



# Analysis Of Determinant Factors Of Purchase Decisions For Garnier Facial Wash Products (Study On The General Public In Tegal City)

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## How to Cite :

Putra, E, F., Rachmawati, E., Purwidiанти, W. (2025). Analysis Of Determinant Factors Of Purchase Decisions For Garnier Facial Wash Products (Study On The General Public In Tegal City). EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 13(4). DOI: <https://doi.org/10.37676/ekombis.v13i4>

## ARTICLE HISTORY

Received [17 March 2025]

Revised [10 October 2025]

Accepted [14 October 2025]

## KEYWORDS

Brand Image, Brand Trust, Celebrity Endorsers, Lifestyle, Product Quality, Purchase Decisions.

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## ABSTRACT

Garnier was one of the alternative choices for facial wash products that were in high demand by the public. Garnier Facial Wash became a daily necessity for facial care for both men and women. The purpose of this study was to examine the influence of celebrity endorsers, brand image, brand trust, lifestyle, and product quality on purchasing decisions for Garnier Facial Wash products. The target population of this study was the general public in Tegal City with range age 17-30 years , good man and also women who have ever do purchase and use Garnier Facial Wash products. This study employed a quantitative method using purposive sampling, resulting in data from 115 respondents, which were analyzed using a five-point Likert scale. The data were processed using Structural Equation Modeling (SEM) with a Partial Least Squares (PLS) approach. The findings of this study indicated that celebrity endorsers, brand image, brand trust, and product quality had a positive effect on purchasing decisions, whereas lifestyle did not have a significant impact.

## INTRODUCTION

In today's modern world, appearance is important to everyone. Appearance is a crucial aspect for some individuals in their daily lives. An attractive and pleasing appearance can give us confidence and influence how others perceive us. Thus, many individuals make an effort to take care of their appearance through skin, hair and body care. Starting from the inner appearance by maintaining and caring for the skin to increase self-confidence, skincare or skincare has become one of the most popular beauty trends in recent years (Winarno & Fitriyah, 2023). One treatment that is often used in everyday life is facial care. Facial care is an important thing for , especially among women. But not a few men also take care, activities that we often do every day

both indoors and outdoors make our faces sometimes often dull and look . Taking care of the face can be done easily and will not spend a lot of time (Ilahi et al., 2021).

A wide range of facial wash products from local to non-local brands, available in Indonesia with many product variations, facial cleansing products are usually used as a must-have facial treatment for everyone. One of the brands that produce facial wash products is Garnier, in 1904 Alfred Amour Garnier founded Garnier in Blois, Paris. Starting from natural hair care products, Garnier began to spread its wings and began to penetrate the skin care market. Garnier uses natural ingredients in all its products because they believe that nature offers the best solutions for care (<https://www.garnier.co.id>). Garnier is a cosmetic brand that is a subsidiary of L'Oreal cosmetics. The evolution of the beauty industry has led to more intense competition between skincare brands. To stay in this competition, many skincare brands use marketing strategies that include using celebrity endorsers and building a strong brand image in order to attract and generate public interest in Garnier products (Ponto et al., 2023). The following table illustrates the Top Brand Index for the Facial Cleansing Soap Category in 2021-2024

**Table 1 Top Brand Index 2021-2024 Facial Wash**

No	Brand	2021	2022	2023	2024
1.	Biore	16.40%	14.30%	15.80%	21.50%
2.	Garnier	14.50%	14.40%	17.00%	13.10%
3.	Ponds	24.80%	24.50%	25.30%	10.10%
4.	Wardah	9.90%	10.10%	6.90%	8.60%

Source : [https://www.topbrand-award.com/top\\_brand\\_index](https://www.topbrand-award.com/top_brand_index)

Table 1 above indicates that from 2021 to 2024, the Garnier Facial Wash product consistently ranked as the top brand. In 2021 Facial Wash Garnier ranked third with a percentage of 14.50%, decreased in 2022 with a percentage of 14.40%, then experienced an increase in 2023 with a percentage of 17.00% and again experienced a decline in 2024 with a percentage of 13.10%. Although the Top Brand Index value fluctuates, Garnier Facial Wash still ranks second and third, meaning that this product is one of the best brands that consumers choose. This figure shows Garnier's significant popularity at the national level, which may also be reflected in Tegal City. However, to obtain accurate data on consumer preferences in Tegal City, more specific research is needed. Based on table 1.1 above, it demonstrates that it Facial Wash Garnier product has always been the Top Brand from 2021-2024. In 2021 Facial Wash Garnier ranked third with a percentage of 14.50%, decreased in 2022 with a percentage of 14.40%, then experienced an increase in 2023 with a percentage of 17.00% and again experienced a decline in 2024 with a percentage of 13.10%. Although the Top Brand Index value fluctuates, Garnier Facial Wash still ranks second and third, meaning that this product is one of the best brands that consumers choose. This figure shows Garnier's significant popularity at the national level, which may also be reflected in Tegal City. However, to obtain accurate data on consumer preferences in Tegal City, more specific research is needed.

Tegal is a city in Central Java Province, Indonesia, this city had experienced economic growth that encouraged an increase in people's purchasing power, including in the category of beauty products where the economic growth rate of Tegal City accelerated in 2023, to reach 5.01 %, after the previous year grew by 5.16 %. The economic growth rate of Tegal City in 2022 and 2023 increased rapidly compared to 2021 which grew at 3.12 % (<https://jatengdaily.com>). This also sparked the interest of researchers to investigate the factors that affect the purchasing decisions of consumers Garnier Facial Wash products, especially in the general public in Tegal City. Purchasing decisions are a person's attitude towards the use of goods or services that they believe will satisfy them and their willingness to take the necessary risks to do so is their

purchasing decision (Pertiwi, 2020). Celebrity endorsers, brand image, brand trust, lifestyle, and product quality are some of the factors that can affect consumers' decisions to buy.

Garnier's strategy to attract consumers to make purchases is to promote its products using Vanesha Prescilla, Tiara Andini, Joe Taslim, Iqbal Ramadhan as celebrity endorsers. Based on the popularity of their personalities, celebrities use celebrity endorsers as one of their communication channels to share thoughts and sell products (Andini & Rizal, 2022). Based on previous research results from Maulidya & Supriyono, (2023), Finthariasari et al. (2022), and Pasharibu & Nurhidayah, (2021) demonstrated that the influence of celebrity endorsers on purchasing decisions is both positive and significant. Conversely Putra et al. (2023), Utami & Ellyawati (2021), and Rahmawati et al. (2022) shows that celebrity endorsers do not influence purchase decisions. Research from Rahmawati et al. (2023) also shows that celebrity endorsers have a negative influence on purchase decisions.

Brand image also influences consumer purchase decisions. Brand image is a thought that exists in the minds of people about a product or service that they know and have used or consumed (Miati, 2020). Based on previous research from Maulidya & Supriyono (2023), Rahmani et al. (2022), and Pasharibu & Nurhidayah (2021) demonstrated that the influence of brand image on purchasing decisions is both positive and significant. Conversely Wardani & Maskur (2022), Salam & Abdiyanti (2022), and Andrian et al. (2023) shows that brand image has no effect on purchase decisions. Research from Rasyid & Karya (2021) also shows that brand image has a negative effect on purchase decisions.

In determining consumer purchasing decisions, it can be influenced by brand trust. Brand trust is an attitude and action of consumers who always believe in the company's product brand so that there is no doubt in themselves when buying and selling goods with the company (Ferdiansyah et al., 2022). Previous research from Putra et al. (2023), Rahmani et al. (2022), and Asmi & Zaini (2023) demonstrated that purchasing decisions are positively and significantly impacted by brand trust. Conversely Kusumastuti (2022), Anjaswati & Istiyanto (2023), and Putri et al. (2022) shows that brand trust has no effect on purchase decisions. Research from Santoso et al. (2020) also shows that brand trust has a negative effect on purchase decisions.

Consumer lifestyle also influences purchasing decisions. Lifestyle is a habit that a person does in fulfilling his needs by spending money and time shopping according to what he likes (Anjaswati & Istiyanto, 2023). Previous research from Putra et al. (2024), Utami et al. (2022), and Finthariasari et al. (2022) demonstrated that purchase decisions are positively and significantly impacted by lifestyle. Conversely Damayanti & Sulaeman, (2023), Fahmi (2023), and Wiska et al. (2022) showed the results that lifestyle has no effect on purchase decisions. Research from Darajat (2020) also showed the results that lifestyle has a negative effect on purchase decisions.

Another consideration when making a purchase is product quality. The most basic ability is product quality, where customers expect a product to fulfil their needs and wants. Therefore, product quality has a direct impact on how well these requirements and desires are met. Quality in the eyes of consumers has characteristics that differ from one consumer to another (Milano et al., 2021). Previous research from Utami et al. (2022), Putra et al. (2024) and Sari & Soebiantoro (2022) explains the findings that purchase decisions are positively and significantly impacted by product quality. Conversely Marlius & Noveliza (2022), Andrian et al. (2023), and Maudya & Hamzah (2022) demonstrates that decisions to buy are unaffected by product quality. Research from Milano et al. (2021) also shows that product quality has a negative effect on purchase decisions.

Have been many studies on the elements that impact decisions to buy cosmetics. One of them is research conducted by Maulidya & Supriyono (2023) in Surabaya City using the Partial Least Squares (PLS) method and found that Celebrity Endorser, Brand Image, and Brand Trust has a positive and significant impact on purchasing decisions. The study's findings show that the better consumer perceptions of Celebrity Endorser and Brand Image, the higher the level of purchasing decisions. In addition, Brand Trust also plays an important role in increasing

consumer confidence to buy products. Based on the results of previous research, this study will expand the scope by adding lifestyle and product quality variables in influencing purchasing decisions for Garnier Facial Wash in Tegal City which originated from previous research conducted by Putra et al. (2024) since the lifestyle and product quality factors in this study significantly and favorably influenced consumers' decisions to buy, some differences in the results of previous studies were also the reason researchers conducted research on these variables. Thus, this study can make a new contribution because it provides specific empirical data on consumer behaviour in Tegal City which can be used by companies to develop more effective marketing strategies and help consumers understand the factors that can influence their decisions in choosing facial care products, as well as add to the academic literature related to factors that influence purchasing decisions for facial wash products which can be a reference for further research on the variables of celebrity endorsers, brand image, brand trust, product quality and purchasing decisions.

## **LITERATURE REVIEW**

### **Consumer Behaviour**

According to Nugroho, (2023) any activity that directly contributes to the acquisition, use, and expenditure of goods or services, as well as the decision-making process that both before and follows this action, is referred to as consumer behavior. Several decisions are frequently involved in the intricate decision-making process, one of which is a purchase decision, where the consumer decision-making process for this purchase involves evaluating two or more possibilities and selecting one by combining information (Peter & Olson, 2018). There are several indicators used to measure purchasing decisions according to Kotler and Armstrong (2019) in Inggasari & Hartati, (2022) research, namely Identification of the problem, search for information, assessment of alternatives, decision to buy, and conduct after buying.

### **Theory of Cognition and Affection**

According to Peter & Olson (2018) Thoughts such as their opinions about a product are called cognition, the mental processes and structures involved in thinking, understanding, and interpreting information and events are called cognition. Meanwhile, Affection describes how they feel about something, such as whether they like or detest a product (Peter & Olson (2018). Based on this definition, it can be concluded that the variables included in the theory of cognition on this research is celebrity endorsers, product quality and purchasing decisions. Meanwhile, those included in the affection theory are brand image, brand trust and lifestyle.

### **Celebrity Endorsers**

According to Fongo, (2023) celebrity an endorser is a well-known person who spreads the word about a product by providing written or spoken testimonials that demonstrate its value and introduce it to the general audience. According to Rahmani et al. (2022) celebrity endorsers are an actress or entertainer actor who is known and known to the public with the success of their specialized domains to back a promoted product. According to Royan (2004) in Maulidya & Supriyono (2023) research states that there are several indicators to measure celebrity endorsers, namely visibility, credibility, attraction and power.

Celebrity endorsers as people who introduce products can influence consumer attitudes to make purchasing decisions on products through their social media accounts, consumer attitudes and perceptions of making purchases will increase if the celebrity endorser is their idol (Wardani & Maskur, 2022). Previous research conducted by Maulidya & Supriyono (2023), Fintariasari et al. (2022), and Pasharibu & Nurhidayah, (2021) also show that celebrity endorsers have a positive and significant effect on purchasing decisions. Based on the description above, it proves that celebrity endorsers can influence consumer perceptions of making purchases,

because consumers often idolise celebrities and want to follow their lifestyle, including in choosing products.

H1 : Celebrity Endorsers has a positive and significant influence on purchase decisions.

### **Brand Image**

According to Fongo, (2023) explaining the image or perception of customers towards a particular brand that is built in their memory after they have used it or heard what others say about the brand is called brand image. According to Ponto et al. (2023) when customers recall the brand of a specific product, they form a perception known as the brand image. According to Heda (2017) in Maulidya & Supriyono, (2023) research explains that there are several supporting indicators to measure brand image, namely excellence, strength and uniqueness.

A good brand will also create a good brand image. Maintaining the superiority of the owned brand image will affect consumers' decisions to buy products (Utami & Ellyawati, 2021). Previous research conducted by Maulidya & Supriyono (2023), Rahmani et al. (2022), and Pasharibu & Nurhidayah (2021) also show that decisions to buy are positively and significantly impacted by brand image. Considering the above description, It demonstrates how a positive brand image may sway customers' decisions to purchase, because brands that have a strong image are often better remembered and more chosen than competing brands.

H2 : Brand Image has a positive and significant influence on purchase decisions.

### **Brand Trust**

According to Nasib et al. (2024) Brand trust is crucial for boosting customer confidence in fulfilling their perceived, in this case the company can provide promotions that promise that product or service produced has advantages over other brands. According to Dian, (2024) one important component of the relationship between customers and a brand is brand trust, it involves the belief that a brand will provide value, quality and service in accordance with their expectations. According to Putra & Ningrum (2019) in Maulidya & Supriyono, (2023) research states that there are several indicators to measure brand trust, namely brand predictability, brand affection, brand rivalry, brand reputation, company trust.

Buying decisions are influenced by brand trust, so that high and low consumer confidence in a brand will affect the level of purchasing decisions by consumers (Efendi et al., 2022). Previous research conducted by Putra et al. (2023), Rahmani et al. (2022), and Asmi & Zaini (2023) also show that buying decisions are positively and significantly impacted by brand trust. Based on the description above, it proves that brand trust plays an important role in creating a consumer purchasing decision, because consumers tend to choose brands that are considered trustworthy and reliable.

H3 : Brand Trust has a positive and significant influence on purchase decisions.

### **Lifestyle**

According Nugroho, (2023) a lifestyle can be broadly defined as a way of living that is characterized by how an individual spends their time, what they value in their surroundings, and their thoughts about the world and themselves. According to Damayanti & Sulaeman, (2023) lifestyle shows how people organise their personal and social lives, how they act in public, and how they try to separate themselves from others by using social symbols. According to Plummer, (1974) there are several supporting indicators to measure lifestyle, namely activities, interest and opinion.

Person's lifestyle can influence purchasing decisions on a product. Because every consumer has their own lifestyle to increase their self-confidence in other words, if the product is felt to be in accordance with the consumer's lifestyle, consumers will not hesitate to buy the product (Hidayat & Sudarwanto, 2022). Previous research conducted by Putra et al. (2024), Utami et al. (2022), and Finthariasari et al. (2022) also shows that lifestyle has a positive and significant

effect on purchasing decisions. Based on the description above, it proves that lifestyle can also influence consumers' purchase preferences since they will be more drawn to goods that fit their lifestyle.

H4 : Lifestyle has a positive and significant influence on purchase decisions

### Product Quality

According to Dian, (2024) consumers tend to form positive views if they experience or hear about the consistent quality of the brand's products or services, this quality can include technical aspects, durability and product performance. According to Ilahi et al. (2021) the superiority of a product that may satisfy customers after they utilize it is known as product quality. According to Garvin, (1984) there are several supporting indicators to measure product quality, namely performance, features confidence, conformance, longevity, serviceability, aesthetics, and quality perception.

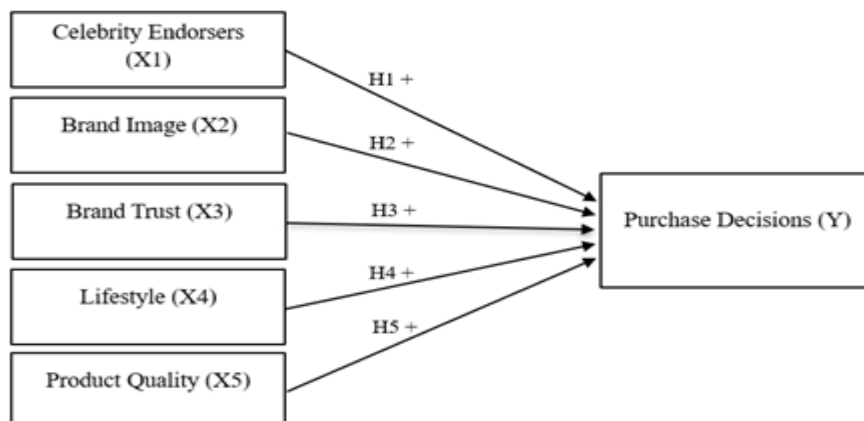
Quality is a consideration for someone in seeing how a product is. In buying a product, everyone wants the product purchased to be as expected. The quality of a product that has good quality can influence a person when they are choosing to buy (Puspita & Rahmawan, 2021). Previous research conducted by Utami et al. (2022), Putra et al. (2024) and Sari & Soebiantoro (2022) also show that decisions to buy are positively and significantly impacted by product quality. Based on the description above, It demonstrates how consumers' decisions to buy are influenced by product quality since they will only buy goods that are deemed to be of high quality and capable of matching their requirements and expectations.

H5 : Product Quality has a positive and significant effect on purchase decisions.

### Conceptual Framework

The study's usage of independent factors, such as celebrity endorsers, brand image, brand trust, lifestyle, and product quality, with purchase decisions as the dependent, can be inferred from the theoretical underpinnings and findings of earlier research that have been previously presented.

**Figure 1: Conceptual Framework**



### METHODS

This research uses quantitative methods to test the relationship between research variables. Data collection was carried out through an online questionnaire using Google Forms, which was distributed online to make it easier for respondents to fill out the questionnaire as primary data. The population in this study is the general public who live in Tegal City, with an age range of 17-30 years, both men and women who have purchased and used Garnier Facial Wash products. To determine the number of samples, this study used the Roscoe formula which recommended a total of 115 respondents. The sampling technique used is purposive sampling,

namely the selection of respondents based on certain predetermined criteria. The research instrument is a questionnaire consisting of questions related to research variables, namely celebrity endorsers, brand image, brand trust, lifestyle, product quality, purchasing decisions which are then measured using indicators adapted from previous research. Indicators of celebrity Endorsers variables, namely visibility, credibility, attraction and power, are adapted from research by (Maulidya & Supriyono, 2023). Indicators of brand image variables, namely excellence, strength and uniqueness, are adapted from research by (Maulidya & Supriyono, 2023). Indicators of brand trust variables, namely brand predictability, brand affection, brand rivalry, brand reputation, company trust were adapted from research by (Maulidya & Supriyono, 2023).

Lifestyle variable indicators, namely activities, interest and opinion, are adapted from research by (Plummer, 1974). Indicators of product quality variables, namely performance, features, reliability, conformation, durability, serviceability, aesthetics and perceptions of quality are adapted from research by (Garvin, 1984). Indicators of purchasing decision variables, namely performance, features confidence, conformance, longevity, serviceability, aesthetics, and quality perception are adapted from research by (Inggasari & Hartati, 2022). Each indicator question item in the questionnaire is measured using a Likert scale with five levels of answers, which range from strongly disagree (1) to strongly agree (5). The data was then analysed using Structural Equation Modeling (SEM) based on Partial Least Square (PLS), which is used to test the relationship between latent variables and measure their influence on purchasing decisions. This method was chosen because it is able to analyse complex models even with a limited number of samples.

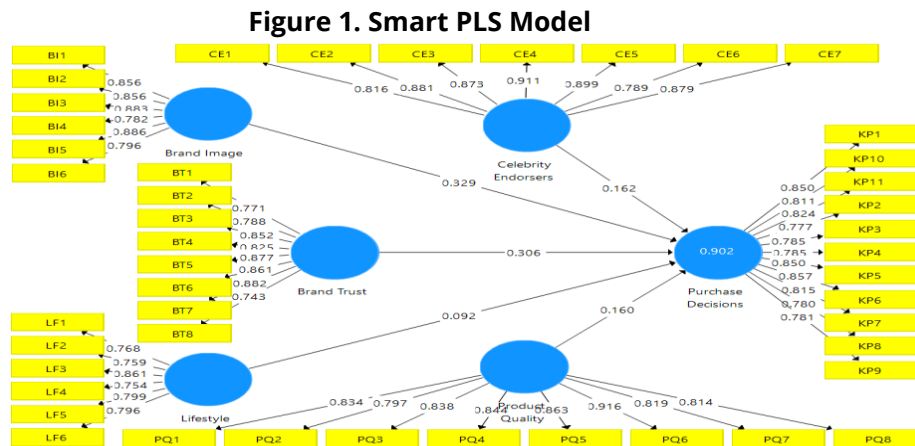
## RESULTS

**Table 1 Characteristics of respondents**

Characteristics	Number of people	Percentage
<b>Gender</b>		
Men	71	62%
Woman	44	38%
<b>Age</b>		
17 - 21 years	19	16%
22 - 24 years	47	41%
25 - 30 years	49	43%
<b>Last education</b>		
SMP	12	10%
High school/equivalent	39	34%
Diploma/Bachelor's degree	64	56%
<b>Jobs</b>		
Students	12	10%
Not yet working	15	13%
Student	29	25%
Private Employee	38	33%
PNS	11	10%
Self-employed	10	9%
<b>Monthly Income</b>		
Rp 1.000.000 – Rp 1.999.999	29	25%
Rp 2.000.000 – Rp 3.000.000	31	27%
Rp 3.000.000	56	56%

Source: Questionnaire Distribution

Table 1 shows that most of the respondents are 25 - 30 years old (46%), proving that they have more mature thinking skills and are able to know what they need. In addition, most of the respondents who are graduates of Diploma / Bachelor (56%) can be assumed that they are able to choose good products to solve their facial problems. As well as being able to distinguish the quality of products that are good, trusted, and safe for daily use.



Based on the results of the validity test, it can be concluded that all of the indicators of this variable are valid because the loading factor values for lifestyle, product quality, brand image, brand trust, celebrity endorsers, and purchase decision are all positive. A further indication of the instrument's reliability is that all Composite Reliability values are greater than 0.7. According to reliability testing, a construct variable is considered good if its Average Variance Extracted (AVE) is greater than 0.5, its Composite Reliability value is greater than 0.7, and its Cronbach's Alpha is greater than 0.7. The outcomes of this study's reliability test are as follows:

**Table 2 Composite reability**

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Celebrity Endorsers	0.944	0.954	0.748
Brand Image	0.919	0.937	0.713
Brand Trust	0.933	0.945	0.683
Lifestyle	0.880	0.909	0.625
Product Quality	0.941	0.951	0.708
Purchase Decision	0.948	0.955	0.658

Source: SEM - PLS data processing results (2024)

The table above shows that the composite reliability of each variable has a value greater than 0.7, which indicates that the responses representing each variable are reliable and appropriate for testing the hypothesis. In addition, each variable has a Cronbach's Alpha value above 0.7, a composite reliability greater than 0.7 and an AVE value greater than 0.5, which indicates the result that all indicators have been reliable and valid and the measurement model used meets the requirements of discrimination validity.

R-square and f-square are the structural model (inner model) tests used. Tables 3 and 5 display the f-square and r-square values.

**Table 3 R-Square Value**

	R – Square	R Square Adjusted
Purchase Decisions	0.902	0.898

Source: SEM - PLS data processing results (2024)

Table 3 shows a value of 0.898 for Adjusted R Square. This figure indicates that of Celebrity Endorsers, Brand Image, Brand Trust, Lifestyle, Product Quality to Purchasing Decisions for 89.8% of the decision to buy, with other factors outside the scope of this study influencing the remaining 10.2%.

**Table 4 F-Square Value**

	Purchase Decisions
Celebrity Endorsers	0.078
Brand Image	0.367
Brand Trust	0.152
Lifestyle	0.013
Product Quality	0.054

Source: SEM - PLS data processing results (2024).

Based on table 4, the f-square shows the f-square value of Celebrity Endorsers 0.078, Brand Image 0.367, Brand Trust 0.152, Lifestyle 0.013, and Product Quality of 0.054. This shows that Celebrity Endorsers, Brand Image, Brand Trust, and Product Quality have a big impact on decisions to buy Garnier Facial Wash. Meanwhile, Lifestyle has little impact on decisions to buy Garnier Facial Wash.

**Table 5 Path Coefficient Results**

	Original Sample (O)	T Statistics	P-Values	Information
Celebrity Endorsers -> Purchase Decisions	0.162	2.290	0.022	H1 Accepted
Brand Image -> Purchase Decisions	0.329	4.159	0.000	H2 Accepted
Brand Trust -> Purchase Decisions	0.306	3.317	0.001	H3 Accepted
Lifestyle-> Purchase Decisions	0.092	1.030	0.304	H4 Rejected
Product Quality-> Purchase Decisions	0.160	2.056	0.040	H5 Accepted

Source: SEM - PLS data processing results (2024)

## DISCUSSION

### The Influence of Celebrity Endorsers on Purchase decisions

Based on the bootstrapping analysis's results, the first hypothesis is accepted, and buying decisions are positively and significantly impacted by the celebrity endorsers variable. The results are consistent with the affection theory put forward by Peter & Olson (2018) where the sample of this study shows that most people in tegal generally feel that celebrities endorsed by garnier facial wash have attractiveness so that it is possible for consumers to decide to buy products used by these celebrities (Martha & Maini, 2022). The 5th statement about "Tiara Andini

and Joe Taslim are celebrities who have high popularity and reputation so that I am interested in Garnier Facial Wash products" has the highest mean value according to the results of descriptive statistical analysis, meaning that respondents made purchases because of the high popularity and reputation of the endorsed celebrities so that they were interested in Garnier Facial Wash products. While the lowest mean value is in the 6th statement about "Tiara Andini and Joe Taslim have extensive insight into Garnier Facial Wash so that they can convince people to use it" this shows that respondents do not make the insights possessed by endorsed celebrities a consideration in purchasing Garnier Facial Wash. These results are in accordance with Maulidya & Supriyono (2023), Finthariasari et al. (2022), Pasharibu & Nurhidayah, (2021).

### **The Influence of Brand Image on Purchase decisions**

Based on the results of the bootstrapping analysis, the second hypothesis has been accepted, and brand image significantly and favorably influences consumers' decisions to buy. The results are consistent with the affection theory put forward by Peter & Olson (2018) where the good image of the Garnier facial wash product has a good impact on people in the city of Tegal to use it and buy garnier facial wash, this shows that a good perception of a brand can help consumers while making decisions about purchases process (Latifah & Maskur, 2023). Based on the results of descriptive statistical analysis, the 4th statement about "Garnier is a cosmetic brand that is produced locally and is a favourite and well-known" has the highest mean value, this means that respondents make purchases because Garnier is a cosmetic brand that is produced locally, is well-known and is their favourite. While the lowest mean value is in the 2nd statement about "Garnier has reliable facial wash products according to what I need", this shows that respondents feel that the reliability of the Garnier Facial Wash product is not what they need. These results are in accordance with Maulidya & Supriyono (2023), Rahmani et al. (2022), Pasharibu & Nurhidayah (2021).

### **The Influence of Brand Trust on Purchase decisions**

The third hypothesis according to the bootstrapping analysis's results is accepted, and buying decisions are significantly and favorably impacted by the brand trust variable. The results are consistent with the affection theory put forward Peter & Olson (2018) where trust can turn consumers into customers because customers will always buy Garnier Facial Wash products to meet their needs, but their choices and the goods they buy will be greatly influenced by their feelings towards the brand (Maulana & Marista, 2021). The 2nd statement about "I like Garnier Facial Wash products because they are practical to carry and easy to use" has the highest mean value according to the results of descriptive statistical analysis, this means that respondents purchase Garnier Facial Wash because it is practical to carry and easy to use. While the lowest mean value is in the 8th statement about "I believe that Garnier always provides honest and transparent information about its facial wash products", this shows that respondents do not believe that Garnier is always honest and transparent in providing information about its facial wash products. These results are in accordance with Putra et al. (2023), Rahmani et al. (2022), Asmi & Zaini (2023).

### **The Influence of Lifestyle on Purchase Decisions**

According to the bootstrapping analysis's results, the fourth hypothesis has been rejected and lifestyle variables have no effect on purchasing decisions. The results are consistent with the affection theory put forward Peter & Olson (2018) where lifestyle is not a benchmark for the tegal community in purchasing garnier facial wash products, this is because every community has a different way of life, even groups' or individuals' lifestyles change with time. The things that people purchase are a reflection of their lifestyle, which also influences their interest in other products (Monginsidi et al., 2019). Statement 3 about "Garnier Facial Wash provides its own attraction compared to other products facial wash" and statement 4 about "I chose the Garnier

Facial Wash product because it provides an experience that suits my interests" has the highest mean value based on the results of descriptive statistical analysis, meaning that respondents make purchases because Garnier Facial Wash provides its own interest compared to other facial wash products because it provides comfort when used for face washing. While the lowest mean value is in the 1st statement about "I use Garnier Facial Wash when going on activities", this shows that respondents do not make the use of Garnier Facial Wash when going on activities as a consideration in making purchases. These results are in accordance with Damayanti & Sulaeman, (2023), Fahmi (2023), Wiska et al. (2022).

### **The Influence of Product Quality on Purchase decisions**

The fifth hypothesis according to the bootstrapping analysis's findings is accepted, and decisions to buy are significantly and positive impacted by the product quality variable. The results are consistent with the affection theory put forward Peter & Olson (2018) where good product quality and consumer experience in using garnier facial wash products provide a positive assessment of the product, if the product quality is satisfactory and in accordance with their wishes, it will increase purchases on the product (Viedy et al., 2022). 2nd statement about "The advantages of Garnier products lie in their main content which comes from natural ingredients" has the highest mean value based on the results of descriptive statistical analysis, meaning that respondents made purchases because the advantages of Garnier products lie in their main content which comes from natural ingredients. While the lowest mean value is in statement 7 regarding "This Garnier product has many variants with a modern and attractive packaging design so that it is easy to carry anywhere" and statement 8 regarding "Garnier offers products at relatively affordable prices, so I feel that I get good value for the money I spend", this shows that respondents do not consider packaging design variants, prices and good value for the money they spend in making purchases. These results are in accordance with Utami et al. (2022), Putra et al. (2024), Sari & Soebiantoro (2022)

## **CONCLUSIONS**

The results showed that the decision to purchase Garnier Facial Wash products was positively and significantly influenced by celebrity endorsers, brand image, brand trust, and product quality. However, lifestyle does not affect purchasing decisions for Garnier Facial Wash products in the general public in Tegal city. This research has the benefit of being able to provide insight to companies in designing more effective marketing strategies based on factors that significantly influence decisions to buy. Helping consumers understand the factors that can influence their decisions in choosing facial care products and can be used as a basis for further research This study also has limitations, namely because it only focuses on the people of Tegal City, so that the results do not necessarily reflect consumer preferences in other regions and only test the variables of celebrity endorsers, brand image, brand trust, lifestyle, and product quality on purchasing decisions.

## **SUGGESTIONS**

Based on the research results, discussion and conclusions obtained, the following suggestions can be given:

1. For future researchers, further research can develop research by analysing other variables that can influence purchasing decisions for Garnier Facial Wash in the general public in Tegal City such as brand awareness and digital marketing, further research can also re-examine variables that do not affect this study. Additionally, it is advised that studies broaden the range of samples they utilize, for example, by including the general people in multiple cities.
2. For companies, companies can maximise the use of celebrity endorsers by choosing public

- figures who have a positive and credible image in the field of beauty and skin health. Strengthen brand image and brand trust with transparent communication strategies, such as displaying clinical trial results and honest user testimonials. As well as improving product quality with innovative ingredients that are more natural, safe, and suitable for various skin types of consumers in Indonesia. The company can also tailor its products to be more relevant to stronger lifestyles, needs and preferences as lifestyles change over time, and identify changing lifestyle trends that can influence the market.
3. For consumers, consumers should be more selective in choosing facial wash products by not only considering the factors of celebrity endorsers, brand image, and brand trust, but also ensuring their suitability for their respective skin needs. Before buying, consumers are advised to look for reviews from various sources such as social media, other user testimonials, or product review sites and understand the composition of the product to ensure its safety and effectiveness because product quality should be the top priority in purchasing decisions, not just because of brand popularity or the influence of celebrities advertising the product

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