

Price Perception and Brand Image as Determinants of Skincare Purchase Decisions among University Students

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ABSTRACT

This study aims to analyze the influence of price perception and brand image on the purchasing decisions for Glad2Glow skincare products among students of the Entrepreneurship Study Program at Universitas Negeri Makassar. The study employs a quantitative approach with a sample of 84 respondents selected using purposive sampling. Data collection was conducted via questionnaires, while data analysis utilized multiple linear regression with the aid of SPSS version 30. The results indicate that price perception and brand image each have a positive and significant partial effect on purchasing decisions. Simultaneously, both variables also exert a positive and significant influence on purchasing decisions for Glad2Glow skincare products. The coefficient of determination value of 90.8% indicates that purchasing decisions can be explained by price perception and brand image, while the remaining 9.2% is influenced by factors outside the scope of this study. These findings demonstrate that the more favorable the perception of price and brand image regarding Glad2Glow, the higher the likelihood of students purchasing the product.

Keywords: Price Perception, Brand Image, Purchase Decision, Glad2Glow

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INTRODUCTION

The skincare industry has become an increasingly important component of the global personal-care market, driven by growing consumer attention to skin health, appearance, and self-care. Skincare consumption is influenced not only by functional considerations but also by consumers' perceptions of appearance, well-being, and self-confidence. Recent research shows that facial skin characteristics are closely associated with perceptions of health and attractiveness, while cosmetic products can influence consumers' emotions and self-perception (Fink et al., 2024; Spence & Zhang, 2024). This development has been driven by rising public awareness regarding the importance of skin health, lifestyle shifts that place greater emphasis on appearance, and technological advancements enabling the creation of products with safer and more effective formulations (Rakib et al., 2023). The growing availability of skincare information through digital and social-media platforms has also expanded consumers' exposure to product recommendations, skincare routines, and beauty trends, potentially shaping product preferences and purchasing behavior (Almudimeegh et al., 2024). Consequently, understanding the factors that influence consumers' skincare purchase

decisions has become increasingly relevant, particularly among university students who represent an active consumer segment in the beauty and personal-care market.

In Indonesia, the skincare market has become increasingly competitive, with consumers facing a wide range of local and international cosmetic brands. In this context, consumers' purchasing decisions are shaped by their evaluations of product and brand attributes, including perceived price, product value, quality, and brand-related associations. Empirical research on cosmetic products demonstrates that perceived price significantly influences consumers' willingness to purchase, while product and brand-related evaluations also contribute to purchasing responses (Mkedder & Bakir, 2023; Ramadania et al., 2023). Research in the cosmetics sector further indicates that brand-related perceptions and communication can influence consumers' attitudes and subsequent purchasing behavior, particularly in digitally connected markets (Istijanto & Purusottama, 2023; Mainardes et al., 2023). These findings highlight the importance of examining how price perception and brand image shape skincare purchase decisions, particularly among university students who represent an active consumer segment.

Glad2Glow has emerged as a prominent local skincare brand in Indonesia's increasingly competitive beauty market. Market data reported by Kompas indicated that Glad2Glow ranked among the leading beauty brands on Shopee Indonesia during 2025. This market performance provides a relevant context for examining how consumers evaluate the brand, particularly in terms of perceived price and brand image. Previous research indicates that brand-related perceptions and perceived value are important determinants of consumers' purchase decisions in the Indonesian skincare market (Nurhasanah et al., 2026).

Consumer purchase decisions are shaped by consumers' evaluations of product attributes, perceived value, and brand-related information. In the cosmetics and skincare context, perceived price is an important evaluative cue because consumers may use price to assess the value and quality they expect to receive, while brand image influences how consumers interpret and respond to a product. Recent research in the cosmetics market demonstrates that perceived price significantly affects consumers' willingness to purchase, whereas brand-related perceptions can shape purchase intention and consumer responses to skincare products (Tan, 2025).

University students represent a relevant consumer segment because skincare purchasing may involve the simultaneous consideration of functional benefits, affordability, and brand perceptions. This is particularly relevant for younger consumers who are highly exposed to digital information and social-media content concerning skincare products and brands. Recent research among Generation Z skincare consumers confirms that brand image can play an important role in shaping purchase intention, particularly in digitally mediated consumption environments (Tan, 2025).

Although previous studies have established the relevance of price and brand-related factors in cosmetic purchasing, their relative contribution may vary across products, consumer groups, and market contexts. Moreover, limited research has simultaneously examined price perception and brand image as determinants of purchase decisions for specific Indonesian local skincare brands among university students. Therefore, this study examines the effects of price perception and brand

image on purchase decisions for Glad2Glow skincare products among students of the Entrepreneurship Study Program at Universitas Negeri Makassar. The findings are expected to extend understanding of consumer decision-making in the local skincare market and provide practical insights for developing pricing and brand-positioning strategies.

LITERATURE REVIEW

Consumer behavior encompasses the processes through which individuals search for information, evaluate alternatives, make purchase decisions, and respond to products and brands. In increasingly digital marketplaces, these processes are shaped by consumers' access to abundant information and their ability to search, compare, and evaluate products before purchase. Recent research shows that online search behavior provides important insights into consumers' preferences and consideration sets, while digital reviews and electronic word-of-mouth can reduce information asymmetry and significantly influence purchase intentions (Honka et al., 2024; Qiu & Zhang, 2024).

The digital environment has therefore changed how consumers evaluate products and brands. Rather than relying solely on traditional marketing communication, consumers increasingly use online reviews, ratings, and other user-generated information as cues when assessing product quality and purchase risk. Evidence from Indonesian consumers shows that electronic word-of-mouth influences consumer attitudes and behavioral responses, while broader meta-analytic evidence confirms the significant role of online reviews in shaping purchase intention (Haq et al., 2024; Qiu & Zhang, 2024).

Price perception refers to a consumer's assessment of a product's price based on subjective interpretation rather than merely the nominal figure. In marketing literature, price perception is viewed as a key factor influencing consumer purchasing decisions, as price serves as an indicator of quality, value, and fairness regarding the product offered. According to Nurmalasari et al., (2025), there are four indicators of price perception: 1) price affordability, 2) price-quality alignment, 3) price-benefit alignment, and 4) price alignment with purchasing power or price competitiveness..

Brand image is the set of perceptions and beliefs held by customers regarding a brand, reflected through associations stored in their memory (Awalia et al., 2025). Brand image refers to the set of associations and perceptions that consumers hold about a brand, which are developed through brand-related experiences, communication, and interactions. These perceptions may include consumers' evaluations of brand awareness, perceived quality, brand associations, and the overall value represented by the brand. In the skincare context, such brand-related perceptions can influence how consumers evaluate products and develop purchase intentions. Recent research confirms that brand image and other brand-related cues play an important role in shaping consumers' responses to skincare and cosmetic products, particularly among younger and digitally engaged consumers (Tan, 2025;(Al Mamun et al., 2023).

Purchase decision refers to the outcome of a consumer decision-making process in which consumers recognize a need, search for relevant information, evaluate available alternatives, and select a product before subsequently evaluating their purchase experience. In digital markets, this process is increasingly supported by online

information, product comparisons, and consumer-generated content, which can influence how consumers evaluate competing alternatives (Pires et al., 2022). Accordingly, the present study conceptualizes purchase decision through four stages relevant to skincare consumption: need recognition, information search, evaluation of alternatives, and post-purchase evaluation.

METHOD

This study employs a quantitative approach using a survey method to analyze the influence of price perception and brand image on the purchasing decisions for Glad2Glow skincare products among students of the Entrepreneurship Study Program at Universitas Negeri Makassar. The research was conducted from May to June 2026 within the Entrepreneurship Study Program, Faculty of Economics and Business, Universitas Negeri Makassar.

Table 1. Research variables and indicators

Variable	Indicator
Price Perception	1. Price Affordability 2. Price-Quality Alignment 3. Price-Benefit Alignment 4. Price Within Means
Brand Image	1. Brand Awareness 2. Brand Associations 3. Perceived Quality 4. Brand Loyalty 5. Brand Experience 6. Social Image and Brand Values
Buying decision	1. Need recognition 2. Information search 3. Evaluation of alternatives 4. Purchase decision 5. Post-purchase behavior

Source: Darmansah & Yosepha (2020)

The population for this study consists of 518 students from the Entrepreneurship Study Program (classes of 2022–2025). The sample was selected using a purposive sampling technique based on the following respondent criteria: 1) active students in the Entrepreneurship Study Program (classes of 2022–2025), and 2) individuals who have purchased or used Glad2Glow skincare products. The sample size was determined using Slovin's formula with a 10% margin of error, resulting in a total of 84 respondents. The study population consisted of students from the Entrepreneurship study program at the Faculty of Economics and Business, Universitas Negeri Makassar, specifically those belonging to the 2022–2025 cohorts.

The primary instrument used in this study was a questionnaire employing a 1–5 Likert scale, supported by a laptop and IBM SPSS Statistics version 30 software for data processing. Data collection was conducted by distributing closed-ended questionnaires

to respondents selected via purposive sampling. Subsequently, the research instrument underwent validity and reliability testing to ensure that each statement item was both valid and reliable. The data were analyzed using classical assumption tests—specifically normality, multicollinearity, and heteroscedasticity tests—to verify that the regression model met the required assumptions. Finally, multiple linear regression analysis was performed, incorporating partial tests (t-test), simultaneous tests (F-test), and the coefficient of determination (R^2) test, to determine the extent to which the variables of price perception and brand image contributed to purchasing decisions for Glad2Glow skincare products.

RESULTS AND DISCUSSION

Validity Test Results

Table 3. Variable Validity Test Results

Variable	Item	Calculated R	R Table	Description
Price Perception	X1.1	0,868	0,179	Valid
	X1.2	0,880		Valid
	X1.3	0,897		Valid
	X1.4	0,904		Valid
	X1.5	0,882		Valid
	X1.6	0,887		Valid
	X1.7	0,862		Valid
	X1.8	0,879		Valid
	X1.9	0,898		Valid
	X1.10	0,897		Valid
	X1.11	0,887		Valid
	X1.12	0,880		Valid
Brand Image	X2.1	0,866	0,179	Valid
	X2.2	0,828		Valid
	X2.3	0,791		Valid
	X2.4	0,879		Valid
	X2.5	0,919		Valid
	X2.6	0,892		Valid
	X2.7	0,886		Valid
	X2.8	0,943		Valid
	X2.9	0,943		Valid
	X2.10	0,881		Valid
	X2.11	0,852		Valid
	X2.12	0,858		Valid
	X2.13	0,889		Valid
	X2.14	0,892		Valid
	X2.15	0,961		Valid
	X2.16	0,878		Valid
	X2.17	0,901		Valid
	X2.18	0,905		Valid
Buying Decision	Y1	0,919	0,179	Valid

Y2	0,914	Valid
Y3	0,861	Valid
Y4	0,890	Valid
Y5	0,909	Valid
Y6	0,921	Valid
Y7	0,933	Valid
Y8	0,924	Valid
Y9	0,947	Valid
Y10	0,954	Valid
Y11	0,910	Valid
Y12	0,949	Valid
Y13	0,968	Valid
Y14	0,902	Valid
Y15	0,864	Valid

Source: SPSS Version 30 Data Processing Results, 2026

Table 3 shows that the variables Price Perception, Brand Image, and Purchase Decision have values exceeding 0.179, indicating that the data are valid. This conclusion is drawn from the fact that the calculated r-value is greater than the r-table value, thereby confirming the data's validity.

Reliability Test Results

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Criteria	Description
Price Perception	0,975	>0,60	Reliabel
Brand Image	0,983		Reliabel
Buying decision	0,987		Reliabel

Source: SPSS Version 30 Data Processing Results, 2026

The results presented in Table 4 indicate that the Cronbach's alpha coefficient values for all variables (variables X1, X2, and Y) exceed 0.60. Consequently, the statements for all variables are valid and reliable, and all statement items across these variables can be utilized for measurement during data collection.

Descriptive Statistical Analysis Results

Descriptive statistical measurements of the variables were conducted to provide a general overview of the data, including the mean, maximum value, minimum value, and standard deviation. The variables examined in this study are Price Perception (X1), Brand Image (X2), and Purchase Decision (Y). The results of the descriptive statistical analysis are presented in Table 5 below.

Table 5. Descriptive Statistical Test Results for Variables

	N	Minimum	Maximum	Mean	Std. Deviation
Price Perception	84	36.00	60.00	50.8333	7.48627
Brand Image	84	54.00	90.00	76.5595	10.61637
Buying Decision	84	44.00	75.00	63.3690	9.77553
Valid N (listwise)	84				

Source: SPSS Version 30 Data Processing Results, 2026

Based on the results of the descriptive statistical analysis in Table 5, the distribution of the obtained data can be described as follows:

a. Price perception variable (X1)

The values range from a minimum of 36 to a maximum of 60. The minimum value represents the lowest score obtained by a respondent, indicating that some respondents rated the affordability, price-quality alignment, and benefits of Glad2Glow skincare products relatively low. Conversely, the maximum value of 60 indicates that the respondent with the highest score held a very positive perception of the product's price. The mean value for this variable is 50.83, with a standard deviation of 7.486, reflecting variation in respondents' perceptions of the price.

b. Brand image variable (X2)

This variable yielded a minimum score of 54 and a maximum score of 90. The minimum score indicates that some respondents rated the product's brand image—such as brand popularity, brand trust, and the positive impression consumers hold of the product—relatively low. Meanwhile, the maximum score of 90 indicates that some respondents rated the brand image of Glad2Glow skincare products very highly. The mean score for this variable was 76.56, with a standard deviation of 10.616, indicating a considerable spread in the data regarding brand image ratings.

c. Purchase decision variable (Y)

The minimum value is 44, representing the lowest score given by a respondent and indicating the presence of an individual with a relatively lower level of purchase decision-making compared to other respondents. Meanwhile, the maximum value of 75 indicates the presence of a respondent with a very high level of purchase decision-making regarding Glad2Glow skincare products. The mean value for this variable is 63.37, with a standard deviation of 9.776, reflecting the degree of variation in respondents' answers regarding purchase decisions.

Multiple Linear Regression Analysis

Table 6. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-4.243	2.367		-1.793	.077
Price	1.130	.072	.866	15.658	<.001
Perception					
Brand Image	.878	.031	.954	28.741	<.001

a. Dependent Variable: Buying Decision

Source: SPSS Version 30 Data Processing Results, 2026

Based on the equation, it can be explained that:

- 1) Constant: The constant value of -4.243 indicates that if all independent variables—namely Price Perception (X1) and Brand Image (X2)—are zero, the value of the Purchase Decision (Y) is -4.243. This constant value represents the baseline state of the purchase decision when all independent variables are assumed to exert no influence. Variabel Persepsi Harga (X1), Berdasarkan output pada Tabel 6, variabel Persepsi Harga memiliki nilai signifikansi sebesar $< 0,001$, yang lebih kecil dari 0,05. Hal ini menunjukkan bahwa variabel Persepsi Harga berpengaruh signifikan terhadap Keputusan Pembelian.
- 2) Brand Image Variable (X2): Based on the output in Table 6, the Brand Image variable has a significance value of < 0.001 , which is less than 0.05. This indicates that the Brand Image variable has a significant effect on Purchase Decision. The regression coefficient value of 0.878 indicates a positive effect, meaning that every one-unit increase in brand image will increase the purchase decision by 0.878 units.

Partial t-Test Results

Table 7. t-Test Results for Price perception Variable

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.908	3.709		1.593	.115
Price	1.130	.072	.866	15.658	<.001
Perception					

a. Dependent Variable: Buying Decision

Source: SPSS Version 30 Data Processing Results, 2026

Table 8. t-Test Results for Brand Image Variable

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-3.868	2.362		-1.638	.105
Brand Image	.878	.031	.954	28.741	<.001

a. Dependent Variable: Buying Decision

Source: SPSS Version 30 Data Processing Results, 2026

Based on the results of the partial tests shown in Tables 7 and 8, it can be concluded that Price Perception (X1) and Brand Image (X2) both have a positive and significant influence on Purchase Decision (Y). However, based on the calculated t-values, the Brand Image variable exerts a more dominant influence than the Price Perception variable.

F-Test Results (Simultaneous)

Table 9. F-test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	7230.931	2	3615.465	417.986	<.001 ^b
Residual	700.629	81	8.650		
Total	7931.560	83			

a. Dependent Variable: Buying Decision

b. Predictors: (Constant), Brand Image, Price Perception

Source: SPSS Version 30 Data Processing Results, 2026

Based on Table 9 and the calculations performed, the calculated F-value is 417.986, while the F-table value is 3.11, and the significance value is < 0.001. Since the calculated F-value exceeds the F-table value and the significance value is less than 0.05, H_0 is rejected and H_a is accepted. Consequently, it can be concluded that the variables of Price Perception and Brand Image simultaneously have a significant effect on the purchasing decisions for Glad2Glow skincare products among students of the Entrepreneurship Study Program. This indicates that the combination of consumer perceptions regarding price and product brand image collectively influences consumer purchasing decisions.

Analysis of the Coefficient of Determination (R^2)

Table 10. Coefficient of Determination (R^2) Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.955 ^a	.912	.909	2.94104

a. Predictors: (Constant), Brand Image, Price Perception

b. Dependent Variable: Buying Decision

Source: SPSS Version 30 Data Processing Results, 2026

Based on the "Model Summary" in Table 10, an R-value of 0.955 was obtained, indicating a very strong relationship between the variables of Price Perception and Brand Image and the Purchase Decision. The R-square value of 0.912 indicates that the variables of Price Perception and Brand Image, acting together, explain 91.2% of the variation in the Purchase Decision for Glad2Glow skincare products among Entrepreneurship Study Program students. Meanwhile, the Adjusted R-square value of 0.909 implies that—after adjusting for the number of independent variables in the model—90.9% of the changes in the Purchase Decision can be explained by the Price Perception and Brand Image variables, while the remaining 9.1% is influenced by variables outside the scope of this study that were not included in the research model.

DISCUSSION

The Influence of Price Perception on Purchase Decisions for Skincare Products

The hypothesis testing results demonstrate that price perception has a positive and significant effect on the purchase decision for Glad2Glow skincare products among Entrepreneurship students, supporting H1. This finding indicates that students are more likely to choose Glad2Glow when they perceive its price as reasonable, affordable, and commensurate with the benefits offered. Price perception therefore functions not merely as an economic consideration but also as an evaluative cue through which consumers assess the value of a skincare product. Recent research in the cosmetics market confirms that consumers' perceptions of price are closely associated with product valuation and willingness to purchase, particularly when consumers evaluate the benefits and attributes offered by cosmetic products (Szaban et al., 2025).

This finding is also consistent with evidence from digital cosmetic markets, where perceived price has been found to positively influence consumers' purchase intentions (Hariyanto, T. P. P., Fachmi, 2026). For university students, who generally operate within relatively constrained budgets, a favorable price–value evaluation may therefore reduce perceived purchasing risk and increase the likelihood of selecting the product. The finding suggests that Glad2Glow's price positioning may be particularly relevant to this consumer segment, provided that affordability is accompanied by perceived product benefits and quality.

The Influence of Brand Image on Purchase Decisions for Skincare Products

The results demonstrate that brand image has a positive and significant effect on purchase decisions for skincare products, supporting H2. This finding suggests that favorable perceptions and associations with a brand increase consumers' confidence in selecting the product among competing alternatives. A strong brand image can reduce uncertainty, strengthen perceived value, and serve as an important evaluative cue during skincare purchasing decisions. This finding is consistent with recent research showing that brand image plays a significant role in shaping consumers' purchase-related responses in the skincare market, particularly among Generation Z consumers (Tan, 2025). Evidence from the Indonesian local-skincare market similarly confirms the relevance of brand image to purchase decisions (Nurhasanah et al., 2026). Thus, strengthening brand associations, perceived quality, and consumer trust may help local

skincare brands such as Glad2Glow increase consumers' likelihood of choosing their products.

The Influence of Price Perception and Brand Image on Purchase Decisions for Skincare Products

The results demonstrate that price perception and brand image jointly have a positive and significant effect on purchase decisions for skincare products, supporting H3. This finding indicates that consumers consider both economic value and brand-related evaluations when selecting skincare products. A favorable price perception can enhance perceived value, while a positive brand image can reduce uncertainty and strengthen confidence in the purchase. Recent evidence from the Indonesian skincare market confirms that price perception and brand image are important determinants of purchase-related decisions (Hannanto et al., 2025; Pratiwi & Silitonga, 2024). Thus, for Glad2Glow, competitive pricing should be accompanied by a strong and consistent brand image to strengthen consumers' purchase decisions. The finding is further supported by Nurmalasari, Rakib, and Taufik (2025), who demonstrated that price perception is an important dimension of consumer preferences in the digital marketplace in Makassar. Their findings show that consumers distinguish between platforms based on perceived affordability, suggesting that price evaluation can meaningfully shape consumer preferences (Nurmalasari et al., 2025). Taken together, these findings suggest that price perception and brand image operate as complementary decision cues: price communicates economic value, while brand image provides additional signals regarding product quality, credibility, and expected benefits. For Glad2Glow, maintaining an affordable and competitive price should therefore be accompanied by a consistent and credible brand image to strengthen consumers' purchase decisions.

CONCLUSION

Based on the research findings regarding the influence of price perception and brand image on the purchasing decisions for Glad2Glow skincare products among students of the Entrepreneurship Study Program, as well as the results of the data analysis conducted, the following conclusions can be drawn:

1. Price perception has a positive and significant effect on the purchasing decisions for Glad2Glow skincare products among students of the Entrepreneurship Study Program. This indicates that the more favorable students' perceptions of the product's price—such as it being considered affordable, commensurate with quality, and balanced against the benefits received—the greater their likelihood of deciding to purchase Glad2Glow skincare products..
2. Brand image has a positive and significant influence on the purchasing decisions for Glad2Glow skincare products among students of the Entrepreneurship Study Program. This indicates that the more positive the brand image formed in consumers' minds—characterized by factors such as trust, perceived quality, and favorable brand associations—the greater the likelihood that students will decide to purchase the product.
3. Price perception and brand image simultaneously exert a positive and significant

influence on the purchasing decisions for Glad2Glow skincare products among students of the Entrepreneurship Study Program. Based on the simultaneous test results (F-test), the two independent variables collectively explain 90.8% of the purchasing decisions, while the remaining 9.2% is influenced by variables outside the scope of this study. Thus, student purchasing decisions regarding Glad2Glow skincare products are strongly influenced by their assessment of the product's price and the brand image formed in their minds.

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