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The Influence of Brand Image, Price Perception and Product Quality on Skintific Skincare Purchase Decisions at Selly Cosmetics Aek Kota Batu

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Abstract

The purpse of this study is to determine the influence of brand image, price perception, and product quality on purchasing decisions for Skintific skincare at Selly Kosmetik Aek kota Batu. The study uses a quantitative approach with an associative research type. Data collection uses a questionnaire with the help of SPSS 26. This study indicates that there is a positive and significant influence of brand image and product quality partially on purchasing decisions, while price perception has a significant effect with a negative relationship direction. Simultaneously, brand image, price perception, and product quality have a significant effect on purchasing decisions with a coefficient of determination of 57.5% while the rest is influenced by other factors outside the study. These findings indicate that brand image and product quality factors are more dominant in influencing consumer interest in purchasing Skintific skincare at the local retail level.

Keywords: *Brand Image, Price Perception, Product Quality, Purchasing Decision*

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INTRODUCTION

The Indonesian skincare market is experiencing rapid growth as consumers become more concerned about their appearance and skincare. Competition between products and brands is intensifying, not only in terms of products and formulas, but also in other marketing elements, including product quality, price perception, and brand image. All of these factors significantly influence consumer purchasing decisions.

Skintific is a long-standing brand that originated in Canada in 1957 before entering the Indonesian market in 2021. Skintific offers not only makeup products but also skincare products focused on improving the skin barrier and other skin conditions. Skintific products are designed to provide effective and safe solutions for various skin types, from teenagers to adults, and are registered with the Indonesian Food and Drug Monitoring Agency (BPOM).

Cosmetics companies are also impacted by technological advances in disseminating information about their products through online advertising platforms and other media. After viewing the collected information, this can influence

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purchasing decisions. Modern trends and lifestyles arising from the use of technology can increase demand for cosmetics.

However, as seen in the image below, e-commerce sales for facial care products have also increased, likely due to the high demand for skincare products in the market. Skintific is one of the most frequently purchased facial care brands on Indonesian e-commerce platforms. In 2024, Skintific ranked first in sales, with revenues exceeding IDR 70 billion. In the same year, Skintific dominated the skincare and beauty market. Skintific also held the highest sales in the beauty category across nearly all online and offline shopping platforms in Indonesia. This demonstrates that many consumers are purchasing Skintific products.

Figure 1. Top Sales in 2024

Meanwhile, Selly Kosmetik Aek Kota Batu is a well-known local business and skincare retailer that has been active since 2021, offering various brands, including Skintific. However, there has been a shift in customer behavior, with some consumers still hesitant to switch from other brands like Hanasui, Viva, Emina, Scarlet, Ms Glow, and Wardah to Skintific. This indicates that brand image, price perception, and product quality are key factors in purchasing decisions.

Brand image plays a crucial role in influencing customer choices when purchasing a product. Individuals' mental associations with a brand shape their brand image, which is their overall perception of the brand. Customers are more likely to purchase products from companies with a good reputation, making choosing the right brand an essential part of shopping. In other words, consumers are more likely to purchase from well-respected brands, and vice versa. Anisa et al. (2024) and Sakbania and Setianingsih (2023) are just two of many studies that have demonstrated the positive and substantial influence of brand image on consumer choice. However, several studies have found that consumer perceptions of a brand do not significantly influence their purchasing choices (Agustina & Acyasmoro, 2022; Elvina, 2022; Lailatul & Paludi, 2023; Putra & Talumantak, 2022).

Customers' subjective evaluation of the amount they need to pay to obtain a product, which may not necessarily correspond to the face value, also influences purchasing decisions. Consumers tend to evaluate a product by comparing its price and the benefits they will receive. Previous studies have suggested that price perception has a positive and significant effect on purchasing decisions, including (Komariah, 2021; Kusuma et al., 2022) . However, several studies have shown no evidence that consumer price perception significantly influences their final purchase (Ambarita & Wasino, 2024; Emiliani & Habib, 2024)

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Meanwhile, product quality also plays a crucial role in influencing consumer purchasing decisions, as high standards typically support the implementation of a company's marketing strategy. By providing high-quality products, businesses can maintain and expand their market share while building long-term customer loyalty. According to Tamaya & Mulyono (2023), the level of satisfaction expected from a product relative to customer demand is known as its quality. Anisa et al. (2024) and Melindawaty and Istikomah (2024) are among the studies that found a positive correlation between product quality and purchasing decisions, but other studies have not found such a correlation (Putra & Talumantak, 2022)

Thus, the Selly Cosmetics Aek Kota Batu store was chosen as the research location to understand how much influence brand image, price perception, and product quality have on skintific skincare purchasing decisions at Selly Cosmetics Aek Kota Batu .

METHODOLOGY

The research was conducted at Selly Cosmetics Aek KotavBatu, Na IX-X District, North Labuhan Batu Regency, North Sumatra. The research period included preparation, questionnaire distribution, and data processing. The research population is defined as "a general area consisting of objects or subjects with certain qualities and characteristics that have been determined by the researcher to be studied and then drawn conclusions," as stated by Veronica et al. (2022). Although the exact number of participants is not yet known, this study will include all customers who are at least 15 years old and have purchased Skintific skincare products at Selly Kosmetik Aek Kota Batu. In this study, a non-probability sampling method was used, which used a purposive sampling approach. Non-probability sampling is a sampling technique that does not provide an equal opportunity or chance for each member of the population to be selected as a sample, while purposive sampling is sampling based on certain criteria or considerations (Sugiyono 2020) .

Sample according to Veronica et al., (2022) namely the total and characteristics possessed by the population group . In this study, the population is unknown, so the sampling method is calculated using a technique or formula according to Malhotra's theory (2020). This is done by multiplying the number of indicators 15 by 4 or 5, so that the result of the formula is obtained, namely 15 indicators x 5 = 75 respondents. Therefore, the sample for the study taken was 75 respondents.

In conducting this research, a quantitative approach with an associative approach is used. Quantitative research is research that can be fully expressed with concrete numbers and utilizes statistical instruments to analyze its data (Darwin, 2021). On the other hand, associative research seeks to measure the strength of the relationship between two variables. By using questionnaires to collect data that can be objectively validated through validity and reliability tests, quantitative research achieves its goal of objectivity.

This research uses primary data sources, namely data obtained directly from respondents through the distribution of questionnaire instruments and the data has never been processed previously by other people. This study used questionnaires as data. Questionnaires were collected by providing written statements to respondents (Soesana et al., 2023). The researchers then processed the questionnaire data using

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SPSS 26 and applied a Likert scale of 1-5 to ask respondents. Respondents were asked to complete the questionnaire with a score of 1 strongly disagree, 2 disagree , 3 neutral, 4 agree, and 5 strongly agree.

According to Abdul Muin (2023), validity is a measure that indicates the extent of a tool's validity or accuracy. In other words, a tool that is correct or valid has a high level of validity. Conversely, if the tool is invalid, it shows low validity. Therefore, this testing process is crucial to determine whether the tool used can produce accurate information.

According to Sembiring et al., (2023), reliability assesses the consistency of a measuring device, to ensure the tool used is trustworthy and remains stable when repeated measurements are taken . The level of reliability can be considered high if the results show that the measuring device can be accounted for in its accuracy if it is considered reliable.

To apply the multiple linear regression equation, this is one of the requirements that must be met (Indartini & Mutmainah, 2024). Ensuring that the regression model resulting from solving the multiple regression equation using the least squares approach meets the classical assumptions requires testing. Heteroscedasticity, multicollinearity, and normality are classical assumption tests .

According to Indratini and Mutmainah (2024), the linear relationship between independent and dependent variables can be demonstrated using multiple linear regression. This is done to determine whether the relationship between the dependent and independent variables is positive or negative and how the independent factors influence the dependent variable. If the independent variable changes, the analysis also predicts how much the dependent variable will change. Therefore, the regression equation is written below :

$$\mathbf{Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e}$$

Information:

Y	= Purchase Decision
a	= Alpha
b_1, b_2, b_3	= Regression Coefficients
X_1, X_2, X_3	= Brand Image, Price Perception, Product Quality
e	= Error

Hypothesis Testing

According to Vikaliana et al., (2022) If all other independent variables are kept constant, the t-test can be used to determine whether the coefficient has a significant effect on the dependent variable as an independent variable in the regression analysis. According to Vikaliana et al., (2022) the purpose of the F test is to determine whether the independent variables have an influence on the dependent variables simultaneously.

The coefficient of determination, often written as (R2), is a way to measure the impact of variable X on variable Y, as stated by Sahir (2021). The total influence of independent factors on the dependent variable will be weaker as the coefficient value approaches zero. Conversely, the strength of the influence of all independent factors on the dependent variable will increase as the R2 value approaches 100%.

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RESULT AND DISCUSSION

The purpose of validity testing is to determine whether the questionnaire accurately measures the variables it is supposed to measure. At a significance level of 5%, the calculated r value is compared with the r value in the table. If the calculated r ≥ r table, then the questionnaire is valid . If not, then the questionnaire is not valid Sembiring et al., (2023) . The following table shows the results of the correlation between the six items that make up the brand image statement and the total score of the brand image variable (X1). SPSS 26 was used for this study.

Table 1. Results of Validity Test X_1

Item	R - Count	R - Table	Sig	Note
X_1.1	0.631	0.361	0,000	Valid
X_1.2	0.789	0.361	0,000	Valid
X_1.3	0.728	0.361	0,000	Valid
X_1.4	0.760	0.361	0,000	Valid
X_1.5	0.444	0.361	0.014	Valid
X_1.6	0.539	0.361	0.002	Valid

Since the correlation value (r-calculated) is higher than the minimum limit value (r-table) of 30 respondents, the validity test findings indicate that all claims in item (6) of the questionnaire are valid . Consequently, these elements can be used to assess the brand image variable (X1) being studied.

Reliability Test Results

According to Darma (2021), an instrument is considered reliable if its Cronbach's alpha value is higher than the significance threshold, which is set at 0.5-0.7. Conversely, an unreliable instrument is one whose alpha value is lower than the significance threshold. The brand image variable statement items used in this study were tested for reliability, and the results are presented in the following table.

Table 2. Results of Reliability Test of Variable X_1

Cronbach's Alpha	N Of Items
,711	6

The results of the reliability test of the brand image variable (X1) show that the indicators used meet the reliability criteria because the Cronbach's alpha value exceeds the significance limit. In addition, the validity of the 7 statement items in the price perception variable (X2) was tested. The following table shows the correlation value between each item and the total score for the X2 variable.

Table 3. Results of Validity Test of Variable X2

Item	R-count	R-table	Sig	Note
X_2.1	0.416	0.361	0.022	Valid
X_2.2	0.609	0.361	0,000	Valid
X_2.3	0.599	0.361	0,000	Valid
X_2.4	0.558	0.361	0.001	Valid
X_2.5	0.715	0.361	0,000	Valid
X_2.6	0.799	0.361	0,000	Valid

DOI : 10.37531/amar.v6i1.3691

$X_2.7$	0.595	0.361	0.001	Valid

Because the calculated correlation value (r- count) is higher than the minimum limit value (r-table) of 30 respondents, the validity test shows that the seven statements in the questionnaire are valid . Therefore, these items can be used to assess the price perception variable (X2) being studied.

Table 4 Results of Reliability Test of Variable X_2

Cronbach's Alpha	N Of Items
,708	7

The results of the reliability test of the price perception variable (X2) show that the Cronbach's alpha value exceeds the significance limit, indicating that the indicators used have met the reliability criteria.

In addition, the validity of the 9 statement items in the product quality variable (X3). The following table shows the correlation value between each item and the total score for the X3 variable.

Table 5. Results of Validity Test of Variable X3

Item	R - Count	R - Table	Sig	Note
$X_2.1$	0.849	0.361	0,000	Valid
$X_2.2$	0.840	0.361	0,000	Valid
$X_2.3$	0.834	0.361	0,000	Valid
$X_2.4$	0.703	0.361	0,000	Valid
$X_2.5$	0.829	0.361	0,000	Valid
$X_2.6$	0.797	0.361	0,000	Valid
$X_2.7$	0.769	0.361	0,000	Valid
$X_2.8$	0.824	0.361	0,000	Valid
$X_2.9$	0.724	0.361	0,000	Valid

Since the correlation value (r-count) is higher than the minimum limit value (r-table) of 30 respondents, the validity test findings indicate that the nine claims in the questionnaire are valid. Since the brand image variable (X3) in this study is acceptable, these objects can be used to measure it.

Table 6. Results of Reliability Test of Variable X3

Cronbach's Alpha	N of Items
,926	9

Product quality (X3) was found to have a reliability test result with a Cronbach's alpha value greater than the significance level. The indicators used were found to be reliable, so the results were acceptable.

This was followed by a validity test conducted on the eight statement items that make up the purchase decision variable (Y). The correlation findings between each item and the total score for the Y variable are shown in the table below.

Table 7. Results of the Validity Test of Variable Y

Item	R - Count	R - Table	Sig	Note

DOI : 10.37531/amar.v6i1.3691

$X_2.1$	0.454	0.361	0.012	Valid
$X_2.2$	0.825	0.361	0,000	Valid
$X_2.3$	0.672	0.361	0,000	Valid
$X_2.4$	0.758	0.361	0,000	Valid
$X_2.5$	0.683	0.361	0,000	Valid
$X_2.6$	0.555	0.361	0.001	Valid
$X_2.7$	0.860	0.361	0,000	Valid
$X_2.8$	0.615	0.361	0.001	Valid

The validity test results indicate that eight claims in the questionnaire are true; this is because, with 30 respondents, the correlation value (r-count) is higher than the minimum threshold value (r-table). Therefore, the purchasing decision variable (Y) being studied can be calculated using these items.

Table 8. Results of Reliability Test of Variable Y

Cronbach's Alpha	N of Items
,832	8

The indicators used have met the reliability criteria, as shown by the results of the reliability test of the purchasing decision variable (Y), which shows that the Cronbach's alpha value exceeds the significance limit.

Normality Test Results

To ensure that the research data follows a normal distribution, a normality test is performed. This test is known as the one-sample Kolmogorov - Smirnov test . The significance value > 0.05 indicates that the data is normally distributed (Siti Hajaroh & Raehanah) . The results of the normality test are in the following table.

Table 9. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		75
Normal Parameters [a,b]	Mean	,0000000
	Standard Deviation	2.28083234
Most Extreme Differences	Absolute	,076
	Positive	,076
	Negative	-,071
Test Statistics		,076
Asymp. Sig. (2-tailed)		,200 [c,d]

A significance level of 0.200 was found in the normality test. This proves that the data follows a normal distribution and meets the significance level requirements of the normality test, which is >0.05. The distribution pattern is shown by a bell curve. Therefore, it can be said that most of the data follows a normal distribution .

DOI : 10.37531/amar.v6i1.3691

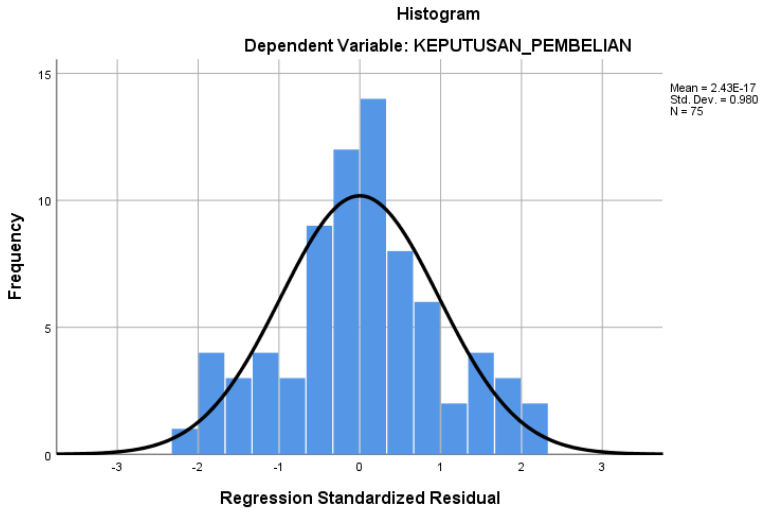

Figure 2. Histogram

Multicollinearity Test Results

The purpose of this test is to determine whether a regression model contains a strong or perfect linear correlation. According to Indartini and Mutmainah (2024), a model is considered free of multicollinearity if Tolerance > 0.10 and VIF < 10. The following table displays the results of the multicollinearity test.

Table 10 Multicollinearity Test Results

Coefficients [a]							
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-,891	3,474		-,257	,798		
	BRAND IMAGE	,376	,111	,281	3,387	,001	,866	1,154
	PRICE PERCEPTION	-,347	,101	,315	3,447	,001	,715	1,398
	PRODUCT QUALITY	,387	,096	,386	4,033	,000	,654	1,530

a. Dependent Variable: Purchasing Decision

The Tolerance and VIF values for all variables in this study were greater than 0.10. This regression model did not exhibit multicollinearity, as indicated by the coefficient results.

Heteroscedasticity Test Results

If the regression model appears to have an uneven distribution of variance , this is done by regressing the independent variables against the absolute value of their residuals. The results of the heteroscedasticity test can be seen in the following table.

DOI : 10.37531/amar.v6i1.3691

Table 11 Heteroscedasticity Test Results

Coefficients [a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2,792	2,174		1,284	,203
	BRAND IMAGE	,072	,070	,129	1,030	,307
	PRICE PERCEPTION	,020	,063	-,045	-,325	,746
	PRODUCT QUALITY	-,061	,060	-,147	-1,021	,311

Source: SPSS 26 Data Processing

The variables brand image, price perception, and product quality do not show heteroscedasticity with a significance value > 0.05.

Multiple Linear Regression Analysis

Table 12. Multiple Linear Test Results

Coefficients [a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	T	Sig.
1	(Constant)	-,891	3,474		-,257	,798
	BRAND IMAGE	,376	,111	,281	3,387	,001
	PRICE PERCEPTION	-,347	,101	,315	3,447	,001
	PRODUCT QUALITY	,387	,096	,386	4,033	,000

a. Dependent Variable: Purchase Decision

Based on the data in the table, the constant value (α) is -0.891, brand image (β) is 0.376, price perception (β) is -0.347, and product quality (β) is 0.387. The following is the equation for multiple linear regression:

$$Y = -0.891 + 0.376X_1 - 0.347X_2 + 0.387X_3 + e$$

The regression equation above can be explained as follows:

1. With a value of -0.891 for B (constant), it can be concluded that if the three independent variables of price perception, brand image, and product quality, have a value of zero.
2. There is a positive relationship between brand image and the purchase decision variable (Y), as indicated by the regression coefficient value of 0.376 for the brand image variable (X1). This means that for every 1% increase in X1, the value of Y will increase by 0.376. In other words, the importance of brand image will be greater than the importance of the purchase decision, assuming other factors remain the same.

DOI : 10.37531/amar.v6i1.3691

3. Third, there was a decrease of -0.347 in the volume of purchasing decisions (Y) as a result of the price perception variable (X2), which had a regression coefficient value. This indicates a negative correlation between how people perceive prices and purchasing decision variables. Simply put, the price of an item does not factor into people's final purchasing decisions.
4. There is a positive relationship between the product quality variable (X3) and the purchasing decision variable (Y), as indicated by the regression coefficient value of 0.387. This means that for every 1% increase in X3, the value of Y will increase by 0.387. Thus, the value of the variable representing the choice to purchase will increase by 0.387 assuming there is no change in the other variables.

t-test (Partial)

Table 13. t-Test Results

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,891	3,474		-,257	,798
	BRAND IMAGE	,376	,111	,281	3,387	,001
	PRICE PERCEPTION	-,347	,101	,315	3,447	,001
	PRODUCT QUALITY	,387	,096	,386	4,033	,000

a. Dependent Variable: Purchase Decision

Source: SPSS 26 Data Processing

After running the t-test, it was found that there was a one-way t-table value of 1.667 for 75 respondents at a significance level of 0.05 and 71 degrees of freedom (df = 75 - 4). D can partially accept the hypothesis if the calculated t-value is greater than the t-table value and the significance threshold is less than 0.05. This indicates that the variable is significant. Each variable is explained in depth below.

1. The results of the t-test analysis show that the brand image variable (X1) has a calculated t value of 3.387, which exceeds the table t value of 1.667. In addition, the significance value is 0.001, which is lower than 0.05, so hypothesis 1 can be accepted.
2. The results of the t-test analysis, the price perception variable (X2) recorded a calculated t value of 3.447, exceeding the t-table value of 1.667. The significance value obtained was 0.001, which is smaller than 0.05, indicating that hypothesis 2 is accepted.
3. The t-test analysis revealed that the product quality variable (X3) had a calculated t-value of 4.033, which exceeded the t-table value of 1.667. With a significance value of 0.000, which is below the threshold of 0.05, hypothesis 3 was declared accepted.

DOI : 10.37531/amar.v6i1.3691

Based on this analysis, it can be concluded that the variables brand image (X1), price perception (X2), and product quality (X3) individually influence purchasing decisions.

F Test (Simultaneous)

By checking the F value in the ANOVA table, you can find out the results of this test, with a significance level of 0.05.

Table 14. F Test Results

ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	521,704	3	173,901	32,073	,000 [b]
	Residual	384,963	71	5,422		
	Total	906,667	74			

Source: SPSS 26 Data Processing

At a significance level of 0.05, the F value is 2.74 with df1 = 3 (number of independent variables) and df2 = 71 (number of samples minus the number of independent variables minus 1 (nk-1). The calculated F value of 32.073 obtained from the results of the F test, this figure is significantly higher than the F value in the table. In addition, the total regression model shows strong simultaneous significance with a significance value of 0.000. This means that the choice to buy is influenced by the independent variables taken into account. Thus, hypothesis 4 is accepted which states that the dependent variable can be explained by this regression model.

Coefficient of Determination Test (R^2)

R^2 Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,759	575	,557	2,329

With an R value of 0.759, the coefficient of determination analysis indicates that the model is significantly correlated. Brand perception, price perception, and product quality account for 57.5% of the purchasing decision, according to the calculated R Square value of 0.575. Other factors, not discussed in this study, influence the remaining 42.5% of the variables. Furthermore, the Adjusted R Square of 0.557 confirms the robustness and validity of the model, even when considering a number of additional variables. The relatively low Standard Error of the Estimate , 2.329, also supports the conclusion that this model demonstrates an adequate level of predictive accuracy of consumer purchasing decisions.

The influence of brand image on purchasing decisions

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The t-value is 3.387 for the brand image variable (X1), which is higher than the t-table value of 1.667 and the significance value is 0.001, which is less than 0.05. All of these results are derived from t-test findings. Since brand image is a key component of product value in retail markets such as Selly Cosmetics stores , it is evident that the Skintific skincare brand has a favorable and substantial impact on purchasing decisions. Skintific skincare products not only provide formulations but also convey the strength, uniqueness, and benefits of using Skintific skincare products. Customers have confidence in the quality and benefits provided by Skintific and other brands that are truly safe because of this. This brand image also helps reduce doubts, which is especially important for more expensive items. By choosing a trusted brand, consumers feel the risk of failure or dissatisfaction experienced during the use of Skintific skincare products can be minimized, thereby increasing repeat purchases and gaining satisfaction with Skintific skincare products after using them and increasing self-confidence.

Research conducted by Nurfadillah & Wahyuning (2024) reinforces these findings, showing that brand image significantly influences purchasing decisions for Skintific skincare in Yogyakarta. Consumers tend to choose Skintific skincare because it offers more than just quality, but also because it follows modern trends in facial skincare. Overall, these results confirm that when purchasing premium products like Skintific, the search for experience in using the product plays a greater role than other considerations.

The influence of price perceptions on purchasing decisions

Price perception (X2) shows a calculated t-value of 3.447, according to the t-test statistical analysis. The predetermined t-table value of 1.667 is exceeded by this value. Furthermore, the significance level is less than the 0.005 limit, which is 0.001. At Selly Cosmetics Aek Kota Batu, Skintific skincare products are positively and significantly influenced by customer perceptions of price. Customers typically consider their budget and how effectively the product or service meets their needs when determining price. Skintific products are more likely to be purchased than other products when consumers have a positive view of the value they receive for the price. Skintific skincare remains a popular choice among consumers, despite its higher price compared to competing treatments. Furthermore, a study conducted by Ambarita & Wasino (2024) supports this notion, showing that Skintific e-commerce shoppers are highly influenced by price. Skintific continues to be a popular choice among consumers because its quality is commensurate with its higher price compared to its competitors. Shoppers often consider whether features, quality, and value align with their needs and price. Therefore, price remains a key factor in how people evaluate brands, and when choosing Skintific skincare products, customers are becoming more practical and rational.

The influence of product quality on purchasing decisions

The calculated t-value for the product quality variable (X3) is 4.033, which is higher than the t-table value of 1.667, and the significance value is 0.000, which is lower than 0.05, according to the t-test results. Skintific customers at Selly cosmetics Aek Kota Batu are positively and significantly influenced by their perception of product price. People who care most about their appearance use skincare products

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because they want to feel comfortable with themselves, experience changes, and have their desires fulfilled based on their skin type. Purchasing skincare products such as Skintific is considered a way to meet skin needs while improving skin condition and gaining personal satisfaction.

This research is supported by research conducted by Desi Puspita (2024), which shows that product quality has a substantial impact on Skintific purchasing decisions in Samarinda. Product quality is the key factor purchase decision (Aditi et al., 2025; Pohan, 2022). Customers have confidence in the quality of products offered by well-known brands like Skintific. With a dedication to innovation and a keen eye for technological changes, Skintific ensures that each of its products is of the highest quality. This explains why users do not hesitate to purchase Skintific products because the quality is guaranteed to meet user demands and desires, and the predicted product durability is also met.

CONCLUSION

After considering all factors, it is concluded that the decision to purchase a skincare product is positively and significantly influenced by brand image (X1) and product quality (X3). How customers perceive the distinctiveness, reliability, and superiority of a brand's product is known as its brand image . Product quality also plays an important role, where consumers prefer to buy skincare with optimal product performance, safety, and durability to meet customer desires and satisfaction to make repeat purchases of the product. If they believe that the benefits are commensurate with its quality. In contrast, the variable of price perception (X2) has a negative and significant impact, indicating that customers pay more attention to the quality and functional features of the product than just the price. Therefore, the decision to purchase Skintific skincare products is strongly influenced by emotional factors, strong brand image, and good product quality, while price perception is not a major consideration in the decision-making process. Brand image (X1), price perception (X2), and product quality (X3) all have a substantial impact of 57.5%, indicating that these three factors can explain the purchase decision. However, the remaining 42.5% is influenced by factors not considered here.

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