

DETERMINANTS FACTORS OF SKIN CARE PURCHASE DECISIONS AMONG MILLENNIALS AND GEN-Z IN MEDAN CITY

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Abstract

Consumers today are very selective in choosing a cosmetic product until they finally make the decision to buy the product. As we know that beauty products offered are very diverse. Consumers will choose a beauty product besides having good quality, they will also choose a beauty product that is quite famous or has a brand image. The purpose of this study was to test and analyze the effect of brand image, popularity, price on purchasing decisions for skincare products for the millennial's generation and gen-z in Medan City. This study uses quantitative research methods based on the philosophy of positivism, used to research on certain populations and samples. This study used 100 samples from the Medan Petisah sub-district whose sampling used the cluster random sampling method. Based on the research results obtained that the brand image variable has a t-statistics value of $1.398 < 1.66$ and p-value of 0.163, so the brand image has no significant effect on purchasing decisions for skincare products, the brand popularity variable has a t-statistics value of $4.239 > 1.66$ and p-value of 0.000, then brand popularity has a positive and significant effect on purchasing decisions for skincare products and the product price variable has a t-statistics value of $2.246 > 1.66$ and p-value of 0.025, then the product price has a positive and significant effect on purchasing decisions for skincare products for millennials and gen-z in Medan City.

Keywords: Brand Image, Brand Popularity, Product Price, Purchasing Decision

1. Introduction

The development of the cosmetics and beauty business in Indonesia is one of the destinations for people to use products or services that are increasingly popular among the millennial generation. The brand of a beauty product is increasing and has its own appeal to users of products and services that make it one of the main choices to improve appearance to be more attractive and look more contemporary. The brand image of a product and service will not be able to survive without the help of a public figure, because people in general and the millennial generation in particular are identical to always imitate the lifestyle and fashion of these public figures.

Consumers today are very careful in choosing cosmetic products before buying them. They consider many things before making a purchase decision. In choosing beauty products, consumers not only pay attention to their quality but also to their brand image. Products that have a good reputation or are widely known tend to be the first choice for consumers. Cosmetics are beauty products that are very important to support the beauty and health of facial skin, especially in gen-Z. The need for facial and body skincare is a change in the economic behavior pattern of Gen-Z. Gen-Z is a generation born in 1997 to 2012, this generation is a transitional generation from the millennial generation with increasingly rapid technological developments. The development of the modernization

era in the world of cosmetics has led to changes in the economic behavior of gen-Z that are different from previous generations. Awareness of the importance of facial and body skin care makes gen-Z more interested in buying cosmetic products so that cosmetic products become a mandatory need. Based on data from the Ministry of Industry (2018), the national cosmetics industry grew 7.36% in the first quarter of 2018. This figure increased when compared to 2017 which grew 6.35%, the magnitude of this opportunity makes Indonesia a target market for beauty industry businesses at home and from abroad. Looking at BPS data, in the first quarter of 2020, the performance of chemicals, pharmaceuticals and traditional medicines including the cosmetics sector experienced a growth of 5.59%. Even amidst the pressure of the impact of the Covid-19 pandemic, this manufacturing group was able to make a significant contribution to foreign exchange through the achievement of its export value which exceeded 317 million US dollars in the first semester of 2020 or increased by 15.2% compared to the same period in 2019 (Ministry of Industry, 2020).



Figure 1. Development of Skincare Brands in the Indonesian Industry Market
Source: <https://kompas.co.id/>

In Figure 1 above shows data on the development of skincare brands in the Indonesian industrial market that in the first rank there is the somethinc brand with a total of 53.2B and in the last rank is bio beauty lab with 5.7B. not without reason somethinc can be the top selling brand in E-commerce, the somethinc brand is being favoured by gen-z at the moment because the price of the product is very affordable and the ingredients and skincare actives used are the best grade especially this has been proven by sharing positive reviews from loyal somethinc customers. To provide credible education to the public, Somethinc collaborates with 12 trusted beauty doctors through its social media (Source: <https://www.clozette.co.id/>).

The development of the cosmetics industry in Indonesia is also based on the emergence of various phenomena such as beauty trends and cosmetic brands that attract customers to be interested in these beauty products. The same is the case with the Korean style trend and which is currently developing, this trend creates a phenomenon that customers will be more interested in a product if the product is related to a Korean actress/actor. At this time, it is being excited by the Korean makeup look trend which attracts the attention of many young people to adults and the elderly, even minors like the Korean look. This is because many Korean actresses/actors wear cosmetics with a natural makeup look that shows all women in Indonesia that their faces will still look healthy and shiny even if they

wear cosmetics. With the emergence of make-up trends that use natural looks methods, customers, especially gen-z, are increasingly selective in choosing their cosmetic products. Most consumers choose a brand or product identity that makes their make-up look like natural looks. Therefore, it will indirectly give customers the desire to buy these cosmetic products so that producers take a strategy by introducing their cosmetic products through a Korean actress/actor who is currently trending in gen-z. Gen-z will basically trust Korean cosmetic products more because the content in cosmetic products in Korea is more guarantee for gen-z customers in Indonesia and few of the current gen-z customers do not realise that there are many local brands whose products are no less good quality. One of them is the local brand Wardah which is a local cosmetic brand that has a MUI halal certificate and not only that, this local brand can also be said to be able to compete with Korean original foreign brands.

With the increase in skincare products in Indonesia, especially in Medan City, skincare producers must pay attention to the brand image of skincare products produced by producers, which according to Kotler (2013: 346), brand image is the perception and belief made by consumers, as reflected in the associations that occur in consumer memory. With the brand image of skincare manufacturers, the products sold in the market have great confidence for consumers to buy these products. There are still many skincare products that pay less attention to brand image, one of which is temulawak skincare products where temulawak skincare products pay less attention to the product image of the skincare so that in the market temulawak skincare is considered cheap and causes skin disorders, temulawak skincare in recent years has decreased. In paying attention to the brand image of a skincare consumer often pays attention to the popularity of the skincare he will buy, such as the phenomenon described above, many Gen-Z in Indonesia buy skincare products that are viral in the ginseng country. Gen-Z in Indonesia has the view that what hits the country must have good quality and be effective for their skin, so products from South Korea sell well among Gen-Z in Indonesia.

Popularity means being known and liked by many people or a person's actions or behaviour in actualising themselves to be famous or known by the public. What consumers need, especially among Gen-Z Medan City, is a high-quality product and a price that is in accordance with the benefits obtained, one of the local skincare brands, namely skintific, which presents skincare products made from natural natural ingredients and environmentally friendly packaging with useful functions and varying prices, avoskin provides for various types of facial skin such as sensitive skin, oily skin, dry skin, acne prone and there is special eye care. According to Habibah & Sumiati (in Melati and Dwijayanti, 2020) Price is the amount of value including goods and services offered to replace objects. The relationship between brand image, popularity and price with purchasing decisions is that it affects consumer decisions in making purchases, the higher the price, the lower the popularity, and the less trust in the brand image, the lower the purchasing decision. According to Buchari Alma (2016: 96) suggests that purchasing decisions are consumer decisions that are influenced by financial economics, technology, politics, culture, products, prices, location, promotion, physical evidence, people, process.

2. Theoretical Background

2.1. Brand Image

According to Bailey & Milligan (2022), brand image can be a way of establishing a self-label and establishing an attachment to the idea that we are what we buy by attaching colours, interests and preferences can help consumers make decisions because brands can

be everywhere. The brand image of a brand has a special and very high level of influence on the purchase decisions of consumers using online applications (Octhaviani, S & Sibarani, H.J, 2021). The indicators used in brand image are (1) strength of brand association; (2) advantage of brand association; (3) uniqueness of brand association. (Kotler & Keller, 2016). An effective brand image can reflect three things, including (1) building product character and providing value proposition; (2) providing product character uniquely so that it is different from competitors; (3) providing emotional strength rather than rational strength. In other words, a brand is a unique identity in the form of a name, symbol or packaging that is used to distinguish a product or service from a seller or group of sellers and to differentiate it from the products or services of competitors. Brands help to build consumer confidence in products and services by providing assurance that the product will not only meet needs but will also provide greater satisfaction. Brands emerge when competition between products increases, requiring the strengthening of identity to differentiate products from competitors. Brands are very useful for companies to dominate the market. Brand image includes consumer interpretations of the attributes, benefits, uses, situations, users, characteristics of the marketer or manufacturer of the product. It is also a representation of the overall perception of the brand, which is formed from information and past experiences with the brand.

2.2 Brand Popularity

According to Hermawan (2014) in Tumagor and Hidayat (2018:57), brand popularity is the ability of a potential buyer to recognise or recall a brand that is part of a product category. Brand popularity is the initial stage in building a product brand. According to Shimp, brand awareness includes the ability of a brand to be present in consumers' minds when they think about a particular product category, as well as how easily the brand name is remembered. Furthermore, brand awareness is considered as one of the fundamental dimensions in brand equity. According to Percy and Rossiter, brand awareness refers to the buyer's ability to recognise (know or remember) a brand with enough detail to trigger a purchase. The brand awareness process requires continuous efforts to instil confidence that a particular brand has been recognised before, so that consumers have confidence that the brand is the top choice among other brands in the same product category. Thus, it can be concluded that brand popularity or brand awareness is the ability of consumers to remember and recognise a product associated with a brand. The indicators used in brand popularity are (1) being able to recognise brand characteristics; (2) considering the brand; (3) trust in the product (Nazib, 2016).

2.3 Product Price

According to Mardia et al. (2021) price is the amount of money spent on a product or service, or the amount of value exchanged by consumers to obtain the benefits or use of a product or service. According to Arif Rahman (2010), he explained that pricing aims to: (1) income, most businesses generally depend on income, except for businesses in the field of public services; (2) capacity, in business, companies generally adjust demand and supply, also using maximum production limits; (3) customers, the determination of a price is usually representative, that is, it adapts to all kinds of customers, market segments, and various purchasing power. Then these 3 things can be applied with a price reduction system, bonuses, and others. According to Ardista & Wulandari (2020) prices are influenced by several factors including: (1) analysing the demand for a product. There are

two steps to analysing product demand, namely by analysing expected prices and analysing differences in sales; (2) competitor responses. Competitors are a component that causes price creation, especially the expected danger of competition. The indicators used in product prices are: (1) price affordability; (2) price compatibility with product quality; (3) price compatibility with benefits; (4) price according to ability or price competitiveness. Kotler & Armstrong (2016:78).

2.4 Purchasing Decision

According to Kotler and Armstrong (2001), understanding purchasing decisions is the stage in the decision-making process where consumers actually choose. In addition, decision making is an individual activity that is directly related to obtaining and using the goods that have been provided. According to Kotler & Armstrong (2008), a purchase decision is a decision-making process about a purchase that includes determining what to buy and what not (Kotler & Armstrong, 2008). According to Setiadi (2003), problem solving is the right term for consumer purchasing decisions. Problem solving is an ongoing relationship between the environment, cognitive, affective and behavioural processes. The first stage is understanding the problem. Next, the best options are evaluated. In the next step, the goods and services that have been selected. In the next stage, the products or services that have been selected or designated will be used. Consumers will reconsider their choice after experiencing the results of using the product. Consumers will go through several steps to find out the fulfilment of their needs and subsequent problems before arriving at the post-purchase evaluation stage. This consumer decision-making behaviour about goods or services is known as the post-purchase evaluation stage. (Pranoto,2008). From several definitions of purchasing decisions, it can be concluded that a purchasing decision is a decision-making process for a purchase that will determine whether or not the product or service is purchased, which begins with awareness of the fulfilment or desire. The indicators used in purchasing decisions are (1) product choice; (2) brand choice; (3) supplier choice; (4) purchase time; (5) purchase amount; (6) payment method. Kotler and Armstrong (2016:78).

2.5 Conceptual Framework

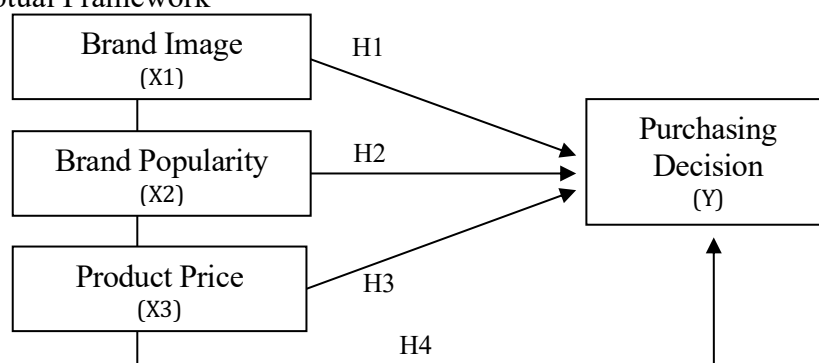


Figure 1. Conceptual Framework

Based on the conceptual framework above, the following hypotheses can be drawn:
H1: Brand image has a positive and significant effect on purchasing decisions for skincare products for millennials and gen-z in Medan City
H2: Brand popularity has a positive and significant effect on purchasing decisions for skincare products for millennials and gen-z in Medan City
H3: Product price has a positive and significant effect on purchasing decisions for

skincare products for millennials and gen-z in Medan City

H4: Brand image, brand popularity, and product price has a positive and significant effect on purchasing decisions for skincare products for millennials and gen-z in Medan City

3. Methods

Quantitative method is the method used in this research. The meaning of quantitative is a method based on the ideology of positivism which is used to examine populations or samples used randomly so that using research tools that analyse quantitative aims in hypothesis testing (Sugiyono 2017: 14). Quantitative methods are used in order to determine the effect of a treatment which is then tested hypothesis. The population in this study is the population in Medan Petisah Subdistrict in 2022 which totalled 72,587 people with a population density of 10,643 people/km² (<https://medankota.bps.go.id>). The number of samples in this study obtained 100 respondents using the Slovin formula and the sampling technique using simple random sampling. The data collection technique used is a questionnaire using a Likert scale with the following options: Strongly Agree (5), Strongly Agree (4) Agree (3), Disagree (2), Disagree (1). The data analysis technique used in this study is to use partial least square analysis. According to (Yamin 2021:7), partial least square (PLS) analysis aims to predict / explore / develop model theory, inventory and determine the research variables involved and their measurements, create a structural model path diagram, determine research hypotheses and supporting references / theories. This study uses three stages of analysis, namely: (1) Outer Model Analysis, where the purpose of testing the outer model is to provide value to the reliability and validity analysis. Outer model with indicators is evaluated through Convergent Validity, Discriminant Validity, Average Variance Extracted (AVE), Composite Reliability and Cronbach Alpha (Musyaffi et al 2022: 10-11). (2) Inner Model Analysis is the causality relationship between latent variables in both exogenous and endogenous research (Musyaffi et al 2022: 10).

4. Results and Discussion

4.1 Measurement Model (Outer Model)

4.1.1 Reliability Test

Reliability test is the result of measurement using the same object, will produce the same data. According to Sarwono, Jonathan (2014), reliability is a measure of the internal consistency of indicators of a construct that shows the degree to which each indicator shows a common latent construct. According to Kowanda, Dionysia (2016), the reliability requirement is a measure of the stability and consistency of the results (data) at different times. To test the reliability of the constructs in the study, the composite reliability value was used. According to Maspaitella, Billy J. et al (2018), a variable is said to meet construct reliability if it has a composite reliability value > 0.7 and a Cronbach alpha value of > 0.7 has a good level of reliability for a variable. The composite reliability value of each indicator can be seen in Table 1 below:

Table 1. Reliability Test Result

	Cronbach's Alpha	Composite reliability (rho a)
Brand Image (X1)	0.839	0.854
Brand Popularity (X2)	0.904	0.912
Product Price (X3)	0.784	0.801
Purchasing Decision (Y)	0.902	0.906

Source: Data Processed, 2024

In Table 1 above, it can be explained that the brand image variable with a Cronbach's alpha of 0.839 while the composite reliability is 0.854, it is declared reliable, the brand popularity variable with a Cronbach's alpha of 0.904 while the composite reliability is 0.912, it is declared reliable, the product price variable with a Cronbach's alpha of 0.784 while the composite reliability is 0.801, it is declared reliable, the purchasing decision variable with a Cronbach's alpha of 0.902 while the composite reliability is 0.906, it is declared reliable.

4.1.2 Validity Test

1) Convergent Validity

According to Widyaningtyas, Syarah, et al (2016), the validity test is intended to measure the extent to which the accuracy and accuracy of a measuring instrument in performing its measuring instrument function or providing appropriate measurement results by calculating the correlation between each statement and the total score. In this study, the measurement validity test consists of convergent validity and discriminant validity. Convergent validity is a measure of the quality of a measurement instrument where the instrument itself is typically a set of question-statements (Kock, 2020a). A measurement instrument has good convergent validity if the question-statements (or other measures) associated with each latent variable are understood by the respondents in the same way as they were intended by the designers of the question-statements (Kock, 2014). In essence, the assessment of convergent validity is an analysis of the relationships between question statements and latent variables based on loadings and cross-loadings. The coefficients of the question statements with the primary latent variable are called factor loadings or loadings, while the coefficients of the question statements with the other latent variables are called cross-loadings.

Table 2. Loading Factor

	X1 Brand Image	X2 Brand Popularity	X3 Product Price	Y Purchasing Decision
X1.1	0.751			
X1.2	0.798			
X1.3	0.619			
X1.4	0.634			
X1.5	0.835			
X1.6	0.822			
X2.1		0.525		
X2.2		0.702		
X2.3		0.653		
X2.4		0.712		
X2.5		0.825		
X2.6		0.734		
X3.1			0.606	
X3.2			0.741	
X3.3			0.863	
X3.4			0.799	
X3.5			0.823	
X3.6			0.761	
X3.7			0.863	
X3.8			0.722	
Y1				0.717

Y2			0.674
Y3			0.731
Y4			0.708
Y5			0.709
Y6			0.683
Y7			0.671
Y8			0.761
Y9			0.650
Y10			0.689
Y11			0.658
Y12			0.661

Source: Data Processed, 2024

In Table 2, the loading factor can be explained, namely the variables of brand image, brand popularity, and product price show that all loading factors have a value of > 0.7 or at least mentor the value of 0.5, so it can be concluded that all indicators have met the criteria for convergent validity, because the indicators for all variables have not been eliminated from the model.

2) Discriminant Validity

Discriminant validity is the extent to which a construct is truly different from other constructs according to empirical standards. (a) Square roots of Average Variance Extraction (AVEs). Discriminant validity is comparing the square roots of Average Variance Extracted (AVE) value of each construct with the correlation between other constructs in the model. If the AVE root value of each construct is greater than the correlation value between constructs and other constructs in the model, it is said to have good discriminant validity value. (b) Average Variance Extracted (AVE). Discriminant validity uses Average Variance Extracted (AVE). If the Average Variance Extracted (AVE) value above is > 0.50 , it can be stated that each variable has good discriminant validity.

Table 3. Discriminant Validity

	Average variance extracted (AVE)
Brand Image (X1)	0.531
Brand Popularity (X2)	0.587
Product Price (X3)	0.603
Purchasing Decision (Y)	0.548

Source: Data Processed, 2024

According to the information presented in Table 3, the average variance extracted (AVE) values for the latent variables of brand images (0.531), brand popularity (0.587), product price (0.603), and purchasing decision (0.548), all exceed 0.50. This indicates that the measurement model demonstrates valid discriminant validity, as the latent variables exhibit AVE values greater than the recommended threshold. Furthermore, the assessment of discriminant validity is also performed based on the Fornell-Larcker criterion, as outlined by Dandi Pratama, Novrian, et al (2018). According to this criterion, if the correlation between a latent construct and its indicators is higher than the correlation with other constructs, it implies that the latent construct can better predict the indicators compared to other constructs. Henseler, et al (2015) emphasize that the Fornell-Larcker criterion, a well-established method for over three decades, involves comparing the square root of the AVE for each construct with the correlations between that construct and other constructs in the model.

Table 4. Fornell Larcker Criterion

	Brand Image (X1)	Brand Popularity (X2)	Product Price (X3)	Purchasing Decision (Y)
Brand Image (X1)	0.748			
Brand Popularity (X2)	0.747	0.776		
Product Price (X3)	0.728	0.763	0.698	
Purchasing Decision (Y)	0.721	0.739	0.654	0.693

Source: Data Processed, 2024

In Table 4, the Fornell Larcker criterion can be explained by successively starting from the brand image variable of 0.748, brand popularity of 0.776, product price of 0.698, and purchasing decision of 0.693. Based on Table 2, it appears that each statement indicator has the highest loading factor value on the latent construct tested than the other latent constructs, meaning that each statement indicator is able to be predicted well by each latent construct in other words, discriminant validity is valid. So, it can be concluded from the table results that all constructs meet the criteria for discriminant validity.

4.2 Inner Model Analysis

After evaluating the model and obtaining that each construct has met the requirements of Convergent Validity, Discriminant Validity, and Composite Reliability, what follows is an evaluation of the structural model which includes testing model fit, Path Coefficient, and R². Model fit testing is used to determine whether a model has a match with the data.

4.2.1 Path Coefficient

A measuring tool used to see how much influence one variable has on another. This can be seen through the level of significance. The value of the path coefficient ranges between 1 and -1, the closer to 1 or -1 the stronger the relationship (Ghozali & Latan, 2015:80)

Tabel 5. Path Coefficient

	(Y) Purchasing Decision
(X1) Brand Image	0.150
(X2) Brand Popularity	0.485
(X3) Product Price	0.266
(Y) Purchasing Decision	

Source: Data Processed, 2024

Based on Table 5, which is the result of eliminating several statements, the brand image variable has an influence on the purchasing decision variable of 0.150 or 15%. The brand popularity variable has an influence on the purchasing decision variable of 0.485 or 48.5%. The product price variable has an influence on the purchasing decision variable of 0.226 or 22.6%.

4.2.2 Model Fit

Used to evaluate measurement models and structural models and provide a simple form of measurement for the entire prediction model (Ghozali & Latan, 2015: 82)

Tabel 6. Model Fit

	Saturated model	Estimated model
Chi-square	1.107.176	1.107.176
d ULS	4.812	4.812
d G	2.456	2.456
NFI	0.574	0.574
SRMR	0.095	0.095

Source: Data Processed, 2024

NFI values ranging from 0 - 1 are derived from the comparison between the hypothesised model and a particular independent model. The model has a high fit if the value is close to 1. Based on the table above, the NFI value is 0.574, which means that it has a model fit that can be declared good. (Ghozali, 2014)

4.2.3 R Square

Inner model (inner relation, structural model, and substantive theory) describes the relationship between latent variables based on substantive theory. The structural model is evaluated using R-square for the dependent construct. The R² value can be used to assess the effect of certain endogenous variables and exogenous variables whether they have a substantive effect (Ghozali, 2014).

Tabel 7. R Square

	R-Square	R-Square Adjusted
(Y) Keputusan Pembelian	0.696	0.686

Source: Data Processed, 2024

Based on Table 7 above, the R Square value is 0.696, this means that 69.6% of variations or changes in purchasing decisions are influenced by brand image, brand popularity, and product prices, while the remaining 30.4% is explained by other reasons. So, it can be said that the R Square on the purchasing decision variable is moderate.

4.3 Structural Model Test

According to Ghozali and Latan (2015: 78), structural model testing is done by looking at the relationship between constructs

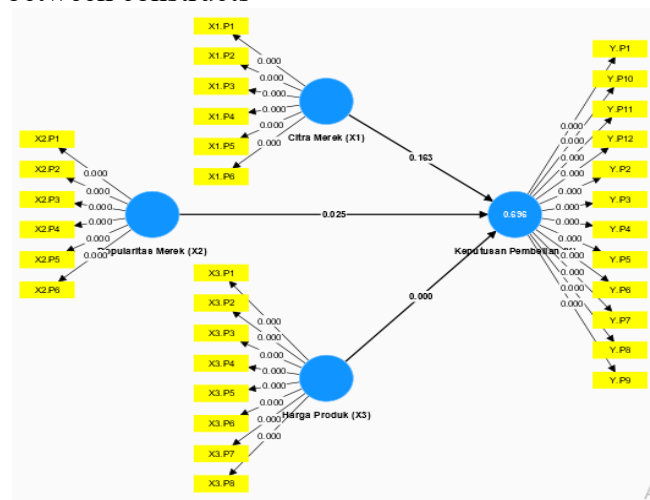


Figure 2 Structural Model
 Source: Data Processed, 2024

To determine the structural relationship between latent variables, hypothesis testing must be carried out on the path coefficient between variables by comparing the p-value with alpha (0.1) or t-statistic of (>1.66). The p-value and t-statistic are obtained from the output in SmartPLS using the bootstrapping method.

Table 8. Direct Effect

	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Brand Image (X1) -> Purchasing Decision (Y)	0.107	1.398	0.163
Brand Popularity (X2) -> Purchasing Decision (Y)	0.114	4.239	0.000
Product Price (X3) -> Purchasing Decision (Y)	0.118	2.246	0.025

Source: Data Processed, 2024

According to Assegaff (2015), in this study there are 3 hypotheses to be developed. To test the hypothesis, the criteria used are the path coefficient value and the t-statistic value. According to Natalia, Ria & Tarigan, Josua (2014), the criteria for the path coefficient value is that if the value is positive, then the effect of a variable on the variable is unidirectional. If the path coefficient value is negative, then the effect of a variable on another variable is in the opposite direction. The research hypothesis can be accepted if the calculated t value (t-statistic) > t table at an error rate (α) of 10%, namely 1.66

1) Brand Image (H1)

Brand image has a t-statistics value of $1.398 < 1.66$ and p values of 0.163, so brand image has no effect on purchasing decisions for skincare products for millennials and gen-z in Medan City.

2) Brand Popularity (H2)

Brand popularity has a t-statistics value of $4,239 > 1.66$ and p values of 0.000, so brand popularity has a positive and significant effect on purchasing decisions for skincare products for millennials and gen-z in Medan City.

3) Product Price (H3)

The product price has a t-statistics value of $2.246 > 1.66$ and p values of 0.025, so the product price has a positive and significant effect on purchasing decisions for skincare products for millennials and gen-z in Medan City.

4.4 Discussion

4.4.1 The Effect of Brand Image on Purchasing Decisions

Brand image will be one of the factors that determine purchasing decisions for potential consumers. A good brand image is also supported by good product quality. Every company will provide the best offer for potential consumers to choose its products for use because every company will compete to provide the best offer for its consumers. The results of this study indicate that brand image has a t-statistics value of $1.398 < 1.66$ and p-value of 0.163, so brand image has no effect on purchasing decisions for skincare products for millennials and gen-z in Medan City. This research is in line with and supported by previous research by Christania A.S. Wowor (2021), which raised the title of the effect of brand image, price and lifestyle on purchasing decisions for kopi janji jiwa in Manado City, the results of the study state that brand image has no significant effect on purchasing decisions, price has a significant effect on purchasing decisions, and lifestyle has a significant effect on purchasing decisions for Kopi Janji Jiwa in Manado City, and also supported by Fauzi, Asri (2020), which states that brand image has a

positive but insignificant effect on purchasing decisions. According to Hendra Jonathan (2021), it states that the brand image of a brand has a special impact and at a very high level on the purchasing decisions of consumers who use digital applications in Medan City.

4.4.2 The Effect of Brand Popularity on Purchasing Decisions

The brand name will associate information about the value of the product to consumers so that it can influence consumer decisions when buying products. The influence of brand names on product success needs to be researched to help companies build good marketing strategies. The results of this study show that brand popularity has a t-statistics value of $4,239 > 1.66$ and p values of 0.000, so brand popularity has a positive and significant effect on purchasing decisions for skincare products for millennials and gen-z in Medan City. This research is in line with previous research by Riski Ananda (2018), which raised the title of the influence of brand image on consumer decisions in buying wrangler brand pants at the barcode distro in New Week. With the results of the study that the decision to purchase the wrangler brand at the barcode distro is in the good category. The effect of brand image is 0.115, meaning that 11.5% of purchasing decisions are determined by brand image while 88.5% is determined by other variables not observed in this study. The correlation between brand image variables and purchasing decisions is categorised as good and positive.

4.4.3 The Effect of Product Price on Purchasing Decisions

According to Kotler and Armstrong (2018), the relationship between price and purchasing decisions is that price affects consumers' purchasing decisions, the higher the price, the lower the purchasing decision, on the contrary, if the price is low, the purchasing decision changes higher. The results of this study show that product prices have a t-statistic value of $2.246 > 1.66$ and p-value of 0.025, so product prices have a positive and significant effect on purchasing decisions of skin care products for millennials and gen-z in Medan City. This research is consistent with previous research by Cindy Magdalena (2021) that price has a significant effect on purchase decisions, namely 9.623 or 96.2%. This is also in line with the significant number, so that H_0 , which states that there is no significant influence between the price dimension on the purchase decision variable, is rejected. The price dimension therefore partially has a significant effect on the purchase decision. For each change in price whose indicators are (affordable price, price in accordance with the benefits felt by consumers, price competes with other similar products) will affect the buyer's decision by 9.623, which means that the buyer's decision will increase by 9.623 in one unit.

4.4.4 The Effect of Brand Image, Brand Popularity, and Product Price on Purchasing Decisions

Purchasing decision is a final decision that a consumer has to buy a good or service with certain considerations. Purchasing decisions made by consumers illustrate how far marketers are in trying to market a product to consumers. The brand image variable has an influence on the purchasing decision variable of 0.150 or 15%. The brand popularity variable has an influence on the purchasing decision variable of 0.485 or 48.5%. The product price variable has an influence on the purchasing decision variable of 0.226 or 22.6%. And the R Square value is 0.696, this means that 69.6% of variations or changes in purchasing decisions are influenced by brand image, brand popularity, and product

prices, while the remaining 30.4% is explained by other reasons. So it can be said that the R Square on the purchasing decision variable is moderate.

5. Conclusion

From the results of the research and discussion, it can be concluded that:

- a. Brand image partially has no positive effect on purchasing decisions for skincare products for millennials and gen - z in Medan City.
- b. Brand popularity partially has a positive and significant effect on purchasing decisions for skincare products for millennials and gen - z in Medan City.
- c. Product prices partially have a positive and significant effect on purchasing decisions for skincare products for millennials and gen - z in Medan City.
- d. Brand image, brand popularity, and product price simultaneously have a positive and significant effect on purchasing decisions for skincare products for millennials and gen - z in Medan City.

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