

Product Quality, Promotion, And Price As Determinants Of Gen Z Purchase Decisions For Glad2glow Skincare

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Abstract

The development of the cosmetics and skincare industry has created increasingly intense competition among local skincare brands in Indonesia. Consumers, particularly Generation Z, are exposed to various product alternatives and increasingly rely on product quality, promotional activities, and price considerations when making purchasing decisions. This study aims to examine the effects of product quality, promotion, and price on Generation Z's purchase decisions for Glad2Glow skincare products among students of the Faculty of Economics and Business, Universitas Negeri Gorontalo, cohort 2021. This research employed a quantitative approach with a causal research design. The sample consisted of 70 respondents selected using proportionate stratified random sampling. Data were collected through questionnaires and analyzed using multiple linear regression with the assistance of SPSS version 21.0. The results indicate that product quality has a positive and significant effect on purchase decisions, with a t-value of 2.131 and a significance value of 0.037. Promotion also has a positive and significant effect on purchase decisions, with a t-value of 7.206 and a significance value of 0.000. Meanwhile, price has a positive but statistically insignificant effect on purchase decisions, with a t-value of 1.779 and a significance value of 0.080. Simultaneously, product quality, promotion, and price have a positive and significant effect on purchase decisions, as indicated by an F-value of 4.346 and a significance value of 0.007. The coefficient of determination (R^2) is 0.958, indicating that 95.8% of the variation in purchase decisions is explained by the three independent variables, while the remaining 4.2% is explained by other factors outside the research model. The findings demonstrate that product quality and promotional activities are important considerations in shaping Generation Z's purchase decisions for Glad2Glow skincare.

Keywords: product quality, promotion, price, purchase decision, Generation Z, Glad2Glow.

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INTRODUCTION

The development of information technology and the rapid growth of digitalization have contributed to increasingly intense competition in various business sectors, including the cosmetics and skincare industry. Companies are required to develop appropriate marketing strategies to attract, influence, and retain consumers. The skincare industry in Indonesia has experienced considerable growth, accompanied by increasing product innovation, brand variety, and consumer awareness of skincare needs. The growing number of local skincare brands has provided consumers with more alternatives while simultaneously creating stronger competition among producers.

The Indonesian skincare market has developed through product innovation and increasingly diverse offerings. Skincare brands compete by introducing products designed for different skin types and concerns, including acne, hyperpigmentation, and premature aging. Consequently, companies are required to continuously improve product formulations, packaging, marketing strategies, and customer value. Product quality has therefore become an important consideration because consumers tend to evaluate whether a product is capable of fulfilling their needs and expectations.

Glad2Glow is one of the local skincare brands operating within this competitive environment. The brand offers various skincare products and has attracted consumer attention through product innovation, affordable pricing, and promotional activities. The company's products have been promoted through digital platforms, particularly social media. Instagram, TikTok, Facebook, and other digital channels have become important communication media for skincare brands because they enable companies to interact directly with consumers and distribute product information efficiently.

The increasing popularity of social media has also changed the way consumers obtain information before making purchasing decisions. Generation Z, as a digitally oriented consumer group, is highly exposed to information through social media platforms and digital marketplaces. They can discover brands, compare products, read reviews, observe promotional campaigns, and evaluate prices before deciding whether to purchase a product. This makes marketing communication particularly important for companies targeting Generation Z.

Research by Ahmad, Wolok, and Abdussamad (2022) shows that skincare product promotion has a positive and significant effect on consumers' impulse buying behavior through TikTok Shop. The findings indicate that promotion has a significance value of $0.002 < 0.05$ and a t-value of 3.161, confirming that more attractive and effective promotional activities can increase consumers' tendency to make purchases. Promotional activities, such as advertising, special offers, and other marketing stimuli, can encourage consumers to make spontaneous purchasing decisions. These findings further demonstrate that promotion is an important factor in understanding consumer

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behavior in the skincare industry, particularly within the increasingly developing digital marketing environment.

According to the research background presented in the original study, Generation Z represents a substantial portion of the Indonesian population and is characterized by intensive interaction with digital technology. Their purchasing behavior can therefore be influenced by the availability and attractiveness of information on digital platforms. In the context of skincare, consumers may pay attention not only to product effectiveness but also to ingredients, packaging, brand image, promotional content, reviews, and price.

Product quality is one of the fundamental considerations in consumer decision-making. Consumers expect skincare products to provide benefits that are consistent with their needs and expectations. A product that is perceived as safe, effective, reliable, and appropriate for consumers' skin conditions can increase consumer confidence in the product. In the case of Glad2Glow, product quality is particularly relevant because skincare is a product category in which consumers are concerned with effectiveness, ingredients, safety, packaging, and suitability for their skin.

In addition to product quality, promotion is an important marketing stimulus. Promotion functions as a means of communicating information, attracting attention, persuading consumers, and encouraging purchase behavior. Digital promotion has become increasingly relevant because Generation Z frequently interacts with social media content. Promotional campaigns, discounts, product demonstrations, testimonials, influencer recommendations, and educational skincare content may contribute to consumers' awareness and evaluation of a brand.

Price is another factor that may influence purchase decisions. Price represents the monetary sacrifice consumers make to obtain a product. Consumers commonly evaluate whether the price paid is appropriate in relation to the benefits and quality they expect to receive. In competitive markets, affordable and competitive prices can create favorable perceptions of value. However, price does not necessarily become the most important consideration because consumers may prioritize product quality, effectiveness, or promotional attractiveness.

The sales data presented in the original study also show the development of Glad2Glow skincare sales at Erbyshop Gorontalo. Sales increased from 1,799 products in 2023 to 1,960 products in 2024 and further increased to 2,605 products in 2025. Although the data indicate an increase in sales, the study identified the need to examine more deeply the factors underlying consumer purchase decisions, particularly product quality, promotion, and price.

Previous studies have examined the relationship between marketing factors and purchasing decisions. Listia, Ernestivita, and Suhardi (2022), for example, examined product quality, price, and promotion in relation to purchase decisions among Generation



Z consumers on the Shopee marketplace. Other research has examined the relationship between product quality and price and purchasing decisions for skincare products. Goeliling et al. (2023) found a significant relationship between price and product quality and consumer purchasing decisions for Skintific skincare products.

Nevertheless, the original research identifies a gap concerning the integrated examination of product quality, promotion, and price in the context of Glad2Glow skincare among Generation Z consumers, particularly students of the Faculty of Economics and Business at Universitas Negeri Gorontalo. Many previous studies focus on individual marketing variables or different brands and consumer groups. Therefore, examining these three variables simultaneously provides an empirical perspective on the factors associated with Glad2Glow purchase decisions among Generation Z consumers.

The theoretical foundation of this research is Consumer Behavior Theory. According to Kotler and Keller (2016), consumer behavior concerns how individuals, groups, and organizations select, purchase, use, and evaluate products, services, ideas, or experiences to satisfy their needs and wants. Consumer behavior can also be understood through the stimulus-response model, in which marketing stimuli enter the consumer's decision-making process and eventually generate a response.

Within this framework, product quality, promotion, and price represent marketing stimuli that may be evaluated by consumers before a purchase decision is made. Consumers may assess the quality and benefits of the product, interpret promotional messages, compare prices, and evaluate alternatives before deciding to purchase. Thus, the theory provides an appropriate foundation for analyzing the relationship between the three independent variables and the purchase decision..

OBJECTIVES

This study aims to:

1. Examine the effect of product quality on Generation Z's purchase decisions for Glad2Glow skincare.
2. Examine the effect of promotion on Generation Z's purchase decisions for Glad2Glow skincare.
3. Examine the effect of price on Generation Z's purchase decisions for Glad2Glow skincare.
4. Examine the simultaneous effect of product quality, promotion, and price on Generation Z's purchase decisions for Glad2Glow skincare.

METHODOLOGY

This study employed a quantitative approach with a causal research design. The research focused on the effect of product quality, promotion, and price as independent variables on purchase decisions as the dependent variable.



The population consisted of students of the Faculty of Economics and Business, Universitas Negeri Gorontalo, cohort 2021, who had purchased or used Glad2Glow skincare products. The study involved 70 respondents. The respondents were selected using proportionate stratified random sampling. Data were collected through questionnaires distributed to respondents who met the research criteria.

The questionnaire was used to measure respondents' perceptions of product quality, promotion, price, and purchase decisions. The research variables were measured using a Likert-scale questionnaire. Product quality represented consumers' perceptions regarding the ability and characteristics of the skincare product to meet their needs and expectations. Promotion represented marketing communication activities used to provide information, persuade consumers, and encourage purchases. Price represented consumers' perceptions regarding the monetary value paid for the product and its correspondence with the benefits received. Purchase decision represented the consumer's process of evaluating alternatives and deciding to purchase Glad2Glow skincare.

The collected data were analyzed using multiple linear regression with SPSS version 21.0. Before hypothesis testing, the research conducted data quality and classical assumption tests, including validity, reliability, normality, multicollinearity, and heteroscedasticity tests. Hypothesis testing was conducted using partial t-tests and simultaneous F-tests. The coefficient of determination (R^2) was used to determine the proportion of variation in purchase decisions explained by the independent variables.

The multiple regression equation obtained from the research results is:

$$Y = 0.446 + 0.242X_1 + 0.812X_2 + 0.195X_3$$

where:

Y = Purchase Decision

X_1 = Product Quality

X_2 = Promotion

X_3 = Price

The regression coefficients indicate positive relationships between each independent variable and purchase decision. However, statistical significance differs among the variables.

DISCUSSION

The Role of Product Quality in Purchase Decisions

The results show that product quality has a positive and significant effect on the purchase decisions of Generation Z consumers for Glad2Glow skincare. The calculated t-value is 2.131 with a significance value of 0.037. Because the significance value is



below 0.05, product quality is statistically associated with purchase decisions in this study. The regression coefficient of 0.242 indicates a positive direction.

This result indicates that consumers' perceptions of product quality are relevant to their decisions to purchase Glad2Glow skincare. When consumers perceive a skincare product as capable of providing the expected benefits and meeting their needs, their tendency to make a purchase increases. In skincare products, consumers may consider factors such as product effectiveness, ingredients, safety, suitability, packaging, and overall product performance.

The finding is consistent with the consumer behavior perspective presented in the research. Product quality functions as a marketing stimulus that provides information concerning the benefits and value of the product. Consumers process this information before making their purchase decision. When the perceived quality corresponds to consumers' expectations, the product may become more attractive compared with alternative products.

The result is also relevant to the competitive condition of the skincare industry. Generation Z consumers have access to numerous skincare brands with relatively similar price ranges. Consequently, perceived differences in product quality may become an important consideration when consumers evaluate alternatives.

The finding is consistent with previous research cited in the original study. Research examining skincare and other consumer products has generally demonstrated the importance of product quality in shaping consumer purchasing behavior. The present finding further demonstrates that product quality remains an important consideration in the context of Glad2Glow among students of the Faculty of Economics and Business, Universitas Negeri Gorontalo.

Therefore, maintaining product quality is relevant for Glad2Glow. Continuous attention to product effectiveness, ingredient safety, packaging, innovation, and suitability for consumer needs may contribute to positive consumer evaluations.

The Role of Promotion in Purchase Decisions

Promotion has a positive and significant effect on purchase decisions. The calculated t-value is 7.206 with a significance value of 0.000. Because the significance value is below 0.05, the effect of promotion on purchase decisions is statistically significant. The regression coefficient of 0.812 indicates a positive relationship.

Among the three independent variables included in the regression model, promotion has the largest standardized regression coefficient, with a Beta value of 0.660. This indicates that, within the statistical model used in this study, promotion makes the largest relative contribution among the three independent variables.

The result suggests that promotional activities are particularly relevant to Generation Z consumers. As digital-native consumers, Generation Z is frequently exposed to promotional information through social media and other online platforms. Attractive promotional content may increase awareness, provide product information, create interest, and encourage consumers to consider a product during the purchasing process.

Glad2Glow's use of digital media is relevant to this consumer behavior. Promotional communication through Instagram, TikTok, Facebook, and influencer-based marketing allows the brand to communicate directly with consumers. Product reviews, testimonials, educational skincare content, discount information, and influencer recommendations may help consumers obtain information before evaluating a product.

From the perspective of Consumer Behavior Theory, promotion represents an external stimulus that enters the consumer's decision-making process. Consumers receive promotional messages, interpret the information, compare it with their needs and expectations, and subsequently evaluate whether the product is worth purchasing.

The significant effect found in this study indicates that promotional communication should not merely focus on increasing exposure. Promotional content also needs to provide information that helps consumers understand the product and its benefits. For skincare products, informative content concerning ingredients, usage, benefits, and suitability may be particularly relevant.

The finding is consistent with research cited in the original study, including research by Listia et al. (2022), which examined the relationship between product quality, price, promotion, and purchase decisions among Generation Z consumers. The present study further emphasizes the relevance of promotional activities in the specific context of Glad2Glow skincare.

The Role of Price in Purchase Decisions

Price has a positive but statistically insignificant effect on purchase decisions. The calculated t-value is 1.779 with a significance value of 0.080. Because the significance value is greater than 0.05, the effect of price is not statistically significant at the 5% significance level. Nevertheless, the regression coefficient of 0.195 indicates a positive direction.

The importance of price in influencing consumer purchase decisions is also supported by Naksir et al. (2022), who examined consumers in Gorontalo City and found that price had a significant effect on purchasing decisions. Their study showed that the price variable obtained a t-value of 7.500 with a significance level of 0.000, indicating that consumers' price considerations were significantly associated with their purchasing decisions. The study further reported that price contributed 46.2% to the purchasing

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decision variable, representing the largest contribution among the variables examined. This finding suggests that consumers may evaluate whether the monetary sacrifice required to obtain a product is appropriate relative to the perceived benefits and value offered.

This finding suggests that although consumers may consider price when purchasing Glad2Glow skincare, price alone does not significantly determine their purchase decisions within this research context. Consumers may consider other factors, particularly product quality and promotional information, when deciding whether to purchase the product.

One possible explanation is that Glad2Glow is perceived as an affordable skincare brand and operates within a competitive price range. When the price difference between alternative skincare brands is relatively small, consumers may pay greater attention to other attributes, such as product quality, effectiveness, ingredients, brand information, reviews, and promotional attractiveness.

The result also reflects the nature of skincare as a product category. Consumers may be reluctant to select a product solely because of its lower price if they have concerns about effectiveness or suitability. For skincare products, the perceived benefits and quality may be considered more important than the monetary price alone.

The finding is consistent with the results presented in the original research, which indicate that price has a positive but insignificant effect on Glad2Glow purchase decisions. This result differs from some previous studies that found a significant relationship between price and purchasing decisions. Such differences may be related to differences in consumer characteristics, product categories, market conditions, and research objects.

Therefore, the result does not imply that price is irrelevant. Instead, it indicates that price did not demonstrate a statistically significant partial effect in this particular sample and research model. Maintaining a competitive price remains relevant, but pricing strategies may be more effective when combined with product quality and promotional strategies.

The Simultaneous Effect of Product Quality, Promotion, and Price

The simultaneous test demonstrates that product quality, promotion, and price jointly have a positive and significant effect on purchase decisions. The calculated F-value is 4.346 with a significance value of 0.007. Because the significance value is below 0.05, the regression model indicates a statistically significant simultaneous relationship between the three independent variables and purchase decisions.

The coefficient of determination is 0.958, meaning that 95.8% of the variation in purchase decisions in the research model is explained by product quality, promotion, and

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price. The remaining 4.2% is associated with other factors outside the variables examined in this study.

The simultaneous finding demonstrates that purchase decisions cannot necessarily be understood through a single marketing factor. Consumers may evaluate multiple aspects of a product before making a purchase. They may consider whether the product provides the expected quality, whether the company communicates its products effectively, and whether the price corresponds to the perceived benefits.

The result is consistent with the stimulus-response perspective of Consumer Behavior Theory. Product, promotion, and price constitute marketing stimuli that consumers receive and evaluate. These stimuli interact with consumer characteristics and the decision-making process before producing a purchase response.

The result also provides an empirical explanation for the purchasing behavior of Generation Z in the context of Glad2Glow skincare. The digital environment enables consumers to access information about product quality, promotional campaigns, prices, reviews, and competing brands simultaneously. Therefore, marketing strategies need to consider these factors as interconnected components rather than isolated elements.

Although the R^2 value is high, the interpretation should remain within the scope of the research sample and model. The finding indicates that the three variables explain a substantial proportion of the observed variation in purchase decisions among the respondents studied. It does not mean that other factors are unimportant. Consumer behavior can also be affected by factors such as brand image, trust, social influence, lifestyle, product availability, customer experience, influencer credibility, and other psychological or situational factors that were not included in this research.

CONCLUSION

This study examined the effects of product quality, promotion, and price on Generation Z's purchase decisions for Glad2Glow skincare among students of the Faculty of Economics and Business, Universitas Negeri Gorontalo, cohort 2021.

The results demonstrate that product quality has a positive and significant effect on purchase decisions. This indicates that consumers' perceptions of product quality are associated with their decisions to purchase Glad2Glow skincare.

Promotion also has a positive and significant effect on purchase decisions. The result indicates that promotional activities are an important component of the purchasing process among the Generation Z respondents in this study. Digital promotional activities may provide information, attract attention, and encourage consumers to consider Glad2Glow products.

Price has a positive but statistically insignificant effect on purchase decisions. Although consumers consider price, the statistical evidence in this study does not



demonstrate a significant partial effect at the 5% significance level. This suggests that consumers may place greater emphasis on product quality and promotional information than price alone.

Simultaneously, product quality, promotion, and price have a positive and significant effect on purchase decisions. The R^2 value of 0.958 indicates that 95.8% of the variation in purchase decisions is explained by the three variables included in the model, while 4.2% is explained by other factors outside the model.

The findings suggest that Glad2Glow should continue to maintain product quality, develop creative and informative promotional strategies, particularly through digital platforms, and maintain competitive pricing consistent with the benefits offered by the products. Future researchers are encouraged to include additional variables and broader respondent characteristics to provide a more comprehensive understanding of Generation Z's skincare purchasing behavior.

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