

**THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY, AND
BRAND AWARENESS ON PURCHASE DECISION
OF GARNIER SKINCARE PRODUCTS**

By Greecia Rhema Sinulingga

Abstract

Garnier is an international skincare brand that has expanded its market and gained popularity in Indonesia for many years. However, customer purchase decisions toward Garnier skincare products have faced several challenges, such as the decline in top brand rankings, decreasing sales, and the brand being surpassed by various local skincare competitors in the market. This study is a quantitative research that aims to determine the partial influence of brand image, product quality, and brand awareness on purchase decision regarding Garnier skincare products. The population of this research consists of Garnier skincare users aged over 17 years who reside in the Jakarta, Bogor, Depok, Tangerang, and Bekasi areas. A total of 155 samples were collected for this study. The data analysis techniques used include descriptive and inferential analysis employing Structural Equation Modelling-Partial Least Square (SEM-PLS) through SmartPLS 4.0 software. The results of the study indicate that (1) brand image has an influence on purchase decision, (2) product quality has an influence on purchase decision, and (3) brand awareness has an influence on purchase decision.

Keywords: Brand Awareness, Brand Image, Product Quality, and Purchase Decision.

**PENGARUH *BRAND IMAGE*, *PRODUCT QUALITY*, DAN
BRAND AWARENESS, TERHADAP *PURCHASE DECISION*
PADA *SKINCARE* GARNIER**

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Abstrak

Garnier merupakan salah satu produk *skincare* internasional yang sudah memperluas pasarnya dan terkenal di pasar Indonesia sejak lama. Di sisi lainnya, keputusan pembelian pelanggan terhadap merek *skincare* Garnier ini menghadapi beberapa tantangan, seperti penurunan pada *ranking top brand*, penurunan penjualan, dan merek *skincare* Garnier dikalahkan oleh berbagai merek *skincare* lokal di pasar *skincare*. Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui pengaruh *brand image*, *product quality*, dan *brand awareness* terhadap *purchase decision* pada *skincare* Garnier secara parsial. Populasi dari penelitian ini merupakan pengguna *skincare* Garnier yang berusia lebih dari 17 tahun dan beraktivitas di wilayah Jakarta, Bogor, Depok, Tangerang, dan Bekasi. Sampel yang digunakan pada penelitian ini berjumlah 155 sampel. Analisis data yang digunakan adalah teknik analisis data deskriptif dan inferensial menggunakan *Structural Equation Modelling-Partial Least Square* (SEM-PLS) dengan *software* SmartPLS 4.0. Hasil penelitian menunjukkan (1) *brand image* berpengaruh terhadap *purchase decision*, (2) *product quality* berpengaruh terhadap *purchase decision*, dan (3) *brand awareness* berpengaruh terhadap *purchase decision*.

Kata Kunci: Citra Merek, Keputusan Pembelian, Kesadaran Merek, Kualitas Produk.