

ABSTRACT

Over the past few years, Indonesia's Skincare industry has undergone significant transformation, marked by the rapid growth of Chinese Skincare brands. Notably, within less than two years, several Chinese Skincare brands have climbed to the top of Indonesia's Skincare sales rankings—a remarkable feat considering that in previous decades, Chinese Skincare products were rarely chosen by Indonesian consumers and were often perceived as low-quality. This dramatic shift in consumer perception highlights a broader change in consumption behavior and presents a major competitive challenge for local beauty brands.

This study aims to examine the influence of Country of Origin, Brand Image, and Product Price on Customer Satisfaction, with Purchase Decision acting as a mediating variable, in the context of Chinese Skincare products in the Indonesian market. A quantitative approach was employed, using purposive sampling of 300 Skincare users, and data analysis was conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS) via SmartPLS 4.

The findings reveal that Country of Origin, Brand Image, and Product Price significantly influence purchase decisions. Furthermore, Brand Image, Product Price, and Purchase Decision also have a significant effect on Customer Satisfaction. However, Country of Origin does not have a direct effect on satisfaction, but rather an indirect one through purchase decisions. These results highlight the importance of brand communication strategies, value-based pricing, and positive user experiences in building consumer loyalty amid growing competition between local and global brands.

Kata kunci : Country of Origin, Brand Image, Product Price, Purchase Decision, Customer Satisfaction, Chinese *Skincare*, SEM-PLS