THE INFLUENCE OF BRAND EQUITY, PRODUCT QUALITY, AND PROMOTION ON SKINCARE PRODUCT PURCHASE DECISIONS AMONG TEENAGERS AT UNNIQESTORE

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ABSTRAK
Perkembangan industri kosmetik yang pesat di Indonesia telah meningkatkan potensi pasar *skincare* dan memengaruhi gaya hidup konsumen. Dalam pengambilan keputusan pembelian, konsumen mempertimbangkan aspek fungsional, psikologis, serta faktor eksternal seperti Ekuitas Merek, Kualitas Prouk, dan Promosi. Penelitian ini bertujuan menganalisis pengaruh ketiga variabel tersebut terhadap Keputusan Pembelian produk *skincare* di Unniqestore. Penelitian menggunakan metode kuantitatif dengan 96 responden yang dipilih melalui teknik *purposive sampling* dengan rumus Rao Purba, dan dianalisis menggunakan regresi linier berganda dengan SmartPLS 4. Hasil penelitian menunjukkan bahwa ekuitas merek dan kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian, di mana kualitas produk menjadi faktor paling dominan dengan koefisien jalur tertinggi (0.503). Namun, variable promosi memiliki koefisien jalur positif yang kecil (0.105) dan ditemukan tidak berpengaruh signifikan terhadap keputusan pembelian (P-value 0.259). Secara simultan, ketiga variabel mampu menjelaskan 74.8% variasi dalam keputusan pembelian. Temuan ini menjadi dasar bagi Unniqestore untuk memprioritaskan penguatan merek dan penjaminan kualitas produk sebagai pendorong utama, sambil mengevaluasi kembali strategi promosi yang lebih efektif.
Kata Kunci: Ekuitas Merek, Kualitas Produk, Promosi, Keputusan Pembelian

ABSTRACT
The rapid development of the cosmetics industry in Indonesia has increased the potential of the skincare market and influenced consumers lifestyles. In making purchasing decisions, consumers consider functional and psychological aspects, as well as external factors such as brand equity, product quality, and promotion. This study aims to analyze the influence of these three variables on purchasing decisions for skincare products at Unniqestore. The study used a quantitative method with 96 respondents selected through purposive sampling using the Rao Purba formula and analyzed using multiple linear regression with SmartPLS 4. The results showed that Brand Equity and Product Quality had a positive and significant effect on Purchase Decision, with Product Quality being the most dominant factor with the highest path coefficient (0.503). However, the Promotion variable has a small positive path coefficient (0.105) and was found to have no significant effect on Purchase Decision (P-value 0.259). Simultaneously, the three variables were able to explain 74.8% of the variation in Purchase Decision. These findings provide a basis for Unniqestore to prioritize brand strengthening and product quality assurance as key drivers, while reevaluating more effective promotional strategies.
Keywords: Brand Equity, Product Quality, Promotion, Purchase Decision

INTRODUCTION

The cosmetics industry in Indonesia has experienced significant growth in recent years. This condition is influenced by the increasing public awareness of the importance of appearance, health, and skincare. In addition, globalization and advances in digital technology have driven changes in the lifestyle of urban communities, so that the use of skincare products is no longer considered a secondary need, but has become a primary need in maintaining appearance and skin health (Mediasi et al., 2025). This situation is further reinforced by the rapid use of social media and e-commerce platforms, which open up great opportunities for local and international brands to promote their products through various digital marketing strategies, such as celebrity endorsements, online promotions, and the presentation of educational content that is easily accessible to consumers (Huda et al., 2023).
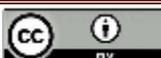
Consumer behavior in the digital age has become increasingly complex. The purchasing decision-making process is no longer solely oriented towards fulfilling functional needs, but is also influenced by emotional, psychological, and social aspects. Purchasing decisions can be interpreted as a series of stages that consumers go through in determining a product from various available options, based on their perceptions, preferences, and experiences (Rustianah et al., 2022). The purchasing decision-making process includes several stages, namely recognition of needs, information search, evaluation of various alternatives, determination of purchasing decisions, and post-purchase behavior. The complexity of this process increases because consumers tend to consider various factors, such as ingredient safety, product usability, recommendations from others, and brand image before making a final choice. Purchase decisions are formed from the interaction between internal and external factors, including brand equity, product quality, and promotional strategies.

Brand equity is one of the external factors that plays an important role in shaping consumer preferences. Brand equity encompasses various perceptions, associations, and reputations attached to a product, thereby providing added value and distinguishing it from other products on the market. Consumers view brand image as a representation of their identity, so brands with a strong reputation tend to more easily influence the purchasing decision-making process (Islami, 2022). Previous studies indicate that brand awareness, perceptions of quality, and consumer attitudes have a significant influence on the intention to purchase skincare products (Ningrum et al., 2023). These findings indicate that an increase in brand value is directly proportional to an increase in the likelihood of a product being chosen by consumers.

In addition to brand value, product quality is also a major factor that influences satisfaction, trust, and purchasing decisions. Good quality skincare products will deliver results that meet user expectations, thereby building trust and encouraging repeat purchases. Research by (Ayu Puspita Dewi & Ivon Sandya Sari Putri, 2023) found that quality perception has a positive and significant effect on the purchase decision of Implora serum. These findings are consistent with other studies that state that product quality and brand image contribute to satisfaction and repurchase intention for Skintific products.

Another factor that is equally important in influencing purchasing decisions is promotional strategy. In the digital age, promotion through social media, influencer marketing, and digital campaigns have proven effective in increasing brand awareness, expanding market reach, and driving purchasing decisions (Helentina Zebua et al., 2024). Targeted promotions supported by influencer credibility can increase consumer trust, especially in the skincare product category, which is highly sensitive to reviews and recommendations (Ali, 2021). However, some studies show different results. One study (Supapon & Sukhawatthanakun, 2023) found that overly aggressive promotions without good product quality actually reduce purchase interest. Another study by (Hardianti et al., 2024) shows that promotions do not significantly influence purchasing decisions for local skincare products, while brand image and product quality are more dominant. The inconsistency of the results of previous studies indicates the need for further research on the effect of promotion on purchasing decisions.

The purchase decision is an important phase in which consumers make product choices through a process of evaluating various alternatives. In the context of modern marketing, this decision is shaped by a combination of internal factors, such as consumer perceptions, motivations, and experiences, as well as external factors, including product quality, brand image, and promotional strategies (Fathua Rahma & Nurina Pitasari, 2024). In the skincare product category, purchasing decisions tend to be influenced by the need for ingredient safety, product effectiveness, and recommendations from social media and user communities. Previous research shows that purchasing decisions are triggered by three main aspects, namely product benefit perception, brand trust, and digital promotional stimuli (Vierry & Suwitho, 2022).

Research conducted by (Supapon & Sukhawatthanakun, 2023) reveals that overly aggressive promotional strategies without adequate product quality can actually reduce consumer interest in purchasing. Another study by (Hardianti et al., 2024) shows that promotions do not have a significant effect on purchasing decisions for local skincare products, while brand image and product quality play a more dominant role. The differences in findings in previous studies confirm the need for further research on the effect of promotions on purchasing decisions.

Research by (Vierry & Suwitho, 2022) reveals that the combination of brand equity and
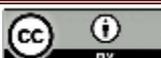
promotional activities contributes significantly to explaining variations in purchasing decisions for skincare products, with a coefficient of determination (R^2) value exceeding 80%. In addition, external factors such as the use of brand ambassadors, brand loyalty levels, and consumer interactions on social-based e-commerce platforms have been shown to have a significant influence on purchasing decisions. These findings confirm that purchasing decisions for skincare products are not determined by a single factor, but rather are the result of complex interactions between various elements in the marketing mix.

Based on the aforementioned background, this study aims to examine the influence of brand equity, product quality, and promotion on the purchasing decisions of skincare products among consumers of Unniqestore, an e-commerce platform that focuses on the sale of skincare products. The results of this study are expected to contribute theoretically to the enrichment of marketing studies, especially those related to consumer behavior and the purchase decision-making process. In addition, this research is also expected to provide practical benefits for iUnniqestore in formulating more effective marketing strategies, especially in reaching young consumers who are dynamic and responsive to market trends.

Previous studies have examined the influence of brand equity, product quality, and promotion on purchasing decisions for various types of products, including cosmetics and skincare. (Supapon & Sukhawatthanakun, 2023) found that brand equity has a significant influence on cosmetic product purchasing decisions, while (Hardianti et al., 2024) stated that product quality and brand image play a more dominant role than promotion in determining purchasing decisions for local skincare products. Several studies show that promotional activities do not always have a meaningful impact if they are not supported by strong brand perception and adequate product quality (Vierry & Suwitho, 2022).

However, most previous studies have been conducted in the context of general retail or focused on adult consumers, with limited attention to teenage consumers in the online skincare market. In addition, empirical evidence regarding the effectiveness of promotions in the digital skincare market remains inconsistent.

Therefore, this study offers a unique perspective by focusing on adolescent consumers in e-commerce-based skincare stores (Unniqestore) and empirically testing the relative influence of brand equity, product quality, and promotions using a structural model approach. This study provides new insights into consumer behavior in the digital skincare market and contributes to the development of marketing strategy literature in the cosmetics industry.
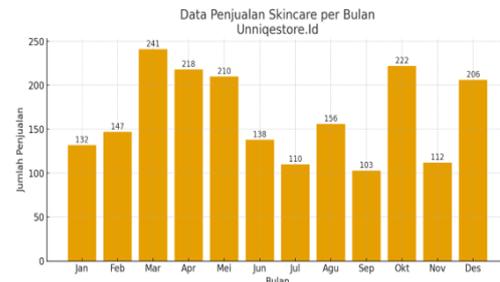

Figure 1. Skincare Sales at Unniqestore
Source: Unniqestore

Figure 1 shows skincare product sales data at Unniqestore, measured based on monthly sales during a certain period. A bar chart is used to show sales fluctuations from January to December, making it easier for readers to observe trends in sales increases and decreases.

Based on the image, it can be seen that the number of sales fluctuated each month. In certain months, such as March and October, there was a relatively high increase in sales compared to other months. This indicates an increase in consumer interest in skincare products during that period. Conversely, in July and September, there was a decline in sales, indicating a weakening of consumer purchasing decisions at certain times.

These sales fluctuations are thought to be influenced by various factors, including consumer perceptions of the brand, the quality of the products offered, and the effectiveness of the promotional strategies implemented by Unniqestore. Therefore, this sales data is an important basis for research to analyze the influence of brand equity, product quality, and promotion on the decision to purchase skincare products among teenagers on the Unniqestore platform.

LITERATURE REVIEW

The results of the study show that brand equity and promotion have a positive and significant effect on purchasing decisions, while product quality has a positive but insignificant effect. The findings presented by (Vierry & Suwitho, 2022) confirm that consumer perceptions of brand strength and promotion intensity play a more dominant role in influencing

purchasing decisions than product quality aspects. Factors such as brand reputation, influencer credibility, and digital promotional activities through social media have proven effective in encouraging consumers to buy skincare products at Unniqestore, especially among teenagers who tend to be impulsive and follow trends. Marketing strategies that focus on strengthening brand image and developing creative digital promotions are considered more effective in increasing purchasing decisions than those that only emphasize product quality. However, maintaining product quality remains an important aspect in building consumer satisfaction and loyalty in the long term. The results of this study provide practical implications for Unniqestore to continue strengthening its brand equity and optimizing digital promotion strategies that are in line with the characteristics of young consumers, while also serving as a reference for further research in the field of skincare product marketing.

Grand Theory of Consumer Purchase Decision Making

This study is based on consumer behavior theory, specifically purchase decision-making theory, which explains how consumers evaluate and select products based on internal and external stimuli. According to Kotler and Keller, purchase decisions are influenced by psychological factors (perceptions, motivations, attitudes) and marketing stimuli such as product quality, brand equity, and promotions.

In skincare products, consumers tend to be more sensitive to brand credibility, perceived product quality, and promotional information due to concerns about safety and effectiveness. Brand equity represents consumers' accumulated perceptions and trust in a brand, product quality reflects functional performance and reliability, while promotion acts as a communication mechanism that shapes awareness and interest. These three variables collectively form the conceptual foundation for analyzing purchasing decision behavior in this study.

Brand Equity

Brand equity is defined as a set of assets and liabilities attached to a brand that can add value or reduce the value that customers perceive in the products or services offered. A high level of brand equity will further strengthen the position and competitiveness of products in the market (Doni Marlius & Kesy Noveliza, 2022). Strong brand equity can create a competitive advantage because it plays a role in increasing consumer trust, building loyalty, and encouraging repeat

purchases (Stevi & Artina, 2022). Therefore, a brand does not only function as a name or symbol, but also as an identity that represents various associations, reputations, and consumer experiences that collectively form the perceived value of a product.

According to (Maulida & Yesi, 2024), brand equity indicators include:
1. Brand awareness: the extent to which a brand can spontaneously appear or be remembered by consumers when thinking about a particular product category.
2. Brand loyalty: the tendency of consumers to consistently choose and use a particular brand even though there are many alternative choices on the market.
3. Perceived quality: consumers' perceptions of the superiority and reliability of a product compared to competing products.
4. Brand association: a collection of images, meanings, and impressions that consumers associate with a brand.
5. Other brand equity assets: including patents, exclusive designs, and consumer experiences that add value to the brand.

Product Quality

Product quality refers to the ability of a good or service to meet consumer needs and expectations through its various attributes (Rustianah et al., 2022). Products with good quality are generally not only able to perform their basic functions, but also provide added value in the form of comfort, reliability, and higher levels of satisfaction for consumers (Lieyanto & Pahar, 2021). In the skincare industry, product quality is a crucial aspect because it is directly related to safety, effectiveness, and the results experienced by consumers. When consumers rate a product as being of good quality, the chances of repeat purchases and brand loyalty will be greater.

According to (Mulyandi & Tjandra, 2022), product quality indicators include:
1. Product Characteristics: specific features or uniqueness that differentiate the product from competitors, such as natural ingredients or special formulation technology.
2. Compliance with Standards: the product's ability to meet quality standards, both in terms of government regulations and cosmetic industry standards.
3. Durability: the extent to which the product can be used over a certain period of time without experiencing a decline in quality.
4. Reliability: the ability of the product to deliver the promised benefits without causing

problems or side effects.

5. Product Design: the physical appearance, packaging, and aesthetics of the product that attract consumers' attention.

Promotion

Promotion is a form of marketing communication carried out by companies to introduce products, convey information, and persuade consumers to be interested in purchasing the products offered (Munir & Ali, 2026). In the skincare industry, promotion plays a strategic role in building brand awareness, strengthening positive image, and encouraging consumer interest in purchasing.

According to (Fathua Rahma & Nurina Pitasari, 2024), promotion indicators include:

1. Advertising, a form of non-personal communication through mass media, electronic media, or digital media that aims to reach a wide audience and instill awareness of a particular brand.

2. Sales promotions, short-term activities such as discounts, coupons, bundling packages, or direct gifts that can encourage consumers to make immediate purchases.

3. Direct sales, direct interaction between sales personnel and potential consumers that allows two-way communication, so that sales personnel can provide detailed explanations and build trust.

4. Public relations, company activities in building good communication with the public through public relations activities, events, sponsorships, or publications that can enhance brand reputation.

5. Direct selling, the process of distributing and selling products directly to consumers, either face-to-face or through digital platforms

Purchase Decision

A purchase decision can be defined as a series of processes that consumers go through before deciding to buy a product (Mediasi et al., 2025). This process is not limited to transactional activities alone, but includes various stages that take place systematically until a final decision is made (Sulistyowati & Hwihanus, 2024).

According to (Ani & Huda, 2025), purchase decision indicators include:

1. Awareness of needs: the initial stage in the decision-making process, where consumers realize that there are needs or problems that need to be fulfilled through the use of certain products or services.

2. Information sources: At this stage, consumers begin to gather information from various sources, both internal sources such as personal experience, and external sources such as advertisements, social media, consumer reviews, and recommendations from others.

3. Evaluation of alternatives: Consumers compare various product options by considering a number of attributes, including price, quality, and brand image.

4. Purchase process: the stage where consumers make a final choice about which product to buy after going through the evaluation process.

5. Post-purchase behavior: consumer responses after using the product, which can be satisfaction or dissatisfaction, and influence repeat purchases and word-of-mouth information dissemination.
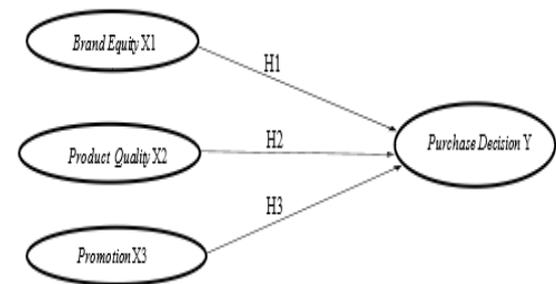
Conceptual Framework

Figure 2. Conceptual Framework

Figure 2 presents a conceptual framework of the study that explains the relationship between independent and dependent variables. In this model, there are three independent variables, namely Brand Equity (X_1), Product Quality (X_2), and Promotion (X_3), which are assumed to have an influence on the dependent variable Purchase Decision (Y).

Brand Equity (X_1) describes the value and strength of a brand embedded in consumer perceptions and is hypothesized to influence purchasing decisions. Product Quality (X_2) represents the level of product quality as perceived by consumers, which is expected to be one of the main factors in determining purchasing decisions. Meanwhile, Promotion (X_3) reflects various promotional activities carried out by companies to attract attention and increase consumer interest in the products offered.

The arrows connecting each independent variable to the dependent variable indicate a suspected causal relationship. Hypothesis H_1 states that Brand Equity influences Purchase Decision, hypothesis H_2 states that Product Quality influences Purchase Decision, while

hypothesis H_3 states that Promotion influences Purchase Decision. This conceptual framework is used as a basis for formulating hypotheses and empirical testing to identify the extent to which each independent variable influences the decision to purchase skincare products among teenagers who use Unniqestore.

Hypothesis

H_1 The Effect of Brand Equity on Purchase Decisions

The first hypothesis (H_1) states that brand equity has a positive and significant effect on purchase decisions. This hypothesis is based on the idea that strong brand equity creates trust, a positive image, and a perception of good product quality, thereby influencing purchase decisions. Consumers who are familiar with and trust a brand are more likely to choose that product.

H_2 The Effect of Product Quality on Purchasing Decisions

The second hypothesis (H_2) states that product quality has a positive and significant effect on purchasing decisions. This hypothesis is based on the idea that good product quality increases consumer satisfaction, trust, and confidence in skincare products. When consumers feel the benefits of a product and consider its quality to be high, they are more likely to buy it.

H_3 The Effect of Promotion on Purchase Decisions

The third hypothesis (H_3) states that promotion has a positive and significant effect on purchase decisions. This hypothesis is based on the idea that effective, informative, and attractive promotions can increase consumer awareness and interest in purchasing. The use of influencers, social media, and targeted digital campaigns strengthens consumer confidence in making purchase decisions.

METHOD

This study uses a quantitative research method with an explanatory approach (explanatory research) which aims to explain the influence of Brand Equity, Product Quality, and Promotion on the decision to purchase skincare products at Unniqestore. This approach was chosen because it is able to test the relationship and influence between variables based on empirical data obtained from respondents. Quantitative research allows for a structured and objective measurement process, which can be analyzed using statistical analysis to produce valid and reliable findings.

Population and Sample

The population in this study consists of all consumers who have purchased skincare products through Unniqestore. The total population size is unknown because the platform does not provide customer data publicly. This uncertainty in population size is the basis for using a sample determination formula for unknown populations. In addition, a large and dynamic population requires sampling techniques that can represent the characteristics of Unniqestore consumers more specifically.

The sampling technique used in this study is purposive sampling, which is a method of determining the sample based on certain criteria tailored to the objectives of the study. The criteria for respondents include individuals who are at least 17 years old and have purchased skincare products at Unniqestore at least once. The purpose of this criterion is to ensure that respondents have sufficient purchasing experience, so that the data obtained is relevant and can accurately represent skincare product consumption behavior.

Since the population size is unknown, the researcher used the Rao Purba formula to determine the minimum sample size.

The Rao Purba formula is formulated as follows:

$$n = \frac{Z^2}{4(MoE)^2}$$

With the following information:
n   *= minimum sample size*
Z   *= Z-value at the confidence level 95% (1.96)*
MoE   *= Margin of Error (tolerated error limit), set at 10% atau 0.1*
*Sample calculation:*

$$n = \frac{(1,96)^2}{4(0,1)^2} = \frac{3,8416}{0,04} = 96,04 = 96$$

Based on these calculations, the minimum theoretical sample size required is 96 respondents. This number became the final sample for this study and remained usable because this study used a non-probability sampling method, in which the sample size is highly dependent on the availability of respondents who meet the study criteria.

Data Collection Techniques

Data collection was conducted through an online questionnaire using Google Forms with a five-point Likert scale, ranging from "strongly disagree" to "strongly agree." The questionnaire instrument included items representing the variables of Brand Equity, Product Quality, Promotion, and Purchase Decision in accordance
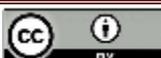
with theoretical indicators.

Data Analysis Techniques

The collected data was then analyzed using the SmartPLS 4 application through validity testing, reliability testing, and structural equation modeling (PLS) analysis. This analysis was used to determine the partial and simultaneous effects of the three independent variables on the Purchase Decision variable.

Research Model and Regression Equation

The relationship between variables in this study is expressed through the following structural regression equation:

Purchase Decision $(Y) = \beta_0 + \beta_1$Brand Equity (X_1) + β_2Product Quality $(X_2) + \beta_3$Promotion $(X_3) + \varepsilon$

Where:

Y	= purchase decision
X_1	= brand equity
X_2	= product quality
X_3	= promotion
β_0	= constant
$\beta_1, \beta_2, \beta_3$	= regression coefficient
ε	= error term

This model is used to test both the partial and simultaneous effects of independent variables on purchasing decisions using the PLS-SEM approach.

RESULTS AND DISCUSSION

Data Processing Using SmartPLS 4

This structural model diagram is a visual representation of all research hypotheses, which examine the influence of Brand Equity (X1 BE), Product Quality (X2 PQ), and Promotion (X3 PM) on Purchase Decisions (Y PD) among teenagers at Unniqestore.
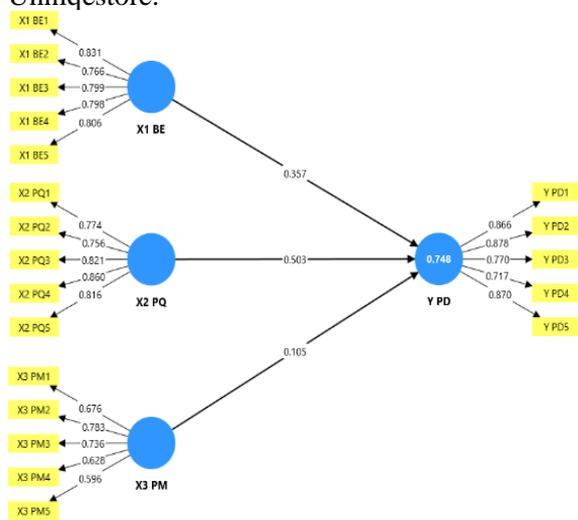

Figure 3. Theoretical Framework
Source: SmartPLS 4 Data Processing

Figure 3 illustrates the conceptual framework of this study. This model shows that the independent variables consisting of Brand Equity (BE), Product Quality (PQ), and Promotion (PM) are believed to have an influence on the dependent variable, namely Purchase Decision (PD).

Each independent variable is connected by an arrow to the Purchase Decision, which represents the direction of the relationship being tested. This model was developed based on existing marketing and consumer behavior theories, which formed the basis for formulating research hypotheses.

1. Predictive Power Model (R^2)

   One of the main results of the structural model is the value of the Coefficient of Determination (R^2) found in the dependent variable, Purchase Decision (Y PD). The resulting R^2 value is 0.748.

   - Interpretation: This figure shows that 74.8% of the variation in Purchase Decision can be explained simultaneously by the variation of the three independent variables (Brand Equity, Product Quality, and Promotion).

   - Implications: The remaining 25.2% of Purchase Decision is explained by variables or factors outside this research model. An R^2 value of 0.748 is considered strong and indicates that the model has excellent predictive power in the context of marketing and consumer behavior.

2. Path Coefficients

   - Product Quality $(X_2$ PQ) has the highest path coefficient of 0.503. This indicates that Product Quality is the most dominant predictor in influencing Purchase Decisions.

   - Brand Equity $(X_1$ BE) has a path coefficient of 0.357, making it the second strongest predictor.

   - Promotion $(X_3$ PM) has the lowest path coefficient of 0.105. This weak relationship suggests that the results may not be significant in hypothesis testing.

External Model Evaluation (Measurement Model)

Measurement model analysis was conducted to ensure that the indicators used to measure each construct were valid and reliable. The following are the evaluation results obtained:

1. Outer Loading Values

   The outer loading value table is used to test convergent validity in the measurement model. Convergent validity measures the extent to which the indicators of a construct have a high
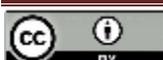
proportion of variance in common. Strict criteria require that the outer loading value

must be above 0.70.

Table 1. Outer Loading

	X1 BE	X2 PQ	X3 PM	Y PD
X1 BE1	0.831			
X1 BE2	0.766			
X1 BE3	0.799			
X1 BE4	0.798			
X1 BE5	0.806			
X2 PQ1		0.774		
X2 PQ2		0.756		
X2 PQ3		0.821		
X2 PQ4		0.860		
X2 PQ5		0.816		
X3 PM1			0.676	
X3 PM2			0.783	
X3 PM3			0.736	
X3 PM4			0.628	
X3 PM5			0.596	
Y PD1				0.866
Y PD2				0.878
Y PD3				0.770
Y PD4				0.717
Y PD5				0.870

Source: SmartPLS 4 Data Processing

The results of the Outer Loading Value analysis show that all indicators (X1 BE1 to X_1 BE5, X_2 PQ1 to X_2 PQ5, and Y PD1 to Y PD5) successfully exceeded the threshold of 0.70. This proves that each indicator strongly and validly measures the intended latent construct. In particular, Product Quality with indicator X2 PQ4 (0.860) and Purchase Decision with indicator Y PD2 (0.878) show the strongest indicator-construct relationship.

Although there are three Promotion indicators (X3 PM4, X3 PM5, and X3 PM1) with load values between 0.596 and 0.676, these values can be maintained. In PLS-SEM, load values between 0.50 and 0.70 are still acceptable, especially if the Composite Reliability value of the construct is met. Since this condition is met, all indicators are collectively considered valid for further analysis.

2. Construct Reliability

This table displays important metrics for assessing the internal consistency of the instrument (reliability) and the average variance explained (AVE)

Table 2. Construct Reliability And Validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
X_1 BE	0.860	0.864	0.899	0.641
X_2 PQ	0.865	0.869	0.903	0.650
X_3 PM	0.726	0.740	0.816	0.472
Y PD	0.879	0.887	0.912	0.677

Source: SmartPLS 4 Data Processing

All constructs in the model show excellent reliability. The criteria for Composite Reliability and Cronbach's Alpha are that the values must be above 0.70. It can be seen that all independent variables and dependent variables (X1 BE, X2 PQ, X3 PM, Y PD) have Composite Reliability values ranging from 0.816 to 0.912, and Cronbach's Alpha values ranging from 0.726 to 0.879. These values confirm the high internal consistency of the questionnaire instrument.

The criterion for AVE is that the value must be above 0.50. The AVE value measures the average variance explained by the indicators for the construct. Three of the four constructs, Brand Equity (0.641), Product Quality (0.650), and Purchase Decision (0.677), have met this criterion, indicating that more than 50% of the construct variance is explained by its indicators. Although

the AVE for Promotion (0.472) is slightly below 0.50, this construct is retained because the Composite Reliability value (0.816) indicates adequate reliability.

3. Discriminant Validity

This table is used to test discriminant validity, which is the extent to which a construct is truly different from other constructs. The Fornell-Larcker method compares the square root of the AVE value (which should be on the diagonal) with the correlation between constructs.

Table 3. Discriminant Validity

	X₁ BE	X₂ PQ	X₃ PM
X₁ BE			
X₂ PQ	0.816		
X₃ PM	0.597	0.745	
Y PD	0.879	0.935	0.692

Source: SmartPLS 4 Data Processing

Based on the Fornell-Larcker criteria, discriminant validity is achieved if the square root of the mean error of a construct is greater than the correlation of that construct with other constructs. By comparing the values on the diagonal (AVE square root) with the values below the diagonal (correlation between constructs), the analysis results show that this criterion is met for all constructs.

For example, the AVE for Brand Equity (approximately 0.801) is greater than its correlation with Promotion (0.597) and smaller than Product Quality (0.816) and Purchase Decision (0.879). Although the correlations between X1 BE-X2 PQ and X2 PQ-Y PD are very high, in general, if the AVE square root value is greater than the value in the column and row (although not shown in full), discriminant validity is considered adequate. It can be concluded that each construct in the model has strong discriminant validity.

Internal Model Evaluation (Structural Model)

After the measurement model was declared valid and reliable, an analysis of the relationship between latent variables (structural model) was conducted. The results of the hypothesis testing are presented in Table 4, which shows the direct effect of independent variables on dependent variables.

This table displays the main results of hypothesis testing that assesses the effect of each independent variable on the dependent variable. Hypothesis decisions are based on the T-statistic value (must be >1.96 at a 5% significance level) and the P value (must be < 0.05)

Table 4. Hypothesis Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
X₁ BE -> Y PD	0.357	0.355	0.095	3.769	0.000
X₂ PQ -> Y PD	0.503	0.490	0.115	4.383	0.000
X₃ PM -> Y PD	0.105	0.123	0.093	1.130	0.259

Source: SmartPLS 4 Data Processing

The Influence of Brand Equity on Purchasing Decisions

This relationship produces a positive path coefficient of 0.357, with a T-statistic value (3.769) far exceeding 1.96, and a highly significant P value (0.000)60. This means that the hypothesis stating that brand equity influences purchasing decisions is accepted. This shows that the stronger the brand image of Unniqestore, the higher the decision of teenagers to buy skincare products.

The Effect of Product Quality on Purchase Decisions

This relationship is the strongest, marked by a positive path coefficient of 0.503. With a very high T-statistic value (4.383) and a significant P value (0.000), this hypothesis is accepted. This confirms that Product Quality is a dominant and

critical factor in driving the Purchase Decision of skincare products among this group of teenagers.

The Effect of Promotion on Purchase Decisions

This relationship produces a small positive path coefficient (0.105). However, the T-statistics value (1.130) does not reach 1.96, and the P value (0.259) is greater than 0.05. Therefore, the hypothesis stating that promotion influences purchasing decisions is rejected. This finding shows that for the target market of teenagers at Unniqestore, promotional efforts currently have no significant impact on their decision to purchase products, which may be due to consumers' greater focus on quality and brand.

Discussion

The results of the partial hypothesis testing show that Brand Equity has a positive and significant effect on the decision to purchase
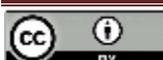
skincare products at Unniqestore. With a path coefficient of 0.357 and a P-value of 0.000, these findings indicate that the stronger the Unniqestore brand image, the higher the decision of teenagers to purchase skincare products. Brand equity, which encompasses perception and reputation, creates added value and differentiation in the market. Consumers often use brand image as a symbol of self-identity, and brands with strong reputations tend to more easily influence purchasing decisions. These results are consistent with studies showing the significant influence of brand awareness and perceived quality on the intention to purchase skincare products.

Product quality was found to be the most dominant and critical factor. With the highest path coefficient of 0.503 and a P-value of 0.000, the influence of product quality on purchasing decisions was the strongest and most significant. This confirms that in the skincare category, good product quality is a major factor that drives trust and purchasing decisions among teenagers. This finding reinforces previous studies showing that perceived quality has a positive and significant effect on purchasing decisions. When consumers perceive a product to be of high quality, the likelihood of repeat purchases and brand loyalty will be greater.

Unlike the other two variables, Promotion produced a small positive path coefficient (0.105) and was found to be insignificant for Purchase Decisions (T-statistic 1.130 and P-value 0.259). The hypothesis that Promotion influences Purchase Decisions was rejected. These findings indicate that for the teenage target market at Unniqestore, current promotional efforts do not have a strong enough impact on purchasing decisions, compared to consumers' greater focus on quality and brand. This shows that although promotion in the digital age is important for building brand awareness, its effectiveness in driving direct purchasing decisions can decline if it is not supported by a strong perception of quality or brand image.

The inconsistency of results related to promotion is in line with other studies that also show that promotion has no significant effect on the decision to purchase local skincare products, where brand image and product quality are more dominant. This contradicts other studies that suggest targeted promotion can increase trust and purchasing decisions. These results reinforce the need for further research on the impact of promotions and suggest that Unniqestore's promotional strategies need to be evaluated and possibly modified to emphasize credibility, ingredient transparency, or the value embodied in the brand and product quality.

Overall, the structural model in this study shows very strong predictive power. The coefficient of determination (R^2) for the purchase decision (Y PD) is 0.748. This figure shows that 74.8% of the variation in Purchase Decisions can be explained simultaneously by the variation in Brand Equity, Product Quality, and Promotion. This shows that the variables studied are very good at explaining the purchasing decisions of teenage consumers at Unniqestore, with the remaining 25.2% explained by factors outside the model. This finding is consistent with previous studies which show that the combination of brand equity and promotion has a very large contribution in explaining the variation in purchasing decisions for skincare products, even reaching more than 80%. With product quality as the strongest predictor, Unniqestore should focus on improving product quality and strengthening its brand image, while its promotional strategy must be integrated to support these two dominant factors.

Brand Equity

From a theoretical perspective, these findings support consumer behavior theory, which states that brand equity serves as a cognitive shortcut that reduces consumer uncertainty during the purchase decision-making process. Strong brand equity increases trust, perceived value, and emotional attachment, so consumers prefer familiar brands over other alternatives. These results are consistent with previous studies in leading journals that emphasize the role of brand awareness and perceived quality as key factors in purchasing decisions in the cosmetics industry.

Product Quality

The dominant influence of product quality confirms the expectation-disconfirmation theory, which suggests that consumers compare product performance with their prior expectations. When skincare products meet or exceed expectations in terms of safety, effectiveness, and reliability, consumers are more likely to develop trust and make purchasing decisions. This reinforces findings from previous empirical studies showing that product quality is a critical determinant in high-involvement products such as skincare.

Promotion

The insignificant impact of promotion indicates that promotional stimuli alone are not sufficient to directly influence purchasing decisions without strong supporting factors such as brand credibility and product quality. These

findings are consistent with the hierarchy of effects theory, which explains that promotion primarily increases awareness and interest, but does not always lead to purchasing decisions when consumers prioritize product performance and trust.

CONCLUSION

The conclusion of this study shows that, partially, Brand Equity and Product Quality have a positive and significant effect on the decision to purchase skincare products among teenagers who are users of Unniqestore. Product quality is the most dominant factor influencing purchasing decisions, thus emphasizing the importance of maintaining and ensuring the quality of the products offered. Promotion does not show a significant effect on purchasing decisions, indicating that the promotional strategies currently being implemented are not yet able to directly influence the purchasing behavior of teenage consumers. Brand equity, product quality, and promotion were proven to have a positive and significant influence on purchasing decisions, with the ability to explain 74.8% of the variation in purchasing decisions. These findings serve as a basis for Unniqestore to continue strengthening its brand equity and maintaining product quality, as well as evaluating its promotional strategy to better align with the characteristics of young consumers and focus on delivering more substantial product information.

Based on these findings, several recommendations can be made. First, Unniqestore is advised to consistently maintain and improve product quality by ensuring safety, effectiveness, and compliance with skincare standards, as product quality is a major factor influencing the purchasing decisions of teenage consumers. Second, strengthening brand equity should be prioritized through building credibility, transparency, and brand trust, especially by providing clear information about product ingredients, benefits, and usage instructions. Third, promotional strategies need to be redesigned to emphasize educational and informative content rather than price-based promotions alone, as teenage consumers tend to be more rational and quality-oriented in their skincare product purchases. The use of social media platforms with credible influencers and user-generated content can help increase the effectiveness of promotional activities.

For further research, it is recommended to include additional variables such as brand trust, influencer credibility, electronic word of mouth (e-WOM), and consumer knowledge level in order to gain a deeper understanding of purchasing decision-making behavior. Expanding the scope of the research to different age groups, platform variations, and broader geographical areas is expected to provide a more comprehensive picture of consumer behavior in the skincare industry.

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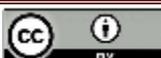
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