

THE INFLUENCE OF BRAND IMAGE AND BRAND AWARENESS ON THE PURCHASE DECISION OF SKINTIFIC BEAUTY PRODUCTS

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ABSTRACT

This study aims to analyze the influence of brand image and brand awareness on the purchase decision of Skintific beauty products. The Indonesian beauty industry has experienced rapid growth with the emergence of local brands capable of competing with international brands. Skintific, as a relatively new local beauty brand, has successfully attracted consumer attention through effective digital marketing strategies. This research uses a quantitative method with a survey technique involving 200 Skintific consumers in the Greater Jakarta area (Jabodetabek). The data was analyzed using Structural Equation Modeling (SEM) with the help of AMOS software. The results show that brand image has a positive and significant influence on purchase decisions ($\beta = 0.456$; $p < 0.05$), and brand awareness also has a positive and significant influence on purchase decisions ($\beta = 0.378$; $p < 0.05$). Simultaneously, brand image and brand awareness explain 67.3% of the variation in Skintific product purchase decisions. These findings imply the importance of building a strong brand image and increasing brand awareness to drive consumer purchase decisions.

Keywords: Brand Image, Brand Awareness, Purchase Decision, Beauty Products

BACKGROUND

Indonesia's beauty industry has experienced rapid growth over the past decade. According to Euromonitor International (2023), the Indonesian cosmetics market reached a value of USD 7.2 billion in 2022 and is projected to continue growing at an average rate of 8.5% annually until 2027. This growth is driven by increasing consumer awareness of skincare, the influence of social media, and the emergence of innovative local brands.

One of the most notable phenomena in Indonesia's beauty industry is the rise of local brands that are able to compete with well-established international brands. Skintific is a prime example of a local beauty brand that has gained significant popularity within a relatively short period since its launch in 2021. The brand focuses on skincare products with a science-based approach and clinically tested ingredients.

Skintific's success in capturing consumer attention cannot be separated from its effective branding strategy. According to data from SociaBuzz (2023), Skintific achieved a brand awareness rate of 78% among Millennials and Gen Z within two years. However, high brand awareness does not always translate into actual sales.

Preliminary research conducted through interviews with 30 potential consumers revealed that although 83% of respondents recognized the Skintific brand, only 54% had ever made a purchase. This indicates a gap between brand awareness and actual purchase behavior. This phenomenon is worth exploring

further, particularly in relation to the factors that influence the conversion from awareness to actual purchase.

Moreover, the increasingly competitive landscape of the local beauty industry—with the emergence of new brands such as Somethinc, Avoskin, and Wardah Renew—makes brand positioning and differentiation more critical than ever. In this context, brand image and brand awareness are two crucial elements that can significantly influence consumer purchase decisions. Based on the background and the identified phenomena, the research questions of this study are as follows: (1) Does brand image influence the purchase decision of Skintific beauty products ?, (2) Does brand awareness influence the purchase decision of Skintific beauty products ?, (3) To what extent do brand image and brand awareness simultaneously influence the purchase decision of Skintific beauty products ?.

RESEARCH METHOD

Type of Research

This study uses a quantitative approach with a survey method. The type of research is explanatory research, which aims to explain the causal relationships between the research variables.

Population and Sample

The population of this study consists of consumers who are familiar with or have used Skintific products in the Greater Jakarta area (Jabodetabek). The sampling technique used is purposive sampling with the following criteria: (1) Aged between 18–35 years, (2) Have heard of or are familiar with the Skintific brand, and (3) Are active social media users. The sample size was determined to be 200 respondents based on the formula by Hair et al. (2019) for SEM analysis.

Research Instrument

Data were collected using a questionnaire employing a 5-point Likert scale. The research instrument was adapted from previous studies: Brand Image (Aaker, 2021), Brand Awareness (Keller, 2020), and Purchase Decision (Kotler & Armstrong, 2023).

Data Analysis Technique

The data were analyzed using Structural Equation Modeling (SEM) with AMOS version 24. The analysis stages included validity and reliability testing, SEM assumption testing, measurement model analysis (Confirmatory Factor Analysis/CFA), and structural model analysis. Data processing in this study was conducted using AMOS version 24 to manage and analyze the research data. The researcher chose AMOS version 24 because it is considered more accurate, as it not only identifies causal relationships between variables or constructs but also determines the magnitude and components that form those variables or constructs. Based on the analysis results and the research framework developed from the theories of each variable, the research framework can be formulated as follows :



Figure 1. Research Model

RESEARCH FINDINGS

Validity Test

Table 1. Validity and Reliability Test

Variabel	Item	Factor Loading	Cronbach's Alpha	CR	AVE
Brand Image	BI1	0.784	0.891	0.893	0.627
	BI2	0.823			
	BI3	0.756			
	BI4	0.801			
	BI5	0.785			
Brand Awareness	BA1	0.743	0.876	0.878	0.593
	BA2	0.768			
	BA3	0.792			
	BA4	0.781			
	BA5	0.751			
Buying Decision	KP1	0.718	0.863	0.865	0.563
	KP2	0.756			
	KP3	0.789			
	KP4	0.742			
	KP5	0.758			

The validity test results showed that all items had factor loadings greater than 0.7, indicating good validity. The reliability test results demonstrated that Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE) values met the minimum criteria, thus confirming that the research instrument is reliable.

Structural Model Test Results

Table 2. Structural Model Test Results

Goodness of Fit Index	Results	Criteria	Information
Chi-square/df	2.187	< 3.0	Good Fit
GFI	0.923	> 0.90	Good Fit
AGFI	0.891	> 0.80	Good Fit
CFI	0.945	> 0.90	Good Fit
TLI	0.932	> 0.90	Good Fit
RMSEA	0.068	< 0.08	Good Fit
SRMR	0.054	< 0.08	Good Fit

The structural model shows a good level of fit with the data, so it can be continued for hypothesis testing.

Hypothesis Test

Table 3. Direct Influence Path Coefficient Results

Hypothesis	Path	Coefficient	t-value	p-value	Information
H1	Brand Image → Purchase Decision	0.456	6.847	0.000	Accepted
H2	Brand Awareness → Purchase Decision	0.378	5.623	0.000	Accepted

R-square

The R-square value obtained in this study is 0.673, indicating that 67.3% of the variation in the purchase decision of Skintific products can be explained by the combined effect of brand image and brand awareness. This suggests a strong explanatory power of the model in predicting consumers' purchase decisions.

DISCUSSION

The Influence of Brand Image on Purchasing Decisions

The results of the study indicate that brand image has a positive and significant effect on purchase decisions, with a coefficient of 0.456. This finding is consistent with the research of Zhang et al. (2022) and supports Keller's (2020) theory on customer-based brand equity.

The brand personality dimension contributes the most, with consumers perceiving Skintific as an intelligent and trustworthy brand. This aligns with Skintific's positioning as a science-based skincare brand. However, the brand differentiation dimension scored the lowest, indicating a need to strengthen differentiation from competitors.

The Influence of Brand Awareness on Purchasing Decisions

With a coefficient of 0.378, although its effect is smaller compared to brand image, brand awareness still plays an important role in the purchase funnel.

The data shows a strong correlation between the level of brand awareness and purchase intention. Respondents with top-of-mind awareness had the highest purchase intention (4.45), while those who were unaware showed the lowest purchase intention (1.87). These findings support the hierarchy of effects model in marketing communication, where awareness is a crucial initial stage in the customer journey.

The Influence of Brand and Brand Awareness Image on Purchasing Decisions

Simultaneously, brand image and brand awareness explain 67.3% of the variance in purchase decisions. The remaining 32.7% is accounted for by other factors not examined in this study, such as price sensitivity, social influence, and product experience.

The greater influence of brand image compared to brand awareness indicates that consumers of beauty products prioritize perceived quality and brand associations more than merely recognizing the brand. This aligns with the characteristics of beauty products as high-involvement products, where consumers tend to be more selective and consider various aspects before making a purchase decision.

CONCLUSION

Based on the research results and discussion, it can be concluded that both brand image and brand awareness significantly influence consumers' purchase decisions for Skintific beauty products. Brand image has a positive and significant effect on purchase decisions, with a path coefficient of 0.456 ($p < 0.05$), indicating that a stronger brand image leads to a higher likelihood of consumers purchasing Skintific products. Among the dimensions of brand image, brand personality contributes the most to influencing purchase decisions, while brand differentiation remains an area that requires further improvement to strengthen the brand's competitive position. In addition, brand awareness also has a positive and significant effect on purchase decisions, with a path coefficient of 0.378 ($p < 0.05$), demonstrating that higher levels of consumer awareness are associated with stronger purchase intentions. Furthermore, the findings reveal that brand image and brand awareness simultaneously have a significant impact on purchase decisions, explaining 67.3% of the variance in consumers' decisions to purchase Skintific beauty products. This indicates that these two variables play a crucial role in shaping consumer purchasing behavior, while the remaining 32.7% is influenced by other factors not examined in this study.

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