

# THE EFFECT OF EXPERIENCE VALUE CUSTOMER TO LOYALTY PRODUCT GARNIER BRAND COSMETICS IN THE COMMUNITY OF LHOKSEUMAWE CITY

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## Abstract

*This research examines the influence of functional value, emotional value and social value on loyalty to Garnier Brand cosmetic products in the people of Lhokseumawe City. This research obtained data by distributing questionnaires as a data collection instrument. This research uses a quantitative approach with multiple linear regression analysis with the help of the SPSS (Statistical Package for the Social Sciences) tool. The sampling technique used is a non-probability sampling technique with a sampling technique using purposive sampling as the determinant of the sample. The population is 120 respondents who use Garnier brand cosmetics in Lhokseumawe City. Partial test results show that Functional Value has a positive and significant effect on brand loyalty, Emotional Value has a positive and significant effect on brand loyalty, and Social Value has a positive and significant effect on brand loyalty.*

**Keywords:** *Functional Value, Emotional Value, Social Value, Brand Loyalty*

## 1. INTRODUCTION

In the era of globalization moment This is competition business in industry cosmetics become common phenomenon happen. Industry This Keep going experience dynamic and full development challenge, force companies For regularly evaluate performance product they, interact with competitors, and develop innovation new. Development industry cosmetics in Indonesia in particular take notes surge significant in amount brand new appear. Progress knowledge knowledge and technology play role important in facilitate access public to various product cosmetics available. Temporary that 's style life also becomes factor crucial influence dynamics competition and progress industry cosmetics moment this Growth fast in sector This has presenting diverse choice maintenance beauty that is not only support appearance woman but also deliver various option For consumer in choose product cosmetics in accordance need they.

Cosmetics company is one of the most competitive Because Fast growth and high sales. Many products beauty available in the market p This show Because company cosmetics moment This compete For get trust customer after they use their products produce . Therefore that , with its height request to existing products reach High market position , important for company For Act with wise and honest to get it prevent disappointment customer to products offered .

Based on *Top Brand Index Indonesia* for five years final shows , the Garnier brand has experience various change in index brand For its products in various category . For example, for soap cleaner face, happens enhancement stable from 13.3% in 2019 to 17.0 % in 2023. Garnier face masks experienced significant growth, soaring from 11.5% in 2019 to 30.5 % in 2023, indicating exists high acceptance in the market. On the other hand , categories like cream bleach show stability with fluctuation small from 18.8% in 2019 to 18.2 % in 2023. Moisturizer Garnier's face also noted consistent improvement from 6.6% in 2019 to 20.8 % in 2023.

Although Thus , products like cleaner face show more fluctuation big with decline from 21.1% in 2019 to 17.7 % in 2023. Increasingly Lots customers who use product certain and on choose it, increasingly strong loyalty brand it in the eyes consumer. Brand Loyalty is attitude positive to brands and habits buy product For a long time shows loyalty to brand. This matter explained by (Hans, 2020) Where is loyalty brand interpreted as trend consistent customers to something brand . Share each organization or company, concept loyalty brand very important (Thai et al, 2020). This

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illustrates how much loyal consumer to something brand that , how much? often they connected with brand that, and how much often they buy goods or service from brand the .

Loyalty This emphasize importance satisfaction consumers to order them can maintain use product in period long , as well reach mark experience consisting of customers from mark functional, value emotional, and value social .Benefits obtained from quality or consistency various product cosmetics called mark functional. Criteria high functional in evaluation something product show that the product concerned have quality and functionality (Wong et al., 2019). Interview result with Silfani (2023) shows that consumer the use Garnier cosmetics because suitability function obtained from product the . This matter in line with research (Hans, 2020) and (Yeh et al., 2016) show that mark functional influence loyalty brand in a way significant and positive. However different with research conducted by Faris et al., (2020) shows that mark functional No influential to loyalty brand.

Other influencing factors loyalty brand is mark emotional, According to (Yeh et al, 2016) value emotional defined as utility obtained from behavior effective consumer or perception consumer to brand different products. Emotional value explain How view consumer to their products use about satisfied or or not they to product the . A research (Hans, 2020) found that mark emotional can influence loyalty brand. The results of research conducted by ( Novitasari et al., 2023) also show this that mark emotional influential positive and significant to loyalty brand. This matter contradictory with research carried out (Tama & Untoro , 2016) which explains that mark emotional No influential to loyalty brand.

Apart from value emotional, there is also value social influences loyalty brand. Social value defined as benefits offered by the product or intended services For fulfil desire somebody For get confession or pride social. Customers who pay attention mark social will choose product or communicating services appropriate image with his friends or displays image their social want (Hans, 2020). Based on what Novitasari et al., (2023 ) showed that mark social No influential to loyalty brand.

From the gap results and results the researcher 's observations do to user product cosmetics Garnier brand via interview with Sindi (2023) stated that consumer feel more believe self when they use a well- known and existing product own BPOM permission as well as has a halal label like Garnier. This matter in line with research conducted by Novitasari et al., (2023) and Hans (2020) which shows that mark social influential to loyalty brand . Based on description background back above , researcher interested For do research entitled " **The Effect of Experience Value Customer To Loyalty Product Garnier Brand Cosmetics in the Community of Lhokseumawe City** "

## **2. IMPLEMENTATION METHOD**

The object of the research was the people of Lhokseumawe City who use Garnier brand cosmetic products. The objects used are located around Lhokseumawe City, such as Muara Satu District, Muara Dua District, Banda Sakti District, and Blang Mangat District. The population used in this research is all residents of Lhokseumawe City who use Garnier cosmetics. The sampling technique used in this research uses the formula Heir et al., (2017) because the population size in this study is unknown or very large. This formula involves adding up all the indicators from all the variables used and multiplying the result by 5 to 10 (Hair et al., 2019) . Therefore, the sample size was calculated using the formula Heir et al. In research this , researcher set amount sample amounting to 112 samples ( 16 ( total indicator ) x 7 ( ratio ) = 112, However in study This samples are rounded into 120 samples. The technique used in this research is multiple linear regression analysis with the aim of determining the influence of independent variables consisting of functional value, emotional value and social value on the dependent variable, namely loyalty to Garnier brand cosmetic products in the people of Lhokseumawe city. This analysis was processed using SPSS version 22 software.

The multiple linear regression equation in this research is as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

### 3. RESULTS AND DISCUSSION

#### 3.1 Results

Regression analysis is a statistical method used to measure the relationship between one or more independent variables (called predictor or explanatory variables) and a dependent variable (called the response variable or dependent variable). The goal of regression analysis is to understand and measure how changes in one or more independent variables can predict or explain variations in the dependent variable. The results of the partial regression analysis in this study are presented in the following table:

**Table 1 Analysis Results Multiple Linear Regression**

Model		Unstandardized Coefficients		Standardized Coefficients		Sig
		B	Std. Error	Beta	t	
(Constant)	1	4,64	1,355		3,426	0,001
Functional Value	0	0.24	0.080	0.256	2,993	0,003
Emotional Value	9	0.34	0.087	0.373	4,034	0,000
Social Values	4	0.16	0.070	0.185	2,332	0,021

Source : Data in olah, 2024

From table 4.16 it is obtained mark tcount from every Variable Free . With see existing criteria determined then ,  $\alpha = 0.05$  table (120-4 =116) is obtained t table value amounting to 1.98063. from description the can withdrawn conclusion as following :

1. By Partial mark functional influential positive and significant to loyalty product cosmetics Garnier brand to the people of Lhokseumawe City Where in a way statistics tcount > ttable or 2.993 > 1.98063 with level significant equal to 0.003 < 0.05 so can it is concluded that H1 is accepted .
2. By Partial mark emotional influential positive and significant to loyalty product cosmetics Garnier brand to the people of Lhokseumawe City Where in a way statistics tcount > ttable or 4.034 > 1.98063 with level significant equal to 0.000 < 0.05 so can concluded H<sub>2</sub> accepted.
3. By Partial mark social influential positive and significant to loyalty product cosmetics brand Garnier to the people of Lhokseumawe City Where in a way statistics tcount > ttable or 2.332 > 1.98063 with level significant of 0.021 < 0.05 so can concluded H<sub>3</sub> accepted .

The F test measures *goodness of fit* , ie accuracy regression sample in appraise mark actual. If value significant  $F < 0.05$ , then the regression model can used For predicting independent variables. The F test also shows is all variable independent or freely included in the model has influence in a way together to variable dependent . F test have significance 0.05 ( Ghozali , 2016). In research this, test it simultaneous (f-test) can seen in Table 4.17 below This :

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**Table 2 Test Results Simultaneous ( F Test)**

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	169,977	3	56,659	31,600	0,000 <sup>b</sup>
Residual	207,990	116	1,793		
Total	377,967	119			

Source : Data processed, 2024

Based on the results of the simultaneous regression test presented in the table above, a significance value of 0.000 is obtained, which is smaller than the significance level used, namely 0.05 ( $0.000 < 0.05$ ), and the calculated F value of 31.600 is greater than the F table value of 2.68 ( $31,600 > 2.68$ ). Therefore, it can be concluded that functional value, emotional value and social value simultaneously have a significant effect on brand loyalty. Thus, the hypothesis states that functional value, emotional value and social value simultaneously have a significant effect on loyalty to Garnier brand cosmetic products among the people of Lhokseumawe City (H4 is accepted). The coefficient of determination test aims to measure how well the model can explain variations in the dependent variable. The coefficient of determination value ranges from 0 to 1, with the following classification: 0 (no correlation), 0 – 0.49 (weak correlation), 0.50 (medium correlation), 0.51 – 0.99 (strong correlation) , and 1.00 (perfect correlation) . A low coefficient of determination means that the ability of the independent variable to explain the dependent variable is very limited (Ghozali, 2018). The results of the coefficient of determination test in this study are presented in the following table:

**Table 3 Coefficient Results Correlation and Determination**

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	0.671 <sup>a</sup>	0.450		0.435	1,339

Source : Data processed (2023)

Based on the results of the coefficient of determination test presented in the table above, an Adjusted R-squared value of 0.435 was obtained. This shows that brand loyalty is influenced by the variables functional value, emotional value and social value by 43.5%, the remaining 56.5% of brand loyalty is influenced by other variables not explained in this research. Therefore, it can be concluded that the functional value, emotional value and social value variables have a weak correlation or relationship with loyalty to Garnier brand cosmetic products in the people of Lhokseumawe city, because they are in the 0 - 0.49 category (weak correlation). Multiple linear regression analysis was used in this research with the aim of determining the influence of functional value, emotional value and social value on loyalty to Garnier brand cosmetic products in the people of Lhokseumawe city. Based on research findings, the multiple linear regression equation obtained is as follows:

$$Y = 4.641 + 0.240 (X_1) + 0.349 (X_2) + 0.164 (X_3)$$

Based on results equality multiple linear regression above , so the results are described as following:

1. Constant of 4,641, that is if mark functional , value emotional and value social worth constant so loyalty brand have mark still amounting to 4,641.
2. Coefficient regression variable mark functional worth positive 0.240 , that is increasing mark functional so will increase loyalty brand of 0.240.

3. Coefficient regression variable mark emotional worth positive 0.349 , that is increasing mark emotional so will increase loyalty brand as big as 0.349 .
4. Coefficient regression variable mark social worth positive 0.164, meaning increasing mark social so will increase loyalty brand of 0.164.

Based on the multiple linear regression analysis above, it was found that the variable that has the most significant influence on loyalty to Garnier brand cosmetic products is Emotional Value. This is because emotional value has an influence of 34.9% on loyalty to Garnier brand cosmetic products among the people of Lhokseumawe City.

### 3.2 Discussion

#### 3.2.1 Influence Nlation Functional To Loyalty Product Garnier Brand Cosmetics in the Community of Lhokseumawe City

Based on results study testing hypothesis ( $H_1$ ) shows that variable mark functional there is influence positive and significant to loyalty product cosmetics brand garnier to the people of Lhokseumawe City based on results calculations that have been made done so obtained calculated t value of 2.993 and t table amounted to 1.98063 with level significant 0.003. So you can taken conclusion that results testing in a way  $H_1$  statistics accepted . Research result This in line with research that done by(Yeh et al., 2016) show that mark functional influential positive and significant to loyalty brand . Research result others also prove it that mark functional influential positive to loyalty brand , ( Darmawan Poani et al., 2021; Amelia S, 2023; Hans, 2020).

#### 3.2.2 Influence Nlation Emotional To Loyalty Product Garnier Brand Cosmetics in the Community of Lhokseumawe City

Based on results study testing hypothesis ( $H_2$ ) shows that variable mark emotional there is influence positive and significant to loyalty product Garnier Brand cosmetics in the Lhokseumawe City Community based on results calculations that have been made done so obtained calculated t value of 4.034 and t table amounting to 1.98063 with level significant 0.000. So you can taken conclusion that results testing statistically  $H_2$  accepted . Research result in line with research conducted by ( Novitasari et al., 2023) show that mark emotional influential positive and significant to loyalty brand . Research result others also prove it that mark emotional influential positive to loyalty brand , ( Insani et al., 2020; Yeh et al., 2016; Hans, 2020).

#### 3.2.3 Influence Nlation Social To Loyalty Product Garnier Brand Cosmetics in the Community of Lhokseumawe City

Based on results study testing hypothesis ( $H_3$ ) shows that variable mark social there is influence positive and significant to loyalty product Garnier Brand cosmetics in the Lhokseumawe City Community based on results calculations that have been made done so obtained mark  $t_{count}$  of 2.332 and  $t_{table}$  amounting to 1.98063 with level significant 0.021. So you can taken conclusion that results testing statistically  $H_3$  accepted . Research result in line with research conducted by ( Insani et al., 2020; Yeh et al., 2016; Hans, 2020; Amelia S, 2023) which concluded that mark social influential positive to loyalty brand .

### 4. CONCLUSION

Based on research conducted regarding the influence of functional value, emotional value and social value on loyalty to Garnier brand cosmetic products in the people of Lhokseumawe City, it was found that functional value, emotional value and social value individually have a positive and significant influence on brand loyalty. Furthermore, it was simultaneously found that functional value, emotional value and social value had a significant effect on loyalty to Garnier brand cosmetic products among the people of Lhokseumawe City.



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