

The Influence of Price, Ease of Use, and Product Quality on Consumer Purchase Interest in skincare product.

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Abstract

This study explores the influence of price, ease of use, and product quality on consumer purchase interest in skincare products. With consumer purchase intention being a critical measure of commitment, factors such as price, product usability, and quality play essential roles in consumer decision-making. Price reflects not only affordability but also value alignment with product quality, impacting consumer perception and purchasing choices. Ease of use, often assessed by user perception of a product's simplicity and efficiency, can encourage consumer engagement if the product is straightforward and minimizes learning time. Quality, a key competitive advantage, represents a product's ability to meet or exceed customer expectations. This research will examine how each of these factors individually and collectively affects consumer interest in skincare products, aiming to provide insights for companies to enhance marketing strategies and align product offerings with consumer demands. By analyzing these variables, the study seeks to contribute to a deeper understanding of the relationships influencing purchase intention, helping businesses optimize price points, usability, and quality to improve consumer satisfaction and loyalty.

Keyword: price; ease of use; product quality; consumer purchase interest

1. Introduction

Consumer behavior that reflects their commitment to purchasing is often indicated by purchase intention (Sari, 2020). According to Schiffman and Kanuk (1997) in Susanti (2017), purchase intention is a positive attitude toward a product that motivates individuals to obtain it through payment or sacrifice. Factors such as price significantly influence purchase intention, impacting sales and profitability (Hermawan, 2023). Kotler and Armstrong (2016) define price as the monetary value exchanged for a product or service, while the right pricing strategy can attract consumers (Utami, 2010). Consumers who perceive prices as suitable are more likely to make purchases.

Product usability and design aligned with consumer preferences can also enhance purchase intention (Gorwa, 2019; Li et al., 2022). Easy-to-use systems positively influence consumer interest by reducing effort (Rodiah & Melati, 2020). To achieve competitive advantage, businesses must offer appropriate pricing and high-quality products, as quality is critical for market success (Halim & Iskandar, 2019). This study examines the influence of price, usability, and product quality on the purchase intention of skincare products, aiming to provide insights into these factors' roles in shaping consumer behavior.

2. Literature Review

2.1 Theory

Price

Price refers to the amount of money exchanged by consumers for the benefits or usefulness of a product or service (Kotler & Armstrong, 2018). Price indicators include affordability, alignment with product quality, and competitiveness (Renaningtyas et al., 2022). Price perception, as defined by Tjiptono (2008), reflects how consumers interpret price information, influencing their purchasing decisions. Competitive pricing, affordability, and value alignment are essential for consumer satisfaction and market success.

Ease of Use

Ease of use evaluates how user-friendly and effortless a technology or product is to operate (Davis, 2019). Key indicators include ease of understanding, time efficiency, and operational simplicity. Products or systems perceived as easy to use are more likely to be adopted and utilized effectively (Agustin & Harry, 2020).

Product Quality

Product quality reflects a product's ability to meet consumer expectations through performance, reliability, and durability (Kotler & Keller, 2009). Key dimensions include conformance to specifications, additional features, and ease of maintenance. High-quality products satisfy consumers and enhance competitive advantage (Armstrong et al., 2018).

Purchase Intention

Purchase intention is a consumer's desire to buy or choose a product based on experiences and motivations (Muzakki, 2013). Indicators include transactional interest, referral

intent, and exploratory behavior (Ferdinand, 2002). Strong purchase intention emerges from positive consumer perceptions and aligns with their needs and preferences.

2.2 Theory 2

2.2.1 Influence of Price on Product Quality

Research supporting this relationship highlights that maintaining customer loyalty through quality products and competitive prices is more cost-effective than acquiring new customers. Studies emphasize the significant positive impact of price and quality perception on consumer satisfaction and loyalty. Conversely, some studies show no significant correlation between price, product quality, and consumer purchase interest.

2.2.2 Influence of Ease of Use on Product Quality

Supporting research indicates that ease of use positively affects service reuse and consumer decisions in online platforms. However, opposing findings reveal that ease of use does not consistently influence purchasing decisions or user adoption in specific contexts like financial technology and digital filing systems.

2.2.3 Influence of Product Quality on Purchase Intent

Studies supporting this link suggest that better product quality significantly increases purchase intent and repurchase likelihood. However, opposing findings argue that product quality does not significantly affect purchasing interest in some scenarios, especially when brand or other factors play a dominant role.

2.2.4 Direct Influence of Price on Purchase Intent

Research findings diverge here. Some studies show price positively influences purchase intent, emphasizing its role in aligning with consumer expectations. Conversely, others report a lack of significant influence, often attributing purchase intent to factors beyond price, such as trust or brand reputation.

2.2.5 Direct Influence of Ease of Use on Purchase Intent

Supporting studies illustrate that ease of use significantly boosts online purchase intent, indicating its importance in facilitating consumer transactions. In contrast, opposing research shows no notable effect of ease of use, especially when consumers prioritize other factors like trust or benefits.

2.2.6 Indirect Influence of Price on Purchase Intent via Product Quality

Research supports the idea that price influences purchase intent through its connection to perceived product quality. However, opposing findings argue that price does not have a consistent or significant indirect effect in all product categories or market segments.

2.2.7 Indirect Influence of Ease of Use on Purchase Intent via Product Quality

Supportive research confirms that ease of use positively impacts purchase intent indirectly by enhancing perceived product quality. However, some findings suggest ease of

use alone does not guarantee increased purchase intent, as consumers may weigh other factors more heavily.

3. Material and Method

This study was conducted in the Greater Jakarta area (Jabodetabek) over three months, from September to November.

3.1 Design Study

The research employed non-probability sampling with a purposive sampling technique. The respondent criteria are:

1. Residents of Jabodetabek
2. Aged 18-25 years
3. Users of skincare products
4. Have previously shopped on online marketplaces

3.2 Data Analysis

Convergent Validity: Each construct—Price (X1), Ease of Use (X2), Product Quality (X3), and Purchase Interest (Y)—demonstrates good validity. This is evident from the high factor loadings (>0.7) for each indicator, as highlighted in yellow.

Construct Relations:

- X1, X2, and X3 are connected to Y, with varying path coefficients.
- The strongest connection appears to be between X3 (Product Quality) and Y (Purchase Interest), indicating a significant influence on purchase decisions.

Fit Model: The model overall appears to meet convergent validity criteria, ensuring reliable measurements for each construct.

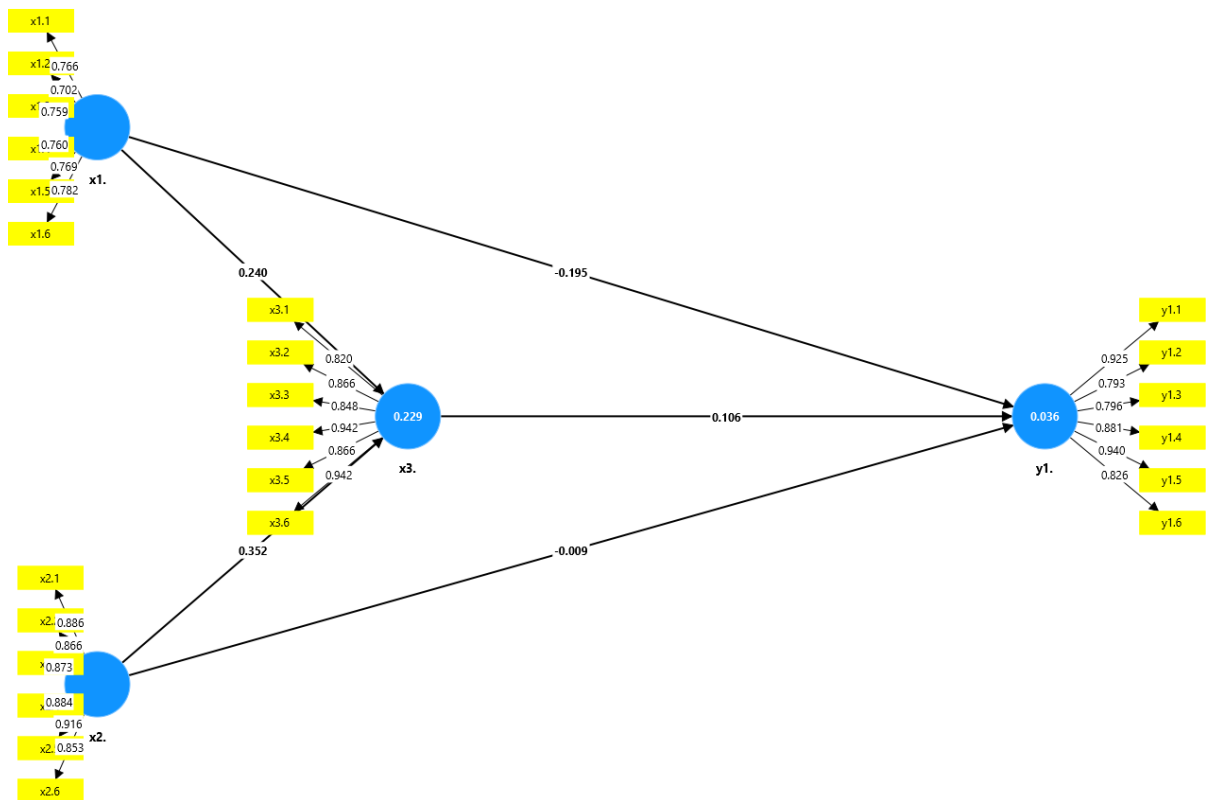


Figure 1. Research Model

4. Result

Based on the diagram above, the Convergent Validity for each construct—Price (X1), Ease of Use (X2), Product Quality (X3), and Purchase Interest (Y)—shows satisfactory results. This is evidenced by the loading factor values of each indicator within their respective constructs, all exceeding 0.7. High loading factor values indicate that each indicator significantly represents the construct being measured. For example, the Price construct has indicator loadings ranging from 0.702 to 0.782, while Purchase Interest has loadings between 0.793 and 0.940.

Overall, the convergent validity of the constructs used in this study meets the recommended criteria, with all indicator loadings exceeding 0.7. This means that each construct is reliably measured by its indicators, demonstrating that the constructs are credible and relevant to support further analysis.

Table 1. Fornell-Larcker Criterion

	x1.	x2.	x3.	y1.
x1.1	0.766	0.123	0.198	-0.101
x1.2	0.702	0.173	0.138	-0.145
x1.3	0.759	0.265	0.221	-0.114

x1.4	0.760	0.214	0.292	-0.090
x1.5	0.769	0.312	0.366	-0.122
x1.6	0.782	0.140	0.235	-0.171
x2.1	0.209	0.886	0.304	0.016
x2.2	0.261	0.866	0.389	-0.001
x2.3	0.262	0.873	0.345	-0.057
x2.4	0.296	0.884	0.427	-0.023
x2.5	0.231	0.916	0.330	-0.024
x2.6	0.215	0.853	0.390	-0.011
x3.1	0.318	0.343	0.820	0.061
x3.2	0.297	0.460	0.866	0.051
x3.3	0.326	0.302	0.848	-0.021
x3.4	0.288	0.405	0.942	0.024
x3.5	0.281	0.259	0.866	0.048
x3.6	0.288	0.405	0.942	0.024
y1.1	-0.162	-0.061	0.043	0.925
y1.2	-0.177	0.067	-0.010	0.793
y1.3	-0.153	0.005	0.005	0.796
y1.4	-0.119	-0.042	0.058	0.881
y1.5	-0.119	-0.050	0.061	0.940
y1.6	-0.063	-0.024	0.031	0.826

Table 2. R Square

	R-square	R-square adjusted
x3.	0.229	0.219
y1.	0.036	0.015

5. Discussion

Hypothesis 1 (H1): Price has a positive effect on Product Quality.

Price (X1) significantly influences Product Quality (X3) with a T-statistic of 3.834 and p-value < 0.001, indicating a strong positive effect.

Hypothesis 2 (H2): Ease of Use has a positive effect on Product Quality.

Ease of Use (X2) significantly influences Product Quality (X3) with a T-statistic of 4.525 and p-value < 0.001, indicating a strong positive relationship.

Hypothesis 3 (H3): Product Quality has a positive effect on Purchase Interest.

Product Quality (X3) does not significantly influence Purchase Interest (Y), with a T-statistic of 1.146 and p-value = 0.252.

Hypothesis 4 (H4): Price has a positive effect on Purchase Interest.

Price (X1) significantly influences Purchase Interest (Y), with a T-statistic of 2.309 and p-value = 0.021.

Hypothesis 5 (H5): Ease of Use has a positive effect on Purchase Interest.

Ease of Use (X2) does not significantly influence Purchase Interest (Y), with a T-statistic of 0.084 and p-value = 0.933.

Hypothesis 6 (H6): Price positively affects Product Quality, which then impacts Purchase Interest.

The indirect effect of Price (X1) on Purchase Interest (Y) through Product Quality (X3) is very small, with a value of 0.025, indicating a weak indirect influence.

Hypothesis 7 (H7): Ease of Use positively affects Product Quality, which then impacts Purchase Interest.

The indirect effect of Ease of Use (X2) on Purchase Interest (Y) through Product Quality (X3) is slightly larger at 0.037 but still weak.

6. Conclusion, Implication, and Recommendation

Price has a positive and significant effect on Product Quality. Consumers' perception of price influences their assessment of product quality, indicating that price plays a key role in shaping quality perceptions.

Ease of Use has a positive and significant effect on Product Quality. The easier a product is to use, the higher the consumer's perception of its quality.

Product Quality does not significantly affect Purchase Interest. This suggests that other factors may play a more dominant role in influencing consumers' purchase interest.

Price has a positive and significant effect on Purchase Interest. Consumers' perception of price significantly contributes to their purchase decisions, highlighting its importance in driving purchase interest.

Ease of Use does not significantly affect Purchase Interest. Although a product may be easy to use, this factor alone does not directly increase consumers' interest in purchasing it.

Indirect effects of Price and Ease of Use on Purchase Interest through Product Quality are weak.

Price and Ease of Use slightly enhance Product Quality, but their indirect effects on Purchase Interest are minimal. Price shows a very weak indirect influence, while Ease of Use has a marginally stronger, but still weak, impact.

7. Acknowledge (if any)

This study offers several implications. For producers, setting the right price is crucial as it directly affects consumer perceptions of product quality and purchase intent. For product developers, enhancing usability can positively impact product quality perception, though it may not directly boost purchase interest. For future researchers, this study opens opportunities

to explore other dominant factors influencing purchase intent, such as marketing strategies, promotions, or brand image.

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