

INTISARI

Penelitian ini bertujuan untuk menganalisis sikap pembelian dan niat pembelian kembali. Objek dalam penelitian ini adalah produk perawatan kulit natural dengan citra merek lokal di Indonesia. Faktor-faktor yang diharapkan memengaruhi sikap pembelian yaitu persepsi nilai konsumen (nilai kesehatan, nilai keamanan, dan nilai lingkungan), persepsi lokalitas merek, dan pengetahuan produk. Kemudian, faktor-faktor yang diharapkan memengaruhi niat pembelian kembali yaitu sikap pembelian, norma subjektif, dan persepsi kontrol perilaku.

Penelitian ini menggunakan pengolahan data dengan metode SEM-PLS menggunakan *software* SmartPLS 3.2.9. Responden terdiri dari Warga Negara Indonesia, berusia diatas 17 tahun dan pernah membeli produk perawatan kulit natural dengan citra merek lokal di Indonesia. Pengumpulan data dilakukan dengan metode *purposive sampling*. Sebanyak 250 responden berpartisipasi dalam penelitian ini.

Hasil dari penelitian ini membuktikan bahwa terdapat tujuh dari delapan hipotesis yang didukung. Nilai kesehatan, nilai keamanan, persepsi lokalitas merek, dan pengetahuan produk berpengaruh positif pada sikap pembelian. Namun, nilai lingkungan tidak berpengaruh pada sikap pembelian. Lebih lanjut, ditemukan bahwa sikap pembelian, norma subjektif, dan persepsi kontrol perilaku berpengaruh positif pada niat pembelian kembali produk perawatan kulit natural dengan citra merek lokal di Indonesia.

Kata kunci: produk perawatan kulit, produk natural, nilai kesehatan, nilai lingkungan, lokalitas merek, citra merek lokal, teori perilaku terencana,

ABSTRACT

This research aims to analyze the attitude towards buying and intention to repurchase. The object of this research is a natural skincare product with local brand image in Indonesia. The factors that are expected to influence attitude towards buying are perceived customer value (health value, safety value, and environmental value), perceived brand localness, and product knowledge. Then, the factors that are expected to influence intention to repurchase are attitude towards buying, subjective norms, and perceived control behavior.

This study uses data processing by SEM-PLS method using SmartPLS 3.2.9 software. The respondents are citizens with an age above 17 years old and have experience in buying natural skincare products with local brand image. Data was collected by purposive sampling method as the sampling process. A total of 250 respondents have participated in this study.

The results of this study prove that are seven out of a total of eight are supported hypotheses. Health value, safety value, perceived brand localness and product knowledge have a significant positive effect on attitude towards buying. However, environmental value does not have a significant effect on attitude towards buying. Furthermore, it was found that the attitude towards buying, subjective norms, and perceived control behavior have a significant positive effect on intention to repurchase of natural skincare product with local brand image in Indonesia.

Keywords: *skincare product, natural product, health value, safety value, environmental value, brand localness, local brand image, theory of planned behavior.*