

# THE INFLUENCE OF PRODUCT QUALITY, BRAND IMAGE AND PRICE PERCEPTION ON THE PURCHASE DECISION OF CLORISMEN SKINCARE PRODUCTS IN SURABAYA (STUDY ON THE SHOPEE MARKETPLACE)

\* Reza Adi Putra<sup>1</sup>, Anang Firmansyah<sup>2</sup>, Muhammad Alhakim Danurwindo<sup>3</sup>

<sup>1,2,3</sup>Management Study Program , Faculty of Economics and Business, University of Muhammadiyah Surabaya  
\*[rezaadiputra347@gmail.com](mailto:rezaadiputra347@gmail.com)

**Abstract.** An effect of product quality, brand image, and price perception on the purchase decision of Clorismen skincare products in Surabaya through the Shopee marketplace had been analysed in this research. This quantitative research used a purposive sampling technique involving 138 respondents using Clorismen. The data collected through the questionnaire were analyzed using multiple linear regression with SPSS version 26. The results showed that product quality (significance 0.000), brand image (significance 0.001), and price perception (significance 0.002) partially had a positive and significant effect on purchase decisions. Simultaneously, these three variables also had a significant effect on the purchase decision (significance 0.000 with a determination coefficient ( $R^2$ ) of 0.512. It indicated that 51.2% of the variation in purchasing decisions can be explained by product quality, brand image, and price perception.

## INTRODUCTION

Skincare is an important part of maintaining the health and appearance of the skin, for both women and men. *Skincare* functions to care, protect, and maintain the skin to stay healthy and avoid various problems such as acne, dark spots, and scars. Before using skin care products, it is important for consumers to understand the type of skin they have so that the products used can work optimally. Therefore, choosing products with good quality is a major factor in supporting the effectiveness of long-term skin care. According to Wijaya (2018), product quality is a combination of all product characteristics that go through marketing, engineering, production, and maintenance processes, so as to be able to meet customer expectations.

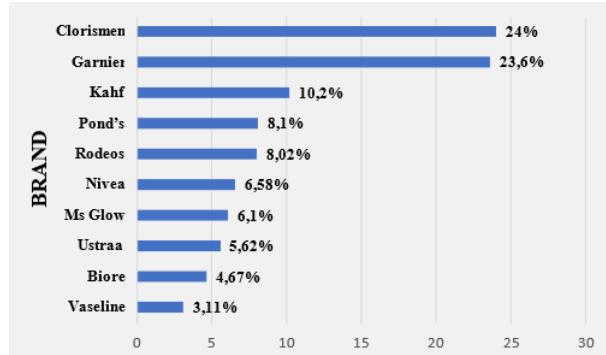
Product quality is one of the important factors that influence consumer purchasing decisions. Increasing public awareness of the importance of skin care has caused demand for *skincare* products in Indonesia to continue to grow (Ahmad et al., 2022). Consumers tend to choose products with quality that can provide real benefits and according to their needs and expectations. In the context of Clorismen *skincare* products marketed through the Shopee marketplace, product quality includes effectiveness, safety, ingredients used, and results felt by users. High-quality products not only increase consumer satisfaction, but also build trust that ultimately drives purchasing decisions.

The development of the digitalization era has also brought significant changes in the business world, especially in product marketing strategies. Marketing through digital platforms and marketplaces such as Shopee allows companies to reach consumers more widely. In this context, brand image or brand image has an important role as a representation of consumer perception of a product. According to Firmansyah (2019), brand image reflects consumer beliefs and attitudes towards certain brands that are formed through experience, communication, and perceived product quality. Brands with a positive image are often associated with high quality, trust, and credibility in the eyes of consumers.

The cosmetics and skincare industry in Indonesia is showing rapid growth. Based on data from Science Art Communication (SAC) Indonesia in Imelda and Prihastuty (2024), the *skincare* segment is the largest contributor in the cosmetics industry with a revenue value of US\$2,022 million out of a total of US\$5,502 million in 2023. This growth is fueled by increasing consumer awareness of skin health, product innovation, and the influence of social media that is reinforcing skincare trends as part of modern lifestyles. In line with this, the Ministry of Industry (in Intan & Husaini, 2023) estimates the growth of the national cosmetics industry to reach 9% with an annual growth rate of 7.2%, making Indonesia one of the potential markets in Asia.

Clorismen in this local brand is able to highlight the advantages of its products so that it succeeds in attracting the attention of consumers in a competitive market, according to this is the data.

Figure 1. Top Rank Men's Facial Cleanser Shopee March 1 -14, 2022

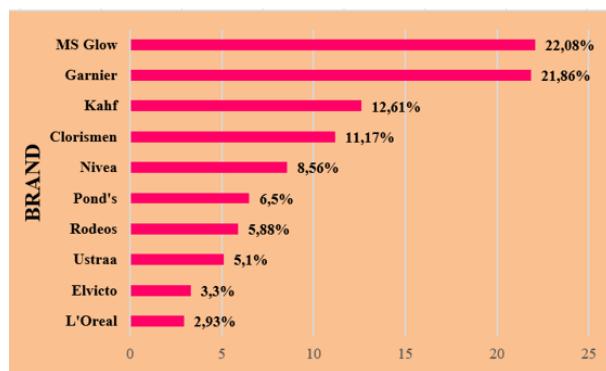


Source : (Lantara, 2022)

Based on the data in figure 1 above, the sales period is from March 1 to 14, 2022. The data in the horizontal bar chart shows Clorismen and Garnier. Clorismen led the way with a sales share of 24%, followed very closely by Garnier which recorded 23.6%. Both brands managed to attract the attention of consumers and recorded significant sales volumes and demonstrated the effectiveness of marketing strategies in product quality and price perception offered.

In addition to quality and brand image, price perception also plays an important role in influencing purchasing decisions. According to Kotler et al. (2022), price perception is not only seen from the nominal price, but also from the consumer's assessment of the value or benefits obtained compared to the price paid. Clorismen products are known to have competitive prices with good quality, thus causing a positive perception among consumers. Data from Lantara (2022) shows that Clorismen managed to be ranked at the top as the best-selling men's facial cleanser product on Shopee with a market share of 24%, outperforming international brands such as Garnier which recorded 23.6%. These results demonstrate the effectiveness of Clorismen's pricing and marketing strategies in maintaining consumer loyalty.

Figure 2. Marketshare Top Brands of Men's Face Soap Shopee and Tokopedia April – June 2022



Source : (e-katalog.lkpp.go.id)

Figure 2 above explains the market share data for the April-June 2022 period, Clorismen managed to achieve a market share of 11.17%, ranking fourth after MS Glow (22.0%), Garnier (21.8%), and Kahf (12.6%). One of the important factors that supports Clorismen's competitiveness in the *skincare* market is the positive price perception among consumers. Clorismen products are known for their good quality and safe to use, but are still offered at affordable prices, thus attracting the interest of consumers, especially men, who want quality care products without burdening the budget. Price perception refers to how consumers perceive the value of a product or service based on the price offered.

However, the results of the pre-research through interviews with five Clorismen users in Surabaya show that there are several problems that still need to be considered, such as formula incompatibilities in some users, brand image that is not completely consistent, and price perception that is considered not yet commensurate by some consumers. This condition indicates the need to evaluate marketing strategies, product quality, and brand image management in order to be more in line with consumer preferences in Surabaya.

Based on the description above, this study was conducted to empirically analyze the influence of product quality, brand image, and price perception on the purchase decision of Clorismen *skincare* products in Surabaya. This research is expected to provide a deeper understanding of the factors that influence consumer behavior in choosing men's *skincare products*, as well as provide practical contributions for companies in improving the marketing strategy and competitiveness of the Clorismen brand in the domestic market.

## LITERATURE REVIEW

### Product Quality

According to (Wijaya, 2018) product quality can be understood as the result of a comprehensive integration of design dimensions, production processes, marketing strategies, and maintenance mechanisms, which collectively shape consumer perception of the use value of the product. In this framework, the definition of quality is not solely derived from the manufacturer's technical perspective, but is predominantly determined by the consumer's actual experience of using the product or service—an assessment that is subjective, yet valid, because it is rooted in personal expectations and unique individual preferences.

### Brand Image

Brand image is the perception and feeling that arises in their consumers' minds when they hear or see a brand. A positive image of consumers towards a brand tends to increase their likelihood of making a purchase. A brand that has a good image will be the basis for forming a positive company image. (Firmansyah, 2019). Brand image reflects consumers' overall perception of a brand, which is closely related to their attitudes and beliefs towards the brand.

### Price Perception

Price perception refers to how consumers perceive the value of a product or service based on the price offered. Consumers not only look at prices in absolute terms, but also consider factors such as quality, benefits obtained, as well as comparisons with other alternatives. (Kotler et al., 2022). In the context of marketing, perception has a more important role than reality, because perception directly influences consumer behavior. The difference in perception of the same object occurs due to the existence of three perceptual processes, namely selective attention, selective distortion, and selective retention.

### Purchase Decision

Purchasing decisions are the way consumers understand what they want or need from a product. They will look for information from various sources, then determine what the purpose of the purchase is. After that, they will compare the options that exist, until they finally decide to buy one of the many options. (Kotler et al., 2022). It is the process by which individuals, groups, or organizations select, purchase, use, and evaluate goods, services, ideas, or experiences to meet their needs and wants. This process includes a series of considerations aimed at ensuring that the choices made are in line with preferences and provide optimal value for the consumer or organization.

## METHOD

### Research Approach

The research method used in this study is a quantitative research method. Quantitative research applies a deductive-inductive approach, starting from the theoretical framework, the views of experts, or the researcher's understanding based on his experience. Furthermore, the framework is developed into various problems along with solutions proposed to obtain proof (verification) through the support of empirical data obtained in the field (Hartono, 2019).

### Variable Identification

The type of variables used in this study consist of two (3) variables, namely, Dependent Variables, which are variables that are influenced by independent variables. The bound variables in this study are Purchase Decision (Y) and Independent Variable, which are variables that affect the bound variable. The independent variables in this study are Product Quality (X1) and Brand Image (X2) Price Perception (X3).

### Variable Operational Definition

The operational definition of a variable is a guide on how to measure a variable, so that researchers can determine the measurement method. The variables in this study include Product Quality (X1), Brand Image (X2), Price Perception (X3), and Purchase Decision (Y).

Product Quality Variable (X1), the operational definition of the extent to which the skin cleanser product from the local brand Clorismen to consumers in order to obtain benefits, ownership or use of the products received. The indicators are:

1. Performance
2. Features
3. Conformance to Specifications
4. Durability
5. Serviceability
6. Aesthetics
7. Perception of quality

(Wijaya, 2018)

Brand Image Variable (X2), the operational definition Brand image is the perception and feeling of consumers towards a brand. A positive image encourages purchasing decisions and helps build a good company image. by consumers in order to obtain benefits, ownership or use of the products received. The indicators are:

1. *Corporate Image* .
2. *User Image* (citra pemakai)
3. *Product Image*

(Firmansyah, 2019)

Price Perception Variable (X3), the operational definition of the consumer's view of the value of the product based on price, taking into account quality, benefits, and comparison with other alternatives to Clorismen skin cleansing products. The indicators are:

1. Price Affordability
2. Price Conformity with Product Quality
3. Price Compatibility with Benefits
4. Price according to ability or price competitiveness

(Kotler et al., 2022)

Purchase Decision Variable (Y), its operational definition Purchase decision is the consumer's process of recognizing needs, assessing alternatives, and determining the choice of products to be purchased in Clorismen skin cleanser. The indicators are:

1. Price Affordability
2. Need Recognition
3. Information Search
4. Alternative Evaluation
5. Purchase Decision
6. Post-Purchase Behavior

(Kotler et al., 2022)

## **Population and Sample**

According to Sugiyono (2013), population is a generalized area consisting of objects or subjects that have certain characteristics that are determined by researchers to be studied and conclusions drawn. The population in this study is all male consumers in the city of Surabaya who have bought or used Clorismen *skincare* products through the Shopee platform. Based on purchase review data, the number of users is known to be 10,095 users. Because buyer data cannot be accessed in its entirety, the population of this study is categorized as an infinite population.

The determination of samples in this study uses the purposive sampling technique, which is a sampling technique based on certain criteria (Sugiyono, 2017). The criteria for respondents include:

1. Domiciled in the city of Surabaya;
2. Is a man who knows and has used Clorismen products;
3. I have purchased Clorismen products through the Shopee marketplace.

The number of samples was determined by the formula of Hair et al. (2019), namely the number of indicators multiplied by five. Based on 19 research indicators, a minimum sample number of 95 respondents was obtained. To anticipate invalid questionnaires, researchers distributed 138 questionnaires through Google Form to respondents who met these criteria.

## **Data Collection Techniques**

The data collection technique in this study was carried out through the distribution of questionnaires to respondents. The data obtained was encoded using a scale of 1 to 4, then tabulated and analyzed using statistical methods using the Statistical Package for the Social Sciences (SPSS) version 26 program so that the results could be interpreted systematically. The questionnaire was compiled using the Likert scale to measure the level of approval or rejection of respondents to each statement. This technique was chosen because it is effective in obtaining quantitative and qualitative data that is able to describe respondents' attitudes, perceptions, and opinions in a structured manner. According to Sugiyono (2013), the Likert scale is a measurement tool used to assess the attitudes, opinions, and perceptions of individuals or groups towards a social phenomenon, including in the context of business research, with a rating range of 1 to 5.

## **RESULTS AND DISCUSSION**

### **Validity Test**

This validity test used 138 respondents from a questionnaire distributed through a *google form*.

Table 1. Validity Test Results

Variabel/Indikator			
Kualitas Produk (X1)	Nilai R Tabel	Nilai R Hitung	Keterangan
X1_1	0,1672	0,768	Valid
X1_2	0,1672	0,800	Valid
X1_3	0,1672	0,811	Valid
X1_4	0,1672	0,762	Valid
X1_5	0,1672	0,783	Valid
X1_6	0,1672	0,751	Valid
X1_7	0,1672	0,771	Valid
Citra Merek (X2)	Nilai R Tabel	Nilai R Hitung	Keterangan
X2_1	0,1672	0,873	Valid
X2_2	0,1672	0,874	Valid
X2_3	0,1672	0,829	Valid
Persepsi Harga (X3)	Nilai R Tabel	Nilai R Hitung	Keterangan
X3_1	0,1672	0,865	Valid
X3_2	0,1672	0,834	Valid
X3_3	0,1672	0,842	Valid
X3_4	0,1672	0,847	Valid
Keputusan Pembelian (Y)	Nilai R Tabel	Nilai R Hitung	Keterangan
Y_1	0,1672	0,681	Valid
Y_2	0,1672	0,718	Valid
Y_3	0,1672	0,705	Valid
Y_4	0,1672	0,783	Valid
Y_5	0,1672	0,750	Valid

Source: Data processed SPSS v. 26

From Table 4.12 above, it can be seen that all indicators in this study are suitable for use in further analysis because they have met the validity requirements (R Count > R Table). This explains that these items have measured the questionnaire with the exact construct or variable in question.

### Reliability Test

Reliability This test is generally performed on an initial sample, such as 30 questionnaires, and the results are not used further for hypothesis testing. The reliability criterion often refers to the opinion (Ghozali, 2018) that a study is considered reliable if the Cronbach  $\alpha$  coefficient is greater than 0.6.

Table 2. Reliability Test Results

NO	Variabel	$\alpha$ Cronbach	$\alpha$ Kritis	Keterangan
1	Kualitas Produk (X1)	0,891	0,6	Reliable
2	Citra Merek (X2)	0,822	0,6	Reliable
3	Persepsi Harga (X3)	0,868	0,6	Reliable
4	Keputusan Pembelian (Y)	0,778	0,6	Reliable

Source: Data processed SPSS v.26

Based on table 13 above, the test results are explained. The reliability of the value in the  $\alpha$  column of Cronbach gets a result greater than the critical  $\alpha$ , so all instruments are declared reliable and worthy of being research data.

### Normality Test

The Kolmogorov-Smirnov normality test is used to evaluate whether or not the residual value is normally distributed. A good regression model is assumed to have a normally distributed residual. If the significance value is greater than 0.05, then it can be concluded that the residual value is normally distributed. Conversely, if the significance value is less than 0.05, then the residual value is not normally distributed..

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		138
Normal Parameters <sup>a,b</sup>	Mean	0,0000000
	Std. Deviation	1,40516266
Most Extreme Differences	Absolute	0,056
	Positive	0,035
	Negative	-0,056
Test Statistic		0,056
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Data processed SPSS v. 26

Based on the table above, it is known that the results of the normality test with a significance value of  $0.200 > 0.05$  get the conclusion that the residual value in this study is normally distributed.

### Multiolinearity Test

An ideal regression model should not show a correlation between independent variables. A commonly used limit is that the Tolerance value  $> 0.10$  indicates the absence of multicollinearity. On the other hand, the Tolerance value  $< 0.10$  and the VIF value  $> 10$  indicate the presence of symptoms of multicollinearity.

Table 4. Multiolinearity Test Results

Model	Coefficients <sup>a</sup>						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1,130	1,591		0,710	0,479		
X1	0,228	0,035	0,413	6,521	0,000	0,993	1,007
X2	0,397	0,073	0,344	5,438	0,000	0,992	1,008
X3	0,364	0,051	0,447	7,074	0,000	0,995	1,005

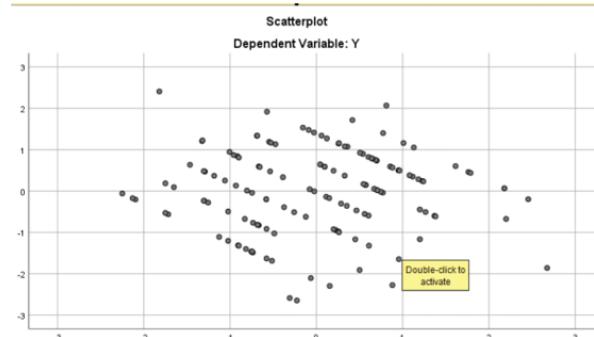
Source: Data processed SPSS v. 26

The results of the multicollinearity test showed that the regression model did not experience symptoms of multicollinearity. The tolerance value of each variable—product quality (0.993), brand image (0.992), and price perception (0.995)—is greater than 0.10, and the Variance Inflation Factor (VIF) value for all variables is below 10, which is 1.007; 1.008; and 1.005. Thus, the regression model is stated to meet the assumption of non-multicollinearity.

### Heteroskedasticity Test

The Heteroscedasticity Test aims to find out whether regression occurs symptoms of heteroscedasticity or not with the Scatterplot Test method (Ghozali, 2018).

Figure 4. Scatterplot Heteroskedasticity Test Results



Source: Data processed SPSS v. 26

Based on figure 4.2, it can be seen that the point spreads and does not form a clear pattern, so it can be concluded that this research data does not occur heteroscedasticity.

### Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine how much influence independent variables in the form of product quality (X1), Brand Image (X2), and Price Perception (X3) on the dependent variable, namely the purchase decision (Y).

Table 5. Multiple Linear Analysis Results

Coefficients <sup>a</sup>					
Model		Standardized Coefficients	t	Sig.	
		Beta			
(Constant)	1,130	1,591		0,710	0,479
Kualitas Produk	0,228	0,035	0,413	6,521	0,000
Citra Merek	0,397	0,073	0,344	5,438	0,000
Persepsi Harga	0,364	0,051	0,447	7,074	0,000

Source: Data processed SPSS v. 26

$$Y = 1.130 + 0.228 X1 + 0.397 X2 + 0.364 X3$$

- A constant of 1.130 indicates that if the variables of product quality, brand image, and price perception are in a fixed condition, then the value of the purchase decision is estimated to be 1.130.
- The product quality coefficient of 0.228 shows that this variable has a positive effect on the purchase decision (Y). This means that the higher the quality of the products offered, the more consumers' decisions to buy will increase.
- The Brand Image coefficient of 0.397 indicates that Brand Image also has a positive influence on purchase decisions. This means that the better or better the brand image of Clorismen's products, the more likely customers are to be confident to make a purchase decision on the product.
- The Price Perception coefficient of 0.364 indicates that competitive price perception also contributes positively to an increase in purchasing decisions.

### T test

The t-test or called the partial hypothesis test is a statistical method used to test the level of significance or confidence level of the regression coefficient (Ghozali, 2018). In the t-test, a level of significance ( $\alpha$ ) is used of 5% or  $\alpha = 0.05$

Table 6. T Test Results

Variabel	Coefficients <sup>a</sup>			Keterangan
	Standardized Coefficients	Sig.	Sig. $\alpha$	
Kualitas Produk	0,413	0,000	0,05	Diterima
Citra Merek	0,344	0,000	0,05	Diterima
Persepsi Harga	0,447	0,000	0,05	Diterima

Source: Data processed SPSS v. 26

Based on the table above, the following hypothesis test was obtained:

- Pengujian hypothesis 1  
H1 is accepted, with a positive coefficient of 0.413 and a significance of  $0.000 < 0.05$ , which means that product quality has a significant effect on the purchase decision.
- Pengujian hypothesis 2  
H2 is also accepted, with a coefficient of 0.344 and a significance of  $0.000 < 0.05$ , so that the brand image has a significant effect on the purchase decision.
- H3 was received with a coefficient of 0.447 and a significance of  $0.000 < 0.05$ , which shows that price perception has a significant effect on the purchase decision of *Clorismen skincare* products in Surabaya.

### Test F

The F test or simultaneous hypothesis test was used to find out whether all the independent variables in this study product quality (X1), Brand Image (X2) and Price Perception (X3) had a simultaneous effect on the variables bound by the Purchase Decision (Y).

Table 7. F Test Results

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	237,235	3	79,078	39,173	.000 <sup>b</sup>
Residual	270,504	134	2,019		
Total	507,739	137			

Source: Data processed SPSS v. 26

Based on the results of the ANOVA test in the table above, an F value of 39.173 was obtained with a significance level of 0.000. Since the significance value is less than 0.05 ( $0.000 < 0.05$ ), it can be concluded that the regression model is simultaneously significant, which means that the variables of product quality (X1), Brand Image (X2), and Price Perception (X3) together have a significant effect on purchasing decisions (Y).

### Coefficient Determination Test

The determination coefficient ( $R^2$ ) test is used to find out how much an independent variable affects the dependent variable. The value of  $R^2$  ranges from 0–1; closer to 1 indicates that the independent variable is able to explain the bound variable more strongly, while the value closer to 0 indicates low explanatory ability (Ghozali, 2018).

Table 8. Determination Coefficient Test Results ( $R^2$ )

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.684 <sup>a</sup>	0,467	0,455	1,421

Source: Data processed SPSS v. 26

The R-Square value of 0.467 or equivalent to 46.7% indicates that 46.7% of the variation that occurs in the purchase decision variable can be explained by the independent variables in the model, namely product quality, brand image, and price perception. Meanwhile, the remaining 53.3% were influenced by other factors that were not included in this research model.

## DISCUSSION

### The Effect of Product Quality on Purchase Decisions

The results of the statistical test showed that the quality of Clorismen products had a positive and significant effect on the purchase decision, with a significance value of  $0.000 < 0.05$  and a t-count of  $6.521 > t\text{-table of } 1.977$ . The total score for this variable reached 3875 with an average index of 4.01, included in the good category. These findings show that consumers pay close attention to quality aspects, such as clean power, material safety, and ease of use. Field facts support this, where Clorismen actively implements quality control to ensure product standards remain high before distribution. In theory, this is in line with the opinion (Kotler et al., 2022) that product quality reflects the ability to meet consumer needs. And empirical support also comes from research (Martopo, 2015) which states that product quality has a significant influence on purchasing decisions.

### The Influence of Brand Image on Purchase Decisions

Clorismen's brand image has a positive and significant effect on purchasing decisions, shown by a t-count of  $5.438 > t\text{-table of } 1.977$  and a significance value of  $0.000 < 0.05$ . The total value of brand image variables of 1.632 and an average index of 3.94, is included in the good category. Respondents attributed the Clorismen brand image to trust, positive experiences, and a reputation as a superior local men's skincare. This is reinforced by the use of digital advertising, customer testimonials, and campaigns such as "Start Caring" and "Men Needed". This finding is in line with Kim & Chao's (2019) theory that a strong brand image strengthens loyalty and shapes consumer preferences. Research (Martopo, 2015) also proves the same thing with the Jamu Tolak Angin brand.

### The Influence of Price Perception on Purchasing Decisions

The results of the analysis showed that price perception also had a significant positive effect on purchase decisions (significance value 0.000 and t-count  $7.074 > t\text{-table } 1.977$ ). The score of this variable is 2.052 with an average index of 3.72, indicating that respondents feel that the price of Clorismen Worth It is proportional to its benefits. Indicators such as affordability, price suitability to quality, and price fairness are considered positive. This reflects the rational and logical perception of consumers, especially in the segmentation of urban men with functional considerations. These findings are consistent with the theory (Kotler et al., 2022) that price is the only marketing element that generates revenue and greatly influences consumer behavior.

## **Calculations processed using SPSS software version 26**

Based on the calculation data processed using SPSS software version 26, it can be concluded that product quality, brand image, and price perception simultaneously have a significant influence on purchase decisions. This is supported by a calculated F value of 39.173 which is greater than the F value of the table of 2.67, as well as a significance value of 0.000. The coefficient of determination ( $R^2$ ) of 0.467 indicates that 46.7% of the variation in purchasing decisions can be explained by these three variables. Meanwhile, the remaining 53.3% were influenced by other factors not studied in the study, such as promotions, influencer testimonials, or customer loyalty programs. Thus, it can be said that product quality, brand image, and price perception are important factors that need to be considered in an effort to improve consumer purchasing decisions.

## **Support from Clorismen Field Facts**

Based on pre-research through interviews with five Clorismen consumers in Surabaya, it is indicated that there is a disparity between perceived product quality, expectations for brand image, and price perception. These findings underscore the need for a comprehensive evaluation, although quantitative data show a positive trend. Consistency of public perception is a crucial factor in building strong brand equity. Clorismen's business model, which integrates online sales marketplaces such as Shopee and Tokopedia with a network of offline agents, has proven to be effective in reaching consumers in various regions. This omnichannel strategy contributes significantly to positive purchasing decisions. Therefore, companies need to follow up on these quantitative findings to ensure a harmonized perception between product quality, brand image, and price perception of consumers.

## **CONCLUSIONS AND SUGGESTIONS**

### **Conclusion**

1. Product Quality has a positive and significant effect on the purchase decision of Skincare Clorismen products in the Shopee marketplace in Surabaya.
2. Brand image has a positive and significant effect on the purchase decision of *Clorismen Skincare* products on the Shopee marketplace in Surabaya.
3. Price Perception has a positive and significant effect on the purchase decision of *Clorismen Skincare* products in the Shopee marketplace in Surabaya.
4. Product Quality, Brand Image, and Price Perception simultaneously have a positive and significant effect on the purchase decision of *Clorismen Skincare* products on the Shopee marketplace in Surabaya

### **Suggestion**

1. For Clorismen Companies
  - a. First, product quality should always be maintained and improved, especially the effectiveness of the content and the safety of the ingredients. This is crucial to maintain the relevance and trust of male consumers.
  - b. Second, a positive brand image needs to be strengthened through more aggressive marketing strategies on social media and e-commerce marketplaces. Expanding reach and increasing consumer loyalty can be achieved through this approach.
  - c. Third, a competitive pricing strategy needs to be maintained, while paying attention to the perception of product value in the eyes of consumers. Providing periodic promos or product bundling can be an incentive to attract buyers.
2. For Consumers
  - a. It is recommended to be more careful in choosing *skincare products*.
  - b. Consider aspects of quality, brand image, and price suitability. Thus, the maximum benefits of the purchased product can be realized.

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