

# The Influence of Brand Image, Perceived Quality and Perceived Price on Satisfaction of Use with Purchase Intention as a Mediating Variable of Glad2Glow Skincare Products Among Teenagers

(Case Study in the Special Region of Yogyakarta)

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**Abstract:** This study aims to analyze the role of purchase intention as a mediating variable in the relationship between brand image, perceived quality, and perceived price in satisfaction with the use of Glad2Glow skincare products among teenagers, with a case study in the Special Region of Yogyakarta. The research method used a quantitative approach with a random sampling technique, involving 61 teenage respondents who were active users of Glad2Glow products. Data was collected through questionnaires and analyzed using stepwise regression and path analysis with the help of SPSS software. The results of the study indicate that all variables, namely brand image, perceived quality and perceived price, have a significant effect on consumer satisfaction mediated by the purchase intention variable.

**Keywords:** Purchase Intention, Brand Image, Perceived Quality, Perceived Price, Price, Satisfaction, Mediating Variabel.

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## I. INTRODUCTION

Nowadays, the skincare industry, especially in the country, is experiencing very rapid growth. Especially among teenagers who are increasingly aware of the importance of caring for facial skin. Based on a survey (ZAP Beauty Index, 2020) conducted by MarkPlus.Inc and ZAP Clinic, women in Indonesia started using skincare at the age of 13. This is driven by increasing consumer awareness, especially among teenagers who are a digital-native generation and are highly influenced by social media trends, influencers and online product reviews.

Teenagers are a unique consumer group because they have a high tendency to explore new things, one of which is skincare. Teenagers are also very responsive to the visual and emotional elements of a brand, making factors such as brand image, perceived quality and perceived price important

elements that influence them in the decision-making process. Local brands such as Glad2Glow in this context take advantage of opportunities by positioning themselves as skincare products that are not only affordable, but also prioritize prime quality for the target age group of teenagers.

According to a survey conducted by Piper Sandler in 2023, Gen Alpha's biggest spending was on skincare products, an increase of 20% compared to the previous year. Even according to the Zap Beauty Index, the survey showed that 1 in 4 women had undergone beauty treatments at a clinic when they were not yet or under 19 years old.

This phenomenon shows the increasing awareness of the importance of doing skin care from an early age, and starting when entering adolescence or 13 years old. For teenagers, brand image, recommendations from influencers

or peers to price are some of the determining factors for them in deciding to buy a skincare product.

This study aims to discuss the influence of brand image, perceived quality and perceived price variables on the satisfaction of using Glad2Glow skincare products among teenagers with purchasing interest as an intervening variable.

## II. LITERATURE REVIEW

### ➤ *Fundamental Theory*

This study uses the fundamental theory of TPB (Theory of Planned Behavior). The Theory of Planned Behavior, better known as the Theory of Planned Behavior, is a theory developed by Icek Ajzen which explains how a person's attitudes and beliefs can influence their behavior.

Theory of Planned Behavior (Juniarini & Priliandani, 2019) explains a person's desire in decision-making that is influenced by themselves, the environment and their abilities. The Theory of Planned Behavior explains how a person's intention to do something is influenced by three main factors, namely attitude, subjective norm, and perceived behavior control.

In this case, factors such as brand image, perceived quality and perceived price will shape the attitudes of teenagers in influencing their purchasing interest in skincare products. After the purchasing interest in a skincare product is formed, the next step is the process of consuming or using the product. Products that provide new, quality and appropriate experiences will provide a sense of satisfaction for their users. Purchasing interest functions as a mediating variable that connects the influence of brand image, perceived quality and perceived price on consumer decisions.

### ➤ *Brand Image*

Brand image is the sum of consumers' more general memories and conceptions of the brand (Rasyad & Ikasari, 2024).

According to Keller (Siti Anisa Oktaviani et al., 2024), brand image is a consumer's understanding of a brand as a whole with their views and beliefs about the brand.

According to Yoeliastuti et al. (Irvan et al., 2022), the brand image is a view and belief that is embedded in the minds of consumers so that it becomes a memory when they hear a brand slogan.

### ➤ *Perceived Quality*

According to Kotler et al. (Khohar & Hermanto, 2024), perceived quality is a consumer's assessment of the attributes and characteristics of a product or service that encompasses value, quality and experience.

Subjective evaluation, related to the extent to which a product or service provides superiority, and is different from the actual quality of a product or service, is the definition of perceived quality (Mensah et al., 2022).

### ➤ *Perceived Price*

Perceived price is one of the factors that can influence consumer assessment of the price given by a company. The price influences how consumers assess a company (Syamsidar Euis Soliha and Rizky V, 2019).

According to Tjiptono (Nabila Annisa Fitri et al., 2023), price perception is a process in which consumers interpret the price value and attributes of goods or services according to what consumers expect. The process of consumers researching and evaluating product prices is largely influenced by consumer behavior.

According to Rivai and Zulfitri (Clarita, 2023), price perception is a parameter that is assessed based on the amount of price given by consumers for products or services that have been sold to consumers. Price perception is an assessment obtained by consumers related to the price index contained in a product received by consumers.

### ➤ *Purchase Interest*

According to Kotler (Rizalina & Nadirman, 2023), purchase interest is a behavior that appears in response to an object that interprets consumer expectations in making purchases. Purchase interest has become a preference for consumers in making purchases.

Purchase interest is a consumer's tendency to buy a brand or decide on a purchase which is calculated through actions related to the stages of consumer purchasing possibilities, according to Ramadhan and Utami (Parinussa et al., 2024).

According to Nurjanah and Ikhsan (Novianti & Saputra, 2023), purchasing interest is a reaction to an object that is explained through the consumer's attitude to their desire to buy a product. Purchasing interest is intended to make estimates of a more optimal sales series than before, where an increase in consumer purchasing interest also means an increase in sales of a product.

### ➤ *Customer Satisfaction*

Consumer satisfaction is a stage of consumer feelings after comparing what is obtained with what is expected (Masinambow et al., 2021).

According to Tjiptono (Pally, 2023), consumer satisfaction is a post-purchase evaluation, where the view of the performance of alternative products or services meets or exceeds expectations before consumers make a purchase.

According to Farizky et al., (Amanda et al., 2024), customer satisfaction is a person's feeling of satisfaction with the results of comparing consumer behavior and expectations and how a product's trust can provide results according to the consumer's expectations.

➤ *Relationship Between Variables*• *The Relationship Between Brand Image (X1) and Consumer Satisfaction (Y)*

A product with a positive brand image will create high expectations and trust in consumers. If a product can meet or even exceed consumer expectations, consumer satisfaction will also increase. This aligns with research (Wahyono & Ardiansyah, 2021), which shows that brand image has a significant influence on consumer satisfaction.

✓ H<sub>1</sub> :

Brand image influences consumer satisfaction

• *Relationship between Perceived Quality (X2) and Consumer Satisfaction (Y)*

According to Mensah et al. (2022), perceived quality is a subjective evaluation, distinct from actual product quality, and related to the extent of a product or service's superiority. High perceived quality builds consumer trust. Therefore, when consumers receive product quality that meets or exceeds expectations, it increases their satisfaction.

✓ H<sub>2</sub> :

Perceived quality influences consumer satisfaction

• *Relationship Between Perceived Price (X3) and Consumer Satisfaction (Y)*

According to Tjiptono (Nabila Annisa Fitri et al., 2023), price perception is a process by which consumers interpret the value and attributes of goods or services according to their expectations. The process by which consumers research and evaluate product prices is largely influenced by consumer behavior. Value for money shapes consumers' assessment of whether a product is worth its value. If a product meets or even exceeds consumer expectations, the price assigned by the product's association, even if it is high, will be deemed appropriate.

✓ H<sub>3</sub> :

Perceived price influences consumer satisfaction

• *Relationship Between Brand Image (X1) and Purchase Interest (Z)*

The better a company's brand image, the higher consumer purchasing interest in its products (Tarigan et al., 2023). This is supported by previous research (Ghozali et al., 2021), which found a positive and significant effect of brand image on purchasing interest. Therefore, when management can maintain a high-quality brand image, consumer purchasing interest in the brand will also increase.

✓ H<sub>4</sub> :

Brand image influences buying interest

• *Relationship Between Perceived Quality (X2) and Purchase Intention (Z)*

How a brand meets consumer expectations is at the heart of perceived quality. This is a competitive requirement and also serves as a basis for determining quality as a strategic weapon. According to Kotler and Keller (Tito &

Parahiyangan, 2022), perceived quality is a consumer's expectation of how a brand can meet their wants and needs. Therefore, when consumer perceptions of a brand's quality increase, consumer purchase interest in that brand will also increase.

✓ H<sub>5</sub> :

Perceived quality influences purchasing interest.

• *Relationship Between Perceived Price (X3) and Purchase Intention (Y)*

Perceived price is defined as a consumer's perception of the price of a brand's product or service compared to competing brands with similar products and specifications (Maghfiroh & Iriani, 2021). Therefore, when the perceived price is lower or more reasonable, consumer purchase intention will increase. However, when the perceived price is higher, consumer purchase intention will also decrease.

✓ H<sub>6</sub> :

Perceived price influences buying interest.

• *Relationship Between Purchase Interest (Z) and Consumer Satisfaction (Y)*

Consumer satisfaction is not directly influenced by purchase intention. However, purchase intention can serve as an early indicator of consumer satisfaction. High purchase intention means high expectations for a product are also present. After a purchase, whether these expectations are met determines the level of consumer satisfaction. Indirectly, purchase intention is a factor that precedes satisfaction. Research (Agustin & Heliyanto, 2020) shows a significant influence of purchase intention on consumer satisfaction.

✓ H<sub>7</sub> :

Purchase interest influences consumer satisfaction

• *The Relationship Between Brand Image (X1) and Consumer Satisfaction (Y) through Purchase Interest (Z)*

Brand image not only directly influences consumer satisfaction, but also indirectly. Purchase intention is one factor that can mediate brand image and consumer satisfaction. A positive brand image encourages increased consumer purchase intention for a product. If the consumer's purchasing experience meets or even exceeds expectations, the consumer will be satisfied with the product. According to Girsang et al. (2020), brand image influences consumer satisfaction through purchase intention. This indicates that a positive brand image not only attracts consumer purchase intention but also contributes to post-purchase consumer satisfaction.

✓ H<sub>8</sub> :

Brand image influences consumer satisfaction through purchasing interest

• *The Relationship Between Perceived Quality (X2) and Consumer Satisfaction (Y) through Purchase Intention (Z)*

Similar to brand image, perceived quality not only directly influences consumer satisfaction but also indirectly. The higher a consumer's perceived quality of a product, the

greater their desire to purchase it. When a product meets or even exceeds consumer expectations, it will provide high levels of satisfaction. According to Wowiling et al. (Jauwena, 2023), the higher the quality of a product, the greater the level of satisfaction experienced by consumers. Consumer satisfaction can be seen when consumers use the product. Therefore, a product's perceived quality can influence increased consumer satisfaction after consumer interest or purchase of a product. High satisfaction is naturally due to high purchase intention.

✓  $H_9$ :

Perceived quality influences consumer satisfaction through purchasing interest

• *Relationship Between Perceived Price (X3) and Consumer Satisfaction (Y) through Purchase Intention (Z)*

A low or reasonable perceived price will encourage increased consumer purchase intention. This increased purchase intention will impact consumer expectations regarding the product's consumption experience. This process, whether the product meets or exceeds consumer expectations, will increase consumer satisfaction. According to Schiffman and Kanuk (Simanjuntak, 2023), perceived price relates to consumers' perceptions of a particular price (high, low, or reasonable), which has a strong influence on purchase intention. The more affordable a product's price, the higher consumer purchase intention. Therefore, the greater the level of satisfaction achieved if the product meets or exceeds consumer expectations.

✓  $H_{10}$ :

Perceived price influences consumer satisfaction through purchasing interest

### III. METHODOLOGY

This study will employ a descriptive quantitative method. This approach is used to understand the relationships between variables, thus helping to understand why Glad2Glow skincare is used by teenagers. Guidelines for determining sample size according to Roscoe (1975) (Poli et

al., 2023) should be between 30 and 500 respondents. This study used non-probability and purposive sampling because the sample is Glad2Glow skincare users. The population used is teenagers who use Glad2Glow skincare in Yogyakarta City and its surroundings. A total of 61 respondents participated in this study by completing a questionnaire via Google Form. The questionnaire distributed used a Likert scale, namely an interval rating scale with 5 points for strongly agree and 1 point for strongly disagree.

### IV. ANALYSIS METHOD

Hierarchical Regression Analysis (Hierarchical Regression Analysis) was used as an analytical tool in this study. According to Bryck and Raudenbush (1987) (Siregar, 2022), hierarchical regression analysis is used to understand data variation at various levels and how various factors at different levels interact with each other. Regression testing in this study was conducted at several stages or levels. This study used a mediator or intervening variable, so the analysis tool is also called mediator regression. The testing steps are as follows:

- Regression Test of Variable X against Variable Y (Stage 1)
- Regression Test of Variable X against Variable Z (Stage 2)
- Regression Test of Variables X and Z against Variable Y (Stage 3)

➤ *The Variable Z is Said to be a Mediator Variable if:*

- In stage 1, X significantly influences Y.
- In stage 2, X significantly influences Y.
- In stage 3, Z significantly influences Y, and X has no significant influence on Y.

The results of the Hierarchical Regression Analysis test or multilevel linear regression analysis were carried out at three levels of the brand image (X1), perceived quality (X2) and perceived price (X3) variables using SPSS software for Windows version 24.

### V. RESULTS AND DISCUSSION

➤ *Data Description*

Table 1 Respondent Data Based on Gender, Age and Education

Research Description		Total	Percent	All Responden
Gender	Female	61	100,00%	61
Age	13 - 15	22	36,07%	
	16 - 18	24	39,34%	
	19 - 21	15	24,59%	
Education	Junior High School	21	34,43%	
	Senior High School	40	65,57%	

Sumber : Data Primer 2025

A total of 61 respondents were active users of Glad2Glow skincare among teenagers in the case study in the Special Region of Yogyakarta. All 61 respondents were female, based on age between 13-15 years, as many as 22 respondents (36.07%), then the age range between 16-18 years as many as 24 respondents (39.34%) and as many as 15 other respondents aged between 19-21 years (24.59%). Based on education level, 26 respondents were junior high school students (34.43%) and 45 respondents were high school students (65.57%).

#### ➤ Validity Test and Reliability Test

The validity test in this study used the Pearson Bivariate correlation method (Pearson Product Moment). In this study, the instrument test was shown on 61 respondents with criteria proven by the calculation of the Pearson Correlation value ( $r_{\text{count}} \geq r_{\text{table}}$ ), then the item is declared valid. The number of research samples is 61, so the size of  $df = n-2$  so that the size

of  $df = 61-2$  with a significance level of 5% or 0.05 and in this case, the  $r_{\text{table}}$  value is 0.213. The results of the validity test using the Pearson Bivariate correlation method (Pearson Product Moment) in this study show that the correlation coefficient for all variables has a calculated value of  $r_{\text{value}} \geq r_{\text{table}}$  or greater than 0.213. The reliability test in this study uses Cronbach's Alpha using SPSS for Windows version 24.0. The results and values obtained from the reliability test with Cronbach's Alpha show that the coefficient values of all variables are greater than 0.60 so that all variables can be stated as reliable and suitable for testing in this study.

#### ➤ Hierarchical Linear Regression Data Analysis

Hierarchical linear regression data analysis is used to determine the effect of one or more independent variables on a dependent variable if there is a mediating variable. The results of this research can be seen in the following table:

Table 2 Hierarchical Regression Analysis variabel X<sub>1</sub> Stage 1

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	.080	.647		.124
	X1	.939	.149	.636	6.324

a. Dependent Variable: Y

Table 3 Hierarchical Regression Analysis variabel X<sub>1</sub> Stage 2

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	-.669	.721		-.927
	X1	1.099	.166	.654	6.636

a. Dependent Variable: Z

Table 4 Hierarchical Regression Analysis variabel X<sub>1</sub> Stage 3

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	.469	.500		.938
	X1	.300	.151	.203	1.992
	Z	.582	.090	.662	6.487

a. Dependent Variable: Y

Tabel 5 Recapitulation Results of Hierarchical Regression Analysis of Variable X<sub>1</sub>

No	Regression	Result	Requirement	Explain
1.	Stage 1 (X <sub>1</sub> → Y)	significance value of X <sub>1</sub> against Y 0,000 ≤ 0,05	Significant	X <sub>1</sub> influences Y and meets the requirements for mediation testing. <b>H1 is proven.</b>
2.	Stage 2 (X <sub>1</sub> → Z)	significance value of X <sub>1</sub> against Z 0,000 ≤ 0,05	Significant	X <sub>1</sub> has an effect on Z and meets the requirements for the mediation test. <b>H4 is proven.</b>
3.	Stage 3 (X <sub>1</sub> → Y)	significance value of X <sub>1</sub> against Y 0,051 ≥ 0,05 and significance value of Z against Y 0,000 ≤ 0,05	Not Significant	X <sub>1</sub> has no effect on Y and Z has an effect on Y, thus fulfilling the requirements for the mediation test. <b>H8 is proven.</b>
	(Z → Y)		Significant	

Sumber : Data Primer 2025



Based on the results of the hierarchical linear regression study above, it shows that X1 meets the mediation test in stage 1. In stage 2, the mediation test requirements are met, and in stage 3, the mediation test requirements are also met.

Therefore, it can be said that X1 meets the mediation test and variable Z can be said to be the mediating variable in this study.

Table 6 Hierarchical Regression Analysis variabel X<sub>2</sub> Stage 1

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	.174	.647		.268
	X2	.915	.148	.627	6.180

a. Dependent Variable: Y

Table 7 Hierarchical Regression Analysis variabel X<sub>2</sub> Stage 2

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	-.510	.727		-.701
	X2	1.059	.166	.638	6.362

a. Dependent Variable: Z

Table 8 Hierarchical Regression Analysis variabel X<sub>2</sub> Stage 3

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	.472	.494		.956
	X2	.296	.146	.203	2.024
	Z	.585	.088	.665	6.644

a. Dependent Variable: Y

Tabel 9 Recapitulation Results of Hierarchical Regression Analysis of Variable X2

No	Regression	Result	Requirement	Explain
1.	Stage 1 (X2 → Y)	significance value of X2 against Y $0,000 \leq 0,05$	Significant	X2 influences Y and meets the requirements for mediation testing. <b>H2 is proven.</b>
2.	Stage 2 (X2 → Z)	significance value of X2 against Z $0,000 \leq 0,05$	Significant	X2 has an effect on Z and meets the requirements for the mediation test. <b>H5 is proven.</b>
3.	Stage 3 (X2 → Y)	significance value of X2 against Y $0,048 \leq 0,05$ and significance value of Z against Y $0,000 \leq 0,05$	Significant	X2 has an effect on Y and Z has an effect on Y, thus fulfilling the requirements for the mediation test. <b>H9 is proven.</b>

Sumber : Data Primer 2025.

Based on the results of the hierarchical linear regression study above, it shows that X2 meets the mediation test in stage 1. In stage 2, the mediation test requirements are met, and in stage 3, the mediation test requirements are also met. Therefore, it can be said that X2 meets the mediation test and variable Z can be said to be the mediating variable in this study.

Table 10 Hierarchical Regression Analysis variabel X<sub>3</sub> Stage 1

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	1.090	.340		3.211
	X3	.739	.081	.764	9.107

a. Dependent Variable: Y

Table 11 Hierarchical Regression Analysis variabel X<sub>3</sub> Stage 2

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	.413	.353		1.169
	X3	.888	.084	.808	10.538

a. Dependent Variable: Z

Table 12 Hierarchical Regression Analysis variabel X<sub>3</sub> Stage 3

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	.906	.307		2.953
	X3	.341	.123	.353	2.775
	Z	.447	.112	.509	4.000

a. Dependent Variable: Y

Table 13 Recapitulation Results of Hierarchical Regression Analysis of Variable X3

No	Regression	Result	Requirement	Explain
1.	Stage 1 (X3 → Y)	significance value of X3 against Y $0,000 \leq 0,05$	Significant	X3 has an effect on Y and meets the requirements for mediation testing. <b>H3 is proven.</b>
2.	Stage 2 (X3 → Z)	significance value of X3 against Z $0,000 \leq 0,05$	Significant	X3 has an effect on Z and meets the requirements for mediation testing. <b>H6 is proven.</b>
3.	Stage 3 (X3 → Y)	significance value of X3 against Y $0,007 \leq 0,05$ and significance value of Z against Y $0,000 \leq 0,05$	Significant	X3 has an effect on Y and Z has an effect on Y, thus fulfilling the requirements for the mediation test. <b>H10 is proven.</b>

Sumber : Data Primer 2025.

Based on the results of the hierarchical linear regression study above, it shows that X3 meets the mediation test in stage 1, the mediation test requirements are met in stage 2, and the mediation test requirements are also met in stage 3. Therefore, it can be said that X3 meets the mediation test and variable Z can be said to be a mediating variable in this study.

## VI. DISCUSSION

This study aims to examine the role of purchasing interest (Y) as a mediating variable influencing brand image (X1), perceived quality (X2) and perceived price (X3) in consumer satisfaction (Z) in the use of Glad2Glow skincare among teenagers in a case study in the Special Region of Yogyakarta.

### ➤ The Influence of Brand Image (X1) on Costumer Satisfaction (Y)

According to the results of statistical tests, it shows that the brand image (X1) significantly influences consumer satisfaction (Y). This is shown in table V.2 where the significance of the brand image (X1) is 0.000, which is smaller than 0.05, which means that brand image (X1) has a significant effect on consumer satisfaction (Y). Therefore, H1 is accepted.

### ➤ The Influence of Perceived Quality (X2) on Consumer Satisfaction (Y)

According to the results of statistical tests, it shows that perceived quality (X2) significantly influences consumer satisfaction (Y). This is shown in table V.3 where the significance of perceived quality (X2) is 0.000, which is smaller than 0.05, which means that perceived quality (X2) has a significant effect on consumer satisfaction (Y). Therefore, H2 is accepted.

### ➤ The Influence of Perceived Price (X3) on Consumer Satisfaction (Y)

The statistical test results show that perceived price (X3) significantly influences consumer satisfaction (Y). This is demonstrated in Table V.4, where the significance of perceived price (X3) is 0.000, which is less than 0.05, meaning that perceived price (X3) significantly influences consumer satisfaction (Y). Therefore, H3 is accepted.

### ➤ The Effect of Brand Image (X1) on Purchase Intention (Z)

The statistical test results show that brand image (X1) significantly influences purchase intention (Z). This is demonstrated in Table V.2, where the significance of brand image (X1) is 0.000, which is less than 0.05, meaning that brand image (X1) significantly influences purchase intention (Z). Therefore, H4 is accepted.

➤ *The Effect of Perceived Quality (X2) on Purchase Intention (Z)*

The statistical test results indicate that perceived quality (X2) significantly influences purchase intention (Z). This is shown in table V.3 where the significance of perceived quality (X2) is 0.000, which is smaller than 0.05, which means that perceived quality (X2) has a significant effect on purchasing interest (Z). Therefore, H5 is accepted.

➤ *The Effect of Perceived Price (X3) on Purchase Intention (Z)*

The statistical test results show that perceived price (X3) significantly influences purchase intention (Z). This is demonstrated in Table V.4, where the significance of perceived price (X3) is 0.000, which is less than 0.05, meaning that perceived price (X3) significantly influences purchase intention (Z). Therefore, H6 is accepted.

➤ *The Effect of Purchase Intention (Z) on Consumer Satisfaction (Y)*

The statistical test results show that purchase intention (Z) significantly influences consumer satisfaction (Y). This is demonstrated in Tables V.2, V.3, and V.4, where the significance of purchase intention (Z) is 0.000, which is less than 0.05, meaning that purchase intention (Z) significantly influences consumer satisfaction (Y). Therefore, H7 is accepted.

➤ *The Effect of Brand Image (X1) on Consumer Satisfaction (Y) Mediated by Purchase Intention (Z)*

Based on Table V.2, the brand image variable (X1) has a significance value of  $0.051 > 0.05$ , indicating that brand image (X1) does not significantly influence consumer satisfaction (Y). The purchase intention variable (Z) has a significance value of  $0.000 < 0.005$ , indicating that purchase intention (Z) significantly influences consumer satisfaction (Y). This indicates that in stage 3, the requirements for the regression test for the mediator variable are met: Z significantly influences Y, and X1 has no effect on Y. Therefore, H8 is accepted.

➤ *The Effect of Perceived Quality (X2) on Consumer Satisfaction (Y) Mediated by Purchase Intention (Z)*

Based on Table V.3, it is known that the perceived quality variable (X2) has a significance value of  $0.048 < 0.05$ , meaning that perceived quality (X2) significantly influences consumer satisfaction (Y). The purchase intention variable (Z) has a significance value of  $0.000 < 0.005$ , meaning that purchase intention (Z) significantly influences consumer satisfaction (Y). This indicates that in stage 3, the requirements for the regression test for the mediator variable are met, namely, Z significantly influences Y and X1 has no effect on Y. Therefore, H9 is accepted.

➤ *The Effect of Perceived Price (X3) on Consumer Satisfaction (Y) as Mediated by Purchase Intention (Z)*

Based on Table V.3, it is known that the perceived price variable (X3) has a significance value of  $0.007 < 0.05$ , meaning that perceived price (X3) significantly influences consumer satisfaction (Y). The purchase intention variable (Z) has a significance value of  $0.000 < 0.005$ , meaning that

purchase intention (Z) significantly influences consumer satisfaction (Y). This shows that in stage 3 the regression test requirements for the mediator variable are met, namely that Z significantly influences Y and X1 has no effect on Y. Therefore, H10 is accepted.

## VII. CONCLUSION AND SUGGESTIONS

➤ *Conclusion*

Based on the results of research and discussions that have been carried out previously, it can be concluded that:

- Of the three variables hypothesized to influence consumer satisfaction (Y), all independent variables (X), namely brand image, perceived quality, and perceived price, significantly influence the dependent variable (Y), or consumer satisfaction.
- Of the three variables hypothesized to influence purchase intention (Z), all independent variables (X), namely brand image, perceived quality, and perceived price, significantly influence the mediator variable (Z), or purchase intention.
- The mediator variable (Z), or purchase intention, significantly influences the dependent variable (Y), or consumer satisfaction.
- The results of the mediation test also showed that the mediator variable (Z), or purchase intention, met the requirements for mediation for all three independent variables (X), namely brand image, perceived quality, and perceived price, on the dependent variable (Y), or consumer satisfaction.

➤ *Suggestion*

- Perceived Quality and Perceived Price for Glad2Glow skincare are considered good and could be improved to further strengthen consumer ratings, leading to increased purchasing interest and satisfaction.
- Glad2Glow skincare's brand image shows weakness in its influence on Glad2Glow consumer satisfaction through purchasing interest, meaning that brand image also has little influence on purchasing interest. Therefore, Glad2Glow skincare's brand image needs to be further improved, including by intensifying social media advertising, providing attractive offers to consumers, and consistently enhancing its branding as a safe and suitable skincare product for teenagers.

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