

Influence of Brand Image on Purchase Intention in the Context of Modern Consumer Behavior in Skincare Products.

Fadhil Orizea Ananda¹, Gusti Ngurah Made Arya Bagus Saputra¹, Nofanolo Gulo¹

¹*Faculty of Business, President University, Bekasi, Indonesia*

nofanolo.gulo@student.president.ac.id

Abstract : *This study aims to examine the influence of Brand Image on Purchase Intention in the skincare industry by analyzing the roles of Consumer Trust, Perceived Quality, and Brand Attitude. The study applied a quantitative research approach using a survey method. Data were collected through online questionnaires distributed to consumers who had purchased skincare products within the last six months. The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The findings reveal that Brand Image significantly influences Perceived Quality, indicating that consumers who perceive skincare brands positively are more likely to evaluate product quality favorably. Consumer Trust and Perceived Quality also demonstrate strong relationships with Purchase Intention, suggesting that trust and perceived quality are important determinants of consumers' buying behavior. However, Brand Image does not significantly influence Consumer Trust and Brand Attitude. In addition, Brand Attitude does not significantly affect Purchase Intention. These results suggest that modern skincare consumers prioritize product effectiveness, safety, transparency, and online reviews rather than relying solely on brand reputation when making purchasing decisions.*

Keywords: *Brand Image, Consumer Trust, Perceived Quality, Purchase Intention, Skincare Industry.*

Introduction

The skincare industry has experienced rapid growth in recent years due to increasing public awareness regarding personal appearance, self-care, and skin health. The development of digital technology and social media platforms has significantly transformed consumer behavior in the beauty and skincare market. Consumers are now increasingly exposed to skincare information, influencer recommendations, online reviews, and electronic word-of-mouth through platforms such as Instagram, TikTok, and YouTube (Kotler & Keller, 2016). According to Statista (2024), the global skincare market continues to grow steadily as consumers become more concerned about product safety, ingredients, and product effectiveness. Euromonitor International (2023) also reported that skincare products dominate

the global beauty and personal care market due to increasing consumer awareness regarding skincare routines and preventive skin treatment. The increasing popularity of skincare products has intensified competition among skincare brands, encouraging companies to develop strong branding strategies to attract consumers. Brand Image is considered one of the most important marketing factors influencing consumer perceptions and purchasing behavior. Kotler and Keller (2016) define brand image as consumers' perceptions and beliefs toward a brand reflected through associations stored in consumers' memory. A positive brand image enables companies to differentiate products from competitors and strengthen consumers' confidence toward products.

Previous studies indicate that Brand Image positively influences consumers' purchase intention and perceptions regarding product quality. Aaker (1997) explains that strong brand image contributes to stronger emotional connections between consumers and brands. Similarly, Keller (2013) emphasized that favorable brand associations help companies build customer loyalty and competitive advantage. In the skincare industry, consumers often associate reputable brands with product effectiveness, safety, and reliability. Suhud et al. (2022) found that brand image positively influences purchase intention in the beauty industry. Irawan and Suprpti (2020) also stated that consumers tend to purchase cosmetic products from brands perceived as trustworthy and reputable. However, modern skincare consumers are becoming increasingly rational and selective when evaluating products. Consumers no longer rely solely on brand popularity or reputation when purchasing skincare products. Instead, they pay greater attention to product ingredients, safety, effectiveness, transparency, and online reviews (Schiffman & Wisenblit, 2019). Lim et al. (2020) explained that social media reviews and influencer credibility significantly influence consumers' perceptions toward beauty and skincare products. Consumer Trust also plays an important role in influencing purchasing decisions. Morgan and Hunt (1994) explain that trust is one of the key determinants in building long-term relationships between consumers and companies. Consumers who trust skincare brands are more likely to purchase products because they believe the products are safe and capable of delivering promised benefits.

Perceived Quality is another important factor influencing consumer behavior. Parasuraman et al. (1988) emphasized that consumers' perceptions regarding service and

product quality strongly affect satisfaction and future behavioral intentions. Zeithaml (1988) defines perceived quality as consumers' overall judgment regarding product excellence or superiority. Consumers who perceive skincare products as high quality are more likely to develop stronger buying intentions and favorable evaluations toward products. In addition, Brand Attitude influences consumers' emotional responses and evaluations toward skincare brands. According to Solomon (2018), brand attitude reflects consumers' positive or negative feelings toward products and brands. Positive brand attitudes may encourage stronger behavioral intentions and future purchasing behavior. Several previous studies have examined the relationships among Brand Image, Consumer Trust, Perceived Quality, Brand Attitude, and Purchase Intention. Nguyen and Leblanc (2001) explained that strong brand image contributes to customer trust and loyalty. Meanwhile, Jalilvand and Samiei (2012) found that electronic word-of-mouth significantly influences brand image and purchase intention among consumers. Tafolli et al. (2024) emphasized that perceived quality and consumer trust significantly influence consumers' intention to purchase skincare products. Meanwhile, Chen and Chang (2013) found that trust and product quality perceptions strongly influence green cosmetic purchasing behavior. Despite numerous previous studies, findings regarding the relationships among Brand Image, Brand Attitude, and Purchase Intention remain inconsistent, particularly in the skincare industry. Therefore, this study aims to examine the influence of Brand Image on Purchase Intention by analyzing the roles of Consumer Trust, Perceived Quality, and Brand Attitude among skincare consumers.

Based on the background above, the research questions in this study are formulated as follows:

1. Does Brand Image significantly influence Consumer Trust toward skincare products?
2. Does Brand Image significantly influence Perceived Quality of skincare products?
3. Does Brand Image significantly influence Brand Attitude toward skincare products?
4. Does Brand Attitude significantly influence Purchase Intention toward skincare products?
5. Does Consumer Trust significantly influence Purchase Intention toward skincare products?

Based on the research questions above, the objectives of this study are:

1. To examine the influence of Brand Image on Consumer Trust toward skincare products.
2. To analyze the influence of Brand Image on Perceived Quality of skincare products.
3. To identify the influence of Brand Image on Brand Attitude toward skincare products.
4. To examine the influence of Brand Attitude on Purchase Intention toward skincare products.
5. To analyze the influence of Consumer Trust on Purchase Intention toward skincare products.

Literature Review And Theoretical Framework

Brand Image

Brand Image refers to consumers' perceptions, beliefs, and associations toward a particular brand. According to Kotler and Keller (2016), brand image is formed through consumers' experiences, marketing communication, and information received from various sources. Keller (2013) explains that brand image consists of strong, favorable, and unique brand associations stored in consumers' memory. Aaker (1997) also emphasized that strong brand image contributes to customer loyalty and emotional attachment toward brands. In the skincare industry, consumers often associate reputable skincare brands with product safety, effectiveness, and high quality. Previous studies suggest that Brand Image significantly influences consumers' buying behavior. According to Keller (2001), strong brand knowledge and positive brand image may influence consumers' responses toward marketing activities and increase purchase intention. Suhud et al. (2022) found that brand image positively influences purchase intention in the beauty industry. Similarly, Hsu and Lin (2015) explained that consumers tend to trust and prefer brands with strong reputations and positive market perceptions.

Consumer Trust

Consumer Trust refers to consumers' confidence that products or brands are reliable, safe, and capable of delivering promised benefits. Morgan and Hunt (1994) define trust as consumers' willingness to rely on brands that are considered reliable and trustworthy. Trust becomes highly important in the skincare industry because consumers are directly concerned about product safety, ingredients, and side effects. Delgado-Ballester and Munuera-Alemán

(2001) argued that brand trust contributes to stronger consumer commitment and long-term relationships. Consumers are more likely to purchase skincare products from brands they perceive as transparent and reliable (Chen & Chang, 2013). According to Gefen et al. (2003), trust reduces uncertainty and increases consumers' confidence during purchasing decisions. Tafolli et al. (2024) also found that consumer trust significantly influences purchase intention toward skincare products.

Perceived Quality

Perceived Quality refers to consumers' overall judgment regarding product excellence and superiority. Zeithaml (1988) explained that perceived quality is based on consumers' subjective evaluations rather than objective product characteristics. Garvin (1987) stated that perceived quality includes product performance, reliability, durability, and overall product superiority. In the skincare industry, consumers evaluate quality based on product effectiveness, ingredients, safety, and compatibility with skin conditions. Previous studies indicate that perceived quality positively influences purchase intention. Dodds et al. (1991) found that consumers' perceived quality significantly affects product evaluation and purchase intention. Irawan and Suprpti (2020) found that consumers who perceive cosmetic products as high quality are more likely to develop stronger purchase intention.

Brand Attitude

Brand Attitude refers to consumers' emotional evaluations and feelings toward brands. Schiffman and Wisenblit (2019) explain that brand attitude reflects consumers' positive or negative responses toward products and brands. According to Solomon (2018), positive brand attitudes may encourage stronger emotional attachment, recommendation intention, and future purchasing behavior. However, in the skincare industry, consumers may still rely more heavily on objective information such as ingredients and online reviews compared to emotional attachment toward brands. Previous studies conducted by Priansa (2017) found that positive brand attitudes contribute to stronger consumer behavioral intentions. Spears and Singh (2004) also emphasized that positive brand attitudes strongly influence consumers' intention to purchase products.

Purchase Intention

Purchase Intention refers to consumers' willingness and tendency to purchase products in the future. Ajzen (1991) explained through the Theory of Planned Behavior that behavioral intention becomes one of the strongest predictors of actual behavior. Purchase intention is influenced by various factors such as trust, perceived quality, brand image, and consumer attitudes. Ferdinand (2014) explained that purchase intention reflects consumers' plans and desires to purchase products after evaluating available information. In the skincare industry, consumers tend to purchase products perceived as safe, effective, and capable of meeting their skincare needs.

Theoretical Framework

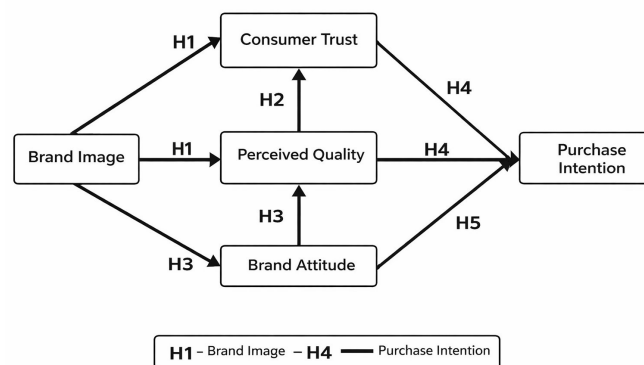


Figure 1 Theoretical Framework

2.1 Hypothesis Development

Based on theoretical arguments and empirical findings, the following hypotheses are proposed:

H1: Brand Image → Consumer Trust

Brand image plays a fundamental role in building consumer trust. A positive brand image reduces perceived risk and increases confidence in the brand.

Irawan & Suprpti (2020) found that brand image significantly influences purchase intention through trust as a mediating variable. Mustika Sari et al. (2024) confirmed that brand image positively affects brand trust in airline services. Tafolli et al. (2024) also demonstrated that brand image significantly enhances brand trust in the fashion industry. Duong et al. (2025) showed that brand image significantly affects brand trust and behavioral intention. Moslehpour et al. (2022) found that brand image strengthens consumer trust in marketing contexts. García-Salirrosas et al. (2024) confirmed that brand image significantly influences brand trust. Huang

et al. (2022) revealed that positive brand perception enhances consumer confidence. Liang et al. (2024) further showed that brand image strengthens psychological evaluation, including trust formation.

H1: Brand image positively influences consumer trust.

H2: Brand Image → Perceived Quality

Brand image functions as a cognitive signal that shapes consumers' perception of product quality.

Chen et al. (2021) found that brand image significantly influences perceived quality in apparel products. Suhud et al. (2022) confirmed that brand image contributes to perceived quality in the smartphone market. García-Salirrosas et al. (2024) demonstrated that brand image significantly affects perceived brand quality. Budi Rahayu et al. (2023) showed that brand image positively influences product quality perception and purchase decisions. Chihab & Abderrezzak (2016) found that brand image affects consumers' evaluation of luxury perfume quality. Mao et al. (2020) indicated that brand image contributes to consumers' cognitive evaluation of brand attributes. Liu Qian (2024) confirmed that brand image dimensions significantly shape perceived quality. Khalid (2024) also found that strong brand image enhances perceived product superiority.

H2: Brand image positively influences perceived quality.

H3: Brand Image → Brand Attitude

Brand attitude reflects consumers' overall evaluation toward a brand, which is strongly shaped by brand image. Huang et al. (2022) found that brand image significantly influences consumer attitude. Blanco-Encomienda et al. (2024) confirmed that brand image positively shapes brand attitude. Chihab & Abderrezzak (2016) showed that brand image significantly influences attitude in luxury consumption. Mao et al. (2020) demonstrated that brand image affects psychological responses and evaluation. Kanwar & Huang (2022) revealed that brand perception influences perceived value and behavioral responses related to attitude formation. Liang et al. (2024) confirmed that brand image shapes internal consumer evaluation. Amsyah & Prasetyo (2025) found that brand image significantly influences evaluative responses toward skincare brands. Liu Qian (2024) also showed that brand image dimensions significantly affect brand evaluation.

H3: Brand image positively influences brand attitude.

H4: Brand Image → Purchase Intention

Extensive empirical studies confirm that brand image directly affects purchase intention.

Chen et al. (2021) found that brand image significantly influences purchase intention. Khalid (2024) demonstrated that brand image strongly affects purchasing decisions among Generation Y. Liang et al. (2024) confirmed that brand image positively affects purchase intention under social influence. Amsyah & Prasetyo (2025) also found significant influence of brand image on purchase intention. Sarpong & Zungu (2025) revealed that brand image positively affects consumers' buying intentions toward sponsors' products. Duong et al. (2025) confirmed both direct and indirect effects of brand image on purchase intention. Moslehpour et al. (2022) found that brand image enhances behavioral intention. Liu Qian (2024) confirmed that brand image dimensions significantly increase purchase intention.

H4: Brand image positively influences purchase intention.

H5: Consumer Trust → Purchase Intention

Consumer trust is a critical determinant of purchase intention, as trust reduces uncertainty and increases willingness to buy.

Irawan & Suprpti (2020) found that trust significantly mediates the relationship between brand image and purchase intention. Tafolli et al. (2024) confirmed that brand trust significantly increases purchase intention in the fashion sector. Duong et al. (2025) demonstrated that brand trust significantly influences purchase intention. Mustika Sari et al. (2024) also found that brand trust plays an important role in shaping purchase decisions. Moslehpour et al. (2022) revealed that consumer trust strengthens behavioral intention in marketing contexts. García-Salirrosas et al. (2024) confirmed that brand trust significantly influences purchase intention. Huang et al. (2022) showed that trust-related evaluations enhance behavioral intention. Sarpong & Zungu (2025) also found that consumer trust positively influences purchase intention toward endorsed brands.

H5: Consumer trust positively influences purchase intention.

Methodology

This study applied a quantitative research approach using a survey method. Quantitative research was selected because this study aims to examine the relationships among Brand Image, Consumer Trust, Perceived Quality, Brand Attitude, and Purchase Intention in the skincare industry. The quantitative approach enables researchers to measure variables objectively and analyze the relationships statistically.

The study used a cross-sectional research design in which data were collected at one point in time from respondents who had experience purchasing skincare products. The research model was analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) through SmartPLS software.

The population in this study consists of consumers who have purchased and used skincare products. Since the exact population size is unknown, this study applied a non-probability sampling technique using purposive sampling. The criteria for respondents in this study are as follows:

1. Respondents are at least 17 years old.
2. Respondents have purchased skincare products within the last six months.
3. Respondents have experience using skincare products.

Purposive sampling was selected because it allows researchers to obtain respondents who meet specific research criteria relevant to the study objectives.

The data used in this study are primary data collected through online questionnaires distributed using Google Forms. The questionnaires were shared through digital platforms such as WhatsApp, Instagram, and other social media platforms. The questionnaire consists of two sections. The first section contains respondents' demographic information, while the second section contains statements related to Brand Image, Consumer Trust, Perceived Quality, Brand Attitude, and Purchase Intention. The measurement items were adapted from previous studies and modified according to the context of the skincare industry.

This study used a five-point Likert Scale to measure respondents' perceptions toward each statement. The scale ranges from:

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

The Likert Scale was selected because it is widely used in consumer behavior research and enables respondents to express their opinions and perceptions effectively.

The data analysis in this study was conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS software.

The analysis consists of two stages:

Measurement Model Evaluation (Outer Model)

The outer model evaluation was conducted to assess the validity and reliability of the measurement indicators. The evaluation includes:

1. Convergent Validity using Outer Loadings and Average Variance Extracted (AVE).
2. Reliability Test using Cronbach's Alpha and Composite Reliability.

The indicators are considered valid if the loading values exceed 0.70 and AVE values exceed 0.50. Constructs are considered reliable if Cronbach's Alpha and Composite Reliability values exceed 0.70.

The inner model evaluation was conducted to examine the relationships among variables and test the proposed hypotheses. The evaluation includes:

1. R-Square Analysis to evaluate explanatory power.
2. Path Coefficient Analysis to examine variable relationships.
3. Hypothesis Testing using bootstrapping procedures.

Hypotheses are accepted if the T-statistic value exceeds 1.96 at a significance level of 5%.

Result And Discussion

This study collected data from consumers who have experience purchasing and using skincare products. The questionnaire was distributed online using digital platforms such as WhatsApp, Instagram, and Google Forms. All respondents fulfilled the sampling criteria established in this study, including individuals aged 17 years and above who had purchased skincare products within the last six months. The respondents in this study were dominated by young consumers who actively use social media and online platforms to search for skincare information, product reviews, and recommendations. This finding indicates that digital communication and online interaction play important roles in shaping modern skincare consumer behavior. Consumers today are increasingly exposed to skincare trends, influencer recommendations, and electronic word-of-mouth through social media platforms, which influence their perceptions and buying decisions.

Descriptive statistics analysis was conducted to examine respondents' perceptions toward Brand Image, Consumer Trust, Perceived Quality, Brand Attitude, and Purchase Intention. The analysis includes mean values and standard deviation values for each indicator. The results indicate that respondents generally provided positive evaluations toward skincare brands and products. Most indicators have mean values above 4.00, which indicates that respondents tend to agree with the statements included in the questionnaire. Among all indicators, BI4 obtained the highest mean score of 4.778 with a standard deviation of 0.567. This result indicates that respondents strongly perceive skincare brands as trustworthy and reputable. In contrast, PQ5 obtained the lowest mean value of 3.667 with a standard deviation of 0.956. This finding suggests that some respondents still have doubts regarding whether skincare products are fully worth the price paid. Although consumers generally evaluate skincare products positively, price considerations remain important in shaping consumers' perceptions regarding product value and quality. Several indicators under Perceived Quality and Purchase Intention also show relatively high mean values. PQ3 achieved a mean score of 4.272, indicating that respondents believe skincare products provide satisfying results. Meanwhile, PI3 obtained a mean score of 4.160, suggesting that respondents are willing to consider purchasing skincare products in the future. The standard deviation values for most indicators are below 1.00, indicating that respondents' answers were relatively consistent and did not vary significantly. However, some indicators such as BA2 and BA3 show slightly higher

standard deviation values above 1.00, suggesting that respondents have more diverse opinions regarding emotional attachment and personal preferences toward skincare brands.

Correlation analysis was conducted to examine the relationships among Brand Image, Consumer Trust, Perceived Quality, Brand Attitude, and Purchase Intention. The results indicate that several variables have strong positive relationships with one another. Consumer Trust and Perceived Quality show the strongest correlation value of 0.841. This finding indicates that consumers who perceive skincare products as high quality are also more likely to trust the skincare brands. The result suggests that perceived quality plays a critical role in building consumer confidence toward skincare products. Purchase Intention also demonstrates strong positive correlations with Consumer Trust (0.792) and Perceived Quality (0.799). These findings indicate that consumers are more likely to purchase skincare products when they perceive the products as effective, safe, and reliable. Therefore, trust and perceived quality become important psychological determinants influencing consumers' buying behavior in the skincare industry. However, Brand Image shows relatively weak correlations with Brand Attitude (0.034) and Purchase Intention (0.184). These findings suggest that brand image alone may not strongly influence consumers' emotional attachment or purchasing behavior. Modern consumers may place greater emphasis on product effectiveness, ingredients, online reviews, and user experiences rather than relying solely on brand reputation. Brand Attitude shows moderate relationships with Consumer Trust (0.364), Perceived Quality (0.305), and Purchase Intention (0.379). These findings indicate that positive emotional evaluations toward skincare brands may still contribute to consumers' perceptions and behavioral intentions, although the influence is not as strong as perceived quality and trust.

Reliability testing was conducted to examine the consistency and stability of measurement indicators used in this study. The reliability evaluation includes Cronbach's Alpha, Composite Reliability (ρ_a), and Composite Reliability (ρ_c). Constructs are considered reliable if the values exceed 0.70.

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Attitude	0.875	0.892	0.909	0.668
Brand Image	0.832	0.905	0.887	0.665
Consumers Trust	0.830	0.832	0.880	0.596
Perceived Quality	0.840	0.848	0.887	0.612
Purchase Intention	0.865	0.873	0.903	0.653

The results indicate that all variables have Cronbach's Alpha values above 0.80, which demonstrates strong internal consistency. Brand Attitude has the highest Cronbach's Alpha value of 0.875, while Brand Image has the lowest value of 0.832. Nevertheless, all constructs exceed the minimum reliability threshold of 0.70. Similarly, all Composite Reliability values exceed 0.80, indicating that the measurement indicators consistently represent their respective constructs. These findings confirm that the research instrument is reliable and appropriate for further analysis.

Convergent validity was evaluated using Average Variance Extracted (AVE) and Outer Loading values. AVE values exceeding 0.50 indicate that the construct explains more than 50% of the variance in its indicators. The AVE values for all constructs exceed 0.50, indicating that all variables have good convergent validity. Brand Attitude has the highest AVE value of 0.668, while Consumer Trust has the lowest AVE value of 0.596. Despite this, all constructs meet the required validity criteria. The Outer Loading results also indicate that all indicators have loading values above 0.70, suggesting that the indicators validly represent their constructs.

Examples of the highest loading values include:

BI2 = 0.925

PI2 = 0.910

PQ2 = 0.880

BA2 = 0.878

CT2 = 0.820

These findings indicate that the measurement model has strong validity and reliability, making it appropriate for hypothesis testing and structural model evaluation.

Hypothesis testing was conducted using the bootstrapping method in SmartPLS. Hypotheses are accepted if the T-statistic value exceeds 1.96.

Relationship	T-Statistic	Result
Brand Attitude → Perceived Quality	2.221	Supported
Brand Attitude → Purchase Intention	1.238	Not Supported
Brand Image → Brand Attitude	0.216	Not Supported
Brand Image → Consumer Trust	0.673	Not Supported
Brand Image → Perceived Quality	2.651	Supported

The results indicate that Brand Image significantly influences Perceived Quality because the T-statistic value of 2.651 exceeds the minimum threshold of 1.96. This finding suggests that consumers who perceive skincare brands positively are more likely to perceive the products as high quality. Brand Attitude also significantly influences Perceived Quality with a T-statistic value of 2.221. This finding indicates that positive emotional evaluations toward skincare brands contribute to stronger perceptions regarding product quality and effectiveness. However, Brand Image does not significantly influence Consumer Trust or Brand Attitude because the T-statistic values are below 1.96. Similarly, Brand Attitude does not significantly influence Purchase Intention. These findings indicate that emotional attachment

and brand reputation alone may not be sufficient to directly encourage consumers to purchase skincare products. Modern skincare consumers may rely more on objective factors such as ingredients, safety, product effectiveness, and online reviews rather than depending solely on brand reputation or emotional feelings toward brands.

R-Square analysis was conducted to evaluate the explanatory power of the structural model. The R-Square value indicates how much variance in dependent variables can be explained by independent variables in the model.

	R-square
Brand Attitude	0.001
Consumers Trust	0.710
Perceived Quality	0.197
Purchase Intention	0.697

The R-Square value for Purchase Intention is 0.697, indicating that approximately 69.7% of the variance in Purchase Intention can be explained by the variables included in this study. This finding indicates that the proposed research model has strong explanatory power in predicting consumers' purchase intention toward skincare products. Consumer Trust has the highest R-Square value of 0.710, indicating that the model strongly explains consumer trust toward skincare brands. Meanwhile, Brand Attitude has the lowest R-Square value of 0.001, suggesting that Brand Image contributes very little to explaining consumers' emotional attitudes toward skincare brands.

The findings of this study indicate that Brand Image alone is insufficient to directly influence consumer buying intention in the skincare industry. Although Brand Image significantly influences Perceived Quality, it does not significantly influence Consumer Trust or Brand Attitude. These findings suggest that modern consumers are becoming more rational and selective when evaluating skincare products. Consumers today tend to prioritize actual product performance, ingredients, safety, transparency, and online reviews rather than relying solely on brand reputation. This phenomenon is particularly relevant in the skincare industry because consumers are directly concerned about product safety and effectiveness. Therefore, skincare companies need to focus not only on branding strategies but also on improving product quality and maintaining consumer trust. The study also demonstrates that Consumer Trust and Perceived Quality have strong relationships with Purchase Intention. Consumers are more

likely to purchase skincare products when they perceive the products as effective, safe, and reliable. These findings support previous studies conducted by Suhud et al. (2022), Tafolli et al. (2024), and Irawan and Suprapti (2020), which emphasize the importance of trust and perceived quality in shaping consumer purchasing behavior.

Interestingly, Brand Attitude does not significantly influence Purchase Intention in this study. This finding indicates that emotional attachment toward skincare brands may not always translate into actual purchasing behavior. Consumers may still evaluate skincare products objectively based on ingredients, product reviews, effectiveness, and online credibility before deciding to purchase products. Overall, the findings indicate that skincare companies should strengthen product quality, transparency, consumer education, and trust-building strategies in order to increase consumers' purchase intention and long-term loyalty.

Conclusion And Recommendation

This study examined the influence of Brand Image on Purchase Intention in the skincare industry by analyzing the roles of Consumer Trust, Perceived Quality, and Brand Attitude. Based on the results of SEM-PLS analysis, several conclusions can be drawn. First, Brand Image significantly influences Perceived Quality. This finding indicates that consumers who perceive skincare brands positively are more likely to evaluate the products as high quality. A strong brand image helps consumers develop favorable perceptions regarding product effectiveness, safety, and reliability. Second, Brand Image does not significantly influence Consumer Trust and Brand Attitude. These findings suggest that modern skincare consumers are becoming more rational and selective when evaluating products. Consumers tend to prioritize objective information such as ingredients, product safety, online reviews, and product effectiveness rather than relying solely on brand reputation. Third, Brand Attitude does not significantly influence Purchase Intention. This result indicates that positive emotional attachment toward skincare brands does not necessarily encourage consumers to purchase products. Fourth, Consumer Trust and Perceived Quality demonstrate strong relationships with Purchase Intention. Consumers are more likely to purchase skincare products when they perceive the products as trustworthy, effective, and high quality. Overall, the findings indicate that skincare companies should focus not only on strengthening brand image but also on

improving product quality, transparency, safety, and consumer trust in order to increase purchase intention and long-term customer loyalty.

Based on the findings of this study, several managerial implications can be proposed for skincare companies. First, skincare companies should prioritize improving product quality and effectiveness because consumers place strong emphasis on actual product performance. Companies should ensure that skincare products are safe, reliable, and capable of delivering promised benefits. Second, companies should strengthen consumer trust through transparent communication regarding ingredients, product safety, certifications, and product testing. Consumers today increasingly rely on evidence-based information before purchasing skincare products. Third, skincare brands should maximize digital marketing strategies through social media platforms, influencer marketing, customer testimonials, and online reviews. Positive online reviews and credible influencer recommendations may strengthen consumers' perceptions regarding product quality and trustworthiness. Finally, skincare companies should continuously educate consumers regarding skincare usage, ingredients, and product benefits in order to build stronger relationships and long-term consumer loyalty.

This study has several limitations. First, this study applied a cross-sectional research design in which data were collected at one point in time. Therefore, the study cannot fully explain changes in consumer behavior over time. Second, the respondents in this study were limited to skincare consumers, which may limit the generalizability of the findings to broader cosmetic or beauty industries. Third, this study focused only on Brand Image, Consumer Trust, Perceived Quality, Brand Attitude, and Purchase Intention. Other variables that may influence purchase intention were not included in the research model.

Future studies are recommended to include additional variables such as electronic word-of-mouth, influencer credibility, customer satisfaction, perceived risk, and social media engagement to obtain deeper understanding regarding consumer behavior in the skincare industry. Future researchers are also encouraged to conduct comparative studies across different demographic groups, skincare categories, or countries in order to obtain broader insights regarding skincare consumer behavior. In addition, future studies may apply longitudinal research designs to better understand changes in consumer perceptions and buying behavior over time.

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