



Supporting Local Beauty: Analyzing the Motivations Behind Consumer Purchase Intention in the Skincare Industry

Anak Agung Ayu Satyawati¹, Luh Putu Mahyuni²

¹²Universitas Pendidikan Nasional, Indonesia

Correspondent : satyawatiayu21@gmail.com¹

Received : December 13, 2024

Accepted : May 27, 2025

Published : July 31, 2025

Citation: Satyawati, A, A, A., Mahyuni, L, P. (2025). Supporting Local Beauty: Analyzing the Motivations Behind Consumer Purchase Intention in the Skincare Industry. Ijomata International Journal of Management, 6(3), 1079-1093.

<https://doi.org/10.61194/ijjm.v6i3.1596>

ABSTRACT: This study explores consumer purchase intentions for Somethinc, a leading Indonesian skincare brand, examining factors like influencers, product quality, customer reviews, viral marketing, and pricing in the competitive skincare market. It addresses the challenge of understanding consumer interest in local brands amid global competition, with a focus on the moderating role of service quality. A quantitative approach was employed using survey data collected from 428 Somethinc Instagram followers through online questionnaires. The questionnaire included validated scales measuring influencer impact, product quality, customer reviews, viral marketing, pricing, service quality, and purchase intention. The data were analyzed using Structural Equation Modeling (SEM) with PLS to assess the relationships among variables and test the moderating effect of service quality. The findings show that influencers, product quality, customer reviews, viral marketing, and pricing positively impact purchase intention, while service quality does not significantly moderate the relationship between product quality and purchase intention. The study highlights the importance of credible influencers, appealing packaging, positive reviews, viral marketing, and competitive pricing in driving consumer interest in local skincare products.

Keywords: Influencer Marketing, Product Quality, Customer Reviews, Viral Marketing, Purchase Intention



This is an open access article under the CC-BY 4.0 license

INTRODUCTION

The beauty industry is one of the most resilient sectors, showing consistent growth under various conditions. Even during the COVID-19 pandemic in 2021, the industry experienced a growth rate of 9.61%, which stands in stark contrast to the struggles faced by many other business sectors that were forced to shut down. Additionally, The Indonesian Food and Drug Authority (FDA) reported that the beauty industry in Indonesia grew by 21.9% within a year. In 2022, the sector consisted of 913 companies, which increased to 1,010 by mid-2023. This growth, particularly in the local segment, is dominated by small and medium enterprises (SMEs), which account for 95% of the industry ([Republika, 2024](#)).

One of the beauty sectors that saw significant growth was the skincare industry. Skincare products became increasingly popular during the pandemic as awareness of the importance of self-care, even with limited activities. The increasing demand and year-on-year growth in Indonesia's skincare market have led to the emergence of numerous new players, both domestic and international. The significant growth of the beauty industry, both globally and locally, highlights the increasing consumer demand for personal care and self-expression products. In a global context, this growth reflects shifting beauty standards, increased purchasing power, and the influence of digital marketing and social media. Locally, the expansion of Indonesia's beauty market provides economic opportunities, particularly for SMEs, and fosters greater accessibility to high-quality skincare products for consumers. As consumers become more aware of skincare and beauty trends, they seek products that align with their personal needs, values, and preferences, thereby driving the continuous development and diversification of the industry (East Ventures, 2024). In 2022, Chinese skincare products increased their market share in Indonesia from 5.7% to 57.2%, intensifying competition between local and foreign brands. However, amidst this fierce competition, the local skincare brand Somethinc emerged as a leader, achieving the highest sales in September 2022 with 64,800 items sold. In 2023, Somethinc was awarded the Brand Choice Award for Health & Beauty in the categories of Face Serum, Cushion, and Moisturizer, outperforming the Chinese brand Skintific (Infobrand.id, 2023).

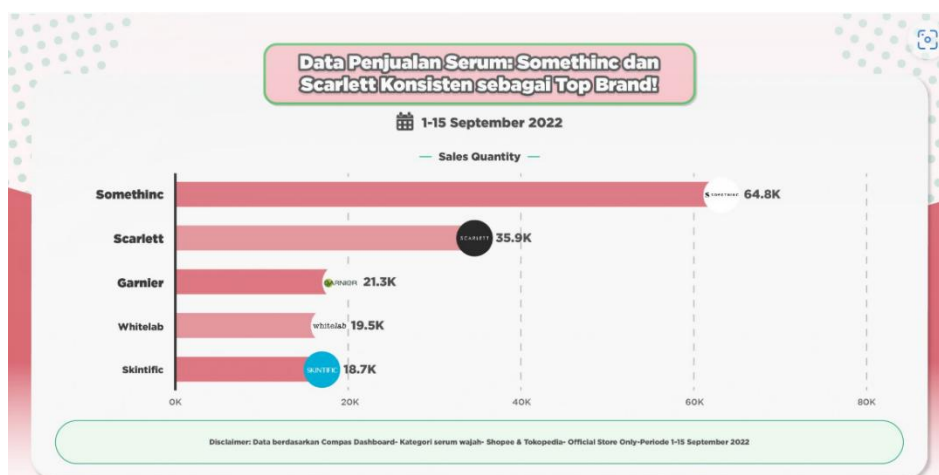


Figure 1. Sales Data for Somethinc Serum (compas.co.id, 2023)

Somethinc also received several other awards in 2023 and 2024, such as the Top 1 FMCG Brand at the Summit Award 2023 and OMNI Brand of the Year for its Calm Down moisturizer in 2024 (RM.id, 2024). These achievements demonstrate that Somethinc's skincare products have a competitive edge over those from other brands, both local and international. Somethinc's success proves that local brands can maintain their presence and compete effectively with foreign products, even in a market that has been divided between domestic and international skincare brands. High sales levels are closely linked to consumer buying interest, as high sales usually reflect that a product or service is popular among consumers. Consumer buying interest refers to the degree of interest or desire that consumers have for specific products or services. This includes how much consumers want to acquire or use those products or services. Buying interest is the initial step in

the purchasing process and can be influenced by various factors such as influencers, product quality, customer reviews, viral marketing, price, and service quality.

Influencers in the digital platform hold significant power in shaping consumer perceptions and preferences. Endorsements of local skincare products by influencers can have a substantial impact on consumer purchase intention. This statement is supported by research conducted by [Dalangin et al. \(2021\)](#) and [Ao L. et al. \(2023\)](#), which indicates that the influencer variable positively and significantly affects purchase intention. However, this finding contrasts with research by [Setio and Tiarawati \(2021\)](#), which claims that influencers do not have a positive and significant effect on purchase intention. The quality of local skincare products is a key factor influencing purchase intention. Consumers tend to prefer products with high-quality formulations that can provide real benefits for their skin health. This aligns with research by [Religia et.al \(2024\)](#) also [Manoj and Pradeep \(2023\)](#), which finds that product quality has a positive and significant impact on consumer purchase intention. In contrast, research by [Muljani and Koesworo \(2019\)](#) suggests that product quality does not have a significant effect on purchase intention.

Customer reviews have an essential role in shaping trust and brand image. Positive testimonials about the experience of using local skincare can trigger purchase intention, while negative reviews can present challenges that need to be addressed. This is consistent with findings from [Osman and Ying \(2022\)](#) also [Qiu and Zhang \(2024\)](#), which indicate online consumer reviews positively and significantly influence purchase intention. Conversely, research by [Helfiyana et al. \(2024\)](#) states that customer review has no significant effect on purchase intention. Viral marketing strategies, such as shareable content on social media, can broaden reach and create buzz among consumers, positively contributing to purchase intention in local skincare products. This is supported by research from [Liu and Wang \(2019\)](#) and [Lakruwan et al. \(2023\)](#), which finds that viral marketing significantly influences purchase intention. However, [Mustikasari et al. \(2023\)](#) argue that viral marketing does not significantly affect purchase intention on its own. Price plays a significant role in influencing purchasing intention, as it is often a key factor consumers consider when evaluating a product. Affordable pricing tends to increase a product's appeal since consumers feel they can purchase it without straining their budget. Conversely, excessively high prices may reduce purchase intention, especially if the product is not perceived to offer value or quality that matches its cost. However, in certain situations, higher prices can enhance purchasing interest, as consumers often associate price with quality or exclusivity. These factors highlight that price is not merely a number but a strategic tool that influences consumers' emotions, perceptions, and decisions when it comes to buying products. Thus, price does influence consumer purchase interest. This is supported by studies conducted by [Wahyoedi et al. \(2021\)](#) also [Diansyah and Utami \(2022\)](#), which state that price positively and significantly affects purchase intention. Conversely, [Aningsih et al. \(2024\)](#) find that price does not impact purchase intention.

Service quality is another factor that can influence purchase intention, as the overall consumer experience can affect their perception of a particular brand and product. Therefore, a brand must provide the best possible service to its consumers. Conversely, if the service is poor, no matter how good the product quality, consumers may decide against purchasing the product due to lost interest. Good service also includes educating and consulting consumers about the skincare

products they need. This may involve explaining the ingredients used, the correct application methods, and personalized recommendations based on skin type and issues to be addressed. Additionally, if consumers encounter problems with products or orders, effective customer service can resolve these issues quickly and efficiently. Providing satisfactory solutions makes consumers feel valued and supported, thereby strengthening the relationship between consumers and the brand and enhancing trust in product quality. Therefore, service quality can moderate the impact of product quality on buying interest. This is consistent with research by [Qalati et al. \(2021\)](#) also [Padani and Mulyaningsih \(2023\)](#), which indicates that service quality as a moderating variable enhances the significant impact of product quality on purchase intention. In contrast, research by [Virena and Renwarin \(2022\)](#) states that service quality does not moderate the effect of perceived product quality on purchase intention.

This study advances recent findings by incorporating service quality as a moderating variable, providing valuable contributions to the research literature and serving as a reference for future studies. Furthermore, it offers practical implications for local skincare brands by helping them understand the factors that influence consumer purchase intention. These insights can assist local brands in crafting more effective marketing strategies to enhance consumer interest. Therefore, this study aims to: (1) determine the effect of influencers on purchase intention for local skincare brands, (2) determine the effect of product quality on purchase intention for local skincare brands, (3) determine the effect of customer reviews on purchase intention for local skincare brands, (4) determine the effect of viral marketing on purchase intention for local skincare brands, (5) determine the effect of price on purchase intention for local skincare brands, and (6) determine whether service quality moderates the effect of product quality on purchase intention for local skincare brands.

The scope of this study focuses on consumer purchase intention for the local skincare brand Somethinc within the Indonesian beauty market. The study examines key factors, including influencers, product quality, customer reviews, viral marketing, and price, while incorporating service quality as a moderating variable. The study is limited to analyzing consumer purchase intentions rather than actual purchase behavior. Additionally, as the research is centered on one specific local skincare brand, the findings may not be fully generalizable to all skincare brands in Indonesia. Future studies could expand the scope by including multiple brands or conducting cross-country comparisons to further validate the results. Based on the explanation above and to bridge the existing research gap, this study aims to analyze the impact of influencers, product quality, customer reviews, viral marketing, and price as key determinants of consumer purchase intention for the local skincare brand Somethinc, with service quality as a moderating variable.

Furthermore, the hypotheses tested in this study include:

H1: Influencer has a significant positive effect on purchase intention.

H2: Product quality has a significant positive effect on purchase intention.

H3: Customer reviews have a significant positive effect on purchase intention.

H4: Viral marketing has a significant positive effect on purchase intention.

H5: Price has a significant positive effect on purchase intention.

H6: Service quality moderates the effect of product quality on consumer purchase intention with the influence becoming stronger at higher levels of service quality

The conceptual framework of this study is presented as below :

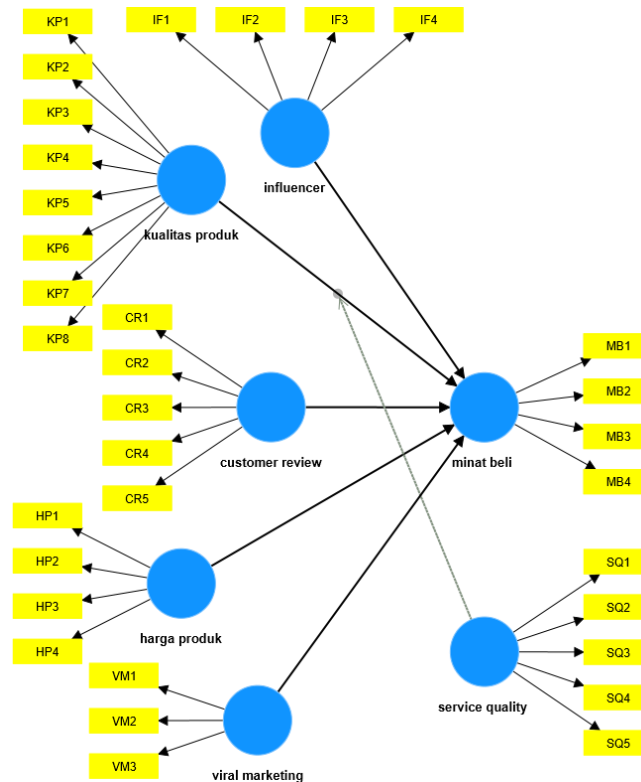


Figure 2. Conceptual Framework

METHOD

This study employed a quantitative research approach, targeting a population of 1.4 million Indonesian citizens who follow Somethinc's official Instagram account (@somethincofficial). Given the study's objectives and the nature of the population, a non-probability sampling technique with the accidental sampling method was chosen for its practicality and relevance. This approach allowed for the collection of responses from real consumers who have interacted with the brand, making the data more reflective of actual purchasing behavior. Additionally, considering the large population size, accidental sampling provided an efficient and convenient means of reaching respondents, ensuring diversity in consumer perspectives while facilitating quick data collection. Based on the Krejcie formula and a 5% margin of error, the required sample size was determined to be 384 followers. The calculation follows (Ahmad and Jaya, 2021:52) :

$$S = \frac{\{x^2 NP (1-P)\}}{\{d^2 (N-1) + X^2 P(1-P)\}}$$

$$S = \frac{3,841 \times 1.400.000 \times 0,5 (1 - 0,5)}{0,0025 \times 1.399.999 + 3,841 \times 0,5 (1 - 0,5)}$$

$$S = \frac{1.344.350}{3.500,96}$$

$$S = 383.99 \approx 384$$

Where :

S = Desired sample size

X² = Chi-square value (for 1 degree of freedom at the desired confidence level = 1,96)

N = Total population

P = Population proportion (assumed to be 0,5 to maximize sample size)

d = Margin of error (5% = 0,05)

The final calculation resulted in S = 384 respondents, but to enhance statistical reliability and minimize data loss, a total of 428 responses were collected and included in the final sample. Data collection was conducted using a questionnaire with interval-scale measurements based on a semantic differential scale ranging from 1 to 10. To make it easier for respondents to answer, the rating scale was divided into two categories: a scale of 1–5 indicating a tendency to disagree and a scale of 6–10 indicating a tendency to agree. The questionnaire allowed for the systematic collection of responses on key variables such as influencer impact, product quality, customer reviews, viral marketing, pricing, and service quality. The use of interval-scale measurements based on a semantic differential scale provided a more nuanced understanding of consumer perceptions, ensuring more precise and reliable data analysis. Additionally, the structured nature of the questionnaire facilitated ease of response for participants while allowing for efficient statistical processing using tools such as SPSS and SmartPLS. By utilizing a questionnaire, the study ensured consistency in data collection, minimized potential biases, and enabled a comprehensive evaluation of the factors influencing purchase intentions. The data were analyzed through two methods: descriptive analysis using SPSS 25 and inferential analysis employing Structural Equation Modeling (SEM) processed with SmartPLS 4 software. SEM-PLS is particularly suitable for exploratory research, as it allows for the simultaneous assessment of measurement of the outer model and the inner model. The evaluation of the SEM model involved two stages: the outer model and the inner model. The outer model was used to assess the validity (both convergent and discriminant) and reliability of the data, with metrics such as Cronbach's Alpha and Composite Reliability. The inner model examined the relationships between variables through various measures, including Effect Size (F²), Coefficient of Determination (R²), Predictive Relevance (Q²), and Goodness of Fit (GoF). Hypothesis testing was carried out using a bootstrapping technique with a 5% significance level to determine the effect of exogenous variables on endogenous variables. The results were evaluated based on T-statistics (≥ 1.96) and P-values (≤ 0.05) to confirm the significance of these relationships. Additionally, the operational definitions and measurement indicators used in the study were outlined in detail in Table 1.

Table 1. Operational Definitions and Indicators

Variable	Operational Definitions	Indicator
Influencer (Rossiter, Percy dan Bergkvist, 2018)	An influencer is an individual with significant influence in shaping public opinion across various topics. By leveraging influencers, a brand can effectively reach a broader target audience.	Visibility (IF1) Credibility (IF2) Attractiveness (IF3) Power (IF4)
Product Quality (Tjiptono, 2016)	The quality of a product refers to a product's ability to influence customers by offering features that suit their tastes. Products of high quality meet consumer expectations by delivering functionality and value that align with their needs.	Performance (KP1) Features (KP2) Reliability (KP3) Conformance (KP4) Durability (KP5) Serviceability (KP6) Aesthetics (KP7) Perceived Quality (KP8)
Customer Review (Riyanjaya dan Andarini, 2022)	Customer review refers to an individual's opinion or feedback shared on social media platforms or e-commerce sites based on their experience with a purchased product. These reviews help other consumers make informed decisions and shape product perceptions.	Source Credibility (CR1) Argument Quality (CR2) Review Valance (CR3) Perceived Usefulness (CR4) Quantity of Reviews (CR5)
Viral Marketing (Kaplan and Haenlein in Fiorentina, 2018)	Viral marketing is a word-of-mouth strategy that leverages social networks or communities to disseminate information. This approach aims to influence a large audience to try a product through rapid, organic sharing of content.	Messenger (VM1) Message (VM2) Environment (VM3)

Variable	Operational Definitions	Indicator
Price (Purnamawati et al., 2020)	Price is the amount of money consumers pay to gain benefits from a product or service. It plays a critical role in the consumer decision-making process, often reflecting perceived value and quality.	Price Accessibility (HP1) Price-Quality Alignment (HP2) Price Competitiveness (HP3) Price-Benefit Alignment (HP4)
Service Quality (Kotler & Keller, 2016)	Service quality pertains to the effectiveness with which a brand provides its services to fulfill or surpass customer expectations. It includes multiple facets of customer interactions, such as responsiveness, communication, and the ability to resolve issues.	Tangibles (SQ1) Empathy (SQ2) Reliability (SQ3) Responsiveness (SQ4) Assurance (SQ5)
Purchase Intention (Rahmawati et al., 2023)	Purchase intention is the emergence of a strong desire or motivation within consumers, driven by both internal and external factors, to buy a specific product. It reflects the final stage before making a purchase decision	Transactional Interest (MB1) Referential Interest (MB2) Preferential Interest (MB3) Exploratory Interest (MB4)

Source : processed data

RESULT AND DISCUSSION

Characteristics of Respondents

Respondents in this study are followers of Somethinc's Instagram account (@somethincofficial). The sample observed in this study amounted to 428 respondents. Data is collected by distributing Google Forms, an online questionnaire through direct messages on instagram. Based on the data collection results, this study's respondent characteristics are reflected in Table 2.

Table 2. Respondent Characteristics

Characteristics	Frequency	Percentage (%)
Gender		
Male	104	24,3%
Female	324	75,7%
Age		
11-17 Years	55	12,9%
17-25 Years	192	44,9%
25-35 Years	153	35,7%
>35 Years	28	6,5%
Domicile Area		
Aceh	1	0,20%
Bali	13	3,00%
Banten	14	3,30%
Bengkulu	1	0,20%
Gorontalo	2	0,50%
DKI Jakarta	52	12,10%
Jawa Barat	122	28,50%
Jawa Tengah	41	9,60%
Jawa Timur	74	17,30%
Kalimantan Barat	3	0,70%
Kalimantan Selatan	6	1,40%
Kalimantan Tengah	1	0,20%
Kalimantan Timur	10	2,30%
Kepulauan Riau	2	0,50%
Lampung	5	1,20%
Maluku	2	0,50%
Maluku Utara	1	0,20%
Nusa Tenggara Barat (NTB)	1	0,20%
Nusa Tenggara Timur (NTT)	3	0,70%
Papua	5	1,20%
Papua Barat	1	0,20%
Riau	1	0,20%
Sulawesi Barat	1	0,20%
Sulawesi Selatan	33	7,70%
Sulawesi Tengah	6	1,40%
Sulawesi Tenggara	3	0,70%
Sulawesi Utara	1	0,20%
Sumatera Barat	1	0,20%
Sumatera Selatan	5	1,20%
Sumatera Utara	5	1,20%

Characteristics	Frequency	Percentage (%)
Daerah Istimewa Yogyakarta (DIY)	12	2,80%
Purchase History		
1-4 Times	148	34,60%
5-10 Times	228	53,30%
>10 Times	52	12,10%
Characteristics	Frequency	Percentage (%)
Personal Income		
<1.000.000	34	7,90%
1.000.000 – 2.500.000	152	35,50%
2.500.000 – 5.000.000	144	33,60%
>5.000.000	98	22,90%

Source : processed data

Analysis of the survey data begins by knowing the descriptive characteristics of the 428 respondents, such as gender, age, domicile area, purchase history, and personal income of Somethinc's Instagram followers. The aim is to examine how different backgrounds may influence views on the questions (indicators) previously asked in the survey. Based on the table above, the respondents were predominantly female, with 324 participants (75,7%). The majority were aged between 17-22 years, representing 192 individuals, and most respondents (122 people) were based in West Java Province. In terms of purchase behavior, 228 respondents (53.3%) reported buying products 5 to 10 times. Additionally, 152 respondents (35.5%) indicated that their monthly income ranged between IDR 1,000,000 and 2,500,000.

Outer Model Test

According to [Duryadi \(2021\)](#), a good outer loading value is above 0.70, indicating that the indicator makes a strong contribution to measuring its construct. If an indicator has a value below 0.70, it should be re-evaluated as it may affect overall construct validity. Based on Table 3, all outer loading values for each indicator in the research variables are above 0.70, demonstrating good convergent validity and confirming that all indicators significantly represent the constructs being measured. For the Customer Review variable, CR3 shows the highest value at 0.819. This suggests that review valence, referring to the tendency of reviews to be positive or negative, plays an important role in shaping consumer perception and influencing purchase decisions. In the Product Price variable, HP3 has the highest value of 0.849, showing that consumers place great importance on price competitiveness and perceived value. They are willing to purchase a product at a certain price if they feel the quality matches or exceeds expectations. For the Influencer variable, IF2, representing credibility, shows the highest outer loading of 0.873, indicating that influencer impact is strongest

when based on honesty and trust. Therefore, collaborations should not rely solely on popularity but prioritize individuals who are genuinely trusted and influential in the skincare community. In the Product Quality construct, KP7, with a value of 0.799, represents aesthetics, particularly product packaging. This indicates that consumers assess product quality based on both effectiveness and visual appeal. For the Purchase Intention construct, MB3 has the highest value of 0.834, reflecting preferential interest and a strong tendency among consumers to favor Somethinc over other skincare brands. In the Service Quality variable, SQ3 holds the highest outer loading at 0.824, representing reliability, specifically the staff's ability and knowledge in delivering accurate product information. This suggests that consumers highly value direct interaction with competent and well-informed staff. As a moderating variable, service quality can strengthen the relationship between product quality and purchase intention, meaning a positive perception of quality is enhanced when paired with reliable service. Conversely, poor service may weaken product perception, even when the product itself is of high quality. Lastly, in the Viral Marketing variable, VM2 shows the highest value at 0.884, indicating that viral content, especially when informative and emotionally engaging, can significantly boost brand influence and increase consumer purchase intention. Content that is shareable and emotionally resonant has strong potential to shape purchasing behavior.

The AVE value is used to assess convergent validity, with a recommended threshold of >0.50 , indicating that more than 50% of indicator variance can be explained by the construct (Duryadi, 2021). Based on Table 3, all constructs in this study exceeded this threshold, confirming adequate construct representation. Product Price had the highest AVE (0.712), followed by Influencer (0.702), suggesting these constructs best explained their indicators. Viral Marketing (0.651), Purchase Intention (0.649), and Service Quality (0.599) also showed good AVE values, while Customer Review (0.591) and Product Quality (0.574), though above the threshold, indicate room for improvement in indicator quality. Overall, the AVE analysis supports that the constructs meet the criteria for use in further structural model analysis. Construct reliability was assessed using Cronbach's Alpha and Composite Reliability (Hamid and Anwar, 2019), and table 3 shows that all constructs had values above 0.70, indicating good reliability. Customer Review scored 0.826 and 0.878; Product Price 0.797 and 0.881; Influencer 0.858 and 0.904; Product Quality the highest at 0.894 and 0.915; Purchase Intention 0.819 and 0.881; Service Quality 0.832 and 0.881; and Viral Marketing 0.821 and 0.882, confirming that all constructs consistently measured their intended variables and are reliable for use in the model.

Table 3. Validity and Reliability in Outer Model Test

Construct Variables	Latent Variables	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability
Influencer	IF1	0.836	0.702	0.858	0.904
	IF2	0.873			
	IF3	0.846			
	IF4	0.793			
Product Quality	KP1	0.725	0.574	0.894	0.915

Supporting Local Beauty: Analyzing the Motivations Behind Consumer Purchase Intention in the Skincare Industry

Satyawati and Mahyuni

Construct Variables	Latent Variables	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability
	KP2	0.750	0.591	0.826	0.878
	KP3	0.756			
	KP4	0.781			
	KP5	0.751			
	KP6	0.759			
	KP7	0.799			
	KP8	0.741			
Customer Review	CR1	0.717	0.591	0.826	0.878
	CR2	0.784			
	CR3	0.819			
	CR4	0.793			
	CR5	0.724			
Viral Marketing	VM1	0,573	0,452	0,570	0,613
	VM2	0,614			
	VM3	0,570			
Construct Variables	Latent Variables	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability
Price	HP1	0,565	0,403	0,553	0,612
	HP2	0,567			
	HP3	0,590			
	HP4	0,519			
Service Quality	SQ1	0,494	0,494	0,578	0,612
	SQ2	0,556			
	SQ3	0,572			
	SQ4	0,569			
	SQ5	0,490			
Purchase Intention	MB1	0,560	0,416	0,569	0,612
	MB2	0,570			

MB3	0,579
MB4	0,526

Source : processed data

Structural Model Analysis or Inner Model F-Square

Effect size is considered strong if the f-square value exceeds 0.35, moderate if it ranges between 0.15–0.35, and weak if it falls within 0.02–0.15. Based on the results presented, all relationships between exogenous variables and purchase intention fall within the weak category, with f-square values of 0.044 for customer reviews, 0.036 for product price, 0.051 for influencers, 0.081 for product quality, 0.057 for viral marketing, and 0.007 for the moderating effect of service quality on the relationship between product quality and purchase intention. These findings indicate that each independent variable contributes only minimally to changes in purchase intention. None of the variables exhibit a moderate or strong effect size, suggesting that while statistically significant (as shown by t-tests), the magnitude of their influence remains limited. Moreover, service quality as a moderating variable does not exert a meaningful effect, as reflected in its very low f-square value. Therefore, marketing strategies aiming to enhance purchase intention should integrate multiple factors simultaneously, rather than relying on a single variable, given the relatively weak individual impacts on consumer purchasing decisions.

Table 4. F-Square

Variabel Laten	F-Square
Customer Review -> Purchase Intention	0,044
Price -> Purchase Intention	0,036
Influencer -> Purchase Intention	0,051
Product Quality -> Purchase Intention	0,081
Viral Marketing -> Purchase Intention	0,057
Product Quality x Service Quality -> Purchase Intention	0,007

Source : processed data

R-Square

The R-square values of 0.19, 0.33, and 0.67 are categorized as low, moderate, and high, respectively (Duryadi, 2021). Based on Table 5, the Purchase Intention construct has an R-square value of 0.594, indicating that approximately 59.4% of the variation in Purchase Intention can be explained by the five independent constructs: Influencer, Product Quality, Customer Review, Viral Marketing, and Product Price. This places the structural model in the moderate to approaching high category, suggesting that the model possesses a fairly strong and relevant predictive power in explaining consumer behavior regarding interest in purchasing local skincare products, specifically Somethinc. Meanwhile, the remaining 40.6% of the variation in Purchase Intention is not accounted for by this model and is likely influenced by other external factors beyond the independent variables examined. Therefore, it can be concluded that the constructs of Influencer,

Product Quality, Customer Review, Viral Marketing, and Product Price collectively contribute significantly to increasing consumer purchase intention toward Somethinc products. Consequently, marketing strategies that address these five aspects can be considered effective, although it is important to acknowledge the potential influence of other external factors on purchasing behavior.

Table 5. R² Value

Latent Variable	R-square	R-square adjusted
Purchase Intention	0.594	0.587

Source : processed data

Q-Square

The Q-square (Q²) value indicates predictive relevance, where a value greater than 0 (Q² > 0) reflects strong predictive capability and high observational accuracy ([Duryadi, 2021](#)). Based on table 6, the Q² Predict value for the Purchase Intention construct is 0.575, indicating that the model has strong predictive power and effectively forecasts the endogenous variable using exogenous constructs such as Influencer, Product Quality, Customer Review, Viral Marketing, and Price. This value exceeds the minimum threshold, demonstrating not only the model's ability to explain the sample data but also its potential to predict new data accurately. These findings confirm the model's strong external validity and support its practical application in designing marketing strategies and product promotions in the skincare industry.

Table 6. Q-Square

Q ² Predict	
MB	0,375

Source : processed data

Model Fit

Model fit in this study was assessed using the SRMR and NFI values. According to [Henseler et al. \(2016\)](#), a model is considered to have a good fit if the SRMR value is below 0.08, while [Ringle et al. \(2024\)](#) state that the NFI value ranges from 0 to 1, with values closer to 1 indicating a better model. As shown in table 7, the SRMR values for both the saturated and estimated models are 0.051, well below the threshold of 0.08, indicating a very low level of prediction error and thus a good model fit. The NFI value of 0.781, which is relatively close to 1, further supports the conclusion that the model has an acceptable level of fit. Therefore, it can be concluded that the structural model developed in this study demonstrates a good fit with the empirical data, meaning the relationships between variables are valid representations of the observed data patterns.

Table 7. Model Fit

	Saturated model	Estimated model
SRMR	0,051	0,051
NFI	0,781	0,781

Source : processed data

Hypothesis Testing Result

Table 8. Hypothesis Testing

Variables	Original Sample (O)	T Statistics	P Value	Results
H1. Influencer (IF) -> Purchase Intention (MB)	0.146	3.685	0.000	Supported
H2. Product Quality (KP) -> Purchase Intention (MB)	0.282	4.814	0.000	Supported
H3. Customer Review (CR) -> Purchase Intention (MB)	0.185	3.707	0.000	Supported
H4. Viral Marketing (VM) -> Purchase Intention (MB)	0.206	4.580	0.000	Supported
H5. Price (HP) -> Purchase Intention (MB)	0.163	3.939	0.000	Supported
H6. Service Quality (SQ) x Product Quality (KP) -> Purchase Intention (MB)	0.049	1.717	0.086	Not Supported

Source : processed data

The Effect of Influencer on Purchase Intention

Influencers have a positive and significant impact on consumer purchase interest. This is demonstrated by the path coefficient value (Original Sample = 0.146), a T-statistic of 3.685, and a P-value of 0.000, clearly meeting the threshold for significance ($T \geq 1.64$, $P \leq 0.05$). This means that the greater the influence of an influencer, the more consumer interest in purchasing Somethinc products is boosted. Influencers play a crucial role in increasing consumer interest through their popularity, credibility, persuasive power, and attractiveness, directly influencing purchasing interest in Somethinc products in Indonesia. Among these factors, credibility holds the highest value in influencing consumers, suggesting that honest and convincing reviews from influencers enhance

consumer interest. Thus, employing relevant influencers can be a powerful marketing strategy to attract buyers. This finding is supported by research from [Nagori \(2020\)](#), [Simanullang and Amri \(2024\)](#), which states that influencer marketing is effective during need recognition and information search phases, as people find influencers to be reliable sources. Social media influencers' credibility, derived from expertise and experience, makes them effective channels for awareness and product comparison through reviews. This study expands the existing literature by emphasizing the specific role of credibility over other factors, showing that trustworthiness is key in converting influencer marketing efforts into actual purchase interest. Marketers should prioritize partnerships with influencers known for their honest and detailed reviews to maximize engagement and conversion rates. The limitation of this study is the reliance on self-reported data introduces the possibility of social desirability bias, where respondents may overstate their reliance on influencers due to perceived societal expectations rather than actual behavior. Additionally, the study primarily focuses on influencers operating in Indonesia, limiting the generalizability of findings to other markets where consumer behavior may differ due to cultural and economic factors. Another limitation is that the study does not distinguish between macro- and micro-influencers, even though their impact on consumer trust and purchase intention may vary significantly. Future research should explore these distinctions and examine how different types of influencers affect consumer behavior across various demographic segments and international markets.

The Effect of Product Quality on Purchase Intention

Product quality has a positive and significant impact on purchase interest, as shown by the path coefficient (Original Sample = 0.282), T-statistic of 4.814, and P-value of 0.000 ($T \geq 1.64$, $P \leq 0.05$). Product quality has the highest path coefficient compared to the other variables, making it the most influential factor in this study. This indicating that the higher the quality, the greater the consumer interest in purchasing Somethinc products. In this study, aesthetics, specifically product packaging, had the highest impact on purchase interest. Attractive packaging can significantly enhance consumer interest, emphasizing the importance of visual appeal alongside quality ingredients. This supports research by [Akbar et al. \(2023\)](#), highlighting packaging design as a critical brand identity component. The findings of this study are also consistent with the research conducted by [Paramita and Sanjaya \(2020\)](#), which highlights that packaging designs play a crucial role in making products easily recognizable. This study extends previous research by demonstrating that product quality alone is insufficient to sustain consumer interest in highly competitive markets; it must be complemented by strong visual aesthetics and branding strategies. The findings suggest that consumers increasingly associate well-designed packaging with high-quality products, implying that a brand's visual presentation can create a psychological perception of superior product performance. From a practical perspective, these insights highlight the need for skincare brands to invest in innovative and aesthetically pleasing packaging, leveraging premium materials, unique designs, and sustainable solutions to enhance brand differentiation and appeal to environmentally conscious consumers. Additionally, brands should capitalize on unboxing experiences and social media aesthetics, as visually appealing packaging can encourage user-generated content and organic brand promotion. However, this study has several limitations. It does not explore the long-term impact of product quality on customer retention, focusing instead on initial purchase interest, even though sustained loyalty and repeat purchases may depend

on additional factors such as product performance, customer service, and brand reputation. Furthermore, consumer perception of quality varies based on personal preferences, prior brand experiences, and cultural differences, potentially affecting the consistency of findings. The study also relies on self-reported data, which may be subject to biases such as social desirability or recall errors. Future research should examine how product quality influences long-term brand loyalty, incorporate objective measures of quality perception, and explore consumer responses across different demographic and cultural groups to provide a more comprehensive understanding of consumer decision-making in the skincare industry.

The Effect of Customer Review on Purchase Intention

This study highlights the significant and positive influence of customer reviews on purchase intention, reflected in a path coefficient of 0.185, T-statistic of 3.707, and a P-value of 0.000 ($T \geq 1.64$, $P \leq 0.05$). Showing that favorable reviews increase the likelihood of consumers purchasing Somethinc products. Customer reviews act as a key factor for potential buyers, offering trust and credibility. Positive reviews enhance consumer confidence and interest, while negative reviews hinder perceptions and reduce purchase intention. Among the factors analyzed, review valence, which reflects the positivity or negativity of reviews, was the most influential, directly shaping consumer decisions. This aligns with studies by [Osman and Ying \(2022\)](#) and [Qiu and Zhang \(2024\)](#), which found review valence to have a stronger impact on purchase intention compared to other indicators. Positive reviews serve as powerful recommendations, while negative ones act as deterrents. This finding emphasizes the need for businesses to actively manage online reviews, respond to negative feedback, and encourage satisfied customers to share their experiences to enhance consumer engagement and drive sales. However, this study has several limitations. It does not assess the impact of fake reviews or review manipulation, which are prevalent in online marketplaces and may distort consumer perception. Additionally, it focuses solely on text-based reviews without considering the potential influence of video reviews, which may have a stronger effect on purchase intention due to their visual and interactive nature. Another limitation is the potential for response bias, as consumers who leave reviews may not represent the broader customer base, leading to skewed findings. Future research should explore the impact of video-based reviews, examine how consumers differentiate between genuine and fake reviews, and consider a more diverse sample to enhance the generalizability of the findings.

The Effect of Viral Marketing on Purchase Intention

This study confirms that viral marketing has a positive and significant effect on purchase intention with a path coefficient of 0.206, T-statistic of 4.580, and P-value of 0.000 ($T \geq 1.64$, $P \leq 0.05$). meaning that the more content about Somethinc products is shared on social media, the greater consumer interest in purchasing these products. Viral marketing that creates highly engaging and easily shareable content has proven to be an effective strategy for increasing consumer engagement, as it enables the rapid dissemination of promotional messages, generating buzz and capturing potential buyers' attention. Consumers are more inclined to try products that appear viral, as this signals relevance, trendiness, and widespread appeal. Among the viral marketing indicators analyzed, the "message" indicator scored highest, emphasizing the importance of engaging, entertaining, and memorable content, aligning with [Fayuti et al. \(2022\)](#) and [Fahrudi and](#)

[Aisyah \(2023\)](#), who found that entertaining messages, particularly those incorporating humor, are more likely to go viral, enhance product sales, and positively influence consumer opinions. These findings contribute to the existing literature by reinforcing the idea that viral marketing effectiveness depends significantly on content quality and emotional appeal. From a practical standpoint, businesses should prioritize highly shareable and emotionally engaging content, such as humor, storytelling, and interactive formats like short-form videos and memes, to maximize audience engagement. However, this study has limitations, including its focus on text-based viral marketing, excluding potentially stronger influences from video content, and its inability to control for biases such as sponsored content, brand loyalty, and peer pressure. Additionally, since the study focuses solely on Somethinc, the findings may not be fully generalizable to other skincare or consumer goods brands. Future research should explore different content formats, control for external biases, and analyze multiple brands across industries to provide a broader perspective on viral marketing effectiveness.

The Effect of Price on Purchase Intention

Price has a positive and significant effect on purchase intention, as indicated by the path coefficient of 0.163, T-statistic of 3.939, and P-value of 0.000 ($T \geq 1.64$, $P \leq 0.05$). Suggesting that as the price increases, so does consumer interest in purchasing Somethinc's product. In this study, competitive pricing emerged as the most influential factor among various price indicators. Offering competitive prices gives Somethinc consumers a sense of value, as they perceive the product's quality to be commensurate with its price. Consequently, price competitiveness can effectively enhance purchase interest. This finding aligns with research by [Sari and Belgiawan \(2024\)](#), which showed that consumers are more likely to purchase from brands offering competitive pricing compared to their rivals, as they perceive value in their spending. Similarly, the study by [Susanto and Suwaidi \(2024\)](#) supports the idea that price significantly impacts consumer buying interest—more affordable and competitive prices lead to greater consumer demand, while excessively high prices could potentially deter buyers. This study contributes to the existing literature by reinforcing the notion that price not only serves as a monetary factor but also plays a psychological role in consumer decision-making. Consumers often associate higher prices with superior quality, particularly in the skincare industry, where product efficacy is a major concern. However, price sensitivity varies among consumer segments, as some buyers prioritize affordability while others perceive premium pricing as an assurance of exclusivity and effectiveness. From a practical standpoint, these insights suggest that brands like Somethinc should adopt dynamic pricing strategies, ensuring that their products are competitively priced while maintaining a perceived balance between affordability and premium quality. Additionally, implementing targeted promotions and discounts can further stimulate purchase interest without devaluing the brand. However, this study has several limitations. First, it assumes a linear relationship between price and purchase intention, whereas, in reality, the effect may be non-linear—consumers might be willing to pay more for perceived quality, but beyond a certain threshold, excessively high prices could diminish demand. Second, the study does not account for external factors such as brand loyalty, marketing campaigns, or economic conditions, which can significantly influence how consumers respond to pricing strategies. Furthermore, the reliance on self-reported data introduces potential biases, such as social desirability bias, where respondents may not accurately

reflect their actual purchasing behavior. Future research should explore the impact of price elasticity in different consumer segments, analyze how promotional strategies influence long-term purchase intention, and incorporate experimental designs to better isolate the effects of pricing on consumer decision-making.

The Effect of Product Quality on Purchase Intention with Service Quality as Moderation effect

The results of this test reveal that service quality did not significantly strengthen the relationship between product quality and purchase interest. With a coefficient value of 0.049, a t-statistic of 1.717 ($T \geq 1.64$), but p-value of 0.086 ($P \geq 0.05$), the effect is statistically insignificant. Although the direction of the influence is positive, it is too small to be considered meaningful. Therefore, service quality cannot be regarded as an effective moderator in this relationship. These findings are consistent with studies conducted by [Alifia and Hartono \(2022\)](#) and [Jaya and Heryjanto \(2023\)](#), which also concluded that service quality does not moderate the effect of product quality on purchase interest. These studies further emphasize that in the context of consumer products like skincare, consumers focus more on product quality as a key factor in their purchasing decisions. Consequently, the results of this study differ from the research by [Padani and Mulyaningsih \(2023\)](#), which claimed that service quality as a moderating variable significantly enhances the relationship between product quality and purchase interest. The discrepancy in these findings may be attributed to differences in industry context and consumer behavior. In the case of Somethinc, a local skincare brand with strong digital positioning, service quality may not be a key element that consumers consider. Instead, consumers are more attracted to factors such as product reputation, influencer credibility, viral content strength, user reviews, and product pricing. This suggests that, even though consumers may have sufficient purchasing power, they tend not to prioritize service quality when considering the purchase of Somethinc products. This study contributes to the literature by reinforcing that in the skincare industry, product perception is often shaped more by personal experience and product attributes than by service interactions, unlike in service-driven industries where customer service plays a more central role. From a managerial perspective, brands should prioritize product innovation, strategic influencer partnerships, and digital engagement over service enhancements as a means of driving sales, although service quality remains important for customer retention and post-purchase satisfaction. Limitations of this study include its focus on a single brand, reliance on self-reported data prone to bias, and the exclusion of individual service expectations. Future research should explore the long-term impact of service quality on brand loyalty, utilize experimental designs to better isolate its effects, and consider broader demographic and industry contexts for more generalizable insights.

CONCLUSION

Based on the hypothesis testing, analysis, and findings of this research, several key conclusions can be drawn about the research objectives. Influencers have a significant and positive impact on purchase intentions, demonstrating that higher influencer credibility increases consumer purchase intention. Product quality has a significant and positive impact on purchase intentions, as better

quality products significantly enhance purchase intentions. Customer reviews have a significant positive influence on purchase intention. Customer reviews are a vital factor in shaping consumer purchase intention, with positive reviews leading to increased purchase intention. Viral marketing has a significant positive influence on purchase intention, as widely shared and engaging Something-related content on social media effectively boosts consumer purchase intention. Price also positively affects purchase intentions, as competitive and premium pricing is perceived as an indicator of value and quality. Demonstrating that the better the price, the higher the consumer purchase intention. However, service quality as a moderating variable does not significantly strengthen the relationship between product quality and purchase intentions. This suggests that while excellent service is important, it does not necessarily amplify consumer interest when paired with superior product quality.

Based on the findings of this study, several recommendations are proposed for future research to further explore and refine the understanding of factors influencing consumer purchase intentions since service quality did not significantly moderate the relationship between product quality and purchase intentions, future research could investigate other potential moderating or mediating variables. Product quality plays a vital role in influencing purchase intentions, future research could further explore its impact on another variable. Also, future research could compare the impact of influencers, product quality, customer reviews, viral marketing, and pricing on different skincare brands, both local and international. The sample population, consisting exclusively of Something's Instagram followers, may not represent the broader consumer base. Future research should include a more diverse demographic to enhance generalizability, similar studies could be conducted in other industries, such as cosmetics or fashion, to identify whether the same factors influence purchase intentions.

Based on the research findings, local skincare businesses can implement the following strategic practices to enhance consumer purchase intentions and strengthen their market position. Leveraging influencer marketing by collaborating with credible and engaging influencers can significantly boost purchase intention. Prioritizing product quality through continuous innovation and strict quality control ensures consumer purchase intention. Encouraging and managing customer reviews by actively collecting and responding to feedback enhances transparency and trust to increase purchase intention. Maximizing viral marketing opportunities through engaging, shareable content on social media platforms can amplify brand reach to increase purchase intention and also brand must maintain competitive pricing as a core strategy to drive consumer purchase intentions.

REFERENCE

- Ahmad, A., & Jaya, I. (2021). *Biostatistik: Statistik dalam penelitian kesehatan*. Prenada Media.
- Akbar, A. R., Kalis, M. C. I., Afifah, N., Purmono, B. B., & Yakin, I. (2023). The influence of product packaging design and online customer review on brand awareness and their impact on online purchase intention. *South Asian Research Journal of Business and Management*, 5(1), 10–18. <https://doi.org/10.36346/sarjbm.2023.v05i01.002>

- Alifia, H. R., & Hartono, A. (2022). Effects of product quality, service quality, price, familiarity, reputation, and application quality on Shopee user's purchase intention. *Jurnal Sosial dan Teknologi (SOSTECH)*, 2(6), 567–573. <https://doi.org/10.36418/jurnalsostech.v2i6.352>
- Aningsih, R., Eko Broto, B., & Melia, Y. (2024). Pengaruh iklan, harga, kualitas produk, dan promosi terhadap minat beli konsumen dalam belanja online di Shopee. *YUME: Journal of Management*, 7(1), 695–706. <https://doi.org/10.37531/yum.v7i1.6390>
- Ao, L., Bansal, R., Pruthi, N., & Khaskheli, M. (2023). Impact of social media influencers on customer engagement and purchase intention: A meta-analysis. *Sustainability*, 15(3), 1–15. <https://doi.org/10.3390/su15032744>
- Dalangin, J. G., McArthur, J., Salvador, J., & Bismonte, A. (2021). The impact of social media influencers on purchase intention in the Philippines. *Jurnal Studi Komunikasi*, 5(3), 551–568. <https://doi.org/10.25139/jsk.v5i3.3708>
- Diansyah, D., & Utami, R. (2022). The influence of price and promotion on purchase intention in moderating consumer behavior. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 5(2), 14994–15008. <https://doi.org/10.33258/birci.v5i2.5376>
- Duryadi. (2021). Metode penelitian ilmiah: Metode penelitian empiris model path analysis dan analisis menggunakan SmartPLS (J. T. Santoso, Ed.). Yayasan Prima Agus Teknik.
- East Ventures. (2024). Capturing Indonesia's beauty wave: A blooming market with immense potential. East Ventures. <https://east.vc/news/insights/capturing-indonesias-beauty-wave-a-blooming-market-with-immense-potential/>
- Fahrudi, A. N. L. I., & Aisyah, D. N. (2023). The effect of viral marketing on e-commerce Shopee's consumer purchasing intention. In *Proceedings of the 2022 Annual International Conference on Business and Public Administration* (pp. 1–10). Atlantis Press. https://doi.org/10.2991/978-2-38476-090-9_5
- Fayuti, M. I., Jack, T. C., Othman, S. N. S., Yuan, Y. W., Yee, K. Y., & Kanapathipillai, K. (2022). A study of elements in viral marketing towards consumer's purchase intention in Klang Valley, Malaysia. *European Journal of Social Sciences Studies*, 7(4), 83–109. <https://doi.org/10.46827/ejsss.v7i4.1259>
- Fiorentina, A. (2018). Pengaruh viral marketing dalam dimensi messenger, message, dan environment terhadap keputusan pembelian. *Jurnal Manajemen Pemasaran*, 12(1), 45–56. <https://ejournal.imperiuminstitute.org/index.php/JMSAB/article/view/82>
- Hamid, R. S., & Anwar, S. M. (2019). *Structural equation modeling (SEM) berbasis varian: Konsep dasar dan aplikasi dengan program SmartPLS 3.2.8 dalam riset bisnis*. PT Inkubator Penulis Indonesia.
- Helfiyana, A., Alwie, A. F., & Samsir. (2024). The influence of online customer review and perceived risk on e-trust and purchase intention on e-commerce Lazada in Pekanbaru City. *InJEBAA: International Journal of Economics, Business and Accounting*, 2(3), 295–310. <https://doi.org/10.5281/zenodo.13291575>
- Henseler, J., Hubona, G., & Ray, P. A. (2016). Using PLS path modeling in new technology research: Updated guidelines. *Industrial Management and Data Systems*, 116(1), 2–20. <https://doi.org/10.1108/IMDS-09-2015-0382>
- Infobrand.id. (2023, November 6). Tenar di 2 marketplace teratas, Somethinc raih penghargaan Brand Choice for Health & Beauty 2023. Infobrand.id. <https://infobrand.id/tenar-di-2->

[marketplace-teratas-somethinc-raih-penghargaan-brand-choice-for-health-beauty-2023.phtml](#)

- Jaya, S. L., & Heryjanto, A. (2023). The influence of price, service quality, and product quality on purchase decisions mediated by purchase intention (Empirical study: Kriss Store consumers in Tangerang Regency). *JRSSEM: Journal Research of Social Science, Economics, and Management*, 3(3), 798–823. <https://doi.org/10.59141/jrssem.v3i3.575>
- Kotler, P., & Keller, K. L. (2016). *Manajemen pemasaran* (Edisi 12, Jilid 1 & 2). PT. Indeks.
- Lakruwan, N. G. T. S., Lewliyadda, L. M. I. M., & Kulathunga, K. M. M. C. B. (2023). The impact of viral marketing on purchasing intention of the millennials in Sri Lanka: Mediating role of brand equity. *Sri Lanka Journal of Marketing*, 9(2), 181–212. <https://doi.org/10.4038/sljmuok.v9i2.138>
- Liu, H., & Wang, Y. (2019). Interrelationships between viral marketing and purchase intention via customer-based brand equity. *Journal of Business and Management Sciences*, 7(2), 72–83. <https://doi.org/10.12691/jbms-7-2-3>
- Manoj, G., & Pradeep, M. (2023). Influence of product quality on perceived value, trust, and purchase intention: A study on electronic products. *Academy of Marketing Studies Journal*, 27(S6), 1–12. https://www.researchgate.net/profile/Manoj-Govindaraj/publication/374264181_influence_of_product_quality_on_perceived_value_t_rust_and_purchase_intention_a_study_on_electronic_products/links/6516775e1e2386049de30b95/influence-of-product-quality-on-perceived-value-trust-and-purchase-intention-a-study-on-electronic-products.pdf
- Muljani, N., & Koesworo, Y. (2019). The impact of brand image, product quality, and price on purchase intention of smartphones. *International Journal of Research Culture Society*, 3(1), 99–103. <https://doi.org/10.2017/IJRCS.2456.6683/201902010>
- Mustikasari, A., Anwar, S. M., & Rizkiyah Hasbi, A. (2023). The effect of viral marketing, promotions, and flash sales on the purchase intention of online shopping in Generation Z in TikTok Shop marketplace. *Enrichment: Journal of Management*, 12(6), 4841–4848. <https://doi.org/10.35335/enrichment.v12i6.1058>
- Nagori, A. (2020). Impact of influencer marketing on purchase intention with specific reference to health and beauty products. *International Journal of Creative Research Thoughts (IJCRT)*, 8(3), 3157–3170. <https://ijcrt.org/papers/IJCRT2003432.pdf>
- Osman, S., & Ying, L. H. (2022). The influence of online consumer reviews on purchase intention among young adults. *Global Business and Management Research: An International Journal*, 14(3S), 222–237. https://www.researchgate.net/profile/Syuhaily-Osman/publication/368457637_The_Influence_of_Online_Consumer_Reviews_on_Purchase_Intention_among_Young_Adults/links/63e8db6fe2e1515b6b901cb1/The-Influence-of-Online-Consumer-Reviews-on-Purchase-Intention-among-Young-Adults.pdf
- Padani, S., & Dwi Mulyaningsih, H. (2023). Pengaruh quality product terhadap minat beli yang dimoderasi oleh service quality. *Bandung Conference Series: Business and Management*, 3(1), 91–98. <https://doi.org/10.29313/bcsbm.v3i1.5811>
- Paramita, E. L., & Sanjaya, W. R. (2020). The determinants of purchasing decisions: The case of snack products. *JOM: Jurnal Organisasi dan Manajemen*, 16(1), 71–82. <https://doi.org/10.33830/jom.v16i1.822.2020>

- Purnamawati, N. L. A., Mitriani, N. W. E., & Anggraini, N. P. N. (2020). Pengaruh kualitas pelayanan, kualitas produk, dan persepsi harga terhadap minat beli ulang di Bandung Collection Kecamatan Kuta Utara, Badung. *Values*, 1(3), 171–181. <https://valuesjournal.com/article/view/16>
- Qalati, S. A., Vela, E. G., Li, W., Dakhan, S. A., Thuy, T. T. H., & Merani, S. H. (2021). Effects of perceived service quality, website quality, and reputation on purchase intention: The mediating and moderating roles of trust and perceived risk in online shopping. *Cogent Business & Management*, 8(1), 1869363. <https://doi.org/10.1080/23311975.2020.1869363>
- Qiu, K., & Zhang, L. (2024). How online reviews affect purchase intention: A meta-analysis across contextual and cultural factors. *Data and Information Management*, 8(2), 1–10. <https://doi.org/10.1016/j.dim.2023.100058>
- Rahmawati, R., Ramadhan, W., Assyahidah, A. S. N. B., & Novita, V. A. H. (2023). Efektivitas pemasaran melalui aplikasi TikTok terhadap minat beli mahasiswa Ilmu Komunikasi Universitas Mercu Buana Yogyakarta angkatan 2022. *ORGANIZE: Journal of Economics, Management and Finance*, 2(1), 1–10. <https://doi.org/10.58355/organize.v2i1.11>
- Religia, Y., Ramawati, Y., & Syahwildan, M. (2024). Analysis of the effect of perceived product quality on retail purchase intention: The mediating role of consumer trust and price sensitivity moderation. *Applied Information System and Management (AISM)*, 7(1), 17–22. <https://doi.org/10.15408/aism.v7i1.33914>
- Republika. (2024, April 30). BPOM: Industri kecantikan meningkat 219 persen dalam setahun. *Republika*. <https://news.republika.co.id/berita/scq3vh484/bpom-industri-kecantikan-meningkat-219-persen-dalam-setahun>
- Ringle, Christian M., Wende, Sven., & Becker, J.-M. (2024). *Fit Measures in SmartPLS*.
- Riyanjaya, N. A., & Andarini, S. (2022). Pengaruh online customer review dan online customer rating terhadap minat beli produk Wardah di situs belanja online Shopee. *Jurnal Kajian Ekonomi & Bisnis Islam*, 3(5), 909–926. <https://doi.org/10.47467/elmal.v3i5.1179>
- RM.id. (2024, June 2). Rayakan 5 tahun, Somethinc ajak beauty enthusiasts eksplorasi dunia kecantikan. *RM.id*. <https://rm.id/baca-berita/life-style/222779/rayakan-5-tahun-somethinc-ajak-beauty-enthusiasts-eksplorasi-dunia-kecantikan>
- Rossiter, J. R., Percy, L., & Bergkvist, L. (2018). *Marketing communications: Objectives, strategy, tactics*. SAGE Publications.
- Sari, D. P., & Belgiawan, P. F. (2024). The effect of marketing mix on purchase intention in the home appliance industry in West Java. *Ekombis Review – Jurnal Ilmiah Ekonomi dan Bisnis*, 12(2), 2017–2026. <https://doi.org/10.37676/ekombis.v12i2.5454>
- Setio Putri, F. E. V., & Tiarawati, M. (2021). The effect of social media influencer and brand image on online purchase intention during the COVID-19 pandemic. *Ilomata International Journal of Management (IJJM)*, 2(3), 163–171. <https://doi.org/10.52728/ijjm.v2i3.261>
- Simanullang, T., & Amri, A. (2024). Pengaruh penggunaan influencer dan promosi online terhadap sikap konsumen dalam membangun minat beli untuk pembelian produk skincare Skintific secara online. *Jurnal Ilmiah Manajemen Ekonomi dan Akuntansi*, 1(3), 165–173. <https://doi.org/10.62017/jimea>

- Susanto, J. A., & Suwaidi, R. A. (2024). The effect of price on consumer buying interest Asik Creative Gresik East Java. *East Asian Journal of Multidisciplinary Research (EAJMR)*, 3(2), 579–590. <https://doi.org/10.55927/eajmr.v3i2.7657>
- Tjiptono, F. (2016). *Pemasaran: Esensi dan aplikasi*. Yogyakarta: Andi.
- Virena, A. R., & Renwarin, J. M. J. (2022). Pengaruh persepsi kualitas produk dan persepsi harga terhadap minat beli dengan kualitas pelayanan sebagai moderator. *KALBISLANA: Jurnal Mahasiswa Institut Teknologi dan Bisnis Kalbis*, 8(3), 2744–2760. *1474-Article Text-3753-1-10-20221003 (3).pdf*
- Wahyoedi, S., Saparso, & Effendi, M. (2021). The role of brand image as a mediating variable in the influence of price and promotion on buying interest (Case study on Hyundai electric car). *International Journal of Science, Technology & Management*, 2(5), 1743–1754. <https://doi.org/10.46729/ijstm.v2i5.296>