

Understanding the Appeal of Local Cosmetics of Mustika Ratu Cosmetics in Shaping Indonesian Generation Z Purchase Intentions

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ABSTRACT

Indonesia is a promising market for cosmetics and personal care products, providing opportunities for domestic and international manufacturers. The Indonesian cosmetics market is estimated to have reached around US\$8.8 billion in 2021 and is expected to continue growing. One of the prominent local cosmetic companies is PT Mustika Ratu Tbk, which is renowned for its natural-based beauty products that combine traditional Indonesian ingredients with modern technology. However, Mustika Ratu faces challenges in maintaining its market position, particularly among Generation Z consumers, who represent a significant and growing demographic in Indonesia. This study aims to examine the factors influencing the purchase intention of Mustika Ratu's products among Indonesian GenZ, focusing on brand image, product quality, and price perception. Using a quantitative approach, data were collected through structured questionnaires from 168 respondents in the Jabodetabek area and analyzed using Partial Least Square (PLS) software version 3.2.9. The results of this study indicate that Brand Image, Product Quality, and Price Perception has a positive and significant influence on the purchase intention of Mustika Ratu cosmetic products in Indonesian Generation Z.

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INTRODUCTION

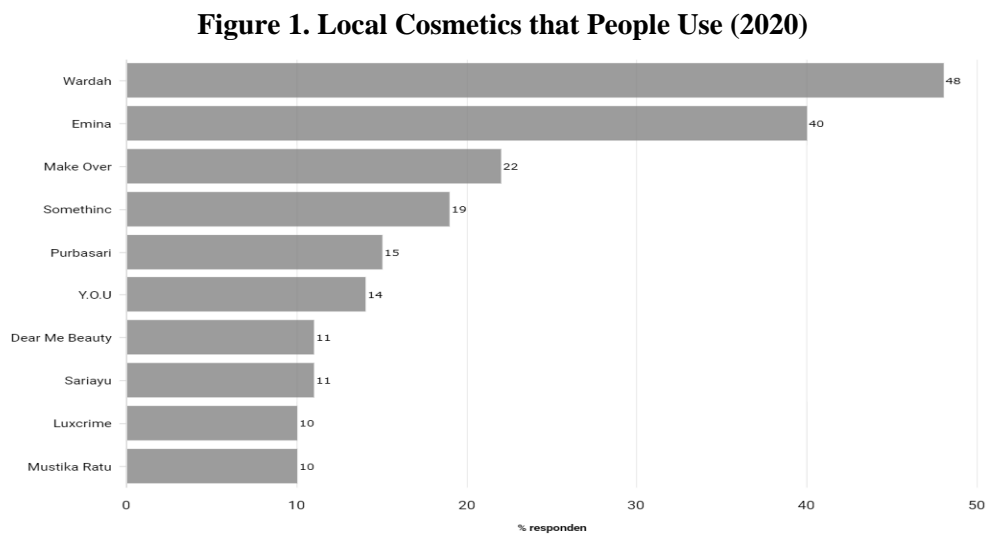
Indonesia is a promising market for cosmetics and personal care products, providing opportunities for domestic and international manufacturers in this industry. In addition, technological developments have encouraged businesses to move quickly to fulfill people's desire to look good (Eldwin and Jeremy, 2021). The trend of cosmetic use in Indonesia continues to increase from year to year. Based on data from Euromonitor International, the Indonesian cosmetics market is estimated to reach a value of around US\$8.8 billion in 2021, showing a significant increase in recent years.

Based on the potential growth of the cosmetics industry in Indonesia, which is expected to continue to increase until 2023, the cosmetics market in Indonesia is very potential for both domestic and foreign

beauty industry players (Alvina, 2020). The use of local cosmetics produced by domestic companies is also increasingly popular among Indonesians. One of the prominent local cosmetic companies is PT Mustika Ratu Tbk, which was founded in 1978. The company is famous for its natural-based beauty products and has combined traditional Indonesian ingredients with modern technology. In addition, Mustika Ratu products are also Halal certified by MUI (merdeka.com).

Mustika Ratu has implemented various strategies to achieve competitive advantage and increase market share. One of the main strategies is to create a balance between quality products and affordable prices. In order to achieve this goal, the company emphasizes brand management that is aligned with consumer needs (Maulidia, 2021). The company consistently maintains high quality standards to maintain a positive image in the eyes of consumers and focuses on new product development and innovation to ensure optimal quality (Hernisa, 2022). In addition, Mustika Ratu also prioritizes the principle of sustainability by paying attention to environmental impacts and is committed to supporting local communities through the use of natural ingredients supplied by local farmers (mustikaratu.co.id).

However, Mustika Ratu faces major challenges in maintaining its position in the Indonesian cosmetics market, as shown in figure 1.



Source: (Databoks, 2022)

Based on Figure 1, according to Pahlevi (2022), the results of the Populix survey that have been conducted show that Mustika Ratu occupies the last position among the 10 existing local cosmetic brands, with only 10% of respondents using Mustika Ratu products.

In addition, Mustika Ratu also experienced a decline in sales in 2022 after a previous increase in sales in 2021, as shown in table 1.

Table 1. Net Sales of Mustika Ratu 2020 - 2022

Years	Net Sales
2020	318.408
2021	326.794
2022	285.177

Source: (Financial Report Mustika Ratu, 2020 – 2022)

Based on table 1 above, the data shows that Mustika Ratu experienced a 12.73% decrease in net sales to IDR 285.17 million in 2022. Previously, the company did experience an increase in net sales from IDR 318.40 million in 2020 to IDR 326.79 million in 2021.

In facing this challenge, Generation Z is an important market segment for Mustika Ratu. Generation Z is a generation that grew up and developed in the era of digitalization in all fields (Christiani and Iksari, 2020). They are the main consumers who are active in using cosmetic products and have unique preferences, especially in terms of quality and the latest trends (Kompas, 2022). With the population of generation Z, which is estimated to reach 74.93 million people or 27.94% of the total population of Indonesia (Jayani, 2020), Gen Z is a potential target market for Mustika Ratu. Gen Z is considered as Mustika Ratu's future consumer target, so effective marketing strategies still have time to be developed and implemented.

Based on previous research, there is evidence that various factors influence consumer purchase intention. A good brand image can increase purchase intention (Nurhandayani et al., 2019), high product quality encourages purchase intention (Nazarani and Suparna, 2021), and the perception of an appropriate price also contributes to increasing purchase intention (Prastio and Rodhiah, 2021). This research will further explore how Mustika Ratu can utilize these factors to increase consumer purchase intention, especially among generation Z.

Consumer Behavior

According to Kotler and Keller (2016), consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and like goods, services, ideas, or experiences to satisfy their needs and wants. Meanwhile, Schiffman and Kanuk (2013) state that consumer behavior is a study that examines how people make decisions in the use of available and owned resources (time, money, and effort) to buy goods or services that will be consumed in the future.

In the theory of consumer behavior, there is the Theory of Planned Behavior (TPB) model. According to Ajzen (in Elistia et al., 2023), TPB is a theoretical framework that is often used to predict behavioral intentions as a basis for predicting behavior.

Meanwhile, according to Kotler and Armstrong (2016), marketing is a process in which companies engage customers, create relationships, and obtain value from customers in return. Hanafiah et al. (2023) identify Gen Z as a significant consumer segment for businesses to target, emphasizing their demonstrated interest in purchasing halal cosmetics. Their research highlights the purchasing intentions

of this generation, shaped by their preferences and values surrounding halal-certified products. According to Stillman (2017), generation Z is the latest working generation, born between 1995 and 2012, also called the net generation or internet generation. Hanafiah and Djabbar (2024) employed the Theory of Planned Behavior (TPB) framework to examine behavioral intentions among Gen Z and Fortunata and Hanafiah (2024) found that Indonesian Gen Z Muslims exhibit a strong purchase intention toward Muslim fashion products on the e-commerce platform Shopee.

Purchase Intention

According to Kotler and Keller (2016), purchase intention is a consumer behavior in which consumers have a desire to choose a product based on experience in choosing, using, consuming, or even in wanting a product. According to Johari and Keni (2022), purchase intention can be identified through several indicators, namely: Willing to buy this product; Intend to buy this product; Plan to consume this product; Will try to consume this product.

Brand Image

According to Kotler and Keller (in Hanafiah & Kasmoo, 2016), brand image is the perception and belief held by consumers towards a brand, which is reflected in a set of thoughts stored in consumers' memories. According to Nurhandayani et al., (2019), brand image has several indicators, including: Products produced by innovating companies; Using the product makes me feel confident; People who use the product reflect modern/up-to-date consumers; The product has attractive packaging; The product function is in accordance with consumer needs; The product is a trusted product; The product is worth the money; This product is a reliable skin care & beauty product.

Product Quality

According to Kotler and Keller, (2016) product quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs. According to Johari and Keni, (2022) product quality has the following indicators: Product quality guaranteed; Consume the product because of its quality; Products offered are in good condition; The products offered are well made product performance.

Price Perception

According to Schiffman and Kanuk, (2013) price perception is how consumers see prices as high, low and fair prices. According to Suhud and Willson (2019) there are several indicators of price perception as follows: The price offered is acceptable compared to other brands; The price offered is very reasonable ; The price offered has a higher economic value than other brands; The price offered is in accordance with the purchasing power of the Indonesian people ; The price offered is in accordance with expectations ; The price offered is in accordance with the performance provided ; The price offered is not expensive; The price offered is in accordance with the quality

The Influence of Brand Image on Purchase Intention

The research of Rosita et al., (2022) states that the higher the brand image that is formed to consumers,

the higher the purchase intention felt by consumers. This is evidenced by the research of Suhud and Willson (2019), Hariyanto and Soedjono (2021), Nazarani and Suparna (2021), which state that brand image has a positive and significant effect on purchase intention. Referring to the research above, the hypotheses that will be developed in this study are:

H1: Brand Image has a positive and significant influence on Purchase Intention

The Influence of Product Quality on Purchase Intention

In research by Hariyanto and Soedjono, (2021) consumers tend to buy products when the quality is good, but if the quality is not as expected, they will switch to other similar products. This is evidenced by research by Pratiwi and Marlien (2022), Nazarani and Suparna (2021), Setiawan and Santosa (2020), which state that product quality has a positive and significant effect on purchase intention. Referring to the research above, the hypotheses that will be developed in this study are:

H2: Product Quality has a positive and significant influence on Purchase Intention

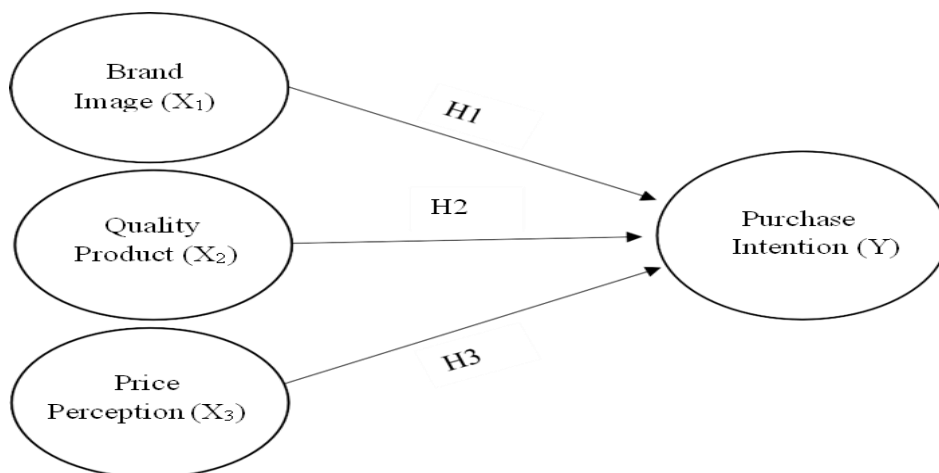
The Influence of Price Perception on Purchase Intention

The research of Hankho and Cokki, (2020) states that consumers use their perception of price relativity as a way to feel the value of the product so that consumers can determine their intention to buy the product. This is evidenced by the research of Devi et al., (2020), Hermawan (2023), Prastio and Rodhiah (2021), which states that price perception has a positive and significant effect on purchase intention. Referring to the research above, the hypotheses that will be developed in this study are:

H3: Price Perception has a positive and significant influence on Purchase Intention

Based on the description above, the conceptual framework proposed in this study is described as follows:

Figure 2. Conceptual Framework



Source: Data processed by researchers (2023)

METHOD

Research Models, Hypotheses, and Methodology

This study uses a causal research model to examine the effect of independent variables, namely Brand Image (X1), Product Quality (X2), and Price Perception (X3), on the dependent variable, namely Purchase Intention (Y). The approach used in this research is a quantitative approach.

This study involved Generation Z who live in Jabodetabek. The research sample was taken using a nonprobability sampling method with purposive sampling technique, involving 168 respondents. Respondents were selected based on certain criteria, such as age between 12-27 years old and experience buying or never buying Mustika Ratu cosmetic products.

Data was collected through a structured questionnaire measured by a Likert scale. Data analysis was conducted using Partial Least Square (PLS) software version 3.0. This analysis process includes testing the validity and reliability of the measurement model, as well as testing the structural model to determine the causal relationship between variables.

Based on the theoretical study, the operational definitions of the variables in this study are as follows table 2.

Table 2. Operational Variables

Variable	Items	Authors
Brand Image	BI1. I believe this cosmetic product (Mustika Ratu) is produced by a company that innovates.	Nurhandayani et al., (2019)
	BI2. Using this cosmetic product (Mustika Ratu), increases my self-confidence.	
	BI3. I believe that by using this cosmetic product (Mustika Ratu), I will be seen as a modern/up-to-date consumer.	
	BI4. This cosmetic product (Mustika Ratu), has attractive packaging.	
	BI5. The functions offered by this cosmetic product (Mustika Ratu), are in accordance with my needs as a consumer.	
	BI6. I feel confident that this cosmetic product (Mustika Ratu), is a trusted product.	
	BI7. I feel that this cosmetic product (Mustika Ratu), is worth the money I spend.	
	BI8. I believe this cosmetic product (Mustika Ratu), is a reliable skin & beauty care product.	
Quality Product	PQ1. I believe this cosmetic product (Mustika Ratu), its quality is guaranteed.	Johari & Keni (2022)
	PQ2. I consume this cosmetic product (Mustika Ratu), because of its quality	
	PQ3. I believe this cosmetic (Mustika Ratu), offers products in good condition.	
	PQ4. This cosmetic product (Mustika Ratu), has good performance in accordance with what is offered	
Price Perception	PP1. The price offered by this cosmetic product (Mustika Ratu) is acceptable to me compared to other brands.	Suhud & Willson (2019)

PP2. The price offered by this cosmetic product (Mustika Ratu) is very reasonable.

PP3. The price offered by this cosmetic product (Mustika Ratu) has a higher economic value than other brands.

PP4. The price offered by this cosmetic product (Mustika Ratu) is in accordance with the purchasing power of the Indonesian people.

PP5. The price offered by this cosmetic product (Mustika Ratu) is in accordance with expectations.

PP6. The price offered by this cosmetic product (Mustika Ratu) is in accordance with the performance provided.

PP7. The price offered by this cosmetic product (Mustika Ratu) is not expensive.

PP8. The price offered by this cosmetic product (Mustika Ratu) is in accordance with the quality.

Purchase Intention	PI1. I am willing to buy this cosmetic product (Mustika Ratu)	Johari & Keni (2022)
	PI2. I intend to buy this cosmetic product (Mustika Ratu)	
	PI3. I plan to consume this cosmetic product (Mustika Ratu)	
	PI4. I will try to consume this cosmetic product (Mustika Ratu)	

RESULTS AND DISCUSSION

Convergent Validity

Table 3. Convergent Validity Results

Variable	Items	AVE	Loading Factor	Information
Purchase Intention (Y)	PI1	0.581	0.742	Valid
	PI2		0.819	
	PI3		0.845	
	PI4		0.751	
Brand Image (X ₁)	BI1	0.529	0.738	Valid
	BI2		0.748	
	BI3		0.755	
	BI4		0.712	
	BI5		0.716	
	BI6		0.704	
	BI7		0.728	
	BI8		0.719	
Product Quality (X ₂)	PQ1	0.628	0.725	Valid
	PQ2		0.825	
	PQ3		0.839	
	PQ4		0.774	
Price Perception (X ₃)	PP1	0.625	0.753	Valid
	PP2		0.801	
	PP3		0.780	
	PP4		0.770	
	PP5		0.754	
	PP6		0.775	
	PP7		0.714	
	PP8		0.746	

Source: Processing with Smart PLS version 3.2.9

Based on the analysis results in table 3, the convergent validity test shows that all indicators of each construct have a loading factor value > 0.70 . In addition, the Average Variance Extracted (AVE) value of all variables used in this study also shows a value > 0.5 . Thus, all indicators and variables in this study can be declared valid and meet the criteria for convergent validity (Ghozali, 2021).

Discriminant Validity

Table 4. Discriminant Validity Result (HTMT)

	Brand Image	Product Quality	Price Perception	Purchase Intention
Brand Image				
Product Quality	0.867			
Price Perception	0.795	0.745		
Purchase Intention	0.843	0.866	0.819	

Source: Processing with Smart PLS version 3.2.9

Based on the analysis results in table 4, it shows that the HTMT value in this study has a value below the threshold, which is < 0.9 . Therefore, it can be concluded that all of these constructs are stated to have good discriminants and meet the discriminant validity criteria (Ghozali, 2021).

Composite Reliability & Cronbach's Alpha

Table 5. Composite Reliability & Cronbach's Alpha Results

	Composite Reliability	Cronbach's Alpha	Information
Brand Image	0.873	0.900	Reliable
Product Quality	0.801	0.870	Reliable
Price Perception	0.897	0.917	Reliable
Purchase Intention	0.798	0.869	Reliable

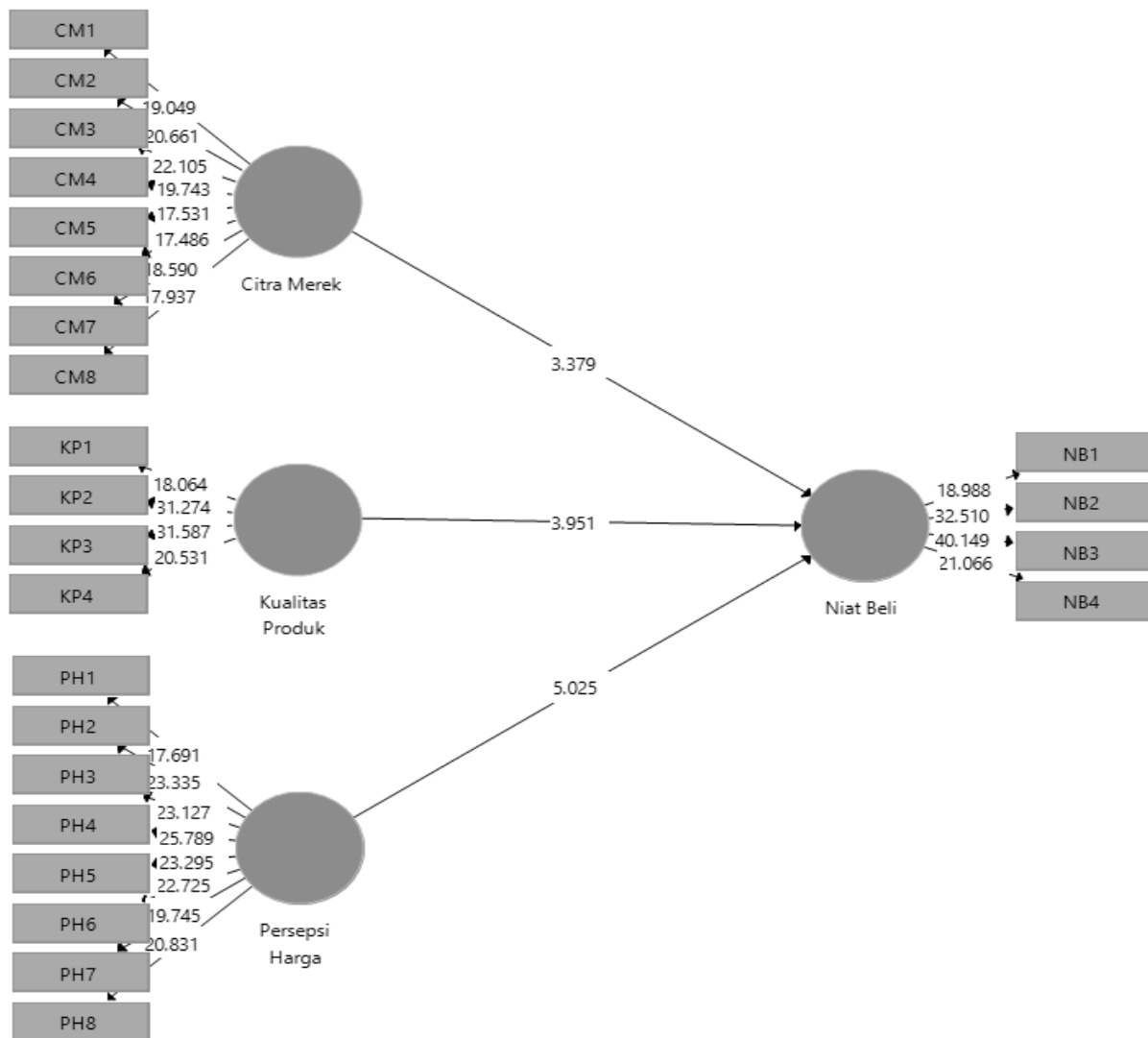
Source: Processing with Smart PLS version 3.2.9

Based on the analysis results in table 4, the Composite Reliability & Cronbach's Alpha test results have a value ≥ 0.7 . This shows that all latent variables are said to be reliable and have good reliability (Ghozali, 2021).

Table 6. Hypothesis Testing Results

Hypothesis	Variable	Original Sample	T-Statistics	P Values	Significance	Conclusion
H1	Brand Image -> Purchase Intention	0.261	3.379	0.001	Positive and Significant	Accepted
H2	Product Quality -> Purchase Intention	0.295	3.951	0.000	Positive and Significant	Accepted
H3	Price Perception -> Purchase Intention	0.332	5.025	0.000	Positive and Significant	Accepted

Source: Processing with Smart PLS version 3.2.9

Figure 3. Hypothesis Testing Algorithm Results

Source: Processing with Smart PLS version 3.2.9

The Influence of Brand Image on Purchase Intention

The results of the hypothesis test that has been conducted regarding the influence of brand image on purchase intention show that brand image has a positive and significant influence on purchase intention of Mustika Ratu cosmetic products in Generation Z. Brand image obtained an original sample value of 0.261, with a t-statistic of $3.379 > 1.64$ and a p-value of $0.001 < 0.05$, which indicates statistical significance. Thus, the first hypothesis (H1) in this research is accepted, confirming that a positive brand image increases purchase intention of Mustika Ratu cosmetic products.

This finding is supported by previous research conducted by Rosita et al. (2022) and Triatmaja and Ekawati (2023) which also found that brand image has a positive and significant relationship with purchase intention. These results indicate that a good brand image will increase the likelihood of Generation Z to purchase Mustika Ratu cosmetic products. This shows that Mustika Ratu has a strong reputation in terms of product reliability in the skincare and beauty sector, which plays an important role in attracting the purchase intention of Generation Z consumers.

The Influence of Product Quality on Purchase Intention

The results of the hypothesis test that has been conducted regarding the influence of product quality on purchase intention, it was found that product quality has a positive and significant influence on purchase intention of Mustika Ratu cosmetic products in Generation Z. Product quality obtained an original sample value of 0.295, with a t-statistic of $3.951 > 1.64$ and a p-value of $0.000 < 0.05$, which indicates statistical significance. Thus, the second hypothesis (H2) is accepted, confirming that a positive product quality increases purchase intention of Mustika Ratu cosmetic products.

This finding is supported by previous research conducted by Nazarani and Suparna (2021) and Romadlon et al. (2021), which also found that product quality has a positive and significant relationship with purchase intention. These results indicate that a good product quality will increase the likelihood of Generation Z to purchase Mustika Ratu cosmetic products. This shows that Mustika Ratu has succeeded in providing strong quality assurance to consumers, especially Generation Z.

The Influence of Price Perception on Purchase Intention

The results of the hypothesis that has been conducted regarding the influence of price perception on purchase intention, it was found that price perception has a positive and significant influence on purchase intention of Mustika Ratu cosmetic products in Generation Z. Price perception obtained an original sample value of 0.322, with a t-statistic of $5.025 > 1.64$ and a p-value of $0.000 < 0.05$, which indicates statistical significance. Thus, the third hypothesis (H3) is accepted, confirming that positive price perception increases purchase intention of Mustika Ratu cosmetic products.

This finding is supported by previous research conducted by Hankho and Cokki (2020) and Prastio and Rodhiah (2021), which also found that price perception has a positive and significant relationship with purchase intention. These results indicate that Generation Z's positive value towards price perception significantly increases their likelihood of purchasing related products. This shows that Mustika Ratu has Generation Z's perception of the price of Mustika Ratu products are quite affordable and not expensive. This shows that that Mustika Ratu has succeeded in setting prices that are considered reasonable by consumers, where Generation Z considers the prices of Mustika Ratu products to be quite affordable and not expensive.

CONCLUSION

Based on the results of the research and discussion described above, it can be concluded that the variables Brand Image, Product Quality, and Price Perception have a positive and significant influence on the Purchase Intention of Mustika Ratu cosmetic products among Generation Z consumers in Jabodetabek. This indicates that a strong and positive brand image, high-quality products, and a favorable perception of price are key factors that drive the purchase intentions of Mustika Ratu cosmetics among Generation Z consumers.

The study also reveals specific areas for improvement. The Brand Image of Mustika Ratu could be strengthened by focusing on aspects that enhance consumer confidence, especially among Generation Z. For example, marketing campaigns that emphasize the emotional and aesthetic benefits of the products could be effective in improving consumer perception. In terms of Product Quality, there is a need for the company to ensure that all products are consistently delivered in good condition, which may involve enhancing transparency about the quality assurance process. Regarding Price Perception, the company should consider conducting an in-depth evaluation of its pricing strategy to better align with consumer expectations and perceived product value.

Based on these findings, it is recommended that Mustika Ratu invest in marketing strategies that highlight these strengths while addressing areas of improvement to enhance overall consumer purchase intentions. Specifically, promotional campaigns that resonate with Generation Z's preferences and values, such as those involving influencers or digital engagement, could be particularly effective.

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