

ANTECEDENTS PURCHASE INTENTIONS INCREASE PURCHASE DECISION TOWARDS MAYBELLINE COSMETICS CONSUMERS

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ABSTRACT

This study aims to examine the influence of utilitarian value, hedonic value, and brand love on purchase intention and their impact on purchase decision among Maybelline Cosmetics consumers in Samarinda. The research employs a quantitative approach using primary data collected through questionnaires distributed to 119 respondents selected based on specific criteria. Data analysis is conducted using Structural Equation Modeling (SEM) with Partial Least Squares (PLS). The results indicate that utilitarian value, hedonic value, and brand love have a positive and significant effect on purchase intention. Furthermore, purchase intention also has a positive and significant effect on purchase decision. These findings suggest that both functional benefits and emotional experiences, along with strong emotional attachment to the brand, play an important role in shaping consumer interest and ultimately influencing purchasing decisions. This study contributes to the understanding of consumer behavior on the cosmetics industry, particularly in highlighting the importance of combining functional value, emotional value, and brand relationships in marketing strategies. The results are expected to provide practical insights for marketers in developing effective strategies to increase consumer purchase intention and decision.

Keywords

Purchase Decision, SEM-PLS, Maybelline Cosmetics

1. INTRODUCTION

The cosmetics industry of Indonesia is currently experiencing a very good development trend as cosmetics have recently become a staple for many people. Many women crave a beautiful face and skin, various ways are done by women to achieve their desired beauty standards and cosmetics are one of the supporters to look as beautiful as they want. Cosmetics are needed to correct flaws in the face to make the appearance more attractive and increase confidence. Therefore, it is important for companies to know what types of cosmetics are trending and the needs of cosmetics among consumers in order to be able to predict consumer behaviour in their buying interest, as this will be highly beneficial for companies in identifying consumer needs to increase their sales profits.

The Indonesian cosmetics market is growing rapidly, based on a report from Statista, revenue in the cosmetics market in Indonesia will reach US\$1.94 billion or Rp 30.45 trillion (with an exchange rate of 1 US dollar of Rp15,695.00) in 2024. This market is expected to grow annually with an annual growth rate of 4.86%. One of the cosmetic brands with high demand and is famous for dominating the cosmetic market at home and abroad is Maybelline Cosmetics. Against the backdrop of a modern New York identity, the Maybelline Cosmetics brand is at the forefront of product quality and innovation. Maybelline wants every woman to have a natural beauty potential that can be enhanced by the support of their products and make Maybelline the most loved and trusted cosmetic brand in the world, by offering high quality and innovative products. Based on data from Kompas.co.id, Maybelline Cosmetics dominates sales from other brands in the sales of

top cosmetic products in the January - March 2022 period, beating Make Over, Luxcrime, Wardah, and other cosmetic brands.

There are several factors that motivate a person to decide to buy a product, such as utilitarian value that focuses more on the overall usefulness or benefit of the product, hedonistic value that provides a feeling of happiness or emotional satisfaction when a person can buy mainly using a certain product, and consumer love or loyalty to a brand because they get satisfaction from the purchase they have made. Utilitarian value can be interpreted as the attitude of consumers in shopping based on the needs and uses of their products rationally. Utilitarian value also refers to the value of the product that consumers receive when buying and using it. Pang (2021) defines utilitarian value as the overall assessment of functional benefits and sacrifices of products/services. Lin and Lu (2015) states that utilitarian value refers to the overall assessment of the customer on the functional benefits and costs in obtaining his/her particular target. Based on some of the definitions mentioned earlier, it can be concluded that utilitarian value is the satisfaction or benefit felt by consumers when using a product in accordance with its function and the purpose of purchasing the product. This study uses indicators from (Ho et al., 2020), namely good functions, problem solving, and satisfies the needs.

Hedonic value can be interpreted as the value obtained when using a product purchased based on one's own motivation which involves the emotional and aesthetic aspects of the product. Holbrook and Hirschman (1982) argue that an emotional perception of sensual pleasure characterizes the concept of hedonic shopping value. With goods like designer products and concerts, a retail location specifically achieves a high hedonic purchasing value by satisfying imaginations, enabling apparent freedom, causing heightened arousal and heightening happy feelings. Hedonic value is defined as a result linked to unconscious responses that are more individual and subjective (Vo et al., 2022). This study uses indicators from (Ho et al., 2020), namely feel good, enjoyable, gives pleasure, and want to use.

Brand love can occur when consumers see a brand as something they can love and brand love is a one-way relationship that causes consumers want to own products from a certain brand. As (Ahuvia et al, 2009) noted, brand love is a gratifying experience which results from a high level of engagement with a brand, leading consumers to seek to maintain their customer brand relationship and inform other people about the brand they love through positive WOM. The concept of brand love is defined as the degree of passionate emotional attachment including passion-driven behaviours, self-brand integration and positive emotional connection (Batra et al., 2012). Therefore, it can be concluded that brand love is a level of emotional bond and desire to buy products from a brand motivated by love for the brand which makes consumers very loyal in the long term. This study uses indicators from (Siu et al., 2023), namely wonderful brand, feel good, and love this brand.

Purchase intentions and decisions are heavily influenced by how consumers perceive a cosmetic brand so cosmetics companies often use sophisticated packaging designs with the ability to convey positive information about the ingredients, how they are used, and the benefits used by consumers to evaluate brand performance. Brands that effectively foster this emotional connection will gain a significant competitive advantage and can foster long-term consumer loyalty, even consumers with a love for the brand are generally more willing to accept higher prices.

Purchase intention can also be interpreted as a desire that is part of the stages that lead to purchases made by consumers. (Vo et al., 2022) states that purchase intention is conceptualized as an individual and deliberate effort to purchase a brand and an expression of the customer's

purchase plan. Purchase intention is the tendency of customer to buy a brand or take actions related to purchases that are measured by the level of possibility of making purchases (Kurnianto et al., 2019). From several definitions that have been mentioned earlier, it can be concluded that purchase intention is a desire that arises as a response from consumers to an object that shows interest in making a purchase. This study uses indicators from (Ho et al., 2020), namely make a purchase, more information, and interested.

Before deciding to buy a product, consumers will first look for information about the product, identify their needs and wants, and then decide whether the product can meet their needs and desires. This is part of the stages in deciding to buy a product or commonly called a purchase decision. (Karimi et al., 2015) referred to the purchasing decision as a process where consumers assess various alternative products and then choose one product that is needed based on certain considerations. According to (Ela, 2018), purchase decision is a process of selecting two or more alternative choices that result in a decision to buy or not buy. From several definitions from experts, it can be concluded that purchase decision is the last stage to make a purchase that arises from the consumer himself in making a choice. This study uses indicators from (Kumar et al., 2024), namely likely to buy, purchase when need product, definitely try, and recommend the product.

This study uses marketing theory as its theoretical foundation to identify potential consumers or markets that are the target of the marketed product, as well as how the product meets consumer needs. According to Kotler & Armstrong (2008), marketing is defined as the process of managing profitable customer relationships. This study also employs brand theory, which interprets a brand through consumers' perceptions and what they experience regarding the brand as the brand represents the image of a product presented to consumers. Consumer behaviour is also utilized in this study because it is crucial to understand how consumers' patterns influence their purchasing decisions regarding a product. It explains the motivations, influences, and processes that lead consumers to make choices. In the context of this research, each of the theories mentioned earlier examines the influence of utilitarian value, hedonic value, and brand love on purchase intention and purchase decision.

A previous study cited in Ho et al. (2020) showed that the variables examined were limited to the influence of utilitarian value and hedonic value on purchase intention; however, in this study, the researchers added brand love as a variable because a study conducted by Javed and Khan (2022), demonstrated that brand love has a significant influence on purchase intention. Consequently, the researchers decided to include this variable in the present study as one of the key factors influencing consumer decision making. Therefore, this study aims to examine how much and how utilitarian values, hedonic values, and brand love influence Maybelline cosmetics customers.

2. METHOD

Population is a generalization area of subjects or objects that have certain qualities and characteristics that are determined by the researcher to be studied and then drawn conclusions (Sugiyono, 2020). Therefore, it can be concluded that the population in this study is all Maybelline Cosmetics consumers. According to Hair et al. (2019), the minimum sample size is 5 to 10 times the number of indicators. This study consists of 17 indicators, so the number of samples needed in this study is 119 respondent samples. The sample used in this study is consumers from Maybelline Cosmetics in the city of Samarinda.

This study uses a type of quantitative research. This type of method is a definite science because the data is in the form of numbers and can be measured and analyzed using statistics. The type of data used in this study is primary data obtained through field data collection through surveys in the form of questionnaires distributed to respondents. To collect data for this study, questionnaires were administered to a pre-selected group. The question in the questionnaire referred to the indicators mentioned below, and the measurement scale used was the summated rating scale, also known as the Likert Scale.

Variable	Notation	Question Items	Measurement Scale
Utilitarian Value (Ho <i>et al.</i> , 2020)	X1.1	This product has good functions	Likert Scale
	X1.2	The function of this product is problem solving	Using a 5point scale from 1 (Strongly Disagree) to 5 (Strongly Agree)
	X1.3	This product satisfies my needs well	
Hedonic Value (Ho <i>et al.</i> , 2020)	X2.1	I feel good when I use this product	Likert Scale
	X2.2	Using this product is enjoyable	Using a 5point scale from 1 (Strongly Disagree) to 5 (Strongly Agree)
	X2.3	Using this product gives me pleasure	
	X2.4	This product makes me want to use them	
Brand Love (Siu, Zhang and Yeung, 2023)	X3.1	This is a wonderful brand	Likert Scale
	X3.2	This brand makes me feel good	Using a 5point scale from 1 (Strongly Disagree) to 5 (Strongly Agree)
	X3.3	I love this brand	
Purchase Intention (Ho <i>et al.</i> , 2020)	Y1.1	I'm likely to make a purchase of this product	Likert Scale
	Y1.2	I would like to have more information about this product	Using a 5point scale from 1 (Strongly Disagree) to 5 (Strongly Agree)
	Y1.3	I'm interested in this product	
Purchase Decision (Kumar, Nawaz and Samerguy, 2024)	Y2.1	It is very likely that I will buy the product	Likert Scale
	Y2.2	I will purchase the product next time I need a product	Using a 5point scale from 1 (Strongly Disagree) to 5 (Strongly Agree)
	Y2.3	I will definitely try the product	
	Y2.4	I will recommend the product to my friends	

Table 1. Variable Measurement

3. RESULT AND DISCUSSION

3.1 Descriptive Analysis of Research Variables

In this study, to find out the descriptive analysis of each variable using the analysis of the answer index from the questionnaire that had been filled out by the respondents. The researcher uses a calculation method based on Ferdinand (2014:231) with the following formula:

$$\text{Index Value} = \frac{(\%F1 \times 1) + (\%F2 \times 2) + (\%F3 \times 3) + (\%F4 \times 4) + (\%F5 \times 5)}{5}$$

F1 to F5 indicates the frequency of respondents' answers to each score in the questionnaire, where F1 is the frequency for a score of 1, F2 for a score of 2, F3 for a score of 3, F4 for a score of 4, and F5 for a score of 5. The range of answers of each indicator question is analyzed using the Three Box Method, from the answer range of 1-5 and then will be divided into 3 parts that are the basis for interpretation with the following categories:

- a. Index score 20 – 46,66 =Low
- b. Index score 46,67 – 73,32 = Medium
- c. Index score 73,33 – 100 = High

Indicator	Respondent's Answer										Index
	1		2		3		4		5		
	f	%	f	%	f	%	f	%	f	%	
Good Function	1	0,8	1	0,8	15	12,6	73	61,3	29	24,4	81,84
Problem Solving	0	0	2	1,7	13	10,9	67	56,3	37	31,1	83,36
Satisfies The Needs	0	0	2	1,7	23	19,3	63	52,9	31	26,1	80,68
Average											81,9

Table 2. Respondent's Answer Index to Utilitarian Value

Based on the table above, the results of the variable Utilitarian Value index analysis had an average index value of 81.9 and the problem-solving indicator has an average index of 83.36 out of 73.33 – 100, which means that the problem-solving indicator is the highest. It can be seen that based on the index value category in the Three Box Method, the average value obtained is included in the high category.

Indicator	Respondent's Answer										Index
	1		2		3		4		5		
	f	%	f	%	f	%	f	%	f	%	
Feel Good	0	0	6	5	22	18,5	60	50,4	31	26,1	80,32
Enjoyable	0	0	2	1,7	22	18,5	63	52,9	32	26,9	81
Gives Pleasure	0	0	2	1,7	27	22,7	45	37,8	45	37,8	82,34
Want to Use	0	0	2	1,7	19	16	66	55,5	32	26,9	81,58
Average											81,3

Table 3. Respondent's Answer Index to Hedonic Value

Based on the table above, the results of the variable Hedonic Value index analysis had an average index value of 81.3 and the gives pleasure indicator has an average index of 82.34 out of 73.33 – 100, which means that the gives pleasure indicator is the highest. It can be seen that based on the index value category in the Three Box Method, the average value obtained is included in the high category.

Indicator	Respondent's Answer										Index
	1		2		3		4		5		
	f	%	f	%	F	%	f	%	f	%	
Wonderful Brand	0	0	2	1,7	5	4,2	44	37	68	57,1	89,9
Feel Good	0	0	5	4,2	35	29,4	62	52,1	17	14,3	75,3
Love This Brand	3	2,5	36	30,3	37	31,1	28	23,5	15	12,6	62,68
Average											75,96

Table 4. Respondent's Answer Index to Brand Love

Based on the table above, the results of the variable Brand Love index analysis had an average index value of 75.96 and the wonderful brand indicator has an average index

of 89.9 out of 73.33 – 100, which means that the wonderful brand indicator is the highest. It can be seen that based on the index value category in the Three Box Method, the average value obtained is included in the high category

Indicator	Respondent's Answer										Index
	1		2		3		4		5		
	f	%	f	%	F	%	f	%	f	%	
Make a Purchase	0	0	3	2,5	23	19,3	72	60,5	21	17,6	78,58
More Information	1	0,8	2	1,7	25	21	59	49,6	32	26,9	80,02
Interested	0	0	3	2,5	20	16,8	72	60,5	24	20,2	79,68
Average											79,42

Table 5. Respondent's Answer Index to Purchase Intention

Based on the table above, the results of the variable Purchase Intention index analysis had an average index value of 79.42 and the more information indicator has an average index of 80.02 out of 73.33 – 100, which means that the more information indicator is the highest. It can be seen that based on the index value category in the Three Box Method, the average value obtained is included in the high category.

Indicator	Respondent's Answer										Index
	1		2		3		4		5		
	f	%	f	%	f	%	f	%	f	%	
Likely to Buy	0	0	3	2,5	22	18,5	75	63	19	16	78,5
Purchase When Need	1	0,8	2	1,7	13	10,9	76	63,9	27	22,7	81,2
Definitely Try	1	0,8	3	2,5	19	16	72	60,5	24	20,2	79,36
Recommend The Product	0	0	3	2,5	22	18,5	67	56,3	27	22,7	79,84
Average											79,7

Table 6. Respondent's Answer Index to Purchase Decision

Based on the table above, the results of the variable Purchase Decision index analysis had an average index value of 79.7 and the purchase when need product indicator has an average index of 81.2 out of 73.33 – 100, which means that the purchase when need product indicator is the highest. It can be seen that based on the index value category in the Three Box Method, the average value obtained is included in the high category.

3.2 Data Analysis Results

3.3.1 Outer Model

The analysis of the outer model can be seen from several indicators, namely convergent validity, AVE, composite reliability, and Cronbach's Alpha.

3.3.1.1 Convergent Validity

Convergent validity is used to evaluate the extent to which different indicators are statistically related to the same construct. Convergent Validity is considered valid and reliable if the correlation value is > 0.5 (Yudaruddin, 2021).

Indicator	Outer Loadings
X1.1	0.914
X1.2	0.874
X1.3	0.893

Indicator	Outer Loadings
X2.1	0.899
X2.2	0.894
X2.3	0.893
X2.4	0.874
X3.1	0.627
X3.2	0.891
X3.3	0.738
Y1.1	0.912
Y1.2	0.825
Y1.3	0.880
Y2.1	0.895
Y2.2	0.853
Y2.3	0.887
Y2.4	0.864

Table 7. Outer Loadings

By analyzing using SmartPLS, the researcher obtained the value of outer loadings for each variable ranging from 0.627 to 0.914. Based on these values, it can be concluded that the indicators in each variable used to measure the construct in this study have a good and valid convergent validity, with an outer loadings value of more than 0.50 indicating that the indicator is reliable and reliable to define the construct referred to in this study.

3.3.1.2 Discriminant Validity

Discriminant validity ensures that indicators measuring a latent variable better represent their own construct than other constructs, with aim of increasing the credibility of the research. The results show that the cross loadings value > 0.50 as shown in the table below:

Variable	Utilitarian Value (X1)	Hedonic Value (X2)	Brand Love (X3)	Purchase Intention (Y1)	Purchase Decision (Y2)
X1.1	0.914	0.541	0.464	0.580	0.621
X1.2	0.874	0.507	0.435	0.570	0.552
X1.3	0.893	0.482	0.459	0.605	0.600
X2.1	0.548	0.899	0.515	0.613	0.657
X2.2	0.453	0.894	0.541	0.509	0.545
X2.3	0.451	0.893	0.535	0.602	0.612
X2.4	0.563	0.874	0.589	0.659	0.659
X3.1	0.435	0.400	0.627	0.439	0.466
X3.2	0.473	0.671	0.891	0.653	0.646
X3.3	0.228	0.258	0.738	0.445	0.433
Y1.1	0.622	0.660	0.702	0.912	0.766
Y1.2	0.480	0.542	0.444	0.825	0.639
Y1.3	0.602	0.561	0.632	0.880	0.704
Y2.1	0.561	0.686	0.666	0.697	0.895
Y2.2	0.595	0.506	0.563	0.701	0.853
Y2.3	0.554	0.626	0.574	0.725	0.887
Y2.4	0.606	0.631	0.615	0.705	0.864

Table 8. Cross Loading

Based on the table above, each indicator has a higher loading factor on its respective latent variable than on others, indicating good correlations within constructs. Additionally, an AVE (Average Variance Extracted) of 0.5 or higher suggests adequate discriminant validity, meaning the latent variables can explain a substantial portion of their indicators.

Code	Variable	AVE
X1	Utilitarian Value	0.799
X2	Hedonic Value	0.792
X3	Brand Love	0.577
Y1	Purchase Intention	0.762
Y2	Purchase Decision	0.766

Table 9. AVE Result (Average Variance Extracted)

3.3.1.3 Composite Reliability

Variable	Composite Reliability	Cronbach's Alpha
Utilitarian Value	0.923	0.874
Hedonic Value	0.938	0.913
Brand Love	0.801	0.624
Purchase Intention	0.906	0.844
Purchase Decision	0.929	0.898

Table 10. Composite Reliability Table

Based on table 10, it shows that the expected reliability value has been achieved because the combined reliability value and Cronbach's Alpha are more than 0.50 which means that all variables have a high reliability value. The reliability test is used to determine the accuracy and consistency of the answers given by respondents to a study with a measuring tool through reliability testing.

3.3.2 Inner Model

In this study, the assessment of the structural model was carried out by considering the R-Square (R^2) value and Q^2 Stone-Geisser as indicators of the predictive relevance of the model. Values Q^2 are used to assess the model's ability to accurately reconstruct or predict observational data. The calculation Q^2 is based on the determination coefficient (R^2) of all endogenous variables. The value Q^2 is based on a range of $0 < Q^2 < 1$, where getting closer to 1 indicates that the model has a better level of predictive relevance.

Variable Dependent	R-Square
Purchase Intention	0.631
Purchase Decision	0.651

Table 11. R-Square

Table 11 shows the R^2 value for Purchase Intention is 0,631 and for Purchase Decision is 0,651, this model explains that Purchase Intention is influenced by Utilitarian Value, Hedonic Value, and Brand Love by 63,1% (0,631 x 100%) and Purchase Decision is influenced by Purchase Intention of 65,1% (0,651 x 100%), while the rest is explained by variables outside the model.

3.3 Hypothesis Testing

Hypothesis testing can be seen from the t-statistical value and the probability value for the hypothesis that uses statistical values, so that for alpha 5%, the t-statistical value used is 1.96. Therefore, the t-statistical value must be greater than 1.96 for the hypothesis to be accepted and less than 1.96 for the hypothesis to be rejected.

Variabel Influence		Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Result
Exogenous Variable	Endogenous Variable						
Utilitarian Value	Purchase Intention	0.316	0.308	0.053	5.919	0.000	Accepted
Hedonic Value	Purchase Intention	0.274	0.275	0.078	3.534	0.001	Accepted
Brand Love	Purchase Intention	0.360	0.376	0.080	4.502	0.000	Accepted
Purchase Intention	Purchase Decision	0.808	0.811	0.041	19.504	0.000	Accepted

Table 12. Path Coefficient

3.3.1 Hypothesis Testing 1: Utilitarian Value to Purchase Intention

Based on the results of the data analysis, it can be concluded that Utilitarian Value has a positive and significant influence on Purchase Intention. The path coefficient obtained was 0.316 with a t-statistical value of 5.919 and a pvalue of 0.000. This value is greater than the t-table value (1.96) and the p< value of 0.05. This shows that the results obtained are in accordance with the expected hypothesis. Therefore, **hypothesis 1 is accepted.**

3.3.2 Hypothesis Testing 2: Hedonic Value to Purchase Intention

Based on the results of the data analysis, it can be concluded that Hedonic Value has a positive and significant influence on Purchase Intention. The path coefficient obtained was 0.274 with a t-statistical value of 3.534 and a p-value of 0.000. This value is greater than the t-table value (1.96) and the p< value of 0.05. This shows that the results obtained are in accordance with the expected hypothesis. Therefore, **hypothesis 2 is accepted.**

3.3.3 Hypothesis Testing 3: Brand Love to Purchase Intention

Based on the results of data analysis, it can be concluded that Brand Love has a positive and significant influence on Purchase Intention. The path coefficient obtained was 0.360 with a t-statistical value of 4.502 and a p-value of 0.000. This value is greater than the t-table value (1.96) and the p< value of 0.05. This shows that the results obtained are in accordance with the expected hypothesis. Therefore, **hypothesis 3 is accepted.**

3.3.4 Hypothesis Testing 4: Purchase Intention to Purchase Decision

Based on the results of the data analysis, it can be concluded that Purchase Intention has a positive and significant influence on Purchase Decision. The path coefficient obtained was 0.808 with a t-statistical value of 19.504 and a p-value of 0.000. This value is greater than the t-table value (1.96) and the p< value of 0.05. This shows that the results obtained are in accordance with the expected hypothesis. Therefore, **hypothesis 4 is accepted.**

3.4 Discussion

3.4.1 The Effect of Utilitarian Value on Purchase Intention

Based on the results of the analysis above, the average variable index value of all indicators obtained is 81.9 which is included in the high category based on the

index value category in the three-box method. This can be interpreted that respondents consider the utilitarian value of Maybelline Cosmetics products to be good and acceptable to consumers in Samarinda. In this case, consumers use the value of usability and function as a reference in seeing the utilitarian value of Maybelline Cosmetics well so that consumers have the intention to purchase Maybelline Cosmetics products. It can be concluded that utilitarian value has a positive and significant influence on purchase intention in Maybelline Cosmetics consumers in Samarinda.

The indicator with the highest index value is problem solving while the lowest indicator is satisfies the needs. The results of the analysis show that in the utilitarian value variable, the problem-solving indicator is able to provide a positive influence that dominates consumers in purchase intention because it provides good functionality and solutions in overcoming their skin problems when makeup is done in a short time, such as covering blemishes on the face and evening out skin tone. The results of this study are in line with the results of previous research by Ho et al., (2020) which stated that utilitarian value has a significant positive effect on purchase intention.

3.4.2 The Effect of Hedonic Value on Purchase Intention

Based on the results of the analysis above, the average variable index value of all indicators obtained is 81.3 which is included in the high category based on the index value category in the three-box method. This can be interpreted that respondents consider the hedonic value of Maybelline Cosmetics products to be good and acceptable to consumers in Samarinda. In this case, consumers use emotional feelings and satisfaction in Maybelline products as a reference in seeing the hedonic value in Maybelline Cosmetics well so that consumers have the intention to purchase Maybelline Cosmetics products. It can be concluded that hedonic value has a positive and significant influence on purchase intention in Maybelline Cosmetics consumers in Samarinda.

The indicator with the highest index value is gives pleasure while the lowest indicator is feel good. The results of the analysis show that in the hedonic value variable, the gives pleasure indicator is able to provide a positive influence that dominates consumers because it meets the emotional needs of consumers by increasing the confidence that comes from pride in one's own appearance supported by products from Maybelline Cosmetics. The results of this study are in line with the results of previous research by Arruda Filho et al., (2020) which stated that hedonic value has a significant positive effect on purchase intention.

3.4.3 The Effect of Brand Love on Purchase Intention

Based on the results of the above analysis, the average variable index value of all indicators obtained is 75.96 which is included in the high category group based on the index value category in the three-box method. This can be interpreted that the respondents have an emotional attachment so that the brand love created in Maybelline Cosmetics products is good and can be accepted by consumers in Samarinda. In this case, consumers make the process of a consistent and meaningful positive experience of Maybelline products as a reference in seeing brand love at Maybelline Cosmetics well so that consumers have the intention to purchase Maybelline Cosmetics products. It can be concluded that brand love has a positive and significant influence on purchase intention in Maybelline Cosmetics consumers in Samarinda.

The indicator with the highest index value is wonderful brand while the lowest indicator is loved this brand. The results of the analysis show that in the

brand love variable, the wonderful brand indicator is able to provide a positive influence that dominates consumers because a positive brand image and trust in the brand creates a sense of psychological security so that consumers do not hesitate to reach the point of interest in purchasing products from Maybelline Cosmetics. However, with an index value of 62.68 on the love this brand indicator, it shows that consumers' love for the brand is classified as a medium category, so it can be concluded that emotional attachment as a brand love formation in this aspect is still lacking and consumers are more dominant in a sense of security because Maybelline Cosmetics is a big brand. The results of this study are in line with the results of previous research by Javed and Khan, (2022) which stated that brand love has a significant positive effect on purchase intention.

3.4.4 The Effect of Purchase Intention on Purchase Decision

Based on the results of the analysis above, the average variable index value of all indicators obtained is 79.42 which is included in the high category based on the index value category in the three-box method. This can be interpreted that the respondent has a high purchase intention so that the decision to buy products from Maybelline Cosmetics is good and acceptable to consumers in Samarinda. In this case, consumers make consumers' tendency or desire to buy Maybelline products as a reference in looking at purchase decisions at Maybelline Cosmetics properly so that consumers take real actions by buying Maybelline Cosmetics products. It can be concluded that purchase intention has a positive and significant influence on purchase decisions for Maybelline Cosmetics consumers in Samarinda.

The indicator with the highest index value is more information while the lowest indicator is make a purchase. The results of the analysis show that in the purchase intention variable, the more information indicator is able to have a dominating positive influence because consumers will try to find information about the product they intend to buy. This information-seeking behavior aims to strengthen confidence and reduce uncertainty before making a purchase decision. In other words, consumers are interested in seeking more information as a strengthening process that bridges purchase intention into purchase decisions for Maybelline Cosmetics products. The results of this study are in line with the results of previous research by Li and Jaharuddin, (2021) which stated that purchase intention has a significant positive effect on purchase decision.

4. CONCLUSIONS

This study concludes that utilitarian value, hedonic value, and brand love each have a positive and significant influence on purchase intention, which in turn has a positive and significant impact on purchase decisions among Maybelline Cosmetics consumers in Samarinda. Utilitarian Value reflects the functional benefits and practical usefulness of the product, indicating that the more effectively a product meets the needs of consumers, the higher their intention to purchase. Hedonic Value highlights the emotional and experiential aspects of consumption, showing that feelings of enjoyment, pleasure, and satisfaction play an important role in strengthening purchase intention of consumers. In addition, brand love demonstrates that a strong emotional attachment, built through consistent and meaningful positive experiences with the brand, can significantly enhance the desire of consumers to buy. Overall, purchase intention serve as a crucial mediating factor that represents the psychological of consumers readiness to make a purchase, where stronger intention leads to a higher likelihood of actual purchase decisions. Therefore, all hypotheses are accepted in this study.

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