

ABSTRACT

The emerging local skincare industry made this research aimed to empirically examine the influence of brand trust, brand preference and perceived value on Skin Game's new upcoming product's purchase intention, as well as identifying its differences based on gender and age groups. The sample gathered in this research are consumers who have the knowledge and have ever purchased Skin Game's product(s) before. A total of 202 respondents were collected. PLS-SEM and T-test analysis were used to determine the validity, reliability and test the hypotheses. The findings of this study indicates that both brand trust and perceived value have a positive impact on brand preference and purchase intention. However, brand preference does not have an impact on purchase intention. Furthermore, a significant difference was found in brand preference based on gender group. While in age groups, significant differences were found in brand preference, perceived value and purchase intention.

Keywords: *brand trust, brand preference, perceived value, purchase intention, segmentation, gender group, age group, PLS-SEM, skincare, Skin Game*

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *brand trust*, *brand preference* dan *perceived value* terhadap *purchase intention* pada produk terbaru Skin Game, penelitian ini juga menganalisis faktor-faktor tersebut berdasarkan *gender* dan *age group*. Jumlah sampel yang terkumpul dalam penelitian ini sebanyak 202 responden. Sampel tersebut memiliki pengetahuan dan sudah pernah melakukan pembelian produk Skin Game. Metode analisis yang digunakan adalah PLS-SEM dan T-test. Hasil penelitian ini menunjukkan bahwa variabel *brand trust* dan *perceived value* memiliki pengaruh positif terhadap *brand preference* dan *purchase intention*. Untuk variabel *brand preference* tidak ditemukan adanya pengaruh signifikan pada *purchase intention*. Selanjutnya, perbedaan signifikan ditemukan pada *brand preference* di dalam *gender group*. Perbedaan signifikan juga ditemukan pada variabel *brand preference*, *perceived value* and *purchase intention* pada *age group*.

Kata kunci: *brand trust*, *brand preference*, *perceived value*, *purchase intention*, *segmentation*, *gender group*, *age group*, *PLS-SEM*, *skincare*, *Skin Game*