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*Research Paper*

## **Maintaining Product Quality, Brand Image and Increasing Usage Motives as an Effort to Increase Nivea Cosmetic's Sales.**

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### **ABSTRACT**

The purpose of the article is to analyze the effect of some variables on the purchase intention of cosmetic products - Nivea, such as the quality of cosmetic products, the motives for using cosmetics, and the cosmetic brand image. The population of this study is consumers of Nivea cosmetics, in the Special Region of Yogyakarta (Indonesia) with a sample of 228 respondents. The sampling method used in this study was non-random. As a result, the sample may not fully represent the broader population, which could limit the generalizability of the findings. Data was collected using a structured questionnaire, designed to gather relevant information from the participants. The analysis was carried out using Amos, a specialized SEM software that enables the creation of path diagrams and the estimation of model parameters. The results showed that product quality had an effect on the motive for using Nivea cosmetics, product quality affected the intention to purchase Nivea cosmetics, the brand image had a significant positive effect on the motive for using Nivea cosmetics and brand image had no significant effect on purchase intentions for Nivea cosmetics. The results also show that the usage motives had a significant positive effect on the intention to purchase Nivea cosmetics in Yogyakarta, Indonesia. This work is limited to a unique cosmetic brand and the sample is concerned with a specific region of Indonesia. This work brings attention to the cosmetic industry, the implications to brand image, and the effects on purchase intentions for Nivea Cosmetics.

**Keywords:** product quality, brand image, usage motive, purchase intention, Nivea cosmetics

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## 1. INTRODUCTION

Cosmetics are products used by someone to build and maintain their appearance so they can be more charming and more confident. Cosmetics are in great demand worldwide and are a very competitive market. The cosmetic industry contains several subcategories including skincare products, hair care products, color cosmetics, makeup, fragrances, and personal care products. One of the reasons for the huge expansion is the technological progress, and cosmetics are in great demand worldwide. Looking beautiful is becoming an idol for young women today, wearing cosmetics is a lifestyle for today's women, so the body looks slim, looks young, looks healthy, has a clean face, and skin smooth to build an attractive appearance (Noor et al., 2018; Kwan et al., 2019; Genoveva & Utami, 2020).

The use of cosmetics improves facial attractiveness for the evaluation of self and others (Etcoff, et al., 2011). Enhancing the physical appearance of individuals through applications of cosmetics are assumed to have more success in their personal lives and business, friendship preferences, and romantic attraction (Guthrie, Kim, & Jung, 2008; Apaolaza-Ibanez et al., 2011). Thus, previous studies suggest that the use of cosmetics products/brands is a tool for providing facial attractiveness.

Cosmetics refers to all of the products to care for and clean the human body and make it more beautiful. Cosmetics are nothing but skincare substances and skin cleansing agents, that can contain chemicals, and too often using chemicals will have an impact on the skin. To overcome all of this, the idea of green cosmetics, natural, environmentally friendly cosmetics that are safer emerged, although consumers will also choose products that are most suitable for their conditions (Amberg & Fogarassy, 2019), while consumers, in general, are still want and use cosmetic products of high quality to meet their needs. Indonesia's cosmetic and skincare industry has been experiencing significant growth, driven by increasing consumer awareness of personal care and beauty. Understanding how to maintain product quality, strengthen brand image, and enhance usage motives can help Nivea effectively tap into this expanding market.

The main research question that arises in this study is: Does product quality and brand image affect the purchase of Nivea cosmetic products in the Special Region of Yogyakarta?

Quality cosmetics are used for skincare, and health (Batubara & Prastya, 2020), to keep the body in top shape and look youthful (Selim et al., 2018). Skin and facial care are an important part of self-appearance (Apaolaza-ibáñez et al., 2011; Noor et al., 2018). Skincare is the main basis for using cosmetics products, and so that the skin and face look cleaner and more beautiful (Surber & Kottner, 2017). To make oneself look more attractive, a person wears the right cosmetics and takes good care of the skin and face (Noor et al., 2018). Artists and celebrities can fascinate their fans when they can present themselves perfectly and can take care of themselves by using cosmetics to package their appearance (Apaolaza-ibáñez et al., 2011). With the right cosmetics, classy watches, and luxury jewelry, they can complement their appearance (Balchandani et al., 2020), according to women who look good, they feel disappointed if they look at themselves without wearing clothes (Apaolaza-ibáñez et al., 2011). The women surveyed indicated that the benefits of utilitarian and hedonic brands gave satisfaction to cosmetic brands.

Cosmetic products are divided into 2 groups, namely skin care, and make-up. First, skincare products are products that are used to treat skin and provide relatively long-term effects, such as facial moisturizers, face washes, bath soaps, creams, scrubs, serums, and so on that are used for skincare (Batubara & Prastya, 2020). Both makeup products are cosmetic products that are used to express oneself through make-up and have a short-term effect. The use of makeup products will immediately show results in their use; such as lipstick, powder, blusher, eye shadow, eyebrow pencil, and so on.

Both skincare products and makeup products are cosmetics that are continuously used in everyday life because cosmetics have become a lifestyle, especially for women, they maintain social status while maintaining a youthful appearance (Selim et al., 2018; Genoveva & Utami, 2020). These cosmetic products can sell well in the market because they are of high quality (Winter et al., 2018), and can meet the standards of consumer expectations. With the expectations of consumers being met, they are able to purchase the cosmetics they need (Khosiyatkulova, 2020).

Indonesia is one of the fastest-growing markets for cosmetics and personal care in Southeast Asia, driven by a youthful population, a rising middle class, and increasing consumer awareness about skincare and beauty products. With more people investing in skincare routines and beauty

products, understanding how to effectively maintain product quality and strengthen brand image is crucial for Nivea to capture market share and sustain growth.

The Indonesian market is highly competitive, with numerous local and international brands vying for consumer attention (Surya & Kurniawan, 2021). To stand out, Nivea needs to strategically position itself by ensuring consistent product quality and a strong, recognizable brand image. Research in this area can provide insights into consumer preferences and help Nivea differentiate itself from competitors. As a developing economy, Indonesia is experiencing changes in lifestyle and disposable income. Consumers are becoming more brand-conscious and quality-oriented (Surya & Kurniawan, 2021). Researching how Nivea can maintain product quality and strengthen its brand image will enable the company to align its strategies with the evolving preferences and expectations of Indonesian consumers.

## 2. LITERATURE REVIEW AND HYPOTHESIS

Everyone feels proud when they have a prime appearance (Mckay et al., 2018), especially during formal meetings, so that the body is kept healthy and neatly cared for. Self-display is a priority by wearing suitable clothes, the right cosmetics for skin and facial care, cheeks, lips, hair, and so on to be cleaner, and more attractive, then quality cosmetic products being the main means (Winter et al., 2018; Batubara & Prastya, 2020). In general, women who use cosmetics in a routine pattern as well as who applied more cosmetic products are more satisfied with their facial appearance (Mileva, et al., 2016).

Consumers interest in a product are influenced by environmental factors and personal factors, as in the following figure 1 (Kotler (2017):

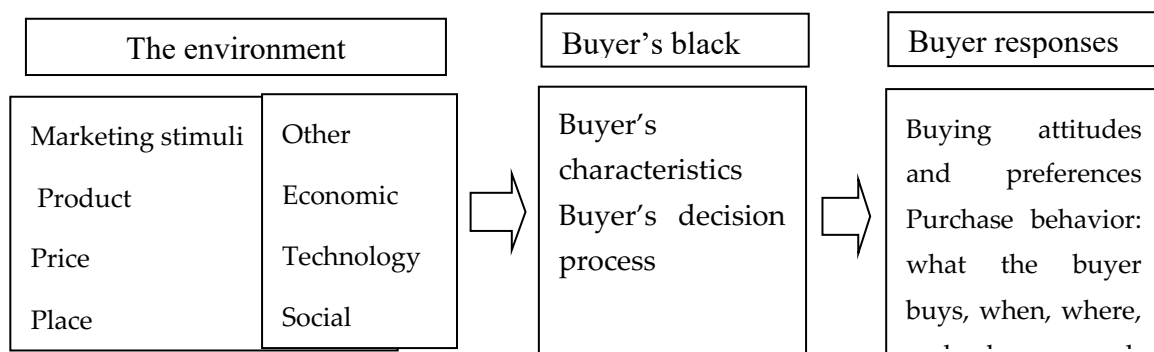


Figure 1. Model of Buyer Behavior (Kotler, 2017, p.135)

The buying behavior model states, that products that consumers need, prices, places, and attractive promotions, make buyers interested in making purchases (Kotler, 2017, p. 135). Product brand, promotion, quality, packaging, and product availability play an important role in attracting buyers (Sulu & Saerang, 2016; Sirajuddin, et al., 2023). Brand elements, product quality, design, promotion, service quality, and store environment are positive factors in consumer loyalty (Salim Khraim, 2011; Khosiyatkulova, 2020).

In Western society, women are more likely to modify their appearance through clothing and the use of cosmetics, and the situation has spread to Indonesian society (Jones & Kramer, 2016; Chowdhury et al. 2018). Cosmetics are needed at all times, especially at official events outside the home. Important people at work need appearances to maintain the good name of the institution, for artists and celebrities, body care is needed to protect and attract fans. Their situation at home still requires skin moisturizers, facial cleansers, personal appearance, and other body treatments, Western beauty standards have shaped the appearance norm (Mckay et al., 2018). The motivation for women to wear cosmetics with a hedonistic motif (adventure and social motif), and utilitarian motifs (Faza et al., 2022).

Cosmetic products have been only related to women for many years, but nowadays, the situation has changed, and mostly men are more aware and concerned about their self-appearance and health (Sanny et al., 2020).

Cosmetic quality is the ability of cosmetics to fulfill their functions, such as durability, reliability, and precision produced. Consumers want things to be of high quality and are influenced by the visual elements of the cosmetic packaging design (Hitt and Hoskisson, 2015; Mohamed et al., 2018). In cosmetics that can meet consumer expectations, consumers tend to make repeated purchases, while for products that do not meet expectations, customers will shift their purchases to other similar products (Utami & Suhermin, 2016; Valaskova et al., 2018). Cosmetic products can predict the consumer purchase behavior (Sirajuddin, 2023).

Quality can be interpreted as a perception of product superiority compared to other competing products (Suhaily & Soelasih, 2017). Many consumers are satisfied with the quality of the cosmetic products they use (Winter et al., 2018), perceived quality and perceived value have a significant effect on cosmetic purchase intentions (Sulu & Saerang, 2016; Cheng, 2017; Khosiyatkulova, 2020). One of the main factors that can influence consumer buying decisions in cosmetic products is brand image and product quality (Ayuniah, 2018). A product that has a high

brand image often is perceived as a better product quality rather than a product that came from companies with a lower brand image (Sallam, 2016).

Understanding what drives consumers to choose Nivea over other brands is essential for increasing market share. By studying usage motives and the factors that influence purchasing decisions, Nivea can develop targeted marketing strategies that resonate with Indonesian consumers, thereby increasing sales and brand loyalty.

**H1:** Product quality affects the motive for the use of Nivea cosmetic products in the Special Region of Yogyakarta.

**H2:** Product quality has a positive effect on the purchase intention of Nivea cosmetic products in the Special Region of Yogyakarta.

Social media can make customers involved in the decision-making process of branded cosmetic products (Suresh et al., 2016). Brand image refers to a positive impression from consumers of the brand of a product. Cosmetic brand image, in general, has a positive and convincing impact, cosmetic manufacturers are very limited, and in general, the quality of the product is good, so the consumer image is always positive for cosmetic products. Brand image affects consumers' psychology to be proud to buy and use the product in question (Amron, 2018). Brand image is commonly associated with the belief and perception supported by the consumer about a brand (Foster, 2016).

In Western countries, beauty advertising can influence women and girls regardless of cultural and individual differences (Mckay et al., 2018). Western women are more likely to engage in appearance modification, especially through the use of facial cosmetics, and identity cosmetics are believed to influence self-attractiveness (Jones & Kramer, 2016)

Many factors are considered by consumers to choose and use cosmetics, such as: brand image, perceived quality and perceived value. Those have a significant effect on purchase intention (Yasmin, 2014; Cheng, 2017).

Brand image has a significant effect on purchasing decisions (Yasmin, 2014; Genoveva & Utami, 2020), reinforced (Masila et al., 2015) that factors of quality, brand, price, advertising, and packaging have a tremendous influence on consumer buying behavior (Pichittachakul, 2017; Anjana, 2018). Even though during the Covid 19 pandemic, people prioritize health, but nowadays they still pay attention to beauty and cosmetics (Kalyani, 2021).

Brand image created by advertising has an impact on brand purchase intention (Batra & Homer, 2004). Social media also has an effect on cosmetic promotion (Suresh et al., 2016). According to Teoh & Md Harizan (2017), celebrity endorsement has a significant influence on cosmetic purchase intentions. It is explained by Aisyah (2016) that attitudes, subjective norms, perceived behavioral control, and consumer purchase intentions have a positive effect on consumer decisions to buy cosmetics, on the contrary, customer dissatisfaction reduces subsequent customer loyalty (Sjafar & Djamaluddin, 2017).

**H3:** Brand image has a positive effect on the use of Nivea cosmetics in the Special Region of Yogyakarta.

**H4:** Brand image has a positive effect on the purchase intention of Nivea cosmetic products in the Special Region of Yogyakarta.

Nivea's Brand Image plays a crucial role in consumers' purchase intentions in Indonesia, where the positive perception of a brand is fundamental to differentiating itself in a highly competitive market. Nivea's strong brand image, associated with quality and trust, directly influences purchasing decisions, especially in a context where consumers are increasingly attentive to the credibility and reputation of brands. A solid Brand Image not only reinforces consumer confidence in products, but also increases the likelihood of repurchase and brand loyalty (Huthasuhut et al., 2022), essential factors in boosting Nivea's sales and market share in Indonesia.

All consumers using cosmetics have a motive to appear prime and a motive to be healthy. Cosmetics have become a lifestyle for today's women (Genoveva & Utami, 2020), to look young (Kwan et al., 2019), to take care of a clean face, and smooth skin (Noor et al., 2018), and skin and facial care are part of the lifestyle. important for self-appearance (Apaolaza-ibáñez et al., 2011; Noor et al., 2018). Healthy motives (Batubara & Prastya, 2020) are an important part, of skincare and skin protection from germs and dirt, and so that the skin and face look cleaner and smoother (Surber & Kottner, 2017).

With the right quality cosmetics, classy watches, and luxury jewelry, it will complement one's appearance much more attractive (Balchandani et al., 2020). All these motives for using cosmetics encourage consumers to want to buy quality cosmetic products. In western countries, beauty advertising can influence women and girls regardless of cultural and individual differences (Mckay et al., 2018).

**H5:** The motive for using cosmetics has a positive effect on the purchase intention of Nivea cosmetics in the Special Region of Yogyakarta.

Indonesia has a diverse population with varied cultural backgrounds, skin types, and beauty preferences. Studying how to maintain product quality and enhance brand image can help Nivea cater to the specific needs of different segments, adapting its strategies to the local context and boosting customer satisfaction.

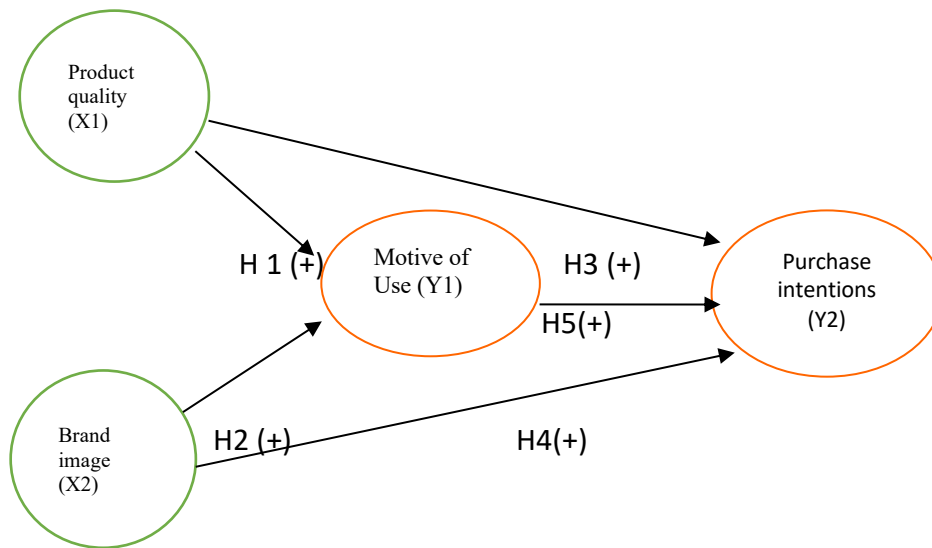


Figure 2. A framework of the relationship between variables

### 3. METHODOLOGY

This study uses a quantitative research paradigm, namely positivism deductive thinking from general theory, to be applied to special events. The population of this study is all consumers of Nivea cosmetics in the Special Region of Yogyakarta, and the sample was applied to 228 representative respondents from the city of Yogyakarta, Sleman Regency, Bantul Regency, Kulonprogo Regency, and Gunung Kidul Regency to fill out the questionnaire. The sampling technique used a random sampling area, the data collection technique was a questionnaire, and the questionnaire was distributed using the Google Forms. Questionnaires were developed from the indicators of each variable into question items in the questionnaire, as shown in Table 1 below:



**Tabel 1.** Variable Indicators

<p>Product quality is a characteristic of a product or service that refers to its ability to satisfy stated consumer needs. product quality can be seen by its technical characteristics and performance aspects. Quality can be defined as the perception of superior products compared to other competing products (Suhaily &amp; Soelasih, 2017).</p>	<p><u>Product quality indicators:</u></p> <ol style="list-style-type: none"> <li>1. The ingredients make up the product.</li> <li>2. Product durability.</li> <li>3. Convenience of using the product.</li> <li>4. Product popularity.</li> <li>5. Product packaging.</li> <li>6. Product texture and fragrance.</li> <li>7. Product variants.</li> </ol>
<p>Brand image is a brand personality or product reflection (Lu &amp; Chen, 2017), namely the public's impression of the superiority of a product over other similar products.</p>	<p><u>Brand image indicators:</u></p> <ol style="list-style-type: none"> <li>1. Used by public figures</li> <li>2. High quality</li> <li>3. Many benefits</li> </ol>
<p>The motive for using cosmetics is an impulse in a person to be able to use a certain product (cosmetics) to meet the needs of life.</p>	<ol style="list-style-type: none"> <li>1. Physical health motives,</li> <li>2. Family social encouragement,</li> <li>3. Self-display motive</li> </ol>
<p>The intention is a motivating factor that influences behavior; be an indication of how hard people are willing to try, and how much effort they are planning to put into the behavior (Ajzen 1991). Purchasing decisions are decisions taken by individuals because of the suitability of an item or service that creates a sense of wanting to own or use the item (Marlius, 2017).</p>	<p><u>Purchase decision indicators:</u></p> <ol style="list-style-type: none"> <li>1. Expressed wanting to make a purchase.</li> <li>2. Consumers will use the product.</li> <li>3. Consumers want to repurchase</li> <li>4. Consumers will reuse</li> </ol>

### 3.1 Confirmatory Analysis (Validity Test and Reliability Test)

Confirmatory analysis was used to test the validity and reliability of the research instrument. The first confirmatory analysis to test the validity of the instrument is to assess the loading factor of each indicator. Loading factor is used to measure construct validity where a questionnaire is said to be valid if the questions on the questionnaire can reveal something that is measured by the questionnaire. According to Hair et al. (2019), the minimum number of factor loading is 0.5 or ideally 0.7. If there is a value that is still below 0.5, it will be removed from the analysis.

The second confirmatory analysis was performed to test the reliability of the research instrument. The reliability coefficient ranges from 0 to 1; thus, the higher the coefficient (closer to 1), the more reliable the measuring instrument. Construct reliability is considered good if the construct reliability value exceeds 0.7 and the average variance extracted value is greater than 0.5. The results of the validity and reliability test for the instrument are shown in Table 2 below:

**Table 2.** Instrument Validity and Reliability Test

Variables	Indicators	Loading Factors	Valid Loading Factors	Construct Reliability	AVE
Product Quality	PQ5	0,579	0,579	0,8	0,5
	PQ6	0,569	0,565		
	PQ4	0,651	0,649		
	PQ3	0,777	0,775		
	PQ2	0,668	0,671		
	PQ1	0,794	0,797		
Brand Image	BI5	0,758	0,757	0,8	0,6
	BI4	0,807	0,808		
	BI3	0,764	0,763		
	BI2	0,723	0,723		
	BI1	0,728	0,729		
Motive of Use	MU5	0,895	0,894	0,8	0,6

Variables	Indicators	Loading Factors	Valid Loading Factors	Construct Reliability	AVE
	MU4	0,876	0,877		
	MU3	0,82	0,821		
	MU2	0,649	0,651		
	MU1	0,793	0,791		
Purchase Intention	SI1	0,823	0,834	0,7	0,5
	SI2	0,886	0,898		
	SI3	0,824	0,815		

Based on Table 2 above, it is known that all indicators in this study already have a loading factor value of more than 0.5, so it can be concluded that all indicators in this study are valid, and the construct reliability of all variables has been shown 0.7. As for the variance extracted in this study, each variable also has a value of 0.5, so it can be concluded that the questionnaire used for this study is declared reliable.

#### 4. RESULTS AND DISCUSSION

Data collection was carried out by means of a questionnaire distributed via Google form addressed to respondents using Nivea cosmetics, the people of the Special Region of Yogyakarta, the data obtained after being analyzed were as follows: Characteristics of respondents.

Respondents of this study were Nivea cosmetic consumers in the Special Region of Yogyakarta, with a total of 230 returned questionnaires, 2 (0.09%) questionnaires that could not be processed, and 228 (99.1%) processed questionnaires.

Characteristics of respondents in this study include regional origin, length of time using Nivea cosmetics, occupation, and gender. The respondent's area of origin: Sleman - 80 (35%), Bantul - 30 (13%), Kulon Progo - 20 (9%) and Gunung Kidul as many as 18 (8%). The length of time respondents used Nivea cosmetics: less than 1 year there were 91 (40%), between 1-2 years there were 83 (36%), between 3-4 there were 33 years (14%), between 5-6 years there were 12

(5%) and over 6 years there are 9 (4%). Respondents' occupations: students 23 (10%), students 151 (66%), employees 30 (13%), housewives 8 (4%), entrepreneurs 12 (5%), others 4 (2%).

Gender of respondents: 158 (69%) women and 70 (31%) men.

An interesting finding is that among respondents using Nivea cosmetics, there is (31%) male, this shows that those who want to present themselves as neat, clean, and soft are not only women. based on data citing Elle magazine (2017) (Lagardère, 2017) outlines that in France, 30% of customers in aesthetic centers for plastic surgery are men; they want to stay young because of social pressure.

### *Hypothesis testing*

This study employed Structural Equation Modeling (SEM) as the primary data analysis technique. SEM was chosen because it allows for the examination of complex relationships between multiple variables simultaneously, which is essential for testing theoretical models involving latent constructs (Chin et al., 2020). This method is particularly appropriate for the current study, as it not only assesses direct relationships but also captures indirect effects and interactions among variables, providing a comprehensive understanding of the underlying processes. SEM is well-suited for research that aims to validate theoretical models and explore causal relationships, making it an ideal choice for this study's objectives. The ability to incorporate measurement error into the model further strengthens the robustness of the findings, as SEM accounts for potential inaccuracies in observed data. By using SEM, the study aims to achieve a higher level of accuracy and reliability in understanding the complex dynamics at play. The analysis was conducted using Amos, a specialized SEM software that facilitates the construction of path diagrams and the estimation of model parameters. Amos was selected due to its user-friendly interface and advanced features for SEM, which allow for both exploratory and confirmatory modeling techniques. This software enabled the study to efficiently test the hypotheses and evaluate the goodness-of-fit for the proposed models.

The next analysis is the full model Structural Equation Model (SEM) analysis to test the hypotheses developed in this study. The results of the regression weight test in this study are shown in Figure 3 and Table 3.

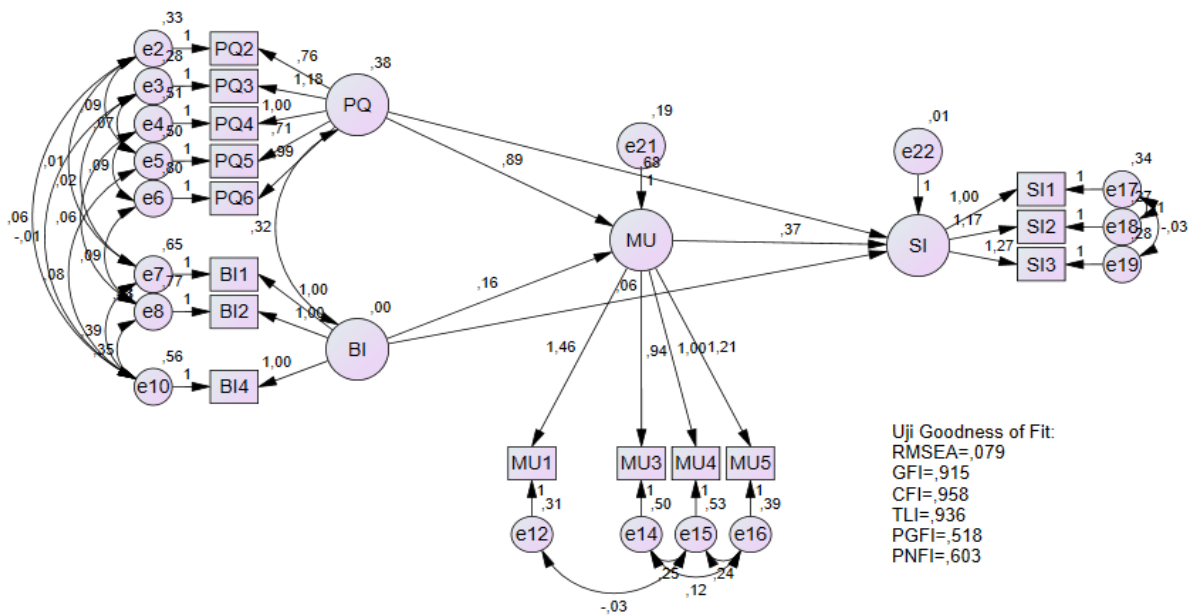


Figure 3. Final Model After Modification. Source: Processed primary data  
 Note: PQ: Product Quality; BI: Brand Image; MU: Motive of Use; SI: Purchase Intention

This structural equation model has met the model fit criteria, as indicated by the RMSEA value of 0.079, GFI of 0.915, CFI of 0.958, TLI of 0.936, PGFI of 0.518 accepted at the marginal fit level, PNFI of 0.603. Thus it can be concluded that the structural equation model is fit. Table 3 shows the results of the regression weight test

Table 3. Regression test. Source: Processed primary data

	Estimates	S.E.	C.R.	P	Description
MU <--- PQ	,891	,124	7,160	,000	Significant Positive
MU <--- BI	,165	,081	2,030	,042	Significant Positive
SI <--- MU	,366	,098	3,736	,000	Significant Positive
SI <--- PQ	,680	,127	5,341	,000	Significant Positive
SI <--- BI	,063	,057	1,114	,265	Positive Not Significant

Note: PQ: Product Quality; BI: Brand Image; MU: Motive of Use; SI: Purchase Intention

The results of hypothesis testing can be observed by looking at the value of the Critical Ratio (CR) and the value of probability (P) on the results of data processing. The direction of the relationship between variables can be seen from the estimated value, if the estimated value is positive then the relationship between the variables is positive, whereas if the estimated value is negative, the relationship is negative. Furthermore, if the test results show a CR value above 1.96 and a probability value (P) below 0.05 (5%), then the relationship between exogenous and endogenous variables is significant. In detail, the research hypothesis testing will be discussed in stages according to the proposed hypothesis.

The results of the analysis in Table 3 show that:

**1. Product Quality (PQ)** has a positive and significant effect on the Motive of Use (MU) for Nivea cosmetic products. This is evidenced by a positive estimate value of 0.891, a t-statistic value above 1.96, namely 7.160, and a P-Value value below 0.05, namely 0.000. So H1 in this study is supported. The results of this study are supported by the findings (Winter et al., 2018), corroborated by the findings (Anjana, 2018) that quality, brand, price, advertising, and cosmetic packaging have an influence on cosmetic purchase intentions.

**2. Brand Image (BI)** has a positive and significant effect on the Motive of Use (MU) for Nivea cosmetic products. These results are evidenced by a positive estimate value of 0.165, a t-statistic value above 1.96, namely 2.030, and a P-Value value below 0.05, namely 0.042. So H2 in this study is supported. The results of this study are in line with the findings (Genoveva & Utami, 2020), that brand image has an influence on the motive for using cosmetics.

**3. Motive of Use (MU)** has a positive and significant effect on Purchase Intention (SI) for Nivea cosmetic products. This result is evidenced by a positive estimate value of 0.366, a t-statistic value above 1.96, which is 3.736, and a P-Value value below 0.05, which is 0.000. So H3 in this study is supported. The results of this study are corroborated by the findings (Kwan et al., 2019) and research (Noor et al., 2018), in line with the findings (Batubara & Prastya, 2020), that the motive for the use of cosmetics, both the health motive and the apparent motive, affect the intention to purchase cosmetics.

**4. Product Quality (PQ)** has a positive and significant effect on Purchase Intention (SI) for Nivea cosmetic products. This result is evidenced by a positive estimate value of 0.680, a t-statistic value above 1.96, namely 5.341, and a P-Value value below 0.05, which is 0.000. So H4 in this study is supported. The results of this study are in line with design findings (Mohamed et al., 2018),

corroborated by research (Suhaily & Soelasih, 2017), and supported by findings (Khosiyatkulova, 2020) which state that the quality of cosmetic products and perceived value have a significant influence on cosmetic purchase intentions.

**5. Brand Image (BI)** has a positive but not significant effect on SI. This result is evidenced by a positive estimate value of 0.063, the t-statistic value is smaller than 1.96, namely 1.114 and the P-Value value is greater than 0.05, namely 0.265. So H5 in this study is not supported. The brand image does not always affect purchase intention, findings on international travel brand image have no effect on purchase intention (Cheng, 2017), as well as findings from Foster (2017) showing mineral water brand image only affects 7 % of purchase intention. It is possible to purchase Nivea cosmetics in this study, the majority of respondents were college students and students, and cosmetic purchases have not fully considered brand image as a driving force for cosmetic purchasing.

## **5. CONCLUSION**

It is important to emphasize that the findings of this study are limited to the specific brands analyzed. While the results provide valuable insights into the characteristics and performance of these brands, they cannot be broadly generalized to other companies or industries. The unique features and market positions of the brands included in this research may not apply to different contexts, and therefore, any conclusions drawn should be interpreted with caution. Further studies involving a wider range of brands and sectors would be necessary to support broader generalizations. The use of cosmetics is always directed to build a self-image that can bring pride, build self-confidence, and improve one's physical health. The conclusion of this study is: The quality of cosmetic products has a significant positive impact on the use of cosmetics, and the quality of cosmetic products has a significant positive impact on the purchase intention of Nivea cosmetic products in the Special Region of Yogyakarta. Brand image has a significant positive effect on the motive for using Nivea cosmetics, and brand image have no significant effect on the purchase intention of Nivea cosmetics in the Special Region of Yogyakarta. The use of cosmetics has a significant positive effect on the purchase intention of Nivea cosmetic products in the Special Region of Yogyakarta. The future recommendation is that the quality of Nivea cosmetic products can be maintained, even improved, such as cosmetic texture, the durability of cosmetics on the

skin, the smell of cosmetics is not too strong in the senses, and the brand image needs to be developed. formal or informal.

Increasing the number of sponsors on the agenda of official forums, both in the business sector and general meetings involving managers and community leaders, as well as agendas for performing arts and other forums involving many celebrities, has made the public able to be socialized about the appearance of themselves wearing attractive cosmetics and fashion. Socialization through social media will penetrate the attention of the millennial generation who cannot be separated from cellphones and the internet at any time, this pattern will build socialization of the use of cosmetics for the younger generation.

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