



Marketing Mix on UINSU Students' Buying Interest in Skintific Through Brand Image as A Moderating Variable

Nurbaina Junita Sitorus¹, Rahmi Syahriza², Siti Aisyah³

^{1,2,3}State Islamic University of North Sumatra, Indonesia

Correspondent: nurbainajunitasitorus600@gmail.com¹

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ABSTRACT This research aims to determine the effect of the marketing mix (4P) on North Sumatra State Islamic University (UINSU) students' buying interest in Skintific products, with brand image as a moderating variable. This research is a type of comparative causal research with a quantitative approach because it involves numerical data and uses statistical data. The population in this study are active female students studying at the North Sumatra State Islamic University (UINSU) with a population of 17,608 female students in 2023. Using the Slovin formula $n = \frac{N}{1 + (\frac{N}{e^2})}$ to calculate the sample size so that a sample of 103 respondents was obtained. Sampling was carried out using the probability sampling method because it can obtain a representative sample that accurately reflects the target population. Primary data in this research was obtained from a questionnaire with 27 questions to measure marketing mix variables, purchase interest and brand image using a five-point Likert scale which was distributed online via *Google Form*. Data analysis used in this research is IBM SPSS which includes normality test, multicollinearity test, path analysis (*path analysis*), and hypothesis testing. The research results show that the marketing mix (4P) has a significant effect on consumer buying interest, and brand image moderates this relationship. These findings highlight the importance of effective marketing strategies and a strong brand image to increase consumer interest and loyalty.

Keywords: Brand Image, Buying Interest, Marketing Mix, Skintific



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INTRODUCTION

In this competitive, globalized world, marketing is a crucial component of business management that every company needs to take into account. Growing a firm depends in large part on effective

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marketing ([Pasigai, 2010](#)). Research has stated that "The rapid increase of economic world tight competition makes economic actors look for ways to implement some accurate strategies to bring much profit to their organizations or companies" With the rapid increase of competition throughout the economic world, economic actors are looking for ways to use accurate strategies that can bring much profit to their businesses ([Ichsan et al., 2020](#)). According to ([Siregar, 2019](#)) To handle competition in the era of globalization, the marketing mix is an important way to make a business different from its competitors by showing that they are unique, so as to attract customers to become loyal to the company's products. To face competitors in the same industry, every company must create a lasting competitive advantage ([Suhairi et al., 2023](#)). Companies must do three things to remain number one in the competition. First, the business must find a way to meet the overall market demand. Second, the business must defend its current market share with good defensive and offensive capabilities ([Pesoth, 2015](#)). Third, businesses can try to increase their market share even if the market size does not change ([Kotler, 2009](#)). This also applies to the beauty industry. Beauty has developed into an industry whose growth tends to be stable and is able to withstand various economic crises. The revitalization of the beauty industry depends on the location and marketing strategy of the products.

Skincare is one of the most popular trends in the beauty industry. This is shown by the increasing number of people who are starting to look for information about skin care as well as various skin care products that are being created and developed ([Lestari, 2020](#)). In general, skincare covers the entire body, but nowadays skincare refers more to facial care. Skintific is a skincare brand that has been talked about on social media and has caught the attention of beauty lovers.

Skintific was the Canadian brand of cosmetics and treatments. Kristen tveit and ann-kristin stokke are the founders of this brand, which stands for skin and research. Both have research institutes based in Oslo, Norway. The sky was founded in 1957. Production is carried out in Canada, although commissions are based in Norway. The scintific technologies formulate tte technology in skintific fic using active materials that can not only cope with skin problems, but also very soothing to the skin, and have the ability to protect and enhance the skin barrier. The skintific owners, kristen tveit and ann-kristin stokke, were able to achieve amazing feats, cited from ([Wijayanti Ika, 2023](#)) Both owners of the study were able to reap profits of 13 million euros (around 216 million rupiah) by 2020. In addition, this Canadian facial-care brand came third as the best fact-care brand in Indonesia with a total of rp44.4 billion from April to June 2022 ([compas.co.id](#)). Because of their great profit from their achievements, tveit and stokke continued to expand their business. Both distribute skintific products to Indonesia and several other countries. In August 2021, skintific released two such products, a scintific 5x novel idea of barrier repair moisturize gel, which has hyaluronic acid, centella, and marine-collagen in its contents, which have the ability to moisten, repair, and strengthen barrier skin. The first product launched by skintific was noticed by the indonesians, so it would not take long for it to go viral through social media tytok among indonesians in Indonesia, skintific sold facial masks, moisturizer, toner, sunscreen, sunscreen and serum. It was soon discovered that the skintific product was readily payable because of its extraordinary review. The skintific marketing strategy is equally attractive, as its success is enhanced by virality on social media platforms such as tiktok, instagram, shopee and other e-commerce with the help of beauty influencers who provided a positive review. The following marketing strategies

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affect a 18- to -45 - year - old female and male - market share that is deeply concerned about skin health.

Previous research shows that the marketing mix has a significant influence on consumer interest in buying products. Products are everything that is offered to the market to satisfy buyers, and effective products are tailor-made to meet customer needs ([Silaningsih & Utami, 2018](#)). Price is the amount of money charged for a good or service ([Supriyanto & Taali, 2018](#)), which can affect market demand and the Company's competitive position. Place, as expressed by Grewal and Duty (2008), combines every activity that is important to deliver products to buyers at the right time. Promotion, according to Grewal and Duty (2008) in ([Wijayanthi & Dewi, 2022](#)), is the means by which organizations introduce and remind the public about their products.

Brand image plays an important role in consumer purchasing decisions. A strong brand image can make the product easy to remember and identify by consumers, which in turn can increase purchase interest ([Irvanto & Sujana, 2020](#)). According to Hermawan (2012) in ([Ridho, 2018](#)), The quality received in a brand reflects the relationship and consumer confidence in the brand. Research by [Aisyah \(2020\)](#) shows that a solid brand can provide deep and stable commitment to consumers [Kolter & Keller \(2008\)](#) revealed that the signs of a brand picture include the name, image, and plan of goods that make a product unique and memorable. Companies must consider many things when selling their products, including a good product strategy, the right price, consistent distribution, and attractive promotions. Without the right marketing mix strategy, the company will find it difficult to survive ([wandy, 2014](#)).

Buying interest, according to [Sutiyem et al. \(2019\)](#), It starts with a feeling of pleasure towards the item seen, which then develops into an interest in buying it. Schiffman and Kanuk (2000) in ([Kristyatmoko & Andjarwati, 2013](#)), stated that buying interest is an affirmation of consumer motivation in buying, which can be measured by a buyer's statement scale. Schiffman and Kanuk (2009) also add that buying interest is a psychological force within individuals that has an impact on purchasing decisions ([Prakarsa, 2021](#)). Bhatia (2019 in ([Syahputri & Marliyah, 2023](#)), illustrates that purchasing goals are a combination cycle that consolidates information to evaluate and choose purchasing behavior. According to Ferdinand (2002) in ([Rosandi, 2014](#)) The desire to buy is shown through a direction known as Interest Based on Value, which is the tendency to buy something. Reference interest, or a person's tendency to talk. Special interest, or interest described as the action of someone who is very interested in an object ([Maulidya et al., 2021](#)). Exploration is a person's tendency to continuously seek information about something they like.

Although many studies have explored the influence of marketing mix on buying interest and brand image, there is still a gap in understanding how marketing mix affects consumers' perceptions of synthetic products and how brand image can serve as a moderating variable in this relationship. This study offers novelty by analyzing the influence of marketing mix on buying interest and brand image in the context of synthetic products, as well as the moderating role of brand image in these influences.

Based on the background above, the problem formulation in this research is as follows: (1) Does the marketing mix (4p) influence consumer buying interest in skintific products? (2) Does the

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marketing mix (4p) have an influence on the brand image of skintific products? (3) Does consumer buying interest influence the brand image of skintific products? (4) Does the marketing mix (4p) influence consumer buying interest in skintific products through brand image as a moderating variable?

H1: There is a significant influence between marketing mix elements (4P) on consumer buying interest in skintific products ([Sumarwan et al., 2019](#))

H2: There is a positive relationship between marketing mix (4P) and brand image on skintific products ([Supranto et al., 2018](#))

H3: Niat beli konsumen berpengaruh positif terhadap citra merek pada produk skintific ([Wardani et al., 2020](#))

H4: Marketing mix (4P) affects consumer buying interest in skintific products through brand image as a moderating variable ([Adhiatma & Setiawan 2017](#)).

Marketing

According to [Kotler and Keller \(2016\)](#), showcase is a series of activities and cycles used to convey, create, give, and generate incentivized offers for the entire population, partners, customers, and clients ([Shalihah & Rubiyant, 2023](#)). Showcase is a cycle of actions in which a business can incentivize its customers and build strong relationships with them, with the aim of getting letters from customers as a reward.

In Islamic law, advertising is called wakalah or depiction. "Wakalah" or "wikalah" is a term that refers to accommodation, appointment, or command. Wakalah is also referred to as an important branch of business that deals with the most common means of generating, offering, and transforming value from one initiator to its partners. In general, the strategy is in accordance with Islamic muamalah and contract standards ([Adelia et al., 2023](#)).

Marketing Mix

The marketing mix, also called the promotion mix, is a strategic advertising instrument that can be controlled and adjusted by the organization to provide a positive reaction. Similarly, the marketing combination as indicated consists of several controlled advertising factors used by the organization to provide the reaction desired by the organization from the target market, which consists of (goods, value, place and promotion) ([Maulidya et al., 2021](#)).

Product

Goods are anything that can be offered to the market as labor and products to satisfy buyers ([Abbas, 2015](#)). An item exists and is made specifically to address customer problems and wants. Creating items that are expected to provide benefits to their clients is a major part of advertising. Therefore, to know what customers need and require nowadays, organizations should look at what products are being promoted. As per (Goldsmith, 1999) item credits include, Value level is a

fundamental part of an item, more specifically related to the nature of the item, the image of the item created by the organization. Embellishment is a part added to an item that provides additional benefits and complements the item so that it becomes more impressive. Volume of goods is the size, mass, volume of goods delivered by the organization.

Price

According to (Supriyanto & Taali, 2018), what is meant by cost is how much cash is charged for a good or service, or how much value buyers trade for the benefits of buying or using a good or service. Cost is one component of the promotion mix and cost also has its own section consisting of, the cost level is a description of the cost recorded on an item. Work and expectation provide data on the cost of an organization's items. Limit/discount is a decrease in cost from rundown cost.

Place

Place incorporates every exercise essential to convey an item to the right buyer, at the right time, to be more specific when the buyer needs it (Silaningsih & Utami, 2018).

Promotion

According to Grewal dan Duty (2008) Promotion is a way that organizations use to introduce, welcome and remind the wider community about the organization and the organization's goals.

Brand Image

The brand image of a product is one of its most important selling points. With the presence of brands that make an item unique when compared to other goods, it is believed that it will make it easier for buyers to determine the goods they will consume by considering different considerations and paying attention to a brand (Irvanto & Sujana, 2020). Hermawan (2012) in (Ridho, 2018) accepted quality contained in a brand-brand image shows consumers' relationship and belief in a particular brand. Broadly speaking in (Aisyah, 2020) understand that brands are important given the following variables, brands can make deep commitments predictable and stable. A solid brand can enter every social wall and market. Brands can make intuitive exchanges with buyers (Kolter & Keller, 2008) reveals the signs of brand picture as follows: The type of brand affiliation utilized in Keller's model is brand credit which is a clear highlight that describes an item or administration consisting of the item name, item picture, and item plan. As an identifier between one item and another, almost all items have a brand picture, so that buyers can easily remember one item from another, and make it easier for buyers to remember which items they like. Has alluring highlights and determinations. Brand image must also have attractive characteristics and determinations so that the product has its own uniqueness and is able to attract consumers themselves. Brand image that is believed to be reliable with the value, quality, and facilities available in the product. Brand image as an identifier between an item and another item.

Purchase Intention

According to ([Sutiyem et al., 2019](#)), The individual's desire to acquire something in order to own it begins with a feeling of pleasure related to the item he sees. From there, interest in trying an item develops into interest in buying it. Meanwhile, Schiffman and Kanuk (2000) in ([Kristyatmoko & Andjarwati, 2013](#)), understands that in the study of development and buyers, purchase intention is an affirmation of consumer motivation to buy. The likelihood that a customer will make a purchase or act in a certain way is calculated using a buyer statement scale. Purchase intention is a psychological force within individuals that has an impact on a movement ([Prakarsa, 2021](#)). The possibility of a customer making a purchase decision is based on his purchase interest, which can be considered as an estimate of the likelihood of making a purchase. According to ([Syahputri & Marliyah, 2023](#)), Purchasing goals are a combination cycle that consolidates information to evaluate at least two preferred patterns of behavior and choose one of them. The desire to buy is shown through a direction known as Interest Based on Value, which is the tendency to buy something ([Rosandi, 2014](#)). Reference interest, or a person's tendency to talk. Special interest, or interest described as the action of someone who is very interested in an object. Exploration is a person's tendency to continue to seek information about something he likes.

METHOD

This type of research involves qualitative comparative analysis with a quantitative approach since it uses both quantitative and numerical data ([Ghazali et al., 2015](#)). According to Creswell, quantitative research is an approach used to identify problems; problems that exist are a basis that researchers use to collect the data. Then, identify the variable and use angka to conduct an analysis in accordance with the results of the available statistics. The population is a generalized region made up of objects or subjects with specific qualities and features that have been identified by researchers. With 17,608 female students enrolled at State Islamic University of North Sumatra (UINSU) as of 2023, the population under study consists of active female students. calculating the sample size using the Slovin formula, $n = N / (1 + (N \times e^2))$, in order to generate a sample of 103 respondents. Because the probability sampling approach may produce a representative sample that accurately reflects the target population, sampling was done using it. A 27-item questionnaire measuring purchase interest, brand image, and marketing mix variables using a five-point Likert scale was delivered online using Google Form and served as the primary source of data for this study. This study employed IBM SPSS for data analysis, which offers tests for multicollinearity, path analysis, normality, and hypothesis testing. The Kolmogorov-Smirnov test is used in the normality test to determine whether or not the residual values follow a normal distribution. Additionally, the multicollinearity test determines if there is a link between the independent variables and the regression model. In order to ascertain the direct and indirect effects of a set of independent variables on the dependent variable, path analysis is used to examine the pattern of relationships between variables. Then, by holding one of the independent variables constant or under control, test the hypothesis using the t test to ascertain the impact or link between the independent and dependent variables. If the p value is less than 0.05, the effect is deemed

significant. The purpose of the coefficient of determination is to quantify how well the model can account for changes in the dependent variable.

Table 1. Number of active students

No	Faculty	Number of active students Year 2023	Percentage
1	Dakwah dan Komunikasi	1,135 college students	49%
2	Ekonomi dan Bisnis Islam	3,146 female students	65%
3	Ilmu Sosial	1,074 female students	67%
4	Ilmu Tarbiyah dan Keguruan	5,868 female students	79%
5	Kesehatan Masyarakat	1,681 female students	88%
6	Sains dan Teknologi	1,820 female students	56%
7	Syariah dan Hukum	1,932 female students	47%
8	Ushuluddin dan Studi Islam	952 female students	47%
Total number of students		17,608 college students	

Source: Website Sipandai.Uinsu, 2024

RESULT AND DISCUSSION

Validity Test

The validity test was conducted to assess the validity of the survey by calculating the Pearson Correlation. This study involved a sample size of 103 people, with a degree of freedom of 101 at a significance level of $\alpha = 0.05$. The critical value of R table used is 0.1937. The decision to test the validity of the instrument is made by comparing the calculated R correlation value with the critical value of R table. The results show that the calculated R correlation value significantly exceeds the critical value of R table, which confirms the validity of this research instrument.

Reliability Test

Furthermore, the results of the reliability test show that the Cronbach alpha value for the marketing mix (4P) variable is 0.578 (> 0.6), for consumer purchase interest in engineering products is 0.841 (> 0.6), and for the brand image variable is 0.647 (> 0.6). Thus, this survey that considers the influence of marketing mix (4P) on consumers' purchase intention towards engineering products through brand image as a steering variable can be relied upon to obtain consistent and valid results.

Normality Test

Table 2. Normality Test Results

		Unstandardized Residual
N		103
Mean		0E-7
Normal Parameters ^{a,b}	Std	2.28448492
Deviation		
Absolute		.086
Most Extreme		
Positive		.066
Differences		
Negative		-.086
Kolmogorov-Smimov		.869
Asymp. Sig. (2-tailed)		.438

Source: Primary data processing results, 2024.

The normality test results show a significance value of 0.438 (> 0.05), which indicates that the data used in this study are normally distributed, fulfilling the statistical assumptions required for further analysis.

Multicollinearity Test

Table 3. Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized T Coefficients	Sig.	Collinearity Statistics	
	B	Std. Error	Beta		Toleranc	VIF
(Constant)	-2.135	3.384		.631	.529	
1 Marketing Mix (4P)	.229	.073	.304	3.151	.002	.896 1.116
Brand Image	.233	.117	.192	1.990	.049	.896 1.116

a. Dependent Variable: Minat Beli Konsumen

Source: Primary data processing results, 2024.

To distinguish the symptoms of multicollinearity in the investigation model, it can be seen from the flexibility value or the value of the Change Extension Part (VIF). So it can be reasoned that there is no multicollinearity between autonomous factors, as far as possible > 0.10 and as far as possible 10.00.

Path Analysis Model II

Table 4. R Square Test Results

Mode	R	R Squere	Adjusted R Squere	Std. error of the Estimate
1	.366 ²	.134	.125	2.341

a. predictors: (Constant), Marketing Mix (4p)

Source: Primary data processing results, 2024

This study applies path analysis to examine the relationship between marketing mix variables (4Ps), consumer purchase intention towards skintific products, and brand image as a steering variable. Previously, the validity and reliability of the research instruments were confirmed to ensure the accuracy of the data used. Using the path analysis approach, we aim to investigate the direct impact of marketing mix variables (4Ps) on consumer purchase intention, as well as the role of brand image as a mediator or steering variable.

Table 5. t-test

Model	Unstandardized		Standardized	t	Sig.
	Coefficiens				
	B	Std. error	Beta		
(constants)	.846	3.078		.275	.784
1 Marketing Mix (4P)	.276	.070	.366	3.950	.000

a. Dependent Variabel : Minat Beli konsumen

Source: Primary data processing results, 2024

From the results of the coefficient analysis in Model I, the significance values of the two factors show very low levels, especially X = 0.000, which is significantly smaller than 0.05. This confirms the effectiveness of Model I in accommodating factors not included in the initial analysis, with approximately 6% of the variation explained by other variables not included. The value of e1 can be calculated as $\sqrt{(1-0.134)} = 0.9301$.

This analysis is based on the direct results of the coefficients, highlighting the importance of both factors in the context of Model I

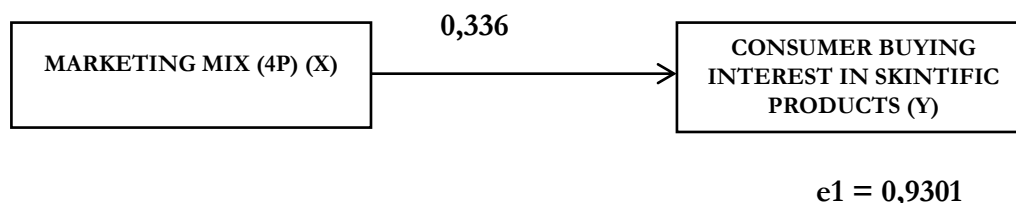


Figure 1. The direct relationship between X and Y

Source: Research Data, 2024

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Table 6. R² test

Model	R	R Squere	Adjusted R Squere	Std. Error of The Estimate
1	.372 ^a	.138	.121	1.937

a. Predictors: (Costant), Minat Beli Konsumen, Marketing Mix (4P)

Source: Primary data processing results, 2024

Table 7. t test (model two)

Model		Unstandardized Coefficients		Standardized t	Sig.
		B	Std. Error	Beta	
1	(Constant)	12.684	2.548	4.978	.000
	Marketing Mix (4P)	.156	.062	.250	.014
	Minat Beli Konsumen	.164	.082	.199	.049

a. Dependent Variable: Brand Image

Source: Primary data processing results, 2024

From the coefficient table in Model II testing, it can be seen that the significance values for both factors, specifically X = 0.014 and Y = 0.049, are lower than the 0.05 significance threshold. This finding indicates that Model II successfully addresses the relevant factors in the analysis, with approximately 86.2% of the variance explained by other factors not included in the initial exploration. The value of e1, which is the square root of 1 minus the coefficient of determination (R-squared), was obtained as $\sqrt{1-0.138} = 0.9284$. This result emphasizes the importance of both factors in the Model II framework, which is included in Figure 2.



Figure 2. Indirect Relationship X Affects Y Through Z

Source: Research Data, 2024

Hypothesis Test

This study tests the hypothesis regarding the effect of Marketing Mix (4P) on consumer buying interest in skintific products through brand image as a moderating variable. The first hypothesis tested is that "Marketing Mix (4P) has a positive effect on consumer buying interest in skintific

products." The analysis results show that the marketing mix variable (4P) has a t value of 2.506, significant at the $\alpha = 0.05$ level ($p = 0.000$), indicating that the marketing mix directly and significantly affects consumer interest in skintific products. Thus, H1 is accepted.

The second hypothesis, which states that "Advertising Blend (4P) has an impact and can be moderated by brand image variables," was also tested. The results of the analysis show a calculated t value of 2.506, with a significance level of $p = 0.014$, indicating that the marketing mix variable significantly affects the brand image of skintific products. Therefore, H2 is accepted.

Furthermore, the third hypothesis, which states that "Consumer purchase intention towards skintific products has a positive impact moderated by the brand image variable," is also supported by the analysis. The calculated t value for the consumer purchase intention variable is 1.990, with a significance level of $p = 0.049$, indicating a positive influence that can be moderated by the brand image of skintific products. Thus, H3 is accepted.

The fourth hypothesis tested "the effect of Marketing Mix (4P) on consumer buying interest in skintific products through brand image as a moderating variable." The findings show that variable X has a direct impact on Z of 0.250. In addition, the mediating effect of X through Y on Z shows a significant increase, indicating that Advertising Blend affects consumer purchase intention which in turn affects the brand image of skintific products. With these results, H4 is accepted.

This research provides a deeper understanding of how the marketing mix can significantly influence consumer perceptions of skintific products through the formation and strengthening of brand image. The findings suggest that an effective marketing strategy, especially in managing elements such as product, price, distribution and promotion, can positively influence consumer interest in and loyalty to skintific products. The implications of this study provide strong support for companies to focus their efforts on building a strong brand image. This can not only increase the attractiveness of products in the market, but also strengthen the long-term relationship between brands and consumers.

CONCLUSION

This study shows that the marketing mix (4P) has a significant influence on consumer buying interest in skintific products. An effective marketing strategy was able to substantially increase sales, with an increase of IDR 44.4 billion between April and June 2022, indicating that the marketing mix contributes to influencing consumer buying interest. In addition, the brand image of skintific products is also influenced by the marketing mix, which plays an important role in building and maintaining positive relationships with customers. Consumer interest in buying skintific products directly has a positive impact on brand image, reflecting their perception of the quality, reputation and value of the product or brand. The practical implications of this study highlight the importance of strengthening brand interactions with consumers to increase their trust and loyalty. This research provides useful insights for companies in designing more effective

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marketing strategies to build and strengthen brand image. Thus, companies can increase the attractiveness of products in the market and strengthen long-term relationships with consumers.

The limitations of this study include limitations in the methodology used and the scope of data that is limited to a specific period. For future research, it is recommended to consider the use of broader methods and more thorough data collection to gain a more comprehensive picture of the factors that influence consumer purchase intention and brand image. In this context, research can be directed towards identifying more specific marketing strategies that can enhance interaction with customers as well as address the challenges faced in strengthening brand image in the long run.

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