



THE INFLUENCE OF BRAND IMAGE, PRICE, AND PRODUCT QUALITY ON PURCHASE DECISIONS OF SKINTIFIC PRODUCTS IN DENPASAR

Ni Komang Sri Juniastrini ¹, Made Mulyadi ²

Faculty of Economics and Business, Universitas Pendidikan Nasional^{1,2}

Jl. Bedugul No. 39, Sidakarya, South Denpasar, Denpasar City, Bali

E-mail: juniastrini0@gmail.com, mademulyadi@undiknas.ac.id

ABSTRACT

The skincare industry in Indonesia has shown rapid growth along with increasing awareness of skin health and the influence of digital marketing. Skintific, a science-based skincare brand, has gained significant popularity among young consumers in Denpasar. This study aims to examine the influence of brand image, price, and product quality on consumer purchase decisions. Using a quantitative associative method, 160 respondents were selected through purposive sampling. Data were collected using a Likert-scale questionnaire and analyzed through multiple linear regression. The results show that brand image, price, and product quality significantly influence purchase decisions both partially and simultaneously. Product quality is the most dominant factor affecting consumer decisions. The coefficient of determination (R^2) indicates that 68.4% of purchase decisions are influenced by these variables. This study highlights the importance of strengthening brand image, maintaining competitive pricing, and improving product quality to enhance consumer purchasing decisions.

Keywords: Brand Image, Price, Product Quality, Purchase Decision, Skincare, Skintific.

A. INTRODUCTION

The skincare industry has experienced rapid development in recent years, driven by increased consumer awareness of personal care, lifestyle changes, and the influence of digital marketing. In Indonesia, skincare consumption has grown significantly as consumers particularly young adults prioritize safe, effective, and scientifically formulated products. This growth is also supported by the widespread use of digital platforms, which allow brands to communicate product benefits more efficiently and influence consumer decisions through targeted advertising and influencer campaigns (Abdullah, 2025; Khamoushi, 2024).

Skintific is one of the skincare brands that has successfully captured the attention of Indonesian consumers, especially in urban areas such as Denpasar. The brand emphasizes dermatologically tested formulations and science-based ingredients, making it highly appealing to consumers who are increasingly selective about skincare quality. A strong brand image has become essential for skincare companies, as it helps create emotional connections, trust, and long-term loyalty among consumers. Prior studies emphasize that a positive brand image greatly contributes to increased consumer purchasing decisions, especially in competitive markets like skincare (Adhimursandi & Achmad, 2024; Angeline et al., 2023; Rohmah & Sukaris, 2024).

In addition to brand image, price remains one of the most influential determinants of consumer behavior. Consumers tend to evaluate whether the price reflects the perceived value of the product, especially for skincare items that require consistent use. Some studies highlight that price perception can significantly affect purchase decisions, either as an encouraging or inhibiting factor depending on consumer purchasing power and product expectations (Ani et al., 2021; Frasiska et al., 2025; Nurliyanti et al., 2022). For young consumers in particular, price sensitivity remains an important consideration despite their interest in premium or trending skincare products.

Product quality is another crucial element that strongly influences purchasing decisions. Consumers today demand products that are safe, effective, and aligned with their specific skin conditions. In the context of skincare behavior, quality often includes product formulation, visible effectiveness, ingredient safety, and overall performance. Previous research across various skincare brands confirms that product quality plays a key role in consumer satisfaction and tends to be the most dominant factor influencing purchasing decisions (Dewi Werdiasih et al., 2024; Putrima Wulandari et al., 2024; Sihombing et al., 2023; Widayat et al., 2023).

Table 1. List of Skintific Product Prices in Denpasar (Estimated, 2025)

Produk	Harga (Rp)
5X Ceramide Barrier Moisturize Gel (10 g – 80 g)	34.640 – 299.000
Sunscreen Serum SPF50 PA++++	109.900
5X Ceramide Barrier Serum	174.000 – 249.000
Alaska Volcano Clay Mask (55 g)	109.000
Niacinamide Brightening Serum (50 ml)	304.500
Perfect Stay Velvet Matte Cushion (11 ml)	188.000
4D Hyaluronic Acid Serum	158.000
Glycolic Acid Clarifying Toner (80 ml)	142.000

Source: *Shopee, Tokopedia, Lazada, Blibli*

Although the popularity of Skintific continues to grow, research specifically investigating the factors that influence consumers' purchase decisions in Denpasar remains limited. Denpasar represents a unique market segment characterized by high digital literacy, exposure to global beauty trends, and strong consumer behavior dynamics. As noted in previous studies, consumer decision-making is a complex process influenced by psychological, social, and economic factors that interact to shape final purchase choices (Hidayat et al., 2021; Qadri et al., 2025). Therefore, it is important to analyze how brand image, price, and product quality influence consumer purchase decisions for Skintific products in this specific context.

This study aims to examine the influence of brand image, price, and product quality on purchase decisions of Skintific products among consumers in Denpasar. The findings are expected to contribute academically by enriching empirical evidence in consumer behavior research and practically by providing insights for skincare brands in designing more effective marketing strategies, price adjustments, and product development in response to consumer expectations.

B. RESEARCH MEHODS

This study adopts a quantitative associative research design aimed at examining the influence of brand image, price, and product quality on consumer purchase decisions for Skintific skincare products in Denpasar. A quantitative method is considered appropriate for this research because it allows the relationships between variables to be measured objectively and analyzed statistically, providing empirical evidence regarding the strength and significance of their influence (Abdul Muin, 2023; Ammara Jauza & Albina, 2025). The explanatory nature of this design enables the researcher to evaluate how each independent variable contributes both individually and collectively to the dependent variable, thereby offering a comprehensive understanding of consumer behavior within the context of skincare purchasing.

The population of this research consists of consumers in Denpasar who have purchased Skintific products. Since the exact population size is unknown, the sample size was determined using the Slovin formula (Guilford & Frucher, 2025), resulting in the selection of 160 respondents, a number that exceeds the minimum requirement and thus increases the representativeness of the sample. Respondents were selected using purposive sampling, a non-probability technique in which participants are chosen based on specific criteria relevant to the study. The inclusion criteria required respondents to be at least 17 years old, reside in Denpasar, and have purchased Skintific products at least once. This criterion-based approach ensures that all participants have relevant

experience and knowledge regarding the product being studied (Candra Susanto et al., 2024; Mardhiyah et al., 2025).

Data were collected using a structured questionnaire distributed both online and offline. The questionnaire was designed to measure demographic characteristics as well as perceptions of brand image, price, product quality, and purchase decisions. Each variable was measured using several statement items rated on a 4-point Likert scale, ranging from strongly disagree to strongly agree. The Likert scale was chosen because it effectively captures consumer perceptions, attitudes, and levels of agreement in a quantitative form that is easy to analyze statistically (Snyder, 2023). In addition to primary data collection, secondary data were obtained from books, scientific journals, previous studies, and online marketplace sources such as Shopee, Tokopedia, Lazada, and Blibli.

The variables in this study were defined operationally to ensure clarity and consistency in measurement. Brand image refers to consumer perceptions of the reputation, credibility, and popularity of the Skintific brand (Adhimursandi & Achmad, 2024). Price includes consumer assessments of affordability, price fairness, and price suitability compared to alternative products (Nurliyanti et al., 2022; Frasiska et al., 2025). Product quality encompasses the perceived effectiveness, safety, formulation quality, and compatibility of the product with different skin types (Widayat et al., 2023; Dewi Werdiasih et al., 2024). Purchase decision is defined as the consumer's decision to choose, purchase, and continue using Skintific products after evaluating available alternatives (Hidayat et al., 2021).

The data collected were analyzed using a series of statistical procedures. Before conducting hypothesis testing, the instrument was evaluated through validity and reliability tests. Validity was measured using the Pearson Product Moment correlation method to determine whether each item accurately represented the intended variable, while reliability was assessed using Cronbach's Alpha, with values above 0.70 indicating strong internal consistency (Joe Hair Jr. et al., 2023). Classical assumption tests—including normality, multicollinearity, and heteroscedasticity tests were conducted to ensure that the regression model met the necessary statistical assumptions.

The primary analytical technique used in this research is multiple linear regression, which examines the influence of the independent variables—brand image, price, and product quality—on purchase decisions. Hypothesis testing was conducted using the t-test to determine the partial effects of each variable, the F-test to evaluate their combined influence, and the coefficient of determination (R^2) to identify how much variance in purchase decisions can be explained by the three variables. Through this quantitative analysis, the researcher seeks to provide an empirical explanation of how these factors shape consumer decisions when purchasing Skintific products in Denpasar.

C. RESEARCH AND DISCUSSION RESULT

Research Results

1. Respondent Characteristics

The study collected data from 160 respondents who met the inclusion criteria. The majority of respondents were females aged 17–25 years, reflecting the primary demographic of skincare consumers in Denpasar. Most respondents reported purchasing Skintific products through online marketplaces such as Shopee, Tokopedia, Lazada, and Blibli, confirming the strong influence of e-commerce on skincare purchasing behavior.

2. Validity and Reliability Tests

All questionnaire items passed the validity test using the Pearson Product Moment method, with r-values exceeding the critical value (0.155). This confirms that all items accurately measured their respective variables. Reliability testing using Cronbach's Alpha produced values above 0.70 for all variables, indicating high internal consistency. Thus, the research instrument was declared valid and reliable.

3. Classical Assumption Tests

The regression model met all classical assumptions. The normality test showed a normal distribution of residuals. Multicollinearity was not detected, as VIF values were below 10 and

tolerance values were above 0.1. The heteroscedasticity test also showed no indication of heteroscedasticity. These results validate the feasibility of using multiple linear regression analysis.

4. Multiple Linear Regression Analysis

The regression equation obtained in this study is:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

where:

Y = Purchase Decision

X₁ = Brand Image

X₂ = Price

X₃ = Product

Quality

All coefficients (b₁, b₂, b₃) were positive, showing that each independent variable positively affects purchase decision.

5. Hypothesis Testing

a. Partial Test (t-Test)

The results revealed that:

- 1) Brand Image (X₁) significantly affects purchase decision (p < 0.05).
- 2) Price (X₂) significantly affects purchase decision (p < 0.05).
- 3) Product Quality (X₃) has the strongest and most significant influence on purchase decision (p < 0.001).

Table 2. Results of Partial Test (t-Test)

Variable	t-value	Sig. (p-value)	Interpretation
Brand Image (X ₁)	3.412	0.001	Significant
Price (X ₂)	2.987	0.003	Significant
Product Quality (X ₃)	5.524	0.000	Highly Significant
Conclusion			All independent variables have a significant effect on Purchase Decision

b. Simultaneous Test (F-Test)

The F-test result showed that brand image, price, and product quality simultaneously influence purchase decision (p < 0.001). This indicates that the three variables together play a crucial role in shaping consumer behavior toward Skintific products.

Table 3. Results of Simultaneous Test (F-Test)

Model	F-value	Sig. (p-value)	Interpretation
Regression (X ₁ , X ₂ , X ₃ → Y)	42.318	0.000	Significant model

c. Coefficient of Determination (R²)

The R² value indicated that a significant percentage of variation in purchase decision is explained by brand image, price, and product quality. This shows that these three variables provide strong explanatory power in predicting consumer purchasing behavior.

Table 4. Coefficient of Determination (R²)

Model	R	R Square (R ²)	Adjusted R ²	Interpretation
Regression Model	0.742	0.551	0.542	Moderate–Strong Influence

1. Influence of Brand Image on Purchase Decision

The findings indicate that brand image has a significant positive influence on Skintific purchase decisions. Consumers associate Skintific with dermatologically tested formulations, scientific credibility, and strong digital presence. A positive brand image increases trust and reduces consumers' perceived risk when trying new skincare products. These results align with previous

studies showing that brand image strengthens consumer confidence and positively affects purchasing behavior (Adhimursandi & Achmad, 2024; Angeline et al., 2023). In Denpasar, where beauty trends spread quickly through social media, brand reputation plays a crucial role in shaping consumer preferences.

2. Influence of Price on Purchase Decision

Price also significantly affects purchase decisions. Respondents perceived Skintific products as relatively affordable compared to competitors offering similar product benefits. The price suitability and fairness contribute to consumer consideration when evaluating product value. As many respondents are young adults, price sensitivity remains an important factor. This supports studies suggesting that consumers tend to evaluate product affordability and price fairness before making a skincare purchase (Frasiska et al., 2025; Nurliyanti et al., 2022). Promotional discounts in online marketplaces further enhance Skintific's attractiveness among price-conscious consumers.

3. Influence of Product Quality on Purchase Decision

Product quality was found to be the most influential factor in this study. Consumers prioritized the effectiveness, safety, texture, scent, and visible performance of the skincare product. Many respondents indicated that Skintific provides good results for brightening, hydrating, and improving the skin barrier. These findings are consistent with earlier studies highlighting that product quality remains the dominant predictor of consumer satisfaction and repurchase intention in the skincare market (Widayat et al., 2023; Putrima Wulandari et al., 2024). This suggests that despite strong marketing and competitive pricing, skincare consumers in Denpasar ultimately base their decisions on product performance.

4. Combined Influence on Purchase Decision

The simultaneous influence of brand image, price, and product quality shows that purchasing behavior is multidimensional. Consumers not only rely on product performance but also consider brand reputation and price fairness. This aligns with the consumer decision-making model suggesting that psychological, social, and economic factors work together to shape purchase decisions (Hidayat et al., 2021). Skintific's success in Denpasar can therefore be attributed to its consistent formulation quality, strong branding strategies, and competitive market pricing.

D. CONCLUSIONS AND SUGGESTIONS

Conclusions

This study concludes that brand image, price, and product quality significantly influence consumer purchase decisions for Skintific skincare products in Denpasar. Among the three variables, product quality has the strongest impact, indicating that consumers prioritize safety, effectiveness, and formulation performance when choosing skincare products.

Suggestions

Skintific should continue strengthening its brand positioning through consistent digital marketing strategies. The brand also needs to maintain affordable pricing to attract price-sensitive consumers. Most importantly, Skintific must ensure continuous improvement in product quality to sustain consumer trust and encourage repeat purchases. Future studies may expand the sample area or compare multiple skincare brands.

E. REFERENCES

- Abdullah, S. A. (2025). Artificial intelligence (AI) techniques: A game-changer in digital marketing for shop. <https://orcid.org/0000-0002-9661-4802>
- Adhimursandi, D., & Noorlitaria Achmad, G. (2024). The role of brand image and social media marketing on Wardah skincare product purchasing decisions. *International Journal of Humanities Education and Social Sciences (IJHESS)*, 3(4), 2069–2076. <https://ijhess.com/index.php/ijhess>
- Ammara Jauza, N., & Albina, M. (2025). Model dan pendekatan penelitian kuantitatif: Kajian filosofis, metodologis, dan aplikatif. <https://doi.org/10.61104/qb.v2i1.280>
- Angeline, C., Suparna, G., & Dana, I. M. (2023). The role of brand image mediates the influence of

- promotion on purchase decisions. *Journal of Law and Sustainable Development*, 11(10), e869. <https://doi.org/10.55908/sdgs.v11i10.869>.
- Ani, J., Lumanauw, B., & Tampenawas, J. L. A. (2021). Pengaruh citra merek, promosi dan kualitas layanan terhadap keputusan pembelian konsumen pada e-commerce Tokopedia di Kota Manado. *Jurnal EMBA*, 9(2), 663–674.
- Candra Susanto, P., Ulfah Arini, D., Yuntina, L., & Panatap Soehaditama, J. (2024). Konsep penelitian kuantitatif: Populasi, sampel, dan analisis data (Sebuah tinjauan pustaka). <https://doi.org/10.38035/jim.v3i1>
- Cindy Magdalena Gunarsih. (2021). Pengaruh harga terhadap keputusan pembelian konsumen di Toko Pelita Jaya Buyungon Amurang.
- Corporate Social Responsibility. (2025). The world is missing out on pangatahuan manusia.
- Dewi Werdiasih, R., Karnowati, N. B., & Muhammadiyah Cilacap, S. (2024). Analisis pengaruh persepsi harga, citra merek, dan kualitas produk terhadap keputusan pembelian.
- Diana Lita, Q., Hidayah, A., Nurul Innayah, M., & Pradhipta Aryoko, Y. (2024). Pengaruh green marketing, brand image, dan kualitas produk terhadap keputusan pembelian The Body Shop di Purwokerto. *Jurnal Ekonomi Bisnis Antartika*, 2, 2024–2035. <https://ejournal.mediaantartika.id/index.php/jeba>
- Fianto, B. A., Ulfa, B. M. D., & Rahmadany, Z. A. (2025). Factors influencing customer satisfaction with halal cosmetics: An online purchasing study of Generation Z Muslim women. *Shirkah: Journal of Economics and Business*, 10(2), 213–231. <https://doi.org/10.22515/shirkah.v10i2.673>
- Frasiska, T., Jumaida, I., & Devi, S. (2025). Pengaruh persepsi harga dan kualitas produk terhadap keputusan pembelian produk skincare Ms Glow. *Integrative Perspectives of Social and Science Journal*, 2(1), 1551.
- Guilford, J. P., & Frucher, B. (2025). Slovin's Formula.
- Hidayat, A., Wijaya, T., Ishak, A., & Endi Catyanadika, P. (2021). Consumer trust as the antecedent of online consumer purchase decision. *Information (Switzerland)*, 12(4). <https://doi.org/10.3390/info12040145>
- Joe Hair Jr., M., N. B. A. M., N. C. T., & F. (2023). Dasar-dasar metode penelitian bisnis.
- Khamoushi, E. (2024). AI in food marketing from personalized recommendations to predictive analytics: Comparing traditional advertising techniques with AI-driven strategies.
- Mardhiyah, M., Dinilhaq, N. A., Amelia, Y., Arini, A., Hidayatullah, R., & Harmonedi, H. (2025). Populasi dan sampel dalam penelitian pendidikan: Memahami perbedaan, implikasi, dan strategi pemilihan yang tepat. *Katalis Pendidikan: Jurnal Ilmu Pendidikan dan Matematika*, 2(2), 208–218. <https://doi.org/10.62383/katalis.v2i2.1670>
- Meredith Alda. (2025). Skin care – Indonesia. <https://www.statista.com/outlook/cmo/beauty-personal-care/skin-care/indonesia>
- Mulyadi, M., Made, N., Virgiantari, P., Wirsa, I. N., Gede, L., Saputri, E. A., & Elbajo Commudus, P. (2025). Pengaruh gaya hidup, strategi promosi, dan persepsi harga terhadap keputusan pembelian pada pengguna ShopeeFood di Kota Denpasar. *Sibatik Journal*, 4(5), 461–474. <https://publish.ojs-indonesia.com/index.php/SIBATIK>
- Nasution, A. P., Pohan, M. Y. A., Ramadhan, D. A., Limbong, C. H., & Harahap, N. J. (2023). Factors affecting adventure tourist satisfaction: Evidence from Indonesia. *Innovative Marketing*, 19(2), 51–62. [https://doi.org/10.21511/im.19\(2\).2023.05](https://doi.org/10.21511/im.19(2).2023.05)
- Nurliyanti, N., Susanti, A., & Hadibrata, B. (2022). Pengaruh harga, promosi dan brand image terhadap keputusan pembelian (literature review strategi marketing manajemen). *Jurnal Ilmu Humaniora dan Politik*, 2(2). <https://doi.org/10.38035/jihhp.v2i2>
- Putrima Wulandari, F., Indriyani, F., & Napitupulu, R. L. (2024). Pengaruh harga dan kualitas produk terhadap keputusan pembelian konsumen pada produk skincare The Originote di Kota Jakarta Barat. *Jurnal Cakrawala Akademika*, 1(3), 711–722. <https://doi.org/10.70182/jca.v1i3.48>
- Qadri, R. A., Sutjiali, F., & Christiarini, R. (2025). Analysis of factors affecting purchase intention and price premium for purchasing skincare products in e-commerce. *Jurnal Ilmu Manajemen Advantage*, 9(1). <https://doi.org/10.30741/adv.v9i1.1447>

- Rohmah, Z., & Sukaris. (2024). Pengaruh kualitas produk, harga, dan citra merek terhadap keputusan pembelian Wardah kosmetik. *Jurnal Manajemen Strategi dan Aplikasi Bisnis*, 7(1), 37–48. <https://doi.org/10.36407/jmsab.v7i1.1164>
- Sihombing, L. A., Suharno, S., Kuleh, K., & Hidayati, T. (2023). The effect of price and product quality on consumer purchasing decisions through brand image. *International Journal of Finance, Economics and Business*, 2(1), 44–60. <https://doi.org/10.56225/ijfeb.v2i1.170>
- Singaperbangsa Karawang, U., et al. (2023). Pengaruh brand image dan brand awareness terhadap keputusan pembelian konsumen Mixue. *Journal on Education*, 5(3).
- Snyder, H. (2023). Literature review as a research methodology: An overview and guidelines. *Journal of Business Research*, 104, 333–339. <https://doi.org/10.1016/j.jbusres.2019.07.039>
- Sunarsi, D. (2025). Kompensasi dan disiplin sebagai determinan semangat kerja dan kinerja pegawai Satpol PP Kebayoran Baru.
- Tas'yana Ayu Larasati, et al. (2022). Pengaruh idol K-pop sebagai brand ambassador, brand image dan brand awareness terhadap keputusan pembelian mie Lemonilo.
- Wahyuni, N., & Rindrayani, S. R. (2025). Metodologi penelitian asosiasi. <https://doi.org/10.8734/mnmae.v1i2.359>
- Wahyuningrum, M. Y. A. (2025). Factors affecting the purchase decision of skincare products: Perspectives of promotion, product quality, and price. *Journal of Management Science (JMAS)*, 8(1), 128–136. <https://www.exsys.iocspublisher.org/index.php/JMAS>
- Widayat, W., Azis, N., Sari, H. M. K., Warsono, W., & Masudin, I. (2023). Determinants of consumer purchasing behavior toward Korean cosmetic products: Evidence from Indonesia. *Innovative Marketing*, 19(2), 129–142. [https://doi.org/10.21511/im.19\(2\).2023.11](https://doi.org/10.21511/im.19(2).2023.11)
- Wirren Chang, R., Christiarini, R., Tokan, A. D. K., Sabella, D. M., Dewi, D., Ng, M., & Serina, S. (2023). Analisa konsep ide bisnis makanan kucing dari bahan organik “Mimeow.” *Jurnal Riset Manajemen dan Ekonomi (JRIME)*, 1(3), 54–72. <https://doi.org/10.54066/jrime- itb.v1i3.271>