

ABSTRAK

Penelitian ini merupakan jenis penelitian kuantitatif pada pengguna belanja online Sociolla. Judul penelitian ini adalah “Pengaruh Brand Image, Brand Awareness, Brand Experience, Dan Brand Reputation Terhadap Purchase Intention Dengan Customer Trust Sebagai Variabel Mediasi (Studi Pada Konsumen Belanja Online Sociolla)”

Penelitian ini bertujuan untuk menganalisis pengaruh brand image, brand awareness, brand experience, dan brand reputation terhadap purchase intention melalui customer trust. Populasi dalam penelitian ini adalah seluruh konsumen Sociolla yang telah melakukan pembelian dalam tiga bulan terakhir, Pengukuran variabel dalam penelitian ini menggunakan skala Likert dan pengujian hipotesis menggunakan Structural Equational Modeling (SEM).

Hasil penelitian menunjukkan bahwa (1) Brand image berpengaruh negatif terhadap customer trust, (2) Brand awareness berpengaruh negatif terhadap customer trust, (3) Brand experience berpengaruh negatif terhadap customer trust, (4) Brand reputation berpengaruh positif terhadap customer trust, (5) Brand image berpengaruh positif terhadap purchase intention, (6) Brand awareness berpengaruh negatif terhadap purchase intention, (7) Brand experience berpengaruh positif terhadap purchase intention, (8) Brand reputation berpengaruh positif terhadap purchase intention, (9) Customer trust berpengaruh positif terhadap purchase intention, (10) Brand image tidak berpengaruh terhadap purchase intention melalui customer trust, (11) Brand awareness tidak berpengaruh terhadap purchase intention melalui customer trust.

Implikasi dari penelitian ini adalah untuk meningkatkan purchase intention, Sociolla harus selalu meningkatkan brand image, brand awareness, brand experience, brand reputation, dan customer trust mengingat sudah banyak e-commerce kecantikan di Indonesia. Sociolla harus terus menjaga dan meningkatkan reputasi yang sudah baik, seperti dengan memaksimalkan website, dan memperbanyak review dari pelanggan sebelumnya.

Kata Kunci : Citra Merek, Kesadaran Merek, Pengalaman Merek, Reputasi Merek, Kepercayaan Konsumen, Niat Beli

ABSTRACT

This research is a type of quantitative research on Sociolla online shopping users. The title of this research is "The Influence of Brand Image, Brand Awareness, Brand Experience, and Brand Reputation on Purchase Intention with Customer Trust as a Mediation Variable (Study on Customer Sociolla Online Shopping Site)"

This study aimed to analyze the effect of brand image, brand awareness, brand experience, and brand reputation on purchase intention through customer trust. The population in this study were all Sociolla consumers who have made purchases in the last three months. The measurement of variables in this study used a Likert scale and hypothesis testing using Structural Equational Modeling (SEM).

The results show that (1) Brand image has a negative effect on customer trust, (2) Brand awareness has a negative effect on customer trust, (3) Brand experience has a negative effect on customer trust, (4) Brand reputation has a positive effect on customer trust, (5) Brand image has a positive effect on purchase intention, (6) Brand awareness has a negative effect on purchase intention, (7) Brand experience has a positive effect on purchase intention, (8) Brand reputation has a positive effect on purchase intention, (9) Customer trust has a positive effect on purchase intention, (10) Brand image has no effect on purchase intention through customer trust, (11) Brand awareness has no effect on purchase intention through customer trust.

The implication of this research is to increase purchase intention, Sociolla must always improve brand image, brand awareness, brand experience, brand reputation, and customer trust considering that there are many beauty e-commerce in Indonesia. Sociolla must continue to maintain and improve its already good reputation, such as by maximizing the website, and increasing reviews from previous customers.

Keywords: *Brand Image, Brand Awareness, Brand Experience, Brand Reputation, Consumer Trust, Purchase Intention*