

INFLUENCE OF *MARKETING MIX* (PRICE AND PRODUCT QUALITY) ON HANASUI BRAND SKINCARE CUSTOMER DECISIONS MEDIATED BY BRAND IMAGE

Siti Nur Aysya Assyaroh
Faculty of Economics and Business
Islamic University of Lamongan
Lamongan, Indonesia
sitinuraysyaassyaroh1@gmail.com

Henny Mahmudah
Faculty of Economics and Business
Islamic University of Lamongan
Lamongan, Indonesia
hennymahmudah@unisla.ac.id

Ratna Handayati
Faculty of Economics and Business
Islamic University of Lamongan
Lamongan, Indonesia
handayati@unisla.ac.id

Evi Fitrotun Najiah
Faculty of Economics and Business
Islamic University of Lamongan
Lamongan, Indonesia
evifitrotun@unisla.ac.id

Article Info

Keyword:

Marketing Mix, Price, Product Quality, Customer Decision, Brand Image

ABSTRACT

Skincare in English Skin means skin and *Care* means caring or taking care of. *Skincare* is a series of activities that help skin health that support the appearance and maintain the condition of our skin. This study aims to determine the effect of price and product quality on hanasui brand skincare customer decisions mediated by brand image. This study uses a type of quantitative research with a sample of 96 samples using the smart PLS method.

The results stated that the variables Price (X1) and Product Quality (X2) had a significant positive effect on customer decisions (Y) and Price (X1) and Product Quality (X2) had a significant positive effect on Brand Mind (Z). Brand Mind (Z) has a significant positive effect on customer decisions (Y). In the mediation test, the variable Price (X1) has a significant positive effect on Customer Decisions (Y) which is mediated by Brand Image (Z). Product Quality variable (X2) has a significant positive effect on Customer Decisions (Y) mediated by Brand Image (Z).

INTRODUCTION

In this era, *skincare* is one of the important needs for all people from children, teenagers to adults. *Skincare* in English Skin means skin and *Care* means care. *Skincare* is a series of activities that help skin health that support the appearance and maintain the condition of our skin. *Skincare* has become one of the most important aspects of life for every individual. Everyone wants to have glowing and healthy skin. The use of skincare such as *moisturizer*, *toner*, *essence*, *sunscreen* and a series of other *skincare* has become a daily routine. People who have healthy skin will increase self-confidence, so they are willing to spend a lot of money to have healthy and clean skin. Indonesia also has local *skincare* products that are good and pocket-friendly, one of the *skincare* products that are being favored by consumers is Hanasui serum. Hanasui is one of the brands of products from PT Eka Jaya Internasional which is produced in Indonesia which is located at Jalan Prabu Kiansantang 89 in Priuk Tangerang.

Hanasui *skincare* has been in production for a long time and its products are highly favored by the general public because of their high quality.

According to Kolter and Armstrong (2019) marketing is a management process in which individuals get what they need through the creation and exchange of products that offer the value of these products to others.

In the marketing mix, price is a very important factor in determining which marketing area the company will offer. According to Satriadi (2021: 103) price is the amount of money consumers have to pay to get goods and services or the value shown in rupiah for transactions or exchanges.

A product is something that is available in the market to be noticed, used, owned, or consumed to fulfill a want or need. According to Tjiptono & Chandra (2020, p.231), products can be defined as goods or services offered to customers to meet customer needs and desires and then can be used by customers.

According to Kolter (2019), customer decisions, namely the last stage in the decision-making process is customer decisions and it can be concluded above that customer decisions can be interpreted as a process in which consumers recognize or seek information about a product to help them make a decision to buy it. According to Swasta and Handoko (2019), every purchasing decision has several components, including product type, product form, price, quantity, purchase time, and payment method.

According to Chalil et al. (2020) brand image is a product produced by an organization and then distributed to consumers.

RESEARCH METHODS

The type of research used in this research is quantitative research methods. In this study, researchers drew a population from consumers who made purchases of Hanasui brand skincare with an unknown population size. The sample in this study used the lemeshow formula on the grounds that the population size could not be known for sure. So the sample used in this study was 96 respondents.

RESULTS AND DISCUSSION

Measurement Model (outer model)

a. Validity Test

In the validity test, there are several tests that can be used in using Convergent validity In a relatively widely researched research model, the recommended value for convergent validity is 0.7 (Musyaffi et al, 2022) and Discriminat validity A method for determining the adequacy of construct discrimination using calculations that produce a greater value between the intended construct load value and the load value of other constructs.

Table 1
Outer Loding

Variabel	Indicator	Outer Loading	AVE	Description
Price (X1)	X1.1	0.964	0.903	Valid
	X1.2	0.959		
	X1.3	0.952		
	X1.4	0.926		
Product quality (X2)	X2.1	0.927	0.879	Valid
	X2.2	0.939		
	X2.3	0.946		
	X2.4	0.940		
	X2.5	0.944		
	X2.6	0.929		

Customer Decision (Y)	Y1	0.931	0.883	Valid
	Y2	0.953		
	Y3	0.950		
	Y4	0.924		
Brand Image (Z)	Z1	0.924	0.889	Valid
	Z2	0.952		
	Z3	0.953		

Source: Data processed from the results of SmartPLS 3.0 Version (2025)

Table 2
Cross Loading

	Brand Image (Z)	Price (X1)	Customer Decision (Y)	Product quality (X2)
X1.1	0.738	0.964	0.811	0.764
X1.2	0.696	0.959	0.774	0.722
X1.3	0.653	0.952	0.728	0.608
X1.4	0.692	0.926	0.728	0.644
X2.1	0.690	0.674	0.768	0.927
X2.2	0.709	0.717	0.801	0.939
X2.3	0.679	0.647	0.791	0.946
X2.4	0.685	0.650	0.769	0.940
X2.5	0.720	0.675	0.794	0.944
X2.6	0.721	0.701	0.797	0.929
Y1.1	0.810	0.737	0.931	0.766
Y1.2	0.838	0.770	0.953	0.845
Y1.3	0.754	0.744	0.950	0.766
Y1.4	0.772	0.759	0.924	0.773
Z1.1	0.924	0.686	0.807	0.729
Z1.2	0.952	0.698	0.801	0.694
Z1.3	0.953	0.686	0.783	0.691

Source: Data processed from the results of SmartPLS 3.0 Version (2025)

The validity test results state that the Convergent validity and Discriminat validity values of the price, product quality, customer decisions and brand image variables are declared valid. This is because the outer loading results are more than 0.7 and produce a greater value between the intended construct load value and the other construct load values.

Reliability Test

To assess the reliability of the construct using Composite reliability, namely calculating the reliability of an indicator. This value can be used to determine how reliable the construction actually is. Composite reliability is estimated to be at least 0.7 Cronbach alpha value which measures the internal consistency of an indicator with a minimum expected value of 0.7

Tabel 3 Composite Reliability dan Cronbach Alpha

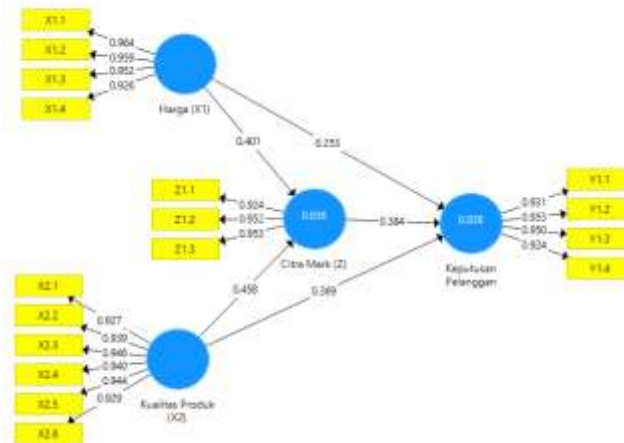
	Cronbach's Alpha	Composite Reliability	Description
Price (X1)	0.964	0.974	Reliabel
Product quality (X2)	0.972	0.978	
Customer Decision (Y)	0.956	0.968	
Brand Image (Z)	0.938	0.960	

Source: Data processed from the results of SmartPLS 3.0 Version (2025)

The reliability test results state that the Composite Reliability and Cronbach Alpha values on the price, product quality, customer decision and meek image variables are above 0.7, which means reliable.

b. Structural Model (Inner Model)

The inner model is made to measure the R-square of the relationship between variables, and the significance value of the research model on all indicators respectively. variables. R-square is also used to measure the influence relationship between variables and the significance value of the research model on all indicators of each variable.



**Picture 1
 Model Strucrtual**

R-square

R-square is a value that indicates how much influence the independent variable (exogenous) has on the dependent variable (endogenous). The R-square value ranges between 0 and 1, indicating how much influence the combination of independent variables has on the value of the dependent variable.

. Tabel 4 Uji R-Square

	R Square	R Square Adjusted
Brand Image (Z)	0.636	0.628
Customer Decision (Y)	0.838	0.832

Source: Data processed from the results of SmartPLS 3.0 Version (2025)

Judging from the test table 4.12 R-Square above shows that the variable Price (X1), Taste Image (X2) on customer decisions (Y) is 0.830, so it can be said that the value is mutually reinforcing The Adjusted R-Square value is 0.832, so it can be stated as very strong.

Tabel 5. Uji Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Image (Z) -> Customer Decision	0.384	0.384	0.090	4.273	0.000
Price (X1) -> Brand Image (Z)	0.401	0.408	0.122	3.283	0.001
Price (X1) -> Customer Decision	0.253	0.257	0.082	3.077	0.002
Product Quality (X2) -> Brand Image (Z)	0.458	0.449	0.122	3.753	0.000
Product Quality (X2) -> Customer Decision	0.369	0.364	0.088	4.207	0.000

Source: Data processed from the results of SmartPLS 3.0 Version (2025)

Tabel 6. Specific Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/ST0.DEV)	P Values
Price (X1) -> Brand Image (Z) -> Customer Decision (Y)	0.154	0.155	0.054	2.845	0.005
Product Quality (X2) -> Brand Image (Z) -> Customer Decision (Y)	0.176	0.175	0.068	2.572	0.010

Source: Data processed from the results of SmartPLS 3.0 Version (2025)

The Effect of Price on Customer Decisions Mediated by Brand Image

In the path coefficients above, it can be concluded that the price variable on customer decisions has a significant positive relationship, seen from the P value of 0.002 < 0.05 In Specific indirect Effect, the price variable on customer decisions mediated by brand image, there is a positive relationship because P Value = 0.005 which means < 0.05, so in this relationship it can be referred to as Partial Mediation.

The Effect of Product Quality on Customer Decisions Mediated by Brand Image

In the path coefficients above, it can be concluded that the product quality variable on customer decisions has a significant positive relationship, seen the P value of 0.000 < 0.05 In Specific indirect Effect, the product quality variable on customer decisions mediated by brand image has a positive relationship because P Value = 0.010 which means < 0.05. then in this relationship it can be referred to as Partial Mediation.

c. Hypothesis Test

Testing the structural relationship model to explain the variables in the study based on the data processing carried out, these results can be used to answer the hypothesis in this study.

Tabel 7 Hypothesis Test

No	Hipotesis	Analisis
1	Price(X1)-> Customer Decision (Y)	Nilai coefficient = 0.253
		P Value = 0.002
		T -Statistic = 3.077
		T -tabel = 1.969
		T -Statistic > T -table
2	Product Quality (X2)->Customer Decision	Nilai coefficient = 0.369
		P Value = 0.000
		T -Statistic = 4.207
		T -tabel = 1.969
		T -Statistic > T -table
3	Price (X1) -> Brand Image (Z)	Nilai coefficient = 0.401
		P Value = 0.001
		T -Statistic = 3.283
		T -tabel = 1.969
		T -Statistic > T -table
4	Product Quality (X2) -> Brand Image (Z)	Nilai coefficient = 0.458
		P Value = 0.000
		T -Statistic = 3.753
		T -tabel = 1.969
		T -Statistic > T -table
5	Brand Image (Z) -> Customer Decision	Nilai coefficient = 0.384
		P Value = 0.000
		T -Statistic = 4.273
		T -tabel = 1.969
		T -Statistic > T -table

DISCUSSION

H1. The Effect of Price (X1) and Product Quality (X2) on Customer decisions (Y)

The Effect of Price on Customer Decisions (Z)

a. The price variable on customer decisions

The price variable on customer decisions shows that the coefficient value is 0.253 > 0.000 with T -Statistic > T -table (3.077 > 1.969) and P-value 0.002 < 0.05 then H01 is rejected and Ha1 is accepted, meaning that there is a positive and significant influence. The results of this study

There is a significant positive relationship direction because price is one of the most important elements in marketing that can influence consumers to make a purchase decision. Consumers also often compare prices with other products and consider whether the price is in their market so that there will be a customer decision to make a purchase of the product.

b. The Effect of Product Quality on Customer Decisions

In the product quality variable on customer decisions, it shows that the coefficient value is 0.369 > 0.000 with a T-statistic > T-table (4.207 > 1.969) and a P-value of 0.000 < 0.05, so H01 is rejected and Ha1 is accepted, atinyan there is a positive and significant influence

because there is a significant positive relationship direction because the product quality provided by the company is of high quality to customers so that customer decisions make purchases.

H2 The Effect of Price (X1) on Brand Image (Z)

Effect of Price on Brand Image

The price variable on brand image shows that the coefficient value is $0.401 > 0.000$ with T-statistic $> T$ -table ($3.283 > 1.969$) and P-value $0.001 < 0.05$ then H02 is rejected and Ha2 is accepted, meaning that there is a positive and significant influence. There is a significant positive relationship direction because the price given to Hanasui skincare products is in accordance with the brand image because the price of Hanasui skincare is very affordable and in accordance with the quality provided by the company, it will make consumers easily remember the name of the Hanasui skincare product brand mind.

H3 The Effect of Product Quality (X2) on Brand Image (Z)

Effect of Product Quality on Brand Image

The product quality variable on brand image shows that the coefficient value is $0.458 > 0.000$ with a T-statistic $> T$ -table ($3.753 > 1.969$) and a P-value of $0.000 < 0.05$, so H03 is rejected and Ha3 is accepted, meaning that there is a positive and significant effect. There is a significant positive relationship direction because consumers assess the products in Hanasui skincare products, the ingredients used are safe and do not contain harmful substances so that product quality increases consumer confidence in a Hanasui brand image.

H4. The Influence of Brand Image (Z) on Customer Decisions (Y)

The Influence of Brand Image on Customer Decisions

In the brand image variable on customer decisions, it shows that the coefficient value is $0.384 > 0.000$ with a T-statistic $> T$ -table ($4.273 > 1.969$) and a P-value of $0.000 < 0.05$, so H04 is rejected and Ha4 is accepted, meaning that there is a positive and significant influence. There is a significant positive relationship direction because the brand image has a very important role in influencing customer decisions and a positive brand image can provide a level of trust in consumers and influence their choice in choosing products. Consumers tend to choose brands that have a good image, especially if they get recommendations from social media or from people around them, brands with a positive image become the main choice of consumers.

H5. The Effect of Price (X1) and Product Quality (X2) on Customer Decisions (Y) Mediated by Brand Image (Z)

a. The Effect of Price on Customer Decisions Mediated by Brand Image

In the price variable on customer decisions mediated by brand image, the coefficient value is $0.154 > 0.000$. t-statistic $2.845 > 1.969$ P-value $0.005 < 0.05$. then Ho5 is rejected and Ha5 is accepted. meaning that there is a positive and significant influence. There is a significant positive relationship direction, which means that customers determine that Hanasui skincare products have a very affordable price compared to other brands. This means that the price determined will increase customer decisions through the brand image of Hanasui skincare.

b. The effect of product quality on customer decisions mediated by brand image

In the price variable on customer decisions mediated by brand image, the coefficient value is $0.176 > 0.000$. t-statistic $2.572 > 1.969$ P-value $0.010 < 0.05$. then Ho5 is rejected and Ha4 is accepted. meaning that there is a positive and significant influence. There is a significant positive relationship direction, which means that customers meniali or determine the product from the quality of the product and will affect the customer's decision to buy the item. So that products with high quality will increase brand mind

CONCLUSION

1. Testing the Measurement Model (Outer Model)

The results of the validity and reliability tests show that the price analysis variables (X1), product quality (X2), brand image (Z) customer decisions (Y) are declared valid and reliable with the value of each variable > 0.7 .

2. Structural Model (Inner Model)

Based on the R-Square data, all variables including price analysis (X1), product quality (X2), brand image (Z) customer decisions (Y) have a value of > 0.7 so that these variables are declared valid and reliable.

3. Mediation Test

Based on the results of the mediation test that has been carried out, it can be stated as follows: price variable (X1) on customer decisions (Y) mediated by brand image (Z) there is a positive relationship and is categorized as Partial Mediation.

The variable product quality (X2) on customer decisions (Y) mediated by brand image (Z) occurs a positive relationship and is included in the Partial Mediation category.

REFERENCES

- Chalil, R. D., Sari, J. D. P., Ulya, Z., & Hamid, A. (2020). *Brand, Islamic Branding, & Re-Branding*. Depok: Depok Rajawali Press.
- Kotler, Philip. 2020. *Marketing Management*. Jakarta: PT Indeks.
- Kotler, P., & Armstrong, G. (2020). *Principles of marketing* (Vol. 1, No. 2). Volume.
- Musyaffi, A. M., Khairunnisa, H., & Respati, D. K. (2022). *Basic concepts of structural equation model-partial least square (sem-pls) using smartpls*. Pascal Books.
- Satriadi, & et al. (2021). *Marketing Management*. Yogyakarta: Samudra Biru (Member of IKAPI).
- Sugiyono. (2020). *Quantitative, Qualitative, and R&D Research Methods*. Bandung: Alfabeta.
- Tjiptono, F., & Chandra, G. (2020). *Strategic Marketing* (3rd ed.). Yogyakarta: Andi.