

PENGARUH PERSEPSI KUALITAS DAN KEPERCAYAAN MEREK TERHADAP NIAT BELI PRODUK THE BODY SHOP

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Perceived Quality dan Brand Trust terhadap Purchase Intention pada produk The Body Shop. Fenomena yang mendasari penelitian ini adalah meningkatnya kesadaran masyarakat terhadap penggunaan produk ramah lingkungan serta pentingnya kepercayaan konsumen terhadap merek dalam memengaruhi keputusan pembelian.

Metode penelitian yang digunakan adalah metode verifikatif dengan pendekatan kuantitatif. Data diperoleh melalui penyebaran kuesioner kepada 125 responden yang merupakan konsumen potensial maupun pengguna produk The Body Shop. Analisis data menggunakan korelasi Rank Spearman, koefisien determinasi, dan uji t.

Hasil penelitian menunjukkan bahwa terdapat hubungan yang sangat kuat antara Perceived Quality dan Purchase Intention dengan nilai korelasi sebesar 0,824, di mana kontribusi variabel ini terhadap niat beli sebesar 67,89%. Sementara itu, Brand Trust memiliki korelasi sebesar 0,874 dengan kontribusi sebesar 76,38%. Secara keseluruhan, Perceived Quality dan Brand Trust berpengaruh positif signifikan terhadap Purchase Intention.

Kesimpulan dari penelitian ini adalah semakin tinggi persepsi kualitas dan kepercayaan konsumen terhadap merek, maka semakin besar niat beli konsumen terhadap produk The Body Shop. Penelitian ini diharapkan dapat menjadi masukan bagi perusahaan dalam merancang strategi pemasaran, khususnya dalam membangun persepsi kualitas dan kepercayaan merek di benak konsumen.

Kata Kunci: Perceived Quality, Brand Trust, Purchase Intention, The Body Shop

***THE EFFECTS OF PERCEIVED QUALITY AND BRAND TRUST ON
PURCHASE INTENTION ON THE BODY SHOP PRODUCTS***

ABSTRACT

This research aims to examine the influence of Perceived Quality and Brand Trust on Purchase Intention of The Body Shop products. The background of this study is the growing consumer awareness of environmentally friendly products and the importance of brand trust in shaping purchase decisions.

The research method employed is a verificative method with a quantitative approach. Data were collected through questionnaires distributed to 125 respondents, consisting of both existing and potential consumers of The Body Shop. The data were analyzed using Spearman Rank correlation, coefficient of determination, and t-test.

The results indicate that Perceived Quality has a very strong relationship with Purchase Intention, with a correlation value of 0.824 and a contribution of 67.89%. Meanwhile, Brand Trust shows a correlation value of 0.874 with a contribution of 76.38%. Overall, both Perceived Quality and Brand Trust significantly and positively influence Purchase Intention.

The conclusion of this study is that the higher the consumer's perceived quality and trust in the brand, the stronger their purchase intention towards The Body Shop products. This research is expected to provide valuable insights for companies in designing marketing strategies, particularly in building perceived quality and brand trust in the minds of consumers.

Keywords: Perceived Quality, Brand Trust, Purchase Intention, The Body Shop