

Product Quality and Variety as Determinants of Purchase Decisions: The Moderating Role of Price in Herbalife Market, Ubud Indonesia

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Abstract

The wellness industry in Indonesia is experiencing significant growth, driven by increasing consumer awareness of health, nutrition, and a holistic lifestyle. This study aims to analyze the influence of product quality and product variety on Herbalife purchasing decisions in Ubud, Bali, with price as a moderating variable. The research approach used was quantitative, with purposive sampling of 100 Herbalife consumers in Ubud. Data were analyzed using Structural Equation Modeling - Partial Least Squares (SEM-PLS) through SmartPLS 4.1 to test for direct and moderating effects. The results showed that Product quality had a positive and significant effect on Herbalife purchasing decisions in Ubud. Product variety had no significant effect on Herbalife purchasing decisions in Ubud. Price had a positive and significant effect on Herbalife purchasing decisions in Ubud. Product quality had a significant effect on purchasing decisions through price moderation. Product variety had a significant effect on purchasing decisions through price moderation.

Keywords: Product Quality; Product Variety; Price; Purchasing Decision; Wellness Industry; Herbalife.

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INTROCUSTION

The Ubud market is now facing increasing competition with the emergence of various local and international brands offering health products of comparable quality to Herbalife. These products are developed to meet the needs of consumers who are increasingly conscious of healthy lifestyles. Not only do they offer similar health benefits, but competitors are also adapting their products to local market preferences, such as using organic ingredients, eco-friendly packaging, and emphasizing sustainability. This situation places Herbalife in a challenging position to maintain relevance and competitiveness amidst the diverse range of alternative choices available to consumers.

The equality of product quality offered, coupled with relatively lower prices than competitors, is a key differentiator in market competition. Most local consumers in Ubud tend to choose products whose prices align with their financial means without sacrificing quality. Competitors are considered capable of providing alternative health solutions at more affordable costs through efficient production cost management and the implementation of more effective local distribution systems. This situation presents a challenge for Herbalife in maintaining its competitiveness, particularly in consumer segments that are highly price-

sensitive, such as the local community (Huda & Hidayati, 2024). Therefore, to remain competitive amidst intense market competition, Herbalife needs to design more innovative marketing strategies and adapt them to the characteristics and needs of local consumers.

A survey titled "New Year, New Me" conducted by Herbalife in December 2024 revealed that the majority of Indonesians, approximately 74%, planned to set health resolutions for 2025. Of these, 72% stated that their primary focus was adopting a healthier diet. This finding demonstrates the public's strong interest in nutrition and health products, which has the potential to drive increased demand for Herbalife products (Herbalife, 2024b). Although detailed data on the number of Herbalife users in 2024 is currently unavailable, this trend indicates a significant market opportunity. This opportunity can be optimally utilized by the company through the implementation of more targeted marketing strategies. Furthermore, various recent studies also highlight the growing awareness among Indonesians of the importance of maintaining physical and mental health. According to a 2024 Herbalife survey, 86% of respondents in Indonesia stated their readiness to increase spending on health and lifestyle. This condition reflects a shift in people's mindsets, which are increasingly placing health as a top priority in daily activities, thus becoming a strategic opportunity for Herbalife to strengthen its presence in the domestic market (Fisamawati, 2024).

One of the challenges Herbalife faces in the Ubud local market is consumer price considerations. Local consumers generally choose products that are priced within their means without compromising on quality, making competing products that offer similar benefits at more affordable prices and comparable quality more competitive. Beyond price, the growing focus of Ubud residents on environmentally friendly packaging also presents a challenge for Herbalife in adapting to market characteristics. Consumers in this region have specific preferences: they seek products that not only support physical health but also align with holistic health concepts, healthy lifestyles, and sustainability principles. This reflects a shift in consumer perceptions, which increasingly emphasize the balance between health, quality of life, and environmental awareness. Therefore, Herbalife needs to adjust its product portfolio, for example by introducing natural or organic variants (Badea, 2024). Considering the significant market potential in Indonesia, including in the Ubud area, Herbalife has a significant opportunity to expand its penetration into the local market segment. In Ubud itself, Herbalife products are marketed through several outlets, including Ayuna Family NC, Army Family NC, Widtara Family, and Mesari NC, whose regular customer data is presented in Table 1.

Table 1
Herbalife Regular Customers in Ubud

No	Outlet Name	Number of Regular Customers	Percentage (%)
1	Ayuna Family NC	217	43.40
2	Army Family NC	129	25.80
3	Widtara Family	104	20.80
4	Mesari NC	50	10.00

	Amount	500	100.00
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Source: Ayuna Family NC, Armev Family NC , Widtara Family and Mesari NC (2025)

Based on the data obtained, the total number of consumers who consistently purchase Herbalife products at a number of outlets in the Ubud area was recorded at 500 people. Of this total, the Ayuna Family outlet ranked highest with 217 regular customers or equivalent to 43.40%, followed by Armev Family NC which had 129 customers (25.80%). Furthermore, Widtara Family recorded 104 regular customers with a percentage of 20.80%, while Mesari NC was in the lowest position with 50 customers or 10.00%. However, the achievement of the number of customers still did not meet the targets set by each Herbalife outlet in Ubud. This condition is thought to be related to various obstacles that arise in the marketing and sales process of the product, which ultimately affects the decline in consumer interest and purchasing decisions.

Various emerging challenges, such as consumer price sensitivity, intense competition with similar products, underdeveloped marketing approaches, and the unique characteristics of local consumer needs, require addressing them through the formulation of more adaptive strategies. To maintain competitiveness amidst the dynamics of the Ubud market, which continues to grow, Herbalife needs to revamp its marketing strategy to align with the characteristics and preferences of the local community. Research shows that companies that integrate local needs into their marketing strategies experience higher levels of consumer loyalty, approximately 45%, compared to brands that do not make such adjustments (Reiza et al., 2023). Herbalife can leverage these findings by designing marketing programs that emphasize local values, such as strengthening healthy lifestyle-based communities or organizing activities aligned with Ubud culture. Furthermore, strengthening its image as a credible brand needs to be done through an integrated digital strategy, including the use of educational and interactive social media, collaboration with local health figures, and presenting content tailored to the needs and interests of consumers in the Ubud area.

Findings from previous studies indicate that efforts to increase consumer understanding can be achieved through the delivery of information sourced from scientific studies and presented in a simple manner, for example by explaining the nutritional content and benefits of marketed products (Zahid et al., 2024). This strategy not only plays a role in increasing consumer knowledge about a product's added value but also contributes to building long-term attachment to the Herbalife brand. Therefore, companies need to pay serious attention to product quality consistency, product variety development, and price control as part of formulating an effective and adaptive marketing strategy, thereby strengthening direct interactions with consumers (Rachmawati & Hidayatinnisa, 2024). This strategy can be implemented through various approaches, such as collaborating with local public figures, holding health-themed activities, and conducting promotions in organic markets.

Several previous studies have shown that a company's active engagement with the local community plays a crucial role in increasing brand recognition and building positive perceptions of the company (Inayatussa'adah & Sisdiyanto, 2024). In the context of current technological developments, the implementation of digital-based marketing has become an unavoidable necessity, as strengthening its presence on social media and online trading platforms opens up broader opportunities for reaching consumers. Efforts to improve product quality, coupled with the development of product variations, are aimed at increasing market appeal, while utilizing community-based and digital marketing approaches aim to expand reach and encourage ongoing consumer interaction (Inayatussa'adah & Sisdiyanto, 2024). Consistent implementation of these strategies, grounded in empirical findings and theoretical

frameworks from previous research, is believed to support the company's success in navigating the dynamics of market competition. Although numerous studies have been conducted on health product purchasing decisions, research specifically addressing Herbalife products, particularly in the Ubud, Gianyar, Bali area, remains relatively limited.

Most previous studies tend to focus separately on product quality or product variety, while the role of price is often considered an independent variable and rarely analyzed as a moderating variable. This study was designed to explore how product quality and product variety influence purchasing decisions for Herbalife products in Ubud, with price acting as a mediating variable. This approach is expected to provide a more comprehensive understanding for businesses in the healthcare sector in designing more effective marketing strategies.

METHODE

This research was conducted at several Herbalife Nutrition Clubs (NCs) in Ubud District, Gianyar, Bali, namely Ayuna Family NC, Armev Family NC, Widtara Family NC, and Mesari NC. The location selection was based on Ubud's characteristics as an area known for its healthy lifestyle and wellness tourism, thus having a large market potential for nutrition-based health products such as Herbalife. The diversity of consumers including local residents, domestic and international tourists, and expatriates makes this area highly relevant for evaluating Herbalife product purchasing decisions comprehensively.

The study used a quantitative approach with a causal design to assess the influence of product quality and product variety on purchasing decisions, with price acting as a moderating variable. The study population included all 500 Herbalife consumers in Ubud, and the sample was determined using the Slovin formula with an error rate of 8.94%, resulting in 100 respondents. Data were collected through a Likert-scale questionnaire distributed both in person and online, then analyzed using the SEM-PLS method to test validity, reliability, and the relationship between variables in the study

RESULT AND DISCUSSION

1. Testing the Validity and Reliability of Research Instruments

The questionnaire test in this study includes testing the validity and reliability of the research instrument by taking all samples.

a. Validity Test of Research Instruments

Validity testing was conducted statistically using the computer program IBM SPSS Statistics Version 26. The results of the validity test are presented in Table 2 below.

Table 2 Summary of Validity Test Results

Variables	Item	Validity	
		Correlation Coefficient	Information
1 Product Quality (X_1)	$X_{1.1}$	0.803	Valid
	$X_{1.2}$	0.815	Valid
	$X_{1.3}$	0.744	Valid
	$X_{1.4}$	0.878	Valid
2 Product Variation (X_2)	$X_{2.1}$	0.747	Valid

		X _{2.2}	0.748	Valid
		X _{2.3}	0.748	Valid
		X _{2.4}	0.726	Valid
3	Price (Z)	Z _{1.1}	0.767	Valid
		Z _{1.2}	0.741	Valid
		Z _{1.3}	0.775	Valid
		Z _{1.4}	0.735	Valid
4	Purchase Decision (Y)	Y _{1.1}	0.729	Valid
		Y _{1.2}	0.832	Valid
		Y _{1.3}	0.880	Valid
		Y _{1.4}	0.833	Valid

Source: Appendix 1, processed (2025)

Based on the table above, all indicators of the variables of product quality, product variation, price and purchasing decisions have a correlation coefficient value above 0.30, so the research instrument is valid, so it is suitable to be used as a research instrument.

b. Reliability Test of Research Instruments

Reliability test is a tool to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable if the answers contained in the questionnaire given by the respondents are stable over time, then the questionnaire can be said to be reliable (Ghozali & Kusumadewi (2023)). The requirement for the value of an instrument is said to be reliable if the Cronbach Alpha value is > 0.70 . A construct or variable is said to be reliable if it provides a Cronbach Alpha value (Ghozali & Kusumadewi (2023)). In detail, the results of data processing for the reliability test are presented in Table 3 below.

Table 3 Recapitulation of Reliability Test Results

	Variables	Item	Reliability	
			Cronbach's Alpha	Information
1	Product Quality	X ₁	0.826	Reliable
2	Product Variations	X ₂	0.725	Reliable
3	Price	Z	0.748	Reliable
4	Buying decision	Y	0.837	Reliable

Source: Appendix 5, (2025)

Based on the table above, all variables have a Cronbach's Alpha coefficient value above 0.70 so that the research instrument is reliable, so it is suitable to be used as a research instrument.

3) Inferential Analysis

Inferential analysis in this study was conducted using the Partial Least Square (PLS) method, using the Smart PLS 4.0 program . The steps taken in the analysis process using partial least square (PLS) include:

- a. Evaluation of the structural model (structural model or inner model), which is intended to determine the relationship between the variables that form the research model.
- b. Evaluation of the measurement model (measurement model or outer model), which is aimed at determining the relationship between the indicators that form the latent variables.

Data analysis was conducted using the Partial Least Square (PLS) approach . PLS is a component- or variance-based Structural Equation Modeling (SEM) method. In PLS, estimates are obtained through three iteration stages , where each stage produces estimates for the inner model and outer model , while the third stage obtains estimates of the mean and location.

Model assessment in PLS-SEM is carried out through measurement model evaluation . For latent variables that use reflective indicators , analysis is carried out using confirmatory factors. analysis (CFA) to examine the validity and reliability of latent constructs. Meanwhile, for latent variables with formative indicators , evaluation is conducted by reviewing the significance of the t-statistic value of each indicator.

- a. Results of the Measurement Model Evaluation (Outer Model)

Outer model evaluation, also known as measurement model evaluation, is conducted to assess the model's validity and reliability. Outer models with reflective indicators are evaluated through convergent and discriminant validity for the indicators forming the latent construct, and through composite reliability and Cronbach's alpha for the indicator blocks.

1) Convergent Validity

Convergent validity relates to the principle that measurements (manifest variables) and a contract should be highly correlated. The convergent validity test for reflection indicators can be seen from the recommended factor loading value, which must be greater than 0.7 , and the average variance extracted (AVE) value must be greater than 0.5.

Table 4

Convergent Loading Factor Validity Test Results

	Price	Buying decision	Product Quality	Product Variations
X1.1			0.780	
X1.2			0.833	
X1.3			0.756	
X1.4			0.869	
X2.1				0.706
X2.2				0.743
X2.3				0.734
X2.4				0.782

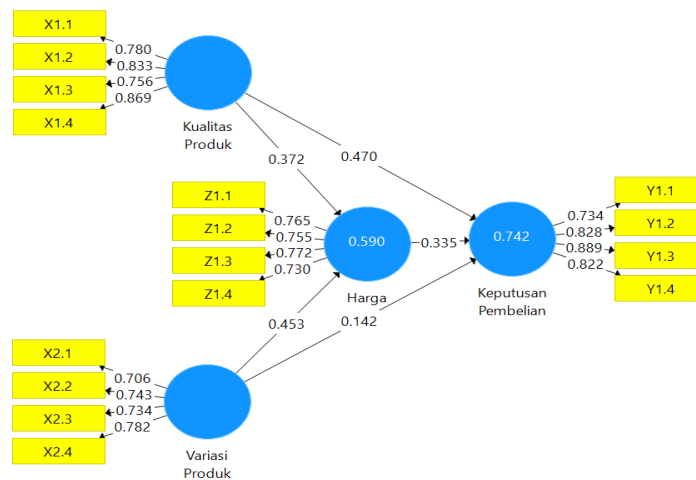
Y1.1		0.734		
Y1.2		0.828		
Y1.3		0.889		
Y1.4		0.822		
Z1.1	0.765			
Z1.2	0.755			
Z1.3	0.772			
Z1.4	0.730			

Source: Appendix 6, processed 2025

Based on Table 4 above, it can be seen that all factor loading values in the convergent validity test greater than 0.7. Thus, it can be stated that the data in the study is valid. The loading factor value is also displayed in the outer model, as shown in Figure 4.1 below.

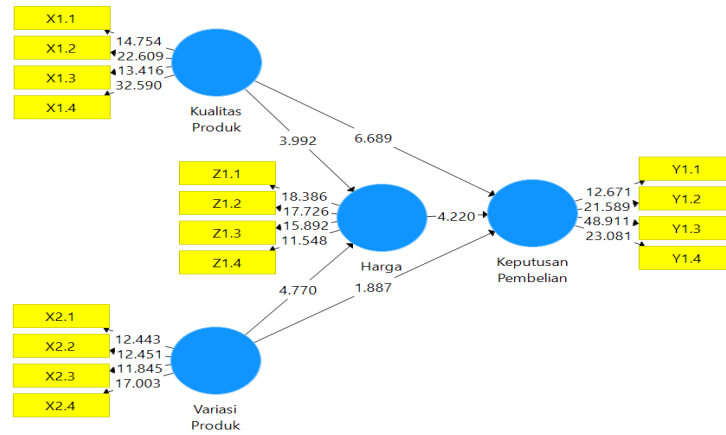
Figure 1

Outer Model



Source: Appendix 5, processed 2025

Figure 2



Bossthrapping Model

Source: Appendix 6, processed 2025

Table 5

AVE Convergent Validity Test Results

Variables	Average Variance Extracted (AVE)
Price	0.571
Buying decision	0.673
Product Quality	0.657
Product Variations	0.550

Source: Appendix 6, processed 2024

Based on Table 5 above, it can be seen that all AVE values for convergent validity are greater than 0.5. Thus, it can be stated that the data in the study are valid.

2) Discriminant Validity

discriminant validity are presented in Table 4.13 below.

Table 6

Discriminant Validity Test Results

	Price	Buying decision	Product Quality	Product Variations
X1.1	0.784	0.754	0.780	0.723
X1.2	0.719	0.710	0.833	0.741
X1.3	0.785	0.743	0.756	0.790

X1.4	0.781	0.702	0.869	0.709
X2.1	0.741	0.783	0.778	0.706
X2.2	0.785	0.723	0.768	0.743
X2.3	0.746	0.790	0.770	0.734
X2.4	0.768	0.753	0.769	0.782
Y1.1	0.713	0.734	0.780	0.705
Y1.2	0.712	0.828	0.708	0.700
Y1.3	0.795	0.889	0.754	0.760
Y1.4	0.700	0.822	0.700	0.723
Z1.1	0.765	0.798	0.780	0.768
Z1.2	0.755	0.782	0.773	0.768
Z1.3	0.772	0.718	0.773	0.764
Z1.4	0.730	0.719	0.795	0.787

Source: Appendix 6, processed (2025)

Discriminant validity is related to the principle that measurements (manifest variables) of different constructs should not be highly correlated. The way to test discriminant validity with reflective indicators is by observing the cross-loading value for each variable, which must be > 0.70. Based on the table above, it can be seen that all cross-loading values for each indicator in each variable are greater than 0.7. Thus, it can be stated that the data in the study are valid .

3) Reliability Cronbach's alpha and Composite reliability

In addition to the validity test, a reliability test was also conducted on the variables, measured using two criteria: Cronbach's alpha and the composite reliability of the indicator blocks measuring the variables. A variable is considered reliable if the Cronbach's alpha and composite reliability values are above 0.70.

Table 7
Cronbach's alpha and reliability test results Composite Reliability

Variables	Cronbach's Alpha	Composite Reliability
Price	0.749	0.842
Buying decision	0.836	0.891
Product Quality	0.825	0.884
Product Variations	0.729	0.830

Source: Appendix 6, processed (2025)

Based on the table, it can be seen that all Cronbach's alpha and Composite reliability values on each variable is greater than 0.70. Thus, it can be stated that the data in the study is reliable .

b. Structural Model Evaluation (inner model)

In assessing a structural model using PLS, the R-squares value for each endogenous latent variable can be seen as a measure of the model's predictive power. The R-squares value is a test of the model's goodness of fit .

1) R - Squares

R-squares values are 0.67; 0.33; and 0.19 for the endogenous latent variables. In the structural model, it shows strong, moderate, and weak models. The results of the PLS R-squares represent the amount of variance of the construct explained by the model.

Table 8

R-Square Test Results

Variables	R Square	R Square Adjusted
Price	0.590	0.582
Buying decision	0.742	0.734

Source: Appendix 6, processed (2025)

The table shows that the R2 value of purchasing decisions is 0.742. Based on the criteria of Ghozali & Kusumadewi (2023) , the model is included in the strong model criteria, meaning that variations in product quality, product variations and prices are able to explain variations in purchasing decisions by 74.2%, the remaining 25.8% is explained by variations in other variables. Meanwhile, price has an R-square value of 0.590 including a strong model, meaning that variations in product quality and product variations are able to explain variations in prices by 59%, the remaining 41% is explained by variations in other constructs outside the model.

2) Evaluation of Structural Model through Q-Square Predictive Relevance (Q²)

Q-Square Predictive Relevance (Q²) is a measure of how well the observations made provide results for the research model. The Q-Square Predictive Relevance (Q²) value ranges from 0 (zero) to 1 (one). The closer to 0 the Q-Square Predictive Relevance (Q²) value indicates that the research model is getting worse, while conversely the further away from 0 (zero) and the closer to the value of 1 (one), this means the research model is getting better. The criteria for the strength and weakness of the model are measured based on the Q-Square Predictive Relevance (Q²) according to Ghozali & Kusumadewi (2023) are as follows: 0.35 (strong model), 0.15 (moderate model), and 0.02 (weak model). The Q-Square formula is: $Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$, then the value is:

$$\begin{aligned}
 \text{Q-Square} &= 1 - (1 - R_1^2)(1 - R_2^2) \\
 &= 1 - (1 - 0.590)(1 - 0.742) \\
 &= 1 - (0.410)(0.258) \\
 &= 1 - 0.106 \\
 &= 0.894
 \end{aligned}$$

Based on these results, the estimated model is included in the very strong criteria, meaning that 89.4% of the endogenous construct variation can be predicted by the exogenous construct variation.

2) Evaluation of Structural Model through Goodness of Fit (GoF)

Goodness of Fit (GoF) is a measurement of the overall (global) model accuracy, because it is considered a single measurement of the outer model measurement and the inner model measurement . The measurement value based on Goodness of Fit (GoF) has a value range between 0 (zero) and 1 (one). The closer the Goodness of Fit (GoF) value is to 0 (zero), the worse the model is, conversely, the further away from 0 (zero) and the closer to 1 (one), the better the model is. The criteria for the strength and weakness of the model based on the Goodness of Fit (GoF) measurement according to Ghozali & Kusumadewi (2023) , are as follows: 0.36 (large GoF), 0.25 (medium GoF), and 0.10 (small GoF)

Table 9
Goodness of Fit Evaluation

Construct	R Square	Communality
Product Quality		0.657
Product Variations		0.550
Price	0.590	0.571
Buying decision	0.742	0.673
Average	0.666	0.613

Source: Appendix 6, processed (2025)

Calculations with GoF show an average value of R² of 0.666 while the average Communality is 0.613, then the GoF value is $\sqrt{AR^2 * A.Com} = \sqrt{0.666 * 0.613} = \sqrt{0.408} = 0.639$ meaning that the global model is a large predictive , because 63.9 percent of the variation in endogenous constructs can be explained by all exogenous constructs as a whole, only 36.1 percent of the variation in endogenous constructs is explained by variations in constructs outside the model.

2) Research Hypothesis Testing

In hypothesis testing, the t-statistic and probability values can be seen. For hypothesis testing using statistical values, the t-statistic value used for alpha 5 percent is 1.96. The criteria for accepting/rejecting a hypothesis are Ha is accepted and H0 is rejected when the t-statistic is > 1.96. To reject/accept a hypothesis using probability, Ha is accepted if the p-value is < 0.05.

Table 10
Hypothesis Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Price -> Purchase Decision	0.335	0.336	0.080	4,220	0,000
Product Quality -> Purchase Decision	0.470	0.468	0.070	6,689	0,000
Product Variation -> Purchase Decision	0.142	0.145	0.075	1,887	0,060

Source: Appendix 6

Based on Table 10, the p-value and t-statistics for each variable are obtained, which are explained as follows.

a) path value of product quality on purchasing decisions is 0.470 and the t statistics value is

- 6.689 with a p value of $0.000 < 0.05$. Based on these values , it can be concluded that product quality (X1) has a positive and significant effect on purchasing decisions (Y) .
- b) path value of product variation on purchasing decisions is 0.142 and the t statistics value is 1.887 with a p value of $0.060 > 0.05$. Based on these values, it can be concluded that product variation (X2) has no significant effect on purchasing decisions (Y) .
- c) path value of price on purchasing decisions is 0.335 and the t-statistics value is 4.420 with a p- value of $0.000 < 0.05$. Based on these values, it can be concluded that product price (Z) has a positive and significant effect on purchasing decisions (Y) .

The Influence of Product Quality on Purchasing Decisions of Herbalife Products in Ubud

The results of the hypothesis testing show that product quality has a significant positive impact on Herbalife purchasing decisions in Ubud. This is reflected in the path coefficient value of 0.470, the t-statistic of 6.689, which exceeds 1.96, and the p-value of 0.000 , which is below 0.05. These findings indicate that increased consumer perceptions of product quality significantly increase purchasing interest. The large coefficient indicates that product quality is the most influential variable compared to other factors in determining purchasing decisions. Herbalife consumers in Ubud tend to evaluate products based on safety, health benefits, and quality consistency before making a transaction. This is in accordance with the profile of the Ubud community, who have a high awareness of healthy lifestyles and the quality standards of the products they consume.

Based on the analysis of the influence of product quality on purchasing decisions, it was found that product quality has a significant positive impact on purchasing behavior. This finding indicates that increasing consumer perceptions of product quality directly increases their tendency to purchase Herbalife products in Ubud. This result aligns with the statement of Shahirah & Akhiruddin (2025), who emphasized that product quality is one of the main factors determining consumer purchasing decisions. Essentially, consumers are more likely to make a purchase if the product meets their expectations, both in terms of benefits, safety, and overall quality. Further support comes from research by Suharyono & Pahlamalidie (2021), who concluded that product quality positively contributes to consumer purchases of Herbalife. Furthermore, a study by Longdong et al. (2024) found that Herbalife product quality significantly influences consumer purchasing decisions. Research by Noor & Nurjanah (2025) at Ghidza Club Cibinong also showed that product quality variables influence purchasing decisions. Furthermore, Anindiawati & Lida (2023) stated that Herbalife product quality has a positive and significant effect on consumer purchasing decisions.

The Influence of Product Variety on Purchasing Decisions of Herbalife Products in Ubud

The results of the hypothesis analysis indicate that product variety does not have a significant influence on Herbalife purchasing decisions in Ubud . This can be seen from the path coefficient value of 0.142 , t-statistic 1.887 which is below 1.96, and p-value 0.060 which is above 0.05. Therefore, the hypothesis stating that product variety significantly influences purchasing decisions is rejected . The number of available product choices does not automatically encourage consumers to make a purchase. For Herbalife consumers in Ubud, this phenomenon is likely influenced by choice overload , which is a condition when consumers feel confused or overwhelmed by too many options offered. Instead of simplifying the purchasing process, too much product variety can actually slow down or delay consumer decisions.

Based on the results of the analysis of the influence of product variety on purchasing decisions, it was found that product variety did not have a significant impact on Herbalife

purchasing decisions in Ubud . This finding indicates that increasing the number of product options does not automatically increase consumer interest in purchasing. In situations where too many choices are available, consumers tend to experience confusion in determining the product that best suits their needs. As a result, instead of immediately choosing, consumers often postpone or even cancel purchasing plans. This result is in line with the findings of Firmathoina et al. (2025), which stated that product variety does not influence purchasing decisions. Similarly, research by Sihotang & Fadli (2025) shows that differences in product variety do not affect consumer behavior in making purchasing decisions.

The Influence of Product Prices on Purchasing Decisions for Herbalife Products in Ubud

The analysis results show that price has a positive and significant influence on Herbalife purchasing decisions in Ubud. This is evident from the path coefficient of 0.335, t-statistic of 4.220, and p-value of 0.000, which is below 0.05. This finding indicates that appropriate pricing can significantly improve consumer purchasing decisions. This condition reflects that Herbalife consumers in Ubud pay attention to the balance between the price paid and the benefits obtained from the product. Prices that are considered commensurate with the quality and health benefits of the product will increase the perception of value, thus encouraging consumers to make purchases. In addition, the R-square value of 0.742 indicates that price, along with other variables in the study, is able to explain approximately 74.2% of the variation in purchasing decisions.

Based on the test results, it was found that product price has a positive and significant influence on Herbalife purchasing decisions in Ubud . This finding indicates that implementing an appropriate pricing strategy can significantly increase consumer purchasing tendencies. This condition confirms that when companies set prices commensurate with the benefits and usefulness of the product, consumer purchasing decisions tend to increase. These results align with the statement of Jahroni et al. (2021), who emphasized that price is one of the important factors influencing consumer behavior in purchasing a product .

The findings of this study align with those of Noor & Nurjanah (2025), who stated that price has a positive and significant influence on purchasing decisions . A similar finding was also found by Fadlilah & Muanas (2025), who showed that price positively influences consumer purchasing behavior. Research by Ambarwati & Mathori (2024) confirmed that price plays a significant role in determining purchasing decisions. Furthermore, Wulansari (2025) also found that price has a positive and significant effect on consumer purchasing decisions.

The Role of Price as a Moderating Variable in the Influence of Product Quality on Purchasing Decisions

Based on the results of the analysis using SEM-PLS, it was found that product quality has a positive and significant direct influence on Herbalife purchasing decisions in Ubud , with a path coefficient of 0.470 , a t-statistic of 6.689 , and a p-value of 0.000 . This finding confirms that product quality is the main factor determining consumer decisions in purchasing products. Furthermore, the test shows that the influence of product quality on purchasing decisions becomes stronger when the role of price as a moderating variable is taken into account . This can be seen from the increasing strength of the relationship between product quality and purchasing decisions when consumers consider the suitability between price and benefits received. The R-square value of 0.742 indicates that the combination of product quality, product variety, and price is able to explain approximately 74.2% of the variation in purchasing decisions , which according to Ghozali & Kusumadewi (2023) is included in the strong model category.

The results of the study indicate that the direct influence of product quality on purchasing decisions is positive and significant, while its indirect influence through the moderating role of price is also significant. This finding confirms that price plays a role as a moderating variable in the relationship between product quality and purchasing decisions. In other words, price not only directly influences purchasing decisions, but also strengthens the influence of product quality on consumer decisions to purchase Herbalife in Ubud through a moderating mechanism.

Purchasing decisions are often influenced by how consumers perceive a product's value, namely the balance between the quality offered and the price paid. In the case of Herbalife products, price acts as a moderating variable that influences the relationship between product quality and purchasing decisions, because price influences consumers' perceptions of product value. When consumers perceive the price to be commensurate with the quality received, they are more motivated to make a purchase. This finding is in line with the results of research by Noor & Nurjanah (2025), which shows that price not only has a direct effect on purchasing decisions but also strengthens the influence of product quality on Herbalife purchasing decisions. In other words, consumers' perceptions of high quality combined with a perceived fair price increase the likelihood of a purchase. This confirms that price functions as an effective positive moderating variable. In addition, research by Lestari et al. (2024) on Mister Kebab products shows that product quality and price both have a significant influence on purchasing decisions. Similar findings were also reported by Amlaiya et al. (2025), who emphasized the significant influence of product quality on purchasing decisions. These three studies confirmed that product quality and price are crucial factors in forming purchasing decisions, and price plays an important role as a moderator, especially for products with high perceived value such as Herbalife.

The Role of Price as a Moderating Variable in the Influence of Product Variety on Purchasing Decisions

The results of the hypothesis test indicate that product variety does not have a significant direct influence on Herbalife purchasing decisions in Ubud. This is evident from the path coefficient value of 0.142, the t-statistic of 1.887, which is lower than 1.96, and the p-value of 0.060, which is above 0.05. These findings indicate that the number of product variations available is not sufficient to directly influence consumer purchasing decisions.

Further analysis showed that when price acted as a moderating variable, the effect of product variety on purchasing decisions became significant. This finding confirms that price strengthens the relationship between product variety and purchasing decisions, thereby practically helping consumers navigate and simplify the decision-making process amidst the multitude of available product choices.

The results of the study indicate that the direct effect of product variety on purchasing decisions is not significant, but its indirect effect through the moderating role of price is proven to be significant. This finding indicates that price functions as a moderating variable that strengthens the relationship between product variety and purchasing decisions. In other words, price not only directly influences consumer decisions, but also mediates the effect of product variety, thus indirectly determining the purchasing decision of Herbalife products in Ubud.

These findings indicate that consumers view price as a moderating factor in the influence of product variety on purchasing decisions. When there are too many product choices, consumers often feel confused about which product to purchase. However, when the price is

set according to the product's benefits and needs, consumers tend to make a purchase decision more easily.

These results align with research by Maharani & Wiyadi (2024), who found that price perception significantly influences purchasing decisions, while product variety itself has no direct impact. Therefore, product variety is only effective if the price is perceived as appropriate. Similar findings were presented by Nurissyarifah & Darmawan (2025), who showed that the combination of product variety and pricing positively influences purchasing decisions.

Tiana & Nurhadi's (2024) study also confirmed that the combination of product variety and price has a positive and significant impact on purchasing decisions. Zahroh & Darmawan's (2025) study showed a similar contribution, where product variety combined with price influences consumer purchasing decisions. Similar results were obtained by Sihotang & Fadli (2025), who emphasized that adding the right price to product variety increases the positive influence on purchasing decisions. Research by Rosadi et al. (2024) and Anzani et al. (2024) also confirmed that the combination of product variety and price significantly influences consumer purchasing decisions.

CONCLUSION

Based on the results of the analysis and discussion of the research, it can be concluded that product quality and price have a positive and significant influence on Herbalife purchasing decisions in Ubud, while product variety does not show a significant direct influence. Of the three variables, product quality has the largest contribution, which means that the higher the consumer's perception of product quality, the greater the likelihood of them making a purchase. Furthermore, price has been shown to be a significant factor influencing purchasing decisions, with appropriate pricing strategies increasing consumer interest and decision-making. Price plays a significant role not only directly but also as a moderating variable, strengthening the relationship between product quality and variety on purchasing decisions. In other words, the effectiveness of product quality and variety in driving purchases will be optimal when supported by appropriate pricing. This finding confirms that Herbalife purchasing decisions in Ubud are not solely determined by product characteristics, but are also influenced by pricing strategies that can increase the perceived value of the product in the eyes of consumers.

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