

Factors Influencing Purchase Intention of Imported Skincare Products Mediated by Brand Image

Sherlin Sherlin^{1*}, Immanuel Zai²

Universitas Internasional Batam, Riau, Indonesia^{1,2}

2241269.sherlin@uib.edu^{1*}, immanuel.zai@uib.edu²



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Abstract

Purpose: This study examines the effects of social media marketing, celebrity endorsement, Electronic-Word of Mouth (E-WOM), product quality, and price on purchase intention toward imported skincare products in Batam City, with brand image as a mediating variable.

Methodology: A quantitative survey involving 207 users of imported skincare products in Batam City was conducted and analysed using Structural Equation Modelling-Partial Least Squares (SEM-PLS).

Results: The findings indicate that social media marketing, E-WOM, celebrity endorsement, product quality, and price have positive and statistically significant effects on brand image ($p < 0.05$). Mediation analysis confirms that brand image significantly strengthens the indirect effects of these variables on purchase intention.

Conclusions: Brand image plays a key role in enhancing consumers' purchase intentions by strengthening the impact of marketing efforts and product-related factors. A positive brand image builds trust and emotional connection, influencing consumer decisions and amplifying the effects of product quality, pricing, and promotions.

Limitations: This study focuses on understanding the behaviours and preferences of consumers who purchase imported skincare products in Batam City, using a quantitative approach. By analysing numerical data, the research aims to identify key factors influencing consumer choices, such as product quality, pricing, and brand reputation, to provide insights into the demand for imported skincare products in the area.

Contributions: The study provides empirical evidence and practical insights for developing integrated marketing strategies focused on strengthening brand image.

Keywords: *Brand Image, Price, Purchase Intention, Skincare, Social Media Marketing*

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1. Introduction

The skincare industry is experiencing rapid growth in line with the increasing global business competition and consumer awareness of skin health and appearance (Girsang, Rini, & Gultom, 2020; Reinaldo & Chandra, 2020). Now, skincare is not only viewed as a functional necessity but also as a means to boost self-confidence, prompting companies to develop increasingly competitive marketing strategies, including on an international scale (Putri & Soliha, 2022; Suwuh, Kindangen, & Saerang, 2022). However, despite the significant growth of the skincare industry in Indonesia, empirical studies that comprehensively integrate marketing factors and product attributes with consumer purchase intentions are still limited, especially for imported skincare products.

Persatuan Perusahaan Kosmetika Indonesia (PERKOSMI) data shows that the market value of cosmetics and personal care in Indonesia is projected to reach US\$ 9.74 billion by 2025, with an increasing number of cosmetic companies from *PERKOSMI* in 2025 and Kementerian Perindustrian in (Longli & Kesumahati, 2023). Imported skincare products are increasingly in demand due to perceptions of higher quality and international standards (Andriani & Setiawan, 2020), especially in dynamic markets like Indonesia (Longli & Kesumahati, 2023). Batam City has a unique characteristic as a Free Trade Zone (*PP No. 46 of 2007*) that provides easy access to imported products at relatively lower prices (Atmaja, Rizan, Sebayang, & Wibowo, 2024). The geographical location directly bordering Singapore, Malaysia, and Thailand also shapes the global consumption orientation of the Batam community (Fadila, Wahab, Isnurhadi, & Widiyanti, 2021). Changes in lifestyle, exposure to digital information, and cross-cultural influences are driving an increase in purchase intentions for imported skincare (Ellitan, Harvina, & Lukito, 2022; Tarigan, Tandung, Sutrisno, & Viriyani, 2023). Theoretically, purchase intention is influenced by marketing stimuli and product evaluation, including social media marketing, E-WOM, celebrity endorsement, product quality, and price (Nelson, Junaidi, & Sentoso, 2025; Riyadi & Adiwijaya, 2023; Triandolla & Herusetya, 2025).

The novelty of this research lies in the development of an integrative model that simultaneously combines social media marketing, E-WOM, celebrity endorsements, product quality, and price with brand image as a mediating variable in explaining the purchase intention of imported skincare. This model has not been extensively researched before due to the limitations of cross-variable empirical data, the complexity of construct measurement, and the differences in local market characteristics compared to advanced markets like South Korea. Therefore, this study aims to analyse the influence of these five variables on the purchase intention of imported skincare in Batam City, while also providing theoretical contributions to the development of a consumer behaviour model based on brand image and practical contributions to the formulation of integrated and contextual marketing strategies (Hidayatulloh, Tanzil, & Priyono, 2024; Riyadi & Adiwijaya, 2023). Research in South Korea and ASEAN countries generally emphasises the influence of K-beauty culture, product innovation, or celebrity endorsement in isolation, without simultaneously combining them with factors such as price, E-WOM, and product quality within a single integrated model framework (Gunawan, Adam, Zahara, & Palawa, 2026; Huda, Sapar, & Karsudjono, 2024). Moreover, most of these studies were conducted in markets with import regulations and consumer characteristics different from Indonesia, particularly Batam as a free trade zone. The differences in economic context, consumption culture, and access to imported products mean that the research findings in Korea or ASEAN cannot yet be fully generalised to the Batam context.

2. Literature Review and Hypotheses Development

2.1 Theory of Planned Behavior (TPB)

The Theory of Planned Behaviour (TPB) developed by Ajzen (1991) explains that individual behaviour is determined by intention, which is influenced by three main constructs: attitude toward the behaviour, subjective norm, and perceived behavioural control. In the context of consumer behaviour, purchase intention represents an individual's readiness to make a purchase as a result of cognitive and social evaluation of a product. In this study, the variables of social media marketing, E-WOM, celebrity endorsement, product quality, and price are positioned as external stimuli that shape consumer attitudes through perceived value, information credibility, and perceived experience. Additionally, the variables of celebrity endorsement and E-WOM also represent subjective norms as they reflect the social influence of public figures and fellow consumers. Meanwhile, price and product quality relate to perceived behavioural control because they affect consumer's assessment of their ability and feasibility to make a purchase (Budiono, Husen, & Suparno, 2025). The novelty of this research lies in the integration of five marketing variables and product attributes into a single TPB model mediated by brand image, particularly in the context of imported skincare consumers in Batam City. This model expands the application of TPB by placing brand image as the main cognitive mechanism that explains both direct and indirect relationships with purchase intention. Brand image acts as a cognitive mechanism that integrates the influence of marketing stimuli and product attributes into purchase intention.

Thus, this research model develops TPB by placing brand image as a mediating variable that bridges the direct and indirect influences on purchase intention. This approach aligns with the research of [Firdausa and Utami \(2025\)](#) and [Mulyarahardja, Adhitya, Budiharga, and Samuel \(2023\)](#), but differs by examining a more comprehensive combination of variables within a single integrated framework. Unlike previous studies that examined direct effects, this model asserts that social media marketing, celebrity endorsements, E-WOM, product quality, and price indirectly influence purchase intentions through brand image. Brand image acts as an evaluative mechanism that integrates attitudes, subjective norms, and perceived behavioural control in the TPB.

2.2 Hypotheses Development and Framework

Social media marketing serves as a means of shaping consumer attitudes through the exposure to information and intensive interactions between brands and consumers ([Armawan, Hermawan, & Rahayu, 2023](#); [Waworuntu, 2022](#)). Unlike previous research that emphasised general consumer engagement, studies by [Suwandi, Pebrianti, Listiana, Ramadania, and Syahbandi \(2023\)](#) and [Sanny, Arina, Maulidya, and Pertiwi \(2020\)](#) show that content consistency and communication quality are more decisive in shaping brand image. This emphasises that social media marketing not only serves as a promotional tool but also as a shaper of consumer cognitive evaluations within the TPB framework.

H₁: Social media marketing has a positive and significant impact on brand image

Celebrity endorsements influence brand image through credibility, attractiveness, and symbolic associations built between public figures and products ([Novelia, Azazi, Purmono, Rosnani, & Hendri, 2023](#); [Tarigan et al., 2023](#)). Unlike studies that only assess celebrity attractiveness, [Nursyabani and Silvianita \(2023\)](#) and [Amboningtyas and Hasiholan \(2023\)](#) emphasise the role of emotional closeness in strengthening brand image. In the TPB, celebrity endorsement strengthens subjective norms and consumer attitudes.

H₂: Celebrity endorsement has a positive and significant impact on brand image

E-WOM is considered more credible compared to company communication because it is sourced from the experiences of other consumers ([Istiqomah and Fajri \(2024\)](#)). E-WOM has been proven to shape brand image through reviews and recommendations disseminated digitally ([Armawan et al., 2023](#)). The more positive the E-WOM about a brand, the stronger the brand image that is formed ([Febiyanti & Aqmala, 2022](#)). Consumers trust information from other consumers more, making E-WOM leave a strong and authentic impression ([Anugrahani & Hartono, 2023](#)). In the TPB, E-WOM influences attitudes and subjective norms through digital social pressure.

H₃: E-WOM has a positive and significant effect on brand image

Product quality reflects consumer's rational evaluation of the benefits received ([Diputra & Yasa, 2021](#)). Research by [Nazarani and Suparna \(2021\)](#) and [Sihombing, Suharno, Kuleh, and Hidayati \(2023\)](#) emphasises that product quality plays a more dominant role in brand image formation compared to short-term promotions. In the TPB, product quality strengthens consumer perception attitudes and behavioural control.

H₄: Product quality has a positive and significant effect on brand image

Price serves as a signal of product value and quality ([Pratama & Azizah, 2022](#)). Research by [Nalendra, Winarno, and Priadi \(2023\)](#) and [Harisandi and Purwanto \(2022\)](#) shows that the alignment of price with quality strengthens brand image and consumer trust. In the TPB, price perception influences perceived behavioural control and consumer attitudes.

H₅: Price has a positive and significant effect on brand image

Brand image is a comprehensive perception of consumers towards a brand, manifested from past information and interactions ([Suwandi et al., 2023](#)). Previous studies consistently show that a strong brand image increases purchase intention through enhanced trust and perception of quality ([Adnyani & Prianthara, 2024](#); [Ellitan et al., 2022](#)). In the TPB, brand image functions as a direct determinant of attitude towards behaviour.

H₆: Brand image has a positive and significant effect on purchase intention

Social media marketing encompasses all promotional activities through social media, digital platforms that enable interaction among users ([Ellitan et al., 2022](#)). Increased public understanding of products through social media can encourage purchase intentions ([Waworuntu, 2022](#)). Effective social media marketing creates a positive brand image, which in turn encourages consumer purchase intention ([Suwandi et al., 2023](#)). When consumers are frequently exposed to advertisements on social media and have a positive perception, the decision to purchase becomes more likely ([Armawan et al., 2023](#)). In the TPB framework, social media marketing influences attitudes and subjective norms, which are then consolidated through brand image as a cognitive evaluation.

H₇: Social media marketing has a positive and significant effect on purchase intention of brand image as mediation

The contribution of celebrities to their fans becomes an important factor in the selection of celebrity endorsements, as it can strengthen brand image and increase sales ([Atmaja et al., 2024](#)). Consumers tend to trust products promoted by their favourite celebrities, thereby forming purchase intentions ([Hafizah & Kussudyarsana, 2024](#)). Trust in celebrities enhances positive perceptions of the brand by [Indriana, Sholahuddin, and Kuswati \(2022\)](#) and helps shape a strong brand image [Nursyabani and Silvianita \(2023\)](#) ultimately driving purchase intention ([Amboningtyas & Hasiholan, 2023](#)). In the TPB, celebrities function as subjective norms that influence consumers' social evaluations. However, the influence becomes more sustainable when mediated by a strong brand image.

H₈: Celebrity endorsement has a positive and significant effect on purchase intention with brand image as mediation

Constructive E-WOM can shape a superior brand image and encourage purchase intention ([Nursyabani & Silvianita, 2023](#)). Positive comments from other consumers make customers interested in buying ([Afifah, Worang, & Arie, 2022](#)). When a positive brand image is formed, purchase interest also increases ([Istiqomah & Fajri, 2024](#)). Recommendations from other users build trust and create a positive perception of the product, thereby increasing purchase intention ([Armawan et al., 2023](#)). In the TPB, E-WOM strengthens attitudes and subjective norms through the experiences of other consumers.

H₉: E-WOM has a positive and significant effect on purchase intention with brand image as mediation

The beneficial quality of the product can encourage consumer purchase interest because it provides satisfaction that drives repeat purchases ([Fadila et al., 2021](#); [Nazarani & Suparna, 2021](#)). Additionally, a strong brand image resulting from high product quality also builds a positive perception among consumers and encourages purchase confidence ([Sihombing et al., 2023](#)). The value in the quality of a product greatly influences its reputation, and high-quality standards increase the purchase intention ([Armawan et al., 2023](#); [Putra, 2021](#)). In the TPB, product quality enhances the perceived behavioural control of consumers, which becomes stronger when internalised in a positive brand image.

H₁₀: Product quality has a positive and significant effect on purchase intention with brand image as a mediator

Price is the value of a product that shapes the company's brand image and influences purchase intention, as it creates positive consumer experiences and responses ([Sihombing et al., 2023](#)). A pricing strategy that aligns with consumer purchase potential can encourage sustainable purchasing decisions ([Nalendra et al., 2023](#)). Prices that reflect product quality also strengthen the positive brand image, ultimately increasing purchase interest ([Pratama & Azizah, 2022](#)). High-quality products also encourage consumers to engage in valuable experiences that lead to purchasing decisions ([Harisandi & Purwanto, 2022](#)). In the TPB, price perception influences perceived behavioural control; when the price is considered commensurate with the brand image, consumer confidence in purchasing increases.

H₁₁: Price has a positive and significant effect on purchase intention with brand image as a mediator

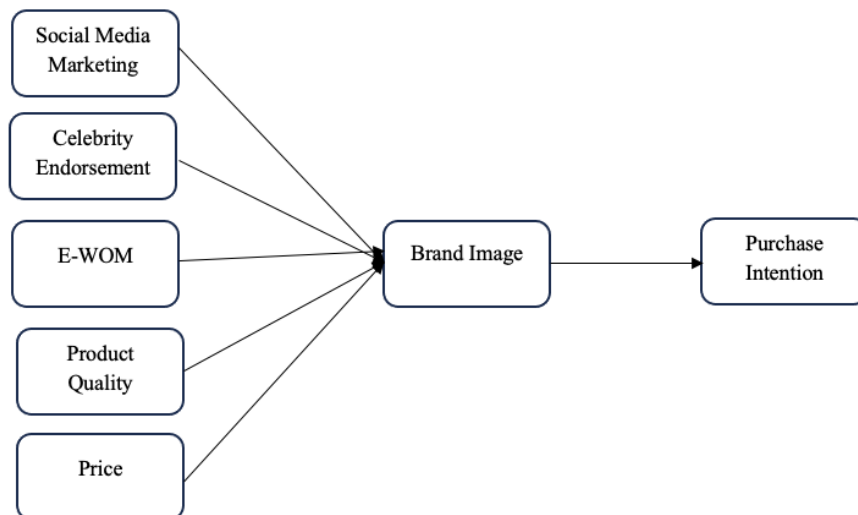


Figure 1. Hypotheses model

The diagram in Figure 1 represents the hypotheses model used in the study. It shows the relationships between several factors and their impact on Brand Image and Purchase Intention. Social Media Marketing, Celebrity Endorsement, E-WOM (Electronic Word of Mouth), Product Quality, and Price are identified as independent variables that influence Brand Image. In turn, Brand Image is posited to directly affect Purchase Intention, indicating that a positive brand image can lead to a higher likelihood of purchase.

3. Methodology

This research applies a quantitative approach through individual analysis units, in accordance with the guidelines (Sekaran & Bougie, 2016). The designed questionnaire serves as the main tool in the data collection process to test the relationships between the research variables. A five-point Likert scale (1–5) is used in the questionnaire to facilitate respondents in expressing their level of agreement with each item. The sampling technique used is non-probability sampling with the purposive sampling method, which involves the deliberate selection of respondents based on specific criteria relevant to the research objectives. This method was chosen because not all members of the population possess characteristics that align with the focus of the research. The inclusion criteria for respondents in this study are: residing in the city of Batam, having purchased and used imported skincare products, and being at least 17 years old, thus considered capable of providing a rational assessment of skincare purchase decisions.

The determination of the sample size was conducted using the G Power software, which allows for the calculation of the minimum sample size based on a priori analysis (Faul, Erdfelder, Lang, & Buchner, 2007). Data processing and analysis were applied using SMART PLS version 4.1.1.1, which is software for Structural Equation Modelling based on Partial Least Squares (PLS). PLS-SEM was chosen not only because it can handle complex research models but also because it is predictive, does not require normally distributed data, and is suitable for relatively small sample sizes (Rachman, B, Susanto, & Mustika, 2025). Additionally, PLS-SEM is considered effective in testing relationships between latent constructs and estimating measurement and structural models simultaneously, thereby supporting the research objective of comprehensively explaining the factors influencing consumer purchase intentions.

4. Results and Discussion

Based on the data collection results from 207 respondents, this study is dominated by women aged 18–25 years, with the majority holding a bachelor's degree, and most of them working as private sector employees. From an economic standpoint, the respondents tend to belong to the middle to upper-middle income group. This profile indicates that potential consumers of imported skincare in Batam City are generally young, educated women who are economically active and have relatively strong purchasing power. These characteristics imply a tendency for them to pay more attention to the quality of a product

and brand image during the purchasing decision-making stage. The next stage is to conduct measurement model testing to ensure that the adopted instruments have adequate validity and reliability.

Table 1. Outer loading test results

Variables	Outer Loading	Result
SMM_1	0.682	Valid
SMM_2	0.758	Valid
SMM_3	0.657	Valid
CE_1	0,644	Valid
CE_2	0.863	Valid
CE_3	0.767	Valid
CE_4	0.702	Valid
E-WOM_1	0.710	Valid
E-WOM_2	0.795	Valid
E-WOM_3	0.686	Valid
PQ_2	0.747	Valid
PQ_3	0.754	Valid
PRC_1	0.600	Valid
PRC_2	0.867	Valid
BI_2	0,835	Valid
BI_3	0,705	Valid
PI_1	0.761	Valid
PI_2	0.829	Valid

Based on the Table 1 show outer loading test results, all indicators in each construct have met the criteria for convergent validity as they have values above 0.60, as recommended by [Hair, Risher, Sarstedt, and Ringle \(2019\)](#) this indicates that the indicators are able to adequately represent the latent construct and the measurement model is suitable for use in structural analysis. In the perspective of TPB, good indicator validity shows that the constructs of attitude, subjective norm, and perceived behavioural control are formed consistently. Thus, the causal relationships between constructs can be interpreted theoretically with greater strength. In addition to statistical significance, these findings also have practical implications. Indicators with higher outer loading reflect the aspects most dominantly perceived by consumers.

The high values on the subjective norm and E-WOM variables indicate that social influence and online recommendations play an important role in shaping purchase intentions, so marketing strategies need to emphasise community aspects and consumer reviews. The differences in outer loading values among variables also indicate variations in the strength of influence in shaping consumer behaviour. Variables with higher loadings play a more dominant role, while variables with lower values remain relevant as supporting factors. Therefore, marketing strategies should prioritise the main variables without neglecting the roles of other variables. Overall, the results of the outer loading test not only affirm the model's feasibility but also provide theoretical and practical insights into the factors determining consumer purchase intentions within the TPB framework.

Table 2. Results of average variance extracted test

Variables	Average Variance Extracted	Result
Social Media Marketing	0.697	Valid
Celebrity Endorsement	0,753	Valid
E-WOM	0,686	Valid
Product Quality	0.676	Valid
Price	0.630	Valid

Brand Image	0.693	Valid
Purchase Intention	0.643	Valid

Based on the Table 2 AVE test results, all research constructs meet the criteria for convergent validity, so each variable is able to adequately explain its indicators and is suitable for use in structural analysis. According to the requirements for construct validity, the AVE must have a value above 0.5 ([Latan, Noonan, & Matthews, 2017](#)). In the TPB framework, the fulfilment of convergent validity indicates that attitudes, social influence, and perceived behavioural control are measured consistently, allowing for a stronger theoretical interpretation of the relationships between constructs and purchase intention.

In addition to statistical significance, these findings also have practical implications. Constructs with higher AVE, such as celebrity endorsements and social media marketing, reflect the strong role of social influence and digital exposure in shaping consumer attitudes and subjective norms, thus they need to be the focus of marketing strategies. The difference in AVE values between constructs indicates variations in the strength of influence on consumer behaviour. The construct with a higher value plays a more dominant role, while the other constructs continue to function as supporting factors in strengthening the purchase intention.

Table 3. Reliability test

Variables	Cronbach's Alpha	Composite Reliability	Result
Social Media Marketing	0.661	0.798	Reliable
Celebrity Endorsement	0.822	0.882	Reliable
E-WOM	0.654	0.807	Reliable
Product Quality	0.646	0.731	Reliable
Price	0.663	0.751	Reliable
Brand Image	0.686	0.744	Reliable
Purchase Intention	0.675	0.780	Reliable

Based on the Table 3 results of the reliability test, all research constructs show an acceptable level of internal consistency, thus the instruments are declared reliable and suitable for use in structural analysis. According to [Hair et al. \(2019\)](#), a Cronbach's Alpha value of 0.60 is considered the minimum acceptable threshold to indicate the reliability of a construct. This confirms that the indicators for each construct are capable of measuring the same concept in a stable and consistent manner. In the TPB framework, adequate reliability indicates that the constructs forming purchase intention, including attitude towards the product, subjective norms, and perceived behavioural control, are consistently measured by respondents.

Thus, the relationships between constructs in the TPB model can be analysed with a higher level of confidence. In addition to statistical significance, these findings also have practical implications. Variables with the highest reliability levels, such as celebrity endorsements, reflect strong and stable consumer perceptions of public figures influence. This indicates that marketing strategies involving celebrities or influencers have the potential to consistently impact the formation of consumer attitudes and subjective norms. Furthermore, the differences in reliability levels among variables indicate variations in the strength of consumer perception consistency. Variables with higher reliability play a more dominant role in shaping purchase intentions, while variables with relatively lower reliability remain relevant as supporting factors. The implication is that business actors need to prioritise variables with strong influence consistency without neglecting the role of other variables in strengthening the overall purchase decision.

Table 4. Direct effect test results

Hypothesis	Sample Mean	P-Values	Result
Social Media Marketing → Brand Image	0.230	0.000	Significant Positive

Celebrity Endorsement → Brand Image	0.140	0.022	Significant Positive
E-WOM → Brand Image	0.266	0.000	Significant Positive
Product Quality → Brand Image	0.284	0.000	Significant Positive
Price → Brand Image	0.170	0.031	Significant Positive
Brand Image → Purchase Intention	0.392	0.000	Significant Positive

Based on the Table 4 results of the direct effect test, all independent variables have a significantly positive impact on brand image, and brand image has a significantly positive impact on purchase intention. This indicates that the structural model has a strong ability to explain the formation of consumer purchase intentions. In the TPB framework, these findings indicate that attitudes, subjective norms, and perceived behavioural control are formed through marketing stimuli, such as social media marketing, E-WOM, celebrity endorsements, product quality, and price, which are subsequently reflected in brand image. The brand image then serves as the primary determinant of purchase intention ([Anugrahani & Hartono, 2023](#); [Armawan et al., 2023](#); [Istiqomah & Fajri, 2024](#); [Waworuntu, 2022](#)).

In addition to statistical significance, these results have practical implications. Product quality and E-WOM show a relatively stronger influence on brand image, emphasising the importance of consumer experience and online recommendations in shaping brand perception. Therefore, business actors need to prioritise product quality consistency and strategic review management, as supported by ([Diputra & Yasa, 2021](#); [Sihombing et al., 2023](#)). Conversely, social media marketing, pricing, and celebrity endorsements remain significantly influential but are supportive in nature.

Celebrity endorsements serve as a reinforcement of subjective norms that enhance brand credibility ([Amboningtyas & Hasiholan, 2023](#); [Novelia et al., 2023](#)). The difference in the strength of this influence indicates that an effective marketing strategy requires a combination of functional and symbolic elements. Furthermore, brand image has proven to have the strongest influence on purchase intention, affirming its role as the main mediator in the TPB model. These findings are consistent with [Waworuntu \(2022\)](#) and [Sihombing et al. \(2023\)](#), indicate that purchase decisions are greatly influenced by the overall perception of the brand.

Table 5. Indirect effect test results

Hypothesis	Sample Mean	P-Values	Result
Social Media Marketing → Brand Image → Purchase Intention	0.012	0.000	Significant Positive
Celebrity Endorsement → Brand Image → Purchase Intention	0.055	0.040	Significant Positive
E-WOM → Brand Image → Purchase Intention	0.104	0.000	Significant Positive
Product Quality → Brand Image → Purchase Intention	0.112	0.000	Significant Positive
Price → Brand Image → Purchase Intention	0.067	0.048	Significant Positive

Based on the Table 5 results of the indirect effect test, all independent variables were proven to have a significant impact on purchase intention through brand image mediation. These findings affirm that brand image plays a crucial role as an intermediary mechanism linking various marketing stimuli to consumer purchase decisions. In the TPB framework, these results indicate that the influence of social media marketing, E-WOM, celebrity endorsements, product quality, and price not only has a direct impact but also shapes consumer attitudes and subjective norms, which are then internalised in the brand

image. A strong brand image subsequently drives purchase intention as a representation of consumer behaviour intentions ([Afifah et al., 2022](#); [Armawan et al., 2023](#); [Ellitan et al., 2022](#); [Istiqomah & Fajri, 2024](#); [Nursyabani & Silvianita, 2023](#)).

In addition to statistical significance, these findings have significant practical implications. The E-WOM variable and product quality show relatively stronger mediation effects, indicating that actual consumer experiences and information from fellow users are key factors in building a brand image that can drive purchase intentions. Therefore, business operators need to prioritise the management of product quality and online review strategies consistently, as supported by ([Nazarani & Suparna, 2021](#); [Sihombing et al., 2023](#)). Meanwhile, social media marketing, pricing, and celebrity endorsements continue to show significant indirect effects, albeit with relatively moderate strength. Celebrity endorsements serve as enhancers of subjective norms and brand credibility, while price influences perceived value and consumer behaviour control.

These findings are consistent with ([Amboningtyas & Hasiholan, 2023](#); [Harisandi & Purwanto, 2022](#); [Nalendra et al., 2023](#)). Furthermore, the differences in the strength of the mediation effects among variables indicate that the formation of purchase intention is multidimensional. Variables with stronger indirect effects need to be prioritised in marketing strategies, while other variables serve as supporting elements that enhance the overall effectiveness of brand image. Thus, the results of this study affirm that strengthening brand image as the main mediator is key to enhancing consumer purchase intention.

5. Conclusions

5.1 Conclusion

Based on the analysis and discussion, it can be concluded that consumer decisions in Batam City regarding the purchase of imported skincare products are significantly influenced by social media marketing, E-WOM, celebrity endorsements, product quality, and price. These factors collectively shape a strong brand image, which, in turn, drives an increase in consumer purchase intention. The research also highlights that brand image acts as a strategic mediating variable, with positive brand perceptions enhancing consumer trust, confidence, and preference for imported skincare products. Therefore, the influence of external marketing factors is not direct but is strengthened through the creation of a positive brand image in the minds of consumers.

5.2 Research Limitations

This study has certain limitations. It focuses solely on imported skincare consumers in Batam City, with a relatively limited sample size, meaning that the findings may not be generalizable to other regions or populations. Additionally, the research exclusively uses a quantitative approach, leaving out qualitative insights that could provide a more in-depth understanding of consumer behavior. These limitations suggest that future studies should consider broader geographic coverage, larger sample sizes, and a combination of both quantitative and qualitative methods.

5.3 Suggestions and Directions for Future Research

Future research could expand the scope of the study by including consumers from other regions or countries to improve the generalizability of the findings. Increasing the number of respondents would also enhance the robustness of the results. Additionally, future studies could explore other variables such as global beauty trends, consumer literacy regarding imported products, or the role of local influencers in shaping consumer behavior. These factors could provide richer insights and help industry practitioners better understand the complexities of consumer decision-making in the skincare market. Moreover, the incorporation of qualitative methods such as interviews or focus groups could offer deeper insights into the emotional and psychological factors that influence consumer preferences.

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Author Contributions

SS contributed to the conceptualization, methodology, data curation, formal analysis, and writing of the original draft. IZ was responsible for validation, supervision, and writing review and editing. Both authors were involved in the investigation, resource management, and approval of the final manuscript.

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