



Analysis Of The Effect Of Price, Quality, Promotion, And Brand Image Of Skintific On Students Buying Interest

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ABSTRACT

Purpose: This study aims to analyze the effect of price, promotion quality, and Skintific brand image on students' purchase intention toward Skintific skincare products. **Methodology:** This research adopts a quantitative approach using a descriptive survey method. Data were collected through structured questionnaires distributed to 100 student respondents who use Skintific products. The data were analyzed using validity and reliability tests, multiple linear regression analysis, t-tests, f-tests, and the coefficient of determination (R^2). **Results:** The results indicate that price, promotion quality, and Skintific brand image have a positive and significant effect on students' purchase intention, both partially and simultaneously. The coefficient of determination (R^2) of 0.803 shows that 80% of the variation in purchase intention is explained by the examined variables, while the remaining 20% is influenced by other factors not examined in this study. **Novelty:** This study provides an integrated empirical model examining price, promotion quality, and brand image in the context of skincare consumption among students. **Findings:** Brand image and promotion quality emerge as key drivers of students' purchase intention, supported by competitive pricing. **Originality:** The originality of this study lies in its focus on student consumers and the Skintific skincare brand within the Indonesian market. **Conclusions:** Strengthening brand image, improving promotional quality, and maintaining competitive pricing can significantly enhance students' purchase intention. **Type of Paper:** Empirical Research Paper.

INTRODUCTION

In the increasingly fierce competition, businesses must be prepared to develop the latest concepts and innovations to create goods or services that match customer wants and needs, are made with the best quality, marketed, and provide good service, so that customers can communicate before buying these goods or services. Therefore, to meet the diverse needs and demands of consumers, the skin care industry offers a wide range of skin care products. One of the most popular skincare products in Indonesia is Skintific, which offers a wide range of skincare products (Saputri, 2024).

In this increasingly competitive industry, price, promotional product quality and brand image are among the most important factors in buying interest. Price is the amount of money paid by consumers for the benefits possessed by a product or service. Therefore, the right pricing is one of the keys to successful marketing of a product. It is hoped that the Company can formulate a more effective marketing strategy to increase product sales in the region. By analyzing the effect of price and product quality separately. Product quality is the product's ability to perform its functions, which include durability, reliability, accuracy, and others. Companies must always improve the quality of their products or services because by improving product quality, consumers can feel satisfied with the products or services they buy, which in turn will encourage consumers to buy the product again (Kotler and Keller, 2016).

Apart from quality, what is considered in marketing this skintific product is promotion, because promotion is one of the determining factors for success in product marketing. Promotion is a communication between sellers and buyers sourced from the right information that aims to change the attitudes and behavior of buyers, who previously did not know, became aware so that they became buyers and kept the product in mind (Laksana, 2019). In addition to promotion, Brand Image is very important in determining a product so that it can form association states that Brand Image is consumers' understanding

of brands, accompanied by their beliefs and perspectives about these brands (Keller, 2020). Industries use various ways to set prices. Managers are usually responsible for pricing in large companies.

Product Quality: According to Kotler and Keller (2016:37), the product's ability to perform its function, which includes durability, reliability, and accuracy, obtained as a whole. Companies must continue to improve their products or services because better products can make customers feel satisfied and encourage them to repurchase the product. Promotion is a communication between sellers and buyers with the right information with the aim of changing the attitudes and actions of buyers, where initially they did not know the company or products offered by a company then became aware and made purchases, and still remember the company or the company's products (Laksana,2019).

Brand Image is the picture that customers have of a brand, along with their beliefs and perceptions of it. Purchase interest is a potential consumer, namely a consumer who has not made a purchase at this time and is likely to make a purchase in the future or commonly referred to as a potential buyer (Keller ,2020), brand image. Purchase interest is an attitude of humans included in consumer behavior which translates into a consumption attitude and is a response to a form of consideration of whether buying interest will be carried out or not (Pratiwi, et al, 2021).

METHODS

Analysis Method

This research is a quantitative descriptive research based on positivism and uses the scientific method because it meets concrete or empirical, objective, measurable, rational, and systematic scientific standards. This study will investigate the effect of the relationship between variables. There are four independent variables that will be examined in this study: price (X1), quality (X2), promotion (X3), brand image (X4), and purchase intention (Y). The study involved 10738 Dehasen University students in Bengkulu who have used scientific. This study used 100 respondents as samples. In this study, random sampling was used. In this study, validity, reliability, and multiple linear regression analysis were used.

Validity Test

Validity test is used to determine whether a questionnaire is valid or not. A questionnaire is said to be valid only if the questions are able to reveal what it measures. The validity test is carried out to determine how appropriate the actual data about the object is compared to the data reported by the decision about the validity or not the validity of the item. To find out, we can correct the item score with the total score. If the correlation r is greater than 0.05, we can say that the item is valid. Reliability Test Reliability shows how reliable or trustworthy a measuring instrument is. To find out whether the measuring instrument is truly reliable, the reliability coefficient is used, and if the reliability coefficient is greater than 0.06, then the overall

Multiple Linear Regression Analysis

This study uses multiple linear regression analysis techniques. Multiple linear regression analysis to determine the relationship between the independent variable (free) and the dependent variable (bound), namely Price (X1), Quality (X2), Promotion (X3), Brand Image (X4) Purchase Interest (Y).

Coefficient of Determination (R²):

The coefficient of determination test is used to evaluate how well the model, or independent variables, are able to explain variations in the dependent variable. The coefficient of determination ranges between zero and one; if the value is higher than 1, the independent variable is able to provide almost all the information needed to explain the variation in the dependent variable. If the value is lower than 0, the independent variable is only able to explain the variation in the dependent variable (Ghozali, 2021).

T-test

The value of test $> t$ table, it means that there is no significant influence between the influence of each independent variable on the dependent variable measured through partial tests (Ghozali, 2019). In this study, the t-test was used with a significance level of 5%. First, a significance value of less than 0.05 and a t value greater than the table indicates that there is a significant influence between the independent variable and the dependent variable. Second, a significance value greater than 0.05 indicates that there is a significant influence between the two variables. ariable independent with the dependent variable.

F test

This simultaneous test can show whether all independent variables that use the regression model have the same influence on the dependent variable (Ghozali, 2019). 2018) for hypothesis decision making is accepted or rejected with a significant level ratio of 0.05. If the significant value < 0.05 and the F value is greater than the F table, then the independent variable affects the dependent variable. Conversely, if the significant value is greater than 0.05 and the F value is smaller than the F table, then all independent

variables do not affect the dependent variable.

RESULTS AND DISCUSSION

Validity Test

The validity test is used to ensure that the questionnaire is valid. Items, questions, or indicators are declared valid according to the criteria if r count is greater than r table and is positive.

Table 1. Validity test results

Variables	Indicator	R count	R table	Information
PRICE	X1.1	0.536	0.1966	Valid
	X1.2	0.659	0.1966	Valid
	X1.3	0.631	0.1966	Valid
	X1.4	0.684	0.1966	Valid
	X1.5	0.691	0.1966	Valid
	X1.6	0.662	0.1966	Valid
	X1.7	0.759	0.1966	Valid
	X1.8	0.733	0.1966	Valid
	X1.9	0.655	0.1966	Valid
QUALITY	X2.1	0.744	0.1966	Valid
	X2.2	0.814	0.1966	Valid
	X2.3	0.849	0.1966	Valid
	X2.4	0.822	0.1966	Valid
	X2.5	0.838	0.1966	Valid
	X2.6	0.808	0.1966	Valid
	X2.7	0.838	0.1966	Valid
	X2.8	0.880	0.1966	Valid
	X2.9	0.845	0.1966	Valid
PROMOTION	X3.1	0.798	0.1966	Valid
	X3.2	0.828	0.1966	Valid
	X3.3	0.887	0.1966	Valid
	X3.4	0.874	0.1966	Valid
	X3.5	0.880	0.1966	Valid
	X3.6	0.856	0.1966	Valid
	X3.7	0.836	0.1966	Valid
	X3.8	0.832	0.1966	Valid
	X3.9	0.867	0.1966	Valid
BRAND IMAGE	X4.1	0.774	0.1966	Valid
	X4.2	0.809	0.1966	Valid
	X4.3	0.789	0.1966	Valid
	X4.4	0.804	0.1966	Valid
	X4.5	0.823	0.1966	Valid
	X4.6	0.878	0.1966	Valid
	X4.7	0.853	0.1966	Valid
	X4.8	0.837	0.1966	Valid
	X4.9	0.854	0.1966	Valid
BUYING INTEREST	Y.1	0.756	0.1966	Valid
	Y.2	0.766	0.1966	Valid
	Y.3	0.774	0.1966	Valid
	Y.4	0.755	0.1966	Valid
	Y.5	0.667	0.1966	Valid
	Y.6	0.775	0.1966	Valid
	Y.7	0.682	0.1966	Valid
	Y.8	0.722	0.1966	Valid
	Y.9	0.756	0.1966	Valid

Source: Research results, data processed 2024

The table above shows that the results of the calculation of r count are all greater than r table, because $df = (n-2)$, $100-2 = 98$, and $\alpha = 5\%$, with a significant value <0.05 . In other words, all statements relating to the variables of price, quality, promotion, brand image, and purchase intention are declared valid. Reliability is measured by assessing how consistent and consistent respondents are in providing answers that are relevant to the questions. A variable is said to be reliable if it provides a Cronbach's alpha (α) value >0.60 and if Cronbach's Alpha <0.60 then the Cronbach's Alpha value is not reliable and so on. (Sugiyono,

2015).

Table 2. Reliability test results

No.	Variables	Cronbach Alpha (> 60)	Information
1	Price	0.847	Reliable
2	Quality	0.942	Reliable
3	Promotion	0.952	Relible
4	Brand Image	0.929	Reliable
5	Buying Interest	0.895	Reliable

Source: Research results, data processed 2024

The alpha coefficient value for the Price (X1) variable is 0.847, Quality (X2) is 0.942, Promotion (X3) is 0.952, Brand Image (X4) is 0.929, and Purchase Intention (Y) is 0.895, each of which is declared as reliable based on the table above. Having shown that each variable is reliable, this research instrument can be used for additional research. This indicates that all items meet the eligibility standards to be applied to respondents.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine how the independent variables and the dependent variable interact with each other. namely Price (X1), Quality (X2), Promotion (X3), Brand Image (X4) Purchase Interest (Y) According to (Sugiyono, 2019).

Table 3. Multiple Linear Regression Analysis

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	5.817	1.513		3.845	.000
	X1	.281	.104	.312	2.692	.008
	X2	.436	.089	.495	4.877	.000
	X3	.258	.080	.309	3.223	.002
	X4	.421	.093	.490	4.536	.000

Source: Research results, data processed 2024

The coefficient value of the Price variable (X1) of 0.281 with a positive sign indicates that there is a positive influence between Price (X1) and consumer buying interest. The coefficient value of the Quality variable (X2) of 0.436 with a positive sign indicates that there is a positive influence between Quality (X2) and consumer buying interest. Meanwhile, the coefficient value of the Promotion variable (X3) of 0.258 with a positive sign indicates that there is a positive influence between interest Therefore, the regression equation is:

$$Y = 5.817 + 0.281 x 1 + 0.436 x 2 + 0.258 x 3 + 0.421 x 4 + 2.837$$

Test the coefficient of determination (R2)

According to Ghozali (2021: 147) the coefficient of determination test is carried out to measure the extent to which the model (independent variable) is able to explain the variation in the dependent variable. The coefficient of determination is between zero and one. The coefficient of determination is close to 1, meaning that the independent variables are able to provide almost all information to explain the variation in the dependent variable.

Table 4. Results of the coefficient of determination

Model Summary				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.896 A	.803	.795	2.60874

a. Predictors: (Constant),X4, X3 ,X2, X1

Source: Research results, data processed 2024

Based on the table above, the R (R2) number is 0.803, which means 80 percent of the contribution of the influence of the independent variable on the dependent variable. The independent variables used in this study can explain 80 percent of the variation in the independent variable, and the remaining 20 percent, which amounts to 100% to 20 percent, is influenced by other variables that will be tested in this model.

t-test

The t test basically shows how one variable affects the independent variable individually by providing an explanation of how the dependent variable is different, the partial test is used to measure the impact of each independent variable on the dependent variable with a significance level of 5%.

Table 5. t-test results

Unstandardized Coefficients		Standardized Coefficients				
Type	B	Std. Error	Beta	t	Sig.	
1	(Constant)	5.817	1.513		3.845	.000
	X1	.281	.104	.312	2.692	.008
	X2	.436	.089	.495	4.877	.000
	X3	.258	.080	.309	3.223	.002
	X4	.421	.093	.490	4.536	.000

a. Dependent Variable: Y

Sorce:Research results, data processed 2024

The t distribution table is found at $\alpha = 5\%$; $2 = 2.5\%$ (two-sided test). As a result, the degree of freedom/df = $n - k - 1 = 97$. So, the t table is 1.984, and the t test results are as follows:

The price test results (X1) show that the tcount of 2.692 is greater than the t table of 1.984 and the significance of 0.08 is greater than 0.05. This shows that hypothesis is accepted and H0 is rejected, which means that price X1 has a significant impact on student buying interest (Y).

The quality test results (X2) show that the t count of 4.877 is greater than the t table of 1.984 and is significant in student buying interest.

The X3 promotion test results show that the t count of 8.223 is greater than the ttable of 1.984, which is significant at 0.02 to 0.05. Thus, the hypothesis Ha is accepted and H0 is rejected, so that promotion has a significant impact on student buying interest. F test

The F test is used to determine whether the independent variables affect the dependent variable simultaneously, with a significance level > 0.05 or 5% (Ghozali, 2018).

Table 9. F test results

ANOVA a						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2604.926	4	651,231	91,090	.000 b
	Residuals	679.184	95	7,149		
	Total	3284.110	99			

a. Dependent Variable: Buying Interest

b. Predictors: (Constant), Price, Quality, Promotion, Brand Image

Source: Research results, data processed 2024

Based on the calculation of the value of f count with ftable, the value of f count is greater than the value of ftable, which is 91.090 greater than 2.47. Thus, the hypothesis is accepted, which means that price X1, quality X2, promotion X3, and brand image X4 simultaneously have an impact on the buying interest of Skintific students (Y). The significance level of $0.000 < 0.05$ indicates that other variables not examined in this study also have an effect.

DISCUSSION

The Effect of Skintific Price on Student Purchase Interest Price is the most important component that determines the profitability and market share of a company. With a calculated value of 2.692 greater than t table 1984, and a significance of 0.08. greater than 0.05, the hypothesis Ha is accepted and H0 is rejected. Thus, price X1 has a significant impact on Skintific students' purchase intention (Y). There is a unidirectional relationship between the variables of price, promotion quality, brand image, and purchase intention. In line with the findings of the Nurmalasari and Istiyanto (2021) study, entitled The Effect of Product Quality, Price, Promotion, and Brand Image on Buying Interest in Wardah Lipstick. The results showed that product quality had a significant effect. with a t test significance value of 0.001 which is smaller than 0.05; price had a

significant effect, with a t test significance value of 0.011 which is smaller than 0.05; and promotion had a significant effect, with a t test significance value of 0.000 which is smaller than 0.05. Brand image has a significant effect, with a t-test significance value of 0.000 which is smaller than 0.05.

Product quality is the product's ability to perform its functions, such as durability, reliability, and accuracy, which have an impact on student buying interest. The quality test results (X2) show that X2 quality has a significant influence on Skintific's purchase intention (Y). Therefore, the tcount of 4.877 is greater than the ttable 1984 and the significance of 0.000 is less than 0.05, the hypothesis Ha is accepted and H0 is rejected. According to Martini et al. (2021), The Effect of Product Quality on Purchase Interest in Oppo Mobile Phones at Counter Artha Jaya Pagar Alam City, Institute of Technology and Business, the results showed that product quality has a positive and significant impact on purchase intention, with r count 0.551 greater than r table 0.839, and a significance value of 0.000 less than 0.05.

The Effect of Skintific Promotion on Student Purchase Interest

Promotion is an effort made by marketers to convey information about their goods and encourage customers to buy them. The results of the promotion test (X3) show that the quality of X3 has a significant impact on Skintific's purchase intention (Y). From the hypothesis that Ha is accepted and H0 is rejected, the tcount value of 8.223 is greater than the ttable 1984, and the significance of 0.02 is greater than 0.05.

In line with the results of research with the results of research by Nurmalasari and Istiyanto (2021) entitled The Effect of Product Quality, Price, Promotion, and Brand Image on Buying Interest in Wardah Lipstick. The results showed that product quality had a significant effect as indicated by the t-test significance value of 0.001 where the value was smaller than 0.05. Price has a significant effect as indicated by the t-test significance value of 0.011 where the value is smaller than 0.05. Promotion has a significant effect, which is indicated by the t-test significance value of 0.000 where the value is smaller than 0.05. Brand image has a significant effect, which is indicated by the t-test significance value of 0.032 where this value is smaller than 0.05.

The effect of Skintific brand image on student buying interest Brand image is consumers' perception of a brand, which is reflected in their memories of the brand. Thus, it can be concluded that brand image consists of consumers' understanding of the brand as a whole, as well as their beliefs and perceptions about the brand. The X4 brand image test results show that the calculation result of 4.536 is greater than the 1984 t table and the significance of 0.000 is smaller than 0.05. Thus, the hypothesis Ha is accepted and H0 is rejected, which means that brand image X4 has a significant influence on Skintific's purchase intention (Y). In line with the results of the study with the results of research by Ando Alvarez et.al. Research (2023) entitled The Effect of Brand Image and Service Quality on Purchase Intention at Indomaret" has a positive influence on the significance of the dependent variable. (purchase interest). This is evidenced by the results of simultaneous hypothesis testing (f test) that the significance value of 0.000 is smaller than 0.05 and F count > F table (21.361 > 3.12). The coefficient of determination is 0.372. This means that X1 (brand image) and X2 (service quality) have contributed to purchase intention (Y) by 37.2% while the remaining 62.8% is the dependent variable (X2).

CONCLUSIONS

Based on the results of the research and analysis discussed in Chapter IV, it can be concluded that: Price significantly affects students' purchase intention. The t test shows that tcount is greater than ttable (2.692 greater than 1) and that for the price variable, Ha is accepted because (t sig < a = 0.08 < 0.05). Quality affects students' purchase intention. The t test shows that tcount > ttable (4.877 > 1.984) and that for the price variable, Ha is accepted (t sig = 0.000 = 0.05).

Promotion affects student buying interest. The t test shows that the tcount is greater than the t table (8.223 is greater than 1.984) and that for the price variable, Ha is accepted because (tsig < a = 0.024 < 0.05). price variable Ha accepted Price, Quality, Promotion, Brand Image, have a significant effect on student buying interest This is evidenced because the multiple linear regression equation shows that $Y = 5.817 + 0.281 (X1) + 0.436 (X2) + 0.258 (X3) + 0.421 (X4)$. The results of the f test calculation show that the calculated f value is greater than the f table value, which is 91.090 greater than 2.47, so the hypothesis is accepted. This means that price X1, quality X2, promotion X3, and brand image X4 have a simultaneous influence on student buying interest (Y). The significance level is 0.000 < 0.05.

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