FACTORS INFLUENCING THE PURCHASE DECISION OF GARNIER FACIAL CLEANSER IN BATAM CITY

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Abstract

Purchasing decisions are thoughts where individuals evaluate various choices and decide on a choice of a product from many choices. The purchase decision is the stage in the decision-making process where the consumer actually buys. Decision making is an individual activity that is directly involved in the process of purchasing goods offered by the company. Purchasing decision is a process of making a decision to purchase which includes determining what to buy or not to make a purchase and the decision is obtained from previous activities. The purpose of this study was to determine the effect of brand image on purchasing decisions, the effect of promotion on purchasing decisions, the effect of trust on purchasing decisions and the influence of brand image, promotion and trust on purchasing decisions of garnier facial cleansers in Batam City. This study uses quantitative research methods with multiple linear regression analysis. The results showed that there was a positive and significant influence between brand image on purchasing decisions, there was a positive and significant influence between promotions on purchasing decisions, there was a positive and significant influence between trust in purchasing decisions and there was a positive and significant influence between brand image, promotion and trust in buying decision of garnier facial cleanser in Batam City.

Keywords: Brand Image, Promotion, Trust, Purchase Decision

Abstract

Purchasing decisions are thoughts where individuals evaluate various choices and decide on a product from among the many choices. Purchasing decisions are the stage in the decision-making process where consumers actually buy. Decision making is an individual activity that is directly involved in the process of purchasing goods offered by the company. Purchasing decision is a process of making a purchase decision which includes determining what to buy or not to buy and the decision is obtained from previous activities. The purpose of this study was to determine the effect of brand image on purchasing decisions, the effect of promotion on purchasing decisions, the effect of trust on purchasing decisions and the effect of brand image, promotion and trust on purchasing decisions for garnier facial cleansers in BatamCity. This study uses quantitative research methods with multiple linear regression analysis. The results showed that there is a positive and significant influence between brand image on purchasing decisions, there is a positive and significant influence between promotions on purchasing decisions, there is a positive and significant influence between trust on purchasing decisions and

there is a positive and significant influence between brand image, promotion and trust on purchasing decisions for garnier facial cleansers in Batam City.

Keywords: *Brand Image, Promotion, Trust, Purchasing Decisions*

INTRODUCTION

In modern times, women cannot be separated from cosmetics. There are many cosmetics circulating in the market, one of which is facial cleanser to clean the face from the many daily activities that must be done outside the home which expose the face to sunlight or dust that sticks to the face and that causes facial skin to become unhealthy. To clean the face is not enough to use clean water alone. Therefore, many women apply it with facial cleansers.

Facial care is an important thing for everyone. This is often done by humans, because treatment has many benefits for humans. By doing treatment, namely on the face, it is very helpful in maintaining and caring for the skin to stay healthy. Treatment is usually done by women, but not a few men also take part in the treatment. Activities that we often do every day, both indoors and outdoors, make our faces often dull and look insecure. Taking care of your face can be done easily and won't take up much time. One of the ways that teenagers can take care of their faces is to clean their faces using facial washing soap.

A JakPat survey shows that face wash is the most frequently used facial care product. As many as 54% of survey respondents claimed to use these products every day. Garnier is listed as the most popular face wash product. As many as 16% of respondents chose the face wash brand belonging to this L'Oreal cosmetic company. Brand from Indonesia, Wardah, is in second place. The Jakpat survey reported that as many as 12% of respondents admitted to using this facial cleanser from the Paragon group brand. Just like Wardah, Pond's is also used by 12% of respondents. After that, there is Biore with 8% of respondents and Nivea with 4% of respondents. The use of facial wash is popular among both women and men. As many as 72% of female respondents and 37% of male respondents claimed to use these products every day.

The researcher chose the product quality variable because there were indications that Garnier products were still very poor in terms of quality, such as the Sakura Variant Garnier Facial Cleanser which has caused a lot of controversy in society which can lead to various side effects that Garnier has, such as only brightening the face for a moment, not helping. reduce acne scars and blackheads, make the face oily. thus making it less attractive. So that it can be seen from the evaluation after the purchase by consumers and makes some potential consumers pay attention to reviews of the products being sold before making a purchase.

The results of data processing using SPSS are known in the results of the F test of brand image, promotion and trust have a positive and significant effect on purchasing decisions for garnier facial cleansers in Batam City. The calculated F value is 64.355, which means that the value is greater than 2.65 and the significant value obtained is 0.000, which means that the value is less than 0.05.

The results of the research that has been carried out are in line with research conducted by previous researchers such as (Susanti, 2021) showing that brand image, promotion and trust have a positive and significant influence on purchasing decisions.

METHOD

Sources of research data are anything that is obtained by researchers, either directly or indirectly related to the object of research to reveal research results. Therefore, to maintain the validity of the data obtained, the data sources used by researchers in this study are:

Primary data sources are data obtained directly from the research object. As for the primary data source in this study is data on the Profile of Tanjung Piayu, Batam City and Garnier Company

Secondary data sources are data collection that is relevant to research problems originating from literature both at the research site and in the library to find a rationale or theory that supports this research.

there were respondents aged <21 years totaling 26 people with a percentage of 12.7%, there were respondents aged 21-25 years totaling 70 people with a percentage of 34.3%, there were respondents aged 26-30 years totaling 88 people with a percentage of 43, 1% and there were 20 respondents aged >30 years with a percentage of 9.8%. Based on these results, the most respondents in this study were respondents aged 26-30 years.

RESULTS AND DISCUSSION

Validity testing is carried out to find out whether it is valid or not a questionnaire of each of these variables. Validity test that have been carried out in this study are shown in the table following:

Table 1. Indicator Validity Test Results

Indicator	R count	R table	Information
X1_1	0.905 _		
X1_2	0.906 _		
X1_3	0.915 _		
X2_1	0.711 _		
X2_2	0.807 _		
X2_3	.736 _	0.137 _	Valid
X3_1	0.909 _		
X3_2	.937 _		
Y_1	0.610 _		
Y_2	0.613 _		
Y_3	0.741		

Source: SPSS Data Processing, 2023

From the results of the validity test in the table above, the questionnaire containing 3 variables X and 1 Y contained 11 questionnaires that had been filled in by 204 respondents in this study. One way to find out which questionnaires are valid and which are invalid is to first look for the value of the r table. The formula for r table is df = N-2 so 204-2 = 202, so r table

= 0.1374. From the results of the validity calculation in the table above, it can be seen that r count > r table. So all the questionnaires in this study were declared valid.

Trust Test

This research has to do a reliability test to measure consistent or not the questionnaire in the research used for measure whether or not the influence of variable X with variable Y . In this study, to find the reliability of the instrument using the technique of *Cronbach's Alpha* . Criteria for whether or not data is accepted as reliable or moment or rtable value can be seen by using the determinant limit value.

Interval value	Criteria
< 0.20	Very low
0.20-0.399	Low
0.40-0.599	Enough
0.60-0.799	Tall
0.80-1.00	Very high

Source: Wibowo, 2012:53

Following are the results of the reliability test on each of the variables used, namely:

Table 2 Reliability Test Results

No	Variable	*Cronbach's Alpha*	Information	Criteria
1	Brand Image (X1)	0.894	Reliable	Very high
2	Promotion (X2)	0.616	Reliable	Low
3	Trust (X3)	0.821	Reliable	Very high
4	Purchase Decision (Y)	0.330	Reliable	Low

Source: SPSS Data Processing, 2023

Multiple Regression Analysis

The relationship between the X and Y variables can be seen through a linear regression test. The results of multiple linear regression analysis in this study can be seen in the following table:

Table 4. 1 Multiple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		

1	(Constant)	11,561	.271		42,636	.000
	Brand Image	053	011	.247	4,710	.000
	Promotion	095	.023	.217	4.125	.000
	Trust	.165	014	.580	11,409	.000
a. Dependent Variable: Purchase Decision						

Source: SPSS Data Processing, 2023

Based on the table above, it can be seen that the values of the multiple linear regression equation in this study are:

$$Y = 11.561 + 0.053X_1 + 0.095X_2 + 0.165X_3$$

The following is an explanation of the values and results of the regression equation that has been studied, namely:

1. Constant 11.561 with a positive sign states that if the Brand Image , Promotion and Trust variables are considered constant then the value of Y or Purchase Decision is 11,561
2. The X1 regression is 0.053 with a positive sign indicating if the brand image level increases by one unit with the assumption other independent variables are constant, then the purchase decision will increase by 0.053
3. X2 regression of 0.095 with a positive sign states that if the promotion rate increases by one unit, assuming other independent variables are constant, then the purchase decision will increase by 0.095
4. X3 regression of 0.165 with a positive sign states if the confidence level increases by one unit with the assumption other independent variables are constant, then the purchase decision will increase by 0.165

F. Statistical Test

The F test is used to determine the effect of the independent variable on the dependent variable in a study simultaneously or together. In the F test this study will use a significance value of 5% or 0.05 <P Value, the calculated F value with F table with an error level of 5% and degree of freedom df = 3, then an F table value of 2.65 is obtained.

ANOVA [a]

Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	62,358	3	20,786	64,355	.000 [b]
	residual	64,598	200	.323		
	Total	126,956	203			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Trust, Brand Image, Promotion

Based on the results of the F test , H [4] : It is suspected that brand image, promotion and trust influence purchasing decisions. The calculated F value is 64.355, which means that the value is greater than 2.65 and the significant value obtained is 0.000, which means that the

value is less than 0.05. Therefore, brand image, promotion and trust influence purchasing decisions, thus indicating that the fourth hypothesis is accepted.

Determination Coefficient Test (R2)

The coefficient of determination (R Square) aims to measure how much the percentage of independent or independent variables influences the dependent or dependent variable in percent units in a research regression model. The results of the test for the coefficient of determination in this study are as follows:

Summary Model ^{b}

Model	R	R Square	Adjusted R Square	std. Error of the Estimate	R Square Change	FChange	df1	df2	Sig. FChange	Durbin-Watson
1	.701 ^{a}	.491	.484	.568	.491	64,355	3	200	.000	1.118

a. Predictors: (Constant), Trust, Brand Image, Promotion

b. Dependent Variable: Purchase Decision

It is known that the value of the coefficient of determination or R Square is 0.491 or equal to 49.1%. This figure means that the variables Brand Image (X1), Promotion (X2), and Trust (X3) simultaneously (together) influence the Purchase Decision variable (Y) of 49.1%. While the rest (100% - 49.1% = 50.9%) is influenced by other variables outside the regression equation or variables not examined.

Hypothesis Test Results

The t test basically aims to find out how far the influence of each independent variable has on the dependent variable in a study. In carrying out a partial T test, decision making can be seen by looking at the Sig value. This study uses a significance value of 5% or 0.05 <P Value, the level of confidence used in this study is 95% with degrees of freedom (df) = nk-1 or (204-4-1) = 199 so that the value of t table is obtained of 1.9719

Coefficients ^{a}

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	correlations			Collinearity Statistics	
		B	std. Error	Betas			Zero-order	partial	Part	tolerance	VIF
1	(Constant)	11,561	.271		42,636	.000					
	Brand Image	053	011	.247	4,710	.000	.283	.316	.238	.928	1,078
	Promotion	095	.023	.217	4.125	.000	.347	.280	.208	.917	1,090

JIMUPB Jurnal Ilmiah Manajemen
E-issn:2549-9491   P-issn:2337-3350

Trust	.165	014	.580	11,409	.000	.596	.628	.575	.983	1.017

a. Dependent Variable: Purchase Decision

Based on the results shown in the table above, it can be seen the results of the hypothesis test between the independent (independent) variable and the dependent (dependent) variable which are described in the following explanation:

1. H_1: It is suspected that brand image influences purchasing decisions . The calculated t value obtained for the Brand Image variable is 4.710, which means that the value is greater than the t table value of 1.971 and the significance value is 0.000 which means the value is less than 0.05. Therefore, brand image has a positive and significant effect on purchasing decisions so that the first hypothesis is accepted.
2. H_2: It is suspected that promotions influence purchasing decisions . The calculated t value obtained for the Promotion variable is 4.125, which means that the value is greater than the t table value of 1.971 and the significance value is 0.000, which means that the value is less than 0.05. Therefore, promotion has a positive and significant effect on purchasing decisions so that the second hypothesis is accepted.
3. H_3: It is suspected that trust influences purchasing decisions . The calculated t value obtained for the Trust variable is 11.409, which means that this value is greater than the t table value of 1.971 and the significance value is 0.000, which means that the value is less than 0.05. Therefore, trust has a positive and significant effect on purchasing decisions so that the third hypothesis is accepted.

CONCLUSION

Based on the analysis and description of the research results that have been described in the previous chapters, it can be concluded that :

1. There is a positive and significant influence between brand image and purchasing decisions for garnier facial cleansers in Batam City
2. There is a positive and significant influence between promotions on purchasing decisions for garnier facial cleansers in Batam City
3. There is a positive and significant influence between trust in purchasing decisions for garnier facial cleansers in Batam City
4. There is a positive and significant influence between brand image, promotion and confidence in purchasing decisions for garnier facial cleansers in Batam City .

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