

***Product Innovation, Price, and Brand Image on Competitive Advantage
(Somethinc Skincare)***

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ABSTRACT

The growth of the skincare cosmetics market has been increasing in Indonesia. However, the revenue from Somethinc skincare sales has shown fluctuating conditions. Therefore, it can be said that Somethinc skincare is still less competitive compared to other competitors. This study aims to examine and analyze the influence of product innovation, price, and brand image on competitive advantage. This research employs a quantitative approach with a population consisting of Somethinc skincare users residing in South Jakarta. The sample size in this study is 137 respondents, selected using a non-probability sampling method. The data analysis technique utilized is the Partial Least Square (PLS) method with SmartPLS 4.0 software. Data collection for this study was conducted by distributing questionnaires through Google Forms. The results of the study show that product innovation has a positive and significant effect on competitive advantage, with an original sample value of 0.692. Price also has a positive and significant effect on competitive advantage, with an original sample value of 0.153. Additionally, brand image positively and significantly affects competitive advantage, with an original sample value of 0.150.

Keywords : Product Innovation, Price, Brand Image and Competitive Advantage

Inovasi Produk , Harga, dan Citra Merek Terhadap Keunggulan Bersaing (Skincare Somethinc)

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ABSTRAK

Pertumbuhan pasar kosmetik skincare mengalami peningkatan di Indonesia. Namun, pendapatan penjualan *skincare* Somethinc menunjukkan kondisi fluktuasi. Maka, dapat dikatakan *skincare* Somethinc masih kalah bersaing dengan kompetitor lain. Penelitian ini bertujuan untuk membuktikan dan menganalisis pengaruh inovasi produk, harga, dan citra merek terhadap keunggulan bersaing. Penelitian ini adalah penelitian kuantitatif dengan populasi pengguna *skincare* Somethinc yang berdomisili di Jakarta Selatan. Besar sampel pada penelitian ini sebanyak 137 responden dengan menggunakan metode non-probability sampling. Teknik analisis data yang digunakan adalah metode Partial Least Square (PLS) dengan menggunakan SmartPLS 4.0. Pengumpulan data pada penelitian ini dilakukan dengan menyebarkan kuesioner melalui Google Form. Hasil penelitian menunjukkan bahwa inovasi produk berpengaruh positif dan signifikan terhadap keunggulan bersaing dengan nilai original sample sebesar 0.692, harga berpengaruh positif dan signifikan terhadap keunggulan bersaing dengan nilai original sample sebesar 0.153, dan citra merek berpengaruh positif dan signifikan terhadap keunggulan bersaing dengan nilai original sample sebesar 0.150.

Kata Kunci : Inovasi Produk, Harga, Citra Merek dan Keunggulan Bersaing