

ANALYSIS OF PRODUCT QUALITY, DIGITAL MARKETING, BRAND IMAGE AND INNOVATION ON PURCHASE DECISIONS FOR SKINTIFIC COSMETIC PRODUCTS IN LHOKSEUMAWE CITY

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Abstract

This study aims to analyze the influence of product quality, digital marketing, brand image, and innovation on purchasing decisions of Skintific cosmetic products in Lhokseumawe City. This study uses a quantitative method with data collection techniques through questionnaires distributed to 170 respondents who use Skintific products. The data analysis technique used is multiple linear regression with the help of the SPSS program. The results of the study indicate that the four independent variables, namely product quality, digital marketing, brand image, and innovation have a significant effect on purchasing decisions. Partially, product quality has a significance value of 0.004 with a positive coefficient of 0.229, digital marketing has a significance value of 0.008 with a coefficient of 0.255, brand image has a significance value of 0.003 with a coefficient of 0.186, and innovation has a significance value of 0.000 with a coefficient of 0.281. Thus, all proposed hypotheses are accepted. These findings indicate that improving product quality, effective digital marketing strategies, positive brand image, and continuous innovation can encourage consumers to purchase Skintific products.

Keywords: *Product Quality, Digital Marketing, Brand Image, Innovation, Purchasing Decision*

INTRODUCTION

Currently, competition in the cosmetics industry is very tight, especially with the emergence of new products with innovations that make consumers more interested in these products, both imported and exported. In addition, in the last few years, the cosmetics industry has experienced very rapid development, especially in the category of skin care products (skincare). Skincare is a part of cosmetics that has the function to care for, maintain, and improve the condition of the skin so that it remains healthy and looks attractive. In addition, consumers are found who use certain products to express their identity and are considered superior in certain communities (Sulistiyari, 2012). In today's modern world, skincare products have become a crucial primary need for women, making them the primary target of the cosmetics industry. However, as time passes and the times change, it's not just women who are using cosmetics; men and children are also using them.

According to a 2022 survey by Investor Alvara, a 2022 survey found that consumers prefer beauty products that offer glowing benefits (39.6%), brightening (21.7%), and anti-acne (19.1%). However, many skincare products are now dangerous and lack halal certification. Consumers are concerned about whether these products are good for their skin, are they safe for long-term use, or are they safe for sensitive skin? And are they suitable for all skin types? Some of the questions above can be a consumer's perception in making purchasing decisions. Besides, public awareness of the importance of maintaining healthy skin is increasing, driven by the rise of education about active ingredients, as well as the influence of social media and beauty influencers. And currently, there is a surge in new skincare products that have fast-acting properties but contain very high levels of mercury and other chemicals that should not be used in skincare compositions, so this can damage the skin. It happens

gradually without us realizing it. That's why we need to pay attention not only to the efficacy but also to the label, composition, and BPOM (Indonesian Food and Drug Authority). Based on market share data obtained from [compass.co.id](https://www.compass.co.id), 10 brands have best-selling products. Skintific ranks second, behind Somelthinc, with total sales of Rp 44.4 billion during the April-June 2022 period. Skintific's growth is rapid, competing with local brands such as Somelthinc, Scarlett, Avoskin, and MS Glow. Based on the background and research above, although skincare provides numerous benefits for the skin, purchasing decisions are still declining. This is due to the public's considerations in choosing skincare and cosmetic products that are truly suitable for their skin. However, to optimize marketing strategies, it is important to understand the number and characteristics of consumers interested in skincare in Lhokseumawe City. Furthermore, from the research above, it can also be concluded that consumers are becoming more selective in choosing skincare products. Here, Melrelka not only considers price factors, but also product quality, formula innovation, Melrelka's image, and the digital marketing strategies implemented by the producers. This can encourage skincare brands, both local and national, to compete aggressively in attracting market attention. Therefore, the author wants to conduct research entitled "Analysis of Product Quality, Digital Marketing, Melrelka's Image, and Innovation on Purchasing Decisions for Skintific Cosmetic Products in Lhokseumawe City."

LITERATURE REVIEW

According to Astuti Miguna and Matondang Nurhafifah (2020), product quality encompasses everything a producer offers to be noticed, used, purchased, or consumed by consumers according to their specific needs. Therefore, Kotler and Armstrong (in Kotler and Kotler, 2020:201) state that product quality is a strategic weapon capable of outperforming competitors. Therefore, only companies that offer the best quality products can grow rapidly and have a greater chance of achieving long-term success compared to other companies. According to Sanjaya and Tarigan (2009), digital marketing is a promotional activity that utilizes various intelligence-based media, such as blogs, websites, email, AdWords ads, and social media. With the development of digital marketing, marketing that was previously traditional, namely marketing after the existence of intelligence, has become intelligence-based marketing or digital marketing. With the development of technology, it has made changes in the way channels in marketing communication have become face-to-face (intelligence marketing) (Syahidah, 2021: 828). Digital marketing utilizes various media that are connected to the internet to inform about products or services owned by entrepreneurs/companies so that they can be known more widely in the internet world (Onsardi et al., 2022:12).

According to Coakelr (2021), Tharpe (2014), and Simonson and Schmitt (2009) in Sitorus (2022), the image of a brand can be understood as a comprehensive interpretation of perceptions of a brand, which is formed through information and past consumer experiences related to the brand. A series of thoughts that exist in the consumer's mind about a name are called brand ideals. The correlation of a brand will strengthen according to experience and the amount of information obtained. Consumer trust in melrelk is the meaning of melrelk's image as stated by Kotlelr and Amstrong (2008) in Puspita (2021). Schumpel (1934) in Grelly and Miller (2023) defined innovation as the process of creating new products or improving existing ones in a better way. Furthermore, according to B.D. Prasetyo (2020), product innovation is an attractive new idea that can be developed in a planned manner for business development and strategy purposes. Innovation needs to be carried out continuously so that companies can compete with competitors. American researcher Josel Brionels concluded that product innovation is not just about discovering new things or products, but that new ideas must intersect with added value.

Purchasing decisions are a long process of customers/consumers considering their desires for products or brands on the market, according to Kotler and Kelley (in Lohonusa & Mandagi, 2021:512). Furthermore, according to Ginting (in Lohonusa & Mandagi, 2021:512), purchasing decisions are consumers buying what they most desire. Furthermore, according to Bikart in (L. K. C. Delwi et al., 2022:244) defining purchasing decisions as a process that consumers go through in identifying various choices that can provide solutions to problems experienced by prospective consumers, by assessing various existing choices objectively and systematically and their goals that determine the benefits and disadvantages of each choice. Kotler & Kelley (2012), in the book "Marketing Management" Edition 12, ELrpublished, Jakarta. Defines purchasing decisions as a process in which consumers go through five stages, namely problem recognition, information search, alternative evaluation, purchasing decisions and post-purchase behavior.

METHOD

The location of this research is Lhokselumawel City, with a population of 193.95 thousand people. The sample in this research uses a Non-Probability Sampling model where each sample does not have the same chance of being selected. The sampling technique in this study uses purposive sampling. Purposive sampling is a sampling method carried out by selecting certain types of individuals who are able to provide the required information, either because they are the only ones who have that information or because they have certain criteria applied by the researcher (Selkaran & Bougiel, 2019). Therefore, the researcher stated that using the Hair et al formula to determine how many samples. To obtain a good goodness of fit, the recommended minimum sample size is 5-10 observations for each estimated parameter. The Hair et al formula is as follows:

$$\text{Sample} = (\text{Number of Indicators} + \text{Number of Variables}) \times (5 \text{ to } 10)$$

Based on the Hair et al formula above, the calculation of the sample size to be used in this study is as follows:

$$\text{Sample} = (28 + 5) \times 5 = 165 \text{ Respondents}$$

Based on the calculation above, the sample size for this study is 165 respondents in Lhokseumawel City

RESULTS AND DISCUSSION

Data Normality Test Results

The results of the normality test in this study using the Kolmogorov-Smirnov statistical approach showed an Asymp.Sig value of 0.200 which is greater than the specified significance value of (0.05). Thus, it can be concluded that the independent variable (X) and the dependent variable (Y) in this study are normally distributed.that the independent variable (X) and dependent variable (Y) in this study are normally distributed.

Multicollinearity Test Results

The results of the multicollinearity test can be seen from the VIF values of each study as follows:

1. The VIF value for the Product Quality variable is $1.342 < 10$, and the tolerance value is $0.745 > 0.10$, indicating that the Product Quality variable does not exhibit multicollinearity.
2. The VIF value for the Digital Marketing variable is $1.301 < 10$, and the tolerance value is $0.769 > 0.10$, indicating that the Digital Marketing variable also exhibits no multicollinearity.
3. The VIF value for the Citra Melreik variable is $1.244 < 10$ and the tolerance value is $0.804 > 0.10$, so it can be concluded that the Citra Melreik variable is declared to have no multicollinearity.
4. The VIF value for the Innovation variable is $1.377 < 10$ and the tolerance value is $0.726 > 0.10$, so it can be concluded that the Innovation variable is declared to have no multicollinearity.

Heteroscedasticity Test Results

Based on the results of the heteroscedasticity test displayed in Figure 4.3, it can be seen that the spread of the points on the scartplot graph does not form a certain pattern and is spread above and below the number 0 on the Y axis. Thus, it can be concluded that the regression model used does not experience heteroscedasticity.

Multiple Linear Regression

	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
<i>(Constant)</i>	4.172	2,488		1,677	0,095
<i>product quality</i>	0,229	0,079	0,204	3,895	0,004
<i>Digital Marketingl</i>	0,255	0,094	0,187	3,698	0,008
<i>Brand Image</i>	0,186	0,061	0,205	3,026	0,003
<i>inovation</i>	0,281	0,076	0,265	3,715	0,000

Source: Processed data (2025)

Based on the data processing results in Table 4.13, the following equation is obtained: $Y = 4.172 + 0.229 + 0.255 + 0.186 + 0.281$. Based on the results of the multiple linear regression equation above, the following results are obtained:

1. The constant value is 4.172, which means that Product Quality (X1), Digital Marketing (X2), Brand Image (X3), and Innovation (X4) have a constant value of 4.172.
2. The Product Quality variable (X1) has a coefficient value of 0.229. This indicates that Product Quality has a positive effect on Purchasing Decisions, meaning that every 1 unit of the Product Quality variable will affect Purchasing Decisions by 0.229.
3. Digital Marketing has a coefficient value of 0.255. This indicates that Digital Marketing has a positive effect on Purchasing Decisions, meaning that every 1 unit of the Digital Marketing variable will affect Purchasing Decisions by 0.255.
4. The Consumer Image variable (X3) has a coefficient value of 0.186. This also shows that Brand Image has a positive effect on Purchase Decisions, which means that every 1 unit of the Brand Image variable will affect Purchase Decisions by 0.186.
5. The Innovation variable (X4) has a coefficient value of 0.281. This also shows that Innovation has a positive effect on Purchase Decisions, which means that every 1 unit of the Innovation variable will affect Purchase Decisions by 0.281.

From the results, it can be concluded that the four independent variables have a positive influence on purchasing decisions, with the Innovation variable having the greatest influence among the four.

Determination Coefficient Test

Based on the results of the correlation coefficient test in the table above, a coefficient value (R) of 0.626 was obtained. This value indicates that there is a relationship between Product Quality, Digital Marketing, Brand Image and Innovation on Purchasing Decisions. Meanwhile, the correlation coefficient value (R squared) of 0.392 means that the variables Product Quality, Digital Marketing, Brand Image and Innovation together are able to explain 39.2% of the variations that occur in Purchasing Decisions. So it can be concluded that the influence of the variables Product Quality, Digital Marketing, Brand Image and Innovation on Purchasing Decisions is 0.392 (39.2%). Meanwhile, the Adjusted R squared value of 0.378 indicates that the regression model in this study is able to explain 37.8% of the variation in the dependent variable. The remaining 60% is explained by other factors outside the model that were not examined in this study.

The Influence of Product Quality on Purchasing Decisions

The Product Quality variable has a significance value of 0.004, which is lower than the 0.05 level, and produces a positive coefficient of 0.229. These results indicate that Product Quality has a statistically significant effect on Purchasing Decisions. Therefore, it can be concluded that product quality has a significant effect on consumer purchasing decisions in this study. This finding aligns with research conducted by Amelili et al. (2025) in a study entitled "The Effect of Product Quality and Price on Skintific Skincare Purchasing Decisions at Shopee by Unsrat Fisip Students" which shows that product quality has a significant influence on the decision to purchase Skintific skincare on the Shopee platform by Unsrat FISIP students.

The Influence of Digital Marketing on Purchasing Decisions

The Digital Marketing variable showed a significance value of 0.008, which is lower than the 0.05 level, and has a positive coefficient of 0.255. This proves that Digital Marketing has a statistically significant effect on purchasing decisions. Therefore, it can be concluded that digital marketing plays a significant and significant role in influencing consumer purchasing decisions in this study. This finding is in line with the research of Sopian Ali & Habiburachman (2025) entitled "The Influence of Digital Marketing and Product Quality on Purchasing Decisions for Skincare Skintific Products for Members of Geln-Bi Lampung Province." The results of this study show that digital marketing together with product quality have a positive and significant influence on purchasing decisions for Skintific skincare among Geln-Bi members in Lampung Province.

The Influence of Brand Image on Purchasing Decisions

The Brand Image variable has a significance value of 0.003, which is lower than the 0.05 threshold, with a positive coefficient of 0.186. These results indicate a direct relationship between Brand Image and Purchasing

Decisions. This means that the better the brand image of a Skintific product, the more positive consumer perceptions of that product. Therefore, it can be concluded that Brand Image has a positive and significant influence on Purchasing Decisions. This finding is supported by a study by Fitri Hungan et al. (2024) entitled "The Influence of Brand Image on Purchasing Decisions for Skintific Skincare." The research shows that the image of the brand influences the purchasing decision of Skintific skincare among students of the Faculty of Social and Political Sciences, Sam Ratulangi University, Manado.

The Influence of Innovation on Purchasing Decisions

The Innovation variable has a significance value of 0.000, which is lower than the 0.05 level, and produces a positive coefficient of 0.281. This indicates a direct relationship between Innovation and Purchasing Decisions, meaning that innovation is one of the most important factors consumers consider when purchasing Skintific products. The higher the level of innovation, whether in design, the addition of new functions, or product uniqueness, the greater the consumer's tendency to make a purchase. Thus, it can be concluded that innovation has a positive and significant influence on Purchasing Decisions. This result is in line with the research conducted by Ana Felbrianti Ina Maga & Titik Delsi Harsoyo (2025) in a study entitled "The Influence of Marketing Influencers, Electronic Word of Mouth, and Product Innovation on Skintific Skincare Purchase Decisions". The research proves that Product Innovation together with Marketing Influencers has a positive and significant influence on consumer decisions in purchasing Skintific skincare products.

CONCLUSION

Based on the results and discussion, the following conclusions can be drawn:

1. Product quality has a significant influence on purchasing decisions. This indicates that consumers consider the quality, benefits, durability, and effectiveness of Skintific products before making a purchase.
2. Digital marketing has also been shown to significantly influence purchasing decisions. The digital marketing strategies implemented by Skintific, such as promotions on social media, the use of influencers, and other online campaigns, have successfully attracted consumer attention and encouraged them to purchase the product.
3. Brand image significantly influences purchasing decisions. The image of a brand as a modern, trustworthy, and appropriate brand for the skin needs of Indonesians, including in Lhokseumawel, is one of the main reasons consumers feel confident in purchasing.
4. Innovation also significantly influences purchasing decisions. Innovation in brand products, whether in terms of formula, packaging, or technology, provides its own appeal and a positive contribution to encouraging consumer purchasing decisions. Innovation is continuously developed to convey the impression that the product is always relevant and in line with current needs.

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