

## ABSTRACT

### ***The Effect of Influencer Marketing, Product Quality, and Price on Consumer Purchase Decisions of Skintific Skincare Products***

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*This study aims to analyze the influence of influencer marketing, product quality, and price on consumers' purchase decisions of Skintific skincare products. The increasing use of social media and the rise of beauty influencers have significantly changed the way consumers perceive and choose skincare brands. By employing a quantitative research method, data were collected through questionnaires distributed to individuals who have purchased or are interested in purchasing Skintific products. The results reveal that influencer marketing has a positive and significant effect on purchase decisions, indicating the strong role of influencers in shaping consumer behavior. Additionally, product quality and price also show significant impacts, highlighting that consumers value both the effectiveness of the product and its affordability. These findings suggest that a balanced strategy involving credible influencer endorsements, high product quality, and competitive pricing can effectively enhance consumer purchase decisions. The study provides valuable insights for marketers and brand managers in the skincare industry, particularly for those aiming to strengthen brand positioning and increase market share through digital platforms.*

**Keywords** Influencer Marketing, Product Quality, Price, Purchase Decision, Skintific, Skincare.