

Research Article

The Influence of Labeling, Price, and Quality Product on Purchasing Decisions and Interest in Buying Sunscreen Makassar City Community

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Abstract: Rapid progress in Makassar City increases awareness will importance protect skin from effect bad ultraviolet light with use sunscreen . The height request will sunscreen , has produce various types and products sunscreen so that an effective marketing strategy is needed in increase decision purchase sunscreen in the community in Makassar City. Research This aiming For know influence labeling , price , and quality product to decision purchase sunscreen and its effects to interest buy repeat product sunscreen in the community in Makassar City. Research This is study descriptive with approach quantitative , using questionnaire as tool help For data collection with sample totaling 100 people. Observed variables covering Labeling (X1), Price (X2), Quality Product (X3), Purchase Decision (Y1) and Purchase Interest (Y2). Data analyzed use SmarPLS 4.0. Research results show that the most influential factor decision purchase is Quality Product with loading factor 0.387 then followed with Labeling with loading factor 0.339, while price No influential significant to decision purchases and decisions purchase influence level interest buy repeat product with loading factor 0.603. So can concluded that Labeling and Quality Product influence Purchasing Decisions which have an impact on the Purchasing Interest of the community in Makassar City.

Keywords: Labelling; Price; Purchase Decisions; Purchase Intentions; Quality Products

1. Introduction

Globalization has change various aspect life in Makassar City, including style life and consciousness will trend beauty. Change This impact positive on industry cosmetics, which shows growth significant in the sector chemical, pharmaceutica, and cosmetic, as reported by the Central Statistics Agency (BPS) which recorded improvement production in sectors this in 2024. Growth This to signify potential big for development industry beauty, especially in the eastern region of Indonesi. However the impact negative globalization also begins felt. Greenhouse gas emissions glass and waste dangerous from industry has cause increase global average temperature, which results in an increase temperature in Makassar City which has climate tropical with exposure ray high sun throughout yea. Exposure ray intense sun increase awareness public will risk health like cancer skin, aging early, and damage skin others. Phenomenon This reflected from increasing sale sunscreen products in store cosmetics and center shopping in the city the.

In context competition growing business strict, especially in the industry cosmetics, company must understand behavior consumer in a way deep. Behavior consumer encompasses individual processes in obtain and use goods as well as services, including

Received: February 28th 2025 Revised: March 15th 2025 Accepted: March 29th 2025 Online Available : March 31th 2025 Curr. Ver.: March 31th 2025



Copyright: © 2025 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY SA) license (https://creativecommons.org/lice nses/by-sa/4.0/) decision purchase product cosmetics, especially sunscreen. Consumers often is at in phase intention buy before decide For buy product certain, which involves consideration labeling or image brand, price and quality product.

Clear and informative labeling play a role important in to form image brand, build trust , and improve Power competitive . Research conducted by (Khofifah & Supriyanto, 2022) shows that image brand influence decision purchase cosmetics halal certified, with majority consumer notice image brand before buy. Beside tha, competitive pricing strategies can also influence decision purchase. Consumers in Makassar City may sensitive to change price However need guarantee that price paid in accordance with accepted value. Research conducted (Lestari & Cahya, 2023) , shows that perception price influential positive to decision purchase sunscreen products .

Quality products, especially in context climate tropical and exposure ray intense sun, is factor key in decision purchase. Consumer need sunscreen products that offer high UV protection, comfortable used, and not cause effect side. Quality good product No only increase decision purchase beginning but also affects intention buy repeat. Research conducted by (Khoirunnisa et al., 2022), show that quality product influential significant to decision purchasing sunscreen, which confirms importance products that meet or exceed expectation consumers.

Study previous has Lots highlighting each factor the in a way separate, but study that examines How influence combination from labeling, price, and quality product influence decision purchase sunscreen and its effects to interest buy term long consumers in Makassar City still limited. Research This aiming For fill in gap the with evaluate influence labeling, price, and quality product to decision purchase sunscreen and its impact on interest buy people in Makassar city

2. Review Literature

2.1 Ultraviolet Rays

There is three type ultraviolet rays, namely UV A-1 (340-400 nm) and UV A-2 (315-340 nm), UV B (290-315 nm) and UV C (200-290 nm). There is a number of skin disorders that can caused by radiation UV rays among others namely sunburn which is characterized by with erythema and sensation burning, tanning is improvement pigmentation skin stimulated by UV rays, Photoaging or aging early, until can cause cancer skin like carcinoma basal cell carcinoma cell squamous, and melanoma malignant.

2.2 Sunscreen

Sunscreen or curtain solar is designed product For protect skin from damage consequence exposure ray the sun, especially ultraviolet (UV) rays such as UVA and UVB. Sunscreen contains compound chemicals that can absorb, reflect, or to waste UV rays, so that protect function and structure skin from effect negative UV rays. This product can be

formulated in various forms, such as creams, lotions, ointments, and gels (Rachmawati et al., 2021).

2.3 Purchase Decisions and Purchase Intentions

Buying decision is a process that is passed through consumer For choose and buy a product that started from introduction needs, search information, evaluation alternative until taking decision For buy. Meanwhile, buying interest is attitude emerging consumers in respond a product that reflects degrees willingness consumer For buy (Kotler & Armstrong, 2021).

2.4 Labeling

Labeling or image brand is perception and belief consumer to brand certain, which is formed from experiences, advertising, and information received. Positive brand image can increase Power pull products and influence decision purchase consumers. There are a number of factor affecting image brand among them namely, quality or quality product, Trust level consumer, convenience usage, services and prices (Dadang Suhardi & Irmayanti, 2019)

2.5 Price

The price is the amount of money charged For a product or services . In a more detailed context area, price covers transferred value to customer For show benefits and advantages own product or services (Kotler & Amstrong, 2021). The purpose of determining price that is For increase sales, maintenance and repair market share, stabilization price, achieve target return investment, and achieve profit maximum.

2.6 Quality Product

Product quality refers to the extent to which a product has value to meet consumer needs, both physically and psychologically. This is achieved through the attributes or characteristics contained in the product (Uswatun & Nur, 2020).

3. Research Hypothesis

- H1 : There is influence positive and significant labeling to decision purchase of *sunscreen* among the people in Makassar City
- H2 : There is influence positive and significant price to decision purchase of *sunscreen* among the people in Makassar City
- **H3** : There is influence positive and significant quality product to decision purchase of *sunscreen* among the people in Makassar City
- **H4** : There is influence positive and significant decision purchase to interest buy s *unscreen* from the community in Makassar City

4. Research methods

Research methods used in this research This that is quantitative with type study survey analytics. According to (Adiputra et al., 2021), survey analytic is type research involving data

collection through survey or questionnaire that aims For identify, explain, and analyze pattern or connection between observed variables.

Data collection was carried out use questionnaire scale guttman and interview short . Technique of taking sample that is with non-probability sampling through technique purposive sampling with amount sample of 100 respondents end shop cosmetics located in Panakkukang Mall , Nipah Mall, and Ratu Indah Mall. . The variables observed in the study This is Labeling (X1), Price (X2), Quality Product (X3), Purchase Decision (Y1), and Purchase Intention (Y2)

The technique for analyzing data is to use the SEM (Structural) analysis technique Equation Modeling). According to (Santoso, 2014), SEM (Structural Equation Modeling) is a multivariate analysis technique that is a combination of factor analysis and regression analysis (correlation), which aims to test the relationships between variables, so that the information or results achieved approach the level of accuracy. Data analysis was performed using the SmartPLS 4.0 application.

Characteristics	Amount	Percentage
Sampling Location		
Panakkukang Mall	34	34%
Nipah Mall	32	32%
Queen's Beautiful Mall	34	34%
Gender		
Man	19	19%
Woman	81	81%
Age (Years)		
17-21	37	37%
22-26	41	41%
27-31	16	16%
37-41	1	1%
42-46	3	3%
47-50	2	2%
Work		
ASN	34	34%
Freelance	2	2%
Housewife	3	3%
Private employees	12	12%
Students	40	40%
Self-employed	4	4%
Other/Not Working	5	5%
Sunscreen Brands Used		
Acne	1	1%
Azarine	20	20%
Emina	9	9%
Facetology	25	25%

5. Research Results and Discussion

Table 1 Respondent Characteristics

Characteristics	Amount	Percentage
Hanasu	2	2%
Implora	1	1%
Khaf	2	2%
Kymmskin	1	1%
Madam Gie	1	1%
Nivea	3	3%
Nuface	1	1%
Ponds	1	1%
Scarlett	1	1%
Skinaqua	1	1%
Skintific	3	3%
Somethinc	4	4%
Ms Glow	1	1%
The Origin	5	5%
Wardah	14	14%
Whitelab	1	1%

Retrieval sample carried out at Panakukkang Mall, Nipah Mall, and Ratu Indah Mall in Makassar City, with focus on visitors shop cosmetics like Sociolla, Guardian, and Watson. Selection location and shop the based on popularity and level high visits For get diverse respondents in matter age, type gender, and background behind social economy. This aims to ensure that the results study more representative and provide description accurate about preferences and behavior purchase sunscreen in Makassar City.

Majority Respondent is women (81%), indicating that more sunscreen products Lots used by women compared to men in Makassar City. Group dominant age are 22, 23, and 26 years (11% each), indicating the popularity of sunscreen among mature younger than aware will importance protection skin. Most of Respondent profession as students (40%), followed by ASN (34%) and civil servants private (12%), providing outlook special about pattern sunscreen consumption among education height and generation active young people. The most popular sunscreen brands is Facetology (25%), Azarine (20%), and Wardah (14%), with Respondent show preference diverse to product local and international . In overall , characteristics Respondent show that The majority of sunscreen users in Makassar City is woman young , especially students and students , with preference various brands . Information This important for sunscreen manufacturers and marketers for design more marketing strategies effective and appropriate with profile consumers in the region .

6. Data Analysis Results

There are two types of models formed namely the measurement model (outer model) and the structural model (inner model). Data processing in study This use application SmartPLS 4.0. following results outer and inner model calculations.



Figure 1 Model 1 Analysis Algorithm

6.1 Outer Model Analysis

Measurement model or outer model aims For evaluate validity and reliability latent construct with method test indicators that form construct the (Ghozali & Latan, 2019). Tests conducted on the outer model include :

a. Convergent Validity

Convergent validity test can be seen from the loading value factors for each construct indicator, with Role of Thumbs up to assess convergent validity is by loading value factor must be more than 0.7, and the Average value Variance Extracted (AVE) must be greater than 0.5 (Ghozali & Latan, 2019).

Variabel	Item	Loading	Batasan	Keterangan
	Pengukuran	Factor		
Labelisasi	X1.1	0,935	0,7	Valid
	X1.2	0,888	0,7	Valid
Harga	X2.1	0,779	0,7	Valid
	X2.3	0,849	0,7	Valid
Kualitas	X3.2	0,865	0,7	Valid
Produk	X3.3	0,722	0,7	Valid
	X3.4	0,852	0,7	Valid
Keputusan	Y1.2	0,854	0,7	Valid
Pembelian	Y1.3	0,854	0,7	Valid
Minat Beli	Y2.1	0,896	0,7	Valid
	Y2.2	0,883	0,7	Valid

Table 2. Loading Factor Values

Loading value factor above, shows that each indicator in the variables labeling, price, product quality, purchasing decisions, and purchasing interest meets the loading value. factor namely above 0.7.

Table 3. AVE values

Variables	AVE	Information
Labeling (X1)	0.832	Valid
Price (X2)	0.664	Valid
Product Quality (X3)	0.611	Valid
Purchase Decision (Y1)	0.729	Valid

Purchase Interest (Y2)	0.792	Valid

Based on mark table above, value Average Variance Extracted (AVE) on each variable study has fulfil criteria validity convergent Because more from 0.5. This shows that more from 50% variance indicator can explained by latent constructs, so that construct the considered valid in convergent.

b. Discriminant Validity

Discriminant validity test can be seen with , Heterotrait Monotrait Ratio (HTMT) and Fornell Lacket criterion . HTMT is said to be fulfilled if the value obtained by each variable is <0.9 (Ghozali & Latan, 2019) . Fornell 's criteria Lacket is the root of AVE is greater than the correlation between variables (Hair et al , 2021) .

Variables	HTML	Information
Purchase Decision (Y1) <-> Price (X2)	0.291	Valid
Product Quality (X3) <-> Price (X2)	0.481	Valid
Product Quality (X3) <-> Purchase Decision (Y1)	0.571	Valid
Labeling (X1) <-> Price (X2)	0.707	Valid
Labeling (X1) <-> Purchase Decision (Y1)	0.570	Valid
Labeling (X1) <-> Product Quality (X3)	0.314	Valid
Purchase Interest (Y2) <-> Price (X2)	0.378	Valid
Purchase Interest (Y2) <-> Purchase Decision (Y1)	0.725	Valid
Purchase Interest (Y2) <-> Product Quality (X3)	0.737	Valid
Purchase Interest (Y2) <-> Labeling (X1)	0.399	Valid

Table 4. HTMT values

In general overall, the HTMT value is less from 0.9 on each correlation variable show that validity discriminant in the model are fulfilled. This indicates that the latent constructs in the model can be clearly distinguished from each other.

 Table 5. Fornell Lacker Values

Variables	Price (X2)	Purchase	Product Quality	Labeling (X1)	Purchase Interest
	(112)	(Y1)	(X3)	(222)	(12)
Price (X2)	0.815				
Purchase	0.163	0.854			
Decision					
(Y1)					
Product	0.332	0.393	0.782		
Quality (X3)					
Labeling	0.446	0.410	0.265	0.912	
(Y1)					
Purchase	0.231	0.496	0.556	0.306	0.890
Interest (Y2)					

Fornell Larcker discriminant validity, the square root of AVE is used to indicate how strongly the latent construct measures itself compared to measuring other constructs. The Fornell Larcker value is said to be met if the square root of AVE is greater than the

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correlation between the construct and all other latent constructs (Hair et al , 2021). Based on the table above, the square of AVE is greater than the correlation between constructs so it can be concluded that it meets discriminant validity. For Fornell Larcker discriminant validity , the square root of AVE is used to indicate how strongly the latent construct measures itself compared to measuring other constructs. The Fornell Larcker value is said to be met if the square root of AVE is greater than the correlation between the construct and all other latent constructs (Hair et al , 2021).

c. Reliability Test

Reliability testing aims to measure the accuracy, consistency, and precision of instruments in assessing constructs (Ghozali & Latan, 2019). Reliability can tested with two methods, namely Cronbach's Alpha and Composite Reliability (CR). Cronbach's Alpha measures the internal consistency of the items in the questionnaire. While CR, which is more relevant in factor-based models such as SEM, evaluates the consistency of the indicators that form the latent construct. The recommended CR value is above 0.70. Because Cronbach's Alpha tends to give lower results, CR is more recommended (Ghozali & Latan, 2019).

Variables	Cronbach's Alpha	Composite reliability
Price (X2)	0.497	0.798
Purchase Decision (Y1)	0.726	0.843
Product Quality (X3)	0.798	0.862
Labeling (X1)	0.801	0.908
Purchase Interest (Y2)	0.737	0.884

Table 6. Cronbach's Alpha and Composite

Based on the table above, only variable price that is not fulfil condition reliability with Cronbach's Alpha value is 0.497. However, the composite reliability value for all variable, above 0.70, indicates high internal consistency. This means that the items in the instrument correlate well with each other and consistently measure the construct. In overall, instrument study This fulfil criteria expected reliability.

d. Multicollinearity Test

Collinearity need checked For ensure results unbiased. This is can seen from VIF value, where a VIF value above 5 indicates potential problem collinearity between variables (Hair, 2019).

The measurement indicators of each variable, namely Labeling, Price, Product Quality, Purchase Decision, and Purchase Interest, show a VIF value <5 so it can be concluded that there is no indication of multicollinearity among these variables.

6.2 Inner Model Analysis

The assessment of the structural model (inner model) aims to predict the relationship between latent variables. (Ghozali & Latan, 2019). Several indicators are used to measure the structural model, including:

a. Coefficient of Determination (R- Square)

R- square value is used to assess how much influence the independent variable has on the dependent variable. There are three categories of grouping in the R- square value, namely the strong, moderate, and weak categories. An R- square value of 0.75 is included in the strong category, an R- square value of 0.50 is included in the moderate category and an R- square value of 0.50 is included in the moderate category. 0.25 is included in the weak category (Hair et al., 2019).

 Table 7. Value of Determination Coefficient

(R- square)

Variables	R- square
Buying decision	0.440
Purchase Interest	0.335

Analysis results show that mark coefficient determination (R-square) for variable decision purchase is 0.440 and for variable interest buy is 0.335. The R-square value This indicates that the model used capable explains 44% of the variation in decision purchases and 33.5% variation in interest buy. Based on criteria evaluation general, value R-square This including in category moderate or currently.

b. Goodness Test of Fit Index

Goodness of Fit Insex (GFI) is one of the measures used in Structural analysis Equation Modeling (SEM) to assess how well a proposed model fits the empirical data . Goodness of Fit This Fit Index can only be calculated from the reflective measurement model, namely the root of the geometric mean communality product. and the average R square . Interpretation of the Goodness of Fit value of Fit Index is 0.1 (low), 0.25 (medium), and 0.36 (high) (Hair et al., 2019) .

 Table 8. Goodness Value of Fit Index

Average Communality Average R square		Goodness of Fit Index	
0.590	0.387	0.478	

The calculation results show that the Goodness value of Fit Index (GFI) of the model is 0.478, which is included in the high GFI category. This indicates that the model has a good fit with the data.

c. Standardized Test Root Mean Square (SRMR)

SRMR is a measure of model fit that measures the difference between the data correlation matrix and the correlation matrix estimated by the model (Yamin, 2022). SRMR values between 0.08 and 0.10 indicate that the model has an acceptable fit. (Ghozali & Latan, 2019).

Variables	Measurement Items	VIF
Labeling	X1.1	1 853
	V1.2	1.857
	V1 9	1,337
	C.I.A.	1.278
	X1.4	1,271
Price	X2.1	1,332
	X2.2	1,366
	X2.3	1.257
	X2.4	1.201
Product Quality	X3.1	1,676
	X3.2	1,725
	X3.3	1,737
	X3.4	1,587
Buying decision	Y1.1	1.187
	Y1.2	1,330
	Y1.3	1,331
Purchase Interest	Y2.1	1,714
	Y2.2	1,576
	Y2.3	1,316
	Y2.4	1.221

Table	9.	SRMR	values
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	Saturated Model	
SRMR	0.092	

Standardized Value Root Mean Square The residual (SRMR) of 0.092 shows acceptable model fit, indicating that the model represents the data well and can be used to draw valid conclusions.

d. PLS Predict

According to Hair et et al. (2019), Partial Least Squares (PLS) is used in SEM to focus on prediction. Evaluation of the predictive power of the model is done with PLS Predict , which compares the PLS model with linear regression (LM). The PLS model is considered to have good prediction if the RMSE or MAE value is lower compared to the linear regression model.

Table 10. Comparison of RMSE and MAE Values

Between PLS and

	PLS-SEM_RMSE	PLS-SEM_MAE	LM_RMSE	LM_MAE
Y1.2	0.469	0.306	0.434	0.350
Y1.3	0.351	0.248	0.413	0.304
Y2.1	0.301	0.148	0.303	0.181
Y2.2	0.382	0.249	0.387	0.265
Y2.3	0.302	0.170	0.309	0.192

LM

Comparison The RMSE and MAE values between the Partial Least Squares (PLS) and linear regression (LM) models show that the PLS model has mark more low. Higher RMSE low to signify level error more predictions small, while MAE is more low shows the average error absolute more small. This shows that the PLS model is more accurate and provide more performance well, so become more choices appropriate in analysis This

6.3 Hypothesis Testing Results

a. Influence Labeling of Sunscreen Purchasing Decisions in Makassar City Community

Product labeling plays an important role in influencing consumer purchasing decisions. An effective label not only provides basic information but can also attract attention, build trust, and create a positive perception of the product (Solomon, 2020). Products with certifications such as halal or dermatological, as well as proven claims such as SPF 50, increase consumer confidence in quality and safety. Each product has a unique brand image in the eyes of consumers, which is built by manufacturers to make it easier for consumers to recognize, remember, and trust the product in the purchasing process.

Based on the SEM model in Figure 1, model 1 algorithm analysis contains several indicators of labeling that do not meet the Loading value requirements. Factor >0.7, namely indicator X1.3 with the question (Is the label or information regarding the ingredients contained in the product important in choosing a Sunscreen product ?) with loading value Factor 0.627 and X1.4 with the question (Do you pay attention to the halal label on Sunscreen products before making a purchase?) with a loading value of factor 0.489. According to Hair (2019) , if an indicator explains its construct variable with a value <0.7, then it is better to delete the indicator and then retest it to ensure the validity and reliability of the model. So that the two indicators were deleted. Meanwhile, indicators X1.1 with the question (Do you only buy products from well-known brands ?) and X1.2 with the question (Can well-known brands guarantee good results?) meet the loading value factor 0.829 and 0.801 respectively.

The results of this study indicate that labeling has a positive and significant effect on sunscreen purchasing decisions in Makassar City. Consumers in Makassar City pay close attention to labeling and brand image when purchasing sunscreen . Brand reputation is more influential than price or product composition, because consumers feel more confident in the quality of brands that have a good reputation. People in Makassar tend not to prioritize halal labels when choosing sunscreen . This is due to limited knowledge about the importance of halal labels on cosmetics and a greater focus on product effectiveness, such as protection from UV rays. Other factors such as safety, skin results, and limited availability of halal-labeled products also influence consumer choices. Therefore, building a strong brand image is an important strategy for manufacturers to attract consumers. This study emphasizes the importance of manufacturers' understanding of consumer preferences related to labeling in order to increase trust, loyalty, and position in the market.

 The Influence of Price on Sunscreen Purchasing Decisions among People in Makassar City

The price of the product must be comparable to the benefits received by consumers so that they feel satisfied and not disappointed after purchasing. Before purchasing, many consumers look for information to ensure that the benefits obtained are greater than the price offered. Today's consumers are also careful in comparing the prices of similar products with almost the same benefits (Zusrony, 2020).

Based on the SEM model in Figure 1, it is known that there are several price indicators that do not meet the loading value. factor, namely X2.2 with the question (Does the price of the Sunscreen product you use affect your monthly expenses ?) and X2.4 with the question (Does the product affect your monthly expenses?) sunscreen the more expensive ones have better protection power?) with loading value factor of 0.672 and 0.649 respectively. Meanwhile, indicator X2.1 with the question (Is the product price influenced by the brand ?) and X2.3 with the question (Can a high price guarantee the quality of a product?) with a loading value of factors are 0.726 and 0.735 respectively.

The results of the study showed that the price No influential positive and significant to decision purchase . Although Lots Respondent believe that price tall Can reflect quality , relationship This No always strong in influence decision purchase . Consumers also consider other factors such as brand , quality products , and preferences personal . Some Respondent in interview state that principle " there is price , there is quality " no always applicable for sunscreen. They find sunscreen products with price affordable However the quality equivalent or more Good than more expensive products . Experience personal show that consumer more focus on effectiveness , composition materials , and reputation brand than only consider price .

c. Sunscreen Purchasing Decisions among the Community in Makassar City

The higher the quality of the product offered by the company, the more likely consumers will decide to buy the product (Kotler & Amstrong, 2021). The good quality of the sunscreen brand will certainly influence the consumer's purchasing decision for the product. This is in accordance with the research results obtained that product quality has a positive and significant effect on purchasing decisions

Based on the SEM model in Figure 1, it is known that there are several indicators of product quality that do not meet the loading value. factor, namely X3.1 with the question (Can product quality be influenced by the price of a product?) with loading factor 0.696. Meanwhile, the X3.2 indicator (Is Sunscreen used to give the expected results?), X3.3 (Did you buy it? Sunscreen based on SPF content or protection ability?), X3.4 (Did you buy Sunscreen based on the content contained therein?) meets the loading value factors are 0.852, 0.747, and 0.824 respectively.

The results of the study indicate that there is a positive and significant relationship between product quality and sunscreen purchasing decisions among people in Makassar City. Of the three variables, namely labeling, price, and product quality, product quality is the most dominant factor influencing purchasing decisions. This is evidenced by the Path value The coefficient is 0.383 and the p- value is 0.000, indicating a close relationship between product quality and purchasing decisions. Path Value The coefficient indicates a significant positive correlation, where increasing product quality is directly related to increasing consumer decisions to buy. Product quality has a greater influence than labeling and price, making it the main factor that consumers consider before buying.

d. Sunscreen Purchase Interests among the Community in Makassar City

Post-purchase behavior is a critical stage in the purchasing decision process, where consumers evaluate their level of satisfaction with the product. At this stage, consumer expectations and experiences become the primary focus of marketers.

If the product does not meet expectations, consumers will be dissatisfied. Conversely, if it meets expectations, they will be satisfied, and if the product exceeds expectations, consumers will be very satisfied. This level of satisfaction affects the likelihood of repeat purchases, loyalty, and word-of-mouth recommendations (Zusrony, 2020).

Based on the SEM model in Figure 1, it is known that there is one indicator of purchasing decisions that does not meet the loading value factor, namely Y1.1 with the question (Do you buy a product based on price?) with a loading value factor 0.660. Although price is an important factor in purchasing decisions, this indicator may not fully capture all dimensions of consumer decisions. Other factors such as product quality, brand reputation, may have a more significant and relevant influence on purchasing decisions, so that the Y1 indicator. 1 appears less significant in this model.

The research results show that purchasing decisions have a positive and significant impact on the repurchase interest of sunscreen products among people in Makassar City, as indicated by the path value. coefficient of 0.603 and p- value of 0.000. Initial purchase decision has a strong relationship with purchase intention and significantly influences consumer tendency to make repeat purchases. This decision is the main factor that determines whether consumers are satisfied and motivated to buy the same product in the future.

7. Conclusion

Based on research on the influence of labeling, price, and product quality on purchasing decisions and purchasing interest, it can be concluded that:

Labeling has a positive and significant influence on sunscreen purchasing decisions in Makassar City, indicating the importance of brand image in consumer preferences.

Price does not have a significant influence on sunscreen purchasing decisions, indicating that Makassar consumers do not consider price as a major factor.

Product quality has a positive and significant impact, with consumers prioritizing qualities such as active ingredients and UV protection when choosing sunscreen.

Purchase decisions have a positive influence on repurchase intention, indicating that initial decisions based on quality influence the tendency to purchase the same product in the future.

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