of the ingredients used. Products with good quality will generate satisfaction and encourage repeat purchases. According to Purba et al. (2023), product quality is the ability of a good or service to perform in line with or exceed customer expectations. In the perfume industry, product quality can be measured by fragrance longevity, essential oil concentration levels, and the suitability of the fragrance to the consumer's personality and taste. To understand the differences in quality levels

among various types of perfumes, the following is a general classification based on essential oil content and frag.

Table 2. Quality Product

Jenis Parfum	Kadar Konsentrasi Minyak Esensial	Rata-rata Daya Tahan Aroma	Keterangan Umum
Perfume / Parfum	20–30%	6–8 jam	Konsentrasi tinggi, aroma kuat dan tahan lama.
Eau de Parfum (EDP)	15–20%	4–6 jam	Cukup tahan lama, populer di kalangan pengguna harian.
Eau de Toilette (EDT)	5–15%	3–4 jam	Wangi ringan, cocok untuk aktivitas sehari-hari.
Eau de Cologne (EDC)	2–5%	1–2 jam	Aroma segar, sering digunakan setelah mandi.
Body Mist / Spray	1–3%	Kurang dari 1 jam	Daya tahan paling singkat, harga paling terjangkau.

Source : *Based On Data By Owner*

Based on the table above, it can be seen that each type of perfume has different essential oil content and fragrance durability. For example, Perfume has a high concentration, so the fragrance is strong and long-lasting, while Body Mist has the shortest durability but is more affordable. However, all types of perfume still have good quality according to their respective functions and user needs. This shows that product quality is not only determined by the level of fragrance concentration, but also by the manufacturer's ability to maintain fragrance consistency, attractive packaging, and product suitability to consumer preferences. Heaven Scent products in Madiun City, for example, offer a variety of perfume variants with consistent fragrance standards and quality ingredients, enabling them to compete with other perfume brands.

Research by Frandhana & Al (2024) shows that product quality has a positive and significant influence on the decision to purchase refillable perfume products in Jakarta. Consumers tend to make repeat purchases when the aroma and durability of the product meet their expectations. Furthermore, research by Lestari and Kurniawan (2022) found that product quality is the most dominant factor influencing purchasing decisions for beauty and body care products,

as consumers consider quality to be the main guarantee of satisfaction. Meanwhile, research by Prasetyo and Rahayu (2023) also reinforces these findings with results showing that product quality directly influences purchasing decisions for local perfumes in Surabaya, where the uniqueness of the scent and the durability of the product are the main considerations for consumers in making their choices.

B. METHOD

This research was conducted at Parfum Heaven Scent, located at Sun City Mall Madiun, Jalan Letjen S. Parman No. 8, Kelurahan Oro-Oro Ombo, Kecamatan Kartoharjo, Kota Madiun, East Java. The approach used in this research was quantitative. The population in this research was all buyers of Heaven Scent perfume in Madiun. The number of buyers is unpredictable. Therefore, the study decided to use a non-probability sampling technique. The number of samples to be studied was 384 respondents, using purposive sampling. The questionnaire was compiled using a Likert scale with scoring and tested using SPSS.

C. RESULTS AND DISCUSSIONS

A partial test is a statistical test for regression coefficients where only one regression coefficient affects the dependent variable (Y) (Ghozali, 2018). The following are the results of the partial test.

Table 3 Result of t-test (Uji t)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	26,661	4,939		5,399	,000
	X1	,161	,074	,121	2,182	,030
	X2	,219	,057	,203	3,841	,000
	X3	,237	,074	,175	3,228	,001

a. Dependent Variable: Y

Source: *Output SPSS, 2025*

The t-test criteria are that H_0 is accepted if: $t_{count} < t_{table}$ and H_0 is rejected if: $t_{count} \geq t_{table}$. The critical value with a significance level of $t = 5\%$. To obtain t_{table} using a two-tailed test (with a level of significance (α) = 0.05 (5%) and degrees of freedom = $n - k - 1 = 384 - 4 - 1 = 379$, with a t_{table} value of 1.966. Based on the t-test results using the SPSS program, the following results were obtained:

1. The Effect of Price Perception on Purchasing Decisions for Heaven Scent Perfume in Madiun

The test results in Table 4.18 show that the t-value of 2.182 is greater than the t-table value of 1.966, and the Sig. value of 0.030 is less than 0.05, so H_0 is rejected and H_1 is accepted. This means that the hypothesis is accepted. In other words, price perception influences purchasing decisions for Heaven Scent Madiun Perfume.

2. The Effect of Service Quality on Purchasing Decisions at Parfum Heaven Scent Madiun

The test results in Table 4.18 show that the t-value of 3.841 is greater than the t-table value of 1.966, and the Sig. value of 0.000 is less than 0.05, so H_0 is rejected and H_2 is accepted. This means that the hypothesis is accepted. This means that service quality influences purchasing decisions at Parfum Heaven Scent Madiun.

3. The Effect of Product Quality on Purchasing Decisions for Heaven Scent Perfume in Madiun

The test results in Table 4.18 show that the t-value of 3.228 is greater than the t-table value of 1.966, and the Sig. value of 0.001 is less than 0.05, so H_0 is rejected and H_3 is accepted. This means that the hypothesis is accepted. In other words, product quality influences purchasing decisions for Heaven Scent Perfume in Madiun.

D. CONCLUSIONS

Based on the results of data analysis and hypothesis testing conducted to test the four hypotheses in this study, which include the effect of price perception on purchasing decisions, service quality on purchasing decisions, and product quality on purchasing decisions, it can be concluded that price perception has a significant effect on purchasing decisions. Service quality

has a significant effect on purchasing decisions. Product quality has a significant effect on purchasing decisions.

E. SUGGESTIONS

Future researchers can develop this study by adding other variables that may influence purchasing decisions, such as promotions, brand image, lifestyle, or consumer satisfaction. In addition, subsequent studies can use different methods, such as qualitative or mixed methods approaches, to explore more deeply the factors that influence perfume purchasing behavior. Researchers can also expand the object of research beyond Heaven Scent to include other perfume brands or refill perfume outlets with different characteristics.

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