



The influence of perceived emotional value and visual packaging on purchase intention toward Garnier cosmetics in Batam city

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ABSTRACT

This study examines the influence of visual packaging and perceived emotional value on consumers' purchase intention toward Garnier cosmetics in Batam City. A quantitative approach with a cross-sectional survey design was employed using structured questionnaires distributed to 100 Garnier consumers selected through purposive sampling. Data were analyzed using descriptive statistics, validity and reliability tests, classical assumption tests, multiple linear regression, coefficient of determination analysis, and hypothesis testing. The findings indicate that visual packaging and perceived emotional value are perceived positively by consumers and significantly affect purchase intention. Visual packaging has a positive and significant effect on purchase intention ($\beta = 0.232$; $t = 2.685$; $p = 0.009$), while perceived emotional value exerts a stronger positive and significant effect ($\beta = 0.764$; $t = 8.345$; $p = 0.000$). Simultaneously, both variables significantly influence purchase intention ($F = 327.090$; $p = 0.000$) and explain 86.8% of the variance in purchase intention (Adjusted $R^2 = 0.868$). These results demonstrate that attractive packaging and positive emotional experiences play important roles in strengthening consumer buying interest, with perceived emotional value emerging as the dominant determinant of purchase intention toward Garnier cosmetics in Batam City.

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1. INTRODUCTION

Batam City is one of the largest cities in the Riau Islands Province and serves as a strategic industrial hub, free trade zone, and special economic area located adjacent to Singapore and Malaysia. Its proximity to these developed countries facilitates the rapid diffusion of information, technology, and globalization, while continuous economic expansion and population growth have accelerated social and lifestyle changes (Azzahra et al., 2022). Among these changes is the growing interest in beauty and cosmetic products. The smooth flow of goods and intensive interactions with foreign workers and tourists have facilitated the entry and expansion of international cosmetic brands, encouraging consumers to pay greater attention to appearance, skin health, and product quality (Diarti & Hesniati, 2024).

One of the global cosmetic brands widely recognized in Batam is Garnier, a subsidiary of L'Oréal established in Paris in 1904 (GARNIER, 2025a). Garnier offers a diverse portfolio, including

micellar water, brightening serum, cleansers, moisturizers, and Garnier Men products. The brand is known for utilizing natural ingredients and formulating products suitable for tropical skin concerns such as dullness, acne, and dryness. Garnier continuously updates its product lines while maintaining quality standards to meet the needs of Indonesian consumers, including those in Batam (GARNIER, 2025b).

Despite its strong market presence, GoodStats (2025) reported that Garnier ranked last among the ten best-selling skincare brands on Shopee during the first quarter of 2025, capturing only 0.85% market share. This figure was substantially lower than leading competitors such as Skintific, MS Glow, and Somethinc, indicating relatively weak consumer purchase intention toward Garnier in digital marketplaces. The increasingly competitive Indonesian skincare industry, particularly within e-commerce platforms, suggests that competitors have succeeded in creating stronger visual appeal and emotional connections capable of stimulating consumer buying interest.

Purchase intention refers to consumers' psychological tendency to buy a product after evaluating its benefits, perceived value, and visual information (Santoso & Mahargiono, 2023). It emerges when consumers receive stimuli from products they observe, generating interest in trying and ultimately purchasing them. According to (Amaliah et al., 2024), purchase intention reflects a desire to own a product that develops when consumers are influenced by product quality and information. Since purchasing decisions involve careful consideration of alternatives, declining purchase intention can be identified through market indicators such as the Top Brand Index.

Top Brand Index data (TopBrandAward, 2025) indicate that Garnier consistently outperformed competitors such as Mustika Ratu, Ovale, Sariayu, and Wardah from 2021 to 2023, reaching a peak score of 30.50 in 2023. However, the index declined significantly to 24.40 in 2024 and further to 22.40 in 2025. This downward trend suggests a reduction in consumer purchase intention that may be associated with perceived emotional value (Wijayanti et al., 2025) and visual packaging attractiveness (Prabowo & Aji, 2021).

Perceived emotional value refers to feelings generated when consumers use or even observe a cosmetic product, including confidence, pride, comfort, and happiness. (Mulyana & Layman, 2025) explains that emotional value strongly contributes to purchase intention because products capable of generating positive emotional experiences are perceived as more valuable and worthy of purchase. Similarly, (Paliling et al., 2025) argues that perceived emotional value develops through positive experiences provided by cosmetic products, thereby increasing consumers' propensity to purchase them. In the digital era, consumers openly share their experiences through social media and e-commerce platforms, making emotional value increasingly visible and measurable. Research by (A. S. Putri & Pinandito, 2023) demonstrates that consumers are more likely to purchase products when they experience positive emotions such as satisfaction and trust. Nevertheless, although many Garnier users report positive experiences, emotional value remains inconsistent. Concerns regarding product suitability, negative online reviews, and uncertainty among first-time users often weaken positive emotional responses and reduce purchase intention.

Consumer reviews on TikTok reveal the presence of negative emotions, including disappointment, fear, confusion, and doubt after product usage. Several users reported acne development after using Garnier products, while others expressed uncertainty in selecting product variants suitable for their skin type. Additional comments questioned product effectiveness and reflected skepticism toward the brand image. These findings suggest that Garnier has not consistently generated positive emotional experiences for all consumers, potentially diminishing purchase intention.

Although emotional value is an important determinant of purchase intention, consumers also evaluate tangible product attributes such as packaging appearance, shape, and design. Visual packaging functions not only as a protective element but also as a communication tool representing brand identity and differentiating products from competitors. Consequently, packaging plays a critical role in marketing strategy and business performance (Khairunnisa et al., 2026). Visual packaging significantly influences initial attraction and purchase intention, particularly in the cosmetics industry where visual appeal is highly important (Sitopu & Firdaus, 2024). Furthermore, (Layli et al., 2022) found that packaging design elements, including color, typography, and printed information, positively and significantly affect consumers' buying interest.

In recent years, Garnier has implemented packaging changes as part of its global Green Beauty commitment to reduce virgin plastic consumption, increase recycled plastic usage, and develop environmentally sustainable packaging. According to Garnier's sustainability report, all cosmetic packaging was targeted to become recyclable and made from recycled materials by 2025, reflecting its commitment to circular economy principles and carbon footprint reduction (GARNIER, 2024). These modifications involved lighter packaging, reduced plastic usage, and simplified visual designs intended to improve operational efficiency and sustainability performance.

However, the packaging transformation has generated challenges for consumers, particularly in local markets such as Batam. Some consumers perceive the new packaging as less attractive and less informative because of smaller text, paler colors, and altered information layouts. This observation is consistent with the findings of (Hasibuan & Nuraeni, 2023), who argue that packaging changes without adequate communication may reduce perceptions of visual attractiveness. Similarly, (Sitopu & Firdaus, 2024) emphasize that packaging colors and visual design elements significantly affect consumer attention and purchase intention. Social media reviews further indicate that many consumers prefer the previous packaging because it appeared more attractive, aesthetically pleasing, and aligned with the brand identity. Others reported difficulty recognizing products in stores and perceived the new packaging as less premium than its predecessor. These responses indicate that visual packaging remains a significant determinant of purchase intention. Although previous studies have separately examined the effects of visual packaging on purchase intention and perceived emotional value on consumer purchasing behavior, limited research has investigated the simultaneous integration of these variables within the context of cosmetic products undergoing sustainability-oriented packaging transformation. Furthermore, empirical evidence focusing on Garnier consumers in Batam City remains scarce. This study addresses this gap by examining the combined influence of visual packaging and perceived emotional value on purchase intention in the context of Garnier's Green Beauty packaging initiative.

The simultaneous emergence of negative emotional responses and unfavorable evaluations of Garnier's packaging redesign suggests that perceived emotional value and visual packaging play important roles in shaping purchase intention. Therefore, this study investigates the influence of visual packaging and perceived emotional value on consumers' purchase intention toward Garnier cosmetic products in Batam City.

The study identifies several issues. First, perceived emotional value has not been consistently established among consumers, as some users continue to experience disappointment, fear, confusion, and doubt when using Garnier products, as reflected in TikTok reviews. Second, Garnier's Green Beauty packaging transformation has generated negative responses because consumers perceive the new packaging as less attractive, less informative, and less premium than the previous design. Third, these emotional and visual concerns indicate that perceived emotional value and visual packaging may substantially influence fluctuations in consumers' purchase intention.

This study focuses exclusively on the influence of visual packaging and perceived emotional value as independent variables on purchase intention as the dependent variable. The research is limited to Garnier cosmetic consumers residing in Batam City.

This study examines whether visual packaging significantly influences purchase intention toward Garnier cosmetics in Batam City, whether perceived emotional value significantly influences purchase intention, and whether both variables simultaneously affect purchase intention.

The study aims to determine the partial effect of visual packaging on purchase intention, the partial effect of perceived emotional value on purchase intention, and the simultaneous effect of both variables on consumers' purchase intention toward Garnier cosmetics in Batam City. From a theoretical perspective, this study extends consumer behavior and marketing literature by integrating visual packaging and perceived emotional value into a single explanatory framework of purchase intention. The study argues that purchase intention is influenced not only by consumers' evaluations of tangible visual cues but also by the emotional value generated through product experiences. By combining these perspectives, the research provides a more comprehensive

explanation of how functional visual attributes and psychological responses jointly shape consumer purchase intention.

Theoretically, this study also contributes to the development of marketing management literature by expanding understanding of the roles of visual packaging and perceived emotional value in shaping consumer purchase intention and by providing a reference for future studies in related fields. Practically, the findings offer empirical insights for Garnier and L'Oréal regarding the strategic importance of visual packaging and emotional value in maintaining and enhancing consumer purchase intention, particularly in evaluating packaging change communication within local markets such as Batam. The study also provides consumers with greater awareness of psychological and visual factors affecting purchasing decisions and enables researchers to apply academic knowledge in analyzing real business phenomena within the Batam market.

2. RESEARCH METHOD

This study employed a quantitative approach, which is characterized by a systematic process that transforms research problems into measurable variables expressed numerically. Quantitative research utilizes structured instruments to generate numerical data that can be analyzed statistically to reduce, classify, and identify relationships among variables (Prayogi et al., 2024). Data were collected through a structured questionnaire distributed to respondents meeting the study criteria, ensuring consistency and statistical processability. Based on the timing of data collection, the study adopted a cross-sectional design, in which data were collected at a single point in time without repeated observations. This design was selected because it efficiently captures respondent characteristics and relationships among variables within a specific period (A. P. Putri & Djakasaputra, 2025). The research is categorized as causal associative research because it examines the influence of visual packaging (X1) and perceived emotional value (X2) on purchase intention (Y). The study also represents a replication of previous research, adapted to a different context, period, and respondent characteristics.

Operational definitions were established to translate theoretical constructs into measurable indicators, as operational clarity is a prerequisite for consistent measurement through questionnaires and attitude scales (Sumarni et al., 2025). Visual packaging (X1) refers to the initial appearance of a product perceived by consumers. Attractive packaging, distinctive visual attributes, and complete product information are expected to generate positive consumer attitudes and increase purchase intention. This variable was measured through indicators of color, design or shape, graphics or illustrations, and packaging material using a Likert scale. Perceived emotional value (X2) refers to the emotional benefits experienced by consumers when purchasing or using a product, including feelings of pleasure, satisfaction, pride, confidence, and comfort. This construct was measured through indicators of pleasure, pride, self-confidence, and comfort using a Likert scale. Purchase intention (Y) reflects consumers' willingness and desire to purchase a product and functions as an intermediary between motivational factors and actual behavior. It was measured using transactional, referential, preferential, and exploratory interest indicators on a Likert scale (Peneliti, 2026). Each indicator was operationalized into questionnaire items adapted from prior studies and adjusted to the context of Garnier cosmetic products. Visual packaging was represented by color, design or shape, graphics or illustrations, and packaging material; perceived emotional value was represented by pleasure, pride, self-confidence, and comfort; while purchase intention was represented by transactional, referential, preferential, and exploratory interest.

The study population consisted of Garnier cosmetic users residing in Batam City. Population refers to the entire group of individuals, objects, or events that constitute the primary focus of investigation (Candra Susanto et al., 2024). The sample comprised consumers who had purchased or used Garnier cosmetic products, allowing the study to capture consumer perceptions regarding visual packaging, perceived emotional value, and purchase intention. Sample size was determined using the Lemeshow formula because the population size was unknown. The formula is commonly applied in survey research involving large or infinite populations with a 95% confidence level ($Z = 1.96$), a proportion value of 0.5, and a margin of error of 0.1. Respondents were selected through purposive sampling, whereby participants were chosen based on specific

criteria, namely individuals residing in Batam City who use Garnier cosmetic products (Mardhiyah et al., 2025).

The research utilized both primary and secondary data sources. Quantitative research, often regarded as a traditional method, is grounded in positivist philosophy and emphasizes numerical analysis to test hypotheses (Sugiyono, 2023). Primary data were obtained directly through respondents' answers to questionnaires distributed via Google Forms. Secondary data were collected from books, scientific journals, articles, and relevant websites to support the analysis. Data collection relied on an online questionnaire administered to consumers who had purchased or used Garnier products. Responses were measured using a five-point Likert scale ranging from strongly disagree to strongly agree (Sugiyono, 2023). A five-point Likert scale was selected because it provides an appropriate balance between measurement sensitivity and respondent convenience, enabling participants to express varying levels of agreement while maintaining response consistency and facilitating statistical analysis.

Data analysis began with descriptive statistics to summarize respondent characteristics and describe variable conditions without making generalized inferences. Scale range analysis employed the formula $RS = n(m-1)/m$ (Arianti & Maharani, 2023), producing an interval value of 80 based on a sample size of 100 respondents and five response alternatives. The resulting categories ranged from strongly disagree to strongly agree (Peneliti, 2026). Data quality was assessed through validity and reliability testing. Validity testing examined whether the instrument accurately measured the intended constructs using correlation analysis, where items were considered valid when the calculated correlation coefficient exceeded the critical value (Suharmanto, 2022). Reliability was evaluated using Cronbach's Alpha, where coefficients above 0.60 indicated acceptable internal consistency and reliability (Forester et al., 2024).

Prior to hypothesis testing, classical assumption tests were conducted to ensure the suitability of the multiple regression model (Forester et al., 2024). Normality was examined using the Kolmogorov-Smirnov test because the sample size exceeded 50 respondents. Data were considered normally distributed when the significance value exceeded 0.05. Multicollinearity was assessed through Variance Inflation Factor (VIF) and tolerance values, with VIF values below 10.00 and tolerance values above 0.10 indicating the absence of multicollinearity. Heteroscedasticity was tested using the Glejser method by regressing absolute residual values on the independent variables. A significance value greater than 0.05 indicated homoscedasticity, whereas a value below 0.05 suggested heteroscedasticity.

The influence of visual packaging and perceived emotional value on purchase intention was analyzed using multiple linear regression. The regression model expressed purchase intention (Y) as a function of visual packaging (X1), perceived emotional value (X2), an intercept term, regression coefficients, and an error component. The coefficient of determination (R^2) was used to evaluate the proportion of variance in purchase intention explained by the independent variables, with values closer to one indicating greater explanatory power. Partial effects were examined using the t-test, where significance values below 0.05 indicated that an independent variable significantly influenced the dependent variable (Ghozali, 2023). Simultaneous effects were assessed through the F-test using a significance level of 0.05, where values below 0.05 indicated that the independent variables jointly affected purchase intention. The study was conducted in Batam City with Garnier cosmetic consumers as respondents, and the research implementation was scheduled throughout 2026.

3. RESULTS AND DISCUSSIONS

Research Object Profile

Garnier is a subsidiary of L'Oréal Group, a French multinational cosmetics company that manages 27 brands worldwide. In 2014, Garnier was recognized as L'Oréal's second-largest brand. Its product portfolio includes skincare, haircare, hair coloring, and styling products distributed across more than 120 countries. The brand originated from a hair tonic developed by Alfred Garnier in 1904, while Laboratoires Garnier was formally established in 1920 with a commitment to producing haircare products derived from natural ingredients. Following its acquisition by L'Oréal in 1965, Garnier became part of the Consumer Products Division within

L'Oréal's global business structure, which also includes L'Oréal Luxe, Professional Products, Active Cosmetics, and The Body Shop.

Research Results

The study involved 100 Garnier cosmetic consumers in Batam City. Respondent profiling indicates that the sample was dominated by individuals aged 21–30 years (91%), followed by respondents under 20 years (6%) and those aged 31–40 years (3%) (Peneliti, 2026). Female respondents represented the majority of participants (70%), while male respondents accounted for 30% (Peneliti, 2026). In terms of occupation, private-sector employees constituted the largest group (60%), followed by students (24%) and civil servants (16%) (Peneliti, 2026). These characteristics indicate that the sample primarily consisted of young, economically active consumers who represent an important segment of the cosmetic market.

The questionnaire contained 24 measurement items comprising eight indicators for visual packaging (X1), eight indicators for perceived emotional value (X2), and eight indicators for purchase intention (Y). Descriptive analysis employed a five-point Likert scale, with score categories ranging from very low to very high. The results show that visual packaging obtained a total score of 3,286 and an average score of 410.75, indicating a high level of positive perception among respondents. The highest evaluations were associated with packaging graphics, recognizability, and visual attractiveness, suggesting that Garnier's packaging design effectively captures consumer attention (Pengolahan data SPSS 26, 2026). Perceived emotional value generated a total score of 3,202 and an average score of 400.25, also falling within the high category. Respondents generally reported feelings of comfort, confidence, satisfaction, and positive emotional experiences when using Garnier products (Pengolahan data SPSS 26, 2026). Purchase intention recorded a total score of 3,166 and an average score of 395.75, reflecting a high level of consumer willingness to purchase, recommend, and seek information regarding Garnier products (Pengolahan data SPSS 26, 2026).

Data quality testing confirmed the adequacy of the research instrument. Validity analysis revealed that all indicators of visual packaging, perceived emotional value, and purchase intention produced correlation coefficients exceeding the critical value of 0.196, indicating that all questionnaire items were valid and suitable for measurement purposes (Pengolahan Data SPSS 26, 2026). Reliability testing further demonstrated strong internal consistency, with Cronbach's Alpha values of 0.922 for visual packaging, 0.921 for perceived emotional value, and 0.918 for purchase intention. Since all coefficients exceeded the minimum threshold of 0.60, the instrument was considered reliable (Peneliti, 2026).

Classical assumption testing indicated that the regression model satisfied the required statistical assumptions. Histogram and normal probability plot analyses showed distributions approximating normality, with data points following the diagonal line pattern (Peneliti, 2025). Although the Kolmogorov-Smirnov test initially produced an Asymp. Sig. value of 0.000, the Monte Carlo significance value reached 0.020, confirming that the residuals were normally distributed (Peneliti, 2026). Multicollinearity testing revealed tolerance values of 0.180 and VIF values of 5.570 for both independent variables, satisfying the criteria of tolerance greater than 0.10 and VIF below 10, thereby indicating the absence of multicollinearity (Peneliti, 2026). Heteroscedasticity analysis using scatterplot observations showed a random distribution of residual points around zero without any discernible pattern, confirming homoscedasticity and the suitability of the regression model (Peneliti, 2026).

Multiple linear regression analysis demonstrated that both visual packaging and perceived emotional value significantly influenced purchase intention. The regression coefficients showed that visual packaging produced a coefficient of 0.232 with a significance value of 0.009, while perceived emotional value generated a coefficient of 0.764 with a significance value of 0.000 (Peneliti, 2026). These findings indicate that improvements in packaging design and consumers' emotional experiences contribute positively to stronger purchase intention toward Garnier cosmetics. The larger coefficient associated with perceived emotional value suggests that emotional factors exert a more substantial influence than packaging attributes in shaping consumer buying interest.

The coefficient of determination analysis reported an Adjusted R² value of 0.868, indicating that 86.8% of the variation in purchase intention could be explained jointly by visual packaging and

perceived emotional value, while the remaining 13.2% was attributable to other factors outside the research model (Peneliti, 2026). This result demonstrates a high explanatory power and confirms the relevance of both variables in predicting consumer purchase intention.

Hypothesis testing further reinforced these findings. The partial t-test revealed that visual packaging significantly affected purchase intention, with a t-value of 2.685 exceeding the critical value of 1.985 and a significance level of 0.009. Similarly, perceived emotional value exerted a significant positive effect, with a t-value of 8.345 exceeding the critical value of 1.985 and a significance level of 0.000 (Peneliti, 2026). The substantially higher t-value for perceived emotional value confirms its stronger contribution to consumer purchase intention. Simultaneously, the F-test produced an F-value of 327.090, considerably higher than the critical value of 3.089, with a significance level of 0.000. These results confirm that visual packaging and perceived emotional value jointly exert a significant influence on consumers' purchase intention toward Garnier cosmetic products (Peneliti, 2026).

Discussion

The discussion results indicate that visual packaging significantly influences consumers' purchase intention toward Garnier cosmetics. Descriptive analysis shows that visual packaging (X1) was perceived positively, with an average score of 410.75, categorized as high. The highest-rated indicator was the statement that Garnier's packaging images are easily recognizable and attract consumer attention, with a score of 4.19, suggesting that respondents viewed the packaging as distinctive and capable of differentiating Garnier from competing cosmetic brands. Multiple linear regression analysis further revealed a positive regression coefficient of 0.232, while the partial t-test produced a t-value of 2.685, exceeding the critical value of 1.985, with a significance level of 0.009 below 0.05. These findings confirm that visual packaging has a significant positive effect on purchase intention, indicating that attractive, recognizable, and visually distinctive packaging increases consumers' likelihood of purchasing Garnier products by capturing attention and creating favorable first impressions.

Perceived emotional value (X2) also demonstrated a significant positive influence on purchase intention. Descriptive findings show an average score of 400.25, classified as high, with the highest-rated statement being "I feel comfortable when using Garnier cosmetic products," which achieved a score of 4.14. This result suggests that consumers experience positive emotional benefits, including comfort, psychological satisfaction, and peace of mind when using Garnier products. Regression analysis reported a positive coefficient of 0.764, while the t-test yielded a value of 8.345, substantially higher than the critical value of 1.985, with a significance level of 0.000 below 0.05. These results indicate that perceived emotional value significantly and positively affects purchase intention, implying that stronger feelings of comfort, confidence, and emotional satisfaction encourage greater consumer willingness to purchase Garnier cosmetics. Moreover, the larger regression coefficient demonstrates that emotional value exerts a stronger influence on purchase intention than visual packaging. The dominance of perceived emotional value implies that Garnier's marketing strategy should prioritize the creation of positive consumer experiences, trust, comfort, and confidence through product performance and marketing communications. Strengthening emotional connections with consumers may generate greater improvements in purchase intention than relying solely on packaging enhancements.

Simultaneously, visual packaging and perceived emotional value significantly affect purchase intention toward Garnier cosmetics. Multiple regression analysis showed positive coefficients for both variables, indicating that improvements in packaging attractiveness and emotional experiences are associated with higher levels of consumer buying interest. The t-test results confirmed that each variable individually exerted a significant influence, as all calculated t-values exceeded the critical value and all significance levels remained below 0.05. These findings demonstrate that visual packaging and perceived emotional value function as complementary determinants of purchase intention, where appealing packaging attracts consumer attention while positive emotional experiences strengthen consumer motivation to purchase Garnier products. These findings suggest that the combination of visual packaging and perceived emotional value can strengthen the competitiveness of cosmetic brands by simultaneously enhancing product differentiation, consumer attraction, and emotional attachment. Brands that successfully integrate

appealing visual cues with positive emotional experiences are more likely to develop stronger purchase intention and sustain competitive advantages in increasingly crowded cosmetic markets.

4. CONCLUSION

Based on the results of the analysis and discussion, this study concludes that visual packaging has a significant positive effect on consumers' purchase intention toward Garnier cosmetics, while perceived emotional value also exerts a significant positive influence on purchase intention. Furthermore, the findings demonstrate that visual packaging and perceived emotional value simultaneously and significantly affect consumers' intention to purchase Garnier products. These results indicate that consumers' buying interest is shaped not only by the attractiveness and recognizability of product packaging but also by the positive emotional experiences associated with product usage. The study contributes to consumer behavior theory in the cosmetics industry by demonstrating that purchase intention is jointly influenced by both external product cues (visual packaging) and internal psychological evaluations (perceived emotional value), thereby providing a more comprehensive explanation of consumer purchasing behavior. Accordingly, Garnier should continue optimizing its visual packaging and perceived emotional value strategies to strengthen consumer appeal and maintain competitive advantage. Enhancing packaging design can improve product recognition, recall, and consumer-product fit, while greater attention to emotional value can strengthen feelings of comfort, confidence, and satisfaction among consumers. Future studies are encouraged to incorporate additional variables such as brand image, product quality, price perception, and consumer trust, which may further explain purchase intention and improve the explanatory power of consumer behavior models in the cosmetics industry.

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