

ABSTRAK

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ANTECEDENT DAN KONSEKUENSI DARI BRAND AWARENESS DAN BRAND TRUST PADA BRAND KECANTIKAN DI JABODETABEK

(xiv + 96 halaman; 13 gambar; 22 tabel; 3 lampiran)

Pertumbuhan industri kosmetik dan perawatan kulit diprediksi akan terus bertumbuh seiring dengan penambahan penduduk, perubahan gaya hidup dan iklim. Hal ini tentunya menjadi daya tarik bagi investor untuk masuk ke industri ini sehingga pemain di industri ini juga mengalami peningkatan. Berdasarkan hal tersebut, penting bagi pemasar dan manajemen untuk mengetahui perilaku konsumen dalam memutuskan pembelian suatu produk kosmetik di antara banyaknya pilihan. Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi *purchase intention* terhadap produk *brand Implora*. Penelitian ini menggunakan pendekatan kuantitatif melalui pengumpulan sampel dengan metode *purposive sampling*. Model penelitian dibangun berdasarkan literatur yang relevan, menggabungkan faktor *brand awareness*, *brand image*, *brand interactivity*, *content quality*, *perceived value*, *trust*, dan *purchase intention*. Analisis statistik, termasuk analisis regresi dan koefisien korelasi, digunakan untuk menganalisis data. Hasil penelitian menunjukkan pengaruh *perceived value* dan *brand image* berpengaruh positif dan signifikan terhadap *trust*. Penelitian ini juga menunjukkan pengaruh positif dan signifikan *content quality* dan *brand interactivity* terhadap *brand awareness*. Hasil penelitian menunjukkan bahwa *brand awareness*, *brand image*, dan *trust* mempunyai pengaruh yang signifikan terhadap *purchase intention* produk *brand Implora*. Studi ini memberikan wawasan berharga bagi pemasar dan manajer untuk mengembangkan strategi pemasaran efektif yang dapat meningkatkan niat membeli pelanggan.

Kata Kunci: *brand awareness*, *brand image*, *trust*, *purchase intention*, kosmetik, perawatan kulit.

Referensi: 102 (2012-2023)

ABSTRACT

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ANTECEDENT AND CONSEQUENCES OF BRAND AWARENESS AND BRAND TRUST ON BEAUTY BRAND IN JABODETABEK

(xiv + 96 pages; 13 figures; 22 tables; 3 appendices)

The cosmetics and skincare industry's growth is expected to continue expanding in tandem with population growth, lifestyle changes, and shifts in climate. This trend presents an attractive opportunity for investors seeking to enter this industry, leading to a corresponding increase in industry players. Consequently, it becomes imperative for marketers and management to comprehend consumer behavior concerning the purchase of cosmetic products amid the plethora of choices available. This study aims to identify the factors influencing purchase intention towards Implora brand products. Employing a quantitative approach, the research utilizes purposive sampling for data collection. The research model is constructed based on pertinent literature, integrating factors such as brand awareness, brand image, brand interactivity, content quality, perceived value, trust, and purchase intention. Statistical analyses, including regression analysis and correlation coefficients, are applied to scrutinize the data. The findings reveal a positive and significant impact of perceived value and brand image on trust. Moreover, the study indicates a positive and significant relationship between content quality, brand interactivity, and brand awareness. Importantly, brand awareness, brand image, and trust are found to significantly influence the purchase intention for Implora brand products. This research offers valuable insights to marketers and managers, facilitating the development of effective marketing strategies aimed at enhancing customer purchase intentions.

Keywords: brand awareness, brand image, trust, purchase intention, cosmetics, skin care.

References: 102 (2012-2023)