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## Consumer Economics of Branding: The Role of Marketing Strategies and Purchase Intention in N'Pure Skincare Purchasing Decisions in Jakarta

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### **Abstract:**

*The millennial generation in Indonesia is particularly fond of skincare products like Npure. In order to better understand how marketing and branding strategies influence consumers' decisions to buy Npure skincare products, this study aims to clarify the role that purchase intention plays in this process. One hundred residents of DKI Jakarta were chosen as research samples for this study using a purposive sampling approach. In this study, data was gathered using online surveys that were analysed using SmartPLS software and the PLS-SEM technique. This study found that the marketing approach for Npure skincare products increased interest in purchasing these items. Branding methods have a detrimental effect on consumers' decisions to buy Npure skincare products, according to this study. In addition, the study's findings show that marketing tactics have a stronger impact on consumers' decisions to purchase Npure skincare products when purchase interest acts as a positive moderator. Similarly, with Npure skincare goods, the presence of purchase interest can fully mitigate the impact of branding techniques on consumers' inclinations to buy.*

**Keywords:** Purchase Decision; Purchase Interest; Skincare Products; Branding Strategy; Marketing Strategy

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## 1. Introduction

The increasing awareness of skincare as a long-term investment has significantly influenced consumer demand for high-quality skincare products. This growing demand presents both opportunities and challenges for skincare manufacturers, who must continuously innovate their products to remain competitive (Hanifah & Susanti, 2023; Lukyani et al., 2024). In Indonesia, both local and international skincare brands are striving to develop products tailored to the country's tropical climate and the diverse skin types of Indonesian consumers (Christina et al., 2024; Riyadi & Adiwijaya, 2024). The skincare market is experiencing rapid growth, with consumers exhibiting varying purchasing frequencies. According to a study, 45% of Indonesian consumers purchase basic skincare products once a month, while 23% purchase more frequently (Populix, 2022). Factors such as product quality, branding, and marketing strategies significantly influence skincare purchase decisions, with product

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knowledge and consumer trust playing a more significant role than price in shaping purchasing behavior (Nguyen et al., 2020; Park et al., 2021; Purba, 2023).

Branding plays a crucial role in shaping consumer perceptions and purchasing decisions. A strong branding strategy enhances product identity, fosters customer loyalty, and contributes to business growth (Amoako et al., 2020; Budiarti & Wijayanti, 2023; Setiawati et al., 2019). Effective branding involves the creation of a distinctive logo, a compelling slogan, and consistent brand messaging to reinforce consumer trust and engagement (Chen & Lin, 2021; Nastain, 2017). Additionally, branding strategies in the skincare industry are increasingly linked to co-branding initiatives, where collaborations with other brands enhance perceived product value and customer interest (Ashrori & Santosa, 2023; Ayu et al., 2022). The power of branding is particularly evident in the skincare industry, where consumer trust in a brand often determines purchasing behavior and long-term brand loyalty (Soetiyani et al., 2023).

One of the emerging local skincare brands in Indonesia is N'Pure, which has successfully positioned itself as a strong competitor against international brands. Established in 2017, N'Pure leverages digital marketing, particularly social media, to engage consumers and promote its product lines, including Centella Asiatica, Marigold, Noni Probiotics, Licorice, and Soothing Gel Cactus Aloe Vera (Julianto, 2022; Soetiyani et al., 2023). The brand emphasizes product safety and quality, ensuring BPOM registration, halal certification, and dermatological testing, making it suitable for all skin types, including sensitive skin and pregnant women (Sunjaya et al., 2024; Harahap, 2019). However, despite its strengths in branding and marketing, N'Pure faces stiff competition from both local and international skincare brands, making it essential to evaluate the effectiveness of its branding and marketing strategies in influencing consumer purchasing decisions (Karinda et al., 2018; Wahyudi & Mulyono, 2024).

Previous studies have explored various factors influencing skincare purchasing decisions, including social media marketing (Lee & Lee, 2020; Riyadi & Adiwijaya, 2024), brand equity (Chen & Lin, 2021), and consumer behavior in the green skincare industry (Christina et al., 2024). However, limited research has specifically analyzed N'Pure's branding and marketing strategies and how they impact consumer purchasing decisions in Jakarta (Lukyani et al., 2024). Many existing studies have focused on either international brands or general local skincare brands without considering the moderating role of purchase intention in shaping the relationship between marketing strategies and actual purchasing decisions (Nguyen et al., 2020; Purba, 2023). Additionally, while co-branding strategies have been explored in relation to other industries, their application in the skincare industry, particularly for local brands like N'Pure, remains under-researched (Ashrori & Santosa, 2023; Ayu et al., 2022; Budiarti & Wijayanti, 2023).

To address this gap, this study analyzes the impact of marketing and branding strategies on purchasing decisions for N'Pure skincare, with purchase intention as a

moderating variable (Hair et al., 2021). By focusing on a specific local brand within Jakarta's competitive skincare industry, this research contributes both theoretical and practical insights to the existing body of literature on consumer behavior and branding strategies in the skincare sector (Setiawati et al., 2019).

The primary objective of this study is to analyze the impact of marketing and branding strategies on consumer purchasing decisions for N'Pure skincare products in Jakarta (Subianto, 2007; Nastain, 2017). Theoretically, this research contributes to the field of marketing by offering insights into how branding influences consumer behavior, purchase intention, and decision-making in the skincare industry (Hair et al., 2021; Park et al., 2021). Practically, the findings of this study are expected to provide valuable recommendations for skincare companies to refine their marketing strategies and enhance brand positioning to remain competitive in the industry (Harahap, 2019; Karinda et al., 2018). By focusing on consumers in Jakarta, this study aims to provide context-specific insights into the purchasing behavior of Indonesian skincare consumers, helping local brands like N'Pure strengthen their market presence (Lukyani et al., 2024).

Furthermore, this study aims to examine how co-branding, digital marketing, and social media engagement influence purchase intention and actual purchasing decisions in the context of N'Pure (Ashrori & Santosa, 2023; Ayu et al., 2022; Julianto, 2022). As social media has become a dominant platform for skincare marketing, understanding its effectiveness in influencing consumer behavior is crucial for both marketers and brand managers (Lee & Lee, 2020; Wahyudi & Mulyono, 2024). By addressing these aspects, this research provides a comprehensive analysis of the factors driving consumer decisions in the skincare market, with a focus on branding strategies, digital engagement, and consumer trust (Amoako et al., 2020; Sunjaya et al., 2024).

## **2. Theoretical Background**

### ***Branding Strategy***

A branding strategy is a structured approach to managing a brand that focuses on shaping customer perceptions, emotions, and behaviors toward a brand's various elements (Amoako et al., 2020; Chen & Lin, 2021). It serves as a marketing communication tool that emphasizes the importance of brand positioning, differentiation, and value proposition (Budiarti & Wijayanti, 2023; Purba, 2023). Branding strategies aim to build strong brand identity and consumer trust, creating a competitive edge in the market (Christina et al., 2024; Lukyani et al., 2024). The core objectives of branding include enhancing brand awareness, fostering brand loyalty, and influencing consumer purchasing decisions (Lee & Lee, 2020; Nastain, 2017).

An effective branding strategy incorporates visual elements such as logos, typography, and packaging, ensuring that the brand remains recognizable and

memorable to consumers (Setiawati et al., 2019; Subianto, 2007). Additionally, brand storytelling, customer engagement, and emotional connections play a crucial role in strengthening brand identity (Julianto, 2022; Soetiyani et al., 2023). A well-executed branding strategy not only influences initial consumer purchase decisions but also enhances long-term brand equity and customer retention (Harahap, 2019; Sunjaya et al., 2024).

### ***Purchase Decision***

A purchase decision refers to the complex process by which consumers identify their needs, evaluate available options, and ultimately make a buying choice (Nguyen et al., 2020; Park et al., 2021). This process consists of several stages, including problem recognition, information search, evaluation of alternatives, the decision to buy, and post-purchase evaluation (Hair et al., 2021; Wahyudi & Mulyono, 2024). Each stage is influenced by internal factors such as personal preferences, needs, and psychological motivations, as well as external factors such as marketing strategies, social influences, and brand reputation (Ayu et al., 2022; Ashrori & Santosa, 2023).

Consumers do not make purchase decisions solely based on price or product availability; instead, they carefully assess factors such as product quality, perceived value, and emotional connection with the brand (Budiarti & Wijayanti, 2023; Lukyani et al., 2024). The decision-making process does not end after the purchase; rather, it extends to post-purchase evaluation, where consumers assess whether the product meets their expectations and influences future purchasing behavior (Karinda et al., 2018). This emphasizes the importance of a strong branding strategy in reinforcing consumer trust and fostering repeat purchases (Sunjaya et al., 2024; Harahap, 2019).

### ***Purchase Intention***

Purchase intention is the consumer's willingness or likelihood to buy a product in the future, influenced by their perception of the brand, marketing exposure, and personal preferences (Chen & Lin, 2021; Hair et al., 2021). It involves a sequential process that begins with visual attraction to a product, followed by interest, desire, and eventually action (Nguyen et al., 2020; Park et al., 2021). Purchase intention is shaped by several key factors, including brand trust, perceived quality, product innovation, and marketing effectiveness (Julianto, 2022; Wahyudi & Mulyono, 2024).

Studies have shown that a strong brand image significantly enhances purchase intention, as consumers tend to prefer products from brands they recognize and trust (Soetiyani et al., 2023; Purba, 2023). Moreover, pricing strategies, promotional campaigns, and digital marketing efforts play a crucial role in strengthening consumer interest and converting it into actual purchases (Riyadi & Adiwijaya, 2024; Lukyani et al., 2024). As a moderating variable, purchase intention can bridge the gap between branding efforts and consumer behavior, leading to higher conversion rates and brand loyalty (Christina et al., 2024; Karinda et al., 2018).

### ***Analysis of Marketing Strategies on Purchasing Decisions***

Marketing strategies, particularly those that focus on market orientation, product innovation, and customer engagement, have been shown to positively influence purchasing decisions (Amoako et al., 2020; Chen & Lin, 2021). Effective marketing strategies incorporate various elements, including product differentiation, promotional campaigns, social media marketing, and strategic pricing (Nguyen et al., 2020; Park et al., 2021). For instance, digital marketing tools such as viral marketing, cross-selling, and influencer endorsements have significantly contributed to increased brand awareness and consumer trust (Setiawati et al., 2019; Ashrori & Santosa, 2023). Furthermore, product bundling and co-branding strategies have also proven effective in enhancing consumer interest and purchase decisions (Ayu et al., 2022; Wahyudi & Mulyono, 2024). Based on previous research, the following hypothesis is proposed:

*H1: Product marketing strategy has a positive effect on purchasing decisions.*

### ***Analysis of Branding Strategies on Purchasing Decisions***

Branding strategies, particularly those involving co-branding initiatives, product pricing, and promotional efforts, have been found to significantly influence purchasing decisions (Budiarti & Wijayanti, 2023; Lukyani et al., 2024). A well-established brand identity enhances consumer confidence, strengthens perceived product quality, and differentiates a product from its competitors (Julianto, 2022; Sunjaya et al., 2024). Additionally, a brand's reputation and emotional connection with consumers play a crucial role in shaping consumer preferences and purchasing behavior (Harahap, 2019; Karinda et al., 2018). A strong branding strategy is particularly important in the skincare industry, where consumer trust in product safety, ingredients, and brand values directly influences purchasing decisions (Christina et al., 2024; Riyadi & Adiwijaya, 2024). Therefore, based on previous studies, the following hypothesis is proposed:

*H2: Branding strategy has a positive effect on purchasing decisions.*

### ***Analysis of Marketing and Branding Strategies on Purchasing Decisions, Moderated by Purchase Intention***

Previous research has demonstrated that differentiation strategies, brand image, product quality, and pricing strategies significantly impact consumer purchasing decisions (Amoako et al., 2020; Lee & Lee, 2020). Marketing strategies influence consumer purchase intention, while brand image further strengthens consumer interest, leading to final purchase decisions (Nguyen et al., 2020; Park et al., 2021). According to Kumala (2012), a significant relationship exists between product quality and purchase intention, implying that consumers are more likely to buy higher-quality products. Similarly, studies have shown that price has a significant influence on purchase intention, as consumers are highly responsive to pricing changes (Subianto, 2007; Nastain, 2017). Moreover, brand reputation plays a critical role in shaping purchase goals, as consumers are more likely to buy products from brands with a strong and positive image (Hair et al., 2021; Wahyudi & Mulyono,

2024). Based on the findings of previous studies, the following hypotheses are formulated:

*H3: Purchase Intention has a positive effect on purchasing decisions.*

*H4: Purchase Intention moderates the relationship between marketing strategies and purchasing decisions.*

*H5: Purchase Intention moderates the relationship between branding strategies and purchasing decisions.*

### 3. Methodology

The research on the analysis of marketing strategies and branding strategies for NPure skincare products on customer purchasing behavior was conducted in the Jakarta Special Region. This location was chosen because, according to the Central Statistics Agency (2024), Jakarta is one of the highest contributors to the purchase of personal care products in Indonesia. As a metropolitan city with rapid technological, business, and cultural developments, Jakarta experiences continuous economic growth, influencing consumer behavior and increasing the demand for quality skincare products. The high purchasing power and awareness of skincare among Jakarta's residents make it a relevant and strategic area for studying consumer purchasing decisions in the skincare industry.

This study employs a quantitative research approach based on the positivist research paradigm, which focuses on objective data collection and statistical analysis to test hypotheses (Sugiyono, 2019). The research data was collected through structured questionnaires distributed to respondents in Jakarta, and the results were analyzed using Structural Equation Modeling – Partial Least Squares (SEM-PLS) with SmartPLS 3.0 software. SEM-PLS is a variance-based statistical method that effectively analyzes complex relationships between multiple variables, particularly when the research model includes latent variables that cannot be measured directly (Hair et al., 2021). This method is well-suited for testing the relationships between marketing strategies, branding strategies, purchase intention, and purchasing decisions, allowing for a comprehensive understanding of consumer behavior in the skincare industry.

The population in this study consists of skincare consumers in the Jakarta Special Region who have experience using NPure skincare products. According to Sugiyono (2019), a population refers to a generalized area consisting of objects or subjects with specific characteristics that are studied to draw conclusions. The sampling method used in this study is purposive sampling, where respondents are selected based on specific criteria to ensure relevance to the research objectives. The criteria include individuals who are active users of NPure skincare products, both male and female, aged 15 years or older, and domiciled in Jakarta. A total of 100 respondents participated in this study, which meets the minimum sample size for SEM-PLS analysis as suggested by Hair et al. (2021). The data collection process involved distributing online and offline questionnaires to obtain a diverse and representative sample of NPure users in Jakarta.

The variables in this study are categorized into four main constructs: marketing strategy, branding strategy, purchase intention, and purchasing decision. Marketing strategy is measured based on the 4Ps framework—product quality, pricing strategy, channel assignment, and promotional efforts (Park et al., 2021). Branding strategy includes brand awareness, brand knowledge, brand image, brand experience, and brand loyalty, which play a crucial role in shaping consumer perceptions and preferences (Nguyen et al., 2020). Purchase intention is assessed based on transactional interest, referential interest, preferential interest, and exploratory interest, reflecting a consumer's willingness to buy and recommend the product (Sunjaya et al., 2024). Purchasing decisions are influenced by social, cultural, and psychological factors, which determine how consumers evaluate and select products (Schiffman, 1994). All variables were measured using a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) to capture the respondents' attitudes and opinions toward NPure skincare products.

The data analysis was conducted using SEM-PLS through SmartPLS 3.0 software. SEM-PLS is a robust statistical approach commonly used in exploratory research with complex models and small-to-medium sample sizes (Hair et al., 2021). The analysis process involved several steps, starting with the evaluation of the measurement model (outer model) to assess reliability and validity through convergent validity, discriminant validity, and composite reliability. Indicators with factor loadings below 0.70 were removed to improve model fit (Chin, 1998). Next, the structural model (inner model) was evaluated to test the hypothesized relationships between marketing strategy, branding strategy, purchase intention, and purchasing decisions. The key indicators for assessing the model included path coefficients,  $R^2$  values, and effect sizes ( $f^2$ ) to determine the strength and significance of relationships between variables. Hypothesis testing was conducted using bootstrapping resampling, with significance levels determined by p-values ( $p < 0.05$  indicating statistically significant relationships). Additionally, a mediation and moderation analysis was performed to examine the moderating effect of purchase intention on the relationship between marketing strategies, branding strategies, and purchasing decisions.

This study adopts a quantitative research approach with SEM-PLS analysis to explore how marketing and branding strategies influence consumer purchasing behavior for NPure skincare products in Jakarta. By identifying key factors that drive consumer purchase decisions, this research provides valuable insights for skincare brands to refine their marketing and branding efforts. The findings contribute to academic research by deepening the understanding of consumer behavior in the skincare industry while also offering practical recommendations for skincare companies to enhance consumer engagement, brand loyalty, and market competitiveness.

## **4. Empirical Findings/Result**

### **Respondent Demography**

The respondents in this study were selected based on various demographic characteristics, including gender, age range, income range per month, and occupation. The data collected provides a comprehensive overview of the consumer profile of NPure skincare product users in the Jakarta Special Region.

Based on gender, the study found that out of 100 respondents, 40% were male, while 60% were female. This indicates that the majority of NPure skincare consumers are women, which aligns with the general trend in the skincare industry, where female consumers tend to have a higher interest in skincare products compared to men. The results suggest that NPure has successfully attracted a predominantly female market, though a significant portion of male respondents also use their products.

In terms of age distribution, the largest group of respondents fell within the 17–25 years age category, accounting for 45% of the total sample. This was followed by the 26–30 years age group, which represented 35% of respondents. Meanwhile, 16% of respondents were in the 31–35 years category, and only 4% were above 35 years old. These findings indicate that NPure skincare products are most popular among young adults, particularly those in their late teens and twenties. This aligns with the increasing awareness of skincare among younger generations, who are more exposed to beauty trends through social media and online platforms.

Regarding income levels, the majority of respondents, or 42%, reported a monthly income ranging from Rp. 1,000,000 to Rp. 5,000,000. Meanwhile, 39% of respondents earned more than Rp. 5,000,000 per month, and 19% had an income of less than Rp. 1,000,000 per month. This data suggests that NPure skincare products cater to a broad range of consumers, including middle-income and higher-income groups. The high percentage of respondents with an income above Rp. 1,000,000 indicates that affordability and perceived value play a crucial role in consumer purchasing decisions.

The occupational distribution of respondents revealed that the largest group consisted of employees, making up 60% of the total sample. The second-largest group was students, accounting for 27% of respondents, followed by entrepreneurs at 10%. A smaller portion, 3%, comprised freelancers, housewives, fresh graduates, and other professions. These findings suggest that NPure skincare products are primarily used by working professionals and students, who likely prioritize skincare as part of their daily routine. The high percentage of employees among respondents indicates that the purchasing power of working individuals contributes significantly to the brand's market share.

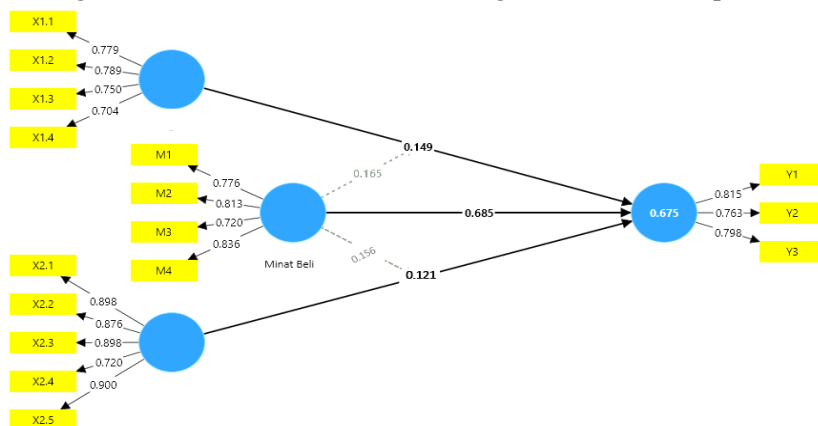
Overall, the respondent profile demonstrates that NPure skincare products are particularly favored by young, middle-income, and working consumers, with a strong



presence among female users. Understanding these consumer characteristics provides valuable insights for NPure in developing targeted marketing strategies, product innovations, and promotional campaigns that align with the preferences and needs of its core consumer base.

### Outer Model Analysis

The complete model's computation results are deciphered. To better understand how effectively indicators reflect intangible factors, the outer model examines the link between latent variables and their indicators. It is connected to the model's latent variables. Then, we may assess the strength of the correlation between the two sets of data. From Figure 2, we can observe the following model-wide computation results.



**Figure 1. Model Calculation Accompanied by the Loading Factor Value of each Indicator**

The analysis results in Figure 2 show that all indicators of variables X1, X2, Y, and Z have an outer loading value of more than 0.7. This finding indicates that all indicators have good validity in measuring latent variables.

### Validity and Reliability Test

Based on the results obtained from a survey of 100 respondents and processed in the SmartPLS application, the following data are obtained:

**Table 1. Construct Reliability and Validity**

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average Variance Extracted (AVE)
Marketing Strategy	0.750	0.754	0.842	0.572
Branding Strategy	0.911	0.919	0.935	0.742
Purchase Intention	0.795	0.801	0.867	0.620
Purchase Decision	0.703	0.703	0.835	0.628

(Source: Primary Data, 2024)

The data above shows that the Average Variance Extracted (AVE) of the Marketing Strategy variable is 0.572, the Branding Strategy is 0.742, Purchase Intention is 0.620, and the purchase decision is 0.628. The requirement that a variable is categorized as valid is if the AVE value is more than 0.5 (Sekaran & Bougie, 2017). So, in this study all variables are categorized as valid because they have an AVE value of more than 0.5.

Meanwhile, this study also conducted a reliability test to see the reliability of the indicators in measuring variables. In this study, the data shows that the Cronbach's alpha value of Marketing Strategy is 0.750, Branding Strategy is 0.911, Purchase Intention is 0.795, and Purchase decision is 0.703. The category of a variable said to be reliable is when the Cronbach's alpha value is  $> 0.70$ . Therefore, it can be concluded that all of the study's variables are dependable. The results demonstrating that the composite reliability of this study has  $> 0.7$  further supports the dependability of the variables in this investigation. After the validity and reliability tests are complete, the research will go on with the survey, which will include 100 participants and indicators from the examined variables.

### Structural Model Analysis (Inner Model) and Hypothesis Testing (path coefficient)

In the inner model analysis, namely t-statistics, this study uses the bootstrapping procedure and looks at the t-statistics results. If the t-statistics result is  $> 1.96$ , it is said that the influence of the variable is significant, while if  $< 1.96$ , it can be considered that the influence of the variable is not significant (Latan & Ghozali, 2017). Using the t-statistical test's criteria, this study has tested the hypothesis of a path coefficient to see if the independent and dependent variables in the study have any kind of relationship. The association between these variables is considered not significant if the path coefficient of the variable is greater than 0.05. The link between these factors is considered significant, nevertheless, if  $< 0.05$  (Latan & Ghozali, 2017).

After carrying out the bootstrapping procedure using the SmartPLS application to test the inner model and path coefficient, with 100 respondents, the following results were obtained:

**Table 2. Path Coefficient Value and Hypothesis Testing**

Relationship				Original Sample (O)	Sample mean (M)	Std. Deviation (STDEV)	t-statistics	P Values
Marketing Strategy	→	Purchase Decision		0.756	0.753	0.086	8.829	0.000
Branding Strategy	→	Purchase Decision		0.054	0.043	0.089	0.605	0.545
Purchase Intention	→	Purchase Decision		0.598	0.574	0.149	4.006	0.000
Purchase Intention strategy	×	Marketing Strategy → Purchase Decision		0.747	0.744	0.091	8.223	0.000
Purchase Intention Strategy	×	Branding Strategy → Purchase Decision		0.283	0.284	0.109	2.586	0.010

(Source: Primary Data, 2024)

Based on the results of the table above, the t-statistics of the majority of relationships

that occur are  $\geq 1.96$ , meaning that each hypothesis proposed has a significant relationship. However, there is one hypothesis that has no relationship, namely the branding strategy on purchasing decisions.

The hypothesis examining the association between marketing strategy and purchase choices shows a positive correlation value of 0.756. The results of the test for the link between the two variables indicate a p-value of  $0.000 < 0.05$ , suggesting that marketing strategy significantly influences the choice to buy Npure skincare products in a favorable way.

There is a favorable correlation ( $r=0.054$ ) between the Branding Strategy and consumer spending habits. Due to the lack of a positive and statistically significant influence of the Branding Strategy on the purchase decisions of Npure skincare products, the p-value for the correlation test is  $0.545 > 0.05$ .

With a coefficient value of 0.598, a positive correlation is seen between buying interest and purchasing decisions. A p-value of  $0.000 < 0.05$ , which indicates that buying desire significantly influences purchase decisions for Npure skincare products, is the result of testing the link between the two variables.

With a positive correlation value of 0.747, we can see that buying interest moderates the association between marketing strategy and purchase decisions. The p-value for testing the link between the three variables is  $0.000 < 0.05$ , suggesting that buying interest moderates the influence of marketing strategy on purchase decisions for Npure skincare products in a positive and significant way.

A positive coefficient value of 0.283 indicates a mitigated association between branding strategy and purchase decisions. It can be concluded that buying interest moderates the effect of branding methods on purchase decisions for Npure skincare products considerably and favorably, as the p-value of  $0.010 < 0.05$ , which is the result of testing the link between the three variables.

## 5. Discussion

This study involved 100 respondents, and the results revealed significant differences in the gender composition of consumers. The data analysis indicated that female consumers had a higher representation than male consumers, with 60% of the respondents being female and 40% male. This finding aligns with previous research stating that women are generally more engaged in purchasing beauty and self-care products (Wood, 2000). The dominance of female consumers has important implications for marketers, as they can tailor product strategies to better suit female preferences, develop more targeted advertising campaigns, and utilize digital platforms such as Instagram and TikTok to enhance engagement. The study underscores that marketing strategies should prioritize female consumers, given their strong presence in the NPure skincare market.

The study also revealed that NPure skincare products hold strong appeal among young consumers, particularly those aged 17–25 years, who accounted for 45% of the total respondents. This aligns with previous studies indicating that younger consumers are highly influenced by social media and digital marketing (Schiffman, 1994). The significant representation of this age group suggests that marketing strategies should focus on digital engagement, influencer collaborations, and promotional offers that cater to younger demographics. Additionally, income levels were found to be a determining factor in purchasing decisions. Most respondents (42%) reported earning between Rp. 1,000,000 and Rp. 5,000,000 per month, indicating that price sensitivity plays a role in product selection. This finding supports previous research stating that pricing strategies influence consumer buying behavior (Blythe et al., 2008). Therefore, NPure's management may consider this income range when determining product pricing and promotional discounts to maximize sales within this consumer segment.

### **The Influence of Marketing Strategy on Purchasing Decisions**

The first hypothesis testing revealed that NPure's marketing strategy has a significant and positive impact on purchasing decisions. The path coefficient value of 0.756 and a p-value of 0.000 indicate a strong relationship between marketing strategies and consumer purchase behavior. This result aligns with previous findings that effective marketing techniques, including promotional discounts, product bundling, and viral marketing, positively influence consumer buying decisions (Blythe et al., 2008). Most respondents agreed or strongly agreed that marketing strategies played a key role in their decision to purchase NPure skincare products. These findings highlight that attractive marketing strategies, especially those that emphasize quality and promotional incentives, significantly impact consumer purchasing decisions.

Similar research has shown that strategies such as cross-selling and influencer endorsements boost product appeal and purchasing behavior (Ferdinand, 2006). Consumers tend to make buying decisions based on personal needs rather than external influences such as family or partners. This suggests that while marketing efforts play a crucial role, individual consumer preferences and perceived product benefits remain dominant factors. Therefore, optimizing marketing strategies with targeted campaigns and compelling promotional offers can enhance consumer engagement and increase sales.

### **The Influence of Branding Strategy on Purchasing Decisions**

Contrary to expectations, the branding strategy did not have a direct positive impact on purchasing decisions, as indicated by the path coefficient value of 0.545 ( $> 0.05$ ). This suggests that while branding efforts help build awareness, they do not necessarily translate into immediate purchase decisions. The findings indicate that consumers who purchase NPure products are primarily driven by their perception of product quality rather than brand image. This is consistent with previous research, which found that brand awareness alone is insufficient to drive purchasing behavior unless

combined with other influencing factors, such as perceived product efficacy (Wood, 2000).

Consumers acknowledged NPure's brand presence through advertisements, but many respondents lacked detailed knowledge about the products before making a purchase. This highlights the need for more effective branding strategies that educate consumers about product benefits and differentiate NPure from competitors. Studies have shown that social media plays a crucial role in shaping consumer perceptions and trust in beauty brands (Kumala, 2012). Given the popularity of platforms like Instagram and TikTok among young consumers, enhancing brand visibility through engaging content and influencer collaborations could strengthen brand positioning and increase consumer trust.

### **The Moderating Effect of Purchase Intention on the Relationship Between Marketing Strategy and Purchasing Decisions**

The hypothesis testing results indicate that purchase intention has a significant moderating effect on the relationship between marketing strategy and purchasing decisions. The path coefficient value of 0.747 suggests that consumers' interest in a product amplifies the effectiveness of marketing strategies. This finding is in line with previous studies stating that purchase intention plays a crucial role in determining consumer behavior and strengthens the link between marketing strategies and actual buying decisions (Schiffman, 1994). Consumers who have a strong interest in NPure products are more likely to respond positively to marketing campaigns, making them more inclined to make a purchase.

The study further found that consumers prioritize perceived product quality when making purchasing decisions. Respondents largely agreed or strongly agreed that their interest in NPure skincare products was influenced by the effectiveness of marketing efforts. This aligns with research by Ferdinand (2006), which stated that marketing strategies significantly affect consumer buying interest, and in turn, purchase intention influences final purchasing decisions. These findings suggest that companies should focus on enhancing consumer engagement through effective marketing strategies that not only generate interest but also reinforce consumer confidence in the product.

### **The Moderating Effect of Purchase Intention on the Relationship Between Branding Strategy and Purchasing Decisions**

The study also found that the effect of branding strategy on purchasing decisions is significantly moderated by purchase intention. The path coefficient value of 0.283, with a p-value of 0.010 ( $< 0.05$ ), indicates a statistically significant relationship. This means that branding strategies alone may not directly influence purchasing behavior; however, when combined with strong purchase interest, branding efforts become more impactful. This aligns with previous findings that consumer interest and brand image together play a vital role in influencing purchasing decisions (Blythe et al., 2008).

Before including purchase intention as a moderating variable, branding strategy had no significant direct effect on purchasing decisions. However, when purchase intention was introduced into the model, branding strategy showed a significant and positive effect on consumer purchases. This suggests a full mediation effect, meaning that branding alone is not enough to drive purchases unless consumers already have an interest in the product. This finding supports previous research by Ferdinand (2006), which concluded that consumer purchase behavior is strongly influenced by prior interest and trust in the product.

The results indicate that when consumers develop interest and confidence in a product, they are more likely to make a purchase. This highlights the importance of integrating branding efforts with strategies that actively stimulate purchase intention. Companies can achieve this by engaging consumers through interactive marketing campaigns, influencer collaborations, and customer testimonials that enhance perceived value. By strengthening consumer interest, branding strategies can have a more significant impact on purchasing decisions, ultimately improving sales performance.

## 6. Conclusions

Theoretical implications of the research highlight a deeper understanding of how Memorable Nature-Based Tourism Experiences influence Revisit Intention, enriching existing frameworks on consumer behavior and tourism studies. The findings validate theories that emphasize the importance of memorable experiences in fostering loyalty and repeat visits, supporting the Experience Economy Theory, which argues that emotionally engaging and memorable experiences drive consumer behavior more than mere product attributes. This underscores the need for theoretical models that focus on experiential factors rather than traditional product-based approaches.

Empirically, the results have specific implications for West Java's tourism sector. For tourism operators in West Java, the findings suggest a strategic focus on enhancing and creating memorable nature-based experiences to increase revisit intentions. This could involve developing unique attractions that showcase the region's rich natural beauty, investing in high-quality and culturally immersive services, and offering activities that provide deep and engaging experiences for visitors. To effectively manage and measure these experiences, operators in West Java should implement feedback systems that capture visitor impressions and identify key elements that contribute to memorable experiences. This information can guide improvements and tailor offerings to better meet visitor expectations. Marketing strategies should emphasize West Java's distinctive natural features and memorable experiences, showcasing them in promotional materials to attract potential tourists.

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