

## **Mediating Role of Artificial Intelligence to Impact Purchase Decisions**

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### **Abstract**

Along with the development of digital technology, Artificial Intelligence (AI) plays a role as a mediator in understanding consumer preferences and behavior more deeply, so as to influence purchasing decisions. This study seeks to understand how AI can strengthen the relationship between consumer motivation and brand image with purchase decisions, which can provide new insights for companies in designing more effective and data-driven marketing strategies. Therefore, this study examines how AI as a technology can mediate the influence of consumer motivation and brand image on purchasing decisions for Garnier products. The type of research used is explanatory research using non-probability sampling with purposive sampling method, which allows sample selection based on certain criteria. Primary data was collected using a questionnaire distributed to respondents who met the research criteria. Furthermore, the collected data will be tested using the validity and reliability of the instrument, and analyzed using appropriate statistical techniques to test the relationship between variables. Based on the results of the t-test and Sobel test analysis, this study shows that all hypotheses proposed are proven significant. The t test indicates that consumer motivation and brand image have a significant effect on purchasing decisions and the use of AI Skin Coach. The Sobel test results reinforce these findings by showing that AI Skin Coach acts as a significant mediating variable in the relationship between consumer motivation and purchasing decisions. In addition, AI Skin Coach also acts as a significant mediating variable in the relationship between brand image and purchasing decisions.

**Keywords: Consumer Motivation, Brand Image, Purchase Decision, Artificial Intelligence, Mediating Variable**

### **Abstrak**

Artificial Intelligence (AI) telah menjadi elemen penting dalam memahami perilaku konsumen dengan menyediakan wawasan berbasis data yang lebih mendalam. Penelitian ini mengeksplorasi peran AI sebagai mediator dalam hubungan antara motivasi konsumen sebagai aspek penting dalam psikologi konsumen, citra merek, dan keputusan pembelian dengan menggunakan Self-Determination Theory, Decision-Making Theory, Technology Acceptance Model (TAM), dan konsep Brand Image. Studi ini berfokus pada bagaimana AI dapat memperkuat pengaruh motivasi konsumen dan citra merek terhadap keputusan pembelian produk Garnier. Metode penelitian yang digunakan adalah penelitian eksplanatori dengan pendekatan non-probability sampling dan metode purposive sampling, di mana data primer dikumpulkan melalui kuesioner yang disebarkan kepada responden yang memenuhi kriteria penelitian. Data yang diperoleh dianalisis menggunakan uji validitas, reliabilitas,

uji t, dan uji Sobel untuk menguji hubungan antar variabel. Hasil penelitian menunjukkan bahwa motivasi konsumen dan citra merek berpengaruh signifikan terhadap keputusan pembelian dan penggunaan AI Skin Coach. Selain itu, uji Sobel mengonfirmasi bahwa AI Skin Coach berperan sebagai mediator signifikan dalam hubungan antara motivasi konsumen serta citra merek terhadap keputusan pembelian. Temuan ini memberikan implikasi bahwa AI tidak hanya mendukung personalisasi strategi pemasaran, tetapi juga meningkatkan efektivitas pengambilan keputusan konsumen melalui data yang lebih akurat dan relevan.

**Kata kunci:** Motivasi Konsumen, *Brand Image*, Keputusan Pembelian, *Artificial Intelligence*, Variabel Mediasi

## INTRODUCTION

Marketing era 5.0 marks a paradigm shift in marketing strategy, where advanced technologies such as artificial intelligence / Artificial Intelligent (AI) plays a key role in shaping interactions between brands/ brand with consumers. This era focuses on combining digital technology with a human-oriented approach, enabling companies to create highly personalized and relevant experiences for each consumer. AI has changed the way companies understand and respond to customer needs, leveraging big data to analyze behavioral patterns and preferences in real-time leading to more effective and efficient marketing (Mr, 2021).

Through sophisticated algorithms, AI can identify consumer behavior patterns and provide more relevant offers. Even though AI is promising, there are still consumers who doubt the recommendations generated by AI. AI in sales promotions is sometimes considered less effective due to personalization problems that are not always appropriate or recommendations that are less relevant to individual needs (Huang & Rust, 2022). This will of course affect the effectiveness of using AI in marketing, where this increased doubt has a negative impact on the propensity to adopt AI, the propensity to use AI (Davenport & Kalakota, 2019).

Consumer trust in AI depends largely on the system's ability to provide satisfactory explanations to users. In the context of security and AI, effective explanations can increase user trust, but many current AI systems still lack this, which often leads to suspicion and distrust from the public (Pieters, 2011).

In addition to a lack of consumer trust, real case studies showing the successful use of AI in marketing are one of the barriers to AI adoption by companies. Many companies are still waiting for concrete evidence from other companies that have successfully used AI before they dare to adopt it in their promotional strategies (Davenport & Kalakota, 2019).

One of the products that uses AI as part of sales promotions is facial care products / skincare Garnier was named Skin Coach. This AI helps consumers to identify their skin type and needs, using AI technology to virtually examine their skin. Skin Coach helps consumers to know which areas of the face are healthy and which require special attention to improve skin health, then Garnier will provide recommendations Skin Care the best that consumers need.

Basically, women have a need to care for their skin by using care products that are right for them. Referring to the survey, women's awareness of skin care products is getting sharper as the information is quite extensive. This makes women smarter and more critical in

choosing products that suit their skin. It was also stated that more than 50 percent of Indonesian women consider activities related to skin care to be more interesting than shopping for clothes, shoes and bags (Antara, 2022).

His presence Skin Coach from Garnier has the potential to help consumers determine their skin type, problems, and product recommendations. With this AI, women who care about skin health, now have access to tools that not only provide them with information but also empower them to make better decisions based on Click or tap here to enter text.scientific analysis. Advances in AI technology in the skin care industry promise a future where every woman can achieve optimal skin care results tailored to their unique needs, opening a new era in consumer empowerment and personalization of skin health (Elder et al., 2021).

Thus, this research wants to find out whether the use of AI by consumers will influence the decision to purchase products recommended by Garnier. Apart from that, it is also to determine the influence of consumer motivation and brand image from Garnier products when consumers make purchasing decisions from the recommended product types. So the hypothesis of this research is:

- H1 : It is suspected that consumer motivation has an influence on purchasing decisions
- H2 : It is suspected that consumer motivation has an influence on the use of AI Skin Coach
- H3 : It is suspected that consumers have motivation influence on purchase decisions with use of AI Skin Coach as a mediating variable
- H4 : It is suspected that the brand image of Garnier products has an influence on purchasing decisions
- H5 : It is suspected that the brand image of Garnier products has an influence on the use of AI Skin Coach
- H6 : Allegedly brand image Garnier products have influence on purchase decisions with use of AI Skin Coach as a mediating variable

## **RESEARCH METHOD**

This research uses this type of research explanatory research which explains the position of the variables and their relationship to each other, as well as to test hypotheses (Sugiyono, 2013). This research will see whether there is an influence on consumer motivation and brand image on usage-mediated purchasing decisions Artificial Intelligence. In other words, researchers want to see whether the motivation of consumers (Gen Z women) and brand image product skin care Garnier in Gen Z women influence the purchase decision, as well as whether there is also an influence of the use of AI Skin Coach Garnier as the mediating variable.

The population in this study were generation Z women in Semarang City or born between 1997-2012. This population was chosen because according to the article (Katadata, 2024). The percentage of Gen Z buying skincare is 30.4%, Gen According to data (Agency, 2021), 41% of Gen Z surveyed placed skin care as their main beauty category, with the biggest consideration when shopping for beauty products being "natural and non-toxic ingredients."

Furthermore, the sampling technique in this research uses techniques non-probability sampling used in this research, where the method used is to give each member of the population an equal opportunity to be used as a research sample through a purposive sampling technique. This technique selects samples through certain considerations, because not all samples have a specified category (Sugiyono, 2013). The sample in this study was Gen Z women aged 19-24 years, who already had their own funds for spending on personal needs (especially for products skin care), and has used AI Skin Coach from Garnier products. Meanwhile, the location of this research is in Central Java Province, because according to data from the Central Statistics Agency (2021), currently one of the majority generations of Central Java's population is Generation Z.

Data collection in this study used a questionnaire as primary data, which was distributed to respondents. This questionnaire contains statements with a matching list, where there are alternative answer choices used that are tiered or use a Likert scale. Apart from that, secondary data is also used by researchers to obtain data through second persons and not from direct sources, in this case examples are reading books, websites, journals, or previous research that has a correlation with this research (Sugiyono, 2013). Furthermore, from the results of the respondents' answers, research question instruments will be tested through validity and reliability tests, and continued with classic assumption tests and hypothesis tests through multiple linear regression analysis to obtain the results of the research.

### **Technology Acceptance Model**

Technology Acceptance Model (Technology Acceptance Model) is a development of Theory of Reasoned Action which was developed to more specifically understand user acceptance of information technology. This model proposes that user acceptance of technology can be predicted from two main perceptions: perceived usefulness (perceived usefulness) and perceived ease of use (perceived ease of use) (Marangunić & Granić, 2015).

Perceived usefulness is an individual's perception of the extent to which technology can help them in performing their tasks or achieving their goals. Perceived usefulness influenced by the usability of the technology and the ability of the technology to meet user needs. Whereas perceived ease of use is an individual's perception of how easy technology is to use. Perceived ease of use influenced by ease of use of technology, availability of technical assistance, and availability of resources.

Apart from that, there are other components, namely Usage Behavior And Intention to Use. Usage Behavior refers to an individual's behavior in using technology after adoption, where the use of technology does not stop after they have the intention to adopt it, but also involves consistent and repeated use of technology. Whereas Intention to Use which refers to an individual's intention to use the technology that has been adopted. Intention to Use is considered the initial stage in technology adoption, because without the intention of the individual, the technology will not be adopted (Rizky Wicaksono, n.d.).

### **Consumer Motivation**

Self-Determination Theory (Self Determination Theory - SDT) is a motivation theory that focuses on basic human psychological needs: autonomy, competence, and relatedness. Consumer motivation refers to the factors that motivate individuals to make purchases. Consumer motivation is used to understand how and why consumers make purchasing

decisions and how marketing communications influence them. This motivation arises from various needs and desires that determine consumer behavior (Ryan & Deci, 2020).

SDT distinguishes between intrinsic and extrinsic motivation. Intrinsic motivation is the urge to carry out activities because it brings satisfaction and pleasure in itself. People with intrinsic motivation participate in an activity because they find it enjoyable, challenging, or personally satisfying. Extrinsic motivation, is the urge to carry out an activity because of expected results or external rewards, such as rewards, recognition, and avoidance of punishment. Types of extrinsic motivation are based on the level of internalization and integration of underlying values and rules (Ryan & Deci, 2020).

### **Brand Image**

According to Philip Kotler, brand image is a complex construct that includes customers' perceptions and beliefs about a brand, as well as their emotional responses to that brand. Brand image results from the interaction between brand attributes, brand benefits, and the impression created in consumers' minds when interacting with or thinking about a brand. Brand image is the result of customer perception and emerges through the interaction of cognitive, emotional and evaluation processes in the customer's mind (Lee et al., 2014).

According to Kotler (Kotler & Keller, 2012) states that the dimensions of brand image are:

1. Brand Identity namely characteristics, colors, shapes, packaging labels, mottos or slogans, etc., which are related to the product logo, logo or company identity.
2. Brand Personality is a unique characteristic that a product has so that consumers can differentiate it from other brands in the same category, such as: warmth, friendliness, independence, etc.
3. Brand Association are various things associated with a brand, such as: unique offers for products, sponsorships, corporate social responsibility activities, etc.
4. Brand Attitudes and Behaviors, namely brand attitudes and behavior related to communication and interaction attitudes or behavior between a brand and its customers in conveying the value or benefits of the product.

### **Purchase Decisions**

Making purchase decisions is a process that includes making decisions about what can be bought and what cannot be bought, where consumers are directly related to the acquisition and use of the goods offered (Kotler & Keller, 2012). According to Kotler, the purchase decision stages are:

- 1) Recognition of Needs

The first stage is that consumers recognize a problem or need. In this stage, marketers study consumers to find out what needs and problems they have, what attracts them, and what interesting things make them interested in certain products.

- 2) Information Search

This stage encourages consumers to seek further information, where consumers increase their attention or actively seek information.

- 3) Evaluation of Alternatives

In this stage, consumers use information to evaluate alternative brands in a series of choices. First, we assume that each consumer views a product as a collection of product attributes. Second, consumers will give different levels of importance to different attributes according to their unique needs and desires. Third, consumers may develop a

set of brand beliefs about where each brand stands on each attribute. Fourth, consumers' total product satisfaction expectations will vary at different attribute levels. Fifth, consumers arrive at attitudes toward different brands through several evaluation procedures. There are consumers who use more than one evaluation procedure, depending on the consumer and their purchasing decision.

#### 4) Purchase Decision

At this stage consumers actually make purchases. Consumers buy the brands they like most, but two factors play a role: purchase intent and purchase decision.

#### 5) Post-Purchase Behavior

The final stage is the stage when consumers take further action after purchasing because they feel satisfied or dissatisfied. Consumers feel dissatisfied when a product does not meet their expectations. Consumers will feel satisfied if their expectations are met, and consumers will be very satisfied if their expectations are exceeded.

## RESULTS AND DISCUSSION

### Hypothesis Testing

The t test is used to test the effect of each independent variable on the dependent variable. If the calculated t value is greater than the t table or the significance value of the t test is smaller than 0.05, then it can be concluded that the independent variable significantly influences the dependent variable (Ghozali, 2018). The following is the t test carried out to prove the research hypothesis:

- T test on Consumer Motivation Variable (X1) on Purchasing Decisions (Y)

Model	Coefficients <sup>a</sup>									
	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	17.591	3.046		5.776	.000					
Consumer Motivation (X1)	1.509	.132	.822	11.455	.000	.822	.822	.822	1.000	1.000

a. Dependent Variable: Purchase Decision (Y)

Based on the t test results, there is a t value of 11,455 and a significance value of 0.000. Next, by comparing the calculated t value with the t table value, based on the data above, we get a calculated t value of 11,455 which is greater than the t table value, namely 1.9996, with a significant value of 0.000 which is smaller than 0.05 ( $0.000 < 0.05$ ).

From the test results above, it can be concluded that the consumer motivation variable (X1) has a significant influence on the purchasing decision variable (Y) because the calculated t value is  $>$  t table and the significant value is  $< 0.05$ , so H1 is accepted. Based on this, it can be interpreted that consumer motivation has a significant influence on purchasing decisions.



- T test on the Consumer Motivation variable (X1) on the AI Usage variable (Z)

Coefficients <sup>a</sup>										
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	12.245	3.515		3.483	.001					
Consumer Motivation (X1)	1.521	.152	.783	9.998	.000	.783	.783	.783	1.000	1.000

a. Dependent Variable: Use of AI (Z)

Based on the t test results, there is a t value of 9.998 and a significance value of 0.000. Next, by comparing the calculated t value with the t table value, based on the data above, we get a calculated t value of 9.998 which is greater than the t table value of 1.9996, with a significant value of 0.000 which is smaller than 0.05 ( $0.000 < 0.05$ ).

From the test results above, it can be concluded that the consumer motivation variable (X1) has a significant influence on the AI usage variable (Y) because the calculated t value is  $> t$  table and the significant value is  $< 0.05$ , so H1 is accepted. Based on this, it can be interpreted that consumer motivation has a significant influence on the use of AI *Skin Coach* Garnier.

- T test on Brand Image Variable (X2) on Purchasing Decisions (Y)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	1.554	3.969		.391	.697					
Brand Image (X2)	1.367	.107	.849	12.762	.000	.849	.849	.849	1.000	1.000

a. Dependent Variable: Purchase Decision (Y)

Based on the t test results, there is a t value of 12,762 and a significance value of 0.000. Next, by comparing the calculated t value with the t table value, based on the data above, we get a calculated t value of 12,762 which is greater than the t table value, namely 1.9996, with a significant value of 0.000 which is smaller than 0.05 ( $0.000 < 0.05$ ).

From the test results above it can be concluded that variable brand image (X2) has a significant influence on the purchasing decision variable (Y) because the calculated t value is  $> t$  table and the significant value is  $< 0.05$ , so H1 is accepted. Based on this, it can be interpreted that variable brand image significant to the purchase decision.

- T test on variables brand image (X2) to the AI usage variable (Z)

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	-1.547	5.059		-.306	.761					
Brand Image (X2)	1.313	.137	.771	9.613	.000	.771	.771	.771	1.000	1.000

a. Dependent Variable: Use of AI (Z)

- F Test

The F test is a statistical test used to test the significance of the overall regression model. This test is used to see whether the independent variables together (simultaneously) have a significant influence on the dependent variable. In the context of multiple linear regression, the F test tests whether all regression coefficients (for all independent variables) are equal to zero or not. If the F test results show a significance value that is smaller than the specified significance level (usually 0.05), then it can be concluded that the regression model is significant and the independent variables jointly influence the dependent variable Ghozali (2018).

- From Sub Structural Equation 1:

The results of the F test state the feasibility of model which has an F estimate = 62.290 with a significance of 0.00. This means that if the calculated FI value of 62.290 is greater than the F Table (3.15) with a significance value of less than 0.05, which is 0.00, it means that the model is worthy of being studied.

- From Sub Structural Equation 2:

The results of the F test state the feasibility of model which has an F estimate = 81.885 with a significance of 0.00. This means that if the calculated FI value of 81.885 is greater than the F Table (3.15) with a significance value of less than 0.05, which is 0.00, it means that the model is worthy of being studied.

- Coefficient of Determination Test

The coefficient of determination is used to measure how well the model can explain variations in the dependent variable. The coefficient of determination value ranges from 0 to 1, where a small value indicates that the independent variable is only able to explain the dependent variable to a limited extent. Conversely, a value close to 1 indicates that the independent variable has a greater ability to explain and predict the dependent variable more accurately (Ghozali, 2018).

The regression relationship and influence of the Consumer Motivation (X1) and Garnier Product Brand Image (X2) variables on the AI Skin Coach Usage variable (Z) from the test, the result is the Coefficient of Determination (R<sup>2</sup>) is 0.668, indicating the ability of



the independent variable to explain variations that occur in the dependent variable of 66.8% and the remaining 33.2% is explained by other variables outside the equation. Meanwhile, the regression relationship and influence of the Consumer Motivation variables (X1), Garnier Product Brand Image (X2) and Use of AI Skin Coach (Z) on Purchasing Decisions (Y) from the result is the value of the Coefficient of Determination (R<sup>2</sup>) is 0.791, indicating the ability of the independent variable to explain variations that occur in the dependent variable is 79.1% and the remaining 20.9% is explained by other variables outside the equation.

- Sobel Test

The Sobel test is used to test the significance of the mediation effect in the relationship between the independent variable (X) and the dependent variable (Y) which is mediated by the variable (Z). This test calculates the estimated indirect effect (indirect influence) and tests the strength of this influence by comparing the calculated t with the t table. If the t count is greater than the t table, then the mediation effect is considered significant. Next, to test the significance of the indirect effect, the Z value is calculated. If the Z value is greater than 1.96 (absolute value of Z), then the mediation effect is considered significant (Ghozali, 2018).

In this research, the Sobel test was carried out to test hypotheses H3 and H6. The following is a Sobel test used to test whether there is an influence of consumer motivation on purchasing decisions mediated by the use of AI (H3).

Sobel Test Line 1 (H3)

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	12.245	3.515		3.483	.001
Consumer Motivation (X1)	1.521	.152	.783	9.998	.000
1 (Constant)	12.535	2.947		4.253	.000
Consumer Motivation (X1)	.881	.188	.480	4.694	.000
Use of AI (Z)	.413	.097	.437	4.268	.000
1 (Constant)	2.123	3.536		.600	.550
Brand Image (X2)	.884	.150	.549	5.903	.000
Use of AI (Z)	.368	.088	.389	4.182	.000

Based on the Beta and Standard Error values of the Consumer Motivation Coefficient (X) on the Use of AI (Z), and the Use of AI (Z) on Purchasing Decisions (Y), the Beta and Standard Error values for each consumer motivation variable (X) were obtained. and use of AI (Z) as follows:

$a = 1.521$  : Direct effect coefficient of Consumer Motivation (X) on the Use of AI (Z);  
 $b = 0.413$ : Direct effect coefficient of the mediating variable using AI (Z) on the dependent variable purchasing decisions (Y).

$Sa = 0.152$ : Standard Error of a.

$Sb = 0,097$  : Standard Error

From the results of the Sobel test on Path 1, the influence of consumer motivation on the use of AI produces a calculated t of 9.998, where this value is greater than the t table, namely 1.9996 with a significant value of 0.000, which is smaller than 0.05. Meanwhile, the influence of using AI on purchasing decisions produces a calculated t of 4.268, where this value is greater than the t table, namely 1.9996 with a significant value of 0.000, which is smaller than 0.05.

Meanwhile, from the results of the Sobel test using the Sobel calculator, the Sobel test statistic value was 3.91782635, where this value was greater than 1.96. This means that the use of AI can mediate the influence of consumer motivation on purchasing decisions, therefore H3 can be accepted.

#### Sobel Test Line 2 (H6)

Based on the Beta and Standard Error values of Coefficient Brand Image (X2) on the Use of AI (Z), and the Use of AI (Z) on Purchasing Decisions (Y), the Beta and Standard Error values for each consumer motivation variable (X) were obtained. and use of AI (Z) as follows:

$a = 1.313$ : Brand image direct effect coefficient (X2) on the use of AI (Z);

$b = 0.368$ : Direct effect coefficient of the mediating variable using AI (Z) on the dependent variable purchasing decisions (Y).

$Sa = 0.137$ : Standard Error of a.

$Sb = 0,088$  : Standard Error

From the results of the Sobel test on Line 2, the influence of Brand Image on the Use of AI produces a calculated t of 9.613, where this value is greater than the t table, namely 1.9996 with a significant value of 0.000, which is smaller than 0.05. Meanwhile, the influence of using AI on purchasing decisions produces a calculated t of 4.182, where this value is greater than the t table, namely 1.9996 with a significant value of 0.000, which is smaller than 0.05.

Meanwhile, from the Sobel test results using the Sobel calculator, the Sobel test statistic value was 3.83283995, where this value was greater than 1.96. This means that the use of AI can mediate the influence of consumer motivation on purchasing decisions, therefore H6 can be accepted.

## Discussion

Based on the results of the t test which shows that consumer motivation has a significant influence on purchasing decisions for Garnier skin care products, this finding can be analyzed through the Self-Determination Theory of Motivation proposed (Ryan & Deci, 2020). This theory states that intrinsic and extrinsic motivations influence individual behavioral decisions. In the context of product purchases, intrinsically motivated consumers (e.g., a desire to take care of themselves or improve their appearance) are more likely to make

purchase decisions in the absence of strong external influences. In contrast, extrinsically motivated consumers (such as social influence or promotions) may be more influenced by external factors. In this case, Garnier skin care products with a need-based approach to self-care and quality can fulfill both types of motivation, ultimately increasing purchase decisions.

On the other hand, these findings can also be analyzed through the Purchase Decision Theory proposed, which explains that purchasing decisions are influenced by various internal factors, including motivation, perception, and consumer attitudes towards products. Consumer motivation in buying Garnier skin care products is closely related to internal factors such as the need to care for the skin, improve appearance, or self-confidence. When consumers feel that the product can fulfill their personal needs or goals, they tend to make faster and stronger purchase decisions. In this context, Garnier products positioned with good quality and clear care benefits can increase appeal to consumers who are motivated to care for themselves and maintain their appearance.

The results of this test showing that consumer motivation has a significant effect on the use of AI Skin Coach can be analyzed with the Self-Determination Theory of Motivation proposed (Ryan & Deci, 2020). In this theory, intrinsic and extrinsic motivation play an important role in individual behavior. Intrinsic motivation, which is related to personal satisfaction and feelings of autonomy, is closely related to consumers' decisions to use technologies that support the achievement of personal goals, such as skin care using AI Skin Coach. Consumers who feel motivated to achieve optimal skincare results and feel in control of their technology use are more likely to actively use the app. The use of technology that facilitates these intrinsic needs suggests that consumers are motivated by the desire to achieve desired outcomes, without being influenced by external factors.

The use of AI technology has provided many innovative solutions to meet consumer needs. By collecting and analyzing data from user interactions, AI systems can offer product recommendations that better match individual preferences, thereby increasing the chances of purchase (Huang & Rust, 2022). In addition, AI enables greater automation in customer service, speeds up responses to consumer queries or complaints, and improves overall operational efficiency.

In addition, these findings can also be explained through the Technology Acceptance Model (TAM) (Davis, 1989), which states that the two main factors that influence technology acceptance are perceived ease of use and perceived usefulness. If consumers feel that AI Skin Coach is easy to use and provides significant benefits in their skin care, then they will be more motivated to use it. In the context of this study, consumers' motivation to use AI Skin Coach can be understood as a result of their belief that this technology can meet their personal needs and provide effective results in skin care. This is in line with the principles embodied in TAM, which emphasizes that consumers will be more accepting of technology if they feel it provides benefits and is easy to use.

In addition, the t test results which show that the brand image of Garnier products has a significant influence on purchasing decisions can be analyzed using Brand Image Theory and Purchase Decision Theory (Kotler & Keller, 2012). According to Philip Kotler, brand image is a complex construction that includes customer perceptions and beliefs about brands, as well as their emotional responses to these brands. Brand image results from the interaction between brand attributes, brand benefits, and the impression created in the minds of consumers when interacting or thinking about a brand. Brand image is the result of customer

perception and arises through the interaction of cognitive, emotional, and evaluation processes in the minds of customers (Lee et al., 2014).

Kotler explains that purchasing decisions are influenced by emotional, psychological, and social factors which are often related to brand image. Garnier products, which have built a positive brand image through quality and recognition, are able to motivate consumers to make purchases. A strong brand image gives consumers confidence, increases their loyalty, and drives the decision to choose the product over other brands.

Not only that, brand image also affects the use of AI Skin Coach. This shows that a good brand image of Garnier can increase consumers' desire to try innovative features such as AI Skin Coach, which further enriches the customer experience in choosing skincare products. A strong brand image can create consumer trust in the products or services offered, including new technologies such as AI Skin Coach. Brand image includes elements such as perceived quality, brand association, and consumer trust. In this context, the positive image built by Garnier related to product quality and innovation, encourages consumers to feel more confident in using advanced technology such as AI Skin Coach. A brand that has a strong and positive image, such as Garnier, tends to make consumers feel more comfortable and motivated to try products or services associated with the brand (Aaker, 1992).

In addition, in the TAM model, in this case, the positive brand image of Garnier can increase consumer perceptions of the benefits and ease of use of AI Skin Coach. If consumers see this technology as a useful and easy-to-use tool, they are more likely to adopt it. The results of this study suggest that consumers who have a positive perception of the Garnier brand, which is associated with quality and innovation, will be more open to the use of new technologies offered, such as AI Skin Coach.

Furthermore, the Sobel test results show that the use of AI Skin Coach mediates the influence between consumer motivation and purchasing decisions. Intrinsic and extrinsic motivations play an important role in influencing consumer behavior (Ryan & Deci, 2020). In this case, consumers who have intrinsic motivation to take care of themselves or seek more effective solutions for skin care are more likely to be interested in using technologies such as AI Skin Coach. The use of AI Skin Coach to provide personalized recommendations and guidance can enhance the consumer experience, thereby strengthening their motivation to make purchasing decisions for Garnier products. The use of AI serves as an intermediary linking consumer motivation to purchase decisions, which is increasingly influenced by the sense of autonomy and control they feel during the skincare process.

In addition, technology acceptance is influenced by perceived ease of use and perceived usefulness. In this context, the use of AI Skin Coach as a technology to provide skincare recommendations is perceived as usefulness and ease of use by consumers. Garnier's strong brand image and product credibility provide confidence that this technology can provide useful solutions. As a mediator, AI Skin Coach not only strengthens the relationship between consumer motivation and purchase decision, but also makes it easier for consumers to feel that the product fits their needs, both in terms of convenience and usefulness in skincare.

Similarly, the Sobel test results showing that AI Skin Coach mediates the influence between brand image and purchasing decisions can be explained through Brand Image Theory and the Technology Acceptance Model. Kotler suggests that a positive brand image will create a strong brand image in the minds of consumers, which in turn influences

purchasing decisions. In this case, Garnier has successfully built a brand image that associates their products with high quality and innovation. Consumers who have a positive perception of the Garnier brand are more likely to try the new technology offered, such as AI Skin Coach, which becomes an additional tool in the purchase decision-making process. Thus, the influence of brand image on purchasing decisions becomes stronger through the use of AI Skin Coach as a mediator.

The Technology Acceptance Model, on the other hand, explains that technology acceptance is influenced by two main factors: perceived ease of use and perceived usefulness. In this context, AI Skin Coach as an artificial intelligence-based technology is expected to enhance consumers' experience in taking care of their skin, thus providing greater added value. With Garnier's positive brand image, consumers who are already convinced of the brand image are more likely to accept and use AI Skin Coach. Therefore, AI Skin Coach serves as a mediator linking Garnier's brand image to purchase decisions, optimizing consumer acceptance of new technology and strengthening the decision to purchase the product.

## **CONCLUSION**

### **1. Key Research Findings**

This research found that consumer motivation and brand image of Garnier skin care products have a significant influence on product purchasing decisions, with the use of AI Skin Coach as a mediating variable. The t test results show that consumer motivation has a direct influence on purchasing decisions and using AI Skin Coach. In addition, Sobel test results reveal that AI Skin Coach mediates the influence of consumer motivation on purchasing decisions. These results show that consumers with intrinsic motivation, such as a desire to care for themselves or improve their appearance, are more likely to use AI Skin Coach and ultimately make purchasing decisions. Brand image was also found to have a significant influence on purchasing decisions and using AI Skin Coach. Sobel test results reveal that AI Skin Coach mediates the influence of brand image on purchasing decisions. That is, consumers who have a positive perception of the Garnier brand are more likely to try the new technology offered, such as AI Skin Coach, which becomes an additional tool in the purchase decision making process. So, the influence of brand image on purchasing decisions becomes stronger through use AI Skin Coach as a mediator.

### **2. Comparison with other research**

The results of this research are in line with several previous studies which highlight the importance of consumer motivation in influencing purchasing decisions, as stated by Kotler who show that psychological factors such as intrinsic and extrinsic motivation influence consumer behavior (Kotler & Keller, 2012). In addition, research on brand image also supports this finding that a strong brand image can influence purchasing decisions. Comparison with these studies shows consistent results regarding the influence of motivation and brand image on purchasing decisions, but this research adds a new dimension by focusing on the role of AI as a mediator in this relationship, which has not been widely focused on in previous research (Aaker, 1992).

### **3. Research Implications**

This research has significant implications for product marketing strategies, especially in the beauty and skin care industry. Marketers can leverage consumer motivations based on

intrinsic needs, such as the desire for self-care, in designing more personalized and relevant marketing campaigns. In addition, strengthening the brand image of Garnier products can strengthen consumer purchasing decisions, especially when combined with AI technology which can provide a more personalized and efficient experience for consumers. Implementing AI in marketing can help brands better understand consumer preferences and provide more targeted recommendations, thereby increasing customer loyalty and retention.

#### 4. Scientific Novelty

The scientific novelty of this research lies in examining the role of AI as a mediating variable between consumer motivation, brand image, and purchasing decisions. Most previous research has focused on the direct relationship between motivation or brand image and purchasing decisions, but this research highlights how AI technology can play an important role in mediating that relationship. By using AI Skin Coach as a mediating variable, this research increases understanding of how technology can increase the influence of motivation and brand image in influencing purchasing decisions, as well as providing new insights into the application of AI in consumer marketing in the digital era.

#### 5. Research Limitations

The first limitation in this research is the limited number of samples, because sampling used a purposive sampling technique. This technique selects samples based on certain criteria, namely Gen Z women aged 19-24 years who already have their own funds to spend on personal needs, especially for skin care products, as well as those who have used AI Skin Coach from Garnier products. These specific criteria limit the size of the sample that can be selected, so the study results may not be generalizable to the entire broader population of Gen Z women. In addition, samples were only taken from Central Java Province, which reduces geographic and socioeconomic variations that could influence research results.

The second limitation is the limited research time. Because the samples needed were very specific and not easy to find, the sample search and selection process took longer than expected. This slows down the data collection process and can limit the time to conduct more in-depth analysis. With a limited sample size and short research time, researchers face challenges in obtaining data that is representative enough to produce broader findings that can be applied to a larger population.

#### 6. Recommendations for further research

1. So that research results are more representative and can cover a larger sample, it is recommended to manage research time well. Researchers can extend the duration of data collection or increase the sample collection period to increase the validity and reliability of the results. This will also ensure that wider variation in the sample can be obtained, ultimately strengthening the generalizability of the findings.
2. In future research, it will be important to distinguish more clearly between intrinsic and extrinsic motivation in its influence on purchasing decisions. By separating the two, researchers can more deeply identify which of the two types of motivation has a more significant influence, and what role each motivation plays in the use of a product or service.
3. To increase understanding of the influence of internal factors Technology Acceptance Model (TAM), future research should distinguish more clearly between perceived ease of use And perceived usefulness. Identifying the influence of both separately will provide sharper insight into which aspects play a greater role in the adoption of such technologies



AI Skin Coach, as well as allowing research to dig deeper into its impact on consumer purchasing decisions.

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