

Preference of Skincare Product Usage Among Students of Public Health Faculty of Nusa Cendana University

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Abstract. Skincare product preference is an individual's interest in seeing and choosing certain skincare products that are the primary, most desirable, and are a priority choice. This study aims to determine the description of skincare product preferences and the impact of product use psychologically on students of the Faculty of Public Health, Nusa Cendana University Kupang. The type of research used is the mixed method. The research participants used the purposive sampling technique of 300 students of the Faculty of Public Health, Nusa Cendana University Kupang. The descriptive analysis results show that skincare products with the highest number of preferences are face wash (73.3%). The thematic analysis results indicate that students choose skincare products that can protect the skin, help solve skin problems, and brighten the skin. Psychologically, the use of skincare products makes students feel more confident.

Keywords: *skincare product preferences, student*

Abstrak. Preferensi produk skincare adalah ketertarikan individu untuk melihat dan memilih produk skincare tertentu yang menjadi utama dan paling diminati serta merupakan pilihan prioritas. Penelitian ini bertujuan untuk mengetahui gambaran preferensi produk skincare serta dampak penggunaan produk secara psikologis pada mahasiswa Fakultas Kesehatan Masyarakat Universitas Nusa Cendana Kupang. Jenis penelitian yang digunakan adalah mix method. Partisipan penelitian menggunakan 300 mahasiswa Fakultas Kesehatan Masyarakat Universitas Nusa Cendana Kupang dengan menggunakan teknik purposive sampling. Berdasarkan hasil analisis deskriptif menunjukkan bahwa produk skincare dengan jumlah preferensi tertinggi adalah face wash (73,3%). Dan hasil analisis tematik menunjukkan bahwa mahasiswa cenderung memilih produk skincare yang dapat melindungi kulit, membantu mengatasi masalah kulit, dan mencerahkan kulit. Secara psikologis penggunaan produk skincare membuat mahasiswa merasa lebih percaya diri.

Kata Kunci: *Preferensi Produk Skincare, Mahasiswa*

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Introduction

Nowadays, skincare is one part of the need, especially for individuals who always want to maintain their appearance and want to look attractive. Skincare products continue to develop with the emergence of various latest products to overcome various problems and maintain healthy facial skin. Based on data from the results of SAC (Science Art Communication) Indonesia research, it is explained that skincare is the largest market for body care and cosmetics throughout 2018 in Indonesia. The skincare market participated by US\$ 5,502 for body care products and US\$ 2,022 million for cosmetics (Intan & Husaini, 2019)

The use of skin care products has a high possibility of continuing to increase, and the magnitude of individual needs drives this increase to have healthy and well-maintained skin (Damanik, 2022). The results of the Populix survey from September 2021 to June 2022, with a total of 10,616 respondents consisting of women and men, showed that as many as 77% of Indonesians routinely shop for skincare products at least once a month (Marici, 2022). The generation with the highest percentage of skincare product users in Indonesia is Generation Z. Based on a survey conducted by Zap Clinic from July to September 2019 with a total of 6,460 female respondents, including Generation X, generation Y, and Generation Z, shows that Gen Z is the generation that has the highest tendency to shop for beauty products (Kumampung, 2020).

The high interest and need for skincare products open opportunities for various product developments. Various skincare products have emerged, ranging from local to foreign production, with different prices, types, and benefits (Sari et al 2023). The many types of skincare products offered will undoubtedly cause many choices. In this process, individuals must consider determining the preferences of skincare products to be purchased and used. Preferences are individual needs that are different and diverse to make the level of satisfaction of each individual also

different. Preference refers to whether or not individuals like a product or service used. Perception raises individual preferences for products with specific brands or types to be referred to as consumers, which are related to selecting products to be purchased and obtained from the purchase process (Rizky & Stellarosa, 2017).

From the phenomenon above, the author wants to examine more deeply the preference for using skincare products among students of the Faculty of Public Health, Nusa Cendana University, Kupang. This phenomenon will be studied to determine the preferences for using skincare products and the psychological impact on students.

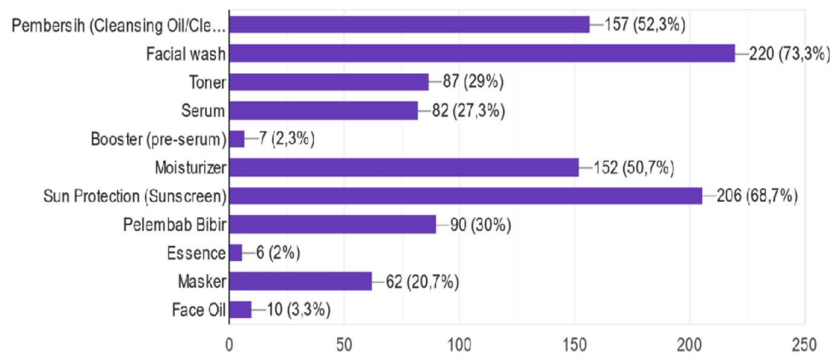
Method

The type of research used is the mixed method. The mixed method combines quantitative and qualitative research in research activities to ensure that the data obtained is more comprehensive, valid, reliable, and objective Sugiyono (quoted from Nia, 2019). The mixed method approach is the convergent parallel design characterized by data collection carried out simultaneously. Still, quantitative and qualitative data analysis is carried out separately, which will then be integrated (Vebrianto et al., 2020). Data collection techniques in this study used questionnaires. The questionnaire contains open-ended questions and closed-ended questions. Open questions mean there are no answer choices for respondents, so respondents must answer briefly in the description, while closed questions mean that answer choices are available. The questionnaire will be distributed online to students. The population in this study was 1.156 students of the Public Health Faculty of the University of Nusa Cendana, with 300 samples used.

Result

Descriptive Statistical Analysis

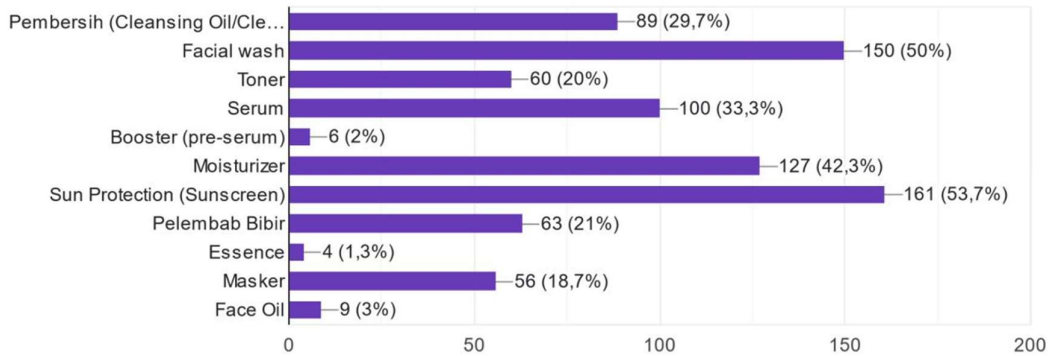
1) Skincare Product Selection



Picture 1
Skincare Product Selection

From the picture above, it can be seen that the three types of products with the highest selection of use are facial wash as many as 220 people (73.3%), sunscreen as many as 206 people (68.7%) and cleansers (cleansing oil, cleansing balm, micellar water) as many as 157 people (52.3%) and the type of skincare product with the lowest use is essence as many as six people (2%). The interest in three types of skin care products is caused by the need to cleanse and protect the skin. The types of cleansing products (cleansing oil, cleansing balm, misceller water) and facial wash are the right choices for cleaning facial skin from dust and pollution.

2) Types of skincare products that make a difference

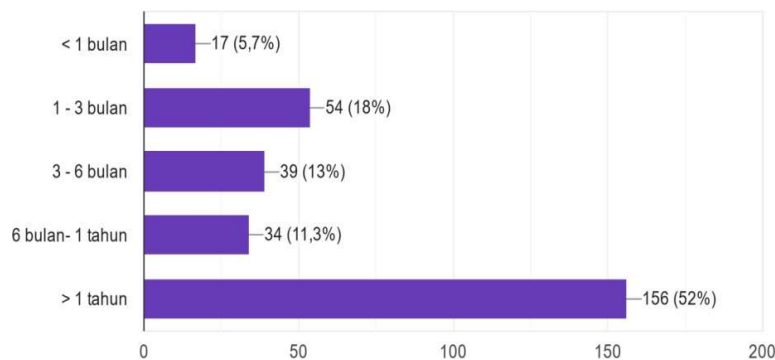


Picture 2

Types of skincare products that make a difference

From the picture above, it can be seen that the three types of skincare products that provide the most changes based on the results of the selection of participants are sunscreen as many as 161 people (53.7%) second, face wash as much as 150 (50%) third, moisturizer as many as 127 people (42.3%). These three types of skincare products certainly provide different changes to the skin according to their respective benefits.

3) Prolonged use of skincare products



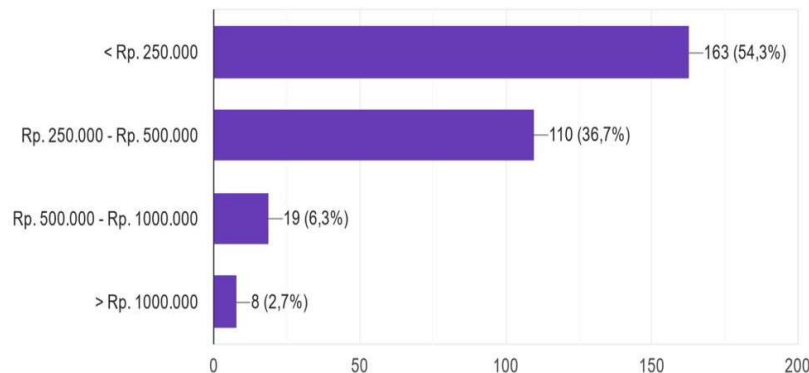
Picture 3

Long use of skincare products

From the picture above, it can be seen that most participants have used

skincare products even for more than one year, which is as many as 156 people (52%).

4) The amount of expenditure in a month for the use of skincare products



Picture 4

The amount of expenditure in a month for the use of skincare products

The picture above shows that the average expenditure in a month from participation in the purchase of skincare products is Rp. < 250,000 (less than Rp. 250,000) as many as 163 people (54.3%), which is the lowest expenditure and the highest expenditure for purchasing *skincare* products is > Rp. 1,000,000 (more than Rp. 1,000,000), as many as eight people (2.7%).

Qualitative Analysis

Data was obtained from the results of open questionnaire answers and through the analysis process carried out by researchers through manual thematic analysis. Researchers begin by classifying the data into three main themes. Researchers finally found three main themes: product function, consumer preferences, and perceived effects. These themes consist of several subthemes that are part of the theme.

1) Skincare Product Functions

This theme explains the function of skincare products used by participants. From the results of the study, it is known that three product functions are most often

sought after and used, namely, products that care for and protect facial skin, products that help overcome skin problems such as acne and oily skin, and the last is a product that functions to brighten the face.

"The product is a basic skincare that has useful ingredients to improve the facial skin barrier and make the skin hydrated" (EB)

"Helps reduce acne and oily face" (G)

"Because it can relieve acne"(RR)

"Because it can make skin look brighter, moisturized" (LV)

2) Consumer preferences

In selecting skincare products (preferences), participants have various considerations to determine which products will be chosen and used as one of their care products. These considerations consist of four parts: product quality, benefits, price, and influencer opinions.

"My face is sensitive, so I can't use the product carelessly. So I will choose what my face needs most" (ZS)

"The face becomes more cared for" (E)

"Being glowing" (RS)

"So that the face is healthier"(R)

"I consider using skincare every day because the price of skincare is quite expensive" (FY)

"User reviews, if positive and effective efficacy, I will be interested in buying"(TM)

3) Perceived effects

This theme explains the effects of using skincare products felt by participants.

Based on the results of the analysis, the effect of using skincare products is divided into two parts, namely, the effect on the skin and yourself.

"Improve facial tone and avoid UV A rays that can damage the outermost layer of facial skin" (GB)

"The face is better, healthier, slowly problems such as acne begin to disappear" (Y)

"I am more confident because my face is no longer acne" (GS)

"More confident because of a well-groomed face"(A)

"As a result, I am more confident with the right skincare results because it becomes better and healthier" (JA)

Discussion

Based on the results of descriptive quantitative analysis, skincare products with the highest category of use selection are face wash for as many as 220 people (73.3%), sunscreen for as many as 206 people (68.7%), and cleaning products (cleansing oil, cleansing balm, micellar water) as many as 157 people (52.3%). The selection of skincare products was surveyed by giving open questionnaires to participants. Participants explained various reasons and considerations in determining the use of skincare products.

The most important consideration is the quality of skincare products. This is similar to research conducted by Andriani and Setiawan (2020) regarding several primary product considerations, one of which is product quality. The quality of skincare products is assessed by the ingredients or ingredients contained in skincare products, BPOM labels, halal certification, and the form of packaging of a product. In addition to quality, other considerations are product benefits, price, and influencer reviews. The consideration of product benefits aims to identify the ability of certain skincare products to solve skin problems that often arise, such as acne,

dull skin, bursts, and so on. The next consideration is price; product price is essential because there will be budget adjustments to the products used. The final consideration is the influence's opinion.

The process of preference for skincare products is related to the theory of planned behaviour (Theory of Planned Behavior). This theory is based on several factors that encourage a behaviour to arise from within the individual. These factors consist of attitudes towards behaviour (Attitude toward behavioural), subjective norms (Subjective norm), and perceptual behavioural control (Perceived behavioural control). Attitude is a learned tendency to respond to objects consistently, whether one likes them or not. In this study, attitudes towards behaviour are described as the quality of a product.

Second, subjective norms are social pressures that drive individuals to act or not. Subjective norms are individual beliefs that other individuals around them support when performing a particular action (Ngo, 2022). Influencers who conduct product reviews can motivate participants to use their skincare products. Based on the social learning theory proposed by Albert Bandura, modelling someone who is considered a role model is one way for individuals to shape attitudes and behaviours (Putri, 2023). Third, behavioural control is the ability to do something. Suppose the resources and opportunities possessed by the participation are money. Of course, the behaviour of using skincare will increase.

Overall, the determination of the selection of skincare products used by students at the Faculty of Public Health, Nusa Cendana University, Kupang, is no different from the selection of products in several other regions. This is based on a survey conducted by Zap Beauty in 2023 with 9,010 respondents from various regions in Indonesia, which revealed that respondents tend to choose skincare products formulated to brighten, protect from UV rays, and overcome skin problems such as acne.

The use of skin care products not only affects the skin but also the psychological side of the parties who use the product. Products are generally used

to overcome various skin problems such as dull skin, dry skin, acne, oily skin, bumps, etc., which tend to make self-appearance less valued. Based on the results of open questionnaire answers after using the product, participants felt that their skin tended to improve. The skin becomes healthier, well-groomed, and brighter, and the problem of acne face is resolved correctly. A better appearance than before certainly increases participants' confidence, and self-confidence is a feeling of trust that individuals have in themselves and individual perceptions in looking at themselves (Habibah & Dewi, 2019).

Conclusions

Based on the results of the analysis and discussion, it can be concluded that the description of the preference for the use of the three highest products from students face wash products (73.3%), both sunscreen products (68.7%) and the third is cleaning products (cleansing oil, cleansing balm, micellar water) (52.3%) with consideration of product selection based on product quality, product benefits, price, influencer reviews. Psychologically, students feel more confident after using skincare products with a tendency to choose skincare products that function to protect, solve skin problems, and brighten.

Suggestion

For students, it is expected that before determining the type of product to be used, they must identify themselves first to determine the skincare products that are needed and need to be used. For the beginning of product use, avoid using products excessively, prioritize essential skincare (face wash, moisturizer, sun protection), carefully avoid determining the cost of skincare needs, and the last is to look for skincare products with quality and Balanced prices and avoid using certain skincare products because they are viral. Manufacturers of skin care products it is expected to improve product quality with the use of ingredients that are safe and can be adapted to all skin types, including sensitive skin types, innovate with packaging

forms that can maintain product quality and are easy to carry, all products marketed must have a BPOM label and be halal certified to ensure the safety of products.

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