

Abstract

Acne, also known as acne vulgaris, is a chronic inflammatory illness that affects the sebaceous glands and is characterized by the production of erythematous nodules, pustules, and papules, which can scar. Acne is the eighth most prevalent disease, estimated to affect 9.4 % of the global population. Specifically in Indonesia, the prevalence of acne is increasing year by year. Acne has affected many people worldwide and, in many cases, can cause psychological effects on patients. In 2022, beauty and personal care products in Indonesia showed an annual growth of 14%, expected to grow around 4.5 % between 2024 and 2027. Moisturizer is one of the skincare products that can maintain and retain skin moisture while also repairing the skin barrier function, and they can lessen the adverse effects caused by acne. The product's importance is one factor that constitutes product knowledge. Product knowledge is one of the product variables that can drive purchase intention. Purchase intention is the consumer cognitive process that results in the decision on the products and services among several options. Innovativeness can be differentiated into two types: technology innovation and sustainability innovation. The Structural Equation Model (SEM) was used in this study. For people with acne-prone skin, the importance of using moisturizer is the most influential factor that affects the purchase intention.

Meanwhile, technological and sustainable innovation does not affect the purchase intention of people with acne-prone skin. For people in the high SES group, sustainable innovation is the main factor influencing the purchase intention for this group of respondents. For people in the SES middle and low SES groups, technological innovation is the main factor that influences the purchase intention for this group of respondents.

Keywords: acne, acne-prone skin, moisturizer, innovation, technology, sustainable, purchase intention, Socio-Economic Status (SES), skincare.