

## Research Article

# Factors Influencing Purchasing Decisions For Garnier Facial Foam Products in South Tangerang City

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## Abstract.

This research aims to examine the influence of brand image, brand trust and word of mouth on product purchasing decisions. The population in this study is users of Garnier facial foam products in South Tangerang City and aged 17 years and over. The technique used for sample collection is the Side Purposive sampling technique, thus the sample used in this study is 140. This research uses SmartPLS. The results of this study showed that brand image, brand trust and word of mouth has a significant positive effect on the purchase decision of Garnier facial foam products in South Tangerang City. The results of this research provide benefits for Garnier to improve its *existing brand image* to increase product sales and maintain environmental damage with a green beauty strategy. Furthermore companies can increase *brand* trust (trust) for the purpose of increasing consumer trust in the company, by building communication. other benefits are companies can increase *word of mouth* by providing something interesting. Companies need to find ways to make customers talk about the products they sell.

**Keywords:** brand image, brand trust word of mouth, and purchase decision

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## 1. Introduction

For everyone, appearance is something very important. Lifestyle is increasingly trending by using cosmetics[1]. L'oreal Paris is one of the cosmetic companies that continues to grow to innovate its products, at affordable prices and guaranteed product quality. Garnier uses a new strategy, Green Beauty, to continue Garnier's journey by using sustainable products.

It takes thought to make decisions by involving the liquefaction of problems and information and looking at different options to make decisions that will be made by customers after making a purchase[2]. Alternative problem solving is a purchase decision made by consumers through various processes. One of them is by using technology [3]. Purchasing decisions are also influenced by internal factors [4], namely psychology, motivation, and feelings.

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According to [5], purchasing decisions are influenced by brand image. A positive brand image will help producers become better known among consumers, encouraging consumers to choose products with a positive brand image [6]. Consumer relationships with the brands they use will provide a sense of security and trust in their products, and are known as brand trust[7]. Consumers believe that a brand with a good reputation will produce high-quality products. According to [8] If the brand loses the trust of consumers, it will be difficult to develop its products, so trust from consumers is needed in the product. Consumer trust in the brand will encourage them to buy the product. But on the other hand, consumer trust in a brand is based on their desire to expect a brand regardless of the risks that occur [9].

In addition to brand trust, word of mouth is also an important thing for consumers to consider when making a purchase. Marketing activities related to the experience of using services or products through written or electronic communication, such as from word of mouth[10]. When searching for information about a good or service, words of mouth can be used by consumer audiences which are used as a means of exchanging information from various consumer opinions to awaken their interest in buying goods or services [11].

According to [12] word of mouth is very successful in expanding the deal, but the product must be superior to its competitors' products so that consumers feel satisfied, and will spread information about the advantages of the product and recommend it to others. Consumers when getting information and innovation becomes wider, there are no more restrictions on exchange word of mouth. In a face-to-face conversation atmosphere, nemun can be via telephone or social media[13]. They usually access the internet using smartphones to get information

## 2. Theory, Literature Review, And Hypothesis

### 2.1. Theory

#### 2.1.1. Understanding purchasing decisions

Evaluate and choose from various alternative approaches for the determination of the most profitable choice [14]. According [15] the choice made by buyers to use the goods and services of their choice to meet their needs and accept possible risks that arise. According to Oscar [5], which is a survey conducted by consumers before making a

purchase. Meanwhile, according to [16] consumers will buy products after regarding the product information.

### **2.1.2. Purchasing Decision Dimensions**

According to [17], purchasing decisions have dimensions namely problem recognition, information retrieval, evaluation of purchasing decision alternatives, post-purchase behavior

### **2.1.3. Understanding Brand image**

Brand image is a collection of brand associations embedded in the personality of consumers. Consumer beliefs about a brand and their memory reflect perceptions made by consumers [17]. The importance of the Company's brand and reputation will make consumers to make purchasing decisions, in addition to making consumers pay more for an item and make recommendation[18]. Meanwhile, the perception that consumers have of a brand as a result of their association with the brand is known as brand image [19]. Brand image is a picture that is instilled in the buyer's personality by means of higher buyer dependence assuming consumers have a positive impression of the brand, if the consumer's view of the brand is low then the consumer's assumption to buy is also low [19].

### **2.1.4. Brand image dimensions**

According to [17], namely: strength, uniqueness, excellence

### **2.1.5. Understanding Brand Trust**

Brand trust or the order of use and interaction that is felt in accordance with expectations of a product that has provided satisfaction, or brand trust, can occur because consumer expectations and desires can be fulfilled, brand trust is consumer thinking about constraints based on experience. [19]. According to [20] trust in a brand (brand trust) is the desire to trust a brand with all the risks that can provide results to consumers. Brand trust is a belief that consumers have based on their beliefs.[21].

### 2.1.6. Brand trust dimension

According to [21] the dimensions of brand trust, brand characteristics, company characteristics, consumer-brand characteristics

### 2.1.7. Understanding Words of Mouth

Words of mouth is a marketing method that involves person-to-person intermediaries who speak, write, or use electronic communication tools to promote products or services[22]. Words of mouth is a relationship method where individual and group suggestions for products or services are made with the aim of collecting personal information[23]. Word of mouth is using viral marketing to promote a product or service so that customers enthusiastically and voluntarily discuss, promote, and recommend it to others [24]. Word of mouth is a trustworthy communication channel because events begin with customers who have used the organization's goods or services and as desired, then inform other consumers about their experience [25].

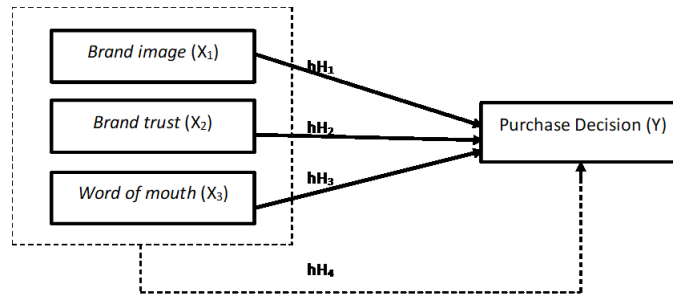
### 2.1.8. Dimensi Word of mouth

According to [34] to measure word of mouth, namely: interlocutor, action after talking

## 2.2. Literature Review

The results of the study [26], with the results of Brand image and Brand Awareness simultaneously affect Mixue's consumer purchasing decisions. [27] Brand image has a positive and significant influence on bicycle purchase decisions. [28] Word of mouth has a significant influence on consumer purchasing decisions at Angkringan Disinja Karanganyar. [25] WOM (Word of mouth) has a significant influence on consumer purchasing decisions at Histeel/PT Hijrah Insan Karima. [29] Brand image positively influences purchasing decisions. [30] Word of mouth variables have a significant effect on purchasing decision variables. [31] Brand image has a positive and significant influence on purchasing decisions at The Highland Park Resort Hotel Bogor and word of mouth has a positive and significant effect on purchasing decisions at The Highland Park Resort Hotel Bogor.

## 2.3. HYPOTHESIS



**Figure 1:** frame of mind.

### 2.3.1. Brand Image Relationship to Purchasing Decisions

The results of the study [27] show that brand image variables have a positive and significant effect on consumer purchasing decisions.

H1: Brand image Positive and significant influence on purchasing decisions.

### 2.3.2. Brand Trust Relationship to Purchasing Decisions

The results of the study [32] show that brand trust variables have a positive and significant influence on purchasing decisions.

H2: Brand trust Positive and significant influence on purchasing decisions.

### 2.3.3. Word of Mouth's Relationship to Purchasing Decisions

The results of the study [25] found that the word of mouth variable had a positive and significant effect on consumer purchasing decisions.

H3: Word of mouth Positive and significant influence on purchasing decisions.

### 2.3.4. The Relationship of Brand Image, Brand Trust and Word of Mouth to Purchasing Decisions.

Based on research conducted by [7] and [31], together brand image, brand trust, and word of mouth have a positive and significant influence on purchasing decisions.

H4: Brand image, brand trust dan word of mouth Positive and significant influence on purchasing decisions.

### 3. Research Methods

The population in this study is users of Garnier facial foam products in South Tangerang City and aged 17 years and over, the technique used for sample collection is the Side Purposive sampling technique. According to [33] the appropriate sample size is among 100-200 respondents. [33] states that the minimum sample size is 5 observations for each estimate parameter and a maximum of 10 observations for each estimate parameter. Number of samples = Number of indicators x 5. Based on the formula above, the number of indicators in this study is 28 indicators, so the maximum number of samples in this study is 140. This research uses SmartPLS.

### 4. Results and Discussion

#### Characteristics of Respondents

TABLE 1: Age of respondents.

| No | Age         | Sum | %     |
|----|-------------|-----|-------|
| 1  | 17-25 years | 149 | 88,2% |
| 2  | 26-35 years | 15  | 9,5%  |
| 3  | 36-40 years | 6   | 3,6%  |
|    | Total       | 170 | 100%  |

TABLE 2: Gender of respondent.

| No | Gender | Sum | Percentage |
|----|--------|-----|------------|
| 1  | Man    | 82  | 48 %       |
| 2  | Woman  | 88  | 52 %       |
|    | Total  | 170 | 100 %      |

#### 4.1. Results

##### 4.1.1. Structural Model Test (Inner model)

*This structural* includes goodness of fit and hypothesis test.

##### Goodness of fit

The goodness of a research model is shown from the magnitude of R-square, F-square and Q-square, which are numbers that show the magnitude of variation in the independent variable in influencing the dependent variable. The closer to the number,

the better the model is. R-square values of 0.75 (strong), 0.50 (moderate), and 0.25 (weak).

TABLE 3: Results of R-Square Values.

| Variable              | R-Square | R-Square adjusted |
|-----------------------|----------|-------------------|
| Purchase Decision (Y) | 0.752    | 0.747             |

Source: Data processed by researchers

Table 3 of the inner model values in this study is included in the category of “strong” models. The R-square value of the purchase decision (Y) is 0.752. This means that the purchase decision is influenced by 0.752 or 75.5% by the variables Brand Image, Brand Trust, and Word of Mouth. In addition to measuring R-square, the model is evaluated by looking at the F-square effect, if the F2 value is 0.02 as low, 0.15 as moderate, 0.35 as high, with the following results:

TABLE 4: F- square values.

| Variable           | F-Square | Information |
|--------------------|----------|-------------|
| Brand image (X1)   | 0.057    | Low         |
| Brand trust (X2)   | 0.036    | Low         |
| Word of mouth (X3) | 0.422    | Tall        |

Source: Data processed by researchers

Table 4 shows that the F-square value of the brand image variable to purchase decision 0.057, brand trust to purchase decision 0.036, and word of mouth to purchase decision 0.422 to purchase decision. Brand image and brand trust variables have low to moderate values on purchasing decisions. While word of mouth has a high value to purchasing decisions. In addition to measuring the F-square, the model is evaluated by looking at Q-square predictiverelevance, where a Q-square value greater than 0 indicates that the model lacks predictive relevance. The Q-square value can be obtained by doing the LV Prediction Summary test on SmartPLS 4, here are the results:

TABLE 5: Results Q-square values.

|                     | Q-Square Predict | Information |
|---------------------|------------------|-------------|
| Helian Decision (Y) | 0.735            | Tall        |

Source: Data processed by researchers

Table 5 shows that Q-square values of 0.735 > 0 for purchase decisions. This means that it has predictive relevance or has a good observation value. To validate the model as a whole, it uses Goodness of Fit (GoF). Goodness of Fit (GoF) is used to evaluate

measurement models, structural models, and simple measurements for the entirety of the model's predictions. Here are the fit model results.

TABLE 6: Model Fit Results.

|      | Saturated models | Estimated model | Information |
|------|------------------|-----------------|-------------|
| SRMR | 0.078            | 0.078           | Acceptable  |

Table 6 can be seen that the value of SRMR (Standardized Root Mean Residual) is 0.078 then the model is declared fit "acceptable". Because the value is less than 0.10.

Test the hypothesis

Hypothesis testing can be seen from the point of t-statistical value and probability value, this test uses a statistical alpha value of 5% and to reject or accept a hypothesis that uses probability,  $H_A$  is accepted if the  $p$  value  $< 0.05$ .

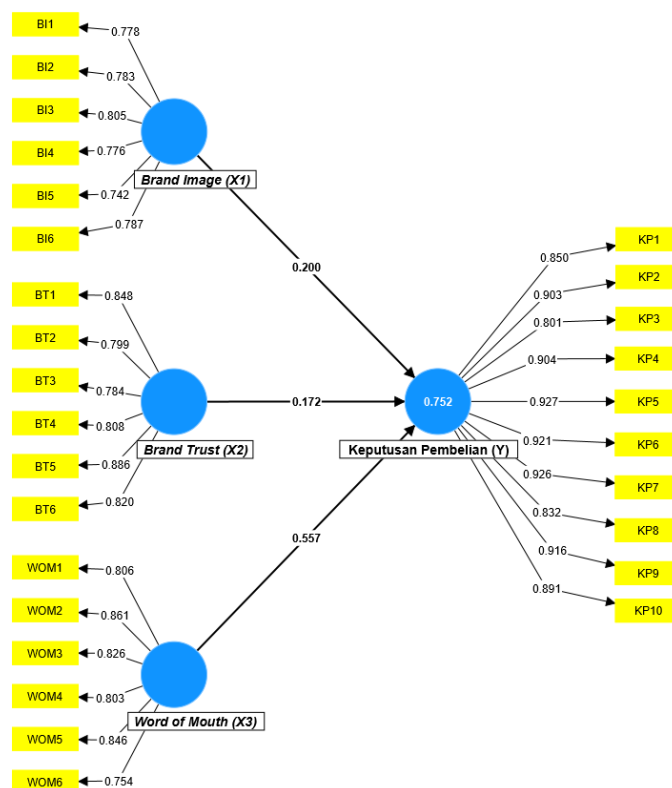


Figure 2: Data Bootstrapping. Source: SmartPLS processed bootstrapping data 4,2023.

Table 7 shows the effect of the independent variable on the dependent explaining that the test is carried out with a t-test, if obtained a p-value of  $< 0.05$  (alpha 5%), it can be concluded that it is significantly positive, and vice versa. Then reject or accept the hypothesis that uses probability then  $H_0$  is rejected,  $H_a$  is accepted if the  $p$  value  $< 0.05$  or there is an influence, in other words the hypothesis can be concluded as follows:



TABLE 7: Value Path Coefficients.

| Variabel   | P Values | Information |
|--|----------|-------------|
| <i>Brand image</i> (X1) -> Purchase decision (Y)   | 0.009    | Significant |
| <i>Brand trust</i> (X2) -> Purchase decision (Y)   | 0.017    | Significant |
| <i>Word of mouth</i> (X3) -> Purchase decision (Y) | 0.000    | Significant |

Source: Data processed by researchers.

**H1:** p-value = 0.009 < 0.05 then  $H_a$  is rejected and  $H_o$  is accepted. Explanation, brand image has a significant positive effect on purchasing decisions seen in the p-value. This means that the better the brand image in the minds of consumers, the higher consumers will make purchases and vice versa. These results are also proven by previous research Rosmayanti (2022) showing that brand image has a significant positive effect on Mixue's Consumer Purchasing Decisions.

**H2:** p-value = 0.017 < 0.05 then  $H_a$  is rejected and  $H_o$  is accepted. Explanation, brand trust has a significant positive effect on purchasing decisions seen in the p-value. This means that if the company can maintain consumer trust in the product, the higher consumers will purchase their products. according to previous research Sigar et al., (2021) shows that brand trust has a significant positive effect on Nike Shoe Purchase Decisions for Unsrat Faculty of Economics and Business Students.

**H3:** p-value = 0.000 < 0.05 then  $H_a$  is rejected and  $H_o$  is accepted. Explanation, word of mouth has a significant positive effect on purchasing decisions seen in the p-value. According to research by Kimilawati et al., (2022) that word of mouth has a significant positive effect on the Purchase Decision of Angkringan Here Aja Karanganyar.

## 4.2. Discussion

### 4.2.1. The Influence of Brand Image on Purchasing Decisions

*Brand image* has a significant influence on purchasing decisions. With p-value = 0.009 < 0.05 then  $H_a$  is rejected and  $H_o$  is accepted. Companies must maintain *brand image* to retain consumers and to get new consumers, so that consumers will not be disappointed with the products used. Conversely, if *the company's image is bad in the eyes of consumers, it will be difficult to build a good image again.*

#### 4.2.2. The Influence of Brand Trust on Purchasing Decisions

*Brand trust* has a significant influence on purchasing decisions. With  $p\text{-value} = 0.017 < 0.05$  then  $H_a$  is rejected and  $H_o$  is accepted. By maintaining trust in consumers, it can make consumers buy back the product.

#### 4.2.3. The Influence of Word of Mouth on Purchasing Decisions

*Word of mouth* has a significant influence on purchasing decisions. With  $p\text{-value} = 0.000 < 0.05$  then  $H_a$  is rejected and  $H_o$  is accepted. This means that information can be understood by consumers through *word of mouth* to others, so they are influenced to make purchases.

#### 4.2.4. The Influence of Brand Image, Brand Trust and Word of Mouth on Purchasing Decisions

*Brand image, brand trust and word of mouth* on purchasing decisions have a significant positive influence. With *F-square results*, namely *brand image* to purchase decisions 0.057 low, brand trust to purchase decisions 0.036 low, *word of mouth* to purchase decisions 0.422 high. This means that word of mouth has a great influence on purchasing decisions.

## 5. Finding and Conclusion

### 5.1. Finding

The results of the study The Influence Of Brand Image, Brand Trust And Word Of Mouth On Purchasing Decisions. After the researcher obtained data from the repondent in the form of a Google form questionnaire, then the researcher processed the data with an outer modem model, testing the inner model using the SmartPLS version 4 application program test.

### 5.2. Conclusion

1. Brand image has a significant positive effect on the decision, with  $p\text{-value} = 0.009 < 0.05$  then  $H_a$  is rejected and  $H_o$  is accepted.

2. Brand trust has a significant positive effect on purchasing decisions, with p-value =  $0.017 < 0.05$  then  $H_a$  is rejected and  $H_o$  is accepted.
3. Word of mouth has a significant positive effect on purchasing decisions, with p-value =  $0.000 < 0.05$  then  $H_a$  is rejected and  $H_o$  is accepted.
4. Brand image, brand trust and word of mouth on purchasing decisions have a significant positive influence. With F-square results, namely brand image to purchase decisions 0.057 low, brand trust to purchase decisions 0.036 low, word of mouth to purchase decisions 0.422 high. This means that word of mouth has a great influence on purchasing decisions.

## 6. Implications, Limitations, and Suggestions

### 6.1. Practical Implications

1. To improve purchasing decisions, companies can improve *brand image*, namely:
  2. Quality or quality, related to the quality of products produced under a certain brand name.
  3. Usefulness or benefit associated with the ability of an item that can be used by the buyer.
  4. Price, in this case the long-term brand image is also influenced by the high and low amount of money consumers spend to influence a product.
  5. The image that belongs to the brand itself, specifically as perspective, arrangement and data that connects with the brand of a particular item.
6. To improve purchasing decisions, companies can increase *brand trust*, namely:
  7. Customer expectations (*achieving result*) i.e. buyer assumptions are actually organizational guarantees that must be met to gain buyer trust.
  8. Acting with *result* means requiring action and speech with consistency in every circumstance.
  9. Demonstrate *concern* is the capacity of the organization to show customer concerns by showing the buyer's understanding mentality when handling complaint problems.

10. To improve purchasing decisions, companies can increase *word of mouth*, such as the following:
11. The information in WOM is made interesting. Give something interesting with the aim that others can discuss the advertised item.
12. WOM is made easy to disseminate.
13. While disseminating information about WOM, one must gain the respect and trust of others. Customers will not spread positive information about products that consumers do not like.

## 6.2. Theoretical Implications

1. That *brand image* positively influences product purchase decisions. This is in accordance with the theory that states that *brand image* can increase the desire to buy.
2. That brand trust *positively influences purchasing decisions* This is in accordance with the theory that states that brand trust can increase the desire to buy.
3. That *word of mouth* positively influences purchasing decisions

## 6.3. Limitations

1. This research was only conducted in South Tangerang City, so the results of this study may not be applicable in general in other cities or countries.
2. In this study using the questionnaire method so that the results may be influenced by the subjective bias of respondents.
3. This study only studied the influence of *brand image*, *brand trust* and *word of mouth* on purchasing decisions so it did not measure other variables that might influence purchasing decisions.

### Suggestions

1. Garnier can improve its *existing brand image* to increase product sales and maintain environmental damage with a green beauty strategy
2. Companies can increase *brand trust* (trust) for the purpose of increasing consumer trust in the company, by building communication.

3. Companies can increase *word of mouth* by providing something interesting. Companies need to find ways to make customers talk about the products they sell.

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