

RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh *brand image*, *trust*, *perceived value*, dan *price* terhadap *purchase intention skincare* lokal Hanasui di tengah isu *overclaim*. Penelitian ini dilatarbelakangi oleh berkembangnya industri *skincare* di Indonesia yang diiringi dengan munculnya isu *overclaim* pada beberapa produk *skincare*, sehingga menimbulkan keraguan konsumen terhadap klaim produk. Di tengah kondisi tersebut, Hanasui sebagai salah satu *brand skincare* lokal justru mampu menunjukkan keaslian klaim produknya melalui hasil uji laboratorium, sehingga meningkatkan kepercayaan konsumen dan penjualan produk.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data dikumpulkan melalui penyebaran kuesioner kepada konsumen *skincare* lokal Hanasui yang mengetahui isu *overclaim*. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah sampel sebanyak 97 responden yang dihitung menggunakan rumus Lemeshow. Variabel *independen* dalam penelitian ini terdiri dari *brand image*, *trust*, *perceived value*, dan *price*, sedangkan variabel *dependen* yaitu *purchase intention*. Analisis data dilakukan menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linier berganda, uji t, uji f, dan koefisien determinasi dengan bantuan program SPSS. Penelitian ini menggunakan *Theory of Reasoned Action* (TRA) sebagai landasan teori yang menjelaskan bahwa niat beli konsumen dipengaruhi oleh sikap terhadap perilaku dan norma subjektif. Variabel *brand image*, *trust*, *perceived value*, dan *price* dipandang sebagai faktor yang membentuk sikap konsumen terhadap produk *skincare* Hanasui sehingga mempengaruhi *purchase intention*.

Hasil penelitian menunjukkan bahwa secara parsial *brand image* berpengaruh signifikan terhadap *purchase intention* ($t = 3,794$ & sig. $<0,001$), *perceived value* yang berpengaruh signifikan terhadap *purchase intention* ($t = 4,458$ & sig. $<0,001$). Sementara itu, *trust* ($t = -0,109$ & sig. $0,914$) dan *price* ($t = 1,493$ & sig. $0,139$) tidak berpengaruh signifikan terhadap *purchase intention*. Secara simultan, *brand image*, *trust*, *perceived value* dan *price* berpengaruh signifikan terhadap *purchase intention* dengan nilai f sebesar $47,095$ sig. $<0,001$. Nilai koefisien determinasi (*R Square*) sebesar $0,672$ menunjukkan bahwa $67,2\%$ variasi *purchase intention* dapat dijelaskan oleh keempat variabel *independen* dalam penelitian ini.

Penelitian ini diharapkan dapat memberikan kontribusi teoritis dalam pengembangan kajian perilaku konsumen khususnya terkait *purchase intention* pada industri *skincare* lokal. Selain itu, hasil penelitian ini diharapkan dapat menjadi masukan bagi perusahaan *skincare* lokal dalam membangun strategi pemasaran yang mampu meningkatkan citra merek, kepercayaan konsumen, nilai produk, serta strategi harga yang sesuai di tengah tantangan isu *overclaim*.

Kata Kunci: *Brand Image, Trust, Perceived Value, Price, Purchase Intention, Skincare Lokal, Hanasui, Overclaim.*

SUMMARY

This study aims to analyze the influence of brand image, trust, perceived value, and price on the purchase intention of Hanasui local skincare products amid the overclaim issue. This research is motivated by the rapid growth of the skincare industry in Indonesia, which has been accompanied by the emergence of overclaim issues in several skincare products, causing consumer doubts regarding product claims. In the midst of this situation, Hanasui, as one of the local skincare brands, was able to prove the authenticity of its product claims through laboratory test result, thereby increasing consumer trust and product sales.

This study employed a quantitative approach using a survey method. Data were collected through questionnaires distributed to consumers of Hanasui local skincare products who were aware of the overclaim issue. The sampling technique used was purposive sampling, with a total sample of 97 respondents calculated using the Lemeshow formula. The independent variables in this study were brand image, trust, perceived value, and price, while the dependent variable was purchase intention. Data analysis was conducted using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, T-tests, F-tests, and coefficient of determination tests with the assistance of SPSS software. This study used the theory of reasoned action (TRA) as the theoretical foundation, which explains that consumer purchase intention is influenced by attitude toward behavior and subjective norm. The variables of brand image, trust, perceived value, and price are considered factors that shape consumers' attitudes toward Hanasui skincare products and consequently influence purchase intention.

The results of the study show that, in part, brand image has a significant effect on purchase intention ($t = 3,794$ & sig. $< 0,001$), and perceived value has a significant effect on purchase intention ($t = 4.458$ & sig. $< 0,001$). Meanwhile, trust ($t = -0,139$ & sig. $< 0,001$) and price ($t = 1.493$ & sig. $< 0,001$) do not have a significant effect on purchase intention. Collectively, brand image, trust, perceived value and price significantly influence purchase intention, with an f -value of 47.095 sig. $< 0,001$. The coefficient of determination (R -squared) of 0,672 indicates that 67,2% of the variation in purchase intention can be explained by the four independent variables in this study.

This study is expected to provide theoretical contributions to the development of consumer behavior studies, particularly regarding purchase intention in the local skincare industry. In addition, the findings of this study are expected to serve as input for local skincare companies in developing marketing strategies that can improve brand image, consumer trust, product value, and appropriate pricing strategies amid the challenges posed by overclaim issues.

Keyword: Brand Image, Trust, Perceived Value, Price, Purchase Intention, Local Skincare, Hanasui, Overclaim.