



INCREASING BUYING INTEREST AND PURCHASING DECISIONS: DISCOUNT AND BRAND IMAGE ON SKINTIFIC PRODUCTS

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Abstract

The increasingly competitive skincare industry is driving companies to implement marketing strategies capable of boosting consumer purchase intent and purchase decisions. This study aims to analyze the direct and indirect effects of discount and brand image on purchase decisions through purchase intent as an intervening variable for Skintific products. This study employs a quantitative approach using purposive sampling with 150 respondents. Data were collected through a questionnaire and analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS). The results indicate that discount and brand image have a positive and significant direct effect on purchase interest and purchasing decisions, as well as an indirect effect on purchasing decisions through purchase interest as an intervening variable. Thus, purchase intention was found to mediate the effects of discount and brand image on the purchase decision for Skintific products.

Keywords: Purchase Intention, Purchase Decision, Discount, and Brand Image, Skintific

INTRODUCTION

The cosmetics and personal care industry is experiencing rapid growth, driven by rising public awareness regarding skin health and beauty, alongside lifestyle changes increasingly linked to digital technology. The global cosmetics market value is estimated to reach USD 492.18 billion by 2025. It is projected to rise to approximately USD 704.17 billion by 2032, with a compound annual growth rate (CAGR) of 5.25% (Yahoo Finance, 2026). In the Asia-Pacific region, Indonesia has emerged as a market with significant growth in the cosmetics sector. Indonesia's cosmetics market value is estimated to reach USD 7.5 billion in 2024 and is projected to grow to approximately USD 11.7 billion by 2032, with a CAGR of 5.7% (Gmiresearch, 2025). This growth is supported by rising demand for skincare products and the expansion of online marketplaces as primary channels for marketing and distributing beauty products.

The expansion of the skincare industry has intensified competition among brands, both local and international. Companies must implement effective marketing strategies to capture consumer attention amidst the vast array of available products (Meenakshi, 2024). Various promotional strategies, such as discounts, cashback offers, product bundling, and flash sales, are widely used to enhance product appeal on digital platforms (Pratiwi et al., 2024). However, the success of a marketing strategy depends not only on price but also on a company's ability to build a positive brand image, thereby fostering consumer trust and shaping perceptions of product quality (Nuryani, 2025).

One brand that has achieved rapid growth in Indonesia's skincare industry is Skintific. According to data from Kompas, Skintific led the beauty product market share on Shopee throughout 2025; it held a market share of approximately 4.10%–7% in the first quarter and maintained the top position at year-end with a 5.99% market share, despite the gap with its closest competitor narrowing

(Compas, 2026). This situation indicates that, although Skintific continues to dominate the market, the company faces increasingly intense competition; consequently, a marketing strategy is required that can sustain consumer interest while simultaneously driving purchasing decisions.

In practice, Skintific actively combines discount strategies implemented through various promotional programs on online marketplaces with brand image reinforcement via digital marketing, collaborations with beauty influencers, and the use of social media platforms like TikTok and Instagram (Aprina & Hadi, 2024). These strategies are considered effective in boosting brand visibility and product sales. However, the intensive use of discounts also raises questions regarding their effectiveness in driving long-term purchasing decisions. On one hand, discounts can enhance perceived value and stimulate immediate purchases (Pratiwi et al., 2024); on the other, excessive discounting risks diminishing the perception of product quality and does not always foster consumer loyalty (M. Putri & Fihartini, 2025). Therefore, a balance between price-based promotional strategies and brand image building is essential to ensure sustainable purchasing decisions (I. T. Putri, 2024).

Various prior studies indicate that both discounts and brand image are related to purchase intention and purchase decisions; however, research findings remain inconsistent. Some studies report that discounts have a positive effect on purchase intention and purchase decisions (Alexander & Lu, 2025). In contrast, others suggest that the impact of discounts tends to be merely short-term (M. Putri & Fihartini, 2025). The same applies to brand image. While some research finds a positive influence of brand image on purchase intention and purchase decisions (M. R. Putri & Sienatra, 2023), other studies indicate that the influence of brand image is not always more dominant than that of other marketing factors (Fahlevi et al., 2024). These divergent findings highlight an ongoing empirical gap regarding the relationships among discounts, brand image, purchase intention, and purchase decisions.

Beyond these inconsistent findings, research integrating discounts and brand image into a single model with purchase intention serving as a mediating variable remains relatively limited, particularly concerning Skintific products on the Shopee platform. Most previous studies have examined these variables in isolation or focused on different research subjects. This study addresses that gap by simultaneously examining the effects of discounts and brand image on purchase decisions, with purchase intention acting as an intervening variable in the context of Skintific products; it is expected to provide a more comprehensive understanding of consumer behavior within Indonesia's skincare industry.

This study is grounded in consumer behavior theory and the Theory of Planned Behavior (TPB), which posit that marketing stimuli such as discounts and brand image can shape consumer perceptions, enhance purchase intention, and ultimately drive purchasing decisions. Motivated by industry trends, inconsistencies in prior research findings, and the limited number of studies examining these relationships in an integrated manner, this research aims to analyze the impact of discounts and brand image on purchase intention and purchasing decisions, as well as to examine the

role of purchase intention as an intervening variable among consumers of Skintific products on the Shopee platform.

METHOD

This study employs a quantitative approach with an explanatory research design to examine the causal relationships among the variables of discount, brand image, purchase intention, and purchase decision regarding Skintific products on the Shopee e-commerce platform. A quantitative approach was selected because the study aims to test hypotheses using numerical data analyzed via statistical techniques (Sugiyono, 2013). A cross-sectional research design was utilized, meaning data collection occurred during a single time period, thereby enabling a systematic explanation of the cause-and-effect relationships between variables (Sekaran, 2016). This method was used to analyze the influence of discounts and brand image on purchase decisions, with purchase intention serving as an intervening variable.

The population for this study consists of all consumers who purchased Skintific products via the Shopee platform in Indonesia. As the total population size is unknown (an infinite population), purposive sampling was employed; this technique involves selecting a sample based on specific criteria aligned with the research objectives (Sugiyono, 2013). Respondent criteria included consumers aged 17–35 who had purchased and used Skintific products and were willing to complete the research questionnaire. The study utilized a sample of 150 respondents. Primary data were obtained by distributing an online questionnaire via Google Forms using a five-point Likert scale: 1) strongly disagree, 2) disagree, 3) neutral, 4) agree, and 5) strongly agree.

The discount variable is measured using indicators for discount magnitude, timing, and the type of product discounted. The brand image variable is measured via indicators of strength, favorability, and uniqueness. The purchase intention variable is measured using indicators of transactional, referential, preferential, and explorative intentions. In contrast, the purchase decision variable is measured based on indicators of need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. The operationalization of these variables is based on relevant theories and prior research, as detailed in the research instrument.

Data analysis was conducted using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method with SmartPLS 4 software. The analysis involved testing the outer model covering convergent validity (outer loadings and Average Variance Extracted/AVE), discriminant validity (Heterotrait-Monotrait Ratio/HTMT), and reliability (Cronbach's Alpha and Composite Reliability), followed by testing the inner model via the coefficient of determination (R^2) and effect size (f^2), and finally, hypothesis testing using the bootstrapping procedure. A hypothesis is accepted if the t-statistic exceeds 1.96 and the p-value is less than 0.05 at a 5% significance level.

RESEARCH RESULTS AND DISCUSSION

Respondent Characteristics

This study involved 150 respondents who are users of Skintific products on the Shopee platform. Regarding respondent characteristics, the majority were female (124 individuals or 82.67%), while 26 were male (17.33%). In terms of age, the largest group fell within the 17–23 age range (120 individuals or 80%), followed by the 24–29 age group (27 individuals or 18%) and the 30–35 age group (3 individuals or 2%). Furthermore, the majority of respondents had used Skintific products 3–5 times (60%) and made purchases on Shopee 3–5 times per month (64%).

These characteristics indicate that the study's respondents were predominantly young female consumers who actively use skincare products and are accustomed to conducting transactions via e-commerce platforms. This suggests that the respondents had sufficient experience recognizing, using, and purchasing Skintific products, enabling them to provide relevant assessments of the influence of discounts and brand image on purchase intention and purchasing decisions. Consequently, the respondents' characteristics are considered aligned with the study's objectives, as they reflect the primary consumer profile for skincare products in the marketplace.

Validity and Reliability Testing (Outer Model)

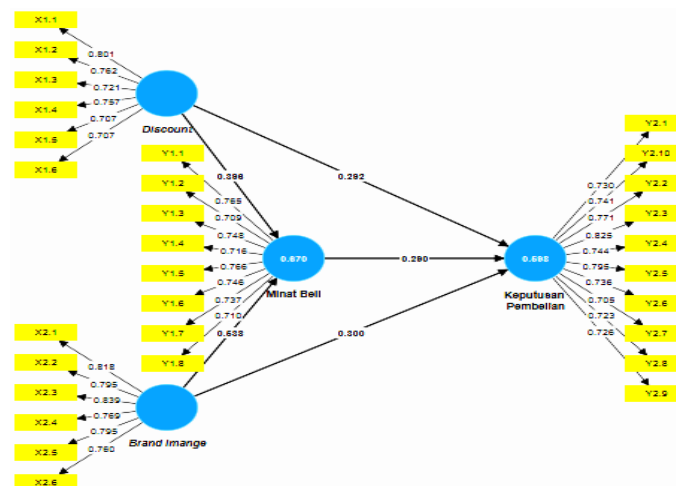


Figure 1. Outer Model Penelitian

Source: Data Processed Using SmartPLS, 2026

Outer model evaluation is conducted to assess the quality of the research instrument through tests of convergent validity, discriminant validity, and construct reliability. Convergent validity is evaluated based on outer loading values and Average Variance Extracted (AVE); discriminant validity is assessed using the Heterotrait-Monotrait Ratio (HTMT), while construct reliability is measured via Cronbach's Alpha and Composite Reliability values.

Table 1. Results of the Outer Loading Test

Variable	<i>Discount</i>	<i>Brand Image</i>	Purchase Intention	Purchase Decision
<i>Discount 1.1</i>	0.801			
<i>Discount 1.2</i>	0.762			
<i>Discount 1.3</i>	0.721			
<i>Discount 1.4</i>	0.757			
<i>Discount 1.5</i>	0.707			
<i>Discount 1.6</i>	0.707			
<i>Brand Image 2.1</i>		0.818		
<i>Brand Image 2.2</i>		0.795		
<i>Brand Image 2.3</i>		0.839		
<i>Brand Image 2.4</i>		0.769		
<i>Brand Image 2.5</i>		0.795		
<i>Brand Image 2.6</i>		0.760		
Interest in Bali 1.1			0.765	
Interest in Bali 1.2			0.709	
Interest in Bali 1.3			0.748	
Interest in Bali 1.4			0.716	
Interest in Bali 1.5			0.766	
Interest in Bali 1.6			0.746	
Interest in Bali 1.7			0.737	
Interest in Bali 1.8			0.710	
Purchase Decision 2.1				0.730
Purchase Decision 2.10				0.741
Purchase Decision 2.2				0.771
Purchase Decision 2.3				0.825
Purchase Decision 2.4				0.744
Purchase Decision 2.5				0.795
Purchase Decision 2.6				0.736
Purchase Decision 2.7				0.705
Purchase Decision 2.8				0.723
Purchase Decision 2.9				0.726

Source: Data processed using SmartPLS, 2026

Table 2. Results of the Average Variance Extracted (AVE) Test

Variable	Average Variance Extracted (AVE)
<i>Discount</i>	0.552
<i>Brand Image</i>	0.634
Purchase Intention	0.544
Purchase Decision	0.563

Source: Data processed using SmartPLS, 2026

The test results indicate that all indicators for the variables of discount, brand image, purchase intention, and purchase decision have outer loading values above 0.70, ranging from 0.707 to 0.839, thereby meeting the criteria for convergent validity and effectively representing their respective constructs. Furthermore, all constructs exhibit AVE values exceeding 0.50: discount (0.552), brand image (0.634), purchase intention (0.544), and purchase decision (0.563). These results demonstrate that each construct accounts for more than 50% of the variance in its indicators, thus satisfying the requirements for convergent validity.

Table 3. Results of the HTMT discriminant validity test

Variable	Discount	Brand Image	Purchase Intention	Purchase Decision
Discount				
Brand Image	0.600			
Buy Interest	0.778	0.839		
Purchase Decision	0.721	0.737	0.775	

Source: Data processed using SmartPLS, 2026

Discriminant validity has also been established, as all HTMT values fall below the 0.90 threshold: 0.600 for the discount–brand image relationship, 0.778 for the discount–purchase intention relationship, and 0.839 for the brand image–purchase intention relationship.

Table 4. Reliability Test Results

Variable	Cronbach's alpha	Composite Reliability (rho_c)
Discount	0.838	0.881
Brand Image	0.884	0.912
Purchase Intention	0.880	0.905
Purchase Decision	0.914	0.928

Source: Data processed using SmartPLS, 2026

The reliability test results indicate that all variables have Cronbach's Alpha values ranging from 0.838 to 0.914 and Composite Reliability values ranging from 0.881 to 0.928, all of which exceed the minimum threshold of 0.70. Thus, it can be concluded that all constructs in this study meet the validity criteria, demonstrate good discriminant ability, and are reliable, making them suitable for analysis within the structural model (inner model).

Structural Model Testing (Inner Model)

Inner model evaluation is conducted to assess the structural model's ability to explain the relationships between latent variables using the coefficient of determination (R-Square/R²) and effect size (f²). The R² value indicates the extent to which independent variables explain the dependent variable, whereas f² measures the magnitude of each exogenous variable's contribution to the endogenous variable.

Table 5. Results of the Coefficient of Determination (R^2) Test

Variable	R-squared	Adjusted R-squared
Purchase Intention	0.670	0.666
Purchase Decision	0.598	0.590

Source: Data processed using SmartPLS, 2026

The test results indicate that the purchase intention variable yielded an R^2 value of 0.670, meaning that 67.0% of the variation in purchase intention can be explained by the discount and brand image variables. In comparison, the remaining 33.0% is influenced by factors outside the research model. Meanwhile, the purchase decision variable obtained an R^2 value of 0.598, showing that 59.8% of the variation in purchase decisions can be explained by discount, brand image, and purchase intention, whereas 40.2% is influenced by other variables not examined in the study. These results demonstrate that the research model possesses a satisfactory ability to explain the relationships between the variables.

Table 6. Effect Size Test Results (F^2)

Variable	Discount	Brand Image	Purchase Intention	Purchase Decision
Discount			0.343	0.114
Brand Image			0.633	0.099
Purchase Intention				0.069
Purchase Decision				

Source: Data processed using SmartPLS, 2026

Based on the effect size (f^2) results, the influence of brand image on purchase intention makes the largest contribution (0.633), followed by the influence of discounts on purchase intention (0.343). Furthermore, the influence of discounts on purchase decisions stands at 0.114, brand image on purchase decisions at 0.099, and purchase intention on purchase decisions at 0.069. These findings indicate that brand image contributes more strongly to increasing purchase intention. In contrast, the influences of discounts, brand image, and purchase intention on purchase decisions fall into the small category, yet still contribute to shaping consumer purchase decisions.

Hypothesis Testing

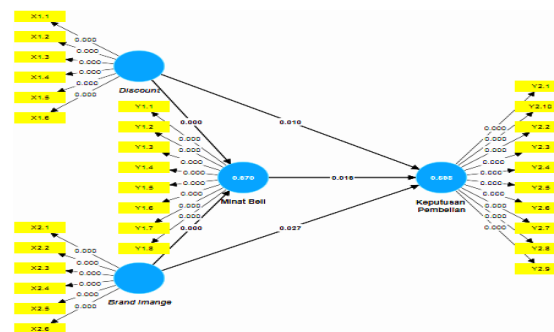


Figure 2. Bootstrapping Penelitian

Source: Data processed using SmartPLS, 2026

Hypothesis testing was conducted using the bootstrapping method in SmartPLS. A hypothesis is accepted if it has a t-statistic value > 1.96 and a p-value < 0.05 at a 5% significance level.

Table 4. Results of the Direct Effect and Indirect Effect Tests

No	Variable	Path coefficient	Sample mean (M)	Standard deviation (STDEV)	T-statistic (O/STDEV)	P-values	Notes
1.	<i>Discount</i> → Purchase Interest	0.396	0.405	0.099	4.010	0.000	Significantly influential
2.	<i>Brand Image</i> → Purchase Intention	0.538	0.526	0.102	5.284	0.000	Significantly influential
3.	<i>Discount</i> → Purchase Decision	0.292	0.302	0.113	2.585	0.010	Significantly influential
4.	<i>Brand Image</i> → Purchase Decision	0.300	0.291	0.136	2.213	0.027	Significantly influential
5.	Purchase Interest → Purchase Decision	0.290	0.289	0.121	2.406	0.016	Significant effect
6.	<i>Discount</i> → Purchase Interest → Purchase Decision	0.115	0.115	0.054	2.118	0.034	Significantly influential
7.	<i>Brand Image</i> → Purchase Interest → Purchase Decision	0.156	0.154	0.077	2.036	0.042	Significantly Influential

Source: Data processed using SmartPLS, 2026

Based on the test results, all relationships between variables yielded t-statistics above 1.96 and p-values below 0.05; consequently, all research hypotheses were accepted. The discount variable had a positive and significant effect on purchase intention ($\beta = 0.396$; $t = 4.010$; $p < 0.001$) and purchase decision ($\beta = 0.292$; $t = 2.585$; $p = 0.010$). Furthermore, brand image also had a positive and significant effect on purchase intention ($\beta = 0.538$; $t = 5.284$; $p < 0.001$) and purchase decision ($\beta = 0.300$; $t = 2.213$; $p = 0.027$). Additionally, purchase intention had a positive and significant effect on purchase decision ($\beta = 0.290$; $t = 2.406$; $p = 0.016$).

The mediation effect analysis revealed that purchase intention mediates the effect of discounts on purchase decisions ($\beta = 0.115$; $t = 2.118$; $p = 0.034$) and the effect of brand image on purchase decisions ($\beta = 0.156$; $t = 2.504$; $p = 0.012$). These findings indicate that increasing discounts and enhancing brand image not only directly influence purchase decisions but also boost purchase decisions by increasing consumer purchase intention. Thus, all hypotheses proposed in this study were accepted.

Discussion

The discussion is conducted based on the results of hypothesis testing, linking the research findings to theories and previous studies.

1. Discussion on the Effect of Discounts (X1) on Purchase Intention (Y1)

The research results indicate that discounts have a positive and significant effect on purchase intention. These findings suggest that the more attractive the price reductions offered by Skintific, the higher the consumer interest in purchasing the products. Price reductions are perceived as an opportunity to acquire products at a more affordable price, thereby increasing

consumer interest in the products. This result aligns with consumer behavior theory, which posits that price is a marketing stimulus influencing consumer responses in the formation of purchase intentions. These findings also support previous research stating that discounts can boost purchase intention by providing consumers with a perception of higher value.

2. The Influence of Brand Image (X2) on Purchase Intention (Y1)

The research results indicate that brand image has a positive and significant influence on the purchase intention for Skintific products. These findings demonstrate that the stronger Skintific's brand image, the higher the consumer purchase intention for the product. A positive brand image fosters trust and favorable perceptions regarding product quality and superiority, thereby stimulating consumer desire to make a purchase. This result aligns with the Consumer Behavior Theory (Buyer's Black Box) proposed by Kotler and Keller, which explains that brand image, acting as a marketing stimulus, shapes positive consumer perceptions that subsequently increase purchase intention. These findings are also supported by Hibatullah et al. (2025), Lituhayu et al. (2025), and Purwati and Cahyanti (2022), who state that brand image has a positive and significant impact on consumer purchase intention.

3. The Influence of Discounts (X1) on Purchase Decisions (Y2)

The research results indicate that brand image has a positive and significant influence on purchase decisions for Skintific products. These findings suggest that the better Skintific's brand image, the greater the likelihood that consumers will decide to purchase the product. A positive brand image fosters consumer trust in product quality, reputation, and superiority, thereby driving purchase decisions. These results align with the Consumer Behavior Theory (Buyer's Black Box) proposed by Kotler and Keller, which explains that brand image, acting as a marketing stimulus, shapes positive consumer perceptions before the decision to purchase. These findings are also supported by Aditya et al. (2024), Nurisnaini Putri et al. (2024), and Kholipah et al. (2023), who state that brand image has a positive and significant impact on consumer purchase decisions.

4. The Influence of Brand Image (X2) on Purchase Decision (Y2)

The research results indicate that brand image has a positive and significant influence on the purchase decision for Skintific products. These findings suggest that the better Skintific's brand image, the greater the likelihood of consumers deciding to purchase the product. A positive brand image fosters consumer trust regarding product quality, reputation, and superiority, thereby driving the purchase decision. This result aligns with the Consumer Behavior Theory (Buyer's Black Box) proposed by Kotler and Keller, which explains that brand image, acting as a marketing stimulus, shapes positive consumer perceptions before the formation of a purchase decision. These findings are also supported by Aditya et al. (2024), Nurisnaini Putri et al. (2024), and Kholipah et al. (2023), who state that brand image has a positive and significant impact on consumer purchase decisions.

5. The Influence of Purchase Intention (Y1) on Purchase Decision (Y2)

The research results indicate that purchase intention has a positive and significant effect on the purchase decision for Skintific products. These findings demonstrate that the higher the consumer's purchase intention, the greater the likelihood of them making a purchase decision. Purchase intention reflects a consumer's desire and conviction regarding a product, thereby driving the formation of a purchase decision. This result aligns with the Theory of Planned Behavior (TPB) proposed by Ajzen, which explains that intention directly influences behavior; thus, purchase intention serves as the basis for the formation of a purchase decision. These findings are also supported by Paramita et al. (2022), Fauziah et al. (2024), and Aprelyani and Ali (2024), who state that purchase intention has a positive and significant effect on consumer purchase decisions.

6. The Effect of Discounts (X1) on Purchase Decisions (Y2) Mediated by Purchase Intention (Y1)

The research results indicate that purchase intention mediates the effect of discounts on purchase decisions for Skintific products. These findings demonstrate that discounts not only exert a direct influence on purchase decisions but also enhance consumer purchase intention, which subsequently drives the purchase decision. Attractive discount programs heighten consumer interest in the product, thereby fostering the desire to purchase. These results align with Consumer Behavior Theory (the "Buyer's Black Box"), which explains that discounts acting as marketing stimuli are processed through psychological stages, specifically purchase intention, before culminating in a purchase decision. These findings are also supported by Kumala and Fageh (2022), Febriyani et al. (2025), and Shiddiqy and Pratikto (2025), who state that purchase intention mediates the effect of discounts on purchase decisions.

7. The Influence of Brand Image (X2) on Purchase Decision (Y2) Mediated by Purchase Intention (Y1)

The research results indicate that purchase intention mediates the influence of brand image on the purchase decision for Skintific products. These findings demonstrate that a positive brand image not only directly influences purchase decisions but also enhances consumer purchase intention, which subsequently drives the purchase decision. A favorable brand image fosters consumer trust in product quality and superiority, thereby increasing the desire to purchase. This result aligns with Consumer Behavior Theory (the "Buyer's Black Box"), which explains that brand image, acting as a marketing stimulus, is processed through psychological stages, specifically purchase intention, before resulting in a purchase decision. These findings also support the research of Saputra et al. (2025), Nurul Cahyani et al. (2024), and Tegar Setiawan et al. (2024), which state that purchase intention mediates the influence of brand image on purchase decisions.

CONCLUSION

Research findings demonstrate that discounts and brand image have a positive and significant impact on both purchase intention and the purchase decision regarding Skintific products. Furthermore, purchase intention also exerts a positive and significant influence on the purchase decision. The results indicate that purchase intention mediates the effects of discounts and brand image on the purchase decision; thus, the more effective the discount strategy and the more positive Skintific's brand image, the higher the consumer purchase intention, which ultimately boosts purchase decisions. These findings reveal that purchase decisions for Skintific products are influenced not only directly by pricing strategies and brand image but also through the crucial role of purchase intention as a mediating variable.

The research findings indicate that discounts and brand image play a significant role in boosting purchase intention and purchasing decisions for Skintific products. Therefore, the company is advised to maintain targeted discount strategies and continue strengthening its brand image through product quality, innovation, and effective marketing communication to enhance consumer purchase intention and purchasing decisions.

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