

THE INFLUENCE OF PRODUCT INNOVATION AND PERCEIVED QUALITY ON PURCHASE DECISIONS OF SOMETHINC LIP GLAZE

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ABSTRACT

This study aims to analyze the influence of product innovation and perceived quality on consumer purchase decisions for Somethinc Forever Stay Comfort Lip Glaze. The research employed a quantitative associative approach using a survey method. Data were collected through structured questionnaires distributed to 96 respondents who had purchased and used the product. Data analysis was conducted using SPSS, including validity and reliability tests, multiple linear regression analysis, partial tests (t-test), simultaneous tests (F-test), and coefficient of determination (R^2). The results indicate that product innovation and perceived quality have a positive and significant effect on purchase decisions, both partially and simultaneously. The coefficient of determination shows that 60% of purchase decision variation is explained by product innovation and perceived quality. These findings suggest that relevant product innovation and consistent perceived quality play a crucial role in strengthening consumer confidence and driving purchase decisions. Therefore, cosmetic companies should continuously integrate innovation and quality improvement strategies to remain competitive in the Indonesian cosmetic market.

Keywords:

Consumer Behavior, Cosmetic Industry, Local Cosmetic, Product Innovation, Purchase Decision

1. INTRODUCTION

The cosmetics industry in Indonesia is experiencing rapid growth in line with increasing public awareness of appearance and self-care. Cosmetics are no longer seen as a secondary need but have become part of a lifestyle, especially for the younger generation and urban women. This situation has driven increased competition in the cosmetics industry, marked by the growing number of local brands that are able to compete with global products in terms of innovation, quality, and price. Increasing competition requires companies to understand the key factors influencing consumer purchasing decisions in order to maintain and expand market share (Sulistiyowati & Hwihanus, 2024; Zahra et al., 2024).

The development of the local cosmetics industry in Indonesia is showing a very positive trend. Local cosmetic products are increasingly in demand by consumers, especially the younger generation, due to their perceived competitive quality, affordable prices, and product innovations tailored to the characteristics and needs of domestic consumers. This shift in preferences is also influenced by increasing consumer trust in local brands, which are perceived to better understand Indonesian climate conditions, skin color, and lifestyles. This phenomenon indicates that local cosmetics are no longer perceived as an alternative, but rather as the primary choice in consumer purchasing decisions (Komari, 2023; Widayat et al., 2023).

The growing interest in local cosmetic products is driven by brands' ability to deliver relevant product innovations and tangible quality for consumers. Product quality is a dominant factor in forming purchasing decisions for local cosmetics, especially when consumers have had positive usage experiences (Komari, 2023). This finding confirms that perceived quality has a strategic role in strengthening consumer trust in local brands amidst competition with global products.

In the context of modern marketing, consumer purchasing decisions are the result of a complex evaluation process, involving both rational and emotional considerations. Consumers assess not only

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the functional benefits of a product but also the added value it offers, such as product novelty, ease of use, ingredient safety, and perceived quality image. Therefore, cosmetics companies are required to not only produce goods but also create value that is relevant to consumer needs and preferences. Two factors often considered crucial in this process are product innovation and product quality as perceived by consumers.

Product innovation is seen as a key strategy for creating differentiation and competitive advantage. Innovation enables companies to introduce updates in formulation, function, packaging design, and technology, enabling products to meet ever-changing consumer needs (Kotler & Keller, 2018). Several previous studies in the Indonesian cosmetics industry have shown that product innovation has a positive and significant influence on consumer purchasing decisions, because consumers tend to be attracted to products that offer newness and better benefits than competing products (Jati & Nuvriasari, 2024; Kurniawan & Surya, 2021; Widayat et al., 2023; Zahra et al., 2024). However, product innovation needs to be supported by good product quality in order to create a positive perception in the minds of consumers.

In addition to product innovation, perceived quality is a crucial factor influencing consumer purchasing decisions. Perceived quality reflects consumers' subjective assessments of a product's overall superiority and reliability, which are formed through user experience, information received, and pre-purchase expectations. Products with high perceived quality tend to be more trusted, perceived as safer, and offer better value for money (Dewi & Putri, 2023). In the context of cosmetic products, perceived quality is not only related to the results of use, but also the safety of the ingredients, comfort, and suitability of the product to the consumer's skin needs.

Previous research has shown that product innovation can signal quality to consumers. Products perceived as innovative are often associated with higher quality and stronger brand credibility, thus driving purchasing decisions (Hubert et al., 2017; Pappu & Quester, 2016). However, while numerous studies have examined the influence of product innovation and quality on purchasing decisions, most of these studies have focused on the general skincare or cosmetics category, and on specific brands such as MS Glow and Wardah. Research specifically examining local lip makeup products, particularly Somethinc Forever Stay Comfort Lip Glaze, is still relatively limited.

In the context of cosmetics, perceived quality encompasses aspects of product performance, safety, comfort, durability, and suitability to the consumer's skin needs. Various empirical studies have shown that perceived quality has a positive and significant influence on consumer purchasing decisions for cosmetic products (Husni, 2024; Kurniawan & Surya, 2021). Consumers tend to make purchasing decisions when they perceive that the product being offered is of good quality and is worth using.

One local cosmetic brand that has successfully leveraged product innovation and quality to capture consumer attention is Somethinc. Since its launch in 2019, Somethinc has rapidly grown as a local cosmetic brand known for its innovation, adaptability to beauty trends, and offering products tailored to the skin characteristics of Indonesian consumers. Several market studies have shown significant success in capturing the interest of Indonesian consumers through relevant product innovation and a strong digital marketing strategy. The brand even made it onto the list of the 50 most popular local brands in Indonesia according to a 2022 Katadata Insight Center survey, despite its relatively young age compared to other brands in the local beauty industry. Somethinc was able to reach the top position (top 1) in total local skincare sales within a specific period on Indonesian e-commerce platforms, reflecting the high level of consumer preference for this product on digital channels (Compas, 2022). This data illustrates that although Somethinc is still a relatively new player compared to established brands like Wardah, its usage rate is already quite strong in the Indonesian market and reflects consumer preference for innovative and trend-setting local cosmetic products.

The Forever Stay Comfort Lip Glaze product is one of Somethinc's flagship innovations designed to address consumer needs for lip makeup products that are comfortable to use, long-lasting, and provide aesthetic results. This Lip Glaze combines the characteristics of lip cream and lip gloss with a light texture, a non-sticky glossy finish, and claims of comfort for long-term use. This innovation makes Somethinc Lip Glaze a product relevant to current beauty trends, especially among young consumers who prioritize comfort, a natural look, and multifunctionality in one product.

Although the Somethinc Lip Glaze product has a high level of popularity and is one of the products widely used by consumers, purchasing decisions for this product are not solely determined by brand popularity. Cosmetic consumers today are increasingly critical and selective, so purchasing

decisions are influenced by the extent to which the product innovation offered is truly felt to be beneficial, as well as how the product quality is perceived after use (Kurniawan & Surya, 2021; Widayat et al., 2023). In other words, the success of the Somethinc Lip Glaze product does not only depend on the novelty of the product concept, but also on the perception of quality formed in the minds of consumers, such as comfort, durability, safety, and suitability of the product to user needs.

Research challenges arise when the high use and popularity of Somethinc Lip Glaze products are not fully matched by empirical evidence explaining the key factors driving consumer purchasing decisions. Previous studies in the Indonesian cosmetics industry have tended to focus more on the influence of price, digital promotions, brand image, or consumer reviews on purchasing decisions. Meanwhile, studies specifically identifying product innovation and perceived quality as key determinants of purchasing decisions, particularly in the local lip makeup category, are still relatively limited and fragmented.

However, empirical studies specifically examining the influence of product innovation and perceived quality on purchasing decisions for local lip cosmetics, particularly Somethinc Lip Glaze, are relatively limited. Most previous studies have focused on other variables such as price, brand image, digital promotions, or consumer reviews, without examining in depth how product innovation and perceived quality simultaneously influence purchasing decisions.

Based on the background of the problem, theoretical studies, and previous research findings that show the importance of product innovation and perceived quality in shaping consumer purchasing decisions in the cosmetics industry, this study aims to analyze the influence of product innovation and perceived quality on consumer purchasing decisions on the Somethinc Forever Stay Comfort Lip Glaze product. This study specifically focuses on discussing the extent to which product innovations offered, such as formulation updates, comfort of use, and product design, as well as quality perceived by consumers, including product performance, safety, and reliability, play a role in encouraging consumers to make purchasing decisions.

In line with these objectives, this study is based on the assumption that product innovation is a factor that can increase consumer interest and confidence in choosing a cosmetic product. In addition, perceived quality, which is formed through consumer experience and perception of product quality, is believed to be a primary consideration before consumers make a purchase. Therefore, this study assumes that product innovation and perceived quality have a significant influence, both partially and simultaneously, on consumer purchasing decisions for the product Somethinc Forever Stay Comfort Lip Glaze. This assumption is then tested empirically through a quantitative approach to obtain scientific evidence that can enrich the study of consumer behavior and provide practical implications for the development of local cosmetic product marketing strategies.

2. METHOD

Types and Approaches of Research

This study uses a quantitative approach to examine the influence of product innovation and perceived quality on consumer purchasing decisions for Somethinc Forever Stay Comfort Lip Glaze. The quantitative approach was chosen because it can objectively measure the relationship between variables through numerical data and statistical analysis, allowing the research results to be used for empirical hypothesis testing.

Research Objects and Locations

The object of this study was the Somethinc Forever Stay Comfort Lip Glaze, while the subjects were consumers who had purchased and used the product. The study was conducted online, taking into account the characteristics of Somethinc consumers, most of whom are active on digital platforms. The study was conducted in 2024.

Population and Research Sample

The population in this study was all consumers who had purchased and used the Somethinc Forever Stay Comfort Lip Glaze product. The exact population size is unknown due to limited individual sales data. The sample size was determined using the Lemeshow formula because the population size was unknown, resulting in a sample size of 96 respondents. The sampling technique

used non-probability sampling with a purposive sampling method, where respondents were selected based on the following criteria:

1. Have purchased Something Forever Stay Comfort Lip Glaze.
2. Have used the product.
3. Willing to complete the research questionnaire in full.

Data collection technique

Data collection was conducted through a Google Form sent online to respondents. Each respondent was asked to rate their experience using the Somethinc Forever Stay Comfort Lip Glaze.

Data analysis

Data analysis in this study was conducted using a quantitative statistical approach with the aid of SPSS software. The data analysis stage began after all questionnaire data obtained from respondents was deemed complete and suitable for processing. This analysis aimed to empirically examine the relationship and influence between product innovation and perceived quality variables on consumer purchasing decisions. To test the research hypotheses, multiple linear regression analysis was used. This analysis aimed to determine the influence of product innovation and perceived quality on consumer purchasing decisions, both partially and simultaneously. Testing for partial effects was conducted using a t-test, while testing for simultaneous effects was conducted using an F-test with a significance level of 0.05.

Furthermore, this study also used the coefficient of determination (R-square) test to determine the extent to which product innovation and perceived quality variables explain variations in consumer purchasing decisions. The R-square value indicates the percentage contribution of the independent variable in explaining the dependent variable, while the remainder is influenced by other variables outside the research model.

Operational Variables

This study operationalizes its research variables to ensure clarity and consistency in measurement, as presented in the following operational definition table:

Table 1. Operational Variabel

Variable	Conceptual Definition	Dimensions	Scale
Product Innovation (X1)	The firm’s ability to introduce new or improved product features that provide added value and differentiate the product in the market.	Relative Advantage Compatibility Complexity Triability Observability	Likert (1-5)
Perceived Quality (X2)	Consumers’ overall subjective evaluation of a product’s excellence and performance relative to expectations.	Performance Features Reliability Conformance to Specifications Durability Aesthetics Serviceability Perceived Quality	Likert (1-5)
Purchase Decision (Y)	A consumer’s final decision to purchase a product after evaluating alternatives and perceived value.	Product Choice Brand Choice Distribution Channel Choice Purchase Timing Purchase Quantity	Likert (1-5)

3. RESULT AND DISCUSSION

Result

This study aims to analyze the influence of product innovation and product quality on consumer purchasing decisions on Somethinc Forever Stay Comfort Lip Glaze products with a quantitative approach. Data were obtained from 96 respondents who are consumers of Somethinc products and analyzed using SPSS through descriptive statistical tests, multiple linear regression tests, t-tests, F-tests, and coefficients of determination. Based on the results of the t-test to determine the Effect of Product Innovation and Product Quality on Consumer Purchasing Decisions Partially, the following results were obtained:

Table 2. t-test

Model	Unstandardized B	Coefficients Std. Error	Unstandardized Coefficients Beta	t	Sig.
Constant	1,249	,235		5,323	<,001
X1	,492	,084	,559	5,860	<,001
X2	,213	,076	,267	2,800	,006

Based on the test results with SPSS, a t-value of 5.860 was obtained for the Product Innovation variable (X1) with a nSig. value <0.001. This can be concluded that:

- a. Product Innovation (X1) partially has a significant influence on Purchasing Decisions (Y).
- b. t-value of 2.800 was obtained for the Product Quality variable (X2) with a Sig. 0.006. This concludes that Product Quality (X2) has a significant partial influence on Purchasing Decisions (Y).
- c. The coefficient values in Table 4.4, the following multiple regression equation can be formed:

$$Y = 1,249 + 0,492X1 + 0,213X2 + e$$

Based on the results of the F test to determine the influence of Product Innovation and Product Quality on Consumer Purchasing Decisions Simultaneously, the following results were obtained:

Table 3. F-test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	4,086	2	2,043	6,626	<,001 ^b
Residual	2,407	93	,101		
Total	6,493	95			

The F test results show that the calculated F value is 6.626 with a significance level of <0.001, which is smaller than $\alpha = 0.05$. This indicates that product innovation and perceived quality simultaneously have a significant effect on consumer purchasing decisions. Thus, the regression model used in this study is declared fit to explain the influence of independent variables on the dependent variable, so that the hypothesis stating that there is an influence of product innovation and perceived quality together on consumer purchasing decisions can be accepted.

To determine the extent to which product innovation and perceived quality variables are able to explain variations in consumer purchasing decisions, the next step is to conduct an R-square (R²) test. The following are the test results conducted in this study:

Table 4. Coefficient of Determination Test (R²)

Model	R	R Square	Adjusted R Square	Std Error of the Estimate
1	,774 ^a	,600	,591	,31805

The results of the determination coefficient (R Square) test show an R Square value of 0.600, which means that 60% of consumer purchasing decisions can be explained by product innovation and perceived quality variables, while the remaining 40% is influenced by other variables outside the research model. The Adjusted R Square value of 0.591 indicates that the regression model has good explanatory power and is relatively stable after being adjusted for the number of independent variables.

Thus, this research model is considered quite strong in explaining consumer purchasing decisions on the Somethinc Forever Stay Comfort Lip Glaze product.

Discussion

The results of the hypothesis testing in this study indicate that product innovation and perceived quality play a significant role in shaping consumer purchasing decisions for Something Forever Stay Comfort Lip Glaze. These results confirm that consumer purchasing decisions for cosmetics are influenced not only by brand popularity but also by rational evaluations and consumers' subjective experiences of product attributes.

The results of this study further strengthen previous empirical findings that place product innovation and perceived quality as key determinants in cosmetic purchasing decisions. In the highly competitive Indonesian cosmetics industry, consumers no longer solely consider price or brand popularity, but also assess the extent to which a product offers both novelty and tangible quality. These findings align with previous research by (Komari, 2023; Tjahjono et al., 2021; Widayat et al., 2023), this confirms that product quality is a crucial factor in shaping purchasing and repeat purchasing decisions for local Indonesian skincare products. Consumers tend to give positive feedback to brands that maintain consistent quality and provide a sense of safety and comfort when using them.

Based on the t-test results, product innovation has been shown to have a positive and significant impact on consumer purchasing decisions. This finding indicates that Somethinc's innovations, such as the development of a comfortable lip glaze texture, a non-sticky glossy finish, and a modern and practical packaging design, are able to increase consumer interest in making purchases. Consumers consider these innovations to provide added value compared to other similar lip makeup products. Product innovation in Somethinc Forever Stay Comfort Lip Glaze reflects the company's efforts to present updates that are not only cosmetic, but also functional and relevant to the needs of modern consumers. This innovation is carried out through the development of a product concept that combines the characteristics of lip cream and lip gloss in one formulation, so that it can provide a glossy finish with a light and comfortable texture. This approach shows that product innovation does not always mean creating an entirely new product, but rather improving existing products to provide added value for consumers.

One key innovation is evident in the development of product formulations. Somethinc Lip Glaze is designed with a lighter, non-sticky texture, differing from conventional lip glosses, which are often considered heavy and uncomfortable. This innovation addresses the needs of consumers who desire a glossy lip look while remaining comfortable for everyday use. Furthermore, the "comfort" and "stay" claims demonstrate the company's commitment to delivering innovations that focus on the user experience, not just on visuals. Product innovation is also reflected in the packaging design and ease of use. The Somethinc Lip Glaze packaging is modern, minimalist, and practical, making it easy for consumers to apply and carry around. The ergonomic applicator design is part of this innovation, enhancing comfort and precision of use, especially for consumers who prioritize practicality. In the cosmetics industry, innovation in packaging and applicators is crucial because it directly contributes to the user experience.

Furthermore, the innovation of this product is also evident in the color variations and its alignment with beauty trends. Somethinc offers a diverse selection of colors tailored to Indonesian consumer preferences, including natural to bold colors relevant to current beauty trends. This variety reflects market-adaptive innovation, where the company actively tailors its products to the tastes and characteristics of its target consumers. The product innovation of Somethinc Forever Stay Comfort Lip Glaze lies not only in its new concept, but also in its ability to provide a more convenient, practical, and tailored solution to consumer needs. This user-experience-oriented innovation plays a key role in increasing consumer interest and driving purchasing decisions, as evidenced by the results of this study.

This result is in line with research (Aminah et al., 2022; Hamidah et al., 2023), which states that product innovation has a significant influence on purchasing decisions because consumers tend to choose products that offer novelty and relevance to their needs. Previous research on other local cosmetic products has shown that product innovation plays a significant role in increasing purchasing decisions because consumers view innovation as a key differentiator among many similar products. Innovation is not only understood as the creation of new products, but also as the improvement of product features to better suit consumer preferences (Zahra et al., 2024). Product innovation acts as a

means of creating value that can encourage consumers in the decision-making process (Kotler & Keller, 2018).

Furthermore, the t-test results indicate that perceived quality has a positive and significant effect on consumer purchasing decisions. This confirms that consumer-perceived quality, such as comfort of use, product durability, ingredient safety, and the match between product claims and perceived results, are important factors in purchasing decisions. In the context of Somethinc Lip Glaze, although the product is perceived as innovative, consumer purchasing decisions are strengthened when the product quality is perceived to match expectations. Perceived quality in Somethinc Forever Stay Comfort Lip Glaze is formed through consumers' subjective evaluation of the overall product usage experience. Consumers assess product quality not only based on technical specifications, but primarily on how the product feels when used and the extent to which the product is able to meet expectations built through marketing claims. In the context of Somethinc Lip Glaze, consumer perceptions of quality are reflected in several key aspects, such as comfort of use, product texture, final lip appearance, and the match between product claims and actual performance.

Comfort of use is a key factor in shaping the perceived quality of this product. Consumers found the lip glaze's light, non-sticky texture to be comfortable, especially for prolonged wear. This aspect is particularly relevant in the lip product category, as discomfort such as heaviness or stickiness can diminish perceived quality, even if the product appears attractive. Furthermore, consumers also assessed product quality based on color longevity and its ability to maintain a fresh lip appearance without causing excessive dryness.

Perceived quality is also formed through consumer assessments of how product claims match actual experiences. The claims of "comfort" and "stay" on Somethinc Lip Glaze serve as the standard of expectation consumers use to evaluate product quality. When consumers perceive a product as comfortable to use and durable enough for daily activities, quality perceptions will be positive. Conversely, if there is a gap between claims and user experience, quality perceptions can decline even if the product is considered innovative. Perceived quality in Somethinc Forever Stay Comfort Lip Glaze is formed through a combination of product performance, user comfort, the consistency of claims with actual experiences, and the inherent brand image. This positive quality perception plays a crucial role in increasing consumer confidence and driving purchasing decisions, as evidenced by the results of this study. These results support research conducted by (Dewi & Putri, 2023; Kurniawan & Surya, 2021), which states that perceived quality is a subjective consumer assessment that directly influences purchasing behavior. The results of this study also support the findings (Husni, 2024; Kurniawan & Surya, 2021) which proves that perceived quality has a significant influence on purchasing decisions for cosmetic products.

The F-test results show that product innovation and perceived quality simultaneously significantly influence consumer purchasing decisions. These findings indicate that these two variables do not stand alone but rather complement each other in shaping purchasing decisions. In practice, the product innovation offered by Somethinc serves as an initial attraction, while the product quality perceived by consumers plays a role in strengthening the consumer's confidence to make a purchase. This finding aligns with research conducted by (Hubert et al., 2017; Pappu & Quester, 2016), that innovation is often perceived as a signal of quality, so that a combination of innovation and good quality can increase consumer confidence in the product.

Furthermore, the results of the coefficient of determination (R Square) test show that 60% of the variation in consumer purchasing decisions can be explained by product innovation and perceived quality, while the remainder is influenced by other variables outside the research model, such as price, digital promotion, brand image, and consumer reviews. This relatively high R Square value indicates that the research model has strong explanatory power and is relevant to empirical conditions in the field. This finding strengthens the results of previous research which stated that product attributes are the main determinants of purchasing decisions in the cosmetics industry, although other external factors still play a supporting role (Utami et al., 2025; Widayat et al., 2023).

Overall, the results of this study indicate that the success of Something Forever Stay Comfort Lip Glaze in driving consumer purchasing decisions depends not only on product innovation strategies, but also on the consistency of product quality perceived by consumers. Innovation that is not balanced with quality has the potential to reduce consumer trust, while good quality without innovation can reduce product competitiveness amidst the rapidly changing dynamics of the cosmetics industry.

Therefore, companies need to integrate sustainable innovation strategies with strict quality control to be able to maintain purchasing decisions and consumer loyalty in the long term.

4. CONCLUSION

This study aims to analyze the influence of product innovation and perceived quality on consumer purchasing decisions for the Somethinc Forever Stay Comfort Lip Glaze product. Based on the results of data analysis and discussion that have been carried out, it can be concluded that product innovation and perceived quality have an important role in shaping consumer purchasing decisions. Partially, product innovation is proven to have a positive and significant influence on purchasing decisions, which indicates that product novelty, comfort of use, and design that is relevant to trends can increase consumer interest and confidence in making purchases. These findings indicate that consumers provide a positive response to various innovations offered by Somethinc Lip Glaze, such as the combination of lip cream and lip gloss characteristics, a light and comfortable texture, and a modern and practical packaging design. In the real context of the study, these innovations are perceived to be able to provide added value compared to similar lip makeup products, thereby increasing consumer interest and confidence in making purchases.

However, the research results also show that product innovation alone is not enough to guarantee sustainable purchasing decisions if it is not balanced with product quality perceived by consumers. This is reflected in the results of the t-test on the perceived quality variable, which also showed a positive and significant influence on consumer purchasing decisions. Perceived quality reflects consumers' subjective assessments of performance, comfort, durability, and the match between product claims and the user experience. In the context of Somethinc Lip Glaze, consumers not only assess the product from the appearance and innovative concept, but also from the actual experience when using the product, such as comfort on the lips, color durability, and ingredient safety.

Furthermore, the F-test results show that product innovation and perceived quality simultaneously have a significant influence on consumer purchasing decisions. This finding indicates a relationship and complementarity between the two variables. In practice, product innovation serves as an initial attraction that can attract consumers' attention, while perceived quality plays a role in strengthening consumer confidence to make a purchase.

Furthermore, the results of the coefficient of determination (R Square) test indicate that 60% of the variation in consumer purchasing decisions can be explained by product innovation and perceived quality. This value indicates that the research model has strong explanatory power and is relevant to empirical conditions in the field. However, there is still 40% of the variation in purchasing decisions influenced by factors other than the research model, such as price, digital promotion, brand image, consumer reviews, and social media influence. This opens up opportunities for further research to develop a more comprehensive model by incorporating these variables.

Based on the data analysis and discussion, this study provides clear answers to the research questions posed. The results indicate that product innovation has a positive and significant influence on consumer purchasing decisions. This finding indicates that consumers are more likely to make purchasing decisions when the product offered possesses elements of novelty, ease of use, and differentiation relevant to current beauty needs and trends.

Overall, the results of this study confirm that the success of Something Forever Stay Comfort Lip Glaze in driving consumer purchasing decisions depends not only on product innovation strategies alone, but also on the consistency of product quality perceived by consumers. Innovation without quality balances has the potential to cause dissatisfaction, while good quality without innovation can reduce product competitiveness amidst the rapidly changing dynamics of the cosmetics industry. Therefore, companies need to integrate sustainable innovation strategies with quality control oriented towards consumer experience in order to be able to maintain purchasing decisions and consumer loyalty in the long term.

The results of this study provide important managerial implications for local cosmetics companies, particularly Somethinc, in formulating marketing strategies and product development. The finding that product innovation significantly influences purchasing decisions suggests that companies need to continue innovating in ways that are relevant to consumer needs and preferences. Innovation is not limited to product formulation development, but also encompasses packaging design, color variations, and user comfort that align with current beauty trends. Continuous innovation can help

companies maintain product appeal amidst the increasingly dynamic competition in the cosmetics industry.

Furthermore, the significant influence of perceived quality on purchasing decisions underscores the importance of consistent product quality perceived by consumers. Companies need to ensure that product claims communicated through marketing align with consumers' actual experiences when using the product. Strict quality control, transparency of ingredient information, and continuous evaluation of consumer feedback are important strategies for maintaining trust and encouraging repeat purchases. Integrating product innovation and perceived quality improvements will strengthen the Somethinc brand's position as a competitive and trusted local cosmetic product.

The limitations of this study are that it only focuses on two independent variables, namely product innovation and perceived quality, so it does not fully describe other factors that can influence consumer purchasing decisions, such as price, digital promotions, brand image, and consumer reviews. Second, the research object is limited to one product, namely Somethinc Forever Stay Comfort Lip Glaze, so the results of the study cannot be generalized to all cosmetic product categories or other brands. Third, this study uses a survey approach with a cross-sectional design, which relies on the subjective perceptions of respondents at a certain time period, so it does not capture the dynamics of changes in consumer perceptions over time.

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