

The influence of brand trust, brand preference and perceived value on purchase intention in local skincare products

Dionita Sabrina Destiya^{1*}

¹Islamic University of Indonesia

Albari²

²Islamic University of Indonesia

Corresponding Author: zabinadesty@gmail.com

Abstract

This study aims to examine the influence of brand trust, perceived value, and brand preference on purchase intention, with a case study on local skincare brands available on Sociolla. The sample size used was 186, selected through a non-probability sampling technique, specifically convenience sampling. Data analysis was conducted using the SEM technique with the help of AMOS v22 software. The results of the study indicate that brand trust and perceived value have a positive influence on brand preference. Additionally, brand trust, perceived value, and brand preference positively impact purchase intention.

Keywords: brand trust, perceived value, brand preference, purchase intention

INTRODUCTION

Beauty problems are now getting more attention, with skincare and makeup products to be the category of rapid imported goods growth (Andriani and Setiawan, 2020). Based on SAC Indonesia research, skincare products dominated the cosmetics market and body care in 2018, with a contribution of US \$ 2,022 million for cosmetics and US \$ 5,502 million for body care (Intan and Husaini, 2019; Andreani and Setiawan, 2020). Skincare is an important need for students, who often buy products in stores such as Sociolla, the largest retail in the beauty sector in Indonesia since 2015, offers more than 150 brands and 5,000 product variants, including local products, western, Korea, and Japan (Fatma and Widiastuti, 2022; Clear information provided by Sociolla increases consumer confidence, which ultimately encourages buying interest.

At Purchase intention, consumers evaluate the information received before making a

27



purchase decision. Schiffman and Kanuk (2018) define purchase intention as an indication or tendency for a consumer to buy products or services for a certain period of time, which is reflected in the probability of purchases. The willingness of customers to buy shows their strong desires, although not necessarily make a purchase in the near future (Resmawa, 2017). Consumer interest is influenced by various factors, and the final decision is usually based on their desires, so management needs to understand these factors to anticipate market needs. According to Chen, Tsai, and Hsieh (2017), this information is important for management in formulating sales strategies, including introducing products to make it easier for consumers to recognize and remember it. Factors affecting Purchase intention include brand trust, perceived value, and brand preference. Brand Trust includes consumer confidence that certain brands provide high quality products with the features needed and reliable post-sales support. Wijaya and Keni (2022) state that customer trust is the belief that the company can meet customer expectations, while brand beliefs are consumer confidence in the ability of the brand to fulfill their promises, which encourage repeated purchases and greater expenses (Fitriani et al., 2023).

Perceived value has an influence on Purchase intention, which is a consumer perception of the relative benefits of a product compared to the costs incurred to get it. In the context of local skincare, perceived value can include how effective the product is in caring for skin compared to the price that consumers must pay. Research Octavia and Naufalin (2020) found that the value felt significantly affects the desire of consumers to buy local skincare products. Perceived value is defined as an assessment of the whole consumer of the use of a product or service based on what they receive and what they sacrifice. Perception itself is a process in which individuals choose, regulate, and interpret stimuli into a meaningful and coherent world. Although the definition may be different, many researchers agree that perceived value is closely related to the ability of individuals to judge something, which may be different for everyone (Muzakir and Damrus, 2018).

Brand preferences influence Purchase intention by playing an important role in the consumer decision making process based on information received. Increased trust in certain brands can encourage re -purchase, indicating that brand trust is the main predictor of brand preferences (Dam, 2020). Understanding of brand preferences is an important step in examining the behavior of customer choice, so as to get extensive attention from researchers. Perceived value also has a positive and significant impact on brand preferences, where prices proportional to the value offered by the brand will increase consumer preferences for the brand (Falah et al., 2022). A strong brand preference allows the brand to last a long time even though competition is



getting tougher. This brand preference is influenced by brand equity, and the better the brand equity, the stronger the brand preferences are formed, which ultimately raises purchase interest. Brand preferences can be measured through two dimensions, namely internal and external preferences (Edwina, 2020).

The intention of buying is a process of evaluating the purchasing decision that consumers are usually done by, where buying interest is an individual's desire to buy a product that is influenced by the quality and price of the product. Purchase interest can also arise because of the trust in the product, the ability to buy it, as well as the experience of someone who can be trusted, advertising factors, and urgent needs (Hansopaheluwakan et al., 2021). In the context of local skincare products in Indonesia, the linkages between brand trust variables, perceived value, brand preferences, and purchase intention are very significant. Octavia and Naufalin (2020) concluded that the intention of consumer purchasing on local skincare products was positively influenced by trust in the brand and the perceived value. Consumer confidence in brand affects the brand preferences and purchasing intentions, while the value that is felt to affect the intention of purchases directly. Understanding the relationship between these variables allows local skincare businesses to design effective marketing strategies to increase product competitiveness in the market.

OBJECTIVES

The purpose of this study was to analyze the positive effects of the brand trust and perceived value on brand preferences, as well as to evaluate how brand trust, perceived value, and brand preference together affected purchase intention. This study will explain how consumer trust in the brand and the felt values can increase consumer preferences for certain brands, and how the three variables contribute to increasing consumer purchasing intentions of the products offered.

THEORETICAL STUDY

Brand Trust

Trust is an important variable in the relationship between company and customer, where brand trust refers to consumers' readiness to rely on brands because of their reliability and integrity (Althuwaini, 2022). This trust reduces the risk felt by consumers, especially in e-commerce, by simplifying information (Pandiangan et al., 2021). Brand Trust is measured through



the dimension of viability, which ensures the brand can meet the needs of consumers, and the dimensions of intentionality, which reflects a feeling of security for the brand. Trusting Belief, including elements of benevolence and integrity, is the belief that the brand provides benefits and has integrity (Althuwaini, 2022). Brand Trust indicators include achieving results, integrity of actions, and producers' attention to consumers. Trust in the brand greatly affects the sustainability of the brand in the market; Brands that are believed to develop more easily (Althuwaini, 2022). Brand image is a consumer perception that is formed through experience or information, and functions as a guide in evaluating products (Pandiangan et al., 2021; Althuwaini, 2022).

The idea of brand trust focuses on the relationship between brands and its consumers, where brand trust is considered as a substitute for direct relationships between business and customers. This trust allows customers to be sure that the company will provide goods and services according to promises (Cuong, 2020). When consumers choose and buy goods or services from certain brands compared to similar alternatives, brand preferences play an important role in their decisions. Research by Falah et al. (2022) shows that the brand trust has a positive influence on brand preference, which is also supported by the results of research by Mulyono (2021) which concludes the same thing. Based on these findings, I took the following hypothesis.

H1: Brand Trust has a positive effect on brand preference

Brand Trust is considered fundamental in the relationship between producers and consumers, signaling that producers will provide adequate results and do not harm consumers (Althuwaini, 2022). Consumers often assess products based on brand trust before making purchasing decisions, tend to choose brands recommended by others or what they see in advertising. Buying unknown products can pose risks for consumers, so brand trust becomes an important factor in the purchasing process, because it guarantees the quality and reliability of the product (Hariyanto, 2022). Research by Falah et al. (2022) shows that the brand trust has a positive effect on purchase intention, and research by Dharmayana and Rahanatha (2018) also concluded the same thing. Based on these findings, the hypothesis that I submitted was:

H2: Brand Trust has a positive effect on purchase intention

Perceived Value

The felt value is the consumer assessment of the use of a product or service based on the



benefits obtained compared to the costs incurred. Private companies create economic value through products and services, while public organizations produce public value by providing civil and policy services (Li and Shang, 2020). Consumers evaluate private goods and services based on trade-off between benefits and costs, while public services are assessed based on service utilities and political performance (Li and Shang, 2020). According to Miao et al. (2021), the felt value is the subjective view of consumers on goods and services, becoming an important element in the process of exchange and affecting their level of satisfaction. Falah et al. (2022) explains the four perspectives of values that are felt: as prices, costs, trade-off between costs and prices, and comprehensive evaluation of the evaluation indicator. Indicators to measure the value felt include economic value, which describes the benefits felt compared to costs; functional value, which reflects product performance; emotional values, which are related to consumers when using products; and social values, which are related to improving consumer self -concept through the use of products or services.

The felt value has a significant influence on brand preferences because it affects consumer perception of the benefits they receive from a brand (Falah et al., 2022). The felt value also includes aspects of consumer experience during interaction with the brand. If consumers feel satisfied and get positive experience when using products or interacting with brands, they tend to have a high preference for the brand (Miao et al., 2021). The felt value can also be related to social or symbolic values associated with a brand (Mulyono, 2021). Consumers may have a preference for brands that reflect the identity or values they profess, so that the brand becomes part of their self-expression. Thus, the felt value can be a factor in forming brand preferences because it affects consumer perception of the benefits, experiences, and values obtained from a brand (Harmonto and Albari, 2022). Research conducted by Falah et al., (2022) and Damrus (2018) found that perceived value had a positive effect on brand preferences. Therefore I use the following hypothesis:

H3: Perceived value has a positive effect on brand preference

The perception of the felt value is closely related to the quality of the product and the customer's intention to re -purchase, where customers cognitively integrate their perceptions of the benefits obtained and the sacrifice issued to obtain the product (Ha and Widows, 2008). Ramadhani and Sukawati's research (2021) supports this by showing that buying intentions are influenced by perception of the perceived value, which is measured through the ratio between



the perceived benefits and the sacrifice issued. Customers tend to buy back if the benefits that are felt are comparable to sacrifice, both economically and emotionally (Leonnard, 2018). Emotional bonds formed from customer experience also contribute to the intention of buying back (Dhaniswari and Sukaatmadja, 2021). Research by Pratiwi and Dwiyanto (2021), Tan (2019), and Falah et al. (2022) shows that the value felt positively has a positive effect on buying intentions. Therefore, the hypothesis I use is:

H4 : Perceived Value has a positive effect on Purchase intention

Brand Preference

The concept of brand preferences is increasingly getting the attention of experts because it is related to the tendency of customers to choose certain brands, which combine their thoughts with brand stimulation. Brand preferences reflect consumer attitudes towards a brand based on their perception of the brand attributes, which then affect their intentions and choices (Gómez-Rico et al., 2023). Strong brand preferences allow a brand to last a long time, even in the midst of increasingly fierce competition with increasing other brands (Hansopaheluwakan et al., 2020). Consumers tend to choose and buy products from the brands they like or leave positive impressions, especially when considering various choices in the purchase process (Hasbi and Rizqiani, 2021). Brand preferences reflect a person's tendency to prefer one brand compared to another, which then encourages purchasing decisions (Hasbi and Rizqiani, 2021). According to Mulyono (2021), brand preferences can be formed based on the suitability of products and services with customer needs, as well as customer satisfaction from past experience. Based on Mulyono (2021), Vinh and Huy (2016), indicators for measuring brand preferences include: more attractive products, tendencies to choose these products compared to other products, feelings of need to buy products, and perceptions that products offer superior functions compared to other products.

Customer buying interest develops from the desire to try the product until finally buying the product, influenced by information received about the product function (Abdullah et al., 2023). Brand Preference, which reflects the attitude and tendency of buyers towards a brand, often arises during an alternative evaluation in the decision making process (Hasbi and Risqiani, 2021). There is a relationship between attitudes, behavior, and purchasing intentions, where positive attitudes towards the brand encourage purchase intentions through brand equity (Rungsisawat and Sirinapappokin, 2019). Research shows that Brand Preference has a positive



effect on Purchase intention, as found by Falah et al. (2022), Dharmayana and Rahanatha (2018), and Hasbi and Risqiani (2022). Then the hypothesis I use is:

H5: Brand Preference has a positive effect on Purchase intention

Purchase Intention

Purchase intention is an interest that arises in the minds of buyers towards products with certain brands, and marketers need to understand this interest because they can predict their product offers (Purwianti et al., 2023). The intention of purchasing a person refers to the extent to which they intend to buy certain goods or services (Sun et al., 2024). To understand consumer behavior, it is important to analyze consumer habits as a manifestation of daily activities (Yulianty & Mauludy, 2019). Previous research shows that purchasing intentions are often related to mental attitudes and preferences towards brands or products (Falah et al., 2022). Hansopaheluwakan et al. (2020) identify four dimensions of Purchase intention: Transactional Interest, namely the tendency to buy products; Referential interest, which is a willingness to recommend products; Preference interest, which is the choice taken from various options available; And exploratory interest, namely intention to find information related to products.

RESEARCH FRAMEWORK

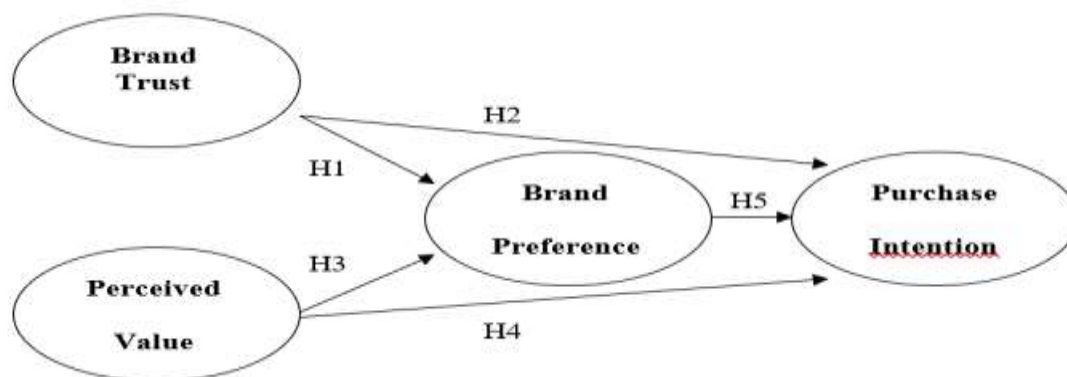


Figure 1. Research Framework

This research model was inspired by the research of Cuong (2020) and Chae et al., (2020) which explains the relationship between beliefs, values that are felt, brand preferences, to

33

purchasing intentions. But there are differences from the object under study. In this study the authors took the object of local skincare research on Sociolla, in contrast to the object of research studied by Cuong who took the object of laptop research in Ho Chi Minh, Vietnam.

RESEARCH METHODS

This study uses a quantitative approach to the post-positivist paradigm, focusing on causal relationships through survey and experimental methods to collect statistical data from online questionnaires. The research population are adolescents and adults in Yogyakarta who know local skincare, with samples taken using convenience sampling, involving 180 respondents. The operational definitions of variables include brand trust, perceived value, brand preference, and purchase intention, each measured by specific indicators. Data collection was carried out through a questionnaire tested for validity and reliability using the Pearson validity test and the reliability of Cronbach's Alpha. Data analysis is carried out with confirmation Factor Analysis (CFA) and Structural Equation Modeling (SEM) using AMOS and SmartPLS to test the hypothesis and validity of the model, as well as conduct goodness-of-FIT assessment to ensure the suitability of the model with data.

RESULTS AND DISCUSSION

Results

Respondent Descriptive Analysis Results

Table 1. Respondent Descriptive Analysis

Gender	Frequencies	Percentage
Male	16	9%
Female	170	91%
Total	186	100%
Age	Frequencies	Percentage
17 - 20 Years Old	19	10%
20 - 25 Years Old	113	61%
26 -30 Years Old	45	24%
31 - 35 Years Old	8	4%



>35 Years Old	1	1%
Total	186	100%
Profession	Frequencies	Percentage
Private sector employee	1	1%
Government employees	1	1%
Student / Student	101	54%
Not working yet	1	1%
PNS/TNI/POLRI	21	11%
Self-employed	61	32%
Total	186	100%
Spending Per Month	Frequencies	Percentage
Rp1.200.000 - 6.000.000	157	84%
>Rp6.000.000	29	16%
Total	186	100%

Measurement Model Analysis

Validity and Reliability Testing Results

This test is carried out with the aim of being able to find out whether the variables used in this study are valid and reliable. The total respondents used in this study amounted to 186 respondents with 16 questions in the questionnaire representing each variable used. Researchers do data processing for validity using the assistance of the AMOS version 22 program. While reliability using the help of Microsoft Office Excel The following are the results related to the validity and reliability test of each variable contained in the study, where the results can be shown in this table below:

Table 2. Validity and Reliability Testing Results

VARIABLE/INDICATORS	VALIDITY/RELIABILITY
Brand Trust	0,843
I believe in the local skincare brand on Sociolla	0,681
I can trust the local skincare brand at Sociolla completely	0,785
I can rely on local skincare brands at Sociolla	0,721



I feel safe when buying a local skincare brand at Sociolla	0,836
Perceived Value	0,837
I think the price offered by the local skincare brand on Sociolla is proportional to the felt value	0,877
For me the price offered by the local skincare brand at Sociolla is very acceptable	0,818
Local skincare brands at Sociolla can be a good agreement for me	0,645
I prefer the local skincare brand on Sociolla to have a competitive price	0,644
Brand Preference	0,850
Local skincare brand at Sociolla attracts me	0,858
I prefer the local skincare brand on Sociolla rather than a non-Local brand on Sociolla	0,806
I prefer the local skincare brand on Sociolla if there is no difference with the non-Local brand on Sociolla	0,701
In general, I prefer local skincare brands at Sociolla	0,689
Purchase Intention	0,842
I always try to get information about local skincare product brands at Sociolla	0,817
I am interested in buying a local skincare brand at Sociolla in the future	0,596
I will try to buy a local skincare brand at Sociolla	0,812
I plan to buy a local skincare brand at Sociolla	0,786

Based on Table 2 shows the result that the value of the Factor Loading obtained from all variables in the study is > 0.50 . Where the value is in accordance with the criteria if the Factor Loading value > 0.50 then a variable can be declared valid (Ghozali, 2017). As for the reliability value of all variables > 0.07 . So that all variables are declared reliable.



Goodness of Fit Testing Results

Table 3. Validity and Reliability Testing Results

Goodness of Fit Index	Cut-off Value	Brand Trust	Perceived Value	Brand Preference	Purchase Intention
CMIN/DF	$\leq 2,0$	0,427	2,012	4,511	1,995
RMSEA	$\leq 0,08$	0,000	0,740	0,138	0,073
GFI	$\geq 0,90$	0,998	0,989	0,997	0,989
AGFI	$\geq 0,90$	0,989	0,947	0,883	0,945
TLI	$\geq 0,90$	1,012	0,975	0,922	0,980
NFI	$\geq 0,90$	0,997	0,984	0,968	0,987

The results of the goodness of fit test in table 3 show that the Perceived value and brand preference variables do not pass the CMIN/DF and RMSEA indexes. So the measurement of model modification can be done by looking at the output modification indices in the Amos program (Ghozali, 2017). The results of the model modification can be seen in table 4:

Table 4. After Modified Model Goodness of Fit Results

Goodness of Fit Index	Cut-off Value	Brand Trust	Perceived Value	Brand Preference	Purchase Intention
CMIN/DF	$\leq 2,0$	0,853	0,758	1,971	1,995
RMSEA	$\leq 0,08$	0,000	0,000	0,072	0,073
GFI	$\geq 0,90$	0,998	0,998	0,995	0,989
AGFI	$\geq 0,90$	0,989	0,980	0,947	0,945
TLI	$\geq 0,90$	1,012	1,006	0,979	0,980
NFI	$\geq 0,90$	0,997	0,997	0,993	0,987

SEM Data Analysis

In this study, the data analysis tool used was the Structural Equation Model (SEM), which was run using the AMOS version 24 program. The data processed were 200 research respondents.



Path Coefficient

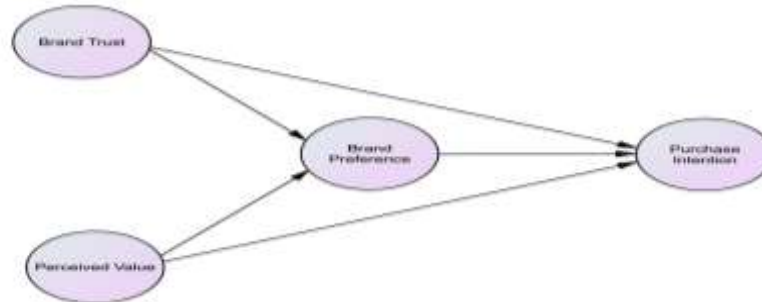


Figure 2. Path Coefficient Diagram

The next step is to convert the path diagram into a structural equation. This structural equation will describe the mathematical relationship between the existing variables. The structural equation model in this study can be seen in Figure 3 below.

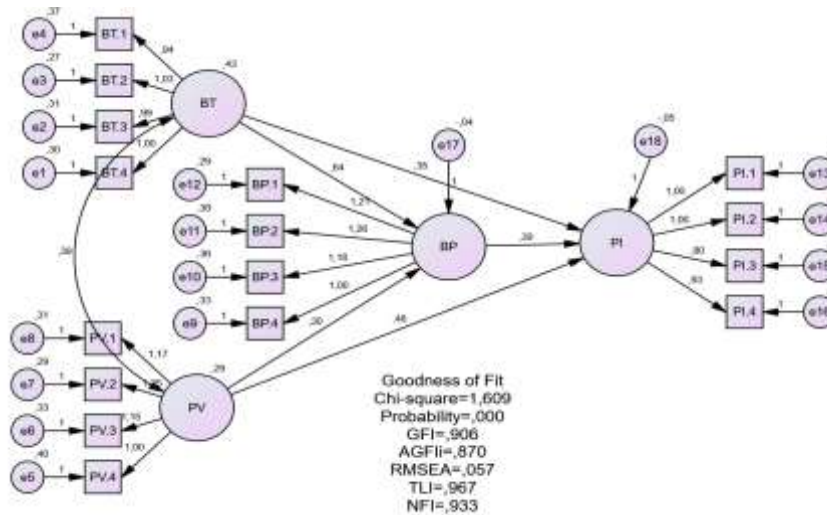


Figure 3. Structural Model Equation

Table 5. Validity and Reliability Structural Testing Results

Variable/Indicator	Validity/Reliability
Brand Trust	0,843
I trust local skincare brands at sociolla	0,709
I can trust local skincare brands at sociolla completely	0,793

I can rely on local skincare brands at Sociolla	0,758
I feel safe when buying local skincare brands at Sociolla	0,767
Perceived Value	0,818
I think the prices offered by local skincare brands on Sociolla are commensurate with the perceived value	0,749
I find the prices offered by local skincare brands on Sociolla very acceptable	0,779
Local skincare brands on Sociolla can be a good deal for me	0,732
I prefer local skincare brands on Sociolla to have competitive prices	0,648
Brand Preference	0,832
Local skincare brands on Sociolla appeal to me	0,782
I prefer local skincare brands on Sociolla over non-local brands on Sociolla	0,755
I prefer local skincare brands on Sociolla if there is no difference with non-local brands on Sociolla	0,740
In general, I prefer local skincare brands on Sociolla	0,698
Purchase Intention	0,843
I always try to get information about local skincare brands in Sociolla	0,753
I am interested in buying local skincare brands in sociolla in the future	0,789
I will try to buy local skincare brands in Sociolla	0,713
I plan to buy local skincare brands in Sociolla	0,771

Normality Test

Table 6. Normality Testing Results

Variable	min	max	skew	c.r.	kurtosis	c.r.
PI.4	1,000	4,000	-1,311	-7,298	1,315	3,661
PI.3	1,000	4,000	-1,261	-7,021	1,663	4,631
PI.2	1,000	4,000	-1,375	-7,654	1,322	3,681
PI.1	1,000	4,000	-1,146	-6,383	0,474	1,320



BP.1	1,000	4,000	-1,121	-6,240	0,692	1,927
BP.2	1,000	4,000	-1,054	-5,867	0,234	0,651
BP.3	1,000	4,000	-1,022	-5,690	0,381	1,059
BP.4	1,000	4,000	-1,237	-6,886	1,229	3,421
PV.1	1,000	4,000	-1,058	-5,893	0,783	2,179
PV.2	1,000	4,000	-1,125	-6,265	0,769	2,140
PV.3	1,000	4,000	-1,191	-6,632	0,884	2,461
PV.4	1,000	4,000	-1,045	-5,816	0,772	2,150
BT.1	1,000	4,000	-1,577	-8,783	1,846	5,139
BT.2	1,000	4,000	-1,172	-6,525	0,872	2,427
BT.3	1,000	4,000	-1,153	-6,420	0,943	2,625
BT.4	1,000	4,000	-1,464	-8,154	1,593	4,435
Multivariate					45,682	12,980

The results of table 6 show that the multivariate value is 12.980. Therefore, it can be concluded that the data is not normally distributed. In dealing with situations where data does not meet the assumption of multivariate normality, the bootstrap procedure (Ghozali, 2017) offers a feasible solution. The success criteria of this method are marked by a p-value that exceeds the significance threshold of 0.05.

Structural Goodness Of Fit

Table 7. Structural Goodness Of Fit Results

Goodness of Fit Index	Cut-off Value	Research Model	Results
CMIN/DF	$\leq 2,0$	1,609	Good Fit
RMSEA	$\leq 0,08$	0,057	Good Fit
GFI	$\geq 0,90$	0,906	Good Fit
AGFI	$\geq 0,90$	0,870	Marginal Fit
TLI	$\geq 0,90$	0,967	Good Fit
NFI	$\geq 0,90$	0,933	Good Fit



Based on the results of the goodness of fit test in Table 7, the research model shows that the results of the CMIN/DF, RMSEA, GFI, TLI, and NFI indices are within the acceptable range of values, indicating that the model has a good fit with the data. Although the AFGI value is below the threshold of 0.90, in general the model can be considered fit. This consideration is based on other index values that show better fit.

Hypotesis Testing

Table 8. Hypotesis Testing Results

	Variable			Estimate	C.R.	P
H1	Brand Preference	<---	Brand Trust	0,643	6,549	0,000
H2	Purchase Intention	<---	Brand Trust	0,347	2,551	0,011
H3	Brand Preference	<---	Perceived Value	0,301	2,741	0,006
H4	Purchase Intention	<---	Perceived Value	0,482	4,686	0,000
H5	Purchase Intention	<---	Brand Preference	0,395	3,023	0,003

DISCUSSION

This study shows that brand trust has a significant influence on brand preference. The higher the level of consumer trust in a brand, the more likely they are to choose that brand over other brands. This is in line with the findings of Falah et al. (2022) and Mulyono (2021), both of which stated that trust in a brand can strengthen consumer preferences. Consumers tend to choose brands that they consider reliable, safe, and consistent in providing quality. In the context of skincare, this trust is driven by previous positive experiences, a good brand reputation, and endorsements from dermatologists, all of which strengthen consumer preferences for a particular brand.

The findings of this study also show that brand trust has a significant effect on purchase intention. High trust in a brand increases consumer purchase intention because it provides a sense of security and confidence that the product will meet their needs. This is consistent with research by Dam (2020) and Althuwaini (2022), which emphasizes the importance of brand trust as the foundation of the relationship between companies and consumers. In local skincare products,



consumer trust is often driven by a good brand reputation, the natural ingredients used, and transparency of information, all of which motivate consumers to make purchases.

The results of the study also show that perceived value has a positive effect on brand preference. Consumers tend to prefer brands that they perceive as offering better value compared to the price they pay, as shown by research by Falah et al. (2022) and Miao et al. (2021). In the context of local skincare products, perceived value includes the quality of ingredients, product effectiveness, and the emotional value and personalization offered by the brand. Brands that emphasize cultural connections and production transparency tend to build emotional closeness with consumers, thereby increasing their preference for the brand.

Perceived value also has a significant impact on purchase intention. When consumers feel that a product offers good value at a reasonable price, they are more likely to purchase the product. This study supports the findings of Ramadhani and Sukawati (2021), which show that perceived value is a key factor in purchasing decisions. In local skincare products, consumers value the quality, health benefits, and uniqueness of the product, as well as aspects such as sustainability and support for local products. High perceived value not only increases purchase intention but also strengthens consumer loyalty to the brand.

CONCLUSION

The results of the analysis show that the highest indicator for the brand trust variable is a statement about the full trust in the local skincare brand at Sociolla, while the lowest indicator is a general trust in the brand. For variables perceived value, the highest value is achieved by statements regarding price affordability, while the lowest value is related to competitive price preferences. In the brand preference variable, the highest indicator is the attraction of the local skincare brand, while the lowest indicator is a general preference for the brand. For the purchase intention variable, the highest indicator is the interest in buying in the future, while the lowest is the intention to try to buy. Hypothesis testing with AMOS shows that all hypotheses have a positive and significant influence, with brand trust giving the highest effect on brand preference (64.3%), while perceived value has the lowest effect on brand preference (30, 1%).

RESEARCH LIMITATION

The limitations of this study include several important aspects that need to be considered by further researchers. First, this study is limited in terms of the variation of variables used to



determine the influence on consumer purchase intentions, focusing only on the variables of brand trust, added value, and brand preference. Second, the distribution of respondent data is uneven and tends to focus on one area, namely DI Yogyakarta, with a dominance of female respondents. This limitation can affect the generalization of research findings, so a broader and more diverse approach is needed in the future.

MANAGERIAL IMPLICATION

Based on the results of this study, local skincare companies on the Sociolla platform should focus on strengthening brand trust through information transparency and positive reputation, as this has been proven to have a significant impact on consumer brand preference and purchase intention. Price adjustments also need to be made to remain competitive and in accordance with the value perceived by consumers, for example through promotions and special offers. In addition, increasing brand appeal through product innovation and creative marketing campaigns can increase brand preference. Given that the distribution of research respondents is still limited to one region, companies should consider expanding their market to other regions to reach a wider and more diverse audience. With these steps, companies can increase brand loyalty and consumer purchase intention.

RECOMMENDATION

Based on the findings of this study, it is recommended that local skincare brands focus on strengthening trust, added value, and brand preference because all three have a positive effect on consumer purchase intention, which will help in increasing competitiveness in the domestic market. In addition, for further research, it is recommended to expand the scope of the sample by involving more local skincare users so that the results are more representative. Adding more variables is also recommended to gain a deeper understanding of the factors that influence consumer purchase intention.

REFERENCES

- Abdullah. (2015). *Metodologi Penelitian Kuantitatif*. (1st ed.). Yogyakarta: Aswaja Pressindo.
- Abdullah, M. A. F., Febrian, D. W., Perkasa, D. H., Wuryandari, N. E. R., & Pangaribuan, H. Y. (2023). The Effect Of Brand Awareness, Price Perception And Electronic Word Of Mouth (E-WOM) Toward Purchase Intention On Instagram. *KnE Social Sciences*, 8(12), 689–698.



- <https://doi.org/10.18502/kss.v8i12.13716>
- Alifa, R. N., & Saputra, M. E. (2022). Pengaruh Influencer Marketing Dan Strategi Omni-Channel Terhadap Purchase Intention Konsumen Pada Sociolla. *ProBank : Jurnal Ekonomi Dan Perbankan*, 7(1), 64–74. <http://e-journal.stie-aub.ac.id/index.php/probank>
- Althuwaini, S. (2022). The Effect Of Social Media Activities On Brand Loyalty For Banks: The Role Of Brand Trust. *Administrative Sciences*, 12(4), 148–158. <https://doi.org/10.3390/admsci12040148>
- Benhardy, K. A., Hardiyansyah, H., Putranto, A., & Ronadi, M. (2020). Brand Image And Price Perceptions Impact On Purchase Intentions: Mediating Brand Trust. *Management Science Letters*, 10(14), 3425–3432. <https://doi.org/10.5267/j.msl.2020.5.035>
- Chae, H., Kim, S., Lee, J., & Park, K. (2020). Impact Of Product Characteristics Of Limited Edition Shoes On Perceived Value, Brand Trust, And Purchase Intention; Focused On The Scarcity Message Frequency. *Journal of Business Research*, 120, 398–406. <https://doi.org/10.1016/j.jbusres.2019.11.040>
- Cuong, D. T. (2020). The Influence Of Brand Satisfaction, Brand Trust, Brand Preference On Brand Loyalty To Laptop Brands. *A Multifaceted Review Journal in the Field of Pharmacy*, 11(11), 95–101. <https://doi.org/10.31838/srp.2020.11.15>
- Emzir. (2007). Metodologi Penelitian Pendidikan Kuantitatif & Kualitatif (1st ed.). *PT Rajagrafindo Persada*. <https://lib.ui.ac.id/detail?id=20338813&lokasi=lokal>
- Falah, M. D. I., Indrawan, M. R. A., & Bhirowo, B. H. (2022). Pengaruh Brand Trust Dan Perceived Value Terhadap Purchase Intention Melalui Brand Preference. *Jurnal Value*, 17(1), 1–12. <https://doi.org/10.32534/jv.v17i1.2503>
- Fitri, A. N., & Hendra, S. A. (2020). Analisis Preferensi Konsumen Terhadap Penggunaan Produk Skincare Korea Selatan Dan Lokal. *Diponegoro Journal of Economics*, 9(4), . <https://ejournal3.undip.ac.id/index.php/jme/article/view/29050>
- Fitriani, T. N., Kurniawan, B., & Goeltom, H. C. (2023). Pengaruh Brand Trust, Brand Awareness Terhadap Purchase Intention Melalui Brand Satisfaction Sebagai Variabel Intervening. *Jurnal Ekonomi Bisnis, Manajemen Dan Akuntansi*, 3(3), 968–977. <https://doi.org/doi.org/jebma.v3n3.3214>
- Ghozali, I. (2014). Structural Equation Modeling Metode Alternatif dengan Partial Least Squares (PLS) (4th ed.). Semarang: Universitas Diponegoro Semarang.
- Ghozali, I. (2017). *Model Persamaan Struktural Konsep Dan Aplikasi Dengan Program AMOS 24,0*



- (7th ed.). Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25* (9th ed.). Semarang: Badan Penerbit Universitas Diponegoro.
- Gómez-Rico, M., Molina-Collado, A., Santos-Vijande, M. L., Molina-Collado, M. V., & Imhoff, B. (2023). The Role Of Novel Instruments Of Brand Communication And Brand Image In Building Consumers' Brand Preference And Intention To Visit Wineries. *Current Psychology*, 42(15), 12711–12727. <https://doi.org/10.1007/s12144-021-02656-w>
- Hanaysha, J. R. (2022). Impact Of Social Media Marketing Features On Consumer's Purchase Decision In The Fast-Food Industry: Brand Trust As A Mediator. *International Journal of Information Management Data Insights*, 2(2), 100–102. <https://doi.org/10.1016/j.jjime.2022.100102>
- Hansopaheluwakan, S., Oey, E., & Setiawan, Y. (2020). The Impact Of Brand Equity And Brand Trust Towards Purchase Intention Through Brand Preference. *Journal Of Archaeology Of Egypt/Egyptology*, 18(1), 505–517. <https://archives.palarch.nl/index.php/jae/article/view/2063>
- Hariyanto, O. I. B. (2022). Analisis Faktor-Faktor Yang Mempengaruhi Niat Membeli Kembali. *Journal of Business Management Education*, 7(1), 31–40. <https://doi.org/10.17509/jbme.v7i1.44138>
- Hasbi, S., & Risqiani, R. (2021). Pengaruh Dari Brand Trust, Perceived Value, Terhadap Brand Preference Dan Purchase Intention Pada Brand Skincare Lokal (Ms Glow, Scarlett, Somethinc). *Journal of Cahaya Mandalika*, 2(1), 72–77. <https://ojs.cahayamandalika.com/index.php/jtm/article/view/731>
- He, J., & Calder, B. J. (2020). The Experimental Evaluation Of Brand Strength And Brand Value. *Journal of Business Research*, 115, 194–202. <https://doi.org/10.1016/j.jbusres.2020.04.035>
- Hermantoro, M., & Albari. (2022). E-Servicescape Analysis And Its Effect On Perceived Value And Loyalty On E-Commerce Online Shopping Sites In Yogyakarta. *International Journal of Business Ecosystem & Strategy* (2687-2293), 4(4), 39–49. <https://doi.org/10.36096/ijbes.v4i4.354>
- Jeong, Y., & Kim, S. (2019). A Study Of Event Quality, Destination Image, Perceived Value, Tourist Satisfaction, And Destination Loyalty Among Sport Tourists. *Asia Pacific Journal of Marketing and Logistics*, 32(4), 940–960. <https://doi.org/10.1108/APJML-02-2019-0101>



- Kusnandar, V. B. (2022, September 14). Bank Dunia: Kelas Menengah Tumbuh Paling Pesat di Indonesia. *databoks.katadata.co.id*. Diakses pada 5 Juli 2024, <https://databoks.katadata.co.id/datapublish/2022/09/14/bank-dunia-kelas-menengah-tumbuh-paling-pesat-di-indonesia>
- Li, Y., & Shang, H. (2020). Service Quality, Perceived Value, And Citizens' Continuous-Use Intention Regarding E-Government: Empirical Evidence From China. *Information & Management*, 57(3), 103197-103212. <https://doi.org/10.1016/j.im.2019.103197>
- Miao, M., Jalees, T., Zaman, S. I., Khan, S., Hanif, N.-A., & Javed, M. K. (2022). The Influence Of E-Customer Satisfaction, E-Trust And Perceived Value On Consumer's Repurchase Intention In B2C E-Commerce Segment. *Asia Pacific Journal of Marketing and Logistics*, 34(10), 2184–2206. <https://doi.org/10.1108/APJML-03-2021-0221>
- Micu, A. E., Bouzaabia, O., Bouzaabia, R., Micu, A., & Capatina, A. (2019). Online Customer Experience In E-Retailing: Implications For Web Entrepreneurship. *International Entrepreneurship and Management Journal*, 15(2), 651–675. <https://doi.org/10.1007/s11365-019-00564-x>
- Mulyono, T. J. (2021). Pengaruh Brand Trust Dan Brand Attitude Terhadap Brand Preference Pengguna Produk Apple Di Kota Malang. *Jurnal Strategi Pemasaran*, 8(1), 269–277. <https://publication.petra.ac.id/index.php/manajemen-pemasaran/article/view/12014>
- Muzakir, M., & Damrus, D. (2018). Analysis Of Customer Perceived Value And Its Impact On Customer Brand Preference And Future Purchase Intention (A Case Study Of 7-Eleven Convenience Store In Indonesia). *Jurnal Bisnis Dan Kajian Strategi Manajemen*, 2(1), 27–42. <http://jurnal.utu.ac.id/jbkan/article/view/887>
- Oliveira, C., Coelho, C., Teixeira, J. A., Ferreira-Santos, P., & Botelho, C. M. (2022). Nanocarriers As Active Ingredients Enhancers In The Cosmetic Industry—The European And North America Regulation Challenges. *Molecules*, 27(5), 1669–1703. <https://doi.org/10.3390/molecules27051669>
- Pandiangan, K., Dwi Atmogo, Y., & Author, C. (2021). Faktor-Faktor Yang Mempengaruhi Brand Equity: Brand Trust, Brand Image, Perceived Quality, & Brand Loyalty. *Jurnal Ilmu Manajemen Terapan*, 2(4), 471–484. <https://doi.org/doi.org/10.31933/jimt.v2i4.459>
- Pratiwi, A. C., & Dwiyanto, B. M. (2021). Pengaruh Perceived Value Terhadap Purchase Intention Digital Music Streaming Services Dengan Satisfaction Sebagai Variabel Intervening (Studi Pada Aplikasi Joox Dan Spotify). *Indicators : Journal of Economic and Business*, 3(1), 494–



504. <https://doi.org/10.47729/indicators.v3i1.103>
- Rahanatha, G. B. (2017). Pengaruh Brand Equity, Brand Trust, Brand Preference, Dan Kepuasan Konsumen Terhadap Niat Membeli Kembali. *E-Jurnal Manajemen Universitas Udayana*, 6(4), 2018–2046. <https://www.neliti.com/publications/253933/pengaruh-brand-equity-brand-trust-brand-preference-dan-kepuasan-konsumen-terhada>
- Rungsrisawat, S., & Sirinapatpokin, S. (2019). Impact Of Brand Equity On Consumer Purchase Intent. *Utopía Y Praxis Latinoamericana*, 24(6), 360–369. <https://www.redalyc.org/articulo.oa?id=27962177038>
- Sanita, S., Kusniawati, A., & Lestari, M. N. (2019). Pengaruh Product Knowledge Dan Brand Image Terhadap Purchase Intention (Penelitian Pada Pt. Bahana Cahaya Sejati Ciamis). 1(3). <https://jurnal.unigal.ac.id/index.php/bmej/article/view/2328>
- Schiffman, L. G., & Wisenblit, J. (2014). Consumer Behavior (11th ed.). New Jersey : Prentice Hall
- Sugiyono. (2017). Metode Penelitian Kuantitatif (2nd ed.). Bandung: ALFABETA. <https://elibrary.bsi.ac.id/readbook/206060/metode-penelitian-kuantitatif-kualitatif-dan-r-d>
- Tan, H., & Brahmana, R. K. M. R. (2019). Pengaruh Perceived Value Terhadap Repurchase Intention Melalui Customer Satisfaction Sebagai Variabel Intervening Pada Pada Shopee. *AGORA*, 7(1), 1–7. <https://publication.petra.ac.id/index.php/manajemen-bisnis/article/view/8183/0>
- Yulianty, P. D., & Mauludy, A. (2019). Pengaruh Electronic Word Of Mouth Dan Brand Trust Terhadap Keputusan Pembelian Produk Wardah Varian Bedak (Studi Penelitian Pelanggan Wardah Beauty Konter Majalengka). *Value : Jurnal Manajemen Dan Akuntansi*, 14(2), 252–261. <https://doi.org/10.32534/jv.v14i2.782>

