



The Influence of Product Quality and Brand Image on Purchasing Decisions of Camille Beauty Products in Jakarta

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Article History:

Received : 02-09-2026

Revised : 05-10-2026

Accepted : 06-10-2026

Keywords: Brand Image,
Consumer Behavior, Purchase
Decision, Skincare, Product
Quality

Abstract: The increasingly competitive skincare industry makes product quality and brand image important factors in consumer purchasing decisions. This study aims to analyze the influence of product quality and brand image on purchasing decisions for Camille Beauty products in Jakarta, both partially and simultaneously. The study used a quantitative approach with a survey method. The study population was Camille Beauty consumers in Jakarta, while a sample of 100 respondents was selected using purposive sampling. The research instrument was a five-point Likert scale questionnaire. Data were analyzed using SPSS through validity, reliability, classical assumptions, multiple linear regression, t-test, F-test, and coefficient of determination tests. The results showed that product quality and brand image had a positive and significant effect on purchasing decisions. Brand image had a more dominant influence with a beta of 0.588 compared to product quality at 0.389. In conclusion, improving product quality and strengthening brand image simultaneously can strengthen purchasing decisions for Camille Beauty consumers in Jakarta.

How to Cite: Alya Septiani, Siti Maburr Rachmah, Nurhayati S.(2026). *The Influence of Product Quality and Brand Image on Purchasing Decisions of Camille Beauty Products in Jakarta*. 4(02). pp.1195-1206. <https://doi.org/10.61536/escalate.v4i02.814>



<https://doi.org/10.61536/escalate.v4i02.814>

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Introduction

The beauty industry is experiencing rapid growth, with the global cosmetics market projected to reach USD 677.2 billion by 2025, with an annual growth rate of 3.37% (Ministry of Industry, 2025). This growth is driven by increasing awareness of self-care and changing consumer behavior, which has made skincare a daily necessity. The development of social media and e-commerce has also changed the way consumers obtain information, compare products, and make purchases, making product quality and brand image increasingly important in purchasing decisions.

In Indonesia, local brands are increasingly able to compete with global brands, one of which is Camille Beauty. This skincare brand, founded in 2017, managed to secure an 11.9% share of organic face mask sales on Shopee and Tokopedia in the August-September 2021 period (Febrinastris & Fadilah,

2021). In the second quarter of 2025, Camille Beauty also ranked first in the Top 10 Facial Mist Brands with a 9.73% market share (Zahra, 2025). These achievements demonstrate market acceptance, but do not yet explain the factors driving consumer purchasing decisions.

The research problem is evident in the unclear relationship between Camille Beauty's market performance and product quality and brand image. Sales success does not indicate that all aspects of the product have met consumer expectations. Pratama et al. (2025) found weaknesses in Camille Beauty's product formulation and packaging quality that still require attention.

Another issue relates to brand image. High brand recognition doesn't necessarily indicate shared consumer perceptions. Pratama et al. (2025) also showed that Camille Beauty still faces challenges in maintaining consumer trust, so it's necessary to examine whether brand perceptions are related to purchasing decisions.

Previous research has shown that product quality and brand image influence purchasing decisions. Fatya et al. (2024) and Sari (2024) found a positive and significant influence of both variables on purchasing decisions for Skintific skincare, while Miranda et al. (2023) found an influence of brand image and product quality on purchasing decisions for Makeover cosmetics. However, there is still limited empirical evidence regarding Camille Beauty in Jakarta.

This study aims to analyze the influence of product quality and brand image on purchasing decisions for Camille Beauty products in Jakarta, both partially and simultaneously. The urgency lies in the need to understand the purchasing decision factors for brands that already have good market performance, especially since the Indonesian e-commerce-based skincare market is projected to exceed USD 800 million by 2026 (Wirajaya, 2025). The novelty of this study lies in testing both variables partially and simultaneously on Camille Beauty consumers in Jakarta.

Research methods

This study uses a statistically based quantitative approach to analyze the influence of product quality and brand image on purchasing decisions for Camille Beauty products in Jakarta. The quantitative approach is used to examine the relationship between variables through measurable and statistically analyzable data (Creswell & Creswell, 2023). The research data consists of primary data obtained directly from Camille Beauty consumers through face-to-face and online questionnaires (Bougie & Sekaran, 2025). The analysis was conducted using IBM SPSS through data quality testing, classical assumption testing, multiple linear regression, hypothesis testing, and coefficient of determination.

The research instrument used a questionnaire with a five-point Likert scale, ranging from strongly disagree to strongly agree. The instrument included three variables: product quality (X1), brand image (X2), and purchase decision (Y). Product quality was measured through performance, reliability, durability, standards, and design, while brand image was measured through recognition, reputation, attractiveness, and brand loyalty. Purchase decisions were measured through purchase certainty after knowing product information, decisions based on the most popular brand, purchases based on desires and needs, and recommendations. Instrument testing was carried out through validity and reliability tests. Furthermore, data were analyzed using the Kolmogorov-Smirnov normality test, Glejser heteroscedasticity test, multicollinearity test, multiple linear regression, t-test, F-test, and coefficient of determination (Ghozali, 2021; Hair et al., 2022).

The study population was Camille Beauty consumers who resided in Jakarta, were familiar with the Camille Beauty brand, were at least 14 years old, and had purchased Camille Beauty products at least once in the last six months. Since the number of active consumers was not publicly available, the number of followers on Camille Beauty's official Instagram account was used as a population proxy, which was approximately 1.2 million followers in 2026 (NabilahJaya et al., 2024). The sample was determined using non-probability sampling with a purposive sampling technique based on predetermined respondent criteria (Sugiyono, 2021; Bougie & Sekaran, 2025). Using the Slovin formula and a 10% margin of error, a sample size of 99.99 was obtained, rounded up to 100 respondents.

The research procedure began with initial observations of Camille Beauty's official social media accounts, particularly Instagram (@camille.beauty) and live streaming sessions on Shopee to gain insight into the product, consumer behavior, product quality, and brand image. A literature



review was then conducted to develop a theoretical framework and review relevant previous research. A questionnaire was then compiled based on the indicators for each variable and distributed to 100 respondents, either directly or through Google Forms. The collected data then underwent data quality checks, classical assumption tests, multiple linear regression analysis, partial and simultaneous hypothesis testing, and coefficient of determination tests using SPSS.

Research results

Respondent Characteristics

Table 1 Respondent Characteristics Based on Gender

Information	Amount	Percentage
Man	17	17%
Woman	83	83%
Amount	100	100%

As shown in the table, of the 100 respondents who used Camille Beauty products, 17 (17%) were male, while 83 (83%) were female. This shows that the proportion of female respondents is significantly greater than that of male respondents.

Table 2 Respondent Characteristics Based on Age

Information	Amount	Percentage
14 – 20 Years	14	14%
21 – 30 Years	83	83%
31 – 40 Years	1	1%
41 – 50 Years	2	2%
> 50 Years	0	0%
Amount	100	100%

The distribution of respondents based on age was dominated by the 21-30 year group with 83 respondents (83%), followed by 14 respondents (14%) aged 14-20 years, 2 respondents (2%) aged 41-50 years, and 1 respondent (1%) aged 31-40 years. There were no respondents aged over 50 years.

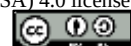
Table 3 Respondent Characteristics Based on Occupation

Information	Amount	Percentage
Students	80	80%
Employee	16	16%
Businessman	1	1%
Housewife	3	3%
Amount	100	100%

Respondent characteristics based on occupation were dominated by students/university students with 80 respondents (80%), followed by employees with 16 respondents (16%), housewives with 3 respondents (3%), and entrepreneurs with 1 respondent (1%).

Research Data Description

In general, respondents' assessment of product quality (X1) fell into the agree category. The statement that Camille Beauty products provide visible results for the skin received the highest agreement rate at 72%, making product effectiveness the most dominant aspect.



For the brand image variable (X2), respondents' assessments were also in the agree category. The statement regarding Camille Beauty's track record in maintaining quality and meeting customer satisfaction received a 51% agreement percentage, indicating a positive perception of the brand image.

Meanwhile, purchasing decisions (Y) generally fall into the agree category. The statement that respondents purchased Camille Beauty because they needed it to meet their daily skincare needs received a 51% agreement rate, making skincare needs a key consideration in purchasing decisions.

Table 4 Results of Descriptive Statistical Tests

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Standard Deviation
Product Quality	100	22	50	43.26	4,042
Brand Image	100	23	40	33.87	3,719
Purchase decision	100	24	40	34.74	3,122
Valid N (listwise)	100				

Based on the descriptive statistics results from 100 respondents, product quality (X1) has a mean of 43.26 with a minimum score of 22 and a maximum of 50 and a standard deviation of 4.042. Brand image (X2) has a mean of 33.87 with a minimum score of 23 and a maximum of 40 and a standard deviation of 3.719. Meanwhile, purchasing decisions (Y) have a mean of 34.74 with a minimum score of 24 and a maximum of 40 and a standard deviation of 3.122.

Data Quality Test

Table 5 Results of Product Quality Validity Test (X1)

Variables	No Item	r count	r table	Information
Product Quality (X1)	1	0.648	0.1966	Valid
	2	0.619	0.1966	Valid
	3	0.622	0.1966	Valid
	4	0.489	0.1966	Valid
	5	0.610	0.1966	Valid
	6	0.542	0.1966	Valid
	7	0.573	0.1966	Valid
	8	0.585	0.1966	Valid
	9	0.615	0.1966	Valid
	10	0.673	0.1966	Valid

The validity test results show that 10 statements on the product quality variable (X1) have Pearson Correlation values of 0.489 to 0.673, greater than the r table of 0.1966 at N = 100 and a significance level of 5%. Thus, all statements are declared valid and suitable for use.

Table 6 Results of Brand Image Validity Test (X2)

Variables	No Item	r count	r table	Information
Brand Image(X2)	1	0.591	0.1966	Valid
	2	0.722	0.1966	Valid
	3	0.539	0.1966	Valid
	4	0.586	0.1966	Valid
	5	0.530	0.1966	Valid
	6	0.709	0.1966	Valid
	7	0.684	0.1966	Valid
	8	0.673	0.1966	Valid



The validity test of the eight statements in the brand image variable (X2) produced a correlation value against the total X2 that varied between 0.530 and 0.722. Considering that all of these values met the 5% significance level and the calculated r value was greater than the table r, all statements were declared valid and suitable for use as measuring tools.

Table 7 Results of the Validity Test of Purchase Decisions (Y)

Variables	No Item	r count	r table	Information
Purchase Decision (Y)	1	0.458	0.1966	Valid
	2	0.648	0.1966	Valid
	3	0.637	0.1966	Valid
	4	0.633	0.1966	Valid
	5	0.539	0.1966	Valid
	6	0.540	0.1966	Valid
	7	0.645	0.1966	Valid
	8	0.652	0.1966	Valid

The validity test of the eight statements in the purchasing decision variable (Y) produced correlation values against the total Y that varied between 0.458 and 0.652. Because all the calculated r values were greater than the table r value at a significance level of 5%, all statements were declared valid and could be used as measuring tools.

Reliability Test

Table 8 Results of Product Quality Reliability Test (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
,794	10

The reliability test results showed a Cronbach's Alpha value of 0.794, greater than 0.60. Thus, the product quality instrument was declared reliable and had good internal consistency.

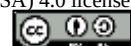
Table 9 Results of Brand Image Reliability Test (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
,783	8

The results of the reliability test on the brand image variable showed a Cronbach's Alpha value of 0.783 for the eight statements used, which is above the reliability threshold of 0.60. Thus, the statements used to measure the brand image variable showed good internal consistency, so the instrument can be declared suitable for use in this study.

Table 10 Results of the Reliability Test of Purchase Decisions (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
,740	8



For the purchasing decision variable, the reliability test produced a Cronbach's Alpha value of 0.740 for a total of eight statements, this value is higher than the threshold of 0.60 and is included in the reliable category, although slightly lower than the values for the two previous variables.

Classical Assumption Test

Table 11 Kolmogorov-Smirnov Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Standard Deviation	1.13400455
Most Extreme Differences	Absolute	,087
	Positive	,087
	Negative	-,081
Test Statistics		,087
Asymp. Sig. (2-tailed)		,058c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

The normality test using the One-Sample Kolmogorov-Smirnov Test on the unstandardized residual value produces a Test Statistic value of 0.087 with an Asymp. Sig. (2-tailed) of 0.058. Because the significance value is greater than 0.05, it can be said that the residual data is normally distributed, so the normality assumption in the regression model is met.

Table 12 Results of Glejser Heteroscedasticity Test

Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	3,103	,756		4,105
	Product Quality	-,040	,030	-,226	-1,359
	Brand Image	-,014	,032	-,075	-,449

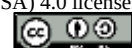
a. Dependent Variable: ABS_RES

In the heteroscedasticity test using the Glejser method, the product quality variable produced a significance value of 0.177, while the brand image variable produced a significance value of 0.654. Because both significance values are greater than 0.05, it can be concluded that there is no heteroscedasticity symptom in the regression model, or in other words, the residual variance is homogeneous (constant) across all independent variable values.

Table 13 Multicollinearity Test Results

Coefficients ^a		
Collinearity Statistics		
Model	Tolerance	VIF
1 Product Quality	,343	2,917
Brand Image	,343	2,917

a. Dependent Variable: Purchasing Decision



Based on the results of the multicollinearity test, the two independent variables used, namely product quality and brand image, showed a tolerance value of 0.343 and a VIF value of 2.917. Considering that the tolerance value is > 0.10 and the VIF value is < 10 , it can be concluded that this regression model does not experience multicollinearity problems between the product quality and brand image variables.

Multiple Linear Regression Analysis

Table 14 Results of Multiple Linear Regression Analysis

		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta		
1	(Constant)	5,014	1,241		4,042	,000
	Product Quality	,301	,049	,389	6,181	,000
	Brand Image	,494	,053	,588	9,334	,000

a. Dependent Variable: Purchasing Decision

The results of multiple linear regression produce the equation $Y = 5.014 + 0.301 X_1 + 0.494 X_2$. Both variables have a positive effect on purchasing decisions. Based on the Standardized Coefficients (Beta) value, brand image (0.588) has a greater influence than product quality (0.389).

Table 15 Partial Test Results (T-Test)

		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta		
1	(Constant)	5,014	1,241		4,042	,000
	Product Quality	,301	,049	,389	6,181	,000
	Brand Image	,494	,053	,588	9,334	,000

a. Dependent Variable: Purchasing Decision

The t-test results show that product quality has a significant effect on purchasing decisions, with a calculated t of 6.181 $>$ t table of 1.984 and a significance of 0.000 $<$ 0.05. Brand image also has a significant effect, with a calculated t of 9.334 $>$ t table of 1.984 and a significance of 0.000 $<$ 0.05. Thus, both variables partially have a significant effect on purchasing decisions.

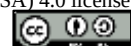
Table 16 Simultaneous Test Results (F Test)

		ANOVA				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	837,929	2	418,965	319,216	,000b
	Residual	127,311	97	1,312		
	Total	965,240	99			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Brand Image, Product Quality

The results of the F test show a calculated F value of 319.216 with a Sum of Squares Regression value of 837.929 and a Sum of Squares Residual of 127.311, and a significance value of 0.000. Because



the significance value is smaller than 0.05, it can be said that simultaneously (together), the product quality and brand image variables have a significant effect on the purchasing decision variable.

Coefficient of Determination Test

Table 17 Results of the Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,932a	,868	,865	1,146
a. Predictors: (Constant), Brand Image, Product Quality				
b. Dependent Variable: Purchase Decision				

The coefficient of determination test results show an R-squared value of 0.868, meaning 86.8% of the variation in purchasing decisions can be explained by product quality and brand image, while 13.2% is influenced by other factors. The R value of 0.932 indicates a strong relationship, while the Adjusted R-squared of 0.865 indicates a fairly stable regression model. Meanwhile, the Std. Error of the Estimate of 1.146 indicates the level of model prediction error.

Discussion

1. The Influence of Product Quality (X1) on Purchasing Decisions (Y)

Based on the research results, product quality (X1) has a positive and significant influence on purchasing decisions (Y) for Camille Beauty products in Jakarta. This finding indicates that an increase in product quality perceived by consumers tends to be followed by an increase in purchasing decisions. Thus, product quality is one of the consumer considerations when making choices about Camille Beauty products.

These findings align with the theory of Kotler & Armstrong (2021), which explains that product quality is the overall features and characteristics of a product that have the ability to meet or exceed consumer needs. In this study, product quality was measured using five indicators identified by Dewi et al. (2023): performance, reliability, durability, conformance, and design. These five aspects illustrate that consumers consider not only the existence of a product but also the extent to which it provides benefits and meets their expectations.

In relation to the research object, Camille Beauty consumers in Jakarta who have purchased products within the past six months have a basis for assessing product quality. Assessments of product performance and reliability can build consumer confidence that the product will deliver the expected benefits. Meanwhile, product conformity to expected standards and product design can be additional considerations when consumers compare Camille Beauty with other skincare products. Therefore, perceived quality can strengthen consumer confidence before making a purchasing decision.

This finding is also relevant to Permatasari & Hidayat's (2023) research on Camille Beauty, which found that product quality had a positive and significant effect on purchasing decisions. Similar results were found by Fatya et al. (2024) and Sari (2024) on the Skintific skincare product, which showed that product quality had a positive and significant effect on purchasing decisions. These similar results reinforce the findings of this study that product quality is a factor that can drive consumer decisions when purchasing skincare products.

More critically, the results of this study indicate that a product's success in the market depends not only on the company's ability to attract consumers' attention, but also on the product's ability to meet expectations after consumers make a purchase. This is relevant to Pratama et al.'s (2025) research on Camille Beauty, which showed that aspects of product formulation and packaging quality still need attention. These findings indicate that perceptions of product quality can continue to change based on consumer experience. Thus, the positive influence of product quality on purchasing decisions demonstrates the importance of maintaining product quality consistency to maintain consumer purchasing decisions.

2. Influence of Brand Image (X2) on Purchasing Decisions (Y)



The results of the study show that brand image (X2) has a positive and significant influence on purchasing decisions (Y) for Camille Beauty products in Jakarta. This finding indicates that the more positive consumers' perceptions of Camille Beauty, the greater their tendency to make purchasing decisions.

The findings of this study, as explained by Dewi et al. (2023), are based on brand image indicators used in the study: recognition, reputation, affinity, and brand loyalty. These four indicators illustrate that purchasing decisions are formed not only by functional product assessments but also by consumer perceptions of the brand. When consumers recognize a brand, have a positive perception of its reputation, are attracted to it, and have a tendency to continue choosing that brand, the purchasing decision-making process can be strengthened.

When linked to the research object's conditions, the more positive consumers' perceptions of Camille Beauty, the stronger their confidence in making purchasing decisions. Consumers who are familiar with Camille Beauty, have a positive assessment of its reputation, are attracted to the brand, and have a tendency to choose the brand again will have stronger considerations when making purchasing decisions.

These findings can also be linked to Kotler & Armstrong's (2021) purchasing decision theory, which explains that consumers go through stages of information search and alternative evaluation before making a purchase decision. During the alternative evaluation stage, consumers can consider various attributes, including quality and brand, when evaluating available options. Therefore, a positive brand image can strengthen consumers' perceptions and confidence in evaluating Camille Beauty as an alternative skincare product before making a purchase decision.

The results of this study align with those of Fatya et al. (2024) and Sari (2024), who found that brand image had a positive and significant effect on purchasing decisions for Skintific skincare products. Similar results were also found by Setiyanti & Ansori (2024) on The Originote skincare products and Maro'ah & Rosyidi (2024) on MS Glow skincare products. These similar results reinforce the point that brand image is a factor that can influence consumer purchasing decisions for skincare products.

Furthermore, Pratama et al.'s (2025) research, which specifically discussed Camille Beauty's brand image strategy through Instagram, demonstrated the strength of brand strength, brand uniqueness, and brand favorability. These findings are relevant to this study because they demonstrate that Camille Beauty's image formation is a crucial aspect in shaping consumer perceptions of the brand.

However, the results of this study differ from those of Maharani & Saputro (2024), who found that brand image had a positive but insignificant effect on purchasing decisions for Skintific skincare products. This difference suggests that the strength of brand image's influence can vary depending on the target audience, consumer characteristics, and brand conditions under study. In this study, brand image was shown to have a positive and significant effect on purchasing decisions for Camille Beauty products in Jakarta.

More critically, the research results show that brand image has a more dominant influence than product quality. This is evident from the Standardized Coefficients Beta value of brand image of 0.588, while product quality is 0.389. These findings indicate that in the context of Camille Beauty consumers in Jakarta, brand perception plays a stronger role in driving purchasing decisions than assessments of product quality. However, a positive brand image still needs to be supported by product quality that meets consumer expectations so that purchasing decisions can be maintained in the long term.

3. The Influence of Product Quality (X1) and Brand Image (X2) on Purchasing Decisions (Y)

The results of the study indicate that product quality (X1) and brand image (X2) simultaneously have a significant influence on purchasing decisions (Y) for Camille Beauty products in Jakarta. This finding indicates that consumer purchasing decisions are influenced not only by assessments of product quality but also by consumer perceptions of the brand.



These findings align with the theory of Kotler & Armstrong (2021), which explains that consumer decisions are influenced by various considerations before making a purchase. In the context of this research, product quality provides information about the product's ability to meet consumer needs, while brand image provides insight into consumer perceptions and beliefs about the brand. Both aspects can be used by consumers when evaluating product alternatives before making a purchase decision.

In relation to Camille Beauty, consumers in Jakarta have a wide choice of skincare products, allowing them to compare various alternatives based on product benefits and quality, as well as brand image. Product quality can provide a functional reason for consumers to choose a product, while brand image can strengthen consumer confidence in the chosen brand. Therefore, the presence of these two factors together can have a stronger influence on purchasing decisions.

The R Square value of 0.868 indicates that product quality and brand image simultaneously explain 86.8% of the variation in purchasing decisions, while the remaining 13.2% is explained by factors outside the research model. This finding indicates that both variables have strong explanatory power in this research model. However, this value does not mean that consumer purchasing decisions are entirely determined by product quality and brand image, as there are other factors that were not examined.

The results of this study align with those of Fatya et al. (2024) and Sari (2024), who found that product quality and brand image simultaneously had a positive and significant influence on purchasing decisions for Skintific skincare products. Similar results were also found by Rajagukguk et al. (2025) on The Originote, which showed that product quality and brand image had a positive and significant influence on purchasing decisions. These similar results reinforce the research findings that both variables are relevant in explaining purchasing decisions in the skincare industry.

However, this study provides a different context because the research object is specifically Camille Beauty in Jakarta. Permatasari & Hidayat's (2023) previous study has shown that product quality has a positive and significant effect on Camille Beauty purchasing decisions, while Pratama et al. (2025) focused on Camille Beauty's brand image strategy through Instagram and did not test the influence of brand image on purchasing decisions quantitatively and statistically. This study then complements previous research by quantitatively testing product quality and brand image statistically on purchasing decisions among Camille Beauty consumers in Jakarta.

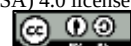
Critically, the research findings demonstrate that successfully driving purchasing decisions is not sufficient simply by providing quality products or building a positive brand image. Camille Beauty needs to maintain product quality while maintaining positive consumer perceptions of the brand. This is all the more crucial because the research indicates that brand image has a more dominant influence than product quality. Therefore, managing product quality and brand image simultaneously is crucial for maintaining purchasing decisions for Camille Beauty consumers in Jakarta.

Conclusion

This study concludes that product quality and brand image are positively and significantly associated with purchasing decisions for Camille Beauty products in Jakarta, both partially and simultaneously. Brand image is the more dominant variable compared with product quality, indicating that consumer perceptions of the brand play an important role in purchasing decisions. The findings imply that Camille Beauty needs to maintain consistent product quality while strengthening its brand image to support consumer purchasing decisions. This study is limited by the use of 100 respondents selected through purposive sampling and its focus on consumers in Jakarta, which limits the generalizability of the findings. Future research is recommended to involve larger and more diverse samples, broader geographical coverage, and other relevant variables to provide a more comprehensive understanding of skincare purchasing decisions.

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