



## Determination of Purchase Decisions through Purchase Interest: Analysis of Somethinc Skincare Product Prices

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**Abstract:** This article discusses the influence of price through Purchase Decisions on Purchase Intention. This research is a quantitative research where the objects used are Generation Z in Bekasi City. The number of samples used in this study was 200 respondents. The design used is hypothesis testing using the structural equation model (SEM) method - SmartPLS 4.0. Based on the conceptual framework created, it can be concluded that the hypothesis is that price influences purchase interest and purchase decisions.

**Keyword:** Buying Interest, Purchase Decision, Price.

### INTRODUCTION

Indonesia is one of the regions that has great potential in the development of the beauty product market, this has resulted in the emergence of more and more beauty brands which ultimately create tight and competitive competition. In today's era, people's lifestyles continue to develop, needs and desires are also increasing, causing people to pay more attention to their appearance. Therefore, beauty companies are competing to present skincare products according to the needs and skin types of consumers.

In this life, humans are inseparable from buying and selling activities. Someone decides on a product before buying. Consumers will go through the purchasing process through several stages that will be carried out, then first consider it to suit the goals to be achieved. It is natural that consumer trust is a company's top priority in creating a product. Where consumer trust can support consumer interest in the product.

One strategy that guides consumers in making purchasing decisions is price. Price is clearly important in a company, because if the company offers a low price, consumers will not want to switch to another supplier. Price is the most important factor that consumers consider when buying a product. The better a product is, the greater the consumer's desire to buy the product.

This study aims to determine whether price affects the decision to purchase Somethinc skincare products through purchase interest. In this study, another supporting factor is

utilizing product quality that has advantages as the main supporting factor that can strengthen purchase interest and ultimately influence purchase decisions.

Based on references from the problems that have been explained previously. The formulation of the problem of this study is as follows:

1. Whether Does Price Influence Purchasing Decisions?
2. Whether Does Price Influence Buying Interest?
3. Does Purchase Interest Influence Purchase Decisions?

## **METHOD**

Research Design is a plan used by researchers to conduct research. The method used in this research is a quantitative method. Quantitative research is a research method based on the philosophy of positivism, collecting data using research tools, analyzing quantitative/statistical data, and formulating a given hypothesis with the aim of testing it (Sugiyono, 2015).

The sampling technique in this study used purposive sampling technique, which is strategic and non-random sampling based on certain considerations. The sample of this study consisted of consumers who were interested in buying and using Somethinc Skincare products among Generation Z in Bekasi City.

In this study, the researcher uses primary data as the basis for the problem being studied. Primary data is a source of data obtained from respondents through questionnaires that have been distributed by researchers.

## **RESULTS AND DISCUSSION**

### **Results**

The results of this article based on problem background, objectives, and methods are as follows:

### **Price**

Price is the most important thing that is often considered by consumers before buying a product. Price in the research journal (Hapzi Ali et al., 2017) is one of the key factors in a company's success because price determines how much profit the company will get from selling its products in the form of goods or services. Price is the amount of money spent on a product or service, or the amount of value exchanged by consumers to obtain benefits or ownership or use of a product or service (Kotler & Armstrong, 2016).

According to (Hadita, 2019) Price is the only element of the marketing mix that generates revenue, other elements incur costs. According to (Anggita & Ali, 2017) adding that a low price does not guarantee that the product will sell, but a price that is too expensive will make consumers feel cheated if it does not match the perceived value.

According to (Kotler & Keller, 2016) There are several dimensions to consider in pricing as follows:

- 1) Price List: a list of product prices that you want to offer to consumers to consider purchasing.
- 2) Discount: providing a price cut for a product that will be sold to consumers.
- 3) Payment Process: provides convenience in the payment process in any form for consumers.

According to (Kotler & Armstrong, 2018) explains that there are four measures or price indicators as follows:

- 1) Price Affordability: Consumers can afford the prices set by the company.
- 2) Price-quality fit: Price is often used as an indicator of quality for consumers. People notice differences in quality and often choose the higher-priced of the two products.

- 3) Price-benefit ratio: Consumers choose to buy a product if the perceived benefits are greater than or equal to the amount spent on the product.
- 4) Price according to ability or price competitiveness: Consumers often compare the price of one product with another product.

### **Buying decision**

Purchasing decisions are the process by which consumers decide which product to choose to buy based on their needs and expectations which will influence the level of satisfaction or dissatisfaction with the product. According to (Al Hafizi & Ali Hapzi, 2021) Purchasing Decision is a person's attitude when buying or using a product that the person considers to provide satisfaction.

According to Kotler & Armstrong (2022) in research journal (Dinda & Ali, 2024) states that purchasing decisions are part of buyer behavior and include research on individuals, groups, or organizations that include the selection, purchase, use of products, ideas or experiences that aim to meet the needs and expectations of buyers.

According to (Kotler & Keller, 2016) explains the dimensions of purchasing decisions as follows:

- 1) Problem Recognition: the buying process begins when the buyer recognizes a problem or need triggered by internal or external factors.
- 2) Information Search: a person will try to find more information involved in searching for needs.
- 3) Alternative Evaluation: where after consumers obtain various types of information, consumers will evaluate strategic alternatives to overcome problems.
- 4) Purchase Decision: consumers in the purchasing process will make a decision whether to buy or not.
- 5) Post-Purchase Behavior: consumers will evaluate whether the product is in accordance with their wishes.

According to (Kotler & Keller, 2016:183) buying decision explained through indicators which are divided into 6, namely:

- 1) Product selection means that consumers can decide to buy a product or use their money for other purposes.
- 2) Brand selection means consumers need to decide which brand to buy, each brand has its own differences.
- 3) Selection of distributor location, namely consumers must make a decision about which retail store they want to go to.
- 4) Purchase time, namely consumer decisions in choosing the time of purchase can vary.
- 5) Payment method, namely consumers can choose which payment method they want to use in deciding to purchase a product or service.

### **Purchase Interest**

Purchase interest is a consumer's plan to purchase a particular product within a certain period of time. According to Kotler & Keller (2016:181) in the research journal (Fauziah & Ali, 2024), purchasing interest shows how likely consumers are to buy a brand and service or how likely consumers are to switch from one brand to another.

According to Philip Kotler and Kevin Lane Keller (2016) in the research journal (Paramita & Ali, 2022), consumer purchasing interest is consumer behavior that consumers want to buy or choose a product based on their choice, use, consumption and even the desired experience.

According to Kotler & Keller (2012:503) in the research journal (Jesslyn et al., 2023) There are 4 dimensions of interest, namely:

- 1) Attention: This stage gets people's attention when they have seen or heard a promotion.
- 2) Interest: the public's interest after basic knowledge of more detailed information about superior products.
- 3) Desire: at this stage society has developed from a simple level to a level of interest in the product.
- 4) Action: making a positive decision towards the company to fulfill the desire to buy.

According to (Kotler & Keller, 2016) interest Purchases are identified through the following indicators:

- 1) Transactional interest, namely a person's tendency to buy a product.
- 2) Referential interest, namely a person's tendency to recommend a product to others.
- 3) Preferential interest, namely interest that describes the behavior of a person who has a primary preference for a product.
- 4) Explorative interest, this interest describes the behavior of someone who is always looking for information about the products they are interested in.

**Table 1: Relevant previous research**

No	Author, Year	Research Results	Similarities with research	Differences with research
1	(Dyah Ayu et al., 2022)	That promotion, price and product quality have a positive and significant influence on the purchasing decisions of skincare products.	Product Quality and Price Variability on Diamond Purchasing Purposes	This study uses SPSS version 25 as a data analyzer.
2	(Tia & Ambardi, 2023)	That Electronic Word of Mouth, Price and Brand Image partially and simultaneously have a significant influence on diamond buying objectives.	Price Variables against diamond purpurture	This study uses SPSS version 26 as a data analyzer.
3	(Marcellino Yanuar, 2023)	That promotion does not influence diamond buying intentions, but price and brand image have a positive and significant influence on diamond buying intentions.	Price variables against diamond purchasing purposes	Promotional variables do not influence diamond volatility
4	(Lia et al., 2022)	That brand image, product quality and price perception have a positive and significant influence on purchasing interest.	Quality Variable Products and Prices topurchase interest	This study uses a purposive sampling method.
5	(Ardy & Nugroho, 2022)	That Brand Image, Price and Product Quality simultaneously have a positive and significant influence on purchasing interest.	Product quality and price variables on purchasing interest	This study uses SPSS as a data tester.
6	(Taqiyya et al., 2022)	That Brand Image and Price have a positive influence on purchasing interest	Price variable on purchasing interest	This study uses the probability sampling method, namely random sampling
7	(Novianti & Asron Saputra, 2023)	That product quality, buying interest and consumer behavior have a positive and significant influence on diamond buying performance.	Variability of product quality and buyer interest in diamond buying purposes	This study uses SPSS version 25 as a tool for analyzing data.

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8	(Agus Sriyanto et al., 2019)	That Brand Ambassador, Interest in Buying and Testimonials have a positive and significant influence on diamond buying goals	Variable Interest in Diamond Purchasing Purchasing	This study uses a simpler random sampling method.
9	(Princess Sukma Tari & Hartini, 2021)	That product quality and location do not have a positive and significant effect on diamond buying demands, but buying interest has a positive and significant effect on diamond buying demands.	Variables of Product Quality and Buyer Interest in Diamond Buying Pursuits	This study uses a purposive sampling method

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## Discussion

### a) Price Influences Purchasing Decisions

The results of the hypothesis test show that Hypothesis (H1) Price has a positive and significant effect on Purchasing Decisions. Price is one of the most important factors in determining a company's market share and profit. Because price is closely related to purchasing decisions. Thus it can be said that price has an effect on purchasing decisions. This can be interpreted that the higher the price is comparable to the quality received, the more consumers feel they get value that is in accordance with the costs incurred. Therefore, proper pricing must pay attention to the balance between product quality and consumer purchasing power by ensuring that the price reflects the value of the product, something can increase purchasing decisions and attract more consumers.

### b) Price Influences Purchase Interest

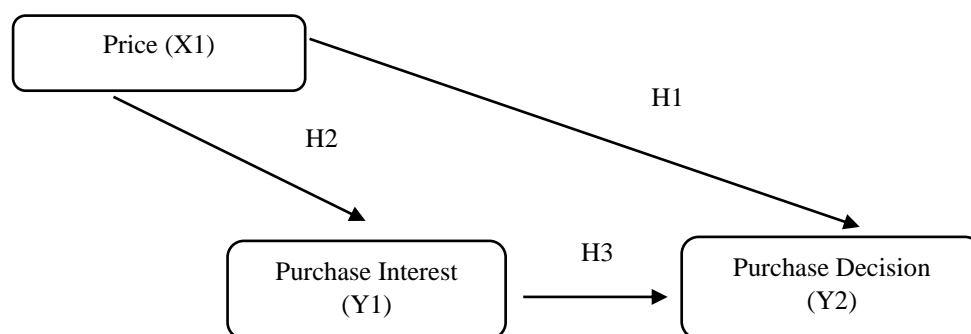
The results of the hypothesis test show that Hypothesis (H2) Price has a positive and significant effect on Purchase Intention. Price is one of the most important factors in influencing consumer purchase intention. When the price of a product is considered appropriate to the value or quality offered, consumers are more likely to buy. This can be interpreted that the better the quality and the appropriate price are able to create a higher perceived value, thus attracting more consumers can increase purchase intention. Although the price offered is higher than other brands, consumers who are interested in Somethinc tend to see it as a long-term investment. Somethinc provides high-quality products and safe natural ingredients are considered to be of higher value than products with lower prices but quality and safety are not guaranteed.

### c) Purchase Interest Influences Purchase Decisions

The results of the hypothesis test show that Hypothesis (H3) Purchase Interest has a positive and significant effect on Purchase Decisions. This can be interpreted that purchase interest reflects the level of consumer interest and desire to buy a product. When purchase interest is high, consumers tend to be more motivated to make decisions in making purchases. Somethinc products have succeeded in attracting consumer purchase interest because Somethinc is often accompanied by the latest innovations and formulations that provide real results, thereby increasing purchase decisions.

## Conceptual Framework

Based on the formulation of the problem, theoretical studies, relevant previous research and discussion of the influence between variables, the framework for thinking in this article is obtained as below:



**Figure 1. Conceptual Framework**

And there are many other factors that influence Purchase Interest (Y1), including:

- a) Product Quality : (Hadita et al., 2020), (Anggita & Ali, 2017), (Fauzi & Ali, 2021), (Doan & Hapzi Ali, 2021) , (Setiawan & Hadita, 2024)
- b) Promotion: (Ali, Evi et al., 2018), (Prihartono & Ali, 2020), (Sulistiorini & Ali, 2017), (Hairiyah & Ali, 2017), (Ali, Narulita et al., 2018), (Hasyim & Ali, 2022).

### CONCLUSION

This study aims to determine the effect of celebrity endorsement on repurchase interest through consumer trust in Scarlett skincare products. Based on the framework that has been described previously, the following hypotheses can be concluded:

- H1: Price influences purchasing decisions.
- H2: Price influences buying interest.
- H3: Purchase Interest influences Purchase Decisions.

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