



The influence of brand image, product quality, and trust on purchase intention for skintific moisturizers in Batam City

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ABSTRACT

This study investigates the influence of brand image, product quality, and trust on consumer purchase intention toward Skintific moisturizer at PT X in Batam City. Employing a quantitative research design grounded in the positivist paradigm, data were collected from primary sources through structured questionnaires distributed to consumers. The total number of respondents was determined using a purposive sampling approach, and statistical analysis was conducted using multiple linear regression with the assistance of SPSS software to evaluate both partial (t-test) and simultaneous (F-test) effects. The empirical findings reveal that brand image exerts a positive and significant effect on purchase intention, indicating that a favorable perception of the brand—encompassing company reputation, product image, and user image—directly increases consumers' willingness to buy. Product quality also shows a positive and significant influence, suggesting that the perceived excellence of the product's safety, texture, efficacy, and performance enhances consumer interest. Likewise, consumer trust significantly and positively impacts purchase intention, demonstrating that confidence in the authenticity, reliability, and integrity of the product fosters higher purchasing motivation. Moreover, the simultaneous test results confirm that brand image, product quality, and trust collectively have a substantial influence on purchase intention. These findings are consistent with previous research, reinforcing the theoretical understanding that purchase intention is shaped by an interrelated combination of cognitive, affective, and behavioral factors. Theoretically, the study contributes to marketing literature by validating the importance of brand image, product quality, and trust in shaping consumer behavior in the skincare industry.

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1. INTRODUCTION

According to (Jasa & Asrudi, 2024), the contemporary skincare industry has experienced rapid growth as global competition intensifies and brands strive to highlight the superiority of their products. Both women and men increasingly associate personal appearance with expressions of natural beauty, making facial aesthetics an essential indicator of self-confidence during social interaction. Shifts across time have significantly shaped consumer needs for skincare, resulting in

heightened public attention toward facial cleanliness and overall skin health. The expansion of self-care trends has also encouraged numerous international skincare brands to penetrate Southeast Asian markets, including Skintific.

Skintific, an abbreviation of "Skin and Scientific," is a Canadian brand established in 1957 and developed under the TTE (Trilogy Triangle Effect) technology, which emphasizes the use of pure active ingredients to produce effective and safe outcomes, particularly for sensitive skin. The brand utilizes the slogan "We Repair Your Skin Barrier" to attract consumers seeking smoother and healthier skin (Ayun et al., 2024). Skintific has gained recognition across Malaysia, Singapore, the Philippines, Thailand, and Vietnam, and was initially introduced in Oslo, Norway before entering Indonesia under the management of PT May Sun Yvan. Its presence in the Indonesian market aligns with the increasing demand for scientifically validated skincare products (Nabila, 2025).

Skintific achieved significant recognition in 2022 through seven national beauty awards, including the "Best Moisturizer" category presented by Female Daily, Sociolla, Beautyhaul, and TikTok Live Awards. However, as of 2025, no new awards have been recorded, indicating a stagnation in recent industry recognition (L. M. Kusuma et al., 2023). Among its products, the Skintific 5X Ceramide Barrier Moisturizer remains highly sought-after due to claims that its five-ceramide formulation effectively addresses skin barrier issues such as acne, redness, dryness, and textural irregularities.

In Indonesia, Batam has emerged as a notable market for Skintific due to its strategic location near Singapore and Malaysia, functioning as a Free Trade Zone (Rudiansyah, 2025). High levels of coastal urban pollution have contributed to increasing skin concerns among local residents, making the city highly receptive to international skincare products. Skintific's distribution in Batam is accessible through both online and offline channels, reinforcing its position as a competitive international and national skincare brand.

Several factors influence consumers' purchase intentions, including brand image, perceived product quality, and consumer trust. A strong brand image enhances confidence, perceived quality affects safety and performance evaluations, and trust strengthens consumers' sense of security regarding product authenticity and credibility. Purchase intention itself is shaped by behavioral stimuli originating from external environments, followed by evaluation processes in which trust plays a determining role (Dwijantoro et al., 2022; Mahali, 2023; Nurlatipah et al., 2023). Trust reduces uncertainty and ensures that consumers believe their expectations will be met (Harahap & Amanah, 2022; Ramli et al., 2025).

Despite the brand's popularity, purchase intention for Skintific moisturizers in Batam remains relatively low. The Top Brand Index recorded only 5.8% in 2025, with no prior listings in earlier years, and consumer concerns include negative product experiences and fears regarding counterfeit goods. This condition is further reflected in local market indicators, where retailer-level observations and online marketplace data show relatively low repeat purchase frequency and limited consumer retention for Skintific moisturizers in Batam compared to competing brands. In addition, sales growth in Batam has been reported to lag behind established competitors, suggesting that consumer trial does not consistently translate into sustained purchase behavior, thereby reinforcing the indication of weak purchase intention beyond the Top Brand Index figure. These issues suggest that brand image, product quality, and trust remain insufficiently strong to drive optimal purchase intention.

Trust is particularly affected by the circulation of counterfeit Skintific moisturizers that closely resemble authentic products, undermining brand credibility. Consumers who lack confidence may experience apprehension during purchase decisions, eventually reducing their willingness to buy. Product quality concerns further complicate this issue, as some users report adverse reactions such as breakouts, redness, and irritation, despite Skintific's claim of suitability for all skin types (Septiani & Fadillah, 2022). Evidence from user testimonials on TikTok (2023) demonstrates that certain individuals, including those in Batam, discontinue use due to incompatibility, especially when experiencing discomfort after application.

These user experiences highlight the need for greater transparency, expanded clinical testing, and improved product education to ensure that perceived product quality aligns with consumer expectations. Brand image also plays a central role, as consumer perceptions are

shaped by brand reputation, accumulated experiences, and available information (Juniyanti & Saputra, 2022; Putri & Saputra, 2023).

A comparative analysis of facial moisturizer brands based on the 2025 Top Brand Index shows that Skintific entered the list only in 2025, achieving the lowest score (5.8%) among brands such as Citra, Garnier, and Wardah, which have consistently ranked since 2021. This indicates that Skintific's brand image remains comparatively weak and less recognized by the broader consumer market, requiring stronger branding strategies and improved consumer trust to compete effectively.

Consumers tend to increase purchase intention when perceived benefits outweigh the required effort or sacrifice; conversely, dissatisfaction with quality or uncertainty regarding product authenticity may drive consumers toward competing brands. The presence of counterfeit goods, lingering quality concerns, and an underdeveloped brand image collectively contribute to the low purchase intention for Skintific moisturizers in Batam (Amini & Auliya, 2025). Strengthening brand image, enhancing product quality, and rebuilding consumer trust are therefore essential to increasing future purchase interest.

Although prior studies have examined the influence of brand image, product quality, and trust on purchase intention within the skincare industry, most have focused on nationally aggregated samples or well-established local brands, with limited attention to emerging international brands operating in specific cross-border urban markets. Moreover, previous research rarely incorporates contextual issues such as counterfeit product circulation and localized consumer risk perception, particularly in free trade zones like Batam. This study addresses this gap by integrating brand image, product quality, and trust within a localized market context characterized by high exposure to imported products and imitation risks, thereby offering contextual and empirical value beyond mere replication.

Based on the issues and evidence presented, the researcher has formulated the study titled *"The Influence of Brand Image, Product Quality, and Trust on Purchase Intention for Skintific Moisturizers in Batam City"* to obtain a comprehensive understanding of how these variables shape consumer purchasing decisions.

2. RESEARCH METHOD

The research was conducted in Batam Kota District, Batam City, Riau Islands Province, selected due to the high level of skincare product usage, particularly the Skintific moisturizer, which has gained notable market recognition. Data collection was carried out between September 2025 and January 2026 through questionnaires distributed to consumers who were familiar with and had previously used the Skintific moisturizer in Batam Kota. The instrument included questions on respondent characteristics such as gender, age, education, income, and product usage, along with perceptions regarding brand image, product quality, trust and purchase intention. The study population consisted of skincare consumers in Batam Kota who met these criteria (Septiani & Fadillah, 2022).

Batam City is characterized by a large and active skincare consumer base, dominated by young and productive-age users. Market observations and prior regional consumer studies indicate that skincare users in Batam are predominantly aged between seventeen and forty years, with a higher proportion of female consumers, although male usage has shown a steady increase in recent years. Purchasing behavior is largely concentrated in online marketplaces such as Shopee and Tokopedia, complemented by offline purchases through drugstores, beauty retailers, and authorized distributors. The estimated size of this consumer segment is substantial, supported by Batam's dense urban population and strong exposure to cross-border beauty trends from Singapore and Malaysia, making it a relevant and representative population for examining purchase intention toward the Skintific 5x Ceramide Barrier Moisturizer.

In this research, the independent variables were defined as brand image, product quality, and trust, following the view of (Purwanza et al., 2022) that independent variables function as causal factors influencing other variables. The dependent variable, purchase intention (Y), was conceptualized based on the same authors as the variable affected by the independents. The operational definitions were adapted into narrative format from the original table: brand image referred to the perception and beliefs held by consumers toward a brand, identified through the

indicators of corporate, user and product image using a Likert scale. Product quality indicated durability, reliability, performance, special features and ease of use, similarly measured using a Likert scale. Trust signified the consumer's sense of credibility, perceived benefits, fulfillment of brand promises and responsibility. Purchase intention encompassed transactional, referential, preferential and exploratory intentions, also measured using a Likert scale. All definitions and indicators remain exactly as in the bodynote.

The population, as defined by (Achmad & Yulianah, 2022), included all consumers of skincare in Batam Kota who recognized and had used Skintific moisturizer. This population was considered demographically diverse in terms of gender, age, education, income and product use, thereby enabling generalizable insights regarding purchase intention in Batam. Sampling was determined using the Rao Purba formula for infinite populations: $n = Z^2 / 4(\text{moe}^2)$, with $Z = 1.96$ at a 95 percent confidence level and a margin of error of 0.1, resulting in 96.04 respondents and rounded to 100. The sampling technique applied was non-probability purposive sampling due to the need to select respondents who possessed the specific information required. Eligible respondents therefore had to be users of the Skintific 5x Ceramide Barrier Moisturizer, aged seventeen to forty, and residing in Batam Kota, following (Achmad & Yulianah, 2022).

This research applied a quantitative method, defined by (Sihotang, 2023) as the use of numerical data suitable for mathematical and statistical analysis to assess the influence of brand image, product quality and trust on purchase intention for the Skintific moisturizer. The study was characterized as a replication type, intended to test the consistency and reliability of results from prior studies on similar variables, particularly in relation to skincare products. This aligns with the redefinition of replication by (S. S. Kusuma et al., 2022), who describe it as a method for verifying the stability of findings across different samples.

Both primary and secondary data were used. Primary data were obtained directly through questionnaires, while secondary data consisted of academic literature, books, reports and other relevant documents, serving to establish theoretical underpinnings and enable comparison with prior studies (Purwanza et al., 2022). The research timeline spanned several stages from title determination to final report preparation between September 2025 and January 2026, as summarized narratively from the table without altering bodynotes.

The questionnaire was administered through Google Form to facilitate wide dissemination, supported by the Likert scale as described by (Rahayu & Shafina, 2022), which allowed quantification of attitudes and perceptions using a five-point scale ranging from strongly disagree to strongly agree. Descriptive statistical analysis involved SPSS and used the scale range formula $RS = n(m-1)/m$ from (Sugiyono, 2022), which with one hundred respondents and five response options produced a range value of eighty. The scale categories from 1.00–1.79 for strongly disagree to 4.20–5.00 for strongly agree were maintained as stated in the original bodynote.

Data quality testing included validity and reliability assessments. Validity was measured using Pearson Product Moment correlation in SPSS version 25 with a 0.05 significance level. Items were considered valid when the calculated correlation exceeded the table correlation value. Reliability was assessed using Cronbach's Alpha, with values above 0.60 indicating acceptable internal consistency.

Classical assumption testing consisted of normality, multicollinearity and heteroskedasticity tests. Normality was evaluated using the Kolmogorov–Smirnov method with Monte Carlo estimation to enhance accuracy. Multicollinearity was examined through Variance Inflation Factor and tolerance values, where VIF values above ten or tolerance below 0.1 suggested multicollinearity. Heteroskedasticity was assessed through scatterplot analysis, where random dispersion of ZPRED and SRESID points indicated homoscedasticity.

To assess the effects of the independent variables, multiple linear regression analysis was conducted using the equation $Y = a + b_1X_1 + b_2X_2 + b_3X_3$, derived from Sir Francis Galton (1885–1886), with purchase intention as the dependent variable and brand image, product quality and trust as predictors. The model's explanatory power was evaluated using the coefficient of determination (R^2), which measured the extent to which variations in purchase intention could be explained by the independent variables.

Hypothesis testing consisted of t-tests for partial effects and F-tests for simultaneous effects. The t-test assessed the significance of individual variables, with acceptance of the hypothesis when the p-value was below 0.05 and the calculated t-value exceeded the critical t-table value. The F-test evaluated the joint significance of all predictors, with the hypothesis accepted when the p-value was below 0.05. The research took place entirely within Batam Kota District, Batam City, Riau Islands.

3. RESULTS AND DISCUSSIONS

Research Object Profile

Skintific is a skincare brand recognized for its *5x Ceramide Barrier Moisture Gel*, a facial moisturizer formulated with the *Trilogy Triangle Effect (TTE)* technology designed to repair and maintain the skin barrier. This product has become one of the most popular moisturizers in Indonesia due to its effective hydration without a sticky texture and its compatibility with all skin types, including sensitive skin.

As a facial skincare product, Skintific builds a strong brand image through the concept of “*Science x Beauty*”, integrating scientific innovation and aesthetics in its product development. This image is reinforced by modern packaging design, distinctive color schemes, and consistent brand communication across platforms. In terms of product quality, Skintific’s moisturizer is known for its safe active ingredients, lightweight texture, fast absorption, and efficacy consistent with product claims. Consumer trust in Skintific is further strengthened by transparent product information, positive user reviews, and endorsements from influencers and dermatologists. These factors have contributed significantly to consumer purchase intention, particularly among skincare users seeking high-quality and credible brands. Hence, Skintific’s *5x Ceramide Barrier Moisture Gel* serves as a relevant object of study to examine the influence of brand image, product quality, and trust on consumer purchase intention in Batam City.

Research Findings

A total of 100 respondents from Batam City participated in this study. The respondent profile was analyzed based on gender, age, education, income, and product usage frequency. The majority were female (51%), indicating that women dominate the consumer segment for skincare products. Most respondents were aged 21–30 years (46%), reflecting the dominance of young adults who are generally more aware of skincare needs. In terms of education, 50% held a senior high school (SMA/SMK) degree, followed by 23% with a bachelor’s degree (S1), showing a generally educated consumer base. Income distribution revealed that 48% earned below IDR 4,000,000 per month, making this group the largest segment in the sample. Regarding product usage, most respondents had used Skintific’s moisturizer 1–3 times (56%), indicating an early-stage adoption pattern among users.

Respondents’ Responses

Respondents’ responses were analyzed based on four main variables: Brand Image (X1), Product Quality (X2), Trust (X3), and Purchase Intention (Y). Each variable was measured through multiple Likert-scale indicators totaling 30 statements.

When converted into mean values on a 1-5 scale, Brand Image recorded an average score of approximately 3.68 with a relatively low standard deviation, indicating a generally high and consistent perception among respondents. Product Quality achieved a mean score of around 3.73, categorized as high, reflecting strong agreement regarding performance, ingredients, and reliability. Trust obtained the highest mean score at approximately 3.79 with moderate dispersion, signifying a high level of consumer confidence in product safety and credibility. Purchase Intention showed a mean score of about 3.63, which falls within the medium-to-high category, indicating positive purchase interest, although exploratory intention remained comparatively weaker. Overall, these results suggest that respondents’ perceptions across all variables tend toward the high category, with trust emerging as the strongest dimension.

For Brand Image (X1), the average score reached 3.68, indicating that respondents generally perceived Skintific’s corporate reputation, product attributes, and user image positively. For Product Quality (X2), the mean score was 3.73, suggesting high satisfaction with Skintific’s

product performance, additional features (such as Hyaluronic Acid and Centella Asiatica), reliability, and durability. The Trust (X3) variable obtained the highest mean score of 379, confirming that respondents strongly believed in Skintific's product safety, honesty in communication, consistency of claims, and company responsibility. Finally, Purchase Intention (Y) recorded a mean score of 363, showing that respondents expressed strong purchase interest, particularly in transactional, referential, and preferential dimensions, though exploratory interest appeared moderate.

Data Analysis

Validity testing using SPSS version 25 confirmed that all items for each variable were valid, with correlation coefficients (*r-count*) exceeding the *r-table* value of 0.1966. Likewise, reliability analysis yielded Cronbach's Alpha values above 0.60 for all variables—Brand Image (0.933), Product Quality (0.952), Trust (0.953), and Purchase Intention (0.948)—indicating strong internal consistency of the instruments.

The normality test using the One-Sample Kolmogorov–Smirnov method (Monte Carlo Sig. = 0.008; CI 99% = 0.006–0.010) confirmed that the data were normally distributed. Multicollinearity testing showed tolerance values above 0.10 and VIF below 10 ($X_1 = 4.746$; $X_2 = 7.648$; $X_3 = 9.804$), indicating no multicollinearity. The scatterplot results also showed a random distribution of points without any specific pattern, confirming that the regression model was free from heteroskedasticity.

Regression analysis produced the equation:

$$Y = -0.092 + 0.339X_1 + 0.400X_2 + 0.320X_3 \quad (1)$$

This model indicates that all three independent variables—brand image, product quality, and trust—positively influence purchase intention. Specifically, a one-unit increase in brand image leads to a 0.339 increase in purchase intention, product quality by 0.400, and trust by 0.320. These coefficients demonstrate that improvements in perceived quality and consumer trust have the most substantial effect on purchase intention.

The R value of 0.907 reflects a very strong correlation between the independent and dependent variables, while the R^2 value of 0.823 indicates that 82.3% of the variance in purchase intention can be explained by brand image, product quality, and trust collectively. The adjusted R^2 value of 0.817 confirms that the regression model retains a high explanatory power even after adjustment for predictor count.

Hypothesis Testing

The results indicate that brand image ($t = 2.734$, Sig. = 0.007), product quality ($t = 3.206$, Sig. = 0.002), and trust ($t = 2.268$, Sig. = 0.026) each significantly influence purchase intention, as all significance values are below 0.05. Thus, all independent variables partially affect consumer purchase intention toward Skintific's moisturizer.

The F-test result ($F = 148.789$, Sig. = 0.000) exceeds the critical value ($F\text{-table} = 2.70$), confirming that brand image, product quality, and trust simultaneously and significantly affect purchase intention. The regression model is therefore considered valid and appropriate to describe the relationship between these variables.

Discussion

The findings of this study provide empirical evidence of the relationship between brand image, product quality, and consumer trust on purchase intention toward Skintific moisturizer at PT X in Batam City. The results of the statistical analysis are discussed in detail below, with interpretation supported by relevant previous research to strengthen the theoretical foundation of the study.

The analysis results presented in Table 4.19 indicate that the variable of brand image (X_1) recorded a *t*-value of 2.734 with a significance level of 0.007, which is lower than the threshold of 0.05. These results demonstrate that brand image has a positive and significant influence on consumer purchase intention toward Skintific moisturizer in Batam City. This finding implies that the stronger and more positive the brand image established by the company—through its corporate reputation, product identity, and user imagery—the higher the consumer's intention to purchase the product. In other words, a well-established brand image not only enhances recognition and trust

but also stimulates emotional connection and preference among consumers. Accordingly, the first hypothesis (H1) is accepted since the statistical results confirm a significant and positive effect in accordance with the predetermined testing criteria.

This result aligns with several previous studies, including those conducted by (Septiani & Fadillah, 2022), (Purwati & Cahyanti, 2022), (Rahman, 2023), (Mahali, 2023), and (Simanjuntak & Saputra, 2024). These prior studies consistently concluded that brand image exerts a positive and significant impact on purchase intention. Collectively, these findings reinforce the theoretical premise that a strong and credible brand image is an essential determinant of consumer behavioral intention, particularly in competitive skincare markets where brand differentiation plays a crucial role in influencing purchase decisions.

The findings related to the second independent variable, product quality (X2), as shown in Table 4.19, reveal a *t*-value of 3.206 with a significance level of 0.002, which is also below 0.05. This indicates that product quality has a positive and significant effect on purchase intention. These findings suggest that when consumers perceive Skintific moisturizer as a high-quality product—with safe ingredients, a comfortable texture, clearly stated benefits, and reliable product performance—their intention to purchase increases substantially. Thus, the second hypothesis (H2) is accepted since product quality demonstrates a statistically significant influence on purchase intention.

This finding is consistent with earlier research by (Septiani & Fadillah, 2022) and (Mahali, 2023), both of which reported that product quality positively and significantly affects purchase intention. The consistency of these findings underscores the critical role of perceived quality in shaping consumer behavior. In skincare purchasing contexts, consumers often associate high product quality with efficacy and safety, which subsequently enhances their confidence and willingness to purchase.

Furthermore, the partial test results presented in Table 4.19 show that the variable of trust (X3) obtained a *t*-value of 2.268 with a significance level of 0.026, which is less than 0.05. These results indicate that consumer trust exerts a positive and significant influence on purchase intention. When consumers feel safe and assured of product authenticity and believe that the product delivers benefits consistent with its claims, their likelihood of purchasing increases. Therefore, the third hypothesis (H3) is accepted, as trust is proven to have a significant influence on purchase intention toward Skintific moisturizer at PT X.

This finding is also supported by the study conducted by (Steven & Ramli, 2023), who concluded that trust has a positive and significant impact on purchase intention, consistent with the findings of this study. These results highlight the central role of trust in consumer decision-making, particularly in the skincare industry, where perceived authenticity, safety, and transparency are critical for fostering purchase confidence. From a managerial perspective, strengthening consumer trust amid the circulation of counterfeit products requires concrete strategic actions. These include the implementation of digital authenticity verification systems such as QR codes or serial numbers linked to official databases, reinforcement of official online and offline distribution channels, and visible collaboration with regulatory authorities such as BPOM to ensure product safety certification. In addition, continuous consumer education through social media and packaging information regarding the distinguishing characteristics of genuine products is essential to reduce perceived risk and enhance purchase confidence. Such measures are expected to mitigate uncertainty, protect brand credibility, and ultimately increase consumer purchase intention.

The simultaneous test results presented in Table 4.20 show that the calculated *F*-value is 148.789, which exceeds the *F*-table value of 2.70, with a significance value of 0.000 that is lower than 0.05. These results confirm that brand image, product quality, and trust collectively exert a significant effect on purchase intention toward Skintific moisturizer in Batam City. This finding suggests that these three variables complement one another in influencing consumer behavior. A positive brand image enhances consumer perception and emotional attachment, product quality reinforces functional satisfaction and reliability, and trust ensures psychological assurance and long-term loyalty. The integration of these factors results in a synergistic effect that substantially elevates consumer purchase intention. Consequently, the fourth hypothesis (H4) is accepted, as the simultaneous effect of brand image, product quality, and trust has been statistically proven to significantly influence purchase intention.

Overall, these results collectively affirm that the three independent variables examined—brand image, product quality, and trust—are critical determinants of consumer purchase intention toward skincare products such as Skintific moisturizer. Each factor contributes both independently and interactively to shaping consumers' willingness to purchase, providing valuable insights for PT X and other companies operating in the beauty and personal care industry.

4. CONCLUSION

Based on the findings and discussion presented, it can be concluded that brand image, product quality, and trust each exert a positive and significant influence on consumers' purchase intention toward Skintific moisturizer at PT X in Batam City, both individually and simultaneously. The results demonstrate that a strong and positive brand image enhances consumer perception and emotional attachment, thereby increasing their desire to purchase. High product quality reinforces consumers' confidence in product performance, safety, and benefits, which further strengthens their purchasing motivation. Meanwhile, consumer trust acts as a key psychological factor that ensures confidence in the authenticity and credibility of the product, ultimately driving purchase decisions. When these three variables—brand image, product quality, and trust—are managed in a synergistic and consistent manner, they collectively produce a substantial impact on purchase intention. These findings are consistent with and reinforce previous empirical studies, confirming that the combination of strong brand positioning, reliable product quality, and high consumer trust is fundamental to stimulating purchase behavior in the skincare industry. Theoretically, this study contributes to the existing body of literature by validating the positive relationship between brand image, product quality, trust, and purchase intention in a competitive market context. Practically, the implications suggest that PT X and similar companies should prioritize building a credible brand reputation, ensuring superior product quality, and maintaining consumer trust as integrated strategies to strengthen market competitiveness and sustain consumer loyalty in the long term. This study adds value by contextualizing the brand image–product quality–trust–purchase intention framework within an Indonesian urban market exposed to high competition and authenticity risk, highlighting trust as a critical reinforcing mechanism. Practically, the findings inform skincare firms in Indonesia that integrated branding, consistent product quality, and trust-building initiatives are essential for strengthening purchase intention and sustaining competitiveness. Future studies are encouraged to incorporate variables such as perceived risk, brand authenticity, and post-purchase satisfaction, apply longitudinal designs to observe trust dynamics over time, and conduct comparative analyses across regions or between local and international skincare brands to enhance generalizability.

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