

Product Factors that Influence Skincare Purchasing Decisions of Makassar State University Students

Kartika Septiary Pratiwi Musa

Universitas Negeri Makassar

Email: kartika.septiary@unm.ac.id

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ABSTRACT

This study investigates the factors influencing Makassar State University students' decisions to purchase skincare products. The increasing use of cosmetics among students indicates a new awareness of the importance of self-care, especially maintaining the health and appearance of facial skin. This study uses a descriptive quantitative approach, and the sample consists of purposively selected skincare user students. The variables studied and used are product quality (X1), price (X2), and emotional value on purchasing decisions (Y). The results of the validity and reliability tests indicate that all research resources are valid and reliable with a Cronbach's Alpha value of more than 0.60. Normality, multicollinearity, and heteroscedasticity tests indicate that the regression model is suitable for use because it meets the classical assumptions. According to the t-test results, three independent variables—product quality, price, and emotional value—have a positive and significant effect on purchasing decisions, with a significance value of 0.006 less than 0.05. The F-test results also show a simultaneous influence of the three variables on purchasing decisions (Fcount = 15.430; Sig. = 0.000). With an R² value of 0.606, the variables of product quality, price, and emotional value can contribute 60.6% of the variation in purchasing decisions, while 39.4% is influenced by additional variables such as beauty trends, influencer influence, and brand perception. This finding confirms that students consider not only product function and price, but also the emotional aspects that arise after using skincare. Products with high quality and competitive prices, which are able to provide emotional satisfaction such as confidence and happiness, are more likely to be chosen by young consumers. Therefore, skincare manufacturers
It is recommended to prioritize product innovation that is not only functionally superior, but also able to build emotional relationships with consumers, especially among Gen Z who are highly influenced by lifestyle and self-image.

Keywords: *Product Quality; Price; Emotional Value; Purchasing Decision; Skincare.*



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INTRODUCTION

Every person, especially women, is obligated to maintain healthy facial skin. Daily activities often expose the skin to dust, solar radiation, and environmental pollution, which can lead to a less-than-luminous appearance. Consequently, most people, especially teenagers and college students, tend to care for their facial skin through the use of skincare products to ensure clean and aesthetic skin.

According to a 2022 report from Katadata, the Indonesian skincare market is projected to grow by 5.81% annually between 2022 and 2027, with a market value reaching US\$2.05 billion, equivalent to Rp30.6 trillion. This finding indicates a significant increase in interest and demand for skincare products, in line with increasing public awareness of the importance of self-care and physical appearance. This condition makes the skincare industry a rapidly growing sector in Indonesia.

Abdullah (2020) highlighted that the female market segment contributes a dominant portion, creating strategic opportunities for the cosmetics industry. Today's consumers tend to be more selective, considering product price and quality before making a purchase. Meanwhile, Karyati, Muharsih, and Simatupang (2022) suggest that emotional factors, such as increased self-confidence and post-use satisfaction, also play a significant role in influencing purchasing decisions.

This phenomenon was also observed among students at Makassar State University, a group of active consumers of skincare products. They consider factors such as affordability, safe and reliable

product quality, and the emotional benefits gained after use. Therefore, this study was designed to analyze the influence of price, product quality, and emotional value on skincare product quality.

on the decision to purchase skin care products among students at Makassar State University.

Literature review

1. Purchase Decision

The results of consumers' evaluations of various product options before selecting the one that best suits their needs are known as purchasing decisions. Puspita and Rahmawan (2021) state that emotional variables such as brand image and personal satisfaction levels, as well as rational criteria such as product quality and price, all influence these conclusions. These purchasing decisions focus on consumers' perceptions of product quality, safety, and efficacy related to skincare products.

2. Factors that Influence Consumers or Purchasing Decisions

The factors influencing purchasing decisions, as outlined by Kotler and Keller (2020), include four main elements: cultural, social, personal, and psychological factors. Among these factors, personal and psychological elements often serve as dominant determinants because they are closely related to consumers' needs, perceptions, and motivations for a product.

Research conducted by Puspita and Rahmawan (2021) indicates that product price and quality significantly influence customers' purchase intentions if the price is perceived as commensurate with the benefits and quality received. Furthermore, Sudarsono (2020) emphasized that emotional values, such as increased self-confidence and post-use satisfaction, also play a role in encouraging consumers to make repeat purchases.

3. Price

Pricing is a crucial component in any business because it allows the company to generate income to run its operations. The process of selling a product or service to others by

Using money as exchange is known as buying and selling, and price is a component of the buying transaction.

4. Product Quality

Each time a product is manufactured, its quality, sometimes referred to as actual quality, has a unique range that differs from the manufacturer's quality specifications. Product quality can also be evaluated by determining whether the product is worth the price customers pay when purchasing it, and whether that price is directly attributable to the product. In 2023, Deva Kumala Sari.

Product quality is a crucial strategic tool that can be used to increase sales. Businesses that produce the best products will thrive and achieve higher levels of long-term success. (Husna Adila, 2022)

RESEARCH METHODS

This study uses a quantitative research methodology. In his book "Economic Research Methodology," Nur Ahmadi Bi Rahmani states that quantitative research is a type of research that examines social phenomena objectively. Each social phenomenon is broken down into several elements, variables, and key indicators before it can be studied. This method produces general results for specific parameters because each variable generates a different numerical symbol according to its category. Rahmani, 2021.

Quantitative descriptive research is used to provide examples of a specific object in the research being conducted. Researchers will explain various factors that influence students' decisions to purchase leather products, based on product quality, price, emotional impact, and social impact.

RESULTS AND DISCUSSION

The purpose of the validity test is to investigate how well the research instrument can adjust the variables used. The assessment criteria are if the calculated r value is $> r$ table (0.300) and Sig. < 0.05 , then the question is considered valid or appropriate.

Table 1. Validity Results

Variable		R count	R table	
Quality Product (X1)	Question 1	0.716	0.163	Appropriate
	Question 2	0.694	0.163	Appropriate
	Question 3	0.593	0.163	Appropriate
	Question 4	0.886	0.163	Appropriate
	Question 5			
Price (X2)	Question 1	0.716	0.163	Appropriate
	Question 2	0.674	0.163	Appropriate
	Question 3	0.768	0.163	Appropriate
	Question 4	0.882	0.163	Appropriate
	Question 5			
Mark Emotional (X3)	Question 1	0.694	0.163	Appropriate
	Question 2	0.674	0.163	Appropriate
	Question 3	0.668	0.163	Appropriate
	Question 4	0.875	0.163	Appropriate
	Question 5			
Decision Purchase	Question 1	0.593	0.163	Appropriate
	Question 2	0.678	0.163	Appropriate
	Question 3	0.668	0.163	Appropriate
	Question 4	0.847	0.163	Appropriate
	Question 5			

Purchasing Decisions Influenced by Product Quality: A study found that UNM students' purchasing choices were influenced by the quality of the products they offered. In other words, the higher the quality of the facial treatments offered, the more likely students were to purchase the products. According to Adila Husna's (2022) study, product quality is a strategic tool for influencing the market. When a product is high-quality, consumers will not change their decisions regarding price because quality is a measure of safety and security.

Price also influences purchasing decisions. In other words, even though skincare products are often considered necessities, college students still earn a lot of money. According to a study by Saputra (2020), consumers are more likely to make a purchase if the price is within their purchasing power. Affordable prices allow students to shop regularly, thus improving the quality of skincare products.

Emotional value significantly influences purchasing decisions. Skincare is seen as a symbol of lifestyle and confidence, as well as a functional necessity. Students tend to repurchase a product when they feel more confident or happy after using it. Emotional value provides a pleasurable experience, which, according to Tjiptono (2019), is a crucial factor in purchasing decisions.

Simultaneously, the F-test shows the influence of price, emotional value, and quality on purchasing decisions. The R² value of 60.6% indicates that the research variables have a significant impact on the purchasing decision-making process. However, the remaining 39.4% is influenced by additional variables, such as beauty style, influencer influence, and brand perception.

CONCLUSION

Price, Product Quality, and Emotional Value have a significant influence on the decision to purchase skincare products. The better the quality, the more interested UNM students are in using the product. Likewise with the price, if the price is affordable, students are also more interested in using it because it suits their pockets. Besides that, emotional value also has an influence because emotional value and the desire to try, using it also becomes one of the things that influences the decision to purchase skincare products among students.

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