



Analysis of Factors Influencing Consumer Purchasing Power for Skintific Products in the Perspective of Sharia Economics (Case Study: UINSU Students)

Rihma Hani

Universitas Islam Negeri Sumatera Utara(Faculty of Islamic Economics and Business¹), Indonesia

E-mail: rihmahanii@gmail.com

Yenni Samri Juliati Nasution

Universitas Islam Negeri Sumatera Utara(Faculty of Islamic Economics and Business²), Indonesia

Nuri Aslami

Universitas Islam Negeri Sumatera Utara(Faculty of Islamic Economics and Business³), Indonesia

*Corresponding Author: rihmahanii@gmail.com

Abstract:

This study aims to analyze the factors that influence consumer purchasing power towards Skintific analyzed through the lens of Sharia economics with a case study on UINSU students. The factors analyzed include income, price, and product quality. This research approach uses quantitative research. The data used in this study are primary data obtained from questionnaires. Data analysis method in this study uses multiple linear regression using SPSS software version 26. Sample in this study is students from all departments of the 2021-2022 at the State Islamic University of North Sumatra (UINSU) totaling 100 respondents. The Findings showed that simultaneously showed that the variables Income, Price, and Product Quality have a positive and significant effect on Consumer Purchasing Power. This underscores the critical role of these economics determinants in shaping students purchasing decisions for halal cosmetics. Furthermore, results of the study partially showed that income has a significant effect on consumer purchasing power, price has a significant effect on consumer purchasing power, and product quality has a significant effect on consumer purchasing power. These findings confirm the importance of economic factors in influencing consumer behavior among students, as well as the relevance of sharia economic principles in the context of halal cosmetic product marketing.

Keywords: Consumer Purchasing Power; Income; Price; Product Quality; Sharia Economics.

1. Introduction

The cosmetics and skincare industry in Indonesia has experienced significant growth in recent years. Growing public awareness of the importance of using products that are not only high-quality but also halal (permissible) in accordance with Sharia principles has encouraged the emergence of various halal-oriented skincare brands. This phenomenon is primarily demonstrated by the growing demand from Muslim consumers, who are increasingly selective in ensuring that the products they use are free from haram (forbidden) elements and produced in accordance with Islamic business ethics (Rizani et al., 2023). As human needs increase, purchasing power increases, given the increasing number of daily necessities. Furthermore, consumers can choose specific markets as locations for purchases. This situation is driven by the fact that everyone strives to improve their standard of living, which is related to their purchasing power for various needs. Purchasing power is related to consumption levels, prices, and income. People with low purchasing power or relatively low incomes will consume products at relatively lower prices and in smaller quantities (Silvia et al., 2021).

Table.1Market Share Data on Skincare Brand Sales in Indonesia February-September 2024

No.	Name Brand	Sales Volume
1	Skintific	18%
2	Wardah	15%
3	Maybelline	13%
4	The Originote	9%
5	Ms Glow	6%
6	Glad2Glow	9%
7	Somethinc	10%
8	Facetology	6%
9	Azarine	8%
10	Hanasui	5%
11	Brand Lainnya	1%
Total = 100%		

Source: beautynesia.id, (2024)

Table 2 shows the market share data for the top 10 skincare brands listed on Beautynesia. One brand that stands out is Skintific, which, despite only entering the Indonesian market in 2021, immediately achieved the top spot in skincare market share with an 18% contribution, surpassing established brands like Wardah, Maybelline, and Somethinc. This fact demonstrates a shift in consumer interest, particularly among Generation Z, toward products that are not only high-quality but also follow global trends and carry a halal label (Chitra et al., 2025). Skintific has been present in Indonesia since August 2021, Skintific has a vision of creating smart products that are accessible to everyone who wants to improve their skincare routine with pure active ingredients, smart formulations, and using more advanced technology in addition to fast and effective results, Skintific claims to prioritize long-term skin health, without sacrificing the health of the skin barrier (Chitra et al., 2025).

However, behind Skintific's successful penetration lies an interesting phenomenon worth examining. This product is positioned at a relatively higher price point compared to several competitors. This poses a challenge for students, particularly at UINSU, a consumer segment with limited income. On the one hand, students, as part of Generation Z, have a high tendency to follow trends, pay attention to lifestyle, and consider skincare an important part of their appearance. However, on the other hand, limited income can affect their purchasing power for premium products like Skintific. This phenomenon creates a gap between the product's high appeal and consumers' financial constraints. However, some students purchase Skintific products from various marketplace platforms such as Tokopedia, Shopee, TikTok, Instagram, and also through resellers near their homes (Chitra et al., 2025).

Purchasing power is a buyer's propensity to make a purchase, usually designed to maximize the likelihood of an actual purchase. After considering a range of alternative options, buyers will determine which is best and most appropriate. Purchasing power is an individual's capacity to meet potential needs. Factors influencing purchasing power include income, price, and product quality (Herlina et al., 2022). Income is the proceeds from economic activities related to a company's operations and the sale of its factors of production. Adequate and legitimate income will increase consumer purchasing power. Consumers should consider premium-priced products based on their financial capabilities. (Jannah et al., 2022). Price is another element besides brand image. It's the price a buyer pays for a product. Price drives purchasing interest, as most buyers seek high-quality, affordable products. Therefore, when purchasing a product, buyers always compare prices (Gunawan et al., 2024).

Table.2 Price Comparison of Several Skintific Products with Other Skincare Products

Jenis Produk	Skintific	Somethinc	Avoskin
Moisturizer	Rp. 107.000	Rp. 114.000	Rp. 89.000
Toner	Rp. 105.000	Rp. 70.000	Rp. 87.000
Sunscreen	Rp. 99.000	Rp. 98.000	Rp. 137.000
Serum	Rp. 108.000	Rp. 92.000	Rp. 119.000

source: Shopee.co.id, (2024)

From the table above, comparing the price of Skintific products with other products, it is clear that Skintific products are higher than other products. According to research (Gusdini et al., 2023), consumers' desire to consistently purchase goods or services is more driven by low prices, which typically increases purchase volume. The price of a product with better quality is a crucial factor in product sales. The current trend indicates that price and quality are customer preferences in increasing purchasing power. This is evident in the numerous Skintific skincare products and other products with varying prices, as well as high-quality and attractive products (Gusdini et al., 2023). Simply put, quality is the degree to which a company meets or exceeds the needs of its target market (A. D. Nasution et al., 2023). Product quality must also be considered because it is related to the volume of product purchases. If the quality of a product offered is good and appropriate, it will satisfy and build customer trust, making them more interested in repeat purchases. However, if the product quality is poor, customers will reconsider purchasing it (Yati et al., 2024). From an Islamic economic and financial perspective, several general principles are applied in financial systems and institutions to ensure compliance with Islamic law (sharia) and to differentiate Islamic finance from conventional finance (Soemitra, 2021).

Several previous studies have extensively discussed factors influencing consumer purchasing power, including income, price, and product quality. (Handayani et al., 2021) emphasize the importance of price and quality in determining consumer purchasing intention. Meanwhile, (Putri & Nugroho, 2022) indicate that consumer income is a primary factor influencing purchasing power. However, these studies generally focus on local products or general categories, without specifically addressing international halal cosmetic products that have recently entered the Indonesian market, such as Skintific. Furthermore, most studies focus on conventional perspectives without deeply linking them to Islamic economic principles. This study addresses two critical research gaps: first, the limited empirical research on student purchasing power for high-market-share international halal cosmetic products like Skintific; and second, the need to incorporate Sharia economic analysis, which considers the essential elements of halal, fairness, and business ethics for Muslim consumers.

This study aims to analyze the factors that influence consumer purchasing power towards Skintific from a sharia economics perspective with a case study of UINSU students. Through this study, it is hoped that a comprehensive picture can be obtained regarding how variables such as product quality, price, income and halal aspects together shape consumer purchasing decisions. In addition, this study also wants to examine how Islamic economic values, especially those related to business ethics and fairness, also influence consumer behavior among students. Thus, the author will examine "Analysis of Factors Influencing Consumer Purchasing Power Towards Skintific Products in the Perspective of Islamic Economics (Case Study: UINSU Students)".

2. Literature Review

Income

Income is generally defined as the inflow of economic benefits that increases an individual's or household's equity from normal activities. According to (Pertiwi & Yenni, 2024) income is the receipt of salary or remuneration from business results earned by an individual or household group in a given month and used to meet daily living needs. In the context of Sharia perspective, income must also be ensured to come from halal sources, because halal income implies blessings in consumption. Income indicators in this perspective include the halal source of income, the relationship between education level and income, and the balance between income and expenditure. Thus, the amount of income, coupled with inherent moral values, will determine consumers' purchasing power for a product. Maria Martina Mboko (2023) states that income indicators in the context of Islamic economics are halal income, education and income, and expenditure and income. These indicators can be used to measure income and analyze its influence on economic behavior, including consumer purchasing power. (Maria et al., 2023)

Price

Besides income, price has a significant influence on consumer purchasing power. Price is not just a number attached to a product but also reflects the value perceived by consumers. Price plays a role in business and enterprise operations, therefore, it is very important for the economy. In other words, the set price level will impact the turnover of goods sold (Ellina Satyana, Muhammad Arif, 2023). According to theory (Al-Fauziah et al., 2024), price is explained as a key element in market mechanisms because it functions to determine what is received by the seller and what is paid by the buyer. Added that consumer satisfaction will increase if the price is considered commensurate with the benefits received, and conversely, it will decrease if the price is considered too high or too low compared to the quality offered.

Factors influencing pricing include raw material costs, production costs, marketing costs, inflation, market competition, and consumer demand. Determining prices requires a specific policy. A policy is a plan, meaning it is a statement that guides and channels thoughts and actions in decision-making. It defines the area within which a decision will be made and ensures that the decision will be consistent by contributing to the goal (R. W. S. Nasution & Aslami, 2022). Price indicators frequently used in research include affordability, price competitiveness, price-to-quality ratio, and price-to-benefit ratio (Rohwiyati, 2021). Therefore, in the context of student consumers, price is a highly sensitive aspect and determines purchasing decisions, especially when dealing with premium products like Skintific.

Product Quality

According to research (Sani et al., 2022), product quality is an aspect that companies must pay attention to because it is closely related to consumer satisfaction. Consumers with a high awareness of quality tend to be more willing to pay a higher price to get a product that meets their expectations. Product quality is said to be good if the product meets expectations (Mhd. Rizky & Sugianto, 2021). (Nurlia & Risa, 2023) added that quality is influenced by product function, physical appearance, and production costs. While quality indicators include durability, reliability, conformity to specifications, special features, and aesthetic aspects. Products with good quality will increase consumer satisfaction and loyalty, while poor quality will decrease purchasing interest and even encourage consumers to switch to competing products (Adila Husna & Nur Ahmadi, 2022).

Purchasing power

The concept of purchasing power is highly relevant to the analysis of staple goods, as domestic prices can be affected by exchange rate fluctuations and inflation (Azkiya et al., 2025). (Harahap, 2024) state that purchasing power is strongly influenced by economic conditions, inflation, and the prices of staple goods. An increase in purchasing power is clearly visible when it exceeds the level observed in the previous period, while a decrease is reflected in the presence of a higher level of purchasing power compared to the previous period (Harahap, 2024). (Herlina et al., 2022) also emphasize that consumer purchasing power is directly influenced by income, price, and product quality. Purchasing power indicators according to (Reza & Lis, 2023) include purchasing tendencies, the ability to provide product references, strong preferences for certain brands, and information exploration activities before making a purchase.

Consumer Purchasing Power in Islamic Economics

From an Islamic economic perspective, consumer purchasing power is viewed not only from a material perspective but also from a moral and spiritual perspective. (Fuadi et al., 2021) state that in Islamic economics, conducting a business must be based on faith and moral values, as well as ethical morals for every activity, whether as a consumer, producer, or distributor. (Razali, 2021) states that halal and haram are fundamental requirements in consumption activities. Muslim consumers have a strong tendency to choose halal products, in accordance with Allah's word in Surah Al-Baqarah verse 275, which emphasizes that Allah permits trading and prohibits usury. From an Islamic legal perspective, buying and selling is permissible based on the consensus of scholars or ijma'. The permissibility of buying and selling is also based on Allah's word in the Qur'an, Surah Al-Baqarah verse 275, which states:

3. Method

This study aims to identify key elements such as price, product quality, that can influence consumer purchasing power. Furthermore, the author aims to analyze how Islamic economic principles, such as fairness, transparency, and ethics, influence consumer behavior in purchasing these products. This study utilizes a quantitative research approach to investigate the causal relationship between the independent variables (Income, Price, and Product Quality) and the dependent variable (Consumer Purchasing Power). The target population for this study consists of all active students at the State Islamic University of North Sumatra (UINSU) from the 2021-2022 academic year, officially totaling 27,693 students. The sample size was determined using the Slovin formula with a 10% margin of error, resulting in a calculated sample of 100 respondents. This sample size is considered statistically adequate for the planned multivariate analysis.

The questionnaire technique is a data collection method used in research to obtain information from respondents through a series of questions that have been systematically compiled and then distributed to respondents (sample). A sample is a part or subset of a population selected for research or analysis purposes. Samples are used to represent the characteristics of the population as a whole, so that the results obtained from the sample can be generalized to the larger population. Data analysis techniques are systematic processes used to process and analyze data collected in a study. In this study, data analysis used a questionnaire to collect information and results from respondents using a Likert scale. Then, the results from the respondents will be tested including validity and reliability tests to test the question instrument. And also classical assumption tests include the Normality test, Multicollinearity Test, and heteroscedasticity test. And to test the hypothesis includes multiple linear regression tests, T tests, R tests, and determination analysis (R²). Data obtained from the questionnaire will be analyzed using SPSS 26. The data collection technique in this study was by distributing questionnaires using Google Forms to students. A questionnaire is a data collection technique that involves systematically structured questions. Respondents are asked to provide measurable responses using predetermined answer options or by filling in blanks. The variables used in this study were a Likert scale, with each variable ranging from 1 to 5 statements.

4. Findings and discussion

1. Validity Test

Validity testing ensures that the collected data truly reflects the phenomenon or construct being studied. The indicator used to measure this validity test is the Corrected Item Total Correction with a standard of 0.194.

Table 4.1 Validity Test Results

Variable	Item	r Count	r Table	Description
Income (X1)	X1.1	0.711	0.195	Valid
	X1.2	0.577	0.195	
	X1.3	0.808	0.195	
	X1.4	0.692	0.195	

		X1.5	0.661	0.195	
		X2.1	0.481	0.195	
		X2.2	0.781	0.195	
Price		X2.3	0.829	0.195	Valid
(X2)		X2.4	0.823	0.195	
		X2.5	0.690	0.195	
		X3.1	0.566	0.195	
		X3.2	0.528	0.195	
Product	Quality	X3.3	0.715	0.195	Valid
(X3)		X3.4	0.662	0.195	
		X3.5	0.665	0.195	
		Y1	0.796	0.195	
		Y2	0.624	0.195	
Purchasing		Y3	0.756	0.195	Valid
Power		Y4	0.498	0.195	
(Y)		Y5	0.773	0.195	

Source: SPSS 26 Processing Results, 2025

Based on the results of the validity test using Pearson correlation, all indicators in variables X1 (Income), X2 (Price), X3 (Product Quality), and Y (Purchasing Power) have a calculated r value greater than the r table (0.195) and a significance value (Sig. 2-tailed) < 0.05 . This indicates that all question items are declared valid and able to measure the construct of each variable significantly. Therefore, all indicators are suitable for use in further research analysis.

2. Reliability Test

A reliability test measures the consistency or reliability of an instrument (e.g., a questionnaire) in measuring a variable or construct. The higher the reliability, the more consistent the measurement results will be when repeated measurements are taken. This reliability test consists of respondents' answers. A commonly used indicator for reliability is the Cronbach's Alpha coefficient, with a standard value of 0.60.

Table 4.2 Reliability Test Results

Variable	Total Item	Cronbach's Alpha	Test Limits	Description
X1 (Income)	5	0.725	≥ 0.60	Reliabel
X2 (Price)	5	0.775	≥ 0.60	Reliabel
X3(Product Quality)	5	0.616	≥ 0.60	Reliabel
Y (Purchasing Power)	5	0.731	≥ 0.60	Reliabel

Source: SPSS 26 Processing Results, 2025

Based on the test results, the Cronbach's Alpha value was 0.725 for variable X1 (Income), 0.775 for variable X2 (Price), 0.616 for variable X3 (Product Quality), and 0.731 for variable Y (Purchasing Power). All of these values are above the minimum limit of 0.60, indicating that all items in this research instrument have fairly good internal consistency and are declared reliable. Thus, all instruments for each variable are suitable for use in further analysis.

3. Classical Assumption Test

a. Normality Test

The main indicator for measuring this test is the significance value of the statistical test used, such as the Kolmogorov-Smirnov test with a significance value standard of > 0.05 , then the data is considered to be normally distributed.

Table 4.3 Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}		Mean
		.0000000
		Std. Deviation
		2.51152028
Most Extreme Differences	Absolute	.050
	Positive	.047
	Negative	-.050
Test Statistic		.050
Asymp. Sig. (2-tailed) ^c		.200 ^d
a. Test distribution is Normal.		
b. Calculated from data.		

Source: SPSS 26 Processing Results, 2025

The normality test in this study was conducted using the One-Sample Kolmogorov-Smirnov Test method to determine whether the residual data is normally distributed or not. Based on the analysis results, a significance value (Asymp. Sig. 2-tailed) of 0.200 was obtained. This value is greater than the established significance limit of 0.05, so it can be concluded that the residual data in this study is normally distributed. This indicates that the normality assumption in the regression model has been met, so the data is suitable for further analysis.

b. Multicollinearity Test

If the tolerance value > 0.10 or the Variance Inflation Factor (VIF) value < 10, then the multicollinearity test passes.

Table 4.4 Multicollinearity Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.384	1.911		2.294	.024		
	Income	.370	.096	.373	3.837	<.001	.651	1.536
	Price	.229	.090	.242	2.528	.013	.674	1.483
	Product Quality	.228	.073	.249	3.105	.002	.958	1.044
a. Dependent Variable: Purchasing Power								

Source: SPSS 26 Processing Results, 2025

A multicollinearity test is performed to determine whether there is a high correlation between the independent variables in a regression model. Multicollinearity can be detected by measuring the Tolerance and Variance Inflation Factor (VIF) values. Based on the output in Table 4, the results obtained from the Tolerance Value for the Income variable are 0.651, Price has a tolerance of 0.674, and Product Quality has a tolerance value of 0.958. Also, the VIF value for the Income variable is 1.536, the VIF value for the Price variable is 1.483, and the VIF value for Product Quality is 1.044.

The Tolerance value for all variables is greater than 0.10 and the VIF value is less than 10, indicating that there is no multicollinearity symptom among the independent variables in the regression model, because none of the independent variables have a very high linear relationship with each other.

Thus, it can be concluded that the regression data meets the assumption of no multicollinearity and is suitable for further testing.

4. Heteroscedasticity Test

Table 4.5 Heteroscedasticity Test Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.096	1.090		3.759	<.001
	Income	-.022	.055	-.050	-.407	.685
	Price	-.097	.052	-.226	-1.885	.063
	Product Quality	.004	.042	.010	.095	.925

a. Dependent Variable: ABS_RES

Source: SPSS 26 Processing Results, 2025

The heteroscedasticity test in this study was conducted using the Glejser Test which aims to detect the presence of inequality of variance (heteroscedasticity) in the regression model. Based on the output in Table 5, the significance value (Sig.) for each independent variable on ABS_RES is as follows: Income of 0.685, Price of 0.063, Product Quality of 0.925. Because all significance values are greater than 0.05, which means there are no symptoms of heteroscedasticity in this regression model. Thus, it can be concluded that the regression model has met the assumption of homoscedasticity and is suitable for use in further hypothesis testing.

5. Multiple Linear Regression Analysis

The formula for the multiple linear regression equation is $Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$

Table 4.6 Multiple Linear Regression Analysis
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.384	1.911		2.294	.024
	Income	.370	.096	.373	3.837	<.001
	Price	.229	.090	.242	2.528	.013
	Product Quality	.228	.073	.249	3.105	.002

a. Dependent Variable: Daya Beli

Source: SPSS 26 Processing Results, 2025

This study uses multiple linear regression analysis to determine the effect of the variables Income (X1), Price (X2), and Product Quality (X3) on the Purchasing Power of Skintific Products (Y). The regression equation generated from the SPSS output is as follows: $Y=4.384+0.370X_1+0.229X_2+0.228X_3+e$

Interpretation of Regression Coefficients:

1. Constant ($\beta_0 = 4.384$): If all independent variables (Income, Price, and Product Quality) are zero, then the purchasing power value of scintifi products is estimated to be 4.384 units.
2. Income (X1): A coefficient of 0.370 with a significance value <0.001 indicates that Income has a positive and significant effect on Purchasing Power. This means that every one unit increase in Income will increase Purchasing Power by 0.370 units, assuming other variables are constant.

3. Price (X2): A coefficient of 0.229 with a significance value of 0.013 indicates that price also has a positive and significant effect on purchasing power. This means that the more appropriate or affordable the price of Skintific products, the more consumer purchasing power will increase by 0.229 units.
4. Product Quality (X3): A coefficient of 0.228 with a significance value of 0.002 indicates that Product Quality has a positive and significant effect on Purchasing Power. This means that an increase in perception of Skintific product quality will increase Purchasing Power by 0.228 units.

6. Hypothesis Testing

a. Simultaneous Test (F Test)

F test if the sig. Value < 0.05 or F count > F table then there is a simultaneous influence of variable X on variable Y.

Table 4.7 F Test ANOVA^a

Model	Sum of Squares	df	Mean Square	125.	F	Sig.
1	Regression	431.324	3	143.775	22.103	.000 ^b
	Residual	624.466	96	6.505		
	Total	1055.790	99			

a. Dependent Variable: Daya Beli
b. Predictors: (Constant), KualitasProduk, Harga, Pendapatan

Source: SPSS 26 Processing Results, 2025

Based on the results of simultaneous hypothesis testing through the F test, the F count value was obtained at 22.103 with a significance level of 0.000. This value was then compared with F table at a significance level of 5% ($\alpha = 0.05$) with degrees of freedom $df1 = 3$ (number of independent variables) and $df2 = 96$ ($n - k - 1$), so that the F table was obtained at 2.70. Because the F count value (22.103) is greater than F table (2.70) and the significance value is less than 0.05, it can be concluded that the variables of income, price, and product quality simultaneously have a significant effect on purchasing power. Thus, the regression model in this study is suitable for further analysis because it has met the requirements for simultaneous significance.

b. Partial Test (t-Test)

T-test if the sig. Value < 0.05 or t count > t table then the independent variable has an effect on the dependent variable.

Table 8. t test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	4.384	1.911		2.294	.024
	Pendapatan	.370	.096	.373	3.837	<.001
	Harga	.229	.090	.242	2.528	.013
	KualitasProduk	.228	.073	.249	3.105	.002

a. Dependent Variable: Daya Beli

Source: SPSS 26 Processing Results, 2025

Partial hypothesis testing in this study was conducted using a t-test to determine the effect of each independent variable—income, price, and product quality—on purchasing power. Based on the output of the coefficients table, it is known that:

1. Income (X1)
It has a t-count value of 3.837 with a significance value <0.001. Because t-count (3.837) > t-table (1.985) and the significance value is less than 0.05, it can be concluded that income has a significant effect on purchasing power.
2. Price (X2)
It has a t-value of 2.528 with a significance value of 0.013. Since the t-value is greater than t-table and the significance is less than 0.05, price also has a significant effect on purchasing power.
3. Product Quality (X3)
Which has a t-value of 3.105 and a significance of 0.002. Because the t-value > t-table and significance < 0.05, the Product Quality variable is also proven to have a significant effect on Purchasing Power.

Thus, all independent variables in this model partially have a significant influence on the dependent variable, namely Purchasing Power.

c. Coefficient of Determination (R2)

Table 9. Coefficient of Determination (R2)

Model Summary				
Model	R	R Square	Adjusted Square	RStd. Error of the Estimate
1	.639 ^a	.409	.390	2.55046
a. Predictors: (Constant), KualitasProduk, Harga, Pendapatan				

Source: SPSS 26 Processing Results, 2025

Based on the Model Summary output in Table 9, the coefficient of determination (R Square) is 0.409 and the Adjusted R Square is 0.390. This indicates that 39.0% of the variation or changes that occur in the Purchasing Power variable can be explained by the independent variables, namely Income, Price, and Product Quality. The R Square value of 0.409 indicates that the strength of the regression model in explaining the relationship between the independent variables and the dependent variable is in the moderate category. Thus, it can be concluded that Income, Price, and Product Quality have a joint contribution of 40.9% which is quite large in influencing consumer purchasing power.

Discussion

The Influence of Income on Consumer Purchasing Power for Scientific Products among UINSU Students

Based on the results of the t-test, it shows that the Income variable (X1) has a calculated t-value of 3.837 with a significance level of <0.001, meaning it is less than 0.05. Thus, partially, income has a significant effect on people's purchasing power. This shows that the higher a person's income, the greater the individual's ability and tendency to purchase products. Income provides a driving force in terms of purchasing power because it determines the consumer's economic capacity to meet their needs. This finding is consistent with the results of research (Sari & Wulandari, 2023) which states that consumer income is the main factor influencing the ability to purchase a product.

The Influence of Price on Consumer Purchasing Power for Scientific Products among UINSU Students

Based on the price variable, the calculated t-value is 2.528 with a significance level of 0.013. Because this significance value is less than 0.05, it can be concluded that price has a significant effect on purchasing power partially. This means that price is an important factor that is a primary consideration in consumer purchasing decisions. Consumers tend to consider the suitability of price to the benefits or quality of the product obtained. The more affordable or appropriate the price of a product, the greater the likelihood of consumers purchasing it. This result is supported by research (Handayani et al., 2021) which states that competitive prices can increase consumer purchasing power, especially if the price is commensurate with the quality of the product offered.



The Influence of Product Quality on Consumer Purchasing Power for Scientific Products among UINSU Students

Based on the t-test results, the Product Quality variable (X3) has a calculated t-value of 3.105 with a significance level of 0.002, which means it is smaller than 0.05. Therefore, it can be concluded that product quality has a partial significant effect on consumer purchasing power. This indicates that consumer perception of product quality is one of the main factors in determining purchasing decisions. Products with good quality tend to provide trust and satisfaction to consumers, thereby increasing their tendency to make purchases. This finding is in line with research (Pratama & Nugraha, 2024) which states that product quality is an important factor in increasing consumer purchasing power because quality reflects the value of the benefits obtained from the product.

The Influence of Income, Price and Product Quality on Consumer Purchasing Power for Scientific Products among UINSU Students

Based on the results of the ANOVA test on the multiple linear regression model, the calculated F value was 22.103 with a significance level of 0.000. This significance value is smaller than the significance level of 0.05, which means that simultaneously the variables Income (X1), Price (X2), and Product Quality (X3) have a significant effect on Purchasing Power (Y). This indicates that the three independent variables together are able to explain the variations that occur in consumer purchasing power for the product studied. Thus, the regression model used in this study is suitable for use in predicting people's purchasing power. These results are supported by research (Putri & Nugroho, 2022) in the Indonesian Journal of Management and Business which states that economic factors such as income, as well as product attributes such as price and quality, together have a significant influence on consumer purchasing behavior. Thus, this study concludes that income, price, and product quality simultaneously and partially have a significant effect on people's purchasing power for the products studied.

5. Conclusion

Based on the results of research that has been conducted on the Analysis of Factors Influencing Consumer Purchasing Power for Skintific Products in the Sharia Economic Review with a case study on students of the State Islamic University of North Sumatra (UINSU), it can be concluded that students' purchasing power for international halal skincare products, especially Skintific, is influenced by a combination of economic factors and perceived quality internalized in their purchasing decisions. The results of the regression analysis show that the variables of income, price, and product quality have a significant effect both simultaneously and partially on consumer purchasing power. In addition to income, price is also proven to have a significant influence on purchasing decisions. Students, as relatively price-sensitive consumers, tend to consider the suitability of price to the benefits and quality of a product before deciding to purchase. When the price is deemed affordable or commensurate with the value received, purchasing power increases. This shows that, in the context of students, a reasonable price that is in line with their financial capabilities is a determining factor that cannot be ignored. Product quality is the next factor that influences purchasing power. Simultaneously, the three variables of income, price, and product quality are able to explain the purchasing power of UINSU students for Skintific products with a significant contribution, although there are other factors outside this study that also have the potential to influence purchasing power, such as promotions, brand image, or lifestyle trends. Limitation the beauty industry, especially on digital platforms, moves very quickly. Analysis results from one time period may not be entirely relevant in the long term due to constantly changing trends and marketing strategies.

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