

**PENGARUH MARKETING MIX 4P TERHADAP PURCHASE INTENTION PRODUK SKINCARE  
MEREK HIMALAYA MELALUI MEDIASI BRAND IMAGE****Elsa Febriananta<sup>1\*</sup>, Btari Mariska Purwaamijaya<sup>2</sup>, Muhammad Rizki Nugraha<sup>3</sup>**<sup>1,2,3</sup> Universitas Pendidikan Indonesia

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**ABSTRACT**

Penelitian ini bertujuan untuk menganalisis pengaruh bauran pemasaran atau marketing mix 4P (product, price, place, dan promotion) terhadap purchase intention dengan brand image sebagai variabel mediasi pada produk skincare Himalaya. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 264 responden. Analisis data dilakukan menggunakan Partial Least Squares–Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa variabel product ( $\beta = 0,187$ ;  $p < 0,05$ ), price ( $\beta = 0,258$ ;  $p < 0,001$ ), dan promotion ( $\beta = 0,172$ ;  $p < 0,05$ ) berpengaruh positif dan signifikan terhadap purchase intention, sedangkan place tidak berpengaruh signifikan ( $\beta = 0,062$ ;  $p > 0,05$ ). Terhadap brand image, variabel price ( $\beta = 0,356$ ;  $p < 0,001$ ), place ( $\beta = 0,226$ ;  $p < 0,001$ ), dan promotion ( $\beta = 0,322$ ;  $p < 0,001$ ) berpengaruh signifikan, sementara product tidak. Namun demikian, brand image tidak berpengaruh signifikan terhadap purchase intention ( $\beta = 0,077$ ;  $p > 0,05$ ) serta tidak mampu memediasi hubungan antar variabel. Model mampu menjelaskan sebesar 51,3% variasi brand image dan 30,8% variasi purchase intention. Temuan ini menunjukkan bahwa purchase intention konsumen dalam konteks skincare berbasis alami lebih dipengaruhi oleh faktor fungsional dan nilai dibandingkan faktor simbolik seperti brand image.

**Keywords:** Bauran Pemasaran; Niat Beli; Citra Merek; PLS-SEM**4P MARKETING MIX AND PURCHASE INTENTION OF HIMALAYA SKINCARE: THE ROLE OF  
BRAND IMAGE****ABSTRACT**

This study aims to analyze the influence of the 4P marketing mix (product, price, place, and promotion) on purchase intention, with brand image as a mediating variable in the context of Himalaya skincare products. This research adopts a quantitative approach using a survey method, with data collected from 264 respondents. The data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM). The results show that product ( $\beta = 0.187$ ;  $p < 0.05$ ), price ( $\beta = 0.258$ ;  $p < 0.001$ ), and promotion ( $\beta = 0.172$ ;  $p < 0.05$ ) have a significant positive effect on purchase intention, while place does not show a significant effect ( $\beta = 0.062$ ;  $p > 0.05$ ). Furthermore, price ( $\beta = 0.356$ ;  $p < 0.001$ ), place ( $\beta = 0.226$ ;  $p < 0.001$ ), and promotion ( $\beta = 0.322$ ;  $p < 0.001$ ) significantly influence brand image, whereas product does not. However, brand image does not significantly affect purchase intention ( $\beta = 0.077$ ;  $p > 0.05$ ) and fails to mediate the relationship between marketing mix variables and purchase intention. The model explains 51.3% of the variance in brand image and 30.8% in purchase intention. These findings indicate that consumer purchase intention in the natural skincare context is primarily driven by functional and value-based factors rather than symbolic perceptions such as brand image.

**Keywords:** Marketing Mix; Purchase Intention; Brand Image; PLS-SEM

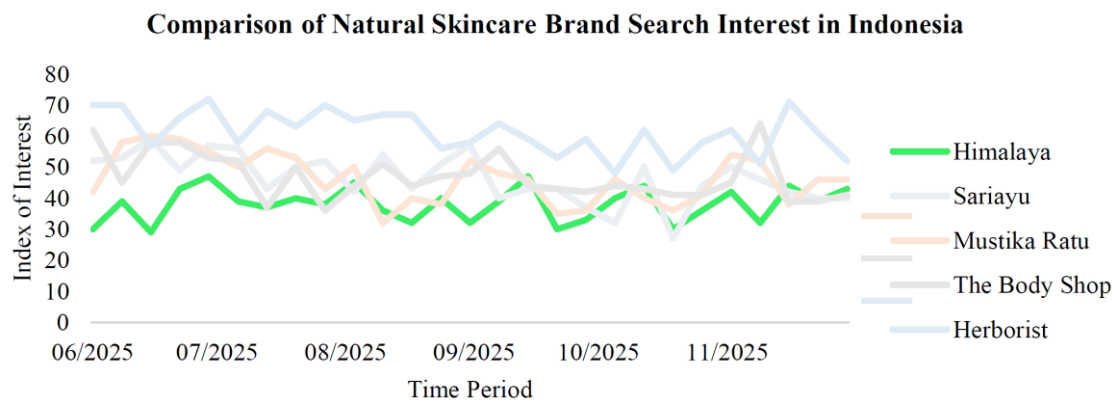
## INTRODUCTION

The fast-moving consumer goods (FMCG) industry in Indonesia has demonstrated notable resilience amid economic fluctuations and shifting consumer behavior. Despite inflationary pressures, FMCG expenditure increased by 6.1%, indicating sustained consumer purchasing power (Lim et al., 2024). Consumers are no longer solely focused on basic needs but are increasingly allocating spending toward products that enhance quality of life and self-representation (NielsenIQ, 2024).

Within the FMCG sector, the beauty and personal care category has emerged as a dominant contributor, significantly outperforming food, health, and baby care segments. This category recorded a growth of 33% in 2024 and is projected to increase by 17% in 2025 (Wardhana, 2025). The market is expected to continue expanding with a compound annual growth rate (CAGR) of 4.6% through 2028 (InCorp, 2025). Skincare, in particular, has become a key driver of this growth, supported by an expanding consumer base, especially individuals aged 18–39, who account for approximately 73% of the market (YCP, 2024). This digitally literate and information-driven segment tends to exhibit more selective purchasing behavior, including heightened attention to product ingredients and composition.

The increasing awareness of health and sustainability has driven consumer interest in natural skincare products. Such products are perceived as safer and more beneficial for skin health (Gonçalves & Gaivão, 2023). According to ECOCERT standards, natural skincare products must contain at least 50% natural ingredients and exclude harmful substances listed by regulatory bodies (Rahmidav, 2024). In Indonesia, 67% of consumers consider natural ingredients important when choosing skincare products (Nuralita, 2025). However, this strong preference is not fully translated into market performance.

The natural skincare segment shows relatively slow growth, with a projected CAGR of only 1.27% during 2025–2030 and estimated revenue of USD 396.88 million (Statista, 2025). This trend indicates a stagnation in market expansion, suggesting a gap between consumer interest and actual purchasing behavior. Compared to conventional skincare, which grows at a significantly higher rate, natural skincare products face challenges in converting consumer awareness into purchase intention. This issue is also reflected at the brand level, particularly in Himalaya skincare products.



**Figure 1. Comparison of Natural Skincare Brand Search Interest in Indonesia**

Figure 1 shows that the digital search data of Himalaya's search interest index is consistently lower than that of competing brands within the same category (Google Trends, 2025). Since online search volume is a reliable predictor of consumer behavior (Silva et al., 2019), this low visibility indicates weak purchase intention. In a highly competitive skincare market dominated by both local and international brands, such conditions pose a significant strategic challenge (Krisna et al., 2020).

To address this challenge, companies must design effective marketing strategies that can stimulate positive consumer responses. The marketing mix, comprising product, price, place, and promotion, remains a fundamental framework for influencing consumer decision-making (Kotler et al., 2024; Sitorus et al., 2024). However, prior studies show inconsistent results regarding its effectiveness. While some studies find that product, price, and promotion significantly influence purchase intention, place often shows no significant effect (Silitonga & Soelasih, 2025). Other studies highlight that the impact of marketing mix elements varies depending on context and industry (Al-Dmour et al., 2022; Sari & Belgiawan, 2024).

In addition, brand image is widely recognized as an important factor in shaping consumer perception and reducing uncertainty in decision-making (Diputra & Yasa, 2021). It serves as both a representation of brand identity and a mechanism for building emotional connections with consumers (Zhang, 2015). Although previous studies confirm the mediating role of brand image, its explanatory power remains limited, suggesting the presence of other dominant factors influencing purchase intention (Ohanna & Kesumahati, 2024).

Based on these inconsistencies, a research gap emerges regarding the role of the 4P marketing mix and the effectiveness of brand image as a mediating variable in the natural skincare context. Therefore, this study aims to examine the influence of the 4P marketing mix on purchase intention with brand image as a mediating variable in Himalaya skincare products, providing both theoretical insights and practical implications for marketing strategy development.

## LITERATURE REVIEW

### Stimulus–Organism–Response (S-O-R) Framework

The Stimulus–Organism–Response (S-O-R) theory, originally introduced by Mehrabian and Russell (1974), explains how external stimuli influence internal psychological states, which subsequently shape behavioral responses. S-O-R framework incorporates an internal processing stage (organism) that mediates the relationship between external factors and behavioral outcomes (Vieira, 2013). This framework has been widely applied in marketing research to understand how environmental and marketing stimuli affect consumer behavior (Dheepalakshmi & Geetha, 2024). In the context of this study, the marketing mix (product, price, place, and promotion) is conceptualized as the stimulus, brand image as the organism representing internal consumer perception, and purchase intention as the response reflecting behavioral intention (Flohr & Madlberger, 2013; Lady et al., 2025).

### Marketing Mix 4P

The marketing mix concept was first introduced by Borden and later simplified by McCarthy (1964) into four key elements: product, price, place, and promotion. These elements represent controllable marketing variables that organizations use to influence consumer behavior and achieve business objectives (Kotler et al., 2024). While extended models such as 7P and 8P have been developed for service contexts, the 4P framework remains highly relevant for tangible goods such as skincare products (Daud & Sarmiati, 2023; Silitonga & Soelasih, 2025; Suyanto & Dewi, 2023).

The 4P marketing mix is defined as a set of controllable marketing variables consisting of product, price, place, and promotion used to influence consumer responses (Kotler et al., 2024). In this study, product refers to the attributes offered to consumers, including product quality, variety, and packaging, which represent the core value delivered (Pohan, 2025; Sari & Belgiawan, 2024; Suryaningsih, 2021). Price is defined as the monetary value exchanged for a product and is measured through dimensions of price fairness, affordability, competitiveness, and value for money (Bima, 2019; Idayanti, 2020; Lina & Sitohang, 2023). Place refers to distribution strategies that ensure product availability and accessibility, measured through distribution channels, accessibility, and product availability (Hasibuan, 2024; Wiwaha & Whydiantoro, 2019). Promotion encompasses communication activities aimed at informing and persuading consumers, measured through advertising, sales promotion, and word-of-mouth marketing (Al-Anshori et al., 2025; Bima, 2019).

### Brand Image

Brand image refers to the set of perceptions and associations held in consumers' memory regarding a particular brand (Keller & Swaminathan, 2020). It is formed through cognitive and emotional processes influenced by marketing communications and consumer experiences (Jain, 2017). A strong brand image helps differentiate products, reduce perceived risk, and enhance consumer trust (Diputra & Yasa, 2021). Within the S-O-R framework, brand image functions as the organism, representing internal evaluations that mediate the relationship between marketing stimuli and behavioral responses (Hakim et al., 2024). In this study, brand image is measured using three key dimensions of brand associations, namely strength, favorability, and uniqueness (Azizah et al., 2025; Keller & Swaminathan, 2020; Saputra, 2022).

### Purchase Intention

Purchase intention reflects a consumer's likelihood or willingness to purchase a product in the future and is widely used as a predictor of actual buying behavior (Morwitz, 2014). It represents a conscious plan formed through cognitive evaluation and emotional response toward a product or brand (Simamora, 2022). In the S-O-R framework, purchase intention is positioned as the response, resulting from the interaction between external stimuli and internal processing (Dheepalakshmi & Geetha, 2024). Purchase intention is typically measured using Likert-scale items and is considered a unidimensional construct that captures behavioral intention toward a brand (Dodds et al., 1991; Kim & Ko, 2012; Simamora, 2022). In this study, it is reflected through consumers' willingness to purchase and their intention to recommend the product, both of which indicate a positive evaluation and confidence in the brand (Kim & Ko, 2012; Nanlohy, 2025).

### Hypothesis Development

Product, price, place, and promotion are key elements of the marketing mix that influence purchase intention. Product delivers functional value through quality, variation, and packaging, which enhances perceived

usefulness and purchase intention (Sari & Belgiawan, 2024; Suryaningsih, 2021; Suyanto & Dewi, 2023). Price represents value exchange and serves as a critical evaluation signal, where consumers assess the balance between cost and benefit (Idayanti, 2020; Kotler et al., 2024). Place ensures product accessibility and availability, which supports consumer convenience, although its effect may vary depending on context (Kotler et al., 2024; Silitonga & Soelasih, 2025). Promotion communicates product value and stimulates consumer interest through advertising and sales promotion, particularly in digital environments (Sigumonrong & Budiono, 2024; Subawa et al., 2023). Empirical studies generally confirm the positive influence of these variables on purchase intention, although inconsistencies remain across contexts (Silitonga & Soelasih, 2025; Suyanto & Dewi, 2023; Wenqing, 2023). Therefore, the following hypotheses are proposed:

- H1: Product has a positive effect on purchase intention.**
- H2: Price has a positive effect on purchase intention.**
- H3: Place has a positive effect on purchase intention.**
- H4: Promotion has a positive effect on purchase intention.**

In addition to influencing purchase intention, marketing mix elements also contribute to the formation of brand image. Product attributes such as quality and packaging shape brand associations (Keller & Swaminathan, 2020; Suryaningsih, 2021). Price acts as a signal of value and positioning, influencing how consumers perceive a brand (Idayanti, 2020; Wenqing, 2023). Place contributes through distribution presence and accessibility, which can enhance brand credibility (Bastian et al., 2021; Purwana, 2019). Promotion strengthens brand associations through communication and repeated exposure (Hakim et al., 2024; Subawa et al., 2023). Although findings are not always consistent, prior studies generally support the role of marketing mix variables in shaping brand image (Bastian et al., 2021; Wenqing, 2023). Thus, the following hypotheses are proposed:

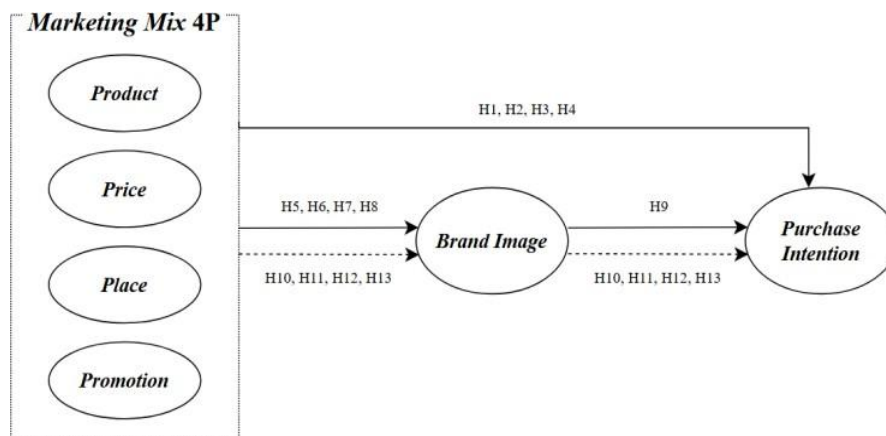
- H5: Product has a positive effect on brand image. H6: Price has a positive effect on brand image.**
- H7: Place has a positive effect on brand image.**
- H8: Promotion has a positive effect on brand image.**

Brand image represents consumers' perceptions and associations toward a brand, which are formed through marketing activities and experiences (Keller & Swaminathan, 2020). As an internal evaluation in the S-O-R framework, brand image plays a role in influencing behavioral responses. A strong brand image can reduce uncertainty, increase trust, and enhance purchase intention (Diputra & Yasa, 2021). Empirical evidence supports that brand image positively influences purchase intention (Haninah & Surur, 2025; Ohanna & Kesumahati, 2024; Purwana, 2019). Therefore, the following hypothesis is proposed:

- H9: Brand image has a positive effect on purchase intention.**

Furthermore, brand image functions as a mediating variable that links marketing stimuli and behavioral responses. Previous studies suggest that brand image can mediate the relationship between marketing mix elements and purchase intention, although the strength of this mediation may vary across contexts (Hakim et al., 2024; Purwana, 2019; Wenqing, 2023). Accordingly, the following hypotheses are proposed:

- H10: Brand image mediates the relationship between product and purchase intention.**
- H11: Brand image mediates the relationship between price and purchase intention.**
- H12: Brand image mediates the relationship between place and purchase intention.**
- H13: Brand image mediates the relationship between promotion and purchase intention.**



Source: Author's own elaboration based on theories (2026)

Figure 2. Research Framework

## RESEARCH METHODS

### Research Design

This study employs a quantitative approach with a causal research design to examine the relationships between 4P marketing mix elements, brand image, and purchase intention. A quantitative approach is appropriate for testing theoretical relationships using numerical data and statistical analysis (Creswell, 2014). The causal design aims to identify the effect of independent variables including product, price, place, and promotion, on purchase intention, both directly and indirectly through brand image as a mediating variable.

### Population and Sample

The population of this study consists of Indonesian consumers who are familiar with or have purchased Himalaya skincare products. Since the exact population size is unknown, this study applies non-probability sampling using a purposive sampling technique to select respondents who meet specific criteria (Sekaran & Bougie, 2016).

The minimum sample size was determined based on the recommendation of Hair et al. (2021), which suggests 5–10 times the number of indicators. With 21 measurement indicators, the minimum required sample size is 210 respondents. The criteria for sample selection include: (1) aged between 18–39 years, (2) familiar with Himalaya skincare products, (3) have purchased the product at least once in the past year, and (4) residing in Indonesia.

### Data Collection

Data were collected using a structured questionnaire distributed online through Google Forms. This method allows efficient data collection across a wide geographic area and provides convenience for respondents (Sekaran & Bougie, 2016). The questionnaire employs a five-point Likert scale ranging from strongly disagree to strongly agree. The use of a five-point scale is considered reliable and easier for respondents to complete while maintaining measurement accuracy (Adelson & McCoach, 2010; Vieira, 2013).

### Data Analysis Technique

This study uses Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyze the data. PLS-SEM is suitable for complex models involving multiple constructs, mediation effects, and non-normal data distributions (Hair et al., 2019; Zeng et al., 2021).

The analysis consists of two main stages: measurement model (outer model) evaluation and structural model (inner model) evaluation. The measurement model is assessed through indicator reliability (outer loading > 0.7), internal consistency reliability (composite reliability > 0.7), convergent validity (AVE > 0.5), and discriminant validity (HTMT < 0.85) (Hair et al., 2019).

The structural model is evaluated using  $R^2$  values, path coefficients, t-statistics, and p-values to test the significance of relationships. A relationship is considered significant if the t-statistic exceeds 1.96 and the p-value is below 0.05. Additionally, effect size ( $f^2$ ) and predictive relevance ( $Q^2$ ) are used to assess the model's explanatory and predictive power. Hypothesis testing is conducted using bootstrapping to examine both direct and indirect effects, including the mediating role of brand image.

## RESULTS AND DISCUSSION

This study was conducted on consumers of Himalaya skincare products in Indonesia aged 18–39 years. Data were collected through an online questionnaire with a total of 264 valid responses were obtained.

**Table 1. Respondent Profile**

Characteristic	Category	Frequency (n)	Percentage (%)
Age	18–23 years	166	70.64%
	24–29 years	47	20.00%
	30–34 years	22	9.36%
	35–39 years	8	1.67%
Gender	Female	212	80.30%
	Male	52	19.70%
Monthly Income	< Rp1,500,000	64	24.24%
	Rp1,500,000 – Rp3,000,000	92	37.25%
	Rp3,000,001 – Rp5,000,000	49	19.84%
	Rp5,000,001 – Rp8,000,000	42	17.00%
	> Rp8,000,000	17	6.88%
Purchase Channel	Online	139	52.59%
	Offline	125	47.41%

Source: Survey data (2026)

The majority are aged 18–23 years (70.64%), followed by 24–29 years (20.00%), indicating that the sample is dominated by young consumers, particularly Generation Z. This finding aligns with YCP (2024), which states that the

Indonesian skincare market is largely driven by consumers aged 18–29 years who are actively engaged in digital platforms. In terms of gender, female respondents dominate (80.30%), reflecting the primary target market of skincare products and consistent with prior findings that skincare consumption is more prevalent among women (Khaerunisa & Husain, 2025).

Regarding income, most respondents fall within the low-to-middle income category, with 37.25% earning between Rp1,500,000 and Rp3,000,000 and 24.24% earning below Rp1,500,000. This indicates a relatively price-sensitive consumer segment. In terms of purchasing behavior, respondents show a balanced preference between online (52.59%) and offline (47.41%) channels, suggesting an omnichannel pattern. Overall, this profile reflects young, digitally engaged, and value-oriented consumers, which helps explain the stronger influence of price and promotion compared to brand image in shaping purchase intention.

**Table 2. Descriptive Analysis**

No	Variable	Index Range	Category
1	Product (X1)	207.6 – 232.2	High
2	Price (X2)	212.2 – 237.2	High
3	Place (X3)	222.0 – 243.4	High
4	Promotion (X4)	207.6 – 223.4	High
5	Brand Image (Z)	220.4 – 231.4	High
6	Purchase Intention (Y)	205.6 – 226.2	High

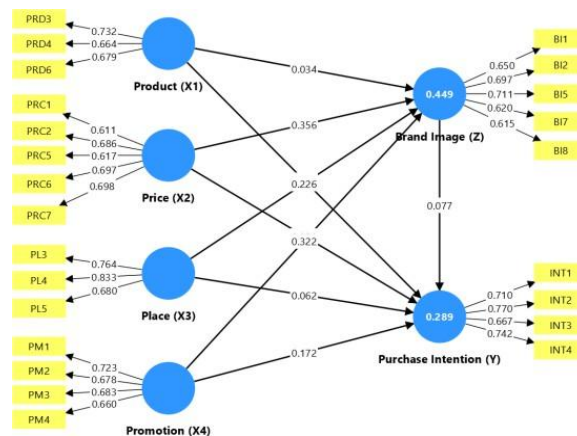
Source: Processed data based on survey results (2026)

Descriptive analysis was conducted to examine respondents’ perceptions of the research variables. Overall, all variables show a high level of perception, indicating that respondents generally have positive evaluations toward Himalaya skincare products. Among the marketing mix elements, product is perceived positively, particularly in terms of product variety and quality, while packaging receives relatively lower evaluation. This suggests that consumers prioritize functional attributes over aesthetic aspects. Similarly, price is evaluated favorably, especially in online channels, indicating that consumers perceive Himalaya products as offering good value for money, although some remain sensitive to lower-priced alternatives.

For place, respondents report high accessibility and product availability across both online and offline channels, reflecting an effective distribution strategy. However, slightly lower perceptions of offline stock availability indicate potential inconsistencies in physical retail presence. Meanwhile, promotion is perceived positively, particularly sales promotion activities such as discounts and bundling, which are effective in attracting purchase interest. However, promotional efforts are more likely to encourage repeat purchases rather than trial of new products.

Furthermore, brand image is generally perceived as strong, particularly in terms of its association with natural and herbal ingredients. However, this perception appears to remain at a general recognition level rather than deeply influencing personal preference. Lastly, purchase intention is categorized as high, with respondents showing a strong tendency to recommend the product, although immediate purchase intention is relatively lower. Overall, these findings indicate that consumers tend to rely more on functional value and economic considerations rather than symbolic perceptions, which provides an early indication of why brand image may not play a dominant role in influencing purchase intention.

**Measurement Model (Outer Model)**



Source: Processed data using SmartPLS (2026)

**Figure 3. Measurement Model (Outer Loadings)**

The measurement model (outer model) is evaluated to assess the reliability and validity of the indicators. The

results are presented in Figure 3, which illustrates the relationships between latent variables and their respective indicators through outer loadings.

Figure 3 illustrates the standardized outer loadings of all indicators. After model refinement, all retained indicators exceed the minimum threshold of 0.50, indicating acceptable indicator reliability.

**Table 3. Measurement Model Summary**

Variable	Outer Loading	CR	AVE	Result
Product	0.664 – 0.732	0.733	0.479	Acceptable
Price	0.611 – 0.698	0.781	0.472	Acceptable
Place	0.680 – 0.833	0.805	0.580	Acceptable
Promotion	0.660 – 0.723	0.759	0.513	Acceptable
Brand Image	0.615 – 0.711	0.794	0.437	Acceptable
Purchase Intention	0.667 – 0.770	0.814	0.523	Acceptable

*Source: Processed data using SmartPLS (2026)*

All indicators exceed the minimum loading threshold ( $>0.50$ ), and Composite Reliability values are above 0.70, indicating strong internal consistency. Although several AVE values are slightly below 0.50, they remain acceptable due to adequate reliability (Fornell & Larcker, 1981).

**Table 4. Fornell–Larcker Criterion**

Construct	BI	Place	Price	Product	Promotion	PI
Brand Image	<b>0.661</b>					
Place	0.418	<b>0.761</b>				
Price	0.530	0.311	<b>0.687</b>			
Product	0.343	0.284	0.372	<b>0.692</b>		
Promotion	0.444	0.270	0.274	0.321	<b>0.716</b>	
Purchase Intention	0.386	0.262	0.447	0.375	0.377	<b>0.723</b>

*Source: Processed data using SmartPLS (2026)*

Discriminant validity was evaluated using the Fornell–Larcker criterion and HTMT values. As shown in Table 4, the square root of AVE for each construct is higher than its correlations with other constructs, indicating that the Fornell–Larcker criterion is satisfied. This confirms that each construct is empirically distinct from one another.

**Table 5. HTMT Values**

Construct	BI	Place	Price	Product	Promotion	PI
Brand Image	-					
Place	0.608					
Price	0.798	0.471				
Product	0.598	0.529	0.682			
Promotion	0.744	0.475	0.474	0.653		
Purchase Intention	0.554	0.392	0.660	0.657	0.616	-

*Source: Processed data using SmartPLS (2026)*

Furthermore, Table 5 presents the HTMT values, all of which are below the recommended threshold of 0.90. This result further supports the adequacy of discriminant validity, indicating that there is no issue of construct overlap in the model.

### Structural Model Evaluation (Inner Model)

The structural model (inner model) evaluation in this study aims to examine the relationships between latent variables and assess the predictive capability of the model. This evaluation includes several key assessments, namely multicollinearity test using Variance Inflation Factor (VIF), coefficient of determination ( $R^2$ ), predictive relevance ( $Q^2$ ), effect size ( $f^2$ ), model fit (SRMR), and hypothesis testing through path coefficients and bootstrapping.

### Multicollinearity Test

Collinearity was assessed using Variance Inflation Factor (VIF). The results indicate that all VIF values fall within an acceptable range and are well below the threshold of 5, suggesting that there is no multicollinearity issue in the model (Hair et al., 2021).

**Table 6. Variance Inflation Factor (VIF)**

Construct	VIF Range
Product	1.083 – 1.092
Price	1.140 – 1.354
Place	1.174 – 1.334
Promotion	1.152 – 1.284
Brand Image	1.195 – 1.295
Purchase Intention	1.255 – 1.445

Source: Processed data using SmartPLS (2026)

The VIF values for all indicators range between 1.083 and 1.445, which are below the recommended threshold of 3.3, indicating no multicollinearity issues in the model. This suggests that each construct contributes independently without redundancy.

### Coefficient of Determination (R<sup>2</sup>)

The coefficient of determination (R<sup>2</sup>) measures the extent to which endogenous variables are explained by exogenous variables in the model. According to Muijs (2004), R<sup>2</sup> values can be categorized as strong (> 0.50), moderate (0.31–0.50), modest (0.11–0.30), and weak (< 0.10).

**Table 7. Coefficient of Determination**

Variable	R <sup>2</sup>	Adjusted R <sup>2</sup>	Interpretation
Brand Image	0.513	0.505	Strong
Purchase Intention	0.308	0.294	Modest

Source: Processed data using SmartPLS (2026)

The adjusted R-square value for brand image is 0.505, indicating that approximately 50.5% of its variance is explained by the marketing mix variables (product, price, place, and promotion), while the remaining 49.5% is influenced by factors outside the model. This value is categorized as strong, suggesting that the model has a strong explanatory power in predicting brand image. In contrast, the adjusted R-square value for purchase intention is 0.294, meaning that 29.4% of its variance is explained by the independent variables, while 70.6% is determined by other external factors. This value falls into the moderate category, indicating that although the marketing mix contributes to explaining purchase intention, its overall explanatory power remains limited.

### Predictive Relevance (Q<sup>2</sup>)

Predictive relevance in PLS-SEM is evaluated using Q<sup>2</sup> values obtained from the *PLSPredict* procedure. A model is considered to have predictive relevance if Q<sup>2</sup> > 0 (Hair et al., 2021).

**Table 8. Predictive Relevance (Q<sup>2</sup>) Calculation**

	BI1	BI2	BI5	BI7	BI8	INT1	INT2	INT3	INT4
Q <sup>2</sup>	0,201	0,175	0,254	0,093	0,146	0,109	0,169	0,109	0,124

Source: Processed data using SmartPLS (2026)

All Q<sup>2</sup> values are greater than zero, indicating that the model has adequate predictive relevance in explaining the indicators of brand image and purchase intention. In addition, predictive relevance can also be assessed using the Stone–Geisser Q<sup>2</sup> value, which is calculated based on the R-square values of endogenous variables. The calculation is shown

$$Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$$

$$Q^2 = 1 - (1 - 0,513)(1 - 0,308)$$

$$Q^2 = 0,663$$

The result shows a Q<sup>2</sup> value of 0.663, (> 0), indicating that the model has strong predictive relevance. This suggests that the model is capable of predicting endogenous constructs effectively and has good overall predictive performance.

### Effect Size

Effect size (f<sup>2</sup>) is used to assess the magnitude of the impact of each exogenous variable on endogenous variables in the structural model. According to Cohen (2018), f<sup>2</sup> values are categorized as small (0.02), medium (0.15), and large (0.35).

**Table 9. Effect Size ( $f^2$ ) Results**

Relationship	$f^2$	Effect Size
Brand Image → Purchase Intention	0.005	Small
Place → Brand Image	0.080	Small
Place → Purchase Intention	0.004	Small
Price → Brand Image	0.183	Medium
Price → Purchase Intention	0.063	Small
Product → Brand Image	0.002	Small
Product → Purchase Intention	0.039	Small
Promotion → Brand Image	0.163	Medium
Promotion → Purchase Intention	0.031	Small

Source: Processed data using SmartPLS (2026)

Most relationships exhibit small effect sizes, indicating limited individual contributions of each variable. However, price and promotion show moderate effects on brand image, suggesting that these variables play a more important role in shaping consumer perceptions. Interestingly, the effect of brand image on purchase intention is negligible ( $f^2 = 0.005$ ), indicating that its practical influence is minimal. Overall, these findings suggest that although several variables are statistically significant, their practical impact remains relatively small, reinforcing the notion that consumer decisions are primarily driven by specific value-oriented factors, particularly price and promotion.

### Model Fit

Model fit in PLS-SEM is commonly evaluated using the Standardized Root Mean Square Residual (SRMR), which measures the difference between the observed and predicted correlation matrices. SRMR value below 0.08 indicates a good fit, while values below 0.10 are still considered acceptable in social science research (Akbari et al., 2023; Hair et al., 2021).

**Table 10. Model Fit (SRMR)**

Saturated Model	Estimated Model
SRMR	0,082

Source: Processed data using SmartPLS (2026)

The results show that the SRMR value is 0.082 for both the saturated and estimated models, indicating that the model has an adequate fit with the empirical data. This suggests that the discrepancy between the observed and predicted correlations is relatively small, and therefore, the structural model is considered suitable for further analysis.

### Hypothesis Testing (Direct Effects)

**Table 11. Hypothesis Testing Results**

	Relationship	$\beta$	t-value	p-value	Result
<b>H1</b>	Product → Purchase Intention	0.187	3.010	0.003	Supported
<b>H2</b>	Price → Purchase Intention	0.258	4.100	0.000	Supported
<b>H3</b>	Place → Purchase Intention	0.062	0.872	0.383	Not Supported
<b>H4</b>	Promotion → Purchase Intention	0.172	2.538	0.011	Supported
<b>H5</b>	Product → Brand Image	0.034	0.607	0.544	Not Supported
<b>H6</b>	Price → Brand Image	0.356	5.772	0.000	Supported
<b>H7</b>	Place → Brand Image	0.226	4.607	0.000	Supported
<b>H8</b>	Promotion → Brand Image	0.322	5.033	0.000	Supported
<b>H9</b>	Brand Image → Purchase Intention	0.077	0.953	0.341	Not Supported

Source: Processed data using SmartPLS (2026)

The results indicate that product, price, and promotion significantly influence purchase intention, while place does not. The significant effect of product supports prior findings that product quality and functional benefits are key drivers of consumer purchase decisions (Iqbal et al., 2023; Sari & Belgiawan, 2024). Similarly, price emerges as the strongest predictor, reinforcing the importance of value-for-money considerations, particularly among young and price-sensitive consumers (Silitonga & Soelasih, 2025). The significant role of promotion is also consistent with previous studies showing that advertising and sales promotions effectively stimulate purchase intention by increasing product attractiveness (Farzin et al., 2022; Sigumonrong & Budiono, 2024).

In contrast, place does not significantly influence purchase intention, which contradicts some prior findings

(Suyanto & Dewi, 2023) but aligns with studies suggesting that distribution has become a hygiene factor in omnichannel environments (Fitriasti & Kumalasari, 2023). When product availability is already widespread across online and offline channels, accessibility is no longer a key differentiator in driving purchase decisions.

Regarding brand image, price, place, and promotion significantly influence brand image, while product does not. The strong effect of price on brand image supports previous studies indicating that perceived price fairness contributes to brand perception and positioning (Rahmawati & Edastama, 2024). Likewise, promotion and place play a significant role in shaping brand image through communication and distribution presence (Fahlia & Tuti, 2025; Subawa et al., 2023). However, the insignificant effect of product on brand image contradicts studies that emphasize product quality as a key driver of brand perception (Adnyani & Priantara, 2024), suggesting that consumers may rely more on external signals than intrinsic product attributes in forming brand perceptions.

Most notably, brand image does not significantly influence purchase intention, which contrasts with many prior studies (Haninah & Surur, 2025), but aligns with research indicating that brand image is not always a dominant factor in consumer decision-making (Irawanti, 2024). This finding suggests that consumers in this context are more value-oriented, prioritizing functional benefits and price considerations over symbolic perceptions.

### Hypothesis Testing (Indirect Effects)

**Table 12. Indirect Effect Results**

Relationship	$\beta$	t-value	p-value	Result
<b>H10</b> Product → Brand Image → Purchase Intention	0.003	0.394	0.693	Not Supported
<b>H11</b> Price → Brand Image → Purchase Intention	0.028	0.906	0.365	Not Supported
<b>H12</b> Place → Brand Image → Purchase Intention	0.018	0.890	0.374	Not Supported
<b>H13</b> Promotion → Brand Image → Purchase Intention	0.025	0.892	0.373	Not Supported

Source: Processed data using SmartPLS (2026)

The results indicate that brand image does not mediate the relationship between all marketing mix variables and purchase intention. This is primarily due to the insignificant effect of brand image on purchase intention, which prevents the formation of a meaningful indirect pathway.

The rejection of H10 indicates that product does not operate through brand image to affect purchase intention. This finding is not aligned with studies showing that product attributes can enhance brand image and subsequently increase purchase intention (Amanda & Dwiridotjahjono, 2026; Hakim et al., 2024). However, it is consistent with Destansya (2025), which suggests that product quality does not always translate into brand perception or mediated purchase behavior. In this study, product influences purchase intention more directly through functional value rather than through brand image.

Similarly, H11 is not supported, showing that brand image fails to mediate the effect of price on purchase intention. Although price significantly shapes brand image, consumers in this study still respond more directly to price value than to symbolic brand perception. This finding contrasts with studies such as Hakim et al. (2024) and Ginting et al. (2025), but aligns with Destansya (2025) and Wenqing (2023), who also found that brand image does not always serve as a bridge between pricing and purchase intention.

For H12, the mediation effect of brand image in the relationship between place and purchase intention is also not supported. This finding differs from previous studies that emphasize the role of strategic location and accessibility in enhancing brand image and influencing purchase intention (Purwana, 2019). However, it is consistent with Wenqing (2023) and Destansya (2025), which suggest that distribution factors become less relevant when product availability is already widespread. In this context, place functions as a baseline (hygiene factor) rather than a driver of mediated purchase behavior.

Lastly, for H13, brand image does not mediate the relationship between promotion and purchase intention. This result contradicts studies indicating that strong brand image enhances the effectiveness of promotional strategies (Hakim et al., 2024; Novitasari & Mangifera, 2022). However, it is consistent with findings by Bastian et al. (2021), Wenqing (2023), and Lawasa et al. (2023), which show that promotion often influences purchase intention directly rather than through brand perception. In this study, promotional activities appear to trigger immediate behavioral responses without being internalized into brand image.

### CONCLUSION

This study examines the influence of the marketing mix on purchase intention with brand image as a mediating variable in the context of Himalaya skincare products. The findings indicate that consumers generally have positive perceptions of all variables, reflecting a favorable evaluation of both the brand and its marketing strategies.

The results show that price, promotion, and product significantly influence purchase intention, while place and brand image do not. Among these variables, price emerges as the strongest determinant, indicating that consumers are highly sensitive to value for money. Promotion also plays a key role in stimulating purchase intention through direct incentives and persuasive communication, while product contributes through its functional value. In contrast, place does

not significantly affect purchase intention, suggesting that product availability is perceived as a basic expectation rather than a differentiating factor.

In terms of brand image, price, place, and promotion significantly contribute to shaping brand perception, while product does not. However, brand image does not significantly influence purchase intention, indicating that it does not function as a key driver of consumer behavior in this context. Furthermore, brand image is not able to mediate the relationship between the marketing mix and purchase intention, suggesting that the influence of marketing activities occurs primarily through direct pathways rather than through symbolic perception.

These findings imply that consumer behavior in the natural skincare market is predominantly value-oriented, where purchasing decisions are driven by functional benefits, pricing considerations, and promotional stimuli rather than brand-driven perceptions. For practitioners, this highlights the importance of prioritizing strategies that deliver clear and immediate value to consumers, such as competitive pricing, effective promotional execution, and strong product performance. At the same time, brand image should be developed as a long-term strategic asset, rather than relied upon as a short-term driver of purchase intention.

Overall, the model demonstrates good predictive capability, indicating its relevance in explaining consumer purchase behavior. The study contributes by highlighting the limited role of brand image as a mediator and emphasizing the dominance of direct, value-based drivers in shaping purchase intention within the skincare industry.

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