

Brand Awareness and Product Quality Toward Online Purchase Intention of Skintific Skincare via Shopee

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Abstract. The increasingly fierce competition in the beauty industry has prompted companies to strengthen their brand awareness and improve product quality in order to remain competitive in the digital marketplace. The increase in online shopping transactions on the Shopee platform also indicates a change in consumer behavior in purchasing decisions. This study aims to analyze the influence of brand awareness and product quality on online purchasing interest in Skintific Skincare products through the Shopee platform. This research method employs a descriptive, quantitative approach, involving the distribution of questionnaires to students of SMK Bisnis Indonesia. Sampling was conducted using incidental sampling methods, involving 105 respondents. The data analysis technique used to test the research hypothesis is multiple linear regression analysis. The results of the study indicate that brand awareness and product quality have a partially positive, significant effect on the online purchase intention for scientific skincare on Shopee at SMK Bisnis Indonesia. Both individually and collectively, on consumer purchasing decisions. The coefficient of determination of 0.763 indicates that these two variables account for 76.3% of purchase intention, while the remaining 23.7% is influenced by other factors not examined in this study. Thus, the research hypothesis can be accepted and proven to be true.

Keywords : Brand Awareness; Product Quality; Purchase Intention; Skincare; Shopee

INTRODUCTION

In the last decade, the skincare industry, especially in Indonesia, has experienced rapid growth along with increasing consumer awareness of skin health and beauty. This is reflected in data monitored through the Kompas Market Insight Dashboard, which shows that the Beauty Care FMCG industry in Indonesia experienced rapid growth in Q1 2024 compared to Q1 2023. This indicates that beauty and skincare products remain a favorite among Indonesian consumers. According to data from [Compas.co.id](https://www.compas.co.id), the beauty package category accounted for the largest share of Beauty Care sales on e-commerce platforms in Q1 2024, reaching over Rp 900 billion. This demonstrates that demand for beauty products remains high and the industry has significant potential for continued growth.

Therefore, companies must develop the right strategy to retain existing customers by implementing the latest innovations and ensuring high product quality, so that consumers remain loyal to the product and the company. Consumer interest in purchasing a product or item is significant for future business progress. Purchase interest plays a vital role in ensuring that a company can compete, because if there is no consumer purchase interest, the products it produces will not generate income, which means the company cannot compete (Rupayana, Suartina, & Mashyuni, 2021).

Many factors influence consumer purchasing interest, such as brand awareness and product quality. According to (Wahyudi, 2012), brand awareness is a condition in which a product brand is known to potential customers and correctly associated with a specific product category. Brand awareness plays an important role in influencing consumer

purchasing decisions, as it is closely related to brand recognition and recall in a competitive market (Liane Vina G. Ocampo, 2025). Previous studies have shown a positive correlation between brand awareness and purchase intent, indicating that the more recognizable a brand is, the higher the likelihood that consumers will purchase its products (Hoo, Balan, Wolor, Shaznie, & Prompanyo, 2024).

In addition to brand awareness, product quality is also an important factor in influencing customer purchasing interest. According to (Tjiptono, 2014), product quality is everything a manufacturer can offer that is noticed, requested, sought after, purchased, used, and consumed by the market to fulfill the market's needs or desires. Product diversity is considered important here because the more diverse the products sold in a place, the more satisfied customers will be if they make purchases there and do not need to purchase elsewhere (Nuri & Sri, 2016). Previous research highlights that good product quality not only increases purchase interest but also creates a positive experience for customers, which in turn can support brand reputation on platforms such as Shopee (Murphy, Imani, Clarissa, 2025), (Tomar, 2025).

In today's digital age, the beauty industry, particularly the skin care products sector, is experiencing rapid growth, driven by technological advances and shifts in consumer behavior. Consumers are now increasingly choosing to make purchases online through e-commerce platforms, such as Shopee, which offer easy access and a wide selection of products. One brand that has caught the public's attention is Skintific, which has successfully attracted consumers through its innovative marketing strategies and the superiority of its products.

Skintific is a Canadian skincare brand. This brand, known for its "An Advanced Scientific Formula for Fast & Safe Beauty" tagline, is well known for its ceramide-containing products. Skintific also has a primary focus in its branding: the benefits of its products, which can repair and care for the skin barrier through its ceramide formula.

In Figure 1 below, based on data from the second quarter of 2022, it can be seen that Skintific's sales rank second after Somthinc. This may indicate a lack of brand awareness among customers regarding their interest in purchasing Skintific skincare products.

Figure 1. Top 5 Best-Selling Facial Care Brands on E-Commerce in the Second Quarter of 2022



Source: compas.co.id

The use of e-commerce platforms such as Shopee adds a new dimension to the relationship between brand awareness and product quality. According to Adi (Hoo et al., 2024), the ease of access and information available on these platforms contribute to increased brand awareness and consumer trust, thereby strengthening the tendency to make purchases. Therefore, understanding the interactions among brand awareness,

product quality, and e-commerce platforms is an important step toward understanding consumer behavior in the skincare market. A comprehensive review of the influence of brand awareness and product quality on purchasing interest in Skintific skincare products via the Shopee platform reveals a range of methodological approaches in the literature. Many studies emphasize the importance of brand awareness in influencing consumer purchasing decisions.

Although existing literature has identified these factors, many studies still focus on individual aspects of brand awareness or product quality, without exploring their interaction in a specific e-commerce context. With the increasing popularity of Skintific, it is important to examine more deeply how brand awareness and product quality collaborate in increasing purchase interest on e-commerce platforms. Despite the abundance of existing research, there is a gap in the literature that discusses explicitly the simultaneous influence of both in the context of digital marketing, which includes the use of social media and user testimonials (Abhijit Thombre & Chaitali Chandarana, Pradeep Gupta, Dr. Pankaj Nandurkat, 2025), (Kumar & Badrinarayanan, 2025).

Based on the above background, consumer willingness to buy is very important for businesses. Among several factors that can trigger consumer interest in buying, researchers focus on the extent to which brand awareness and product quality influence that interest.

METHOD

This study used a quantitative approach. It was carried out at SMK Bisnis Indonesia, Jakarta, and conducted online using G-Form. The purpose of this study was to find out how Gen Z makes decisions about purchasing skincare products based on brand awareness and product quality. The sample consisted of 101 respondents, taken from the entire population of 101 female students in grade X at SMK Bisnis Indonesia. Sampling was carried out using the saturated sample method, a non-probability sampling method, in which all members of the population were included in the study, so that no members needed to be selected or excluded. Various statistical methods were used to analyze the data, including validity and reliability tests, coefficient-of-determination tests, and simple and multiple regression analyses. The questionnaires distributed to participants produced primary data, which were analyzed using SPSS, version 21.

RESULTS AND DISCUSSION

A. RESULTS

The respondents in this study were female students in grade X at SMK Bisnis Indonesia. The collected data were processed using SPSS 21. The variables studied included independent and dependent variables. The independent variables consisted of brand awareness (X1) and product quality (X2). Meanwhile, purchase interest (Y) was the dependent variable.

1. Validity Test

This validity test was used to assess the questionnaire's question validity and reliability. The validity test results are as follows:

Table 1: Validity Test Result

Variables	Item Statement	Counter	Description
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Brand Awareness (X1)	X1.1	0.666	Valid
	X1.2	0.657	Valid
	X1.3	0.699	Valid
	X1.4	0.604	Valid
	X1.5	0.637	Valid
	X1.6	0.760	Valid
	X1.7	0.698	Valid
	X1.8	0.738	Valid
	X1.9	0.690	Valid
	X1.10	0.730	Valid
	X1.11	0.690	Valid
Product Quality (X2)	X2.1	0.736	Valid
	X2.2	0.683	Valid
	X2.3	0.493	Valid
	X2.4	0.650	Valid
	X2.5	0.557	Valid
	X2.6	0.764	Valid
	X2.7	0.778	Valid
	X2.8	0.705	Valid
	X2.9	0.649	Valid
	X2.10	0.840	Valid
	X2.11	0.844	Valid
	X2.12	0.819	Valid
	X2.13	0.664	Valid
	X2.14	0,708	Valid
	X2.15	0,818	Valid
Purchase Intention (Y)	Y.1	0.649	Valid
	Y.2	0.702	Valid
	Y.3	0.734	Valid
	Y.4	0.720	Valid
	Y.5	0.772	Valid
	Y.6	0.630	Valid
	Y.7	0.503	Valid
	Y.8	0.651	Valid
	Y.9	0.761	Valid
	Y.10	0.777	Valid
	Y.11	0.753	Valid
	Y.12	0.696	Valid
	Y.13	0.664	Valid
	Y.14	0.708	Valid
	Y.15	0.818	Valid

Source: Data processing, 2025

Based on the validity test results in Table 1, all items in the questionnaire for variables X1, X2, and Y, which consist of Brand Awareness (X1), Product Quality (X2), and Purchase Interest (Y), are declared valid. This is indicated by the Corrected Item-Total Correlation (CITC) value for each item exceeding 0.300.

2. Reliability Test

The reliability test in this study used Cronbach's Alpha, and variables were considered reliable if their Cronbach's Alpha values were > 0.70. (Ghozali, 2016) states that even though the Cronbach's Alpha value is 0.60, the resulting variables can still be considered reliable. The results of the reliability test in this study are as follows:

Table 2: Reliability Test Result

Variable	Cronbach's Alpha	Standardized Coefficient Value	Description
Brand Awareness (X1)	0.921		Reliable
Product Quality (X2)	0.945	0.60	Reliable
Purchase Intention (Y)	0.938		Reliable

Source: Data processing, 2025

Based on the data processing results shown in Table 2, the Cronbach's Alpha values for variables X1 (brand awareness), X2 (product quality), and Y (purchase interest) are above 0.70, indicating they are reliable.

3. Determination Coefficient Test (R²)

To assess the extent to which the model used explains the dependent variable, the coefficient of determination (R²) is used. The coefficient of determination is between 0 and 1. The smaller the R² value, the less effectively the independent variables explain the variation in the dependent variable. Meanwhile, if the R² value is close to one, the independent variables will show all the information needed to predict the dependent variable. The results of the coefficient of determination (R²) test can be seen as follows:

Table 3: Coefficient of Determination Test (R²)

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	.873 ^a	.763	.758	3.816

Source: Data processing, 2025

Based on the data in Table 3, the coefficient of determination is 0.763, indicating that live streaming, marketing content, and purchasing decisions are strongly related. Meanwhile, an R² value of 0.758 means that live streaming and content marketing influence consumer purchasing decisions by 75.8%. Meanwhile, 24.2% is explained by other variables not examined in this study. These other variables may include price, promotion, consumer reviews, and even lifestyle.

Table 4: Multiple Linear Regression Test

Model	Unstandardized Coefficients	Standardized Coefficients	T	Sig
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	B	Std. Error	Beta		
1 (Constant)	5.321	3.209		1.658	.100
Total Brand Awareness (X1)	.228	.061	.242	3.757	.001
Total Product Quality (X2)	.695	.064	.694	10.770	.001

Source: Data processing, 2025

Based on Table 4, obtain the regression equation for the analysis of live streaming and content marketing on purchasing decisions as follows:

$$Y = a + bX1 + bX2$$

$$Y = 5.321 + 0.228X1 + 0.695X2$$

Berdasarkan hasil persamaan regresi linear berganda diatas, dapat dijabarkan sebagai berikut:

Based on the results of the multiple linear regression equation above, it can be explained as follows:

- The constant value has a regression coefficient of 5.321, indicating that when Brand Awareness (X1) and Product Quality (X2) are constant, the Purchase Intention (Y) is 3.209.
- The regression coefficient of the Brand Awareness variable (X1) has a coefficient value of 0.228 or 22.8%, meaning that if the Brand Awareness variable (X1) has a constant value, then every 1% increase will result in an increase in Purchase Intention (Y) of 0.228 or 22.8%.
- The regression coefficient of the Product Quality variable (X2) has a coefficient value of 0.695 or 69.5%, meaning that if the Product Quality variable (X2) has a constant value, then every 1% increase will increase the Purchase Intention (Y) by 0.695 or 69.5%.

DISCUSSION

A. The Effect of Brand Awareness on Purchase Intention

Based on the study described above, brand awareness influences interest in purchasing Skintific skincare products. These findings are consistent with previous studies that found that positive experiences with a brand often influence consumers' purchasing decisions (Hoo et al., 2024), (Murphy, Imani, Clarissa, 2025). The significance of these results lies in their implications for marketing strategies, where marketers must focus on increasing brand awareness through effective digital marketing campaigns and on ensuring product quality to compete in the market (Tomar, 2025).

B. The Influence of Product Quality on Purchase Interest

Based on the study described above, product quality affects purchase interest in Skintific skincare. These results align with previous research indicating that strong brand positioning and product quality perception play a significant role in driving purchase

interest (Raether, Végvári, & Szente, 2025), (Az et al., 2006). Product quality also significantly influences consumer interest, with consumers who believe a product is high-quality more likely to purchase it (Erwin et al., 2025).

C. The influence of brand awareness and product quality on purchase interest

Based on the results of the study described above, brand awareness and product quality together influence the purchase interest in Skintific skincare products. This aligns with previous studies demonstrating the importance of the interaction between brand awareness and product quality in driving greater purchase interest, suggesting that high-quality products can enhance the effectiveness of marketing campaigns (Tomar, 2025), (Abhijit Thombre & Chaitali Chandarana, Pradeep Gupta, Dr. Pankaj Nandurkat, 2025), (Kumar & Badrinarayanan, 2025). Thus, the combination of strong brand awareness and good product quality results from a comprehensive theoretical approach, demonstrating complex synergies in purchasing decisions among Shopee users.

CONCLUSION

This study examines in depth the influence of brand awareness and product quality on purchasing interest in Skintific skincare products on the Shopee platform. The analysis shows that both variables have a positive, significant effect on consumer purchasing decisions. This study successfully addressed the research problem by identifying and measuring the roles of both factors in the dynamic e-commerce context in Indonesia, and confirming the hypothesis that increased brand awareness will drive greater purchase interest (Erwin et al., 2025). These findings imply that marketing strategies that focus on increasing brand awareness and emphasizing product quality can influence purchase decisions, thereby contributing significantly to the development of marketing strategies in the skincare industry (Raether et al., 2025). For future research, it is recommended that additional studies be conducted that include more variables that may influence purchase interest, such as price, user experience, and risk perception, to provide a more comprehensive picture of the factors influencing purchase interest in the context of e-commerce (Hoo et al., 2024). Along with the rapid growth of the skincare industry, the integration between academic studies and marketing practices needs to be improved, with the main driver being collaboration between academics and practitioners to create innovative and sustainable strategies (Tomar, 2025). Furthermore, further research is expected to explore the influence of social media and other digital marketing on brand awareness and purchasing decisions (Abhijit Thombre & Chaitali Chandarana, Pradeep Gupta, Dr. Pankaj Nandurkat, 2025). Finally, the continuation of research in this field is expected to contribute to understanding and anticipating new trends in consumer behavior, thereby supporting the development of the skincare and e-commerce industries in Indonesia (Adams Gbolahan Adeleke, Temitope Oluwafunmike Sanyaolu, Christianah Pelumi Efunniyi, Lucy Anthony Akwawa, & Chidimma Francisca Azubuko, 2024).

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