



The Influence of Country of Origin and Brand Image on Purchase Intention of Indonesian Skincare Products in Japan

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Abstract

This study aims to examine the influence of Country of Origin and Brand Image on Purchase Intention toward Indonesian skincare products in Japan. A quantitative research design was employed using a cross-sectional survey approach. Primary data were collected through an online questionnaire from 58 respondents residing in Japan who were interested in skincare products. Respondents were selected using purposive sampling based on predetermined criteria, including age, residency, and interest in skincare products. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0. The measurement model demonstrated satisfactory reliability and validity, with outer loadings exceeding 0.60, composite reliability values above 0.70, and Average Variance Extracted values above 0.50. The structural model showed that Country of Origin had a positive but insignificant effect on Purchase Intention ($\beta = 0.183$; $T = 0.929$; $p = 0.353$). In contrast, Brand Image had a positive and significant effect on Purchase Intention ($\beta = 0.583$; $T = 2.947$; $p = 0.003$). The R-Square value of 0.559 indicates that Country of Origin and Brand Image jointly explain 55.9% of the variance in Purchase Intention. These findings indicate that brand-related perceptions play a more important role than country-of-origin perceptions in shaping purchase intention. Indonesian skincare firms targeting Japan should prioritize strengthening brand image, credibility, consistency, and perceived product quality.

Keywords: Brand Image, Country of Origin, Indonesian Skincare, Japan, Purchase Intention.



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INTRODUCTION

The skincare industry has grown rapidly along with increasing consumer attention to skin care, changing lifestyles, social media development, and technological advances, making skincare an increasingly important category within the global beauty and personal-care economy. Japan represents a competitive skincare market with high standards for product quality, safety, innovation, and consumer expectations, creating both opportunities and challenges for Indonesian skincare products seeking to enter international markets. The expansion of cosmetic consumption across national borders has also intensified the importance of understanding how consumers interpret products originating from countries with different economic, cultural, and industrial reputations. A literature review of the cosmetic industry indicates that country of origin remains relevant because consumers may use information about where a product is produced as an evaluative cue when assessing products from unfamiliar or foreign markets (Cecere et al., 2022). This issue becomes particularly important in international skincare markets, where consumers are exposed to numerous competing brands and must evaluate product alternatives despite differences in familiarity, perceived quality, and national reputation. Recent research further demonstrates that country of origin can influence purchase intention, although its effect may depend on how consumers process other product-related and brand-related information (Januas et al., 2026). The Japanese market therefore provides a strategically relevant setting for examining whether Indonesian skincare products can translate their product advantages into favorable consumer purchase intentions when their national origin and brand perceptions are simultaneously considered.

Indonesian skincare products have several advantages identified in the study, including the use of natural ingredients, halal concepts, and relatively competitive prices, which potentially provide differentiation in an increasingly internationalized skincare market. However, market acceptance is not

determined solely by product characteristics because consumers frequently rely on extrinsic cues when direct evaluation of product performance is difficult or incomplete. Country of origin may function as an external attribute used by consumers to evaluate a product, particularly when perceptions of the producing country become associated with product quality, reliability, or attractiveness (Ardisa et al., 2022). Brand image represents another important source of consumer evaluation because it encompasses the perceptions, associations, and meanings that consumers attach to a particular brand and that subsequently shape how the brand is interpreted in the marketplace (Keller, 2013). The interaction between these two constructs is especially relevant in foreign-market contexts because a favorable national image may strengthen confidence in a product, whereas a strong brand image may reduce consumers' uncertainty regarding the origin of the product. Evidence from international consumer research suggests that brand image can moderate the relationship between country-of-origin perceptions and purchase intention by influencing the extent to which consumers perceive uncertainty in evaluating foreign products (Islam & Hussain, 2023). For Indonesian skincare brands entering Japan, the central challenge is therefore not merely to communicate functional product benefits but to establish a sufficiently credible national and brand identity that can support consumers' willingness to purchase.

Purchase intention refers to consumers' tendency or behavioral inclination to purchase a product after considering relevant information, evaluations, and perceptions, and it represents an important outcome in understanding consumer responses to foreign products. Previous studies indicate that country-of-origin perceptions can contribute to purchase intention, but the magnitude and significance of this relationship are not necessarily consistent across consumer groups and product categories. Halim and Keni (2022) found that country of origin was among the factors associated with consumers' purchase intention in a beauty-related context, indicating that national origin can operate as a meaningful external cue in consumer decision processes. Research on skincare has similarly shown that brand image, product quality, and country of origin may jointly shape consumers' evaluations and purchasing decisions, suggesting that brand-related perceptions cannot be isolated from broader product and origin cues (Fakhroh & Aminah, 2025). At the same time, findings concerning brand image are not uniformly conclusive because its influence may vary according to brand familiarity, consumer involvement, perceived quality, and the competitive context in which consumers make purchasing decisions. Studies of beauty products have demonstrated that brand image and content-related factors can influence consumer decisions, while the strength of these effects may differ across specific market settings and consumer characteristics (Nata & Sudarwanto, 2022). These variations indicate that purchase intention toward Indonesian skincare products in Japan requires contextual investigation rather than the direct extrapolation of findings obtained from domestic consumers or other foreign skincare markets.

The existing literature also reveals a conceptual and empirical gap concerning how country of origin and brand image operate together in determining purchase intention for Indonesian skincare products in Japan. Much of the available evidence has examined country of origin in relation to perceived quality, consumer ethnocentrism, celebrity endorsement, electronic word of mouth, or other intervening variables, leaving relatively limited attention to the simultaneous role of country of origin and brand image within a specific international skincare destination. The influence of country image and brand image on purchase intention has been demonstrated in other product categories, but such evidence cannot automatically be generalized to skincare because consumers may attach distinctive meanings to safety, ingredients, efficacy, authenticity, and national production standards in cosmetic products (Nugraha et al., 2024). Research involving consumers' intentions toward Korean skincare products also illustrates that foreign skincare brands can generate substantial consumer interest, yet the findings primarily reflect Indonesian consumers evaluating products from another established skincare-producing country rather than Japanese consumers evaluating Indonesian brands (Santoso et al., 2024). This distinction is theoretically important because consumer responses to foreign skincare products may be shaped by asymmetric country reputations, cultural proximity, product-category stereotypes, and differences in perceived technological or cosmetic expertise. Evidence concerning consumer affinity further suggests that affective perceptions toward a particular country may influence purchase intention, but the relevance of such country-related evaluations can differ across contexts and cannot be assumed to operate identically for all foreign products (Zaid et al., 2022). The unresolved issue is therefore whether Indonesian skincare can overcome potential country-of-origin stereotypes through favorable

brand associations or whether perceptions of national origin remain a dominant evaluative cue in the Japanese market.

Addressing this gap has both scientific and practical significance because international expansion requires Indonesian skincare firms to understand which symbolic and informational attributes are most capable of converting consumer awareness into purchase intention. From a managerial perspective, identifying the relative influence of country of origin and brand image can guide positioning strategies, communication decisions, and international branding efforts directed at Japanese consumers. The issue is particularly relevant because electronic word of mouth and other forms of digital communication can shape brand image and purchase intention by transmitting consumer evaluations beyond the immediate experience of the product itself (Alrwasheh et al., 2019). A strong brand image may also contribute to longer-term consumer relationships, as positive perceptions of a brand can support trust, commitment, satisfaction, and loyalty, which are important components of sustainable market performance (Bricci et al., 2016). Recent research in the skincare context has directly examined country of origin and brand image as determinants of consumer purchase intention, strengthening the relevance of these constructs while also indicating the need for further validation across different national markets (Ortega & Triandi, 2026). Research on brand credibility likewise emphasizes that favorable brand perceptions have implications for consumer loyalty, reinforcing the strategic importance of understanding how consumers construct evaluations of brands in competitive markets (Widjajanta et al., 2025). This study consequently positions the Japanese market as an important empirical setting for extending existing knowledge from predominantly domestic, Indonesian, and other foreign-brand contexts toward the specific internationalization of Indonesian skincare products.

This study aims to analyze the influence of country of origin on purchase intention of Indonesian skincare products in Japan, examine the influence of brand image on purchase intention, and determine the extent to which these two constructs explain consumers' purchase intention in the Japanese market. The research is positioned to provide empirical evidence on whether country-of-origin perceptions remain influential when consumers evaluate Indonesian skincare brands within a highly competitive and quality-sensitive foreign market. The study also seeks to clarify whether brand image functions as a substantive consumer-based asset capable of strengthening purchase intention independently of national-origin perceptions. Methodologically, the study applies Partial Least Squares Structural Equation Modeling (PLS-SEM) to assess the proposed relationships and provide a systematic evaluation of the explanatory structure among the constructs. The use of PLS-SEM is appropriate for examining predictive relationships among latent variables and for evaluating complex consumer-behavior models within empirical business research (Hair et al., 2019). The analytical procedure is supported by established PLS-SEM principles for assessing measurement quality and structural relationships, including construct reliability, validity, and predictive relationships (Hair et al., 2022). The study is expected to contribute theoretically by extending country-of-origin and brand-image research to an underexamined Indonesia–Japan skincare context, while its empirical and methodological contribution lies in providing a focused model for explaining purchase intention that can inform future international marketing research and the strategic development of Indonesian skincare brands in Japan.

RESEARCH METHODS

This study employed an empirical quantitative research design using a cross-sectional online survey to examine the influence of Country of Origin and Brand Image on Purchase Intention toward Indonesian skincare products in Japan. Primary data were collected from February to June 2026 through a structured questionnaire distributed online using Google Forms, with respondents required to reside in Japan, be at least 17 years old, and have an interest in skincare products. The study involved 58 respondents selected through purposive sampling because the research required participants who met specific contextual criteria relevant to evaluating Indonesian skincare products in the Japanese market. The questionnaire used a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), enabling respondents' perceptions and behavioral intentions to be quantified systematically (Hair et al., 2022). The research model comprised three latent variables, namely Country of Origin (X1), Brand Image (X2), and Purchase Intention (Y), with each construct operationalized through five measurement indicators reflecting respondents' perceptions of national origin, brand associations, and willingness or

intention to purchase Indonesian skincare products. The operationalization of Country of Origin and Brand Image follows the view that country-related perceptions and brand associations represent important external and cognitive cues through which consumers evaluate products and form purchasing responses (Keller, 2013).

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0 because the analytical approach enables simultaneous assessment of the measurement model and structural relationships among latent constructs. The measurement model or outer model was evaluated through outer loadings, Average Variance Extracted (AVE), Cronbach's Alpha, rho_A, and Composite Reliability to establish indicator reliability and construct validity and reliability. Convergent validity was assessed using indicator loadings and AVE, while internal consistency was examined through Cronbach's Alpha, rho_A, and Composite Reliability in accordance with established PLS-SEM assessment procedures (Hair et al., 2019). The structural model or inner model was evaluated using R-Square to determine explanatory power, path coefficients to assess the direction and magnitude of hypothesized relationships, and Variance Inflation Factor (VIF) to identify potential collinearity problems among predictor constructs. Hypothesis testing was performed using the bootstrapping procedure with a 5% significance level, whereby T-Statistics and P-Values were used to determine whether the effects of Country of Origin and Brand Image on Purchase Intention were statistically significant (Sarstedt et al., 2021). The analytical procedure was implemented using SmartPLS, which supports the estimation, evaluation, and interpretation of PLS-SEM models through systematic assessment of both measurement and structural components (Ringle et al., 2022).

RESULTS AND DISCUSSION

Respondent Characteristics and Descriptive Profile

The respondent profile provides an initial empirical picture of the consumers represented in this study and establishes the demographic context for interpreting purchase intention toward Indonesian skincare products in Japan. The sample consisted of 58 respondents, with the largest proportion belonging to the under-20 age group (34%), followed by respondents aged 26–30 years (33%), 21–25 years (24%), and above 30 years (9%). The concentration of respondents in younger age categories is relevant to skincare research because younger consumers are generally more exposed to beauty trends, digital product information, and changing consumption preferences. The predominance of younger respondents may also reflect the growing relevance of skincare as part of contemporary consumption practices among digitally connected consumers. Table 1 presents the age distribution of the respondents and indicates that the sample covers several age categories, although the representation is concentrated among consumers below 30 years of age. Such a composition provides a useful basis for examining purchase intention in a consumer group that is potentially responsive to brand-related information and international beauty trends.

Table 1. Respondent Characteristics by Age

Age Group	N	%
< 20 years	20	34%
21–25 years	14	24%
26–30 years	19	33%
> 30 years	5	9%
Total	58	100%

Source: Processed data, 2026

The age distribution presented in Table 1 suggests that the study predominantly captures the perceptions of respondents who are relatively young, with 58% of the sample aged below 26 years. This demographic composition is potentially important because consumers in younger age groups may place considerable emphasis on symbolic and experiential dimensions of skincare brands when forming product evaluations. The relevance of brand-related perceptions becomes stronger when consumers encounter foreign skincare products for which direct knowledge of product performance may be limited. Keller (2013) conceptualizes brand image as a set of associations held in consumer memory, meaning that the strength and favorability of these associations can influence how consumers interpret and

evaluate a brand. The relatively high representation of younger respondents therefore provides an appropriate empirical context for examining whether perceptions of Indonesian skincare brands are sufficiently favorable to generate purchase intention in Japan. At the same time, the age concentration should be considered when interpreting the generalizability of the findings because the behavioral responses of younger consumers may not fully represent those of older consumer segments.

Gender composition also provides an important dimension for understanding the characteristics of the sample, with female respondents accounting for 72% and male respondents accounting for 28%. The larger proportion of female participants is consistent with the broader consumer relevance of skincare as a beauty and personal-care category, although skincare consumption is increasingly not restricted to female consumers. The presence of male respondents indicates that the research context encompasses a broader consumer base rather than treating skincare as an exclusively female-oriented market. Differences in demographic composition may influence the salience of product attributes, brand associations, and perceived country characteristics when consumers evaluate foreign skincare products. The inclusion of both genders consequently allows the empirical model to capture purchase intention across respondents with potentially different consumption orientations. This consideration is particularly relevant because consumer evaluations of cosmetic products may involve both functional considerations and symbolic associations connected to brand identity and perceived product positioning.

The respondent profile further indicates that 95% of participants expressed an interest in skincare products, while only a small proportion reported no such interest. This characteristic strengthens the contextual relevance of the sample because respondents with an existing interest in skincare are more likely to possess sufficient involvement with the product category to evaluate Indonesian skincare brands meaningfully. Consumer involvement can affect the extent to which individuals search for information, process product attributes, and develop evaluations before forming behavioral intentions. The role of information becomes particularly significant in foreign-market settings where consumers may encounter products through digital communication, recommendations, and other indirect sources rather than through established personal experience. Alrwashdeh et al. (2019) demonstrate that electronic word of mouth can influence both brand image and purchase intention, highlighting the importance of information-based consumer perceptions in shaping marketplace responses. The high proportion of skincare-interested respondents therefore supports the suitability of the sample for investigating the relationships between Country of Origin, Brand Image, and Purchase Intention.

The demographic characteristics also provide an important interpretive context for understanding the role of country-related perceptions in the Japanese skincare market. Consumers evaluating products originating from Indonesia may incorporate perceptions of the producing country into their overall assessment, but the importance of this cue can depend on how country-related information is combined with perceived product quality and other consumer evaluations. Ardisa et al. (2022) demonstrate that country of origin can operate alongside perceived quality in explaining purchase intention, indicating that national origin should not necessarily be interpreted as an isolated determinant of consumer behavior. In the present sample, the high level of skincare interest creates a setting in which respondents may possess sufficient category involvement to distinguish between country-related perceptions and brand-specific evaluations. This distinction becomes important for interpreting the subsequent structural model because a positive perception of Indonesia does not necessarily imply a direct intention to purchase a particular Indonesian skincare brand. The respondent profile therefore establishes the demographic and behavioral context necessary for interpreting the empirical relationships tested in the following analysis.

From a market perspective, the concentration of younger and skincare-interested respondents suggests that Indonesian skincare brands seeking entry or expansion in Japan may need to consider consumers who actively engage with contemporary beauty consumption and brand communication. Consumer purchase intention is unlikely to depend exclusively on demographic characteristics because perceptions of brand meaning, product credibility, and national origin can operate simultaneously during evaluation. Santoso et al. (2024) illustrate the relevance of foreign skincare consumption among Indonesian university students, demonstrating that consumer interest in international skincare can be examined through perceptions and intentions toward brands originating outside the domestic market. The present respondent profile differs in its geographical orientation because the participants reside in

Japan and evaluate Indonesian skincare products within the Japanese market context. This distinction provides an important basis for interpreting the subsequent findings, particularly whether country-of-origin perceptions or brand image exerts greater influence on purchase intention. The demographic profile consequently functions not merely as descriptive information but as an empirical foundation for assessing the applicability of the proposed consumer behavior model to Indonesian skincare products in Japan.

Measurement Model Assessment

The measurement model was assessed to determine whether the indicators adequately represented the latent constructs of Country of Origin, Brand Image, and Purchase Intention before the structural relationships were interpreted. As reported in Table 2, all three constructs demonstrated high levels of internal consistency, with Cronbach's Alpha values ranging from 0.924 to 0.943, rho_A values ranging from 0.928 to 0.953, and Composite Reliability values ranging from 0.943 to 0.957. These values exceed the commonly accepted threshold of 0.70, indicating that the indicators within each construct consistently measure the underlying concept. Hair et al. (2019) emphasize that reliability assessment in PLS-SEM should consider multiple measures of internal consistency rather than relying on a single coefficient. The consistently high reliability coefficients also indicate that measurement error is unlikely to substantially undermine the subsequent estimation of the structural relationships. The measurement results therefore provide an adequate basis for proceeding to the evaluation of convergent validity and the structural model.

Table 2. Construct Reliability and Validity

Variable	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Country of Origin (X1)	0.940	0.947	0.954	0.805
Brand Image (X2)	0.924	0.928	0.943	0.768
Purchase Intention (Y)	0.943	0.953	0.957	0.818

Source: SmartPLS 3.0, primary data, 2026

The results in Table 2 further demonstrate satisfactory convergent validity across the three constructs because the Average Variance Extracted (AVE) values are 0.805 for Country of Origin, 0.768 for Brand Image, and 0.818 for Purchase Intention. Each value is substantially above the minimum criterion of 0.50, indicating that the indicators explain a sufficient proportion of the variance in their respective latent constructs. Hair et al. (2022) state that an AVE above 0.50 indicates that a construct accounts for more than half of the variance of its indicators, providing evidence of convergent validity. The relatively high AVE values suggest that the indicators are strongly associated with the conceptual dimensions they were designed to measure. Among the three constructs, Purchase Intention exhibits the highest AVE, indicating particularly strong convergence among its five indicators. The measurement results consequently indicate that the constructs have adequate empirical representation for examining consumer evaluations of Indonesian skincare products in Japan.

Indicator-level assessment provides further evidence regarding the quality of the measurement model, as presented in Table 3. The outer loading values range from 0.791 to 0.941, with all indicators exceeding the minimum level considered acceptable for indicator reliability in PLS-SEM. The strongest loading is observed for Y3 at 0.941, followed by Y4 at 0.934 and Y2 at 0.932, suggesting that these indicators make particularly strong contributions to the measurement of Purchase Intention. Hair et al. (2019) explain that high outer loadings indicate that an indicator shares substantial variance with its associated construct and therefore provides stronger evidence of indicator reliability. The lowest loading, Y5 at 0.791, remains within an acceptable range and does not provide a methodological basis for removing the indicator from the model. The consistent loading pattern across Country of Origin, Brand Image, and Purchase Intention indicates that the measurement items capture their respective constructs with sufficient empirical precision.

Table 3. Outer Loading Values

Indicator	Outer loading
X1.1	0.929
X1.2	0.871
X1.3	0.926
X1.4	0.862
X1.5	0.897
X2.1	0.893
X2.2	0.902
X2.3	0.873
X2.4	0.853
X2.5	0.859
Y1	0.915
Y2	0.932
Y3	0.941
Y4	0.934
Y5	0.791

Source: SmartPLS 3.0, primary data, 2026

The distribution of outer loadings in Table 3 also provides insight into the relative coherence of the indicators within each latent construct. The Country of Origin indicators range between 0.862 and 0.929, while the Brand Image indicators range between 0.853 and 0.902, demonstrating consistently strong relationships between the observed measures and their respective constructs. Such consistency is important because Country of Origin and Brand Image represent conceptually related but empirically distinguishable dimensions of consumer evaluation. Keller (2013) conceptualizes brand image as a structured set of associations stored in consumer memory, whereas country-of-origin perceptions represent broader evaluations associated with the place from which a product originates. The empirical distinction between these constructs is important for the present study because consumers may hold favorable perceptions of Indonesia without necessarily forming equally strong associations with a specific Indonesian skincare brand. The measurement results support retaining the constructs as separate explanatory variables in the structural model rather than treating country-related and brand-related perceptions as interchangeable dimensions.

The cross-loading assessment also indicated that the indicators loaded more strongly on their respective constructs than on the other constructs, providing additional evidence that the measurement items adequately distinguish Country of Origin, Brand Image, and Purchase Intention. This distinction is particularly important because the conceptual proximity between country-of-origin perceptions and brand image could otherwise create ambiguity concerning which consumer evaluation is being captured by individual indicators. Previous research in the cosmetic industry indicates that country-related perceptions can influence consumer evaluations of products from different national and cultural backgrounds, while brand-related perceptions provide another layer of product interpretation (Cecere et al., 2022). The present measurement results indicate that these two dimensions can be empirically examined as distinct constructs within the Japanese skincare context. The strong indicator loadings and satisfactory reliability measures also reduce concerns that the observed structural relationships are primarily attributable to weak measurement quality. The measurement model therefore establishes a sufficiently robust foundation for testing whether Country of Origin and Brand Image exert different levels of influence on Purchase Intention.

Taken together, the outer-model results demonstrate that the research instrument possesses satisfactory reliability and convergent validity across all three latent variables, while the cross-loading pattern supports the empirical distinctiveness of the constructs. The particularly strong measurement properties are important for interpreting the subsequent hypothesis testing because statistically insignificant structural relationships should not be attributed prematurely to deficiencies in the measurement instrument. The findings also reinforce the methodological suitability of using PLS-SEM to evaluate the proposed relationships among consumer perceptions and purchase intention. Sarstedt et al. (2021) emphasize that reliable and valid measurement models are a prerequisite for meaningful

interpretation of structural path estimates in PLS-SEM. In the present study, the evidence from Cronbach's Alpha, rho_A, Composite Reliability, AVE, outer loadings, and cross-loadings collectively indicates that the three constructs have been measured with adequate consistency and validity. Attention can therefore be shifted to the structural model to determine whether the empirically distinct perceptions of Country of Origin and Brand Image translate into significant differences in consumers' Purchase Intention.

Structural Model and Hypothesis Testing

The structural model was evaluated to examine the relationships between Country of Origin, Brand Image, and Purchase Intention among consumers of Indonesian skincare products in Japan. The assessment focused on the direction, magnitude, and statistical significance of the relationships between the constructs. Structural model evaluation in PLS-SEM is conducted to determine whether the proposed relationships are empirically supported by the observed data (Hair et al., 2019). The analysis employed SmartPLS 3.0 with bootstrapping to generate T-statistics and P-values for testing the proposed hypotheses. Bootstrapping provides an appropriate approach for evaluating the significance of path coefficients without requiring the data to follow a normal distribution (Hair et al., 2022). The structural model was assessed using path coefficients, T-statistics, and P-values at a 5% significance level.

The structural model presented in Figure 1 illustrates the relationships between Country of Origin, Brand Image, and Purchase Intention. The path coefficient from Country of Origin to Purchase Intention is positive but relatively weak, while the relationship between Brand Image and Purchase Intention is considerably stronger. Country of Origin has a path coefficient of 0.183, whereas Brand Image has a path coefficient of 0.583. The difference between these coefficients indicates that Brand Image has a greater estimated contribution to Purchase Intention than Country of Origin within the research model. Brand-related associations can influence consumers' evaluations because favorable perceptions of a brand contribute to the formation of brand equity and positive consumer responses (Keller, 2013). The structural model therefore provides an initial indication that consumers' perceptions of the brand may be more important than perceptions of Indonesia as the product's country of origin.

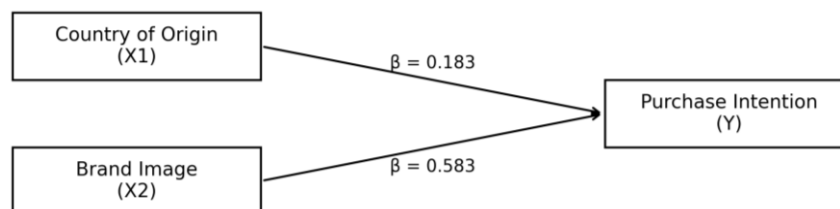


Figure 1. Structural Model and Path Coefficients

Source: SmartPLS 3.0, primary data, 2026.

Figure 1 further demonstrates that both independent variables have positive path coefficients toward Purchase Intention, but their statistical meanings differ. The positive coefficient of Country of Origin indicates that more favorable perceptions of Indonesia as the country associated with the skincare products tend to correspond with higher purchase intention, although the relationship requires significance testing. Brand Image produces a coefficient of 0.583, showing a stronger positive association with Purchase Intention than the Country of Origin coefficient. This finding reflects the importance of brand perceptions in shaping consumer evaluations of products, particularly when consumers use brand identity and associations as cues for assessing market offerings (Kotler & Keller, 2016). Previous research on skincare products has also demonstrated that brand image can influence consumer purchasing decisions alongside product quality and other product-related evaluations (Fakhriroh & Aminah, 2025). The difference in the estimated coefficients suggests that strengthening brand-related perceptions may provide greater potential for increasing purchase intention than emphasizing country-of-origin information alone.

Hypothesis testing provides a more precise assessment of the relationships displayed in Figure 1. The results show that Country of Origin has a path coefficient of 0.183, a T-statistic of 0.929, and a P-value of 0.353, while Brand Image has a path coefficient of 0.583, a T-statistic of 2.947, and a P-

value of 0.003. The results are summarized in Table 4 to facilitate the evaluation of each proposed relationship against the 5% significance criterion.

Table 4. Hypothesis Testing

Hypothesis	Relationship	Path Coefficient (β)	T-Statistics	P-Values	Decision
H1	Country of Origin → Purchase Intention	0.183	0.929	0.353	Not Significant
H2	Brand Image → Purchase Intention	0.583	2.947	0.003	Significant

Sumber: SmartPLS 3.0, bootstrapping, 2026

The results in Table 4 indicate that Country of Origin does not have a statistically significant effect on Purchase Intention. The P-value of 0.353 is higher than 0.05, while the T-statistic of 0.929 is below the critical value of 1.96. Although the path coefficient is positive, the magnitude of the coefficient is not supported by sufficient statistical evidence to confirm the proposed relationship. This finding suggests that favorable perceptions of Indonesia as the country of origin do not necessarily translate into stronger intentions to purchase Indonesian skincare products among the respondents. Previous research has indicated that country-of-origin information can operate differently depending on perceived quality, consumer characteristics, product category, and other evaluative factors (Ardisa et al., 2022). Consumer affinity toward a particular country may also produce different effects on purchase intention depending on the psychological and contextual conditions surrounding consumers' evaluations (Zaid et al., 2022). The finding also indicates that country-of-origin information may serve as a supplementary consideration rather than a primary determinant of purchase intention in the Indonesian skincare context in Japan.

The second hypothesis receives statistical support because Brand Image has a positive and significant effect on Purchase Intention. The path coefficient of 0.583 indicates a relatively strong positive relationship, while the T-statistic of 2.947 exceeds 1.96 and the P-value of 0.003 is below 0.05. Consumers with more favorable perceptions of Indonesian skincare brands tend to demonstrate stronger intentions to purchase these products. This finding is consistent with research showing that brand image contributes to consumer purchase decisions for skincare products by shaping perceptions of the brand and its offerings (Nata & Sudarwanto, 2022). Brand image can also become important in digital purchasing environments because consumers frequently use brand-related information, electronic word of mouth, and other online cues when forming purchase intentions (Alrwashdeh et al., 2019). The result is also consistent with evidence that brand image and brand credibility can contribute to stronger consumer relationships and brand loyalty (Widjajanta et al., 2025). For Indonesian skincare brands entering or strengthening their position in the Japanese market, the finding highlights the importance of building a favorable, credible, and distinctive brand image as a strategic means of encouraging consumer purchase intention.

Explanatory Power and Integrated Discussion

The explanatory power of the structural model was assessed using the coefficient of determination (R^2) for Purchase Intention. R^2 indicates the proportion of variance in an endogenous construct that can be explained by its predictor constructs within the structural model (Hair et al., 2022). In this study, Purchase Intention is explained by Country of Origin and Brand Image as the two predictor variables. The assessment is important because a statistically significant path does not by itself indicate how well the combination of predictors explains variation in the endogenous construct. PLS-SEM evaluation therefore considers both the individual relationships between constructs and the explanatory capacity of the model (Sarstedt et al., 2021). The R^2 value obtained from SmartPLS 3.0 provides an empirical basis for assessing the extent to which the proposed model accounts for consumers' purchase intentions toward Indonesian skincare products in Japan.

The results show that the R^2 value for Purchase Intention is 0.559, while the Adjusted R^2 value is 0.543. These values indicate that Country of Origin and Brand Image jointly explain 55.9% of the variance in Purchase Intention, whereas the remaining 44.1% is associated with factors outside the

model. The difference between R^2 and Adjusted R^2 is relatively small, suggesting that the explanatory estimate remains reasonably stable after adjustment for the number of predictors included in the model. The R^2 value also indicates a moderate level of explanatory power according to commonly applied criteria in PLS-SEM research (Hair et al., 2019). The numerical results are presented in Table 5.

Table 5. R-Square

Endogenous Variable	R-Square	Adjusted R-Square
Purchase Intention	0.559	0.543

Source: SmartPLS 3.0, primary data, 2026

The value reported in Table 5 indicates that the two predictors provide meaningful explanatory information for Purchase Intention, although they do not capture all factors that may influence consumers' intentions. The 44.1% unexplained variance suggests the presence of other determinants that could be incorporated into future models to obtain a more comprehensive explanation of purchase intention. Potential variables include perceived quality, consumer uncertainty, electronic word of mouth, influencer marketing, consumer affinity, and brand credibility. Previous research has demonstrated that perceived quality can function as an important mechanism connecting country-of-origin perceptions with purchase intention, particularly in product categories where consumers cannot fully assess quality before purchase (Tanjung & Komariah, 2025). Consumer uncertainty may also alter the relationship between country-of-origin image and purchase intention, particularly when brand image provides an alternative source of information for consumers (Islam & Hussain, 2023). The R^2 value of 0.559 consequently indicates that the model has substantial empirical relevance while leaving adequate theoretical space for additional explanatory variables.

The stronger role of Brand Image in the structural model provides an important explanation for the relatively favorable R^2 value obtained in this study. Brand Image has a significant path coefficient of 0.583, whereas Country of Origin has a positive but non-significant coefficient of 0.183. Consumers may place greater emphasis on brand-related signals because skincare products involve personal expectations concerning quality, safety, effectiveness, and suitability. Brand image can reduce uncertainty by providing consumers with accumulated associations concerning the identity and expected performance of a product (Keller, 2013). The relationship between trust, satisfaction, and consumer loyalty further demonstrates how positive evaluations of a brand can contribute to stronger behavioral responses toward market offerings (Bricci et al., 2016). Research comparing country image and brand image has similarly shown that brand-related perceptions can provide an important basis for understanding consumer purchase intentions across different product contexts (Nugraha et al., 2024).

The findings also indicate that the contribution of Country of Origin should not be interpreted as completely irrelevant to consumer evaluation. Its positive coefficient suggests a directional relationship, but the statistical evidence is insufficient to establish Country of Origin as a significant predictor of Purchase Intention in the present sample. Country-of-origin effects can vary according to consumers' familiarity, perceptions of the producing country, product category, and other contextual factors (Cecere et al., 2022). Research examining country-of-origin effects on purchase intention has likewise reported that the influence of origin information may depend on how consumers process other product and brand-related information (Halim & Keni, 2022). The insignificant result may also reflect the increasingly interconnected nature of skincare markets, where consumers can access product reviews, brand information, social media content, and comparative information beyond geographical boundaries. Country of origin may consequently function as one component of product evaluation rather than a dominant determinant of purchase intention among consumers in Japan.

The explanatory pattern has practical implications for Indonesian skincare brands seeking to develop their market presence in Japan. The R^2 value of 0.559 suggests that the combination of Country of Origin and Brand Image provides a meaningful basis for predicting Purchase Intention, with Brand Image emerging as the more influential component. Marketing strategies can prioritize consistent brand identity, credible product positioning, distinctive associations, and communication that strengthens consumers' confidence in Indonesian skincare products. Previous research has emphasized that brand image and brand credibility contribute to favorable consumer responses and longer-term brand relationships (Widjajanta et al., 2025). The findings also correspond with recent research showing that

country-of-origin and brand image can jointly shape purchase intention in the skincare market, although their individual contributions may differ across consumer contexts (Ortega & Triandi, 2026). The unexplained 44.1% variance provides an opportunity for future research to examine additional variables that may improve the predictive capacity of the model, including perceived quality, electronic word of mouth, influencer marketing, consumer affinity, and consumer trust.

CONCLUSION

The study concludes that Country of Origin has a positive but statistically insignificant effect on Purchase Intention for Indonesian skincare products in Japan, with a path coefficient of 0.183, a T-statistic of 0.929, and a P-value of 0.353. This finding indicates that favorable perceptions of Indonesia as the country of origin do not sufficiently influence consumers' intentions to purchase Indonesian skincare products. Brand Image, in contrast, has a positive and statistically significant effect on Purchase Intention, with a path coefficient of 0.583, a T-statistic of 2.947, and a P-value of 0.003. Brand Image represents the stronger predictor in the model, indicating that consumers' perceptions of Indonesian skincare brands play a more important role in shaping their purchase intentions than country-of-origin perceptions. The R-Square value of 0.559 indicates that Country of Origin and Brand Image jointly explain 55.9% of the variance in Purchase Intention, while 44.1% is attributable to other factors outside the model. The findings highlight that purchase intention toward Indonesian skincare products in Japan is more strongly associated with brand-related perceptions than with country-of-origin considerations.

From a practical perspective, Indonesian skincare firms seeking to expand in the Japanese market should prioritize the development of a strong and favorable brand image. Brand-building efforts can focus on consistent brand identity, credible communication, positive reputation, and clear positioning that distinguishes Indonesian skincare products from competing brands. Perceived product quality should also be strengthened through reliable product information, transparent communication, and evidence that supports consumer confidence in product performance. Although Country of Origin does not have a significant direct effect in this study, information regarding Indonesia can still be incorporated as a supporting element within broader brand communication strategies. Future research can extend the model by examining other factors that may explain the remaining 44.1% of variance in Purchase Intention, such as perceived quality, electronic word of mouth, influencer marketing, consumer trust, consumer affinity, and perceived value. Such extensions can provide a more comprehensive understanding of the factors shaping Japanese consumers' purchase intentions toward Indonesian skincare products.

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