

## **Skincare Product Purchase Intention: Brand Reputation, Information Quality, Availability of Products, and Perceived Behavioral Control**

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### **ABSTRACT**

The skincare industry in Indonesia has experienced rapid growth, driven by increasing public awareness of skin health and evolving beauty standards, especially among younger consumers. Amid intense competition and the rise of local brands, understanding the factors that influence purchase intention is crucial for brand sustainability. This study investigates the influence of brand reputation, information quality, product availability, and perceived behavioral control on consumer purchase intention toward Somethinc, one of Indonesia's leading local skincare brands. Employing a quantitative approach with a causal research design, data were collected from 185 respondents in Jakarta who had previously purchased and used Somethinc products. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS 4. The results show that brand reputation and product availability have a significant and positive impact on purchase intention, emphasizing the importance of brand trust and product accessibility. In contrast, information quality and perceived behavioral control did not show a significant effect, suggesting that emotional and brand-driven factors may outweigh technical or rational considerations in skincare purchases. These findings offer valuable insights for marketers to refine branding and distribution strategies in a highly competitive beauty market.

**Keywords:** Brand Reputation, Information Quality, Product Availability, Perceived Behavioral Control, Purchase Intention

## INTRODUCTION

In recent years, the skincare industry has undergone rapid growth, both globally and domestically. Increasing public awareness of the importance of skin health, along with evolving lifestyles, advances in technology, and rising beauty consciousness, has significantly contributed to the expansion of this sector. Indonesia's skincare industry is experiencing robust growth, with projected revenues reaching USD 2.76 billion in 2024 and an expected compound annual growth rate (CAGR) of 4.07% from 2024 to 2029. This upward trend highlights the growing consumer interest in premium skincare products, especially among the younger consumers (Mulya, 2024).

As demand surges, the competition within the skincare industry has become increasingly intense. Both local and international brands vie for consumer attention by deploying a variety of marketing and promotional strategies. In such a saturated market, it is not enough for a brand to merely offer high-quality products. Rather, it must also build a reputable image, deliver clear and reliable product information, ensure consistent availability of products, and consider psychological factors that shape consumers' purchasing behaviors (Çavuşoğlu et al., 2021; Sukma et al., 2023; Weismann & Hock, 2021).

Concurrently, the rise of digital commerce has transformed how consumers shop for skincare products. E-commerce platforms have grown substantially in response to consumer preferences for convenience, enabling quick access to a wide variety of beauty and skincare products, including international and local brands. Amid this transformation, Indonesian local brands have emerged with significant market traction, including Somethinc, a homegrown skincare and beauty label that has garnered considerable popularity in a relatively short time (Trasnco, 2023).

Founded by Irene Ursula in March 2019, Somethinc has leveraged digital innovation, social media marketing, and strong customer engagement to establish itself as a leading player in Indonesia's skincare market (Oktyandito, 2024; Trasnco, 2023). The brand's name, which reflects the commitment to "always offer something" for everyone, aligns closely with its tagline "Be You, Be Somethinc." In just a few years, the company has transformed from a startup into a top-tier skincare brand recognized for providing effective and affordable skincare products tailored to Indonesian skin types (Maulana, 2021).

By Q2 2022, Somethinc achieved sales of IDR 53.2 billion, positioning itself as the top-selling facial care brand on Indonesian e-commerce platforms (Compas, 2022). However, the competitive landscape quickly evolved. In 2023, Somethinc fell to third place behind Skintific and The Originote, with total annual sales of IDR 251 billion (Compas, 2023). This decline was attributed to a combination of intensified competition and strategic weaknesses in marketing execution. As newer brands introduced innovative products and more effective campaigns, Somethinc was challenged to reassess its position and marketing tactics.

The competition further intensified in 2024. In Q3, the online market for serums and essences grew by 38.97%. Within this segment, Skintific led with a market share of 10.1%, followed by Elformula (6.1%), The Originote (4.1%), Y.O.U (4.0%), and Somethinc (3.4%) (Koran Mandalika, 2025). By the end of the quarter, Somethinc increased its market share to 5.9%, signaling some recovery. Yet, the brand continued to face serious competitive pressures, particularly in other categories such as facial cleansers, where it held only a 3.7% market share by Q4—well behind Skintific (16.5%) and Wardah (8.5%) (Magpie Economic Intelligence, 2025).

To address these challenges, Somethinc has intensified efforts to enhance its product visibility, presentation, and user guidance. By incorporating high-quality imagery, detailed ingredient information, usage instructions, and product pairings for specific skin concerns, the brand aims to rebuild trust and loyalty among its target consumers.

Consumer purchase intention plays a pivotal role in shaping a brand's sales performance. Defined as the likelihood or willingness of a consumer to buy a product, purchase intention is a psychological construct that has become a focal point of modern marketing research, especially in

the beauty and skincare industry. Understanding what drives purchase intention can help brands create more targeted and effective strategies.

Several key factors have been identified in literature as influencing purchase intention. Among these are brand reputation, information quality, availability of products, and perceived behavioral control (Çavuşoğlu et al., 2021; Sukma et al., 2023; Weismann & Hock, 2021; Nainggolan & Sijabat, 2023). Each of these elements reflects a different dimension of consumer decision-making and can either facilitate or hinder the intention to purchase, depending on how well they are managed.

Brand reputation refers to the perceived credibility and trustworthiness of a brand in the eyes of consumers. In the skincare industry, where products are applied directly to the skin and involve health implications, a strong, positive reputation is crucial. Consumers are more likely to trust and remain loyal to brands that are perceived as reliable, science-based, and consistently high in quality. According to Çavuşoğlu et al. (2021), both brand reputation and perceived price directly and positively influence purchase intention among customers using mobile phone in Turkey. Similarly, Sudirman et al. (2021) also confirmed that brand reputation has a positive effect on purchase intention of customers of smartphone products.

Another critical factor is information quality. This refers to the clarity, completeness, and accuracy of information provided to consumers. Especially in digital contexts, information quality shapes consumers' perceptions, reduces uncertainty, and builds trust. Gu et al. (2025) confirmed that information quality positively influences purchase intention of agricultural products. Sukma et al. (2023) discovered that information quality has a positive influence on purchase intention among online shoppers in Indonesia. Rahmawati and Untarini (2023) also confirmed that information quality plays a role in enhancing the purchase intention of the customers of Mixue, a multinational Chinese fast food restaurant chain operating in Indonesia. In the skincare sector, product information such as ingredient lists, skin compatibility, and application instructions are essential in shaping consumer confidence and decision-making.

Availability of products is also vital. When consumers cannot consistently access their preferred skincare products, they may quickly turn to competitors. Regular stockouts, limited distribution networks, or delays in online fulfillment can erode consumer loyalty. A study by Weissman and Hock (2021) highlighted how purchase intention is positively influenced by product availability, particularly in the sustainable product sector. Kusdiyanto et al. (2023) also confirmed that availability of organic food products positively influences purchase intention.

Lastly, perceived behavioral control reflects consumers' perception of their ability to complete a purchase. It encompasses factors such as pricing, platform accessibility, and ease of transaction. If a consumer perceives high barriers—such as complicated purchasing processes or unaffordable prices—their intention to buy may decline. As noted by Nainggolan and Sijabat (2023), perceived behavioral control plays a significant role in the purchase intention of the customers of Tokopedia, a giant e-commerce platform in Indonesia. Similarly, Amanda and Marsasi (2024) discovered that perceived behavioral control is positively linked to increasing purchase intention of Millennials and Gen Z customers in buying coffee products.

While these individual factors have been explored in various contexts—including fast food restaurants (Satria & Fitriyah, 2024), international shipping services (Murti et al., 2025), and green food products (Sharma et al., 2025)—there is limited research examining their simultaneous influence within the Indonesian skincare market, particularly on a fast-growing local brand like Somethinc. This study addresses that gap by investigating how brand reputation, information quality, product availability, and perceived behavioral control affect the purchase intention of Somethinc skincare products among consumers in Jakarta.

Understanding these relationships is not only theoretically significant but also practically valuable. The findings of this study can provide actionable insights for marketing professionals and business

strategists, helping Somethinc and similar brands tailor their offerings and communication to better align with consumer expectations and behaviors. As competition in Indonesia's skincare industry intensifies, adopting a consumer-centered approach—grounded in empirical research—is essential for brand resilience and long-term growth. The outcomes of this research are expected to contribute meaningfully to the development of more effective marketing and distribution strategies in Indonesia's beauty and skincare industry.

### **Research Framework**

In the realm of marketing, a consumer's decision to purchase a product does not occur spontaneously. Rather, it is the result of a complex interplay of various influencing factors that shape one's purchase intention prior to the actual transaction. This study identifies four key determinants of purchase intention: brand reputation, information quality, availability of products, and perceived behavioral control.

Brand reputation reflects how consumers perceive a brand in terms of trustworthiness, product quality, and overall brand image. A strong and positive reputation enhances consumers' confidence in the brand and increases the likelihood of them selecting that brand over others. For instance, in the context of skincare, consumers are more inclined to choose a well-established and trusted brand such as Somethinc rather than alternatives whose product quality has yet to be verified. In other words, the stronger the brand reputation, the higher the likelihood that consumers will develop an intention to purchase the product.

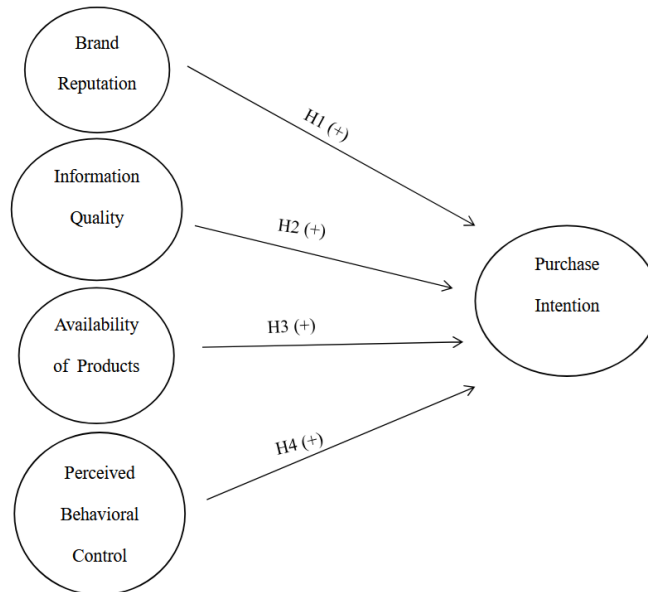
Before making a purchase, consumers typically seek information about the product in question. If the information provided by the brand is accurate, clear, and easy to understand, it can help consumers feel more assured and confident in their decision-making. Conversely, incomplete or vague product information can lead to hesitation or even withdrawal from the purchase decision altogether. Therefore, high information quality plays a critical role in enhancing consumers' purchase intention by reducing uncertainty and fostering trust.

In addition to brand reputation and information quality, availability of products also significantly influences consumer intention. If a product is frequently out of stock or difficult to find in stores or online platforms, consumers may become discouraged and shift their preference to more accessible alternatives. On the other hand, if the product is consistently available and easily accessible, consumers are more likely to proceed with the purchase. Availability conveys reliability and ensures that consumers' needs are met without disruption, reinforcing their confidence in the brand.

Finally, perceived behavioral control refers to the extent to which consumers feel they can purchase a product. This includes perceptions related to pricing, accessibility, and ease of transaction. When consumers feel that a product is within reach—both in terms of affordability and availability—they are more likely to develop a stronger intention to buy. In this sense, perceived behavioral control directly influences consumer behavior by shaping how empowered or constrained they feel in their ability to make the purchase.

Taken together, these four variables form the conceptual foundation for this study's research framework. Each element is hypothesized to have a significant influence on consumers' purchase intention toward Somethinc skincare products in the Indonesian market. This research proposes a novel framework that depicts the influences of brand reputation, information quality, product availability, and perceived behavioral control on the purchase intention of skincare products, as seen in figure 2 below:

Figure 1. Research Framework



## Hypothesis

Based on Figure 1, this research proposes the following hypotheses:

H1: Brand reputation positively and significantly influences purchase intention.

Çavuşoğlu et al. (2021) found that brand reputation is positively linked to the purchase intention of customers using mobile phones in Turkey. Sudirman et al. (2021) revealed that brand reputation positively influences the purchase intention in purchasing smartphones. Satria and Fitriyah (2024) also confirmed that the purchase intention of customers of fast-food restaurant in Surabaya, Indonesia, is positively influenced by brand reputation. These findings show the importance of brand reputation in improving purchase intention.

H2: Information quality positively and significantly influences purchase intention.

Gu et al. (2025) found that information quality is positively linked to the purchase intention of agricultural products in China. Murti et al. (2025) revealed that information quality positively and significantly influences the purchase intention among the customers of international shipping services. Similarly, Sukma et al. (2023) discovered that information quality positively influences the purchase intention of the online shoppers in Indonesia. Rahmawati and Untarini (2023) also concluded that information quality is positively linked to purchase intention among Mixue, a multinational restaurant chain, in Indonesia. These studies emphasize the effectiveness of information quality in enhancing purchase intention.

H3: Availability of products positively and significantly influences purchase intention

In a study conducted on Indian retail customers, Sharma et al. (2025) discovered that availability of products positively affects purchase intention of green food products. Similarly, Weissman and Hock (2021) found that product availability is proven to positively influence purchase intention of sustainable products. Furthermore, Kusdiyanto et al. (2023) concluded that availability of products influence purchase intention of organic food products. These results show that availability of products is important to produce positive effect on purchase intention.

H4: Perceived behavioral control positively and significantly influences purchase intention.

Perceived behavioral control is expected to increase purchase intention. Nainggolan and Sijabat (2023) confirmed that perceived behavioral control positively and significantly influences purchase intention. Amanda and Marsasi (2024) discovered that perceived behavioral control has

a positive effect on purchase intention of coffee products among the Millennials and Gen Z consumers. Ruslim et al. (2022) also found that perceived behavioral control has a positive and significant effect on the purchase intention of green skincare products in Indonesia. Additionally, Pusparini et al. (2024) found that perceived behavioral control positively affects the purchase intention of laptop items among the Indonesian Regional Government Commitment-Making Officers (CMOs).

## **METHOD**

This study employs a quantitative approach with a causal research design. According to Malhotra (2020), a causal design is essential in marketing research that aims to explain both direct and indirect effects of one variable on another. The primary objective of this study is to examine the extent to which variables such as brand reputation, information quality, availability of products, and perceived behavioral control influence purchase intention.

### **Sample**

According to Malhotra (2020), a sample is a subset of the population systematically selected to serve as respondents or observation units in a study. This research employed a non-probability sampling technique using the purposive sampling method, in which respondents are selected based on predetermined criteria established by the researcher. The criteria for inclusion in this study were: (a) male or female consumers aged 17 years and above, (b) individuals who have purchased Somethinc products, and (c) those who have used Somethinc skincare products. This research managed to collect 185 respondents who met the set criteria as the sample of this research.

Regarding sample size, Malhotra (2020) emphasized that the ideal number of respondents in quantitative research should adequately represent the target population and support the validity and reliability of the results. A minimum of 200 respondents is typically required for robust quantitative analysis. Meanwhile, Hair et al. (2017) suggest that for studies employing Partial Least Squares Structural Equation Modelling (PLS-SEM), the appropriate sample size ranges from 100 to 200 respondents, depending on the number of latent constructs and indicators in the model. Based on these recommendations, this study determined a minimum sample size of 150 respondents, which is considered sufficient for the exploratory nature of the research and the application of non-parametric statistical methods such as PLS-SEM.

### **Data Collection**

In accordance with Bougie and Sekaran (2020), this study employed a purposive sampling method to ensure that all respondents met the specific criteria relevant to the research objectives. Data were collected using a structured questionnaire developed with a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire was designed to measure the core variables of the study, including brand reputation, information quality, product availability, perceived behavioral control, and purchase intention. All variables were operationally defined to ensure clarity and consistency in measurement. The primary data were obtained through an online questionnaire distributed using Google Forms, enabling efficient and broad dissemination to the target audience. The researcher distributed the form through various digital channels, including WhatsApp, Instagram, and many more to reach potential respondents who matched the predefined criteria. This online approach facilitated accessibility, ensured participant anonymity, and enhanced the overall efficiency of data collection in a cost-effective manner.

### **Data Analysis Technique**

This study employed various data analysis techniques using SmartPLS 4 to conduct Partial Least Squares Structural Equation Modeling (PLS-SEM). The validity of the constructs was assessed through convergent validity—evaluated via outer loadings ( $> 0.70$ ) and Average Variance Extracted ( $AVE > 0.50$ )—and discriminant validity, tested using the Fornell-Larcker criterion, HTMT ratio ( $< 0.90$ ), and cross-loadings. Reliability testing was conducted using Composite Reliability (CR), both of which were deemed satisfactory at thresholds  $\geq 0.70$ . Normality testing

was also performed to examine the distribution of the data. Furthermore, multiple linear regression analysis was conducted to assess the influence of independent variables on the dependent variable. For hypothesis testing within the SEM framework, path coefficients and p-values were examined, with significance determined by bootstrapping procedures and p-values < 0.05. Additionally, R<sup>2</sup> values were used to evaluate the model's explanatory power.

**Operational Variables**

The operational variables are described in the following table:

Table 1. Operational Variables

Variable	Item	Code	Source
Brand Reputation (BR)	Before purchasing a skincare product, I consider the brand's reputation first.	BR1	Adil, et al. (2024)
	I prefer to buy skincare products from brands that are already well-known.	BR2	
	If a skincare product has a good brand reputation, I tend to trust it more.	BR3	
Information Quality (IQ)	I find that information about skincare products is easy to understand.	IQ1	Adil, et al. (2024)
	I believe the information provided about skincare products is trustworthy.	IQ2	
	I feel that the information about the ingredients in skincare products is accurate.	IQ3	
	I find that skincare products are transparent in explaining their contents and usage.	IQ4	
Availability of Products (AP)	I find that skincare products are easy to find both online and offline.	AP1	Mamun, et al. (2020)
	I use skincare products because there are many types and variants to choose from.	AP2	
	I prefer to buy skincare products online rather than offline.	AP3	
	I buy skincare products online because it is more convenient.	AP4	
	I prefer shopping for skincare products online because they are easier to access.	AP5	
Perceived Behavioral Control (PBC)	<i>I have sufficient financial ability to purchase skincare products.</i>	PBC1	Mamun, et al. (2020)
	<i>Skincare products are easily accessible around where I live.</i>	PBC2	
	<i>I have enough time to search for information before purchasing skincare products.</i>	PBC3	
	The decision to use skincare products is entirely my own choice.	PBC4	
Purchase Intention (PI)	I intend to purchase skincare products in the future.	PI1	Mamun, et al. (2020),
	I tend to choose to use skincare products.	PI2	Adil, et al. (2024)

It is highly likely that I will use skincare products in the future.	PI3
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Source: SmartPLS 4

**RESULT**

**Convergent Validity Analysis**

For all research variables, indicator outer loadings must exceed 0.70 to be retained. Any indicators with loading values below this threshold are eliminated, ensuring that only those meeting the minimum requirement for convergent validity remain in the model (see in Table 2).

Table 2. Convergent Validity Analysis

	AV	BR	IQ	PBC	PI
AV1	0.727				
AV2	0.831				
AV3	0.837				
AV4	0.779				
BR1		0.762			
BR2		0.813			
BR3		0.718			
IQ2			0.826		
IQ3			0.851		
IQ4			0.820		
PBC1				0.820	
PBC2				0.785	
PBC3				0.837	
PBC4				0.805	
PI1					0.867
PI2					0.813
PI3					0.746

Source: SmartPLS 4

Based on the results of the Average Variance Extracted (AVE) test shown in Table 3, each variable in this study is considered valid, as all have met the required criteria with AVE values exceeding 0.50.

Table 3. Convergent Validity Analysis

	Average Variance Extracted (AVE)
Availability of Product	0.604
Brand Reputation	0.586
Information Quality	0.693
Perceived Behavioral Control	0.660
Purchase Intention	0.656

Source: SmartPLS 4

**Discriminant Validity Analysis**

Discriminant validity was evaluated using the Fornell-Larcker criterion, cross-loadings, and the HTMT ratio, as recommended by Hair et al. (2022). The Fornell-Larcker analysis indicated that the square root of the AVE for each construct exceeded its correlations with other constructs (see Table 4). Cross-loading results demonstrated that each indicator loaded more strongly on its corresponding construct than on others (see Table 5). Additionally, all HTMT values were below the 0.85 threshold, confirming an acceptable level of discriminant validity (see Table 6). These

findings indicate that the constructs represent distinct concepts and do not exhibit problematic overlapping.

Table 4. Fornell-Larcker Criterion Analysis

	AV	BR	IQ	PBC	PI
AV	0.777				
BR	0.623	0.765			
IQ	0.627	0.550	0.832		
PBC	0.707	0.615	0.685	0.812	
PI	0.617	0.463	0.562	0.483	0.810

Source: SmartPLS 4

Table 5. Cross Loading Analysis

	AV	BR	IQ	PBC	PI
AV1	0.727	0.487	0.521	0.579	0.427
AV2	0.760	0.425	0.536	0.539	0.477
AV3	0.837	0.498	0.422	0.502	0.556
AV4	0.779	0.535	0.492	0.598	0.442
BR1	0.468	0.762	0.348	0.411	0.337
BR2	0.429	0.813	0.430	0.434	0.363
BR3	0.531	0.718	0.478	0.561	0.360
IQ2	0.508	0.492	0.826	0.567	0.523
IQ3	0.554	0.419	0.851	0.547	0.475
IQ4	0.504	0.459	0.820	0.602	0.384
PBC1	0.605	0.500	0.621	0.820	0.431
PBC2	0.501	0.465	0.567	0.785	0.388
PBC3	0.583	0.530	0.492	0.837	0.393
PBC4	0.608	0.503	0.535	0.805	0.349
PI1	0.593	0.533	0.520	0.462	0.867
PI2	0.482	0.268	0.492	0.420	0.813
PI3	0.393	0.279	0.322	0.257	0.746

Source: SmartPLS 4

Table 6. HTMT Analysis

	AV	BR	IQ	PBC	PI
AV					
BR	0.883				
IQ	0.881	0.770			
PBC	0.888	0.840	0.851		
PI	0.787	0.641	0.708	0.594	

Source: SmartPLS 4

### Reliability Analysis

Based on the results of the Composite Reliability analyses presented in Table 7, the variables of availability of products, brand reputation, information quality, perceived behavioral control, and purchase intention all have values greater than 0.6 and do not exceed 0.95. Therefore, it can be concluded that each research variable is reliable as it meets the reliability testing criteria.

Table 7. Reliability Analysis

Variable	Composite Reliability ( $\rho_c$ )
AV	0.859
BR	0.809
IQ	0.871
PBC	0.886
PI	0.851

Source: SmartPLS 4

### Coefficient of Determination ( $R^2$ )

Table 8. Coefficient of Determination

Variable	R-square
Purchase Intention	0.435

Source: SmartPLS 4

Based on the results of the coefficient of determination ( $R^2$ ) above, the purchase intention variable has an  $R^2$  value of 0.435, indicating that the model can explain approximately 43.5% of the variation in purchase intention. This means that 56.5% of the variation is influenced by factors outside the model, which are not examined in this study.

### Hypothesis Testing

The results of the path coefficient and p-values test in Table 9 show that the path coefficients for hypothesis 1, 2, and 3 are shown to be positive, showing a positive influence of brand reputation, information quality, and availability of products on purchase intention. The testing also shows that perceived behavioral control has a negative relationship with purchase intention. However, based on the p-values analysis, it is shown that only brand reputation and availability of products have significant effects on purchase intention. On the contrary, both information quality and perceived behavioral control do not have a significant impact on purchase intention with the p-values higher than 0.05.

Table 9. Hypothesis Testing

Variables	Path Coefficient	P-values	Result
H1: Brand reputation positively and significantly influences purchase intention.	0.437	0.000	Supported
H2: Information quality positively and significantly influences purchase intention.	0.072	0.456	Not Supported
H3: Availability of products positively and significantly influences purchase intention.	0.299	0.005	Supported
H4: Perceived behavioral control positively and significantly influences purchase intention.	-0.075	0.528	Not Supported

Source: SmartPLS 4

## DISCUSSION

The results of this study reveal several important insights into the factors influencing consumer purchase intention toward Somethinc skincare products. Firstly, the analysis shows that brand reputation exerts a positive and significant influence on purchase intention, with a path coefficient

of 0.437 and a p-value of 0.000. This result is in line with the research conducted by Çavuşoğlu et al. (2021), Sudirman et al. (2021), and Satria and Fitriyah (2024). This finding indicates that the stronger the brand reputation, the higher the likelihood that consumers will intend to purchase the product. This result aligns with established marketing theory, which posits that a well-regarded brand fosters consumer trust, enhances perceived value, and ultimately influences purchasing decisions. In the context of skincare, where product safety and efficacy are critical, consumers tend to rely heavily on brand image and credibility when deciding which products to use. Therefore, maintaining and enhancing brand reputation is a key strategic focus for companies like Somethinc, especially in an increasingly competitive market.

In contrast, the second hypothesis testing (H2) reveals that information quality does not have a significant positive effect on purchase intention. The path coefficient is 0.072, with a p-value of 0.456, indicating statistical insignificance. While the direction of the relationship is positive, the magnitude is weak and fails to reach significance. This result suggests that detailed or technical product information may not be the primary driver behind consumers' purchasing behavior in the skincare category. Instead, consumers—especially in the beauty and wellness sector—may prioritize social trust cues, such as peer reviews, influencer endorsements, and overall brand perception, over formal product descriptions or technical specifications. This supports the notion that brand reputation and product availability may play more prominent roles than information quality in influencing purchase intention for Somethinc's target market.

The third hypothesis (H3) finds that availability of products significantly and positively impacts purchase intention, with a path coefficient of 0.299 and a p-value of 0.005. This result is in line with the findings of Sharma et al. (2025), Weissman and Hock (2021), and Kusdiyanto et al. (2023). This result emphasizes the crucial role of product accessibility in shaping consumer behavior. When products are readily available—whether online or offline—consumers are more likely to make a purchase, especially for items that are used regularly such as skincare. Conversely, stock shortages or distribution issues may lead to consumer frustration and brand switching. These findings suggest that Somethinc should invest in robust and responsive distribution systems to ensure consistent product availability across channels, which could reinforce consumer trust and drive sales.

Finally, the fourth hypothesis (H4) demonstrates that perceived behavioral control does not have a significant or positive influence on purchase intention. The corresponding path coefficient is -0.075, with a p-value of 0.528. This finding implies that consumers' perceived ability or ease in purchasing the product does not necessarily translate into a stronger intention to buy. In the skincare market, decisions are often driven by emotional, habitual, or socially influenced factors rather than rational calculations of control or ability. In some cases, perceived behavioral control might even act as a neutral or indirect factor, especially when consumers are overwhelmed with too many options or lack product familiarity. Therefore, while convenience and ease of access are important, they do not independently determine purchasing intention in this context.

In summary, the findings indicate that brand reputation and availability of products are the most influential factors in shaping purchase intention toward Somethinc skincare. Meanwhile, information quality and perceived behavioral control show limited or no significant effects. These insights highlight the importance for marketers to prioritize brand-building initiatives and maintain efficient product availability to capture and retain consumer interest. For Somethinc and similar brands, leveraging brand equity and distribution strength may be more effective than solely focusing on technical product descriptions or perceived consumer control.

## CONCLUSION

This study explored the influence of brand reputation, information quality, availability of products, and perceived behavioral control on consumers' purchase intention toward Somethinc skincare

products. The findings indicate that both brand reputation and availability of products have a significant and positive influence on purchase intention. This suggests that consumers are more inclined to purchase when they trust the brand and when the products are easily accessible through various channels. On the other hand, information quality, although positively related to purchase intention, did not show a significant influence. This result implies that consumers may place greater emphasis on social validation and brand trust rather than detailed product information. Moreover, perceived behavioral control was found to have no significant effect on purchase intention, indicating that consumers' sense of autonomy or access may not directly drive their purchasing decisions in the skincare context.

The study has several limitations. It only focused on four variables, excluding other potentially influential factors such as psychological motivations, social media influence, or emotional attachment. Additionally, the research was limited to respondents based in Jakarta who had previously purchased and used Somethinc products, which may not fully represent consumers in other regions with different behaviors or preferences. The sample size was also relatively limited, which may affect the broader applicability of the findings. Future researchers are encouraged to expand the study by including additional variables and by targeting respondents from a wider geographical scope across Indonesia.

From a practical standpoint, Somethinc is advised to strengthen product availability across both online and offline platforms to improve accessibility and customer purchase intention. The brand should also reinforce its reputation through compelling marketing strategies, customer testimonials, and consistent product quality. Furthermore, improving the transparency and clarity of product information—particularly regarding ingredients, benefits, and usage—could enhance consumer confidence. Lastly, it is recommended that Somethinc assess consumers' perceived behavioral control through market research to better understand barriers to purchase and refine marketing strategies accordingly.

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