

The Influence of Perceived Quality, EWOM, and Brand Trust on Purchase Intention Sunscreen in the East Jakarta Region

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Abstract

Sunscreen is a beauty product (skincare) that has an important role in protecting the skin from the negative impacts of ultraviolet rays. The high risk posed makes people increasingly aware of the importance of using sunscreen. This can be seen from people's interest in looking for beauty products that contain Sun Protection Factor (SPF). However, the existence of sunscreen products with SPF that do not meet standards has raised concerns among consumers regarding the quality and credibility of sunscreen brands on the market. This research aims to determine, analyze and prove the influence of Perceived Quality, EWOM and Brand Trust on Interest in Buying Sunscreen products. A total of 100 respondents participated in this research with Purposive Sampling as a sampling technique. The data was analyzed using SmartPLS 4.0 software. The results of this research show that (1) Perceived Quality has a significant effect on Intention to Buy Sunscreen products, (2) EWOM has a significant effect on Intention to Buy Sunscreen products, and (3) Brand Trust has a significant effect on Intention to Buy Sunscreen products.

Keywords: Perceived Quality, EWOM, Brand Trust, Purchase Intention, Sunscreen

Pengaruh *Perceived Quality*, *EWOM* dan *Brand Trust* Terhadap Minat Beli *Sunscreen* di Wilayah Jakarta Timur

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Abstrak

Sunscreen merupakan salah satu produk kecantikan (*skincare*) yang memiliki peranan penting dalam menjaga kulit dari dampak negatif sinar *ultraviolet*. Tingginya risiko yang ditimbulkan membuat masyarakat semakin menyadari pentingnya penggunaan *Sunscreen*. Hal ini dapat dilihat dari minat masyarakat dalam mencari produk kecantikan yang mengandung *Sun Protection Factor* (SPF). Akan tetapi, keberadaan produk *Sunscreen* dengan SPF yang tidak sesuai standar menimbulkan kekhawatiran pada konsumen terkait kualitas serta kredibilitas *brand sunscreen* yang beredar dipasaran. Penelitian ini bertujuan untuk mengetahui, menganalisis, dan membuktikan pengaruh *Perceived Quality*, *EWOM*, dan *Brand Trust* terhadap Minat Beli produk *Sunscreen*. Sebanyak 100 responden berpartisipasi dalam penelitian ini dengan *Purposive Sampling* sebagai teknik penarikan sampel. Adapun data dianalisis dengan menggunakan bantuan perangkat lunak SmartPLS 4.0. Hasil dari penelitian ini menunjukkan bahwa (1) *Perceived Quality* berpengaruh signifikan terhadap Minat Beli produk *Sunscreen*, (2) *EWOM* berpengaruh signifikan terhadap Minat Beli produk *Sunscreen*, dan (3) *Brand Trust* berpengaruh signifikan terhadap Minat Beli produk *Sunscreen*.

Kata Kunci: *Perceived Quality*, *EWOM*, *Brand Trust*, Minat Beli, *Sunscreen*