

ABSTRAK

ANALISIS PENGARUH *ATTRACTIVENESS*, *EXPERTISE* DAN *TRUSTWORTHINESS* TERHADAP *PURCHASE INTENTION* MELALUI *BRAND SATISFACTION*, *BRAND IMAGE*, DAN *BRAND TRUST* PADA PRODUK SCARLETT DI SURABAYA

Industri fashion mengalami perkembangan yang pesat khususnya industri kecantikan. Berbagai merek produk kosmetik banyak ditemukan di pasaran dengan berbagai varian produk dan variasi harga. Banyaknya pilihan produk kosmetik menyebabkan semakin sulitnya intensi membeli pada merek tertentu karena konsumen memiliki banyak alternative pilihan. Produk kosmetik merek Scarlett menarik untuk diteliti karena tergolong produk baru untuk masuk pasar kosmetik sedangkan persaingan sudah terjadi dengan ketat. Produk scarlett didirikan oleh seorang selebritis yang terkenal sehingga mendukung untuk kegiatan pemasaran produk. Untuk itu, tujuan penelitian ini adalah menjelaskan pengaruh *ttractiveness*, *expertise*, dan *trustwhortiness* terhadap *purchase intention* melalui *brand satisfaction*, *brand image*, dan *brand trust* pada produk Scarlett di Surabaya. Jenis penelitian ini adalah penelitian kuantitatif. Variabel penelitian meliputi variable laten tiga laten eksogen yaitu: *attractiveness*, *expertise*, dan *trustwhortiness*, sedangkan laten endogen adalah *brand satisfaction*, *brand image*, *brand trust*, dan *purchase intention*. Jumlah sampel penelitian sebanyak 130 sampel.

Teknik pengumpulan data menggunakan kuesioner. Teknik analisis data menggunakan structural equation model menggunakan program AMOS. Temuan penelitian ini menunjukkan bahwa *attractiveness* dan *trustwhortiness* berpengaruh secara signifikan terhadap *brand satisfaction*, *brand image*, dan *brand trust*. Sedangkan *trustwhortiness* berpengaruh secara signifikan terhadap *brand trust* tetapi tidak berpengaruh terhadap *brand satisfaction* dan *brand image*. *Brand satisfaction*, *brand image*, dan *brand trust* secara signifikan berpengaruh terhadap *purchase intention* pada produk scarlett.

Kata Kunci: *Attractiveness*, *Trustwhortiness*, *Trustwhortiness*, *Brand satisfaction*, *Brand image*, *Brand trust*, *Purchase intention*, Produk Kosmetik, Produk scarlett

ABSTRACT

The Impact Analysis of Attractiveness, Expertise, and Trustworthiness on Purchase intention With Brand satisfaction, Brand image, and Brand trust at Scarlett's Cosmetics in Surabaya Fashion industry growing fastly specially for beauty industry. There are many of cosmetic's brand in the market with variously products and variously price. Consumer have more choice for cosmetic's brand so it's difficult to make a purchase for certainty brand. The Scarlett's brand is new arrival among competitors. The founder of Scarlett's brand is the national celebrity, so the popularity of the founder help to sales the product. The purpose of this research is to explain the influence of attractiveness, expertise, and trustworthiness on purchase intention through brand satisfaction, brand image, and brand trust for Scarlett's cosmetics product.

The type of this research is quantitative research. The research variables are attractiveness, expertise, and trustworthiness as exogen variables, while the endogen variables are: brand satisfaction, brand image, brand trust, and purchase intention. The number of samples are 130 of samples. Data collecting methods using questionnaire. Data analysis technique using structural equation model using AMOS program.

The result showing that attractiveness and trustworthiness influence to brand satisfaction, brand image, and brand trust. While influence on brand trust, but not influence to brand satisfaction and brand image. Brand satisfaction, brand image, and brand trust influence on purchase intention for Scarlett's cosmetics products.

Keywords: Attractiveness, Trustworthiness, Trustworthiness, Brand satisfaction, Brand image, Brand trust, Purchase intention, Cosmetics Product, Scarlett's Brand