

The Influence of Reseller-Based Marketing Strategy and Product Safety Perception on Consumer Purchase Decisions of SR12 Skincare in Bandung City

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Abstract

This study has three variables: reseller-based marketing strategy and perception of product safety as independent variables, and purchase decision as dependent variable. The purpose of this study is to evaluate how consumer perceptions of reseller marketing strategy and product safety influence purchasing decisions for SR12 skincare products in Bandung, both separately and jointly. This study uses a quantitative approach with descriptive and verification analysis methods. The study population is consumers who have purchased SR12 products, with samples drawn using random sampling. Data were collected through questionnaires and analyzed using multiple linear regression with SPSS version 26 to test the influence of reseller-based marketing strategy and perception of product safety on purchasing decisions. The results of the study indicate that the reseller-based marketing strategy is in the good category, as is consumer perception of product safety. The current level of purchasing decisions for SR12 skincare products is relatively high. Based on statistical tests, it can be concluded that the reseller-based marketing strategy and perception of product safety significantly influence purchasing decisions for SR12 skincare products in Bandung, both simultaneously and partially.

Keywords: Marketing Strategy, Reseller, Perception of Product Safety, Purchasing Decisions.

INTRODUCTION

The development of digital technology has made it easier for people to buy and sell products from home, including within the skincare industry, which has experienced rapid growth in Indonesia. According to market data, the value of Indonesia's cosmetics and skincare industry is estimated to reach IDR 142–160 trillion, with the number of business players continuing to increase. The skincare trend influenced by Korean culture has also strengthened this market growth, resulting in intense competition between local and international brands.

One of the most popular marketing strategies is the reseller-based system, which allows for wider market penetration through direct selling and personalized approaches. However, the main challenge lies in building consumer trust, particularly regarding product safety—an ongoing concern despite products being registered and approved by the BPOM (Indonesia's National Agency of Drug and Food Control).

SR12, a local herbal skincare brand, utilizes a reseller agent system to expand its market reach. Although SR12 products are safe and certified, the brand has not yet ranked among the top 10 most popular skincare brands in Indonesia. The following are the ten skincare brands most commonly used by Indonesian consumers:

Table 1. Top 10 Most Used Skincare Products by Indonesians

No	Brand Name	Description
1.	Wardah	A local skincare brand renowned for its halal and effective products for all skin types. Based on its popularity, Wardah is considered the No. 1 skincare brand in Indonesia. Wardah offers a range of high-quality skincare products, and its products are also innovated to suit different skin types and conditions.
2.	Scarlett	This brand offers body care products and is renowned for its range of whitening products. Total sales for the Scarlett brand alone exceeded IDR 40.9 billion between April and June 2022.
3.	MS Glow	This brand once ranked first with the best-selling skincare in Indonesia, according to the compass.co.id page for the period 1-18 February 2021. This best-selling local brand on e-commerce achieved sales reaching 51%.



4.	Something	Founded in 2019, Somethingnc has recorded total sales of IDR 53.2 billion, reaching the top spot in mid-2022. This brand offers products specifically designed to address Indonesian women's skin concerns using high-quality ingredients. It offers innovation in skincare with effective active ingredients.
5.	Avoskin	Popular for its natural products suitable for various skin concerns, Avoskin is known for its green beauty concept. Founded in 2014, Avoskin reached fourth place in 2022 with sales of IDR 28 billion. Its products use natural ingredients such as tea tree, aloe vera, and raspberry, which are ideal for sensitive skin.
6.	Whitelab	Known for its skin-brightening products, Whitelab is a local Indonesian beauty brand founded in 2020 by Jessica Lin. Whitelab uses premium ingredients and advanced laboratory technology to create the best product formulations. Whitelab products are specially formulated for Indonesian skin and are claimed to address various skin concerns, such as acne, oily skin, dry skin, and the reduction of large pores.
7.	Skintific	Among the best-selling skincare products in Indonesia, Skintific is a new brand that has quickly become famous for its technological innovations.
8.	Azarine	This local brand from East Java focuses on skincare and body care. Azarine was first created to bring Indonesian herbal spa recipes to the convenience of modern retail markets and beauty salons. Today, one of its most sought-after flagship products is sunscreen. Azarine sunscreen claims to protect skin from UVA and UVB rays, control excess oil, and maintain fresh skin. Azarine Hydrasoothe Gel SPF 45 PA+++ sunscreen is suitable for aging skin types, including sensitive, oily, and acne-prone skin.
9.	Emina	This is a very popular local skincare brand, especially among teenagers, known for its cute packaging and affordable prices. One of its flagship products is Emina Bright Stuff Face Wash, which helps brighten skin and maintain moisture. Emina also offers a variety of skincare products, such as toners, moisturizers, and sunscreens, tailored to the needs of teenage skin.
10.	Hanasui	Offering a variety of skincare and cosmetics offering maximum benefits without breaking the bank. One of Hanasui's products, the Hanasui Naturgo Mud Mask, once went viral. This mud mask contains natural ingredients and is claimed to be effective in detoxifying the skin, reducing excess oil, and treating acne. Hanasui also offers a number of other flagship products, including serums and peel-off masks.

Source: <https://www.cantika.com>

Based on the data above, SR12 is not included among the top 10 skincare brands most widely used by Indonesian consumers due to limitations in marketing strategies and consumer trust. Sales data from resellers indicate that many have not yet reached their sales targets, mainly because of difficulties in promotion and low consumer confidence.

Product safety perception is a crucial factor in skincare purchasing decisions. Consumers tend to prefer products that are guaranteed to be authentic and safe for use. Education provided by resellers and the level of trust consumers have in them also significantly influence purchasing choices. Internal surveys show that the majority of SR12 buyers purchase products through resellers and consider safety as their primary factor in decision-making.

According to Larasati and Darpito (2023), product safety perception is defined as the consumer's subjective assessment of a product's safety level, encompassing their belief in protection against harm, fraud, or other potential risks. Meanwhile, Syafitri (2024) stated that perceptions of product safety have a significant influence on purchasing decisions for skincare products.

This study aims to evaluate the influence of reseller-based marketing strategies and product safety perception on consumer purchasing decisions of SR12 skincare, with the expectation of helping develop more effective marketing strategies and enhancing consumer trust.

LITERATURE REVIEW

Management

According to Schein (2010) as cited in Meimoon Ibrahim (2023), management is defined as a *profession*. Management as a profession requires individuals to work professionally. Its characteristics include: professionals make decisions based on general principles, they earn their status by achieving specific performance standards, and they are bound by a strong code of ethics.

According to Ricky W. Griffin in his book “*Business*” (as cited in Lia Nira Wati, 2020), management is defined as a process of planning, organizing, coordinating, and controlling resources to achieve goals effectively and efficiently.

Marketing Management

According to Sudarsono (2020) in Rafa and Siska (2023), marketing management is a process involving the planning and implementation—including organizing, directing, and coordinating—of marketing operations within a company to achieve organizational efficiency and effectiveness.

Rahmad Solling Hamid et al. (2023), in their book *Ilmu Manajemen Pemasaran*, state that marketing management is an integral part of business success, as it helps companies understand markets and customers, and develop effective and efficient marketing strategies to achieve their business objectives.

According to Eris Sutrisna et al. (2024) in their book *Manajemen Pemasaran*, marketing management is defined as a series of activities and processes used by companies to create, communicate, and deliver value to customers, while managing customer relationships in ways that benefit both the company and its stakeholders.

Reseller Marketing Strategy

According to Kereh (2018) as cited in Sope et al. (2023), a marketing strategy refers to the implementation of procedures that position a product in the consumer’s mind. This strategy focuses on how to build trust, confidence, and competence among customers.

According to Swastha (2018), a marketing strategy can be defined as a comprehensive plan describing how a company should operate to achieve its goals. It includes a set of objectives, targets, policies, and rules that guide marketing efforts over time at various levels of the company, especially as a response to changing environments and competition.

According to Ahmad Syafii (2013) in Wanti (2022), a reseller is a person who resells goods from a supplier without maintaining their own inventory, earning commissions either set by themselves or the supplier. However, to become a reseller, one must first purchase products from the supplier.

Product Safety Perception

According to Suhir, Suyadi, and Riyadi (2014) as cited in Wirawan et al. (2020), risk (safety) perception is a person’s subjective assessment of the likelihood of an accident occurring and how concerned the individual is about the potential consequences or impacts of that event.

According to Nismawati (2018) in Asytuti and Astuti (2021), product safety perception serves as essential information that consumers need to know before purchasing a product. Consumers will consider buying a product only if its safety is assured—especially for products intended for direct use or consumption.

Purchase Decision

According to Schiffman and Kanuk (2008) in Sari (2021), a purchase decision is the selection among two or more alternative options by consumers. Although the process of making purchase decisions is generally similar for everyone, it is influenced by personality traits, age, income, and lifestyle. Consumers always have the choice between purchasing or not purchasing a product; thus, they are constantly making decisions in their daily lives.

According to Fandy Tjiptono (as cited in Yenni Arfah, 2022), a purchase decision is part of consumer behavior, which includes all actions directly involved in obtaining and determining products or services, including the decision-making processes that precede and follow these actions.

METHOD

In this study, the researcher used a quantitative research method with a descriptive and verification approach. The descriptive method is used to determine the value of one or more variables, while the verification method aims to identify the relationship between specific variables.

According to Ramdhan (2021), the descriptive method is a research method used to describe research results. As the name suggests, this type of research aims to provide a description, explanation, and validation of the phenomena being studied. When using a descriptive approach, the research problem must be relevant, scientifically valuable, and not overly broad. Its objectives should be specific, using factual data rather than opinions.

According to Wailan et al. (2021), the verification method is a research approach used to determine causal relationships (cause-and-effect relationships) between variables by testing hypotheses through statistical calculations, resulting in evidence indicating whether the hypothesis is accepted or rejected.

The population in this study consisted of data on the number of resellers and individuals who had used SR12 products in Bandung City. Based on the combined data from resellers, there were 500 SR12 product users, with a sample size of 83 respondents. Sampling was conducted using the purposive sampling technique, and the sample size was determined using the Slovin formula. The data source used in this study was primary data, obtained directly from respondents through questionnaires distributed by the researcher.

Analysis Design

The analysis design serves to systematically describe the research objectives. In this process, statistical formulas were applied to determine the significance level of the relationship between reseller-based marketing and product safety perception on consumer purchase decisions for SR12 skincare. Furthermore, hypothesis testing was conducted to evaluate the extent to which the calculated *t-value* and *f-value* contributed to model testing and validation.

RESULTS AND DISCUSSION

Instrument Quality Testing

Validity Test

Table 2. Validity Test

Variable	Statement Items	r-count	r-critical	Information
Reseller-Based Marketing Strategy	X1.1	0,843	0,30	Valid
	X1.2	0,814	0,30	Valid
	X1.3	0,854	0,30	Valid
	X1.4	0,579	0,30	Valid
	X1.5	0,683	0,30	Valid
	X1.6	0,680	0,30	Valid

Product Safety Perception	X2.1	0,769	0,30	Valid
	X2.2	0,663	0,30	Valid
	X2.3	0,845	0,30	Valid
	X2.4	0,871	0,30	Valid
	X2.5	0,605	0,30	Valid
	X2.6	0,567	0,30	Valid
Buying decision	Y.1	0,515	0,30	Valid
	Y.2	0,794	0,30	Valid
	Y.3	0,775	0,30	Valid
	Y.4	0,759	0,30	Valid
	Y.5	0,659	0,30	Valid

Source: SPSS Data Processing Results version 26, 2025

Based on Table 2 above, it can be seen that all statement items in the questionnaire have an *r-count* value greater than the *r-table* value. Therefore, it can be concluded that all variables in this study meet the validity criteria.

Reliability Test

Table 3. Reliability Test

Variable	Cronbach's Alpha	Criteria	Description
Reseller-Based Marketing Strategy	0,831	0,60	Reliable
Product Safety Perceptions	0,743	0,60	Reliable
Purchase Decisions	0,722	0,60	Reliable

Source: SPSS Data Processing Results version 26, 2025

Based on Table 3 above, all Cronbach’s Alpha values are greater than 0.60. Therefore, all instrument items are declared reliable. This indicates that the research instrument used is consistent in measuring the variables under study.

Data Transformation

Before conducting data analysis using SPSS version 26, the measurement level of all variables must first be converted from an ordinal scale to an interval scale by applying the Methods of Successive Intervals (MSI). To determine whether the independent variables — reseller-based marketing (X1) and product safety perception (X2) — simultaneously influence repurchase decisions (Y), the analysis will be carried out using multiple linear regression testing.

Descriptive Analysis

Table 4. Continuum Line of Reseller-Based Marketing Strategy (X1)

Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
498	896,4	1.294,8	1.693,2	1.937	2.091,6				2.490

Based on Table 4 above, it is known that the reseller-based marketing strategy for SR12 products falls into the “good” category. This is evidenced by a score of 1937 on the continuum line, which is classified under the “agree” category. Therefore, it can be

concluded that the reseller-based marketing strategy has an influence on the purchase decisions of SR12 skincare consumers in Bandung City.

Table 5. Product Safety Perception Continuum (X2)

Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
498	896,4	1.294,8	1.693,2	2.091,6	2.191	2.490			

Based on Table 5 above, it is known that the perception of product safety for SR12 skincare falls into the “**very good**” category. This is evidenced by a score of **2191** on the continuum line, which is classified under the “**strongly agree**” category. Therefore, it can be concluded that product safety perception has an influence on the purchase decisions of SR12 skincare consumers in Bandung City.

Table 6. Purchasing Decision Continuum (Y)

Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
415	747	1.079	1.411	1.743	1.751	2.075			

Based on Table 6 above, the purchase decisions for SR12 skincare products in Bandung City are classified as very good. This is indicated by a score of 1751 on the continuum line, which falls into the “strongly agree” category. Thus, it can be concluded that purchase decisions show a positive indication toward SR12 skincare in Bandung City.

Multiple Linear Regression Analysis

Table 7. Summary of the Results of the Coefficients of Reseller-Based Marketing Strategy (X1) and Perception of Product Safety (X2) on Purchasing Decisions (Y)

Model		Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	4.891	1.484			3.295	0.001
	marketing strategy	0.168	0.082	0.219		2.041	0.045
	security perception	0.427	0.093	0.495		4.611	0.000

a. Dependent Variable: purchasing decision

Source: SPSS Data Processing Results version 26, 2025

Path structure equation:

$$Y = 4.891 + 0.168 + 0.427 + e$$

Normality Test

Table 8. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

Unstandardized Residual	
N	83

Normal Parameters ^{a,b}	Mean	0.000000
	Std. Deviation	2.45350324
Most Extreme Differences	Absolute	0.085
	Positive	0.041
	Negative	-0.085
Test Statistic		0.085
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source: SPSS Data Processing Results version 26, 2025

Based on the One-Sample Kolmogorov-Smirnov Test table, the Asymp. Sig. (2-tailed) value was compared with the significance level of 0.05 ($\alpha = 5\%$) to determine the decision. The results of the normality test show a value of $0.200 > 0.05$, indicating that the data are normally distributed.

Hypothesis Testing

T-Test (Partial Test)

If the significance value is less than 0.05, it indicates that variables X1 and X2 have an influence on variable Y. In this study, the obtained significance value was 0.05, and the *t-table* value was 1.661. If the *t-calculated* value is greater than the *t-table* value, it can be concluded that variables X1 and X2 significantly influence variable Y. The *t-table* value is determined based on the degree of freedom (df) using the formula $df = n - k - 1$, which in this case is $df = 83 - 2 - 1 = 80$, resulting in a *t-table* value of 1.664.

Table 9. Results of the T-Test (Partial)

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.891	1.484		3.295	0.001
	marketing strategy	0.168	0.082	0.219	2.041	0.045
	security perception	0.427	0.093	0.495	4.611	0.000

a. Dependent Variable: purchasing decision

Source: SPSS Data Processing Results version 26, 2025

Based on the SPSS output table above, the significance (Sig) value for the reseller-based marketing strategy variable (X1) is 0.045. Since the Sig value of 0.045 is less than 0.05, it can be concluded that the reseller-based marketing strategy (X1) has a significant influence on the purchase decision (Y).

Meanwhile, the significance (Sig) value for the product safety perception variable (X2) is 0.000. With a Sig value of 0.000, which is also less than 0.05, it can be concluded that product safety perception (X2) has a significant influence on the purchase decision (Y).

In addition, based on the same table, the *t-calculated* value for the reseller-based marketing strategy (X1) is 2.041, which is greater than the *t-table* value of 1.664. This indicates that the reseller-based marketing strategy (X1) has a significant effect on the purchase decision (Y). The *t-calculated* value for product safety perception (X2) is 4.611, which is also greater than the *t-table* value of 1.664, thus it can be concluded that product safety perception (X2) also has a significant influence on the purchase decision (Y).

F-Test (Simultaneous Test)

Table 10. F-Test Results (Simultaneous)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	368.666	2	184.333	29.875	.000 ^b
	Residual	493.614	80	6.170		
	Total	862.280	82			

a. Dependent Variable: purchasing decision

b. Predictors: (Constant), security perception, marketing strategy

Source: SPSS Data Processing Results version 26, 2025

Based on the table above, the significance (Sig) value is recorded at 0.000. Since this value is smaller than 0.05, according to the decision-making criteria for the F-test, it can be concluded that the variables are accepted. In other words, the reseller-based marketing strategy (X1) and product safety perception (X2) simultaneously have a significant effect on purchase decisions (Y).

In addition, the calculated F-value (Fcount) of 29.875 is greater than the F-table value of 3.11, which further confirms that both variables together have a significant influence on purchase decisions (Y).

Coefficient of Determination (R²)

Table 11. Coefficient of Determination

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.654 ^a	0.428	0.413	2.484	1.574

a. Predictors: (Constant), security perception, marketing strategy

b. Dependent Variable: purchasing decision

Source: SPSS Data Processing Results version 26, 2025

Based on the table above, the coefficient of determination (R Square) is 0.428. This R Square value is obtained from the square of the correlation coefficient (R), namely $0.654 \times 0.654 = 0.428$. The coefficient of determination of 0.428 or 42.8% indicates that the variables reseller-based marketing strategy (X1) and product safety perception (X2) simultaneously contribute 42.8% to the purchase decision variable (Y). Meanwhile, the remaining 57.2% is influenced by other factors outside the variables examined in this study.

CONCLUSION

Based on the results of the study on the influence of reseller-based marketing strategies and product safety perception on consumer purchase decisions for SR12 skincare in Bandung City, it can be concluded that the reseller-based marketing strategy has a positive and significant influence on purchase decisions. This indicates that the more consistently resellers promote the product, the greater the likelihood that consumers will make a purchase. In addition to consistent promotion, resellers should also have a thorough understanding of the product so that during interactions with consumers, they can effectively convince potential buyers to purchase SR12 products.

Furthermore, product safety perception also has a positive and significant effect on purchase decisions. Clear and transparent information regarding product safety can increase consumer trust and encourage them to buy SR12 products. Providing testimonials from previous buyers can also enhance the credibility of the product and strengthen consumer confidence.

Simultaneously, both reseller-based marketing strategy and product safety perception have a positive and significant influence on consumer purchase decisions for SR12 skincare. The coefficient of determination (R^2) value of 0.428 or 42.8% indicates that the combination of these two variables explains a substantial portion of the variation in consumer purchase decisions for SR12 skincare in Bandung City.

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