

COMPARISON STUDY OF THE EFFECT OF PRODUCT QUALITY, HALAL LABEL, PRICE, AND BRAND COLLABORATION ON PURCHASE INTENTION FOR SOMETHINC, SCARLETT, AND MS. GLOW PRODUCTS

Muhammad Iqbal

Faculty of Islamic Studies, Universitas Islam Indonesia, D.I. Yogyakarta, Indonesia, Jl.
Kaliurang km. 14,5 Ngemplak Sleman Yogyakarta, 55584
E-mail: Muhammad.iqbal@uii.ac.id

Aprilia Putri Raorenza

Faculty of Islamic Studies, Universitas Islam Indonesia, D.I. Yogyakarta, Indonesia, Jl.
Kaliurang km. 14,5 Ngemplak Sleman Yogyakarta, 55584
E-mail : aprilipraorenza@gmail.com

ABSTRACT

The number of skincare companies have expanded dramatically and is predicted to grow year after year. It is critical to monitor the growth and trends in skincare companies as they expand, so this study investigates the impact of product quality, halal labels, price, and brand collaboration on skincare purchase interest by comparing the top three brands in sales, Somethinc, Scarlett, and Ms. Glow. This study intends to find and analyze differences in the influence of these elements on purchase interest by conducting a comparative analysis of the three leading skincare brands in recent years. This study includes 100 respondents aged 17 to 35 years old and employs a quantitative approach with data collection procedures via questionnaires. Because this is a comparison study, the Manova test was employed to analyze the data. The study's findings indicate that product quality and collaborative variables have a substantial impact on the buying interest of Somethinc, Scarlett, and Ms.Glow. However, there was no significant difference in the variables of halal label and price on purchasing interest between these two brands. This does not imply that the Halal variable is unimportant, but it is not the sole variable examined in this study. Three other criteria are regarded as equally significant in the skincare industry. Furthermore, before checking product quality, buyers are already convinced that, in general, items in Indonesia, which has a Muslim majority, are halal certified and safe to consume. The price hypothesis, like the halal variable, is rejected because the current generation is more choosy in its shopping habits and is not easily influenced by affordable prices.

Keywords: Product Quality; Halal Label; Price; Brand Collaboration; Purchase Intention.

ABSTRAK

Perusahaan skincare telah mengalami perkembangan pesat dalam beberapa tahun terakhir, karena skincare kini dianggap sebagai kebutuhan primer bagi konsumen. Pendapatan Perusahaan perawatan kulit meningkat secara signifikan dan Hal tersebut diperkirakan akan terus mengalami pertumbuhan pada setiap tahunnya. Pentingnya mengamati pertumbuhan dan trend di Perusahaan perawatan kulian yang cenderung meningkat maka penelitian ini mengkaji pengaruh kualitas produk, label halal, harga, dan kolaborasi brand terhadap minat pembelian skincare dengan membandingkan tiga merek teratas dalam penjualan, yaitu Somethinc, Scarlett dan Ms Glow. Penelitian ini bertujuan untuk mengetahui dan menganalisis perbedaan pengaruh dari faktor-faktor tersebut terhadap minat pembelian melalui studi komparatif antara ketiga Perusahaan perawatan kulit terbesar di beberapa tahun terakhir. Penelitian ini melibatkan 100 responden berusia 17-35 tahun dan menggunakan metode kuantitatif dengan teknik pengumpulan data melalui kuesioner. Teknik analisis data yang digunakan adalah uji Manova karena penelitian ini melakukan uji komparatif. Hasil penelitian menunjukkan adanya perbedaan signifikan pada variabel kualitas produk

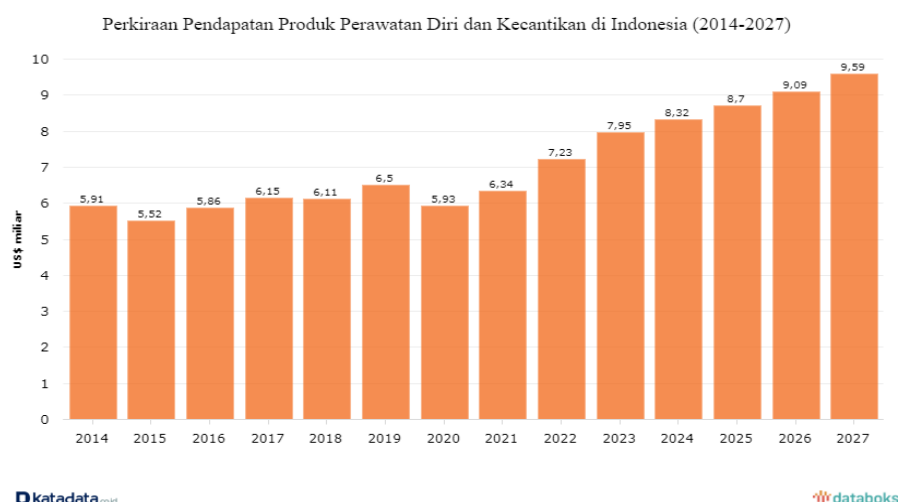
dan kolaborasi terhadap minat pembelian Somethinc, Scarlett dan Ms.Glow. Namun, tidak ditemukan perbedaan signifikan pada variabel label halal dan harga terhadap minat pembelian kedua merek tersebut. Untuk variable Halal bukan berarti variable ini tidak menjadi penting tetapi variabel tidak menjadi variable satu-satunya yang dibahas pada penelitian ini. Ada tiga variabel lain yang dilihat sama pentingnya pada Perusahaan perawatan kulit. Selain itu sebelum melihat kualitas produk para konsumen sudah meyakini lebih awal bahwa pada umumnya produk yang ada di Indonesia dengan penduduk muslim yang mayoritas maka produk-produknya kebanyakan sudah mengantongi sertifikasi halal dan aman untuk dikonsumsi. Serupa dengan variable halal, harga juga hipotesisnya ditolak karena generasi saat ini cenderung lebih selektif dalam membeli suatu barang dan tidak mudah terpengaruh akan harga terjangkau.

Kata Kunci: Kualitas Produk; Label Halal; Harga; Kolaborasi Brand; Minat Pembelian.

INTRODUCTION

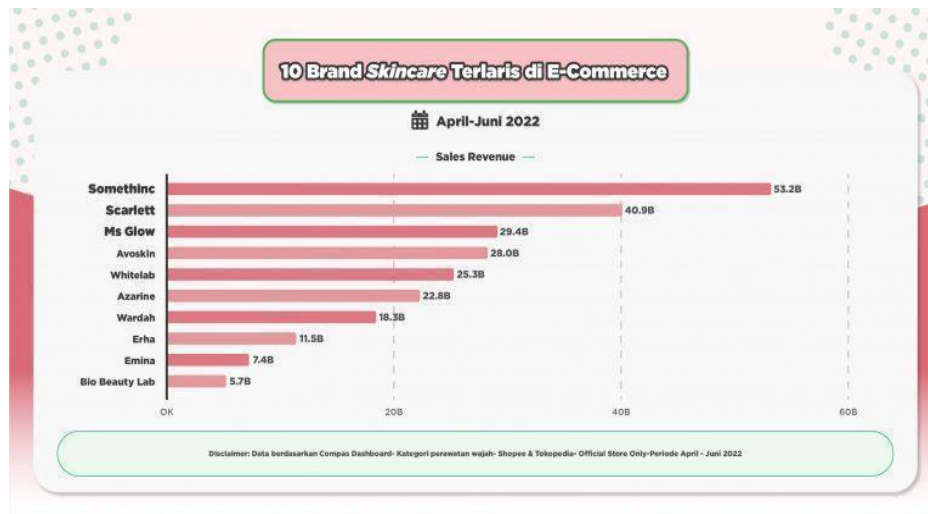
The era of globalization makes business competition dynamic, complex, and uncertain because of the many challenges that must be faced. Companies must constantly develop innovations and promotions per technological developments to compete and maintain the existing market. Consumers who tend to get bored quickly and easily switch to a product without innovation. In this case, products that continue developing, adapting, and innovating can survive in market competition (Mutia, et al., 2023). Skincare companies have grown substantially in recent years. This development is supported by katadata's report on self-care and beauty product revenue, which reached US \$ 7.23 billion, or Rp. 111.83 trillion at a dollar exchange rate of Rp. 15,467.5 in 2022. From 2022 to 2027, these revenues are expected to grow annually at a CAGR of 5.81% (Mutia, 2022).

Figure 1. Estimated Revenue of Personal Care and Beauty Products in Indonesia (2014-2027)



Source: Katadata (Mutia, 2022)

Figure 2. Top 10 Local Skincare Brands



The rapid growth of the facial care business market has led to the birth of numerous local skincare companies. Sample opportunities in this industry enable local firms to produce high-quality items and establish a strong brand identity. According to the data, the skincare business has the potential to join the top 50 local companies that compete with the food and beverage, electronics, and clothes industries, among others. Our research indicates that facial care products have become a critical (primary) requirement in the community. The beauty business has continued to innovate in response to these needs. Businesspeople launched a variety of products with diverse substances to treat facial skin disorders. Because of the abundance of skincare options, consumers have become more choosy, prioritizing numerous factors such as quality and affordability when purchasing products.

The number of local brands offering skincare and beauty products with their particular benefits has grown. Currently, it is seen that these indigenous companies have successfully drawn attention and won the trust of Indonesians who utilize their products (Wasitaningrum & Cahya, 2022). According to data from well-known media, skincare sales between April and June 2022 registered ten brands with a total market value of Rp 292.4 billion.

Ms. Glow, a well-known skincare and cosmetics brand, has won third place in the top local skincare brands category. Ms. Glow earned total sales of Rp 29.4 billion from April to June 2022, consolidating its reputation and business success. The company was launched in 2013 as Urban Company and has since maintained its presence, branding itself as Ms. Glow. Notably, Ms. Glow received the Indonesia Best Brand Awards (IBBA) in 2020, proving its strong position as a considered and respected brand (Albar, et al., 2022). With the advancement of information and

technology, the need for self-care and beauty goods is increasing. There is a rising emphasis on enhancing daily appearance, which aligns with the growing awareness of the need of self-care and beautification (Hasanah, et al., 2020). This has heightened rivalry in the skincare market. Hence, businesses must be well-prepared with efficient tactics to attract consumers and promote their products (Wiguna, et al., 2022)

The essence of consumer buying interest is the key driver of product purchase decisions. Purchase interest represents customer attitudes, which begin with selecting a product from among the available possibilities. After making a decision, customers buy the product of their choice. Purchase interest stems from consumers' conviction in the value or benefits supplied by the product or service. A buyer interested in purchasing a product or service demonstrates more attention and contentment with the product he want to purchase (Julia & K, 2023). Product quality is an important indicator of a product's added value, which cannot be matched by competing products. When consumers plan to make a purchase, they tend to focus their attention on product quality. High product quality attracts consumers, encouraging them to choose and make purchases with the confidence that they will get superior products (Sabar, et al., 2022).

Price is an important component in marketing since it has the power to influence consumer decisions to acquire a product (Septyadi, et al., 2022). As a result, while deciding on a product's price, significant consideration is required. This notion refers to the link between the price people pay and the benefits or value they perceive from the product. Companies can design price strategies by analyzing the acquisition utility to capture consumer interest and provide considerable value in the relationship between price and perceived benefits (Agustin & Amron, 2022). Indonesia, with a Muslim majority, has very diverse perspectives when it comes to product selection. Halal certification is an important factor in marketing products to Muslim consumers. A halal marking on a product might pique consumers' curiosity. Using this communication and advertising technique, consumers can quickly comprehend that the items given contain components and go through a halal process (Widyaningrum, 2019). A product's attractiveness is an important factor in garnering consumer purchasing interest. In this environment, every company must devise new, inventive tactics to meet the needs of its customers. As a result, some brands work with other people or businesses to generate consumer interest. Previous research showed that employing a brand partnership strategy had a favourable impact and might capture customers' attention (Saepudin, et al., 2022).

The author is interested in conducting further research based on the background outlined above. This research discusses the extent of the impact of collaboration by comparing three skincare brands and adding previous research variables on consumer purchase interest, a new aspect of skincare producer research. This research will be titled "The Influence of Product Quality, Halal Label, Price, and Brand Collaboration on Purchase Intention (Comparative Study of Somethinc, Scarlett, and Ms. Glow Skincare Products)" in the case of the Muslim community in Yogyakarta. This study will provide an overview of numerous characteristics and their impact on expanding sales for the major local brands in 2022. The findings of this study can be used as serious debate material, allowing new skincare companies to make accurate comparisons for improved industry improvement, particularly in the skincare business.

RESEARCH METHOD

This research is quantitative and employs a comparative or comparative approach method. The characteristics investigated are compared to various earlier studies that have looked at how a company's variables influence buying desire in skincare products. These variables include independent variables such as product quality, halal label, pricing, and brand partnership, all of which influence consumer purchasing interest in the brands Somethinc, Scarlett, and Ms. Glow. Data for the above hypothesis will be analyzed using several analytical techniques. In examining its validity and reliability, the author conducts normality and homogeneity tests. Subsequently, to address the significance between variables, the author will conclude with a MANOVA test to observe several dependent variables together simultaneously.

The population in this study consists of consumers who frequently use skincare products, totaling 100 respondents. Most respondents, or 72%, are aged between 17 and 22, 21% are under 28, and 7% are under 35. In determining the sample size from the study population, the researchers chose to use the Cochran formula, meaning that the sample to be used for the research is 96 to 100. This research was conducted in a province in Indonesia, specifically in the Special Region of Yogyakarta. The domicile of the respondents in this study can be seen from the table above, which shows that respondents residing in the Sleman area number 27, making this area the most dominant in the study. The Yogyakarta area has 26 respondents, the Bantul area has 18 respondents, the Gunungkidul area has 16 respondents, and the Kulonprogo area has the fewest respondents in this study, with 13 respondents.

RESULT AND DISCUSSION

Researchers conducted the testing over the past four months since August 2024. The first result was obtained by testing the validity and reliability of the data. The validity test can be concluded that out of 5 items of the product quality variable, four items of the halal label variable, four items of the price variable, four items of the brand collaboration variable, and four items of the purchase interest variable, the calculated r -value > table r value where the table r value is (0.349), it can be said that all items of the X1, X2, X3, X4, and Y variables are declared valid. The validity test results can be concluded that out of 5 items of the product quality variable, four items of the halal label variable, four items of the price variable, four items of the brand collaboration variable, and four items of the purchase interest variable, the calculated r -value > table r value where the table r value is (0.349), it can be said that all items of the X1, X2, X3, X4, and Y variables are declared valid.

For the reliability test, on the Somethinc brand, from 5 items of the product quality variable, four items of the halal label variable, four items of the price variable, four items of the brand collaboration variable, and four items of the purchase interest variable, a Cronbach's Alpha value > 0.6 was obtained, indicating that all items of variables X1, X2, X3, X4, and Y are declared reliable. From the Scarlett brand, it can be concluded that from 5 items of the product quality variable, four items of the halal label variable, four items of the price variable, four items of the brand collaboration variable, and four items of the purchase interest variable, a Cronbach's Alpha value > 0.6 was obtained, indicating that all items of variables X1, X2, X3, X4, and Y are declared reliable. Lastly, from the Ms. Glow brand, it can be concluded that from 5 items of the product quality variable, four items of the halal label variable, four items of the price variable, four items of the brand collaboration variable, and four items of the purchase interest variable, a Cronbach's Alpha value > 0.6 was obtained, indicating that all items of the variables X1, X2, X3, X4, and Y are declared reliable. The homogeneity test was conducted using Levene's Test, and the results were obtained by examining the significance values in the equal variances assumed column. If the significance value is ≥ 0.05 , the data is considered homogeneous. Levene's homogeneity test results show that the F value for the product quality variable is 7.526 with a significance of 0.001 > 0.05, indicating that the product quality variable has a non-homogeneous variance. The F value for the halal label variable is 0.476, with a significance level of 0.622, indicating that the halal label variable has a homogeneous variance. The F value for the price variable is 1.685, with a significance level of 0.187 > 0.05, indicating that the price variable has a homogeneous variance.

The F value for the brand collaboration variable is 1.290, with a significance level of $0.277 > 0.05$, indicating that the brand collaboration variable has a homogeneous variance.

Based on the normality test, the results of the One-Sample Kolmogorov-Smirnov Test show a significant value for the product quality variable of $0.062 > 0.05$, which means that the quality variable is usually distributed with this value. The significant value for the halal label variable is $0.061 > 0.05$, indicating that the halal label variable is normally distributed. The significant value for the price variable is $0.093 > 0.05$, which indicates that the price variable is normally distributed. The significant value for the brand collaboration variable is $0.167 > 0.05$, indicating that the brand collaboration variable is normally distributed. Moreover, the significant value for the purchase intention variable is $0.191 > 0.05$, indicating that the purchase intention variable is normally distributed. From the results of the above tests, the data used is normally distributed, but there is one homogeneity that is not homogeneous. In the MANOVA test, since one variable was non-homogeneous, the decision-making approach uses the Games-Howell method. The Bonferroni approach will be used since other variables were proven to be homogeneous. All the test results above indicate that the variance or data dispersion between groups in the study is relatively uniform. In other words, the fluctuation of data values within each group does not differ significantly from that of other groups. The explanation above means that homogeneity is important in analyzing the established variables. Homogeneity is particularly important to ensure that the assumptions of parametric statistical tests are met. The analysis can become biased or invalid if the data is not homogeneous.

Based on the results of the multivariate test using the Pillai's Trace, Wilks' Lambda, Hotelling's Trace, and Roy's Largest Root approaches, the significant f-value on the purchase interest variable was proven significant at a 5% significance level or standard error (0.05). The results show a difference in centroids among the variables, proving that the roles of product quality, halal label, price, and brand collaboration have different influences on the purchase interest of Somethinc Scarlett and Ms.Glow products simultaneously.

Table 1. Tabel Hasil Uji Multivariat

Effect		Value	F	Hypothesis df	Error df	Sig.
Minat	Pillai's Trace	.269	11.483	8.000	590.000	.000
	Wilks' Lambda	.738	12.074	8.000	588.000	.000

	Hotelling's Trace	.346	12.666	8.000	586.000	.000
	Roy's Largest Root	.315	23.230	4.000	295.000	.000

Data processed: SPSS, (2024)

Based on the table 1, regarding the results of the univariate test using the Tests of Between Subjects Effects approach by looking at the significant F value, it can be interpreted as follows:

1. The value of the product quality variable is $0.000 < 0.05$, which means there is a difference in the role of the product quality variable on the purchase interest in Somethinc, Scarlett, and Ms.Glow skincare. Therefore, it can be stated that the first hypothesis (H1), which states "There is a difference in product quality between the Somethinc, Scarlett, and Ms.Glow skincare brands on consumer purchase interest," is accepted.
2. For the halal label variable, the significant F value obtained is $0.674 > 0.05$, which means there is no difference in the role of the halal label variable on the purchase interest in Somethinc, Scarlett, or Ms.Glow skincare. Therefore, it can be stated that the second hypothesis (H2), which states, "There is a difference in halal labels between the Somethinc, Scarlett, and Ms.Glow skincare brands on consumer purchase interest," is rejected.
3. On the price variable, the significant F value obtained was $0.839 > 0.05$, which means there is no difference in the role of the price variable on the purchase interest in Somethinc, Scarlett, or Ms.Glow skincare. Therefore, it can be stated that the third hypothesis (H3), which states, "There is a price difference between Somethinc, Scarlett, and Ms.Glow skincare brands on consumer purchase interest," is rejected.
4. On the brand collaboration variable, the significant F value obtained was $0.011 < 0.05$, which means there is a difference in the role of the brand collaboration variable on the purchase interest in Somethinc, Scarlett, or Ms.Glow skincare. Therefore, it can be stated that the fourth hypothesis (H4), which states, "There is a brand collaboration difference between Somethinc, Scarlett, and Ms.Glow skincare brands on consumer purchase interest," is accepted.

Table 2. Tests of Between Subjects Effects

		Sum of Squares	df	Mean Square	F	Sig.
Minat	Kualitas Produk	685.487	2	342.743	36.359	.000
	Label Halal	8.847	2	4.423	.396	.674
	Harga	2.407	2	1.203	.175	.839
	Kolaborasi Brand	60.187	2	30.093	4.573	.011

We compared the interaction test result table above using the Post Hoc Tests approach by looking at the significance results, which can be interpreted as follows:

1. The product quality variable (X1), using the Games-Howell test as the independent variable, significantly affects purchase interest, whether for the Something, Scarlett, or Ms.Glow brands. Therefore, these results show that the product quality variable significantly affects purchase interest for the Something, Scarlett, and Ms.Glow brands.
2. The halal label variable (X2), using the Bonferroni test as the independent variable, has no significant effect on purchase interest, whether for the Something, Scarlett, or Ms.Glow brands. Therefore, these results show that the halal label variable does not significantly affect purchase interest for the Something, Scarlett, and Ms.Glow brands.
3. In the price variable (X3), using the Bonferroni test as an independent variable has no significant effect on purchase interest, whether for the Something, Scarlett, or Ms.Glow brands. Therefore, it is stated that the price variable does not significantly affect purchase interest for the Something, Scarlett, and Ms.Glow brands.
4. In the brand collaboration variable (X4), using the Bonferroni test as an independent variable significantly affects purchase interest, particularly for the interaction between the Scarlett brand and the Something and Ms.Glow brands. However, the interaction between the Something and Ms.Glow brands has no significant effect on purchase interest. Therefore, it is stated that the brand collaboration variable significantly affects

purchase interest, particularly for the interaction between the Scarlett brand and the Somethinc and Ms.Glow brands.

1. Understanding the Crucial Role of Product Quality in Consumer Buying Interest: A Comparative Study of Somethinc and Scarlett Brands

Based on the results obtained after testing the product quality variable by applying five indicators (Saleleng, et al., 2014), namely, The ability of the results obtained, product safety, raw materials used, the completeness of the information submitted, and product durability in maintaining product quality. The results obtained from the analysis test, from all interactions between product quality variables and purchase interest, show that product quality variables significantly affect consumer purchase interest. The comparative test shows that the two brands, Somethinc and Scarlett, have different perspectives on product quality variables. Therefore, it can be said that the first hypothesis , which reads, “There are differences in product quality between something and Scarlett skincare brands on consumer buying interest,” is accepted.

The test results show that this study is proven to support research (Laraswati & Harti, 2022) namely that the product quality variable significantly affects the purchase interest of something. Previous research (Wasitaningrum & Cahya, 2022) also explains that product quality significantly affects Scarlett's purchase intention. Product quality is considered very important for consumers because the higher the quality of the products a brand provides, the more interest in purchasing the produc (Supriyadi & Hadijah, 2023). the study states that there are differences between the two brands studied, and this reinforces research from (Iqbal & Nurdin, 2021) which states that the two companies studied in terms of product quality, product variants, innovation in creating a product and the design of the product have differences. Different perceptions about the quality of products from somethinc and Scarlett brands can also be proven from one of their skincare products, namely serum; according to compass.co.id, somethinc's serum occupies the first position, Somethinc 5% Nicenamide + Moisture and has a claim that this serum can improve skin structure, disguise black spots and overcome acne. Scarlett's serum, Scarlett Whitening Acne, contains tea tree water and salicylic and claims to clean pores and make skin look better. This statement shows that the top serums produced by both brands have different content and claims.

2. The effect of product quality of Scarlett and Ms.Glow brands on consumer purchase intention

The study examined the impact of product quality from the Scarlett and Ms.Glow brands on consumer purchase intention. The analysis results indicate that product quality significantly influences consumer purchase intention. Through comparative analysis, it was found that Scarlett excels in specific aspects of product quality, while Ms. Glow outperforms in other specific quality aspects. Therefore, the first hypothesis, "There are differences in product quality between skincare brands Scarlett and Ms.Glow on consumer buying interest," is supported. The results align with previous research, corroborating that Scarlett's product quality significantly influences buying interest. Similarly, prior studies have shown that Ms. Glow's product quality significantly impacts purchase intention. These findings highlight differences in composition, benefits, and variations between the two brands."3. The effect of product quality of Somethinc and Ms.Glow brands on consumer purchase intention

Our analysis of all interactions between product quality variables and purchase intentions has yielded significant results. Comparative tests have shown that both brands, Somethinc and Ms.Glow, have different perspectives regarding the product quality variable. This statement confidently leads us to accept the first hypothesis (H3) that there is a difference in product quality between these skincare brands, which affects consumer purchase interest. The results of this test prove that it supports research (2), which demonstrates that the quality of several products significantly affects consumer purchase interest, aligning with the benefits expected by consumers. This study also supports (5), which states that product quality significantly affects purchase intention. The differences are caused by the composition, benefits, and variants offered.4. The influence of the Somethinc and Scarlett halal labels on consumer buying interest

Based on the results obtained after testing the halal label variable by applying four indicators, (Christiansen & Utami, 2023) namely: The existence of explicit images, the existence of clear writing, the halal label is an attraction or interest, and the existence of a halal label is a material consideration. The results obtained from the analysis test, from all interactions between product quality variables on purchase intention, show that the halal label variable does not significantly affect consumer purchasing interest. The comparison test shows that the two brands, Somethinc and Scarlett, do not have different perspectives on the halal label variable. Therefore, it can be said that the second hypothesis (H4), which reads, "There is a difference in halal labeling between skincare brands Somethinc and Scarlett on

consumer buying interest," is rejected. The test results in this study show that the halal label variable does not significantly influence purchase intention.

This study rejects Sara's findings, (Sara, et al., 2022) which state that halal product awareness significantly affects buying interest in beauty products. This study found that the halal label positively influences purchase intention but in line with Yanti & Darwanto, (Yanti & Darwanto, 2021) who stated that the halal label does not significantly affect the purchase intention of Muslim students at Diponegoro University. The comparison test shows that there is no significant difference in the effect of halal labeling on skincare purchase intention for Somethinc and Scarlett brands, contrary to Bahari's finding, (Bahari, et al., 2022) who found a significant difference in purchase intention between the two brands, especially the Wardah brand which is known as a halal product.

3. The effect of Scarlett and Ms.Glow halal labels on consumer purchase intention

The results obtained from the analysis test, from all interactions between product quality variables on purchase intention, show that the halal label variable does not significantly affect consumer purchase intention. The comparison test shows that the two brands, Scarlett and Ms.Glow, do not have different perspectives on the halal label variable. Therefore, it can be said that the second hypothesis (H5), which reads, "There are differences in halal labels between the Scarlett and Ms.Glow skincare brands on consumer buying interest," is rejected. This study rejects research that has been conducted by Prihatiningsih and (Haryani & Mahmud, 2023) which states that the halal label variable has a solid and significant influence on buying interest in Scarlett and Ms.Glow products. These results show that there are other reasons for buying a product than buying interest in research respondents. Buying interest that occurs is influenced by other variables from this study. The comparative test shows that there is no significant difference in the influence of the halal label on skincare purchase intention for the Somethinc and Scarlett brands, contrary to Bahari's finding. (Bahari, et al., 2022)

4. The influence of the halal label of Somethinc and Ms.Glow on consumer purchase interest

The results obtained from the analysis testing, from all interactions between the product quality variable and purchase interest, indicate that the halal label variable does not significantly affect consumer purchase interest. Comparative testing showed that both brands, Somethinc and Ms.Glow, do not have different perspectives regarding the halal label variable. Therefore, it can be said that the second hypothesis (H6), which states, "There is a

difference in halal labels between the skincare brands Somethinc and Ms.Glow on consumer purchase interest," is rejected.

This study rejects the research conducted by (Yulianto, et al., 2023), which states that the provision of halal labels significantly influences purchase interest. another research a'yuni found that halal labels have a significant influence on the purchase interest of the Muslim community in Mojokerto. After conducting a survey, 100 respondents said they still buy halal products. The absence of a difference in the halal label variable does not make it attractive to purchase the product without disregarding the presence of the label. (A'yuni, et al., 2022)

5. The Influence of Somethinc and Scarlett Prices on Consumer Purchase Intent

Based on the results obtained after testing the price variable by applying four indicators (Rondonuwu, 2013): the set price, price affordability, the alignment between the price or cost incurred and the quality of benefits obtained, and competitive pricing. The results obtained from the analysis test, from all interactions between the price variable and purchase interest, indicate that the price variable does not significantly affect consumer purchase interest. Comparative testing shows neither brand, Somethinc and Scarlett, has different perspectives on the price variable. Therefore, it can be said that the second hypothesis (H7), which states, "There is a price difference between the skincare brands Somethinc and Scarlett on consumer buying interest," is rejected.

The results of this test show that in this study, the findings reject the research by (Julia & K, 2023) & (Subastian, et al., 2021) which state that the price variable simultaneously positively influences consumer buying interest. The research also supports the study by (Kusumawati & Saifudin, 2020), which states that the price variable does not significantly affect buying interest because the current generation tends to be more selective in purchasing items and is not easily influenced by affordable prices. With the price range offered not being significantly different, the lowest price is around 50 thousand, and the price promotions applied between these two brands are also not much different, including price cuts or, commonly referred to as discounts and bundled package prices.

6. The influence of Scarlett and Ms. Glow's prices on consumer purchase interest

The results obtained from the analysis testing, from all interactions between the product quality variable and purchase interest, show that the price variable does not significantly affect consumer purchase interest. Comparative testing shows that neither Scarlett nor

Ms.Glow have different perspectives regarding the price variable. Therefore, it can be said that the second hypothesis (H8), which states, "There is a price difference between the skincare brands Scarlett and Ms.Glow affecting consumer buying interest," is rejected. This study rejects the research conducted by (Putri, 2021), which stated that in their research, the price variable significantly affects the purchase interest in Scarlett and Ms.Glow products. The comparative test results show no difference between the brands because the prices offered by both brands are not significantly different.

7. The influence of Somethinc and Ms.Glow prices on consumer purchase interest

The results obtained from the analysis testing, from all interactions between the product quality variable and purchase interest, show that the price variable does not significantly affect consumer purchase interest. Comparative testing shows that both brands, Somethinc and Ms.Glow, do not have a different perspective on the price variable. Therefore, it can be said that the second hypothesis (H9), which states, "There is a price difference between the Somethinc and Ms.Glow skincare brands on consumer purchase interest," is rejected. This study rejects the research conducted by (Safitri, et al., 2022), which stated that the price variable significantly affects the purchase interest in Ms.Glow. This study states that there is no difference between the Somethinc and Ms.Glow brands in terms of price influence, with this result reinforcing another research which stated that the prices offered by both companies do not have a significant difference.

8. The Influence of the Somethinc and Scarlett Collaboration on Consumer Purchase Intent

Based on the results obtained after testing the brand collaboration variable by applying four indicators (Tito & Stefani, 2023) : uniqueness, opportunity, ability to influence, and attractiveness. The results obtained from the analysis test, from all interactions between the brand collaboration variable and purchase interest, indicate that the brand collaboration variable significantly influences consumer purchase interest. Comparative testing shows that the two brands, Somethinc and Scarlett, have different perspectives on the brand collaboration variable. Therefore, it can be said that the first hypothesis (H10), which states, "There is a difference in brand collaboration between the skincare brands Somethinc and Scarlett on consumer purchase interest," is accepted.

The test results show that this study supports the research by (Wardani, et al., 2023) and (Tamira & Maulina, 2023), which state that collaboration conducted by a brand positively impacts purchase interest. Consumers agree that the collaboration carried out by a brand will

attract the purchasing power of a product and make the product appear to have its unique value. Moreover, with this collaboration, consumers tend to feel proud if the products they frequently use collaborate with their idols, as seen with Somethinc and Scarlett (Christiansen & Utami, 2023). Comparative analysis shows that the skincare brands Somethinc and Scarlett have different views on collaboration regarding purchase interest. In the research (Nurjannah, et al., 2023), it is stated that Scarlett tends to collaborate with public figures who have high popularity and trust, as well as communication, to attract consumer purchasing power. Somethinc, in addition to prioritizing persuasive communication, also collaborates to enhance the appearance of the packaging, such as the collaboration between Somethinc and Kopi Kenangan.

9. The influence of the collaboration between Scarlett and Ms.Glow on consumer purchase interest

The results obtained from the analysis test, from all interactions between the brand collaboration variable and purchase interest, show that the brand collaboration variable significantly affects consumer purchase interest. Comparative testing shows that the two brands, Scarlett and Ms.Glow, have different perspectives on the brand collaboration variable. Therefore, it can be said that the first hypothesis (H11), which states, "There is a difference in brand collaboration between the skincare brands Scarlett and Ms.Glow on consumer purchase interest," is accepted. This research supports (Fatila, 2022), which states that Scarlett tends to collaborate with public figures as brand ambassadors, and the results show a significant influence on Scarlett's purchase interest (Kodariyah & Kusnadi, 2026). The influence of collaboration as a brand ambassador significantly impacts purchase interest. The difference that occurs from the collaboration carried out by Ms.Glow also involves collaborations with other companies that do not have mutual interests.

10. The Influence of Somethinc and Ms.Glow Collaboration on Consumer Purchase Intent

The results obtained from the analysis testing, from all interactions between the brand collaboration variable and purchase intent, show that the brand collaboration variable does not significantly influence consumer purchase intent. Comparative testing shows that the two brands, Somethinc and Ms.Glow, have different perspectives on the brand collaboration variable. Therefore, it can be said that the first hypothesis (H12), which states, "There is a difference in brand collaboration between the skincare brands Somethinc and Scarlett on consumer purchase interest," is accepted. This study rejects (Fransiska & Nuzil, 2023),

explaining that collaborating as a brand ambassador significantly influences Ms.Glow's purchase interest. This study also differs from (Sumaryati & Indriani, 2024) by building trust and motivation that influence purchase interest, as done by something with Tasya Farasya, who builds a persuasive message to establish consumer trust. The fundamental difference is evident from the results of Ms.Glow, which collaborated with non-cosmetic companies. They also collaborated with KAI and GrabMart to make it easier for consumers and provide beauty services to use Ms.Glow products.

CONCLUSION

This study's conclusion is that the product quality variable has a substantial influence on purchase intention. These two variables have substantial effects on purchase intention for Something, Scarlett, and Ms.Glow, hence the hypothesis is rejected for these two variables. In contrast, neither the halal label nor the price variables had a substantial impact on purchase intention. Thus, the hypothesis for the halal label and price variables is accepted. For the brand collaboration variable, the interaction between Something and Ms.Glow has no significant effect, but other brand interactions have a significant effect on purchase intention. The comparative test results show a difference, meaning the hypothesis is rejected.

REFERENCES

- Agustin, N. & Amron, A., 2022. Pengaruh Influencer Marketing Dan Persepsi Harga Terhadap Minat Beli Skincare Pada Tiktok Shop. *Kinerja : Jurnal Ekonomi Dan Bisnis* , 5(1), pp. 49-61.
- Albar, K., Noviyanti, H., Sari, D. P. & Zakhroh, A., 2022. Effect of Advertising and Brand Image MS. Glow Against Consumer Purchase Interest of Advertising and Brand Image MS. Glow Against Consumer Purchase Interest. *SAUJANA: Jurnal Perbankan Syariah dan Ekonomi Syariah* , 4(1), pp. 1-12.
- utia, A., Muniroh, L. & Hanifan, M. Z., 2023. *Pengaruh Celebrity Endorse dan Kualitas Produk Terhadap Minat Beli Produk Skincare The Body Shop Mall Botani Square*. Bogor: s.n.
- A'yuni, D. S., Sundari, S. & Prahara, R. S., 2022. Pengaruh Labelisasi Halal Terhadap Minat Beli Masyarakat Muslim Mojokerto. *Islamic Sociology and Culture* , 5(1), pp. 166-179.

- Bahari, S. P., Kaban, R. F. & Widjaja, H. S., 2022. The analysis of different perceptions between Avoskin and Wardah skincare consumers. *Journal Industrial Servicess*, 8(1), pp. 112-117.
- Christiansen, D. T. & Utami, L. S. S., 2023. Pandangan Penggemar pada Kolaborasi Produk Somethinc X NCT Dream. *Prologia*, 7(1), pp. 156-163.
- Fatila, A. N., 2022. *Pengaruh Brand Ambassador, Social Media Marketing Dan Online Customer Review Terhadap Minat Beli Produk Scarlett Whitening*, Malang : Unievrstas Islam Malang.
- Fransiska, R. A. & Nuzil, N. R., 2023. Pengaruh Celebrity Endors Nagita Slavina, Brand Ambassador Dan Iklan Produk Terhadap Minat Beli Konsumen Produk Ms Glow (Studi Pada Konsumen Di Kecamatan Purwosari). *Mufakat: Jurnal Ekonomi, Manajemen dan Akuntansi*, 2(5), pp. 398-418.
- Hasanah, E. M., Santoso, B. & Hermawan, H., 2020. Perbandingan Ekuitas Merek Produk Natasha Skincare dengan Erha Skincare. *International Journal of Social Science and Business*, 4(1), pp. 123-128.
- Haryani, D. & Mahmud, 2023. Pengaruh Keyakinan Agama, Logo Halal, Keamanan Bahan, Dan Promosi Pada Produk Ms Glow Terhadap Minat Pembelian Konsumen. *Jurnal Multilingual*, 3(1), pp. 131-141.
- Julia, S. & K, K., 2023. Pengaruh Iklan Tiktok, Kualitas Produk dan Harga terhadap Minat Beli Produk Scarlett Whitening. *Jurnal Informatika Ekonomi Bisnis*, 5(1), pp. 63-68.
- Iqbal, M. & Nurdin, H., 2021. Analisis Perbandingan Kualitas Produk Dan Harga Pada Konsumen Bolly Bakery Dan Ilo Cake. *Journal Scientific of Mandalika*, 2(5), pp. 186-192.
- Julia, S. & K, K., 2023 . Pengaruh Iklan Tiktok, Kualitas Produk dan Harga terhadap Minat Beli Produk Scarlett Whitening. *Jurnal Informatika Ekonomi Bisnis*, 5(1), pp. 63-68.
- Kodariyah, T. & Kusnadi, H. K., 2026. Pengaruh Brand Ambassador Terhadap Minat Beli Produk Clickdi Kota Bandung. *Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 6(3), pp. 1676-1684.
- Kusumawati, D. & Saifudin, 2020. Pengaruh Persepsi Harga Dan Kepercayaan Terhadap Minat Beli Secara Online Saat Pandemi Covid-19 Pada Masyarakat Millenia Di Jawa Tengah. *Jurnal Akuntansi dan Bisnis*, 6(1), pp. 1-13.

- Laraswati, C. & Harti, H., 2022. Pengaruh Persepsi Kualitas, Citra Merek Dan Etnosentrisme Konsumen Terhadap Minat Pembelian Produk Somethinc. *Jurnal Ekobis: Ekonomi, Bisnis & Manajemen*, 12(2), pp. 185-196.
- Mutia, A., 2022. *Makin Meroket, Pendapatan Produk Kecantikan dan Perawatan Diri di RI Capai Rp111,83 Triliun pada 2022.* [Online] Available at: <https://databoks.katadata.co.id/datapublish/2022/12/05/makin-meroket-pendapatan-produk-kecantikan-dan-perawatan-diri-di-ri-capai-rp11183-triliun-pada-2022> [Diakses 1 June 2024].
- Nurjannah, A., Kumalasari, F. & Ismanto, I., 2023. Pengaruh Celebrity Endorsement Dan Promosi Terhadap Keputusan Pembelian Produk Melalui Social Media Tiktok Shop. *Transformasi: Journal of Economics and Business Management*, 2(4), pp. 79-95.
- Putri, R. M., 2021. Pengaruh Harga, Kualitas Produk, Dan Celebrity Endorser Terhadap Minat Beli Produk Scarlett Whitening (Studi Kasus Pada Perempuan Di Surakarta). *Jurnal Ekobis Dewantara*, 4(2), pp. 78-88.
- Sabar, M., Moniharapon, S. & Poluan, J. G., 2022. Pengaruh Media Sosial, Celebrity Endorser, Dan Kualitas Produk Terhadap Minat Beli Konsumen Produk Ms Glow Di Kota Manado Authors. *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 10(4), pp. 422-433.
- Safitri, E., Budiman, M. A. & Awalia, H., 2022. Pengaruh Harga, Kualitas Produk Dan Pelayanan Terhadap Minat Beli Costumer Skincare Ms Glow. *Jurnal Scientific*, 9(3), pp. 26-36.
- Saleleng, N. C. M., Kojo, C. & Karuntu, M., 2014. Kualitas Produk Dan Kualitas Pelayanan Pengaruhnya Terhadap Kepuasan Pelanggan Kartu Prabayar Telkomsel. *Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 2(3), pp. 973 - 1089 .Sara, S. K., Ahmad, R. M. & Arkiang, F., 2022. Pengaruh Kesadaran Halal Terhadap Minat Beli Kosmetik Halal. *Asy0Syarikah*, 4(1), pp. 21-37.
- Saepudin, S., E, T. R. W. & Atmami, H., 2022. Analisis Desain Kemasan Moko Moko Regal Lip Cream Kolaborasi “Moko Moko” dan “Regal”. *VISUALIDEAS*, 2(1), pp. 43-53. Septyadi, A. K., M, M. S. & S, N., 2022. Literature Review Keputusan Pembelian Dan Minat Beli Konsumen Pada Smartphone: Harga Dan Promosi.. *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 3(1), pp. 301-313.

- Sumaryati, A. R. T. & Indriani, F., 2024. Studi Mengenai Peran Kepercayaan Dalam Memediasi Motivasi Sosial Dan Social Media Influencer Terhadap Minat Beli (Produk Skincare Somethinc Di Semarang). *Diponegoro Journal of Management*, 13(2), pp. 1-11.
- Tamira, G. & Maulina, E., 2023. Pengaruh Strategi Kolaborasi Merek (Co-branding) Terhadap Niat Pembelian Pada Produk Multipurposes Tinted Sunscreen. *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen*, 8(3), pp. 741-755.
- Tito, A. C. P. & Stefani, S., 2023. Pengaruh Strategi Brand Collaboration Terhadap Purchasing Decision Pada Industri Minuman Kekinian. *Jurnal Wira Ekonomi Mikroskil*, 13(1), pp. 55-64.
- Via, C. O., 2023. Pengaruh Brand Ambassador Song Joong Ki dan Brand Image Scarlett Whitening terhadap minat beli konsumen. *Jurnal Ilmiah Ilmu Komunikasi Communique*, 5(2), pp. 248-262..
- Wardani, A. K. et al., 2023. Pengaruh Kolaborasi Sepatu Aerostreet Terhadap Minat Beli Konsumen. *Jurnal Manajemen Bisnis & Terapan*, 1(2), pp. 67-76.
- Wasitaningrum, T. & Cahya, H. N., 2022. Pengaruh Celebrity Endorser, Brand Image, dan Kualitas Produk terhadap Minat Beli Konsumen Produk Scarlett Whitening. *Jurnal Ekonomi Dan Bisnis*, 1(1), pp. 58-70.
- Widyaningrum, P. W., 2019. Pengaruh Label Halal, Kesadaran Halal, Iklan, dan Celebrity Endorser terhadap Minat Pembelian kosmetik melalui variabel Persepsi sebagai Mediasi (Studi Pada Civitas Akademika Universitas Muhammadiyah Ponorogo). *CAPITAL: Jurnal Ekonomi dan Manajemen*, 2(2), pp. 74-97.
- Wiguna, Agustina & Trarintya, 2022. Pengaruh Digital Marketing Dan Kualitas Produk Terhadap Minat Beli Konsumen. *urnal Manajemen, Kewirausahaan Dan Pariwisata*, 2(2), pp. 486-492.
- Yanti, N. D. & Darwanto, D., 2021. Analisis Pengaruh Labelisasi Halal Dan Digital Selling Terhadap Minat Beli Kosmetik Halal. *Jurnal Ekonomi dan Bisnis Islam*, 5(1), pp. 1-22.
- Yulianto, H., Palupiningtyas, D., Mudrik & Amsar, A., 2023. The Effect Of Halal Labelization And Brand Image On Tourism Decisions In Demak District. *Jurnal manajemen Industri dan Logistik*, 7(2), pp. 334-353.