

THE INFLUENCE OF PRODUCT, PRICE, PLACE, AND PROMOTION MARKETING STRATEGIES ON SKINCARE PURCHASE DECISIONS

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Abstract

The beauty industry in Indonesia is rapidly evolving, necessitating effective marketing strategies to comprehend consumer behavior and influence purchase decisions. This study evaluates the impact of product, price, place, and promotion marketing strategies on the purchasing decisions of Skintific brand facial skincare among consumers aged 25 to 55 years. Employing a mixed-methods approach, data were collected via an online questionnaire with a sample of 150 respondents, and the analysis included validity and reliability tests, descriptive statistics, and hypothesis testing using CB SEM. The study found that all marketing strategies positively affect purchase decisions, with product and price being the most influential factors; specifically, product offerings emphasizing quality and variety, combined with competitive pricing, significantly enhance consumer trust and loyalty. These findings underline the importance of adapting marketing strategies to meet consumer expectations in a competitive market, suggesting that skincare brands focus on enhancing product quality and transparency while leveraging effective pricing strategies and distribution channels to optimize consumer engagement and purchase decisions.

Keywords: Marketing Strategy Product, Price, Place, Promotions, Purchase Decision

Introduction

An effective marketing strategy is crucial in understanding consumer behavior and influencing purchase decisions, especially in competitive industries like beauty. Factors such as promotions, price, and product quality have a significant impact on consumer preferences and decisions (Sari, 2022). Influencers and proper pricing have been shown to positively influence skincare product purchase decisions (Alexandrescu & Milandru, 2018). With the beauty industry continuously growing rapidly, innovative marketing strategies present an excellent opportunity to boost sales and expand market share, especially in Indonesia, where beauty products have become a staple for most women (Havidz et al., 2023). Trust in brands and consumer loyalty are greatly influenced by elements such as content marketing and product reviews, which are increasingly impactful in the digital era (Aksoy & Ozsonmez, 2019). Skintific, a successful skincare brand in the global market, began entering the Indonesian market in August 2021, and this study aims to evaluate how marketing strategies (product, price, place, and promotion) affect the purchase decisions of this brand's skincare products (Dwiarta & Ardiansyah, 2021).

The initial hypotheses of the study are as follows: The effect of the Product marketing strategy on Skincare purchase decisions (H1), the effect of the Price marketing strategy on Skincare purchase decisions (H2), the effect of the Place marketing strategy on Skincare purchase decisions (H3), and the effect of the Promotion marketing strategy

on Skincare purchase decisions (H4). Based on the hypothesis framework, the research model can be illustrated as follows:



Figure 1. Research Model Framework Diagram

This research explores the impact of marketing strategies (product, price, place, promotion) on the purchasing decisions of Skintific skincare in the beauty industry. The research conducted by Muzdalipah and Helfi (2024) demonstrates a significant relationship between promotional aspects and consumer purchasing decisions in the beauty industry (Indrasari, 2017). They found that effective promotional strategies, such as influencers on social media, can enhance consumer buying interest. This study illustrates that consumers are increasingly influenced by marketing approaches that leverage digital presence and third-party recommendations. Therefore, understanding how influencers affect purchasing decisions is crucial for beauty brands (Ahmad & Paris, 2024).

Furthermore, Shi (2023) examined the influence of marketing strategies on consumer behavior in the cosmetics industry (Fauzan & Rohman, 2019). The findings underscore pricing, product quality, and accessibility significantly affect purchasing decisions. This study highlights the need for integrated marketing strategies to create positive consumer experiences and foster brand loyalty. It suggests that brands should not focus solely on one aspect but instead consider a combination of various supporting factors (Miranda et al., 2023).

Additionally, the research by Handayani (2024) found that applying decision-making theories in product marketing strategies significantly impacts consumer decisions. They emphasize that a deep understanding of the consumer decision-making process can aid brands in formulating more targeted marketing strategies (Sudirjo et al., 2024). This research provides important insights into the necessity of comprehending consumer behavior in a broader context, including the emotional and rational factors influencing purchasing decisions (Astuti et al., 2021).

Despite the abundance of studies explaining the impact of various marketing strategies on purchasing decisions, there remains a gap in research explicitly examining the Skintific brand in the Indonesian market, particularly in the context of the millennial generation (Turmono & Fairuz, 2019). Prior studies have often focused on specific brands or products without considering how an integrated marketing strategy may affect purchasing decisions for Skintific products. This brand is relatively new to the market.

This study aims to fill this gap by thoroughly investigating the influence of the marketing mix (product, price, place, promotion) on consumer purchasing decisions (Abaharis & Yusra, 2022).

The urgency of this research is heightened by the rapid development of the beauty industry in Indonesia, particularly within the skincare segment, which is becoming increasingly competitive. The Skintific brand, having recently entered the market, needs to identify effective ways to attract consumer attention and build loyalty amid numerous available options. By understanding the factors influencing purchasing decisions, the brand can develop more effective and relevant strategies to achieve a broader market share. This research aims to provide guidance for stakeholders in the industry to adapt their tactics in response to rapid market changes (Gunawan & Maolana, 2025).

The novelty of this research lies in its approach of combining qualitative and quantitative methods to analyze the impact of marketing strategies on purchasing decisions for Skintific products. Additionally, this study focuses on the millennial generation, the most active consumer segment in the online beauty product shopping space. This research contributes new empirical data and adds to the theoretical development of marketing within a more localized context, specifically related to a rapidly growing brand. Consequently, this study is expected to serve as a reference for future research in the field of marketing (KM & Panam, 2018).

The primary objective of this research is to thoroughly evaluate the impact of product, price, place, and promotion marketing strategies on the purchasing decisions of Skintific products among consumers in Indonesia, particularly those aged 25 to 55 years. It is anticipated that the findings will result in strategic recommendations for marketing the Skintific brand to enhance sales and consumer loyalty (Fauziah et al., 2024). The benefits of this research will be felt not only by stakeholders in the beauty industry but also by academics seeking references to understand the relationship between marketing strategies and consumer behavior in an evolving market. With comprehensive outcomes, this research aims to assist in formulating more effective, consumer-oriented marketing policies.

Research Method

This study uses an explanatory and descriptive design and a mixed approach (qualitative & quantitative); data were collected through an online questionnaire survey (33 questions, Likert scale 1-5). The purposive sampling method was employed, with a population of women aged 25 to 55 years. Data analysis includes validity and reliability testing of the instruments, respondent description, variable description, hypothesis testing of inter-variable effects, and conclusions from the research results. Validity and reliability tests were conducted with 30 respondents using SPSS 26. Respondent characteristics were analyzed with SPSS/Excel, while variable descriptions were calculated using Excel (Mean). Hypothesis testing of inter-variable effects was performed using CB SEM (LISREL).

Results And Discussion

Validity and Reliability Test of the Instrument

The validity test of the instrument was conducted using SPSS 26 by examining the corrected item-total correlation (calculated r) for each question item. An item is considered valid if the calculated r is significant and exceeds the table r value. Based on the R table, the table R value for a sample of 30 respondents ($\alpha = 5\%$) is 0.361. Therefore, in this test, the question items (Product, Price, Place, Promotion, and Purchase Decision) are declared valid if the calculated r is significant and exceeds 0.361.

Descriptive Analysis of Respondent Characteristics

This study involved 150 respondents, 114 Skintific users in Jakarta (≥ 1 year) and 36 non-users. The characteristics of the respondents were analyzed based on gender, education, age, occupation, position, income, consumer status, and monthly expenditure.

Table 1. Descriptive Characteristics of Respondents

Characteristics	Category	Frequency	Presentase
Gender	Male	32	21,3%
	Female	118	78,7%
Education	SMA	10	6,7%
	D-3	13	8,7%
	S-1	116	77,3%
	S-2	11	7,3%
Age	< 25 years old	1	0,7%
	25 - 35 years old	109	72,7%
	36 - 45 years old	32	21,3%
	45 - 55 years old	8	5,3%
Job Type	Employee	122	81,3%
	Self employed	11	7,3%
	Housewives	17	11,3%
Position Rank	Staff	84	56,0%
	Supervisor	36	24,0%
	Manager	17	11,3%
	Senior Manager	5	3,3%
	General Manager/ Owner Usaha	8	5,3%
Total Monthly Income	< 5 million	14	9,3%
	5 - 10 million	87	58,0%
	11 - 15 million	20	13,3%
	16 - 20 million	12	8,0%
	> 20 million	17	11,3%
User Skintific	Yes	114	76,0%
	No	36	24,0%
Total Monthly Withdrawal	< 500 thousand	74	49,3%
	500 - 1 million	50	33,3%
	> 1 million	26	17,3%

Source: data diolah (2025)

Descriptive Analysis of Research Variables

Descriptive analysis was used to describe respondents' perceptions of the variables: product, price, place, promotion, and purchase decision using a Likert scale of 1-5. The results showed that consumers were uncertain about the well-known brand and product

claims for the product variable. Regarding price, Skintific was considered more expensive, but it was still taken into consideration. For the place, consumers were less satisfied with purchasing through the official website and preferred offline stores. Regarding promotion, the influence of live streaming and Beauty Influencers on purchase decisions was still low. Purchase decisions revealed uncertainty between consumer expectations and experiences (Fatya et al., 2024).

Hypothesis Testing

Hypothesis testing was conducted through CB SEM analysis, CFA Reconstruction, and Goodness of Fit (GoF). CB SEM tested the direct impact of the four aspects of marketing strategy (product, price, place, promotion) on Skintific's purchase decision. CFA Reconstruction tested the validity and reliability of indicators, showing that all constructs were valid and reliable. GoF indicated that the structural model fit well, with a Chi-Square p-value of 0.059 (Good Fit), RMSEA of 0.026, and CFI, IFI, RFI > 0.95. The final results confirmed that product, price, place, and promotion significantly positively affected purchase decisions, with regression coefficients of 0.32, 0.42, 0.24, and 0.18 (significance < 0.01), respectively.

Table 2. Results of Direct Effect Testing

Path	Std. Path Coeff	t hitung	P value
Pd → PD	0,32	5,37	<0.01
PR → PD	0,42	5,88	<0.01
PL → PD	0,24	3,76	<0.01
PM → PD	0,18	2,53	<0.01

Source: data diolah (2025)

Results of Hypothesis Testing

Table 3. Results of Hypothesis Testing

No	Hipotesis	Koefisien	t	P	Conclusion
H1	Product Marketing Strategy has a positive and significant influence on the Skintific Brand's Facial Skincare Reversal Decision in the Millennial Generation	0,32	5,37	<0.01	Accepted
H2	Price Marketing Strategy has a positive and significant influence on the Skintific Brand's Facial Skincare Purchase Decision for the Millennial Generation	0,42	5,88	<0.01	Accepted
H3	Place Marketing Strategy has a positive and significant influence on the Skintific Brand's Facial Skincare Purchase Decision for the Millennial Generation	0,24	3,76	<0.01	Accepted

No	Hipotesis	Koefisien	t	P	Conclusion
H4	Skincare Purchase Decision for the Millennial Generation				
	Marketing Promotion Strategy has a positive and significant influence on the Skintific Brand Facial Skincare Purchase Decision for the Millennial Generation	0,18	2,53	<0.01	Accepted

Source: data diolah (2025)

Product Marketing Strategy has a positive and significant effect on the Purchase Decision of Skintific Skincare Products

Effective marketing strategies, such as highlighting product advantages, variety of variants, and raw material quality, have been proven to influence the purchase decision of Skintific skincare products. The use of social media, influencers, and testimonial-based advertising is also effective in reaching the digital audience, while the values of sustainability and product authenticity enhance consumer loyalty. This study is consistent with the findings of Farhan (2023), who stated that promotions and product quality influence purchase decisions, as well as the research of Deshinta Maia (2024) and Inas Rafidah Calistarahma (2023), which emphasize the impact of quality, price, and promotions through social media on purchase decisions.

Price Marketing Strategy has a positive and significant effect on the Purchase Decision of Skintific Skincare Products

Price-based marketing strategies have proven to positively and significantly impact the purchase decision of Skintific skincare products. Consumers, especially women, tend to choose high-quality products at affordable prices. Skintific successfully attracts the millennial generation by offering products that match the price paid, supported by price transparency through e-commerce and social media, which enhances trust. This finding aligns with Agustina et al. (2024) and Maia et al. (2024), who stated that competitive pricing drives purchase decisions, especially with attractive campaigns.

Place Marketing Strategy has a positive and significant effect on the Purchase Decision of Skintific Skincare Products

Channel distribution-based marketing strategies (Place) play a crucial role in the decision to purchase Skintific skincare products. Efficient and easily accessible distribution, whether through physical stores or e-commerce platforms, facilitates consumers in purchasing products. Digital-savvy consumers appreciate the convenience of online shopping, while those who prefer in-person purchases can find products in physical stores. Skintific can expand market reach, increase consumer trust, and drive purchase decisions by utilizing the proper distribution channels. This finding is consistent with the research of Septiani (2023) and Veronica (2024), which shows that offline and online easy-to-access distribution channels can influence purchase decisions and increase customer engagement.

Promotional Marketing Strategy has a positive and significant effect on the Purchase Decision of Skintific Skincare Products

Promotion strategies have been proven to significantly influence the purchase decision for Skintific skincare products. Promotions through social media, such as discounts, special offers, and exciting campaigns, effectively capture consumers' attention. The involvement of influencers or brand ambassadors also boosts trust in the product, while promotions that offer added value, such as gifts or product bundling, strengthen purchase decisions. Creative and interactive promotions, especially on social media, enhance customer engagement and encourage repeat purchases. This finding is consistent with Efendi's (2023) and Agustina's (2024) research, which emphasizes the importance of promotions, product quality, and price in increasing consumer purchase interest, particularly among students and young consumers.

Conclusion

To enhance the effectiveness of marketing strategies for Skintific skincare products, companies should focus on product innovation by developing formulations that align with emerging skincare trends, such as clean beauty and sustainable ingredients, guided by regular consumer research. Establishing a dynamic pricing strategy is also essential; this includes analyzing market trends and competitors' pricing to ensure competitiveness while reflecting product value, and considering tiered pricing models or bundle offers to attract diverse market segments. Optimizing distribution channels is crucial for greater accessibility, which involves expanding e-commerce presence and enhancing partnerships with brick-and-mortar retailers, alongside developing a robust logistics strategy for quick and reliable delivery. Additionally, leveraging digital marketing, such as targeted advertising on social media and collaborating with influencers to create authentic connections, can significantly enhance brand visibility and engagement. Finally, executing creative promotions, like seasonal campaigns and interactive content, will capture consumer attention and incentivize repeat purchases. By implementing these strategies, marketers can create a more comprehensive approach to positively influence consumer purchasing decisions while continuously adapting to market changes to maintain a competitive advantage in the skincare industry.

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