

Garnier Cosmetic Product Purchase Decision Analysis

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Abstract

Developments in the business world cannot be denied, one of which is the development in the cosmetic sector, this is marked by the emergence of many brands and types of cosmetic products that make consumers have to think about making purchasing decisions. Garnier is one of the cosmetic brands in Indonesia, especially Jakarta. The purpose of this study was to determine whether purchasing decisions for Garnier cosmetic products were influenced by trust, country of origin and product quality. This research is a quantitative research using Partial Least Square (PLS) software. The sample in this study were 120 respondents spread across the Jakarta area. The results of this study indicate that country of origin has no effect on purchasing decisions, product quality affects purchasing decisions, country of origin affects purchasing decisions through trust, product quality affects purchasing decisions through trust and trust affects purchasing decisions.

Keywords : *country of origin, product quality, trust, purchasing decisions*

1. Introduction

The cosmetic industry is one of the industries that is progressing, this is marked by an increase in growth of 7.36% in 2018, growing 9% in 2019 and by 2020 increasing 9.39% (The trend of cosmetic users is increasing, Indonesia is ready to take opportunities, 2021 is accessed from www.mediaindonesia.com). This is in line with Idxchannel.com stating that the cosmetic industry is growing rapidly in the midst of the Covid-19 pandemic (Sarasa, 2021 accessed from www.idxchannel.com).

Basically, people really take into account appearance, appearance is as a form of image of a person (Appearance is a form of image of a person, 2014 accessed from www.kompasiana.com) public awareness of the importance of appearance which tends to refer to the physical makes people compete to improve themselves physically to look attractive, not only women but also men.

The need for cosmetic products makes competition fierce in the cosmetic industry, this can be seen from the number of the cosmetic industry in 2018 reaching 760 companies and 797 in 2019 (Investor daily, 2018 accessed from Kemenperin.go.id). This competitive competition makes companies issue products that are in accordance with market needs, namely the community, this is proven by the many types of cosmetic products circulating at the community level. According to Rizki Ananda Musa as the owner of one of the cosmetic manufacturing companies, he stated that there has been a 2-fold increase in customer demand in 2021 to request new cosmetic brands, quoted from (Susanti, 2021 accessed from www.kompas.com). According to Rizki Ananda Putera, 2021 is predicted to experience significant growth where high consumer demand of up to 70% makes Indonesia count as one of the largest cosmetic markets in the world (Sarasa, 2021 accessed from www.sindonews.com)

Competition that occurs not only with domestic products but with foreign products as well, Indonesia is the fourth largest population and this consumptive behavior is a good opportunity for foreign companies who want to expand their products and services they have.

Based on a statement from Airlangga Hartanto as the Minister of Industry stating that Indonesia is a fairly large and promising cosmetic market (investor daily, 2018 accessed from kemenperin.go.id) this is also reinforced by a statement from Achmad Sigit Dwiwahjono as the

Director General of the Textile Chemical Industry and Aneka stated that Indonesia has a fairly potential and promising cosmetic market, quoted from (Indonesia's potential market for cosmetic products, 2020 accessed from Bisnis.com).

One company that sees this gap is a French cosmetic company, namely Garnier, which has seven product categories, namely facial cleansing soap, facial cleanser, facial moisturizer, face mask, anti aging, whitening cream, and BB cream. Garnier releases these products as a form of meeting the needs of the community with the available choices.

Table 1 Top Brand Index of Garnier Products 2019 to 2021

Garnier Product	2019	2020	2021
Facial cleansing soap	15,3%	13,8%	14,5%
Face cleanser	21,1%	16,3%	19,1%
Face moisturizer	6,6%	9,8%	10,8%
Face mask	11,5%	10,6%	18,4%
Anti aging	26,3%	27,6%	23,0%
Whitening cream	18,8%	14,7%	15,3%
BB cream	13,5%	11,6%	17,3%

It can be seen from the index numbers that fluctuate from year to year and Garnier products dominate the top 3 but never rank first, this shows that there are problems related to purchasing decisions for Garnier products. In addition, based on the Digimind website related to cosmetic sales data through e-commerce in 2020, it was stated that Garnier was ranked 8th with total sales of 1.2 million and Wardah ranked first with sales of 7.37 million.

Purchasing decisions are considerations made by the public in buying a product or service, according to Kotler (Yazid & Hidayat, 2020) purchasing decisions are actions from consumers to want to buy or not to products and in general there are two factors that influence consumer behavior, namely external factors and internal factors.

According to Priansa, trust is the pillar of business where building and creating consumers is one of the most important factors in creating consumer loyalty, trust arises when those involved have received certainty (Istiqomah et al., 2019). Based on previous research from (Iskandar & Nasution, 2019) which states that trust has an effect on purchasing decisions, it is in line with research (D. W. Pratama & Santoso, 2018) which states that trust affects purchasing decisions.

Country of Origin according to Kotler and Keller (Dinata, 2015) is a person's mental association and belief in a product that is triggered by the country of origin of the product and states that consumer decision making can be influenced by consumer perceptions *of origin* of a product either directly or indirectly. Garnier products are products originating from France. Based on previous research from (Rizqillah & Kurniawan, 2019) stated that quality affects purchasing decisions while according to (Nasution et al., 2020) product quality has no effect on purchasing decisions. In addition, product quality affects purchasing decisions through trust, this is in accordance with previous research from (Sulistiowati et al., 2021) which states that product quality affects purchasing decisions through trust.

According to Heizer and Render (Marpaung & Mekaniwati, 2020) product quality is the ability of a product or service to meet customer needs. According to Kotler and Armstrong (Rosa Indah et al., 2020) product quality is the product's ability to perform its function, which includes the overall useful life of the product, reliability, ease of use and improvement of other values. Based on previous research from (Rizqillah & Kurniawan, 2019) stated that quality affects purchasing decisions while according to (Nasution et al., 2020) product quality has no effect on purchasing decisions. In addition, product quality affects purchasing decisions

through trust, this is in accordance with previous research from (Sulistiowati et al., 2021) which states that product quality affects purchasing decisions through trust.

2. Literature Review

Marketing management is the art and science of selecting target markets and gaining, retaining and growing customers by creating, delivering and communicating superior customer value (Kotler, Philip & Armstrong, 2016). Still in the same book, marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others (Kotler, Philip & Armstrong, 2016).

According to Hawkins, consumer behavior is the study of how individuals, groups or organizations carry out the process of selecting, securing, using and discontinuing products, services, experiences or ideas to satisfy their needs for consumers and society (A. Pratama, 2019). According to Setiadi, consumer behavior is an activity that directly involves the process of obtaining, using the process, and assessing whether the product has benefits with needs and desires (Nainggolan et al., 2020). Still in the same book, the AMA (American Marketing Association) states that consumer behavior is a dynamic interaction and relationship between behavior, affection, cognition and the environment where humans are able to do barter activities in their lives (Nainggolan et al., 2020).

According to (Kotler, Philip & Armstrong, 2016) purchasing decisions are about buying the most preferred brand and there are two factors that arise between purchase intentions and purchase decisions, namely the attitudes of others and situational factors that can influence purchasing decisions. According to Sudaryono, the purchase decision is a choice of action from several alternative choices, if someone is faced with the thought of buying or not then he buys then that person has made a decision (Rahmawati et al., 2020). According to Kotler, indicators of purchasing decisions are stability in a product, habits in buying products, providing recommendations to others and making repeat purchases (D. W. Pratama & Santoso, 2018).

Kotler & Keller says trust is a company's willingness to rely on a business partner. It depends on a number of interpersonal and interorganizational factors, such as the company's perceived competence, integrity, honesty, and benevolence, while according to Priansa, trust is the pillar of business where building and creating consumers is one of the important factors in creating consumer loyalty (Solihin & Wibawanto, 2020).

According to Jaffe and Nabenzahl "country of origin are the mental pictures of brands and countries, respectively" which means that the country of origin is a mental picture of a country towards product brands (Izzuddin et al., 2018). Country of origin relates to the image of the country where the government realizes that the image of the city and country affects more than just the tourism sector and has important value in trade (Kotler & Keller, 2009). According to (Suwarman, 2017) country of origin can influence purchasing decisions where products originating from developed countries such as the United States and Japan are very popular with the Indonesian people and where the product comes from is often an important consideration for consumers to evaluate products or services.

According to (Kotler, Philip & Armstrong, 2016) product is anything that can be offered to the market for attention, acquisition, use, or consumption that can satisfy a want or need, product quality is one of the marketers' main positioning tools. Quality affects the performance of a product or service; thus, it is closely related to customer value and satisfaction. According to Assauri, product quality is a statement of the level of ability of a particular brand or product in carrying out the expected function (Nasution et al., 2020). Reinforced by Ries' opinion which says that product quality will be an important consideration for purchases (Santika, 2018).

2.1 Research Framework

Based on the description above, this research model can be described using three independent variables, namely country of origin, product quality and trust and one dependent variable, namely purchasing decisions.

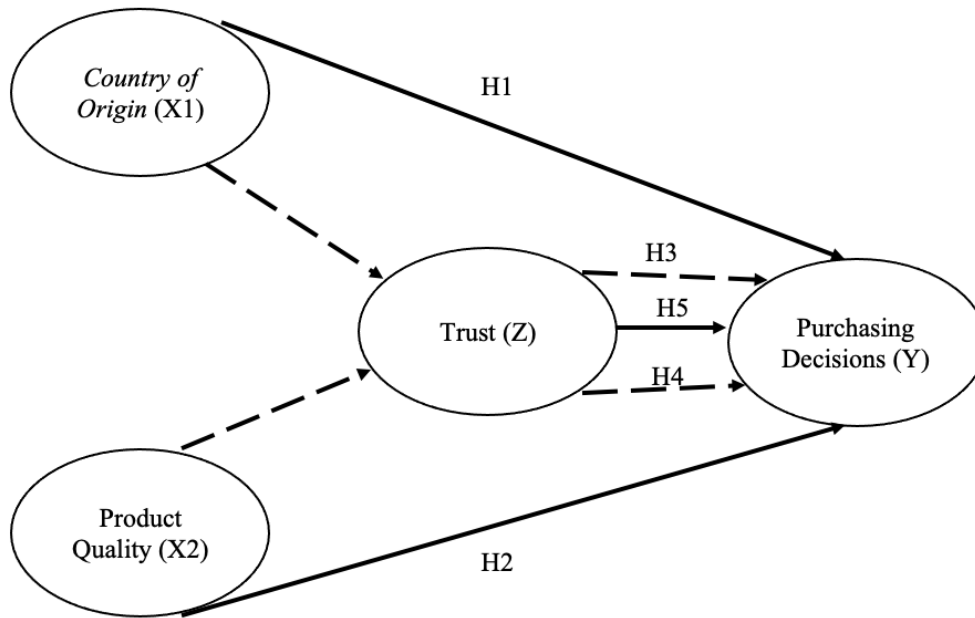


Figure 1. Research Framework

3. Research Method

Population is a combination of all elements in the form of events, things or people who have similar characteristics that become the center of attention of a researcher because they are seen as the universe of research (Augusty, 2014). The technique of determining the number of samples in this study uses the Hair formula where the determination of the number of samples is determined depending on the number of indicators multiplied by 5 to 10. The indicator in this study is 15, then $15 \times 8 = 120$, then 120 respondents are obtained. Data collection method is a method that can be used to collect or obtain data from empirical phenomena (Silalahi, 2009). in this study using a questionnaire with several questions according to variables and indicators, the questionnaire will be distributed in softcopy form using the google form. This research uses PLS software analysis technique.

4. Result and Discussion

4.1 Result

The population in this study were users of Garnier cosmetic products in DKI Jakarta. Questionnaires were distributed to 120 respondents who are users of Garnier cosmetic products. The following is the identity of the respondents based on age, gender and occupation:

Table 1. Respondent Description

Demographics	Category	Frequency	Percentage
Age	<22	23	19%
	23 - 35	94	78%
	>36	3	3%
Gender	Female	66	55%
	Male	54	45%
Profession	Student	36	30%
	Public/private employees	71	59%
	Entrepreneur	5	4%
	Housewife	2	2%
	etc	6	5%

In this study, users of Garnier cosmetic products in DKI Jakarta consisted of men and women where 55% were dominated by women. Ages 23-35 years dominate with a percentage of 78%. Then 59% of jobs are dominated by public/private employees. In summary, it can be seen that the majority of cosmetic product users in DKI Jakarta are dominated by women aged 23-35 years with private/state employees.

Table 2. Descriptive Data Analysis

Variable	Average Total Indeks
Purchasing Decisions	90,2
Trust	90,64
Country of Origin	86,6
Product Quality	95,04

In this study, it can be seen that the average total index of respondents' answers is the largest, namely the product quality variable of 95.04 then the second rank is trustworthiness of 90.62 and the third rank is purchasing decisions of 90.2 and the last rank is country of origin of 86.64.

Validity Test

Validity test is a test to see whether the measuring instrument used is valid or not. The validity test can be seen with the loading factor value and the AVE value according to (Ghozali, 2014) an acceptable value is if it is 0.50 to 0.60 it is considered sufficient

Table 3. Loading Factor

Items	Loading Factor	Description
COO1	0,902	Valid
COO2	0,922	Valid
COO3	0,937	Valid
COO4	0,913	Valid
COO5	0,888	Valid
T1	0,824	Valid
T2	0,828	Valid
T3	0,876	Valid
T4	0,659	Valid
T5	0,768	Valid
PC1	0,903	Valid
PC2	0,862	Valid

PC3	0,806	Valid
PC4	0,885	Valid
PQ1	0,890	Valid
PQ2	0,865	Valid
PQ3	0,920	Valid
PQ4	0,741	Valid
PQ5	0,882	Valid

The table above shows that all loading factors are above 0.50 with the highest value on the COO3 item of 0.937 and the lowest item on T4 of 0.659. This means that all indicators in this study have been declared valid or have met the validity test.

Table 4. Average Variant Extracted (AVE)

Variable	Average Variant Extracted (AVE)
Country of Origin	0,833
Product Quality	0,743
Trust	0,631
Purchasing Decisions	0,743

Based on the table above shows that the value of each variable is greater than 0.50, it can be concluded that each instrument on each variable is valid. Where the country of origin has an AVE value of 0.833, product quality has a value of 0.743, trust has an AVE value of 0.631 and purchasing decisions has an AVE value of 0.743.

Reliability Test

Reliability test is a test related to the consistency of an indicator. Reliability test can be measured by two criteria, namely composite reliability and Cronbach alpha. According to Ghazali, the construct is declared reliable if the composite reliability and Cronbach alpha values are above 0.70.

Table 5. Composite Reability

Variable	Composite Reability
Country of Origin	0,961
Product Quality	0,935
Trust	0,895
Purchasing Decisions	0,922

The table above shows that the composite reliability results for all variables are > 0.70. This shows that all questions on country of origin, product quality, trust and purchasing decisions on each indicator are estimated to meet the criteria.

Table 6. Cronbach Alpha

Variable	Cronbach Alpha
Country of Origin	0,950
Product Quality	0,912
Trust	0,853
Purchasing Decisions	0,887

The table above shows that the results of Cronbach's alpha for all variables are > 0.70. With the variable country of origin with a number of 0.950, product quality 0.912, confidence 0.853 and purchasing decisions 0.887.

Coefficient of Determination Test (R^2)

At this stage, the structural model of the research was tested with the R Square test. The following are the results of the R square test in the table below:

Table 7. R square

Variable	R square
Purchasing Decisions	0,754

Based on the table above, the value of R square has a value of 0.754, meaning that the independent variable in this study is able to explain the dependent variable of 75.4% and the remaining 24.6% of the variables outside of this study.

Hypothesis Testing

The purpose of the t-statistical test is as a step to determine the direction of the relationship and whether or not each variable is significant between country of origin, product quality, trust in purchasing decisions. Where the lower limit of significance is 1.97 and the p-value is ≤ 0.05 , it is significant.

Tabel 8. T-statistic

Variable	OS	T Statistics ($ O/STDEV $)	P Values
Country of origin > Purchasing Decisions	-0,021	0,236	0,814
Trust > Purchasing Decisions	0,452	5,448	0,000
Product Quality > Purchasing Decisions	0,465	5,092	0,000
Product Quality > Trust > Purchasing Decisions	0,318	4,837	0,000
Country of Origin > Trust > Purchasing Decisions	0,095	2,458	0,014

Variable *country of origin* on purchasing decisions has a *original sample* of -0.021 which means that the *country of origin* has a negative effect on purchasing decisions and the t-statistic value is 0.236 (>1.97) and the p-value is 0.814 ($\leq 0,05$) which means it is not significant. Furthermore, the product quality variable on purchasing decisions has a *original sample* of 0.465 which means that the product quality variable has a positive effect on purchasing decisions with a t-statistic value of 5.092 (>1.97) and a p-value of 0.000 (≤ 0.05). which means significant. Then the trust variable on purchasing decisions has a *original sample* of 0.452 which means the trust variable has a positive effect on purchasing decisions and the t-statistic value is 5.448 (> 1.97) and the p-value is 0.000 (≤ 0.05) which means significant.

The product quality variable on purchasing decisions through trust has a positive value of 0.318 which means it has a positive effect and t-statistics of 4.837 (>1.97) and p-value of 0.000 (≤ 0.05) which means significant. Furthermore, the *country of origin* on purchasing decisions through trust has a positive value of 0.095 which means it has a positive effect and a t-statistic value of 2.458 (>1.97) and a p-value of 0.014 (≤ 0.05) which means significant.

4.2 Discussion

This study states that *country of origin* has no effect on purchasing decisions for Garnier cosmetics. This study is supported by previous research from (Tati et al., 2015) which states that *country of origin* does not have a significant influence on purchasing decisions.

This study is not in line with previous research from (Ghaizani et al., 2018) which states that the *country of origin* has a significant and significant effect on purchasing decisions because the research uses cosmetic research objects originating from South Korea, namely Etude House, while the object in this study is Garnier. which comes from France where the two countries do have *branding*.

Judging from the descriptive analysis, it can be seen that there are still many respondents who answered doubtful about the pride of using Garnier products originating from France, indeed if you observe France is a developed country that is famous for its technological advancements and the world of fashion, not like South Korea which is famous for its products. cosmetics. As reported by Cantik.tempco.co, 46 percent of women prefer beauty products from South Korea, 34 percent prefer products from Indonesia and 21 percent choose products from Japan (Bisnis.com, 2018).

Therefore, it can be seen that France, which is famous for its progress and prowess, is not able to make consumers consider this in buying Garnier cosmetic products, indeed France is a developed country that is famous for its technology and fashion.

This study states that product quality affects the purchasing decisions of garnier cosmetic products where the better the quality of garnier cosmetic products, the higher the consumer's decision to buy garnier cosmetic products. Therefore garnier must maintain and even improve quality as one of the keys to purchasing decisions.

This study supports previous research from (Dewi et al., 2016) that product quality determines purchasing decisions by consumers, where the higher the quality of the product, the stronger the consumer's decision to purchase the product. This is also in line with research from (Rizqillah & Kurniawan, 2019) which states that having good quality and meeting the standards desired by customers will improve consumer purchasing decisions.

This means that respondents of Garnier cosmetics products are very concerned with product quality in making purchasing decisions, quality is the main thing for consumers in making purchase considerations. Judging from the descriptive analysis, product quality has a high average value, meaning that it is a fact that consumers of Garnier cosmetic products are very concerned about quality in making purchases.

A total of 120 respondents in this study, got the results that consumers aged 23-35 years or as much as 78% became the dominating number in product quality factors towards purchasing decisions on Garnier cosmetics where that age was included in the adult group, where skin problems in adulthood were more many like oily skin, acne and fine lines appear under the eyes, therefore the quality of the product is very important in making purchasing decisions, this is what idntimes.com said which states that entering a more mature age, skin problems are faced more and more such as oily, acne and fine lines (idntimes.com, 2019).

Looking at the descriptive analysis, the highest number is in KUP5 regarding garnier products, it means that consumers are confident in garnier products because the products have been clinically tested, this is indicated by the official registration of garnier products at BPOM (Food and Drug Supervisory Agency) and pocketing the halal label. For the Indonesian people who are dominated by the Muslim religion, of course, the halal label is very influential in determining the purchase of a product, besides that the BPOM label needs to be owned by a product to ensure its quality and safety where in the current era there are many cosmetic products that do not have BPOM and halal labels.

This can endanger skin health for consumers because the ingredients are not clinically tested and have a negative impact on skin health, this is in accordance with what is reported by Kabarindo.com which states that Garnier as one of the leading skin care brands in Indonesia

has received a halal certificate from the Indonesian Institute of Sciences. Assessment of Food, Drugs, and Cosmetics Indonesian Ulema Council (LPPOM-MUI) and registered with the Food and Drug Administration (BPOM) so that legality, quality and safety are guaranteed (Kumparan.com, 2022)

Garnier uses natural raw materials to make it safer in accordance with a statement from Diana as Garnier Indonesia's senior product manager who stated "natural ingredients are safer for consumers as well as for nature where Garnier has used natural raw materials as its formula such as sakura products where it is really from sakura extract and other products. the yuzu lemon is really from lemon extract so it prioritizes natural ingredients" (idntimes.com, 2020)

This indicates that Garnier attaches great importance to the quality of its products where using natural raw materials is safer than beauty brands that use chemicals because they can trigger health risks.

This study states that the *country of origin* influences the purchasing decision of Garnier cosmetic products through trust. When compared with the hypothesis test of the *country of origin* on purchasing decisions, it states that there is no influence of *country of origin* on the purchasing decisions of Garnier cosmetics. This means that the trust variable is able to become an intervening variable or intermediary between the *country of origin* and purchasing decisions. This study supports previous research from (Kanitra & Kusumawati, 2018) which states that there is a significant influence of the trust variable on purchasing decisions, the greater the trust felt by consumers towards the product, the purchasing decisions also increase.

Through the role of the trust variable being able to mediate between *country of origin* and purchasing decisions, Garnier needs to maintain and even increase consumer confidence in Garnier products. Judging from the descriptive analysis data of respondents regarding the trust variable which is in the high category, this indicates that Garnier consumers have high confidence in Garnier products. This means that the trust felt by Garnier consumers is able to make consumers decide to buy without prioritizing negative issues related to the *country of origin* or the country of origin of the product.

This study states that product quality affects the purchasing decisions of Garnier cosmetic products through trust. This study is in line with research from (Sulistiowati et al., 2021) which states that product quality has a positive and significant influence on purchasing decisions through trust.

If you look at the direct test between product quality and purchasing decisions, as well as indirect tests through the trust variable as an intervening have the same result that is influential, meaning that the presence or absence of the trust variable as an intervening does not really affect it because both directly and indirectly tested the results of product quality tests. on purchasing decisions still have a positive and significant effect.

But if you look at the test numbers, it can be seen that the influence of product quality on purchasing decisions is greater, namely 46.5% compared to 31.8% through trust, this indicates that consumers really prioritize product quality, seen from the descriptive analysis index, it can be seen that product quality is at the high category and the average index of 95.04 is the highest among the other three variables, meaning that consumers have felt the quality of the products provided by garnier products.

This study states that trust has an effect on purchasing decisions for Garnier cosmetics. The higher the public trust in Garnier cosmetic products, the higher the public's purchasing decisions for Garnier cosmetic products. Therefore, Garnier needs to maintain and improve aspects of consumer trust. According to (Nasution et al., 2020) that the high level of consumer confidence in the company, the consumer purchasing decisions also increase.

The results show that Garnier cosmetic products have given a good sense of trust to their consumers. Judging from the descriptive analysis the highest number is in K3 regarding garnier products in accordance with consumer expectations, which means that garnier products are in accordance with consumer expectations and garnier has succeeded in attracting consumer trust

through the products provided because the products from garnier are in accordance with consumer expectations, indeed the world of cosmetics is growing into a challenges for companies where companies must be required to always provide what they want or what consumers need. If Garnier consumers no longer have a sense of trust in Garnier products, it will reduce purchasing decisions and of course it will be detrimental to Garnier, especially if the distrust is felt by women where the majority of respondents in this study are women as much as 55% and women are the main target of the cosmetic market. . This statement is appropriate as given by kompas.com that "women are still the main target of the cosmetic market at 80% and men 20%" (Gloede, 2018).

In addition, Garnier builds trust by providing an official website in which there are product photos, product explanations, and also reviews of the product. These things are to build a sense of consumer confidence to improve purchasing decisions for Garnier products, this is in accordance with research (Iskandar & Nasution, 2019) which states that companies are able to give trust to customers, automatically purchasing decisions will increase / increase.

With the rapid advancement of the cosmetic world in the current era, companies need to maintain the trust of consumers because by providing the best operationally and in their products because according to McKnight trust is a positive expectation of consumers towards producers for their ability to produce products that satisfy customers.

5. Conclusion

Country of origin has no effect on purchasing decisions for garnier cosmetic products, product quality affects purchasing decisions for garnier cosmetic products, country of origin affects purchasing decisions for garnier cosmetic products through trust, product quality affects purchasing decisions for garnier cosmetics through trust and trust affects decisions purchase of garnier cosmetic products.

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