The Influence of Brand Image, Product Quality, and Price Discount on Impulse Buying to Skintific Skincare Products (A Study of Skintific Instagram Followers)

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Abstract

The beauty industry continues to grow as consumers pay increasing attention to the quality and value of skincare products. This study analyzes the influence of brand image, product quality, and price discounts on impulse buying of Skintific products by involving 100 respondents and multiple linear regression analysis using SPSS 31.0. Data collection was carried out through questionnaires, and data analysis included validity tests, reliability tests, classical assumption tests, linear regression, and hypothesis tests. The results of the study indicate that although brand image does not have a significant effect, product quality and price discounts have a significant contribution in encouraging impulse buying. This confirms that good product quality and attractive price discounts are the main factors that trigger impulse buying of Skintific products

Keywords: brand image; product quality; price discount; impulse buying; skintific;

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INTRODUCTION

Currently, technological advances, especially in the beauty industry in Indonesia, are developing rapidly. The growth of the cosmetics business can trigger fierce market competition, with the emergence of various brands, both domestic and imported. One phenomenon that often arises in consumer behavior is impulse buying, where consumers make purchases without prior planning. This phenomenon is relevant to the rapid flow of promotions on various digital e-commerce platforms and the intense competition between brands in the modern retail industry.

Impulse buying is defined as consumers making sudden purchases without prior preparation or planning, (Rahmadani, 2021). They tend to make sudden purchasing decisions, do not consider their initial needs or plans, and are more influenced by emotional impulses or environmental stimuli, (Chan et al, 2022). According to Rook and Fisher, impulse buying can be defined as consumers who often make spontaneous purchases without planning and careful consideration, triggered by emotional and psychological factors, as well as the influence of marketing strategies, (Nurfauzi et al,

2024). Previous literature reviews show that there are several factors that influence impulse buying.

According to Kotler, brand image is defined as the way consumers view a brand, which is formed from various associations in their minds, both from direct experience and information received, (Souisa, 2024). In addition, Kotler and Armstrong explain that brand image is a picture formed in the minds of consumers about a brand, which is formed from various messages and experiences they have had, thereby creating a certain impression of the brand, (Irawan et al, 2022). Brand image is defined as the understanding that develops in customers' minds about a brand, which includes all the ideas, impressions, and perceptions they have about a particular product or company, (Afifah Yuliarahma, 2023).

Kotler and Armstrong say that product or service quality is the overall capability of a good or service with the aim of meeting customer needs, both those that are expressed directly and those that are unspoken. This includes the level of capability of a product or service in providing maximum satisfaction through its characteristics and performance in line with consumer expectations, (Dahliani et al, 2021). Product quality is the optimal manifestation of the characteristics and properties of a product or service that deeply reflects the manufacturer's ability to meet consumer needs, both stated and hidden, (Yuni Yuniawati, 2023).. Philip Kotler and Armstrong say that product quality is the characteristics of a product or service that are evaluated based on the product's ability to respond to customer needs, both expressed and unspoken, in order to achieve overall consumer satisfaction, (Nugroho et al, 2023).

According to Tjiptono, a price discount is an official price reduction on a product or service that a seller gives to a buyer for various purposes, such as increasing sales, attracting consumers, or showing appreciation to customers, (Ade Wahyu Ramadhan, 2021). In addition, Tjiptono says that a price discount is a form of appreciation for a particular transaction given by the seller to the buyer in the form of a price reduction. Price discounts require consideration of the amount of the price reduction, the timing of implementation, and the appropriate target consumers, (Oktaviani et al, 2021). Price discounts are a very effective marketing strategy in encouraging consumers to make purchases by providing incentives in the form of attractive price reductions. The purpose of price discounts is to attract customers, encourage sales, or clear out stock, as well as to increase competitiveness in the market, (Miftachul Jannah, 2024).

In 2022, the beauty and personal care sector in Indonesia managed to generate approximately US$7.23 billion, or around Rp111.83 trillion, assuming an exchange rate of Rp15,467.05 per US dollar. Along with that, this sector is projected to grow significantly with a compound annual growth rate (CAGR) of 5.81% during the period 2022 to 2027. A more in-depth analysis of the survey results shows that in 2022, the body care category will be the most dominant, with a market value of US$3.18 billion. Meanwhile, the skincare segment ranked second with a market value of US$2.05 billion, followed by makeup in third place with a market volume of US$1.61 billion.
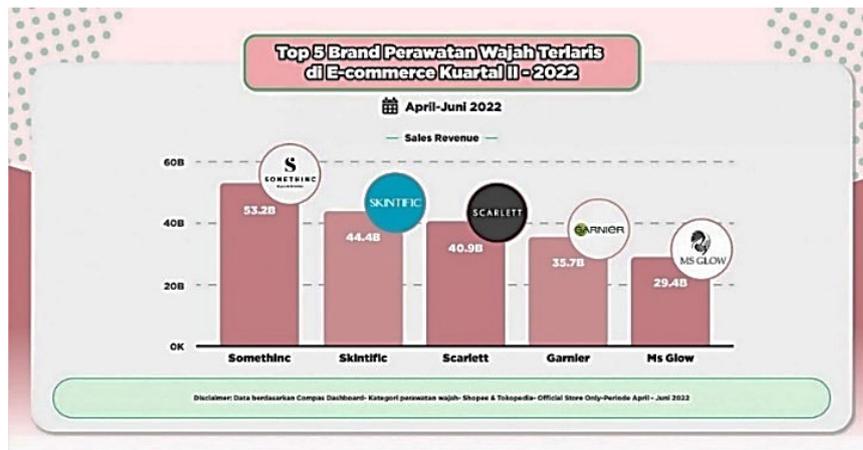
Figure 1. Top 5 best-selling skincare brands in e-commerce in the second quarter
Source: Compas.ac.id

Skintific, short for "Skin and Scientific," is a skincare brand founded in 1957 in Canada and launched in Indonesia at the end of 2021 with a moisturizer as its first product, which is claimed to strengthen the skin barrier. The brand is known for its main slogan, "An Advanced Scientific Formula for Fast & Safe Beauty," and has its own uniqueness in the world of skincare. Since its launch, Skintific has won seven awards, including "Best Moisturizer" by Female Daily, Sociolla, Beautyhaul, and TikTok Live Award 2022. Additionally, Skintific was awarded the title of "Best Eye Treatment" by the Sociolla Award and was named "Best Newcomer Brand 2022" by Sociolla and the TikTok Live Award, (Kompas, 2023).

Skintific is widely known for its viral product innovations, such as 5x Ceramide Moisturizer, Mugwort Acne Clay Stick, and Truffle Biome Skin Reborn Moisturizer. With these products, Skintific has successfully achieved the top position in the beauty category on various e-commerce platforms, such as Shopee, Tokopedia, and others, and recorded the highest sales on TikTok Shop in 2022, (Compas, 2023). Therefore, manufacturers need to continue to strive to improve the quality of their products to meet market expectations and needs, (Vina Oktaviani, 2023).

Skintific faces competition between brands by offering price discounts to its consumers. According to Skintific's official Instagram account at the Skintific X Shopee event, Skintific offered several attractive discounts. For example, discounts of up to 75%, flash sales of IDR 10,000, direct discounts of IDR 100,000, and buy 5 get 10 sales. These efforts are aimed at attracting consumer interest and driving increased product.

Based on the explanations provided, researchers are motivated to choose a research topic titled "The Influence of Brand Image, Product Quality, and Price Discounts on Impulse Buying of Skintific Skincare Products (A Study of Skintific Instagram Followers)."

METHODOLOGY

This research is an associative type used to analyze the relationship or impact between more than one variable, using a quantitative approach. This research aims to analyze a specific population or sample through the use of data collection instruments

such as questionnaires or other measuring tools, (Sugiyono, 2020). The research process includes data collection, statistical data processing, and testing of pre-established hypotheses. The Likert scale is a method used to assess the views, attitudes, and perceptions of individuals or groups towards an event or phenomenon in society.

The population studied were followers of the Instagram social media account @Skintific who were aged 17 years and above, resided in the city of Surabaya, and had purchased Skintific skincare products. The research sample consisted of 100 respondents. The sampling technique used in this study was purposive sampling with the criteria of people aged 17 years and above who resided in Surabaya and had purchased Skintific skincare products. In addition, data collection was carried out by distributing questionnaires to the respondents. The data in this study were tested using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis tests, and hypothesis tests using the Statistical Package for Social Science (SPSS) version 31.0 software application.

RESULTS AND DISCUSSION

A. Result

Validity Test

Instrument validity testing was conducted to assess the extent to which the research instrument was truly capable of measuring the intended variables or was consistent with what should be measured. This study used the Pearson product-moment correlation method by comparing the calculated r value and the table r value at a significance level of 5%. The $r$table value is obtained from the r table available in the literature.

Brand Image (X1)

Table 1. Brand Image Validity Test Results (X1)

Variable	Statement	Correlation Coefficient	$r$table 5% (100)	Description
Brand Image (X1)	X1.1	0,447	0,196	Valid
	X1.2	0,620	0,196	Valid
	X1.3	0,521	0,196	Valid
	X1.4	0,447	0,196	Valid
	X1.5	0,727	0,196	Valid
	X1.6	0,673	0,196	Valid

Source: Primary data processed in 2025

Based on the table above, it shows that the overall validity test results of the Brand Image variable indicator are valid and can be used in accordance with research instrument standards.

Product Quality (X2)

Table 2. Product Quality Validity Test Results (X2)

Variable	Statement	Correlation Coefficient	$r$table 5% (100)	Description
Product Quality (X2)	X2.1	0,784	0,196	Valid
	X2.2	0,598	0,196	Valid
	X2.3	0,571	0,196	Valid
	X2.4	0,640	0,196	Valid

X2.5	0,595	0,196	Valid

Source: Primary data processed in 2025

Based on the table above, it shows that the overall validity test results of the Product Quality variable indicator are valid and can be used in accordance with research instrument standards.

Price Discount (X3)

Table 3. Price Discount Validity Test Results (X3)

Variable	Statement	Correlation Coefficient	r_{table} 5% (100)	Description
Price Discount (X3)	X3.1	0,719	0,196	Valid
	X3.2	0,701	0,196	Valid
	X3.3	0,614	0,196	Valid
	X3.4	0,587	0,196	Valid
	X3.5	0,512	0,196	Valid
	X3.6	0,649	0,196	Valid

Source: Primary data processed in 2025

Based on the table above, it shows that the overall validity test results of the Price Discount variable indicator are valid and can be used in accordance with research instrument standards.

Impulse Buying (Y)

Table 4. Impulse Buying Validity Test Results (Y)

Variable	Statement	Correlation Coefficient	r_{table} 5% (100)	Description
Impulse Buying (Y)	Y.1	0,767	0,196	Valid
	Y.2	0,709	0,196	Valid
	Y.3	0,822	0,196	Valid
	Y.4	0,788	0,196	Valid
	Y.5	0,731	0,196	Valid

Source: Primary data processed in 2025

Based on the table above, it shows that the overall validity test results of the Price Discount variable indicator are valid and can be used in accordance with research instrument standards.

Reliability Test

The reliability test aims to determine the level of consistency of the data produced by the research instrument. A variable is considered reliable if the Cronbach's Alpha value obtained exceeds 0.60. The variables that meet the reliability criteria are presented as follows:

Table 5. Reliability Test Result

Variable	Cronbach's Alpha Count	Cronbach's Alpha Minimum	Description
Brand Image (X1)	0,610	0,60	Reliable
Produk Quality (X2)	0,617	0,60	Reliable
Price Discount (X3)	0,700	0,60	Reliable
Impulse Buying (Y)	0,819	0,60	Reliable

Source: Primary data processed in 2025

Based on the table above, all research variables obtained reliability values exceeding the minimum Cronbach's Alpha limit of 0.60. Thus, the questionnaire used is considered reliable.

Normality Test

The purpose of normality testing is to determine whether the data distribution is normal. This study uses graphical analysis through histograms and diagonal plots. The data is considered normal if the distribution follows the diagonal line. The test results are shown in the following figure.
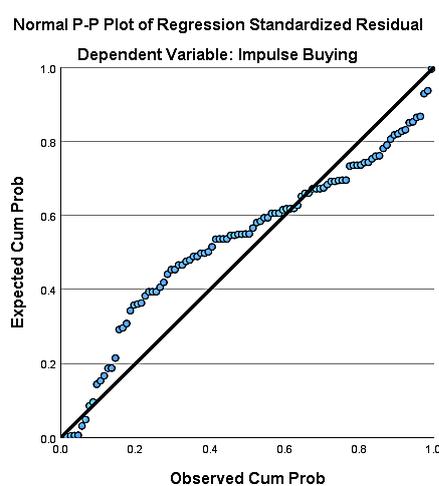

Figure 2. Histogram Chart
Source: Primary data processed in 2025

The figure above shows normally distributed data, marked by a histogram that narrows upward and points parallel to the diagonal line. Therefore, the regression model can be declared normal.

Linearity Test

Linearity testing is used to measure the degree of relationship between two variables in a study. The relationship is considered linear if the Sig. Deviation from Linearity significance value is greater than 0.05. The results of the linearity analysis for each variable are shown in the following table.

Table 6. Linearity Test Result

Variable	Sig deviation from linieriarity	Sig	Description
Brand Image (X1) Impulse Buying (Y)	0,159	0,05	Linear
Product Quality (X2) Impulse Buying (Y)	0,107	0,05	Linear
Price Discount (X3) Impulse Buying (Y)	0,149	0,05	Linear

Source: Primary data processed in 2025

Based on the Sig. values associated with the independent and dependent variables in the table above, this indicates a linear relationship between variables, marked by a Deviation from Linearity value greater than 0.05.

Multicollinearity Test

Multicollinearity testing was conducted to assess the relationship between variables in the regression model. A VIF value above 10 indicates multicollinearity, while a VIF value below 10 indicates that the model is free from this problem. The test results for the independent variables can be seen in the following section.

Table 7. Multicollinearity Test Result

Variable	Tolerance	VIF	Description
Brand Image (X1)	0,757	1.320	No Multicollinearity Occurs
Product Quality (X2)	0,676	1.480	No Multicollinearity Occurs
Price Discount (X3)	0,599	1.670	No Multicollinearity Occurs

Source: Primary data processed in 2025

The results in the table above show that each independent variable has a VIF value < 10 and a tolerance > 0.10. This indicates that the regression model in this study does not experience multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test aims to identify whether or not there are differences in residual variance in the regression model between one observation and another. One method used is to look at the significance value. A significance value above 0.05 indicates that the regression model is free from heteroscedasticity, while a value below 0.05 indicates that the model is affected by heteroscedasticity. The test results for each independent variable are presented as follows.

Table 8. Heteroscedasticity Test Result

No	Variable	Nilai Sig.
1	Brand Image (X1)	0,158
2	Product Quality (X2)	0,094
3	Price Discount (X3)	0,104

Source: Primary data processed in 2025

The heteroscedasticity test in the table above shows that there are no independent variables that experience heteroscedasticity, because all p-values are higher than 0.05.

Multiple Linear Regression Analysis Uji

This study aims to examine the relationship between independent variables (X), which include brand image, product quality, and price discount, and dependent variables (Y), namely impulse buying. Multiple linear regression was used to analyze this relationship. The results of the analysis are presented as follows.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.445	3.234		.138	.891
	Brand Image	.002	.120	.002	.017	.987
	Product Quality	.314	.138	.223	2.279	.025
	Price Discount	.540	.121	.463	4.450	<,001

a. Dependent Variable: Impulse Buying

Figure 3. Multiple Linear Regression Analysis Test Result
Source: Primary data processed in 2025

$Y = 0.445 + 0.002 X_1 + 0.314 X_2 + 0540 X_3 + \varepsilon$

The constant value of 0.445 explains that if the variables Brand Image (X1), Product Quality (X2), and Price Discount (X3) are equal to 0, then the impulse buying level is predicted to be 0.445. The regression coefficient for Brand Image (X1) is 0.002. The relationship between brand image and impulse buying is not significant because the significance value is 0.987 > 0.05. The regression coefficient for Product Quality (X2) is 0.314. With a significance value of 0.025 < 0.05, this indicates that product quality has a significant influence on customers' tendency to make unplanned purchases. The regression coefficient for Price Discount (X3) is 0.540. The significance value of <0.001 < 0.05 reinforces that price discount has a significant relationship with impulse buying.

Simultaneous Test (F Test)

To determine whether the dependent variable is simultaneously influenced by all independent variables, an F test is conducted. In this case, Brand Image (X1), Product Quality (X2), and Price Discount (X3) are the independent variables, while Impulse Buying (Y) acts as the dependent variable. The results of the hypothesis test are presented in the following section.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	396.494	3	132.165	19.636	<,001^b
	Residual	646.146	96	6.731		
	Total	1042.640	99			

a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), Price Discount, Brand Image, Product Quality

Figure 4. Simultaneous Test Result
Source: Primary data processed in 2025

H_0 is rejected and H_1 is accepted if F-count ≥ F-table at α = 5%. The results of the simultaneous test (F-test) show that the p-value is 0.001 < 0.05 and the F-count value is 19.636 ≥ F-table 1.985. This indicates that variables X1, X2, and X3 have a significant effect on variable Y, so H_0 is rejected and H_1 is accepted.

Partial Test (t Test)

Partial tests are used to measure the extent to which each independent variable influences the dependent variable. In this study, Y is defined as the dependent variable, while X1, X2, and X3 function as independent variables. The results of hypothesis testing through partial tests are presented in the following section:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.445	3.234		.138	.891
	Brand Image	.002	.120	.002	.017	.987
	Product Quality	.314	.138	.223	2.279	.025
	Price Discount	.540	.121	.463	4.450	<,001

a. Dependent Variable: Impulse Buying

Figure 5. Partial Test Result

Source: Primary data processed in 2025

Based on the figure above, for the t-test criteria conducted at an α level of 5%, the t-value for n = 100-3-1 = 96 is 1.985. From these results, it can be seen that brand image (X1) does not have a significant effect on impulse buying (Y), as the t-value (0.017) is lower than the t-table (1.985) with a significance of 0.987 > 0.05. Product quality has a significant effect on impulse buying with a value of *thitung* (2.279) greater than *ttabel* (1.985) and a significance value of 0.025 < 0.05. Price discount has a significant effect on impulse buying, with a value of *thitung* (4.450) greater than *ttabel* (1.985) and a significance value of 0.001 < 0.05.

The Influence of Brand Image, Product Quality and Price Discount on Impulse Buying

The simultaneous test (F-test) results show that brand image, product quality, and price discount together have a significant effect on impulse buying. This is evidenced by a significance value of 0.001 < 0.05 and F-count 19.636 ≥ F-table 1.985. Thus, H_0 is rejected and H_1 is accepted.

The Influence of Brand Image on Impulse Buying

The partial test results (t-test) show that the t-value of 1.859 is smaller than the t-table value of 1.985 with a significance level of 0.987 > 0.05. This means that the brand image variable does not have a significant effect on impulse buying, so H_0 is accepted and H_1 is rejected. Although there are indications that customer perceptions of brand image contribute to unplanned purchasing decisions, these findings are not sufficient to prove that brand image can be a determining factor.

The Influence of Product Quality on Impulse Buying

The t-value of 2.279 is greater than the t-table value of 1.985, and the significance of 0.025 < 0.05 indicates that the product quality variable has a significant effect on impulse buying. Therefore, H_1 is accepted and H_0 is rejected. This proves that product quality, such as authenticity of ingredients, safety, benefits, and durability, plays an important role in creating a positive experience for consumers. The better the quality of the product offered, the more likely customers are to feel satisfied and be encouraged to make unplanned purchases.

The Influence of Price Discount on Impulse Buying

From the partial test results, a t-value of 4.450 was obtained, which is higher than the t-table value of 1.985, and a significance value of <0.001, which is smaller than 0.05. This indicates that price discount has a significant effect on impulse buying, so H_0 is rejected and H_1 is accepted. Price discount have been proven to have a significant effect on impulse buying, as discounts provide added value and financial benefits to consumers.

CONCLUSION

The results of the study show that impulse buying of certain products is significantly influenced by three main variables, namely brand image, product quality, and price discount. There is evidence that product quality and price discounts have a stronger impact on encouraging consumers to make impulse purchases than brand image. This indicates that consumers are more likely to make spontaneous purchases when they are confident about product quality and see attractive price offers, even though brand image remains important in creating a positive perception of the company. In the same way that guaranteed product quality can foster trust and price discounts can create a sense of urgency, the combination of the two has been proven to strengthen the urge to buy spontaneously. Therefore, companies need to prioritize strategies to improve product quality and implement effective price discounts while maintaining brand image in order to be more competitive in encouraging consumer impulse buying.

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