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ANALYSIS OF THE INFLUENCE OF PRODUCT QUALITY, PRICE AND BRAND IMAGE ON SKINTIFIC SKINCARE PURCHASE DECISIONS AMONG STUDENTS

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ABSTRACT

Purpose: *This study examines the effects of product quality, price, and brand image on the purchasing decisions of Management Program students at Muhammadiyah University of Palopo, focusing on Skintific skincare products.* ***Methodology:*** *A quantitative approach was employed by distributing questionnaires to 100 purposively selected respondents from a population of 1,287 students. Data were analyzed using multiple linear regression.* ***Results:*** *Product quality does not significantly influence purchasing decisions. However, price and brand image have strong and positive effects.* ***Findings:*** *Student consumers tend to prioritize affordability and brand reputation, while product quality plays a supporting role by enhancing the influence of the other variables.* ***Novelty:*** *This research presents a new contribution by focusing on a market segment that has rarely been studied, namely university students as consumers of skincare products.* ***Originality:*** *The findings challenge conventional assumptions by showing that non-functional attributes like brand image and pricing outweigh technical product quality in shaping decisions within this group.* ***Conclusion:*** *Marketing strategies aimed at student consumers should focus on maintaining competitive prices and cultivating a strong brand image, as these are the primary drivers behind their purchasing behavior.* ***Type of Paper:*** *Research Article.*

INTRODUCTION

The beauty industry in Indonesia has experienced rapid development with a clear trend in recent years. Public awareness of health and skin care is increasing, so that skin care products have become an important need, especially among the younger generation. Along with the increasing awareness of the importance of product safety and sustainability, natural cosmetics are increasingly in demand because they are considered safer for the skin and environmentally friendly (M.T. et al., 2024). The variety of forms and methods of using skincare products, such as liquid, solid, and semi-solid, also continues to develop to suit consumer needs and preferences (V.T.M et al., 2024).

According to Ridder, 2020 in (Dlamini & Mahowa, 2024) , research has found that in the cosmetics industry, skincare products dominate around 40% of the total market share. This data shows that the skincare segment has a dominant role in the overall beauty industry. Among the various brands competing in the Indonesian market, Skintific is one of the brands that stands out. Introduced in early 2022, Skintific has succeeded in attracting the market's attention with its

innovative natural-based products aimed at the skin of the younger generation. Its products include cleansers, serums, moisturizers, sunscreens, and others.

Skintific's success is reflected in the Compas Market Insight Dashboard data which shows that in the first quarter of 2024, Skintific ranked first in beauty package sales in Indonesia with a total sales value of more than IDR 70 billion. The largest sales came from the official Skintific store with a value of IDR 64 billion, while sales from unofficial stores reached IDR 7 billion (Compas.co.id). The success of these sales cannot be separated from a number of factors that influence consumer purchasing decisions, such as product quality, price, and brand image. Research (Wang et al., 2023) shows that perceived value and positive consumer attitudes significantly increase purchasing decisions. This indicates that consumer perceptions of product benefits and their emotional experiences play an important role in the decision-making process.

Product quality is a very important factor in influencing purchasing decisions. Consumers, including students, tend to choose products that have high quality and are proven to be effective in treating skin problems (Abigaila et al., 2024). High-quality products are able to meet or even exceed customer expectations, thereby increasing satisfaction. However, among students of the University of Muhammadiyah Palopo, there are complaints related to the side effects of using Skintific, such as oily skin, dull appearance, and acne. This shows a gap between expectations of quality and actual user experience.

In addition to quality, price also plays an important role. Skintific skincare products are relatively expensive and can be a challenge for students on a budget. High prices can create hesitation to buy, especially if the perceived benefits are not commensurate with the costs incurred (Ashari et al., 2024). According to (Yue & Xu, 2023), a pricing strategy that is not in line with perceived quality in products with a short market life can create negative perceptions from consumers.

Another factor that is no less important is brand image. Brand image is formed from various mental associations captured by consumers Parris & Guzmán, 2022 in (Monfort et al., 2025). Although Skintific is known to have a good reputation, there are still negative reviews from students who mention the side effects of the product, thus raising doubts about brand trust. Previous studies also emphasize that the number and content of reviews have a major influence on purchasing decisions Huyen and Costello, 2017 cited in (Rosillo-Díaz et al., 2024).

Although these three factors have been widely studied, there are still differences in findings between studies that create a research gap. For example, research by Michael Reinout Adonis & Yunita Budi Rahayu Silintowe (2021), shows that aspects of product quality and brand image do not positively influence consumer decisions in purchasing. Research by Evi Melpiana and Ajat Sudrajat (2022), also concluded that price does not have a partial positive influence on purchasing decisions.

Based on the background and research gaps found, this study aims to analyze the influence of product quality, price, and brand image on purchasing decisions for Skintific skincare among students of the Management Study Program at the University of Muhammadiyah Palopo.

Product Quality

According to (Afif & Aswati, 2022) good product quality can influence consumer purchasing decisions because it increases trust in the product. Product quality indicators according to (Imelda & Prihastuty, 2024) include performance, additional characteristics or advantages, conformity and specifications, reliability, durability, and beauty. The first hypothesis in this study is as follows:

H1: Product quality has a positive influence on the purchasing decision of Skintific skincare among students of the Management Study Program at the University of Muhammadiyah Palopo.

Price

Price refers to the amount of money that consumers need to spend to get the product being sold (Risal & Salju, 2017). According to Firmansyah in (Fera & Pramuditha, 2021) prices that are too high can reduce consumer purchasing levels, while prices that are too low can reduce company profits. Price indicators according to Indrasari in (Afif & Aswati, 2022) include price affordability, price suitability with product quality, price suitability with perceived benefits, and price competitiveness. The second hypothesis in this study is formulated as follows:

H2: Price has a positive influence on the purchasing decision of Skintific skincare among students of the Management Study Program, Universitas Muhammadiyah Palopo.

Brand image

According to (Tahir et al., 2024) brand image reflects how consumers perceive a brand and illustrates their view of it, which is manifested in the associations they hold in their minds. According to (Rodríguez et al., 2025) Brand image is formed from several key elements, such as logo design,

brand name, and product packaging. In addition to protecting the product, packaging also serves as a visual communication tool that conveys important information about the product's quality, medical benefits, and usage instructions. Attractive and eco-friendly packaging designs can influence how consumers perceive the brand and increase their loyalty and purchase intentions. According to Keller in (Sinaga & Hutapea, 2022), brand image indicators are, the superiority of brand associations, the strength of brand associations, and the uniqueness of brand associations. The third hypothesis is formulated as follows:

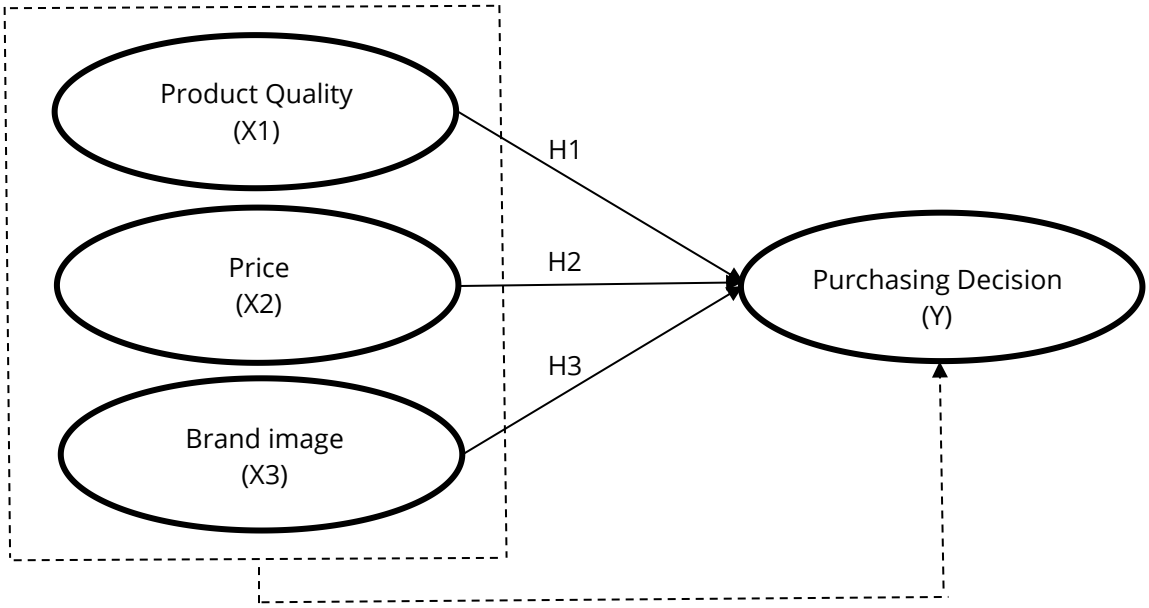
H3: Brand image has a positive effect on the purchasing decision of Skintific skincare among students of the Management Study Program at the University of Muhammadiyah Palopo.

Purchasing Decision

According to Kotler and Armstrong in (Fatya et al., 2024) define purchasing decisions as the first step in a series of stages of consumer decision-making in choosing a product or service. The purchasing decision indicators put forward by Kotler Phillp in (Maryati & M.Khoiri, 2022) include, stability in a product, there is a habit in buying the product, recommendations from other people, and repeat purchases. The fourth hypothesis is formulated as follows:

H4: It is suspected that product quality, price, and brand image simultaneously have a positive effect on the purchasing decision of Skintific skincare among students of the Management Study Program at the University of Muhammadiyah Palopo.

Figure 1. Thinking Framework



METHOD

This study employs a quantitative approach and was conducted at Muhammadiyah University of Palopo, located at Jl. Jenderal Sudirman Km 3, Binturu, Wara Selatan District, Palopo City, South Sulawesi Province, with an estimated duration of 3 months. The population of this study consists of 1,287 students from the Management Study Program. A sample of 100 respondents was selected using purposive sampling based on the Slovin formula, with inclusion criteria being students who have experience purchasing and using Skintific products. Data collection was carried out through the distribution of questionnaires using a Likert scale. The instrument used is an adaptation of previously validated instruments. The data types include primary data obtained directly from respondents through the questionnaire, and secondary data obtained from literature studies, including scientific journals, books, and previous research reports relevant to the research topic. Data analysis was performed using multiple linear regression with the assistance of SPSS software. This study also adheres to ethical guidelines by obtaining approval from the Research

Ethics Committee of Muhammadiyah University of Palopo, and all respondents provided informed consent voluntarily before participating.

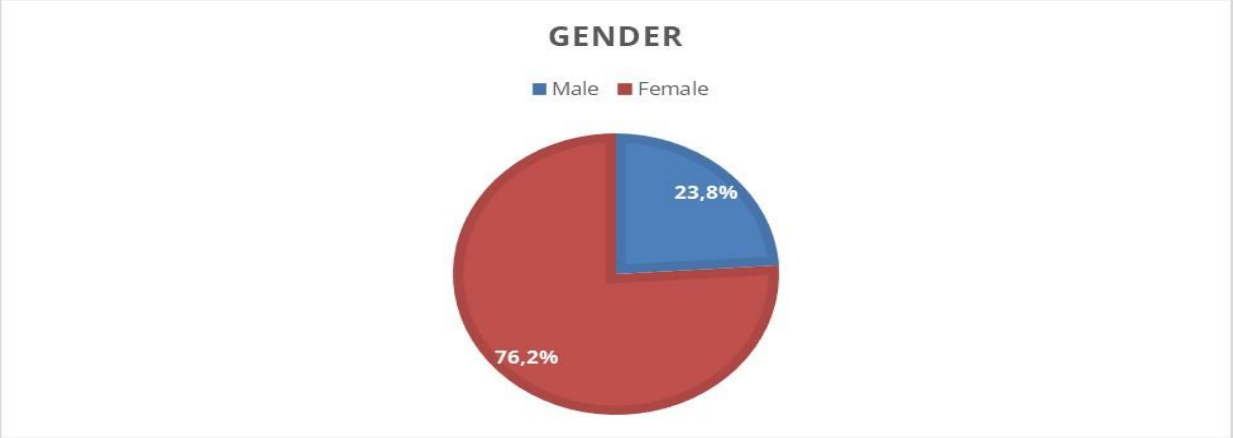
RESULTS AND DISCUSSION

RESULTS

Respondent Distribution

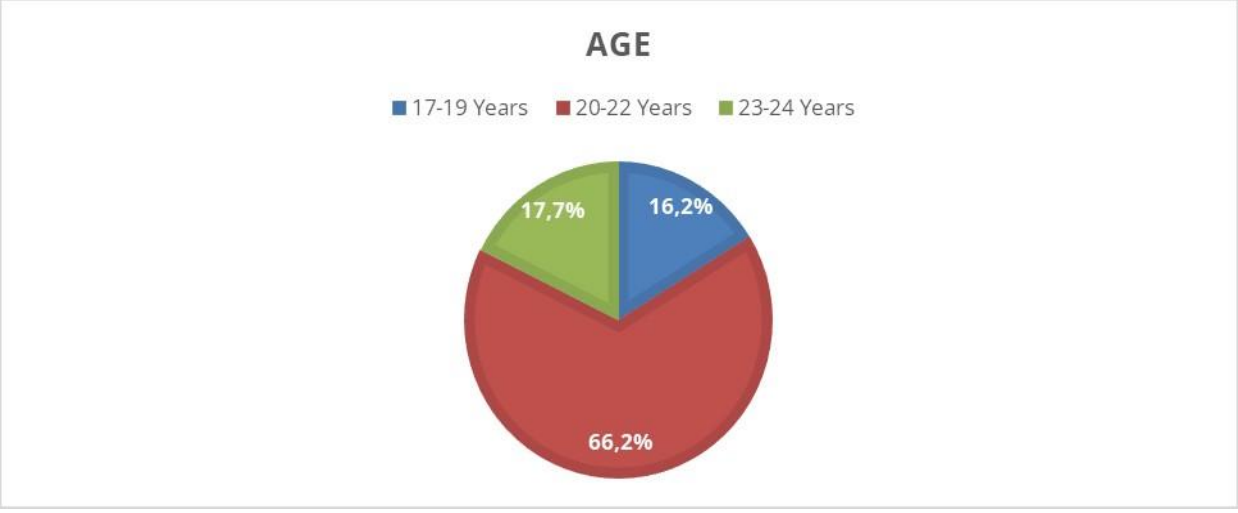
This study involved 100 respondents consisting of students of Muhammadiyah University of Palopo who use Skintific Skincare products. The distribution of respondents was based on several characteristics, namely gender, age and semester. Of the 100 respondents, 27% were male and 73% were female. The data can be seen in diagram image 2 below:

Figure 2. Gender



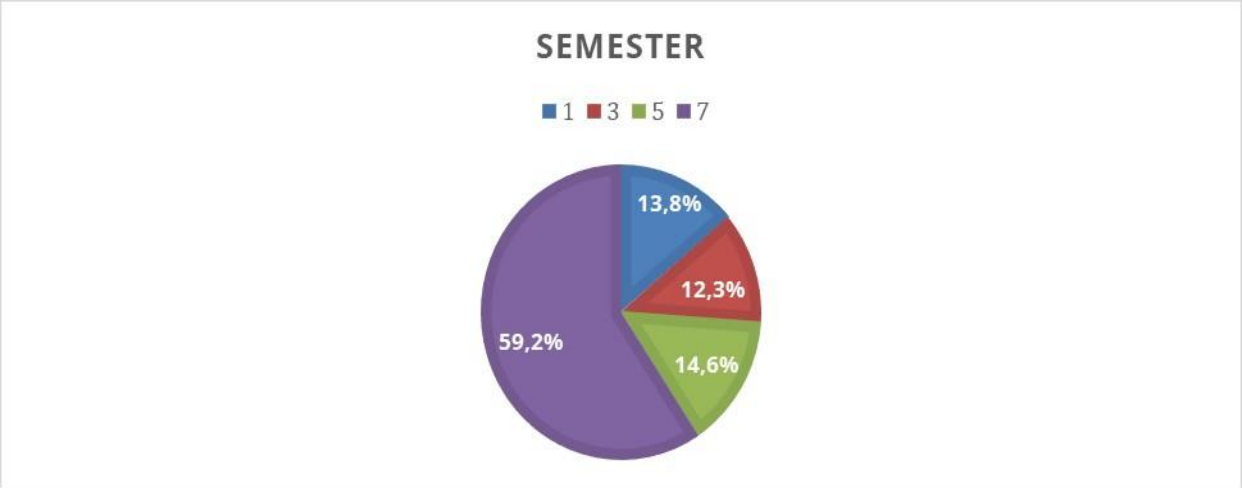
From diagram image 2, the number of male respondents was 27 people (27%) and the number of female respondents was 73 people (73%). Historically, women tend to use more skincare than men because women in Indonesia have greater social pressure to pay attention to their appearance. In contrast, men are generally not given the same pressure to care for their appearance. Many men are reluctant to use skincare products that they consider too feminine or contrary to the masculine image that prevails in social norms. The results of this study are in line with the findings of (Chairina et al., 2023) which revealed that women in Indonesia have stronger attitudes, subjective norms, and perceptions of behavioral control towards facial care products compared to men. This supports the opinion that women tend to be more intentional about using beauty care products than men. The second characteristic used in this study is age, the data can be seen in graph 3 below:

Figure 3. Age



In diagram image 3, the number of respondents aged 17-19 years is 20 people (20%), which shows that a small number of students in their teens have started to be interested in and use Skintific skincare products. Meanwhile, the number of respondents aged 20-22 is 60 people (60%). This age is the age that mostly shows great interest and attraction to the use of Skintific skincare products. Then the respondents aged 23-25 years are 20 people (20%) who also use Skintific products. Although the percentage is smaller than the age of 20-22 years, this age still shows a significant number, indicating that skin care remains a priority even though age is increasing. Research by (Ardiana & Rafida, 2023) shows that the age group that dominates the use of skincare products is those aged 16 to 25 years, with ages 16-20 years and 21-25 years as the top two groups. The next characteristic is the college semester, the data can be seen in diagram image 4 below:

Figure 2. Semester



In the data in diagram image 4, it shows that the distribution of respondents using Skintific skincare among students, there is a significant change in the number of users in each semester. In semester 1 students, there were 16 people (16%) who used Skintific as their skincare product. In semester 3 students, there were 13 people (13%) who used Skintific products. In semester 5, the number of Skintific users increased to 18 people (18%), indicating a slight increase in student interest in this product. The largest increase occurred in semester 7 students, where the number of respondents using Skintific jumped to 53 people (53%). This distribution pattern indicates that the longer students are in college, the more they realize the importance of skincare and choose products like Skintific.

Validity Test

This research is considered valid if the calculated r value shows a number that is greater than the r table.

Table 1. Validity Test Results

Variables	Items	r Count	r Table	Information
Product Quality (X1)	X1.1a	0,728	0,195	Valid
	X1.1b	0,805	0,195	
	X1.2b	0,790	0,195	
	X1.3a	0,769	0,195	
	X1.3b	0,744	0,195	
	X1.4a	0,783	0,195	
	X1.4b	0,801	0,195	
	X1.5a	0,783	0,195	
	X1.5b	0,789	0,195	
	X1.6a	0,715	0,195	
	X1.6b	0,699	0,195	
Price (X2)	X2.1a	0,707	0,195	Valid
	X2.1b	0,811	0,195	
	X2.2a	0,845	0,195	
	X2.2b	0,740	0,195	
	X2.3a	0,800	0,195	
	X2.3b	0,785	0,195	
	X2.4a	0,846	0,195	
	X2.4b	0,766	0,195	
Brand Image (X3)	X3.1a	0,799	0,195	Valid
	X3.1b	0.829	0,195	
	X3.2a	0,828	0,195	
	X3.2b	0,825	0,195	
	X3.3a	0,817	0,195	
	X3.3b	0,826	0,195	
Purchasing Decision (Y)	Y.1a	0,843	0,195	Valid
	Y.1b	0,798	0,195	
	Y.2a	0,864	0,195	
	Y.2b	0,760	0,195	
	Y.3a	0,777	0,195	
	Y.4a	0,803	0,195	
	Y.4b	0,760	0,195	

Source: SPSS 30 Processing Results, 2024

From the results of table 1 above, it can be concluded that the calculated r value for all statement items on the variables of product quality, price, brand image, and purchasing decisions is greater than the r table (0.195), thus fulfilling the requirements and stating that all variables in this study are valid.

Reliability Test

This study uses the Cronbach's Alpha method to assess reliability, which is considered valid if the value is greater than 0.6.

Table 2. Reliability Test Results

Variables	Cronbach's Alpha	Normal Limits	Information
Product Quality (X1)	0,928	0,60	Reliable
Price (X2)	0,910	0,60	Reliable
Brand Image (X3)	0,902	0,60	Reliable
Purchasing Decision (Y)	0,905	0,60	Reliable

Source: SPSS 30 Processing Results, 2024

Table 2 shows that the Cronbach's alpha value of all variables is greater than 0.6, which proves that the variables in this study are reliable.

Classical Assumption Test

Normality Test

Data can be considered normally distributed if the significance value is more than 0.05.

Table 3. Results of Normality Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	0,0000000
	Std. Deviation	2,41375854
Most Extreme Differences	Absolute	0,116
	Positive	0,061
	Negative	-0,116
Kolmogorov-Smirnov Z		1,161
Asymp. Sig. (2-tailed)		0,135

a. Test distribution is Normal.

Source: SPSS 30 Processing Results, 2024

Based on table 3, the Kolmogorov-Smirnov normality test provides a significance value of 0.135 which is greater than 0.05, so it can be concluded that the data is normally distributed.

Multicollinearity Test

Data meets the criteria for passing the multicollinearity test if the tolerance value exceeds 0.1 or the VIF value is less than 10.

Table 4. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	0,250	4,008
	X2	0,221	4,524
	X3	0,263	3,796

a. Dependent Variable: Y

Source: SPSS 30 Processing Results, 2024

Table 4 shows that all variables have tolerance values above 0.1 and VIF values below 10, which means that no multicollinearity problems were found in the regression model.

Heteroscedasticity Test

If the sig value > 0.05 then it passes the heteroscedasticity test.

Table 5. Heteroscedasticity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-0,289	2,233		-0,130	0,897
	X1	0,017	0,041	0,076	0,406	0,686
	X2	0,319	0,250	0,221	1,276	0,205
	X3	0,024	0,064	0,070	0,373	0,710

Source: SPSS 30 Processing Results, 2024

Table 5 shows that all variables have a significance value of more than 0.05, which means there is no heteroscedasticity problem in the regression model.

Multiple Linear Regression Analysis

To analyze the effect of independent variables on dependent variables, multiple linear regression analysis is used. The multiple linear regression equation is expressed in the following formula: Y = a + b1.X1 + b2.X2 + b3.X3 + e.

Table 6. Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	-0,296	1,529	
	X1	0,015	0,067	0,020
	X2	0,337	0,087	0,352
	X3	0,686	0,100	0,575

Source: SPSS 30 Processing Results, 2024

Looking at the results of table 6 above, the multiple linear regression equation obtained in this study is, Y = -0.296 + 0.015X1 + 0.337X2 + 0.686X3. The explanation is as follows:

a) The constant coefficient of -0.296 shows that without the influence of the Product Quality (X1), Price (X2), Brand Image (X3) variables, the Purchase Decision (Y) variable will experience a decrease of 29.6%.
b) The beta coefficient for the Product Quality variable (X1) of 0.015 indicates that if other variables remain constant and Product Quality (X1) increases by 1%, then the Purchase Decision (Y) will increase by 1.5%. Conversely, if other variables are constant and Product Quality (X1) decreases by 1%, then the Purchase Decision (Y) will decrease by 1.5%.
c) With a beta coefficient of 0.337 for the Price variable (X2), this shows that if all other variables remain constant and Price (X2) increases by 1%, then the purchasing decision (Y) will increase by 33.7%. On the other hand, if Price (X2) decreases by 1%, the purchasing decision (Y) will decrease by 33.7%, assuming the other variables remain constant.
d) The beta coefficient of Brand Image (X3) which is 0.686 means that if other variables do not change and Brand Image (X3) increases by 1%, then the purchasing decision (Y) will increase by 68.6%. If Brand Image (X3) decreases by 1% and other variables remain stable, then the purchasing decision (Y) will decrease by 68.6%.

Hypothesis Testing

Partial Test (t-Test)

This test helps determine whether each independent variable has a significant effect on the dependent variable.

Table 7. t-Test Results

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-0,296	1,529		-0,194	0,847
	X1	0,015	0,067	0,020	0,228	0,820
	X2	0,337	0,087	0,352	3,860	0,000
	X3	0,686	0,100	0,575	6,877	0,000

Source: SPSS 30 Processing Results, 2024

Based on table 7 above, the t-test analysis can be seen as follows:

a) In the Product Quality variable (X1), the t-value of 0.228 is smaller than the t-table of 1.984 with a sig. value of 0.820 which is greater than 0.05. This shows that the hypothesis is rejected.
H1: Product Quality does not have a positive and insignificant effect on Skintific Skincare Purchasing Decisions.

b) The calculated t value on the Price variable (X2) of 3.860 is greater than the t table of 1.984, with a significance value of 0.000 which is less than 0.05. This shows that the hypothesis is accepted. H2: Price has a positive and significant effect on Skintific Skincare Purchasing Decisions.
c) The Brand Image variable (X3) has a t-value of 6.877 which is greater than the t table of 1.984 and a sig. value of 0.000 which is smaller than 0.05. This shows that the hypothesis is accepted. H3: Brand Image has a positive and significant effect on Skintific Skincare Purchasing Decisions.

Simultaneous Test (F Test)
If the F value obtained is greater than the F table or the significance value is less than 0.05, then it can be concluded that there is a significant influence between the independent variable and the dependent variable.

Table 8. F Test Results

Model		Sum of Squares	Sum of Squares	Mean Square	F	Sig.
1	Regression	2686,513	3	895,504	149,045	<,001b
	Residual	576,797	96	6,008		
	Total	3263,310	99			

Source: SPSS 30 Processing Results, 2024

The results listed in table 8 show that the calculated F value, which is 149.045, is greater than the F table which is 2.70, with a significance of 0.001 which is smaller than 0.05. This indicates that the independent variables affect the dependent variable simultaneously and significantly.
H4: Kualitas Produk, Harga, dan Brand Image secara simultan berpengaruh positif dan signifikan terhadap keputusan pembelian skincare Skintific.

Coefficient of Determination (R2)
The coefficient of determination is used to assess the extent to which the independent variable is able to provide an explanation of the variability that occurs in the dependent variable.

Table 9. Results of the Coefficient of Determination (R2) Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.907[a]	0,823	0,818	2,45118

Source: SPSS 30 Processing Results, 2024

From table 9, it can be seen that the R Square value reaches 0.823 or 82.3%. This means that the independent variable (X) can explain 82.3% of the changes in the dependent variable (Y), while the remaining 17.7% is explained by other factors not analyzed in this study.

DISCUSSION

Product Quality and its influence on Skintific Skincare purchasing decisions

Based on the findings of this study, product quality partially shows no influence and is not significant on Skintific Skincare purchasing decisions among students of the management study program at the University of Muhammadiyah Palopo. From the results of the analysis, a significance value of 0.820 was obtained which is greater than 0.05 and a t-count value of 0.228 which is lower than the t table of 1.984, which indicates that the first hypothesis (H1) is rejected. This is due to the perception of respondents who still doubt the effectiveness of the product. Which is reinforced by the lowest score statement, namely: "Skintific products are made with a special formulation that can help skin problems such as acne and aging" which has an average score of 4.02. This shows that some respondents are not fully convinced of the product's claims, either because the results are not immediately visible, the experience of use varies, or preferences for other brands that are considered more effective. According to Kotler and Keller as cited in (Kutrami & Khuzaini, 2024), product quality refers to the degree to which a product effectively meets its intended purpose. This

encompasses characteristics such as durability, reliability, precision, ease of use, maintainability, and other valuable attributes. The findings of the current study align with those of (Maudya & Hamzah, 2022) who concluded that product quality does not significantly influence consumer purchasing decisions. In the case of skincare, for example, consumer choices were more influenced by factors like price, promotional strategies, store location, and service quality. However, these results contradict the findings of other studies, such as those presented by (Zhao et al., 2024) and (Rosillo-Díaz et al., 2024) showing that product quality has a positive influence on purchasing decisions. Products with positive reviews, clear information, and proven quality can increase consumer trust, thus encouraging them to buy. This means that the higher the consumer's perception of the quality of a product, the greater their tendency to buy it.

Price and its influence on Skintific Skincare purchasing decisions

This study shows that price, partially, has a significant influence on Skintific Skincare purchasing decisions among management study program students at the University of Muhammadiyah Palopo. The supporting evidence is a significance value of 0.000 which is smaller than 0.05 and a t-value of 3.860 which exceeds the t-table of 1.984, which means that the second hypothesis (H2) is accepted. This influence is caused by the suitability between the price of Skintific products and the benefits felt by consumers. This is reinforced by the statement with the highest average: "The price of Skintific products is in accordance with the benefits I feel", which has an average value of 4.1. The majority of respondents felt that the price of Skintific products was commensurate with the benefits they received.

This aligns with the view of Kotler and Keller as stated in (Sandikawati & Andini, 2024) who argue that price plays a crucial role in influencing purchasing decisions. When a product's price is high, consumer interest tends to diminish, whereas a lower price generally increases the likelihood of a purchase. This study is also supported by the findings of (Wang et al., 2023) which revealed that price has a positive influence on purchasing decisions. The study explains that increasing the benefits perceived by consumers, which are influenced by price, can increase purchase intentions. Conversely, decreasing the benefits perceived can decrease consumer purchase intentions. However, this finding contradicts the results obtained by (Setiyanti & Ansori, 2024) which states that price does not have a positive influence on consumer decisions in making purchases. The study shows that consumers tend to choose products without considering the price factor too much.

Brand Image and its influence on Skintific Skincare purchasing decisions

This study shows that brand image significantly influences Skintific Skincare purchasing decisions among management study program students at the University of Muhammadiyah Palopo based on partial analysis. Evidence of support for this finding can be seen in the recorded significance value of 0.000, which is smaller than 0.05, and the calculated t value of 6.877 which is greater than the t table of 1.984, which means (H3) is accepted. This shows that consumers prefer products with a strong and widely known brand image. This is reinforced by the statement with the highest average value, namely: "The Skintific brand has succeeded in creating a strong and unique association with a specific target market", with an average value of 4.1, indicating that the majority of respondents agree that Skintific has a strong and relevant brand image for its target consumers.

According to Kotler and Keller in (Sampe & Tahalele, 2023), brand image is defined as the perception that consumers have of a brand, shaped by specific associations in their minds. This concept is supported by the research of (Setiyanti & Ansori, 2024) which demonstrates that brand image positively influences purchasing decisions. Their findings indicate that a stronger brand image boosts consumer confidence when making purchasing choices. However, the results of this study differ from the findings expressed by (Setiawan et al., 2023) which showed that brand image does not have a positive influence on purchasing decisions. This is due to the lack of consumer closeness to the brand, who pay more attention to product quality and recommendations from others when making purchasing decisions.

Product Quality, Price, Brand Image and their influence on Skintific Skincare purchasing decisions

This study demonstrates that the variables of Product Quality, Price, and Brand Image have a significant, simultaneous impact on the purchasing decisions for Skintific skincare products. This finding is supported by the F-value of 149.045, which exceeds the F-table value of 2.70, and a

significance level of 0.001, which is below the 0.05 threshold. This indicates that good product quality, appropriate pricing, and a positive brand image collectively contribute to increased purchasing decisions. These results suggest that companies should not focus solely on one factor, but rather maintain a balance between product quality, price, and brand image as mutually reinforcing elements to attract consumers.

CONCLUSION

This study indicates that product quality does not have a significant impact on purchasing decisions for Skintific skincare products, while price and brand image have a positive and significant influence. In general, all three variables positively affect purchasing behavior. Therefore, it is recommended that Skintific prioritize enhancing its brand image, align pricing with the benefits offered by the product, and continuously improve product quality and consumer understanding to remain competitive. These findings can assist marketers in designing pricing and brand strategies specifically for the student market. Consumers should be more selective when choosing skincare products, paying attention to their specific skin needs and the safety of the products. Future research should investigate other factors that may influence purchasing decisions and expand the analysis of purchasing behavior.

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