

# The Impact Of Brand Awareness, Brand Reputation, And Perceived Economic Benefits On Brand Trust And Online Purchase Intentions For Skintific Products On The Tiktok Shop Platform.

Tiffanda Ersantika Alhamdina<sup>1\*</sup>, Arif Hartono<sup>2</sup>

<sup>1,2</sup> Management Study Program, Faculty of Business and Economics, Universitas Islam Indonesia, Indonesia.

\*Corresponding Author:

Email: [tisantika23@gmail.com](mailto:tisantika23@gmail.com)

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## Abstract.

*This study aims to test and analyze the influence of brand awareness, brand reputation, perceived economic benefits on brand trust and online purchase intentions for Skintific products through the TikTok Shop platform. The research approach used is quantitative. Data collected by distributing online questionnaires via Google Form to 220 respondents. The sampling technique used convenience sampling method. The method used in this study is PLS-SEM, using the SmartPLS statistical software tool. Data analysis techniques used in this study are validity and reliability tests, collinearity tests, path coefficients, R-Square (R<sup>2</sup>), Q-Square, t-tests, and p-tests. The results of this study are brand awareness has a positive and significant effect on brand trust, brand awareness has no effect on online purchase intentions, brand reputation has a positive and significant effect on brand trust, brand trust has a positive and significant effect on online purchase intentions, perceived economic benefits have an effect positive and significant impact on brand trust, and perceived economic benefits have a positive and significant effect on online purchase intentions.*

**Keywords:** Social commerce, Brand Trust, Purchase Intention, and TikTok Shop.

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## I. INTRODUCTION

The greatest change in human interaction at present is the growth of information and communication technology. This growth is evidenced by the emergence of internet sites that have become platforms enabling individuals to share and search for information. The existence of internet technology is capable of altering human behavior to become more accustomed to the internet. Additionally, technological advancements have proven to impact on business operations. Many businesses in the current era of globalization rely on internet and technology in their operations, particularly within the retail industry, including online shopping and the rapid proliferation of e-commerce websites [1][2]. Technology and social services are utilized to the best of their ability as a means of developing and expanding the dissemination of their business marketing. Ease of use in social media enables business individuals to utilize it as a medium to convey various sources of information about their company, brands, products, and services [3]. The popularity of technology and social platform such as social networking sites (SNS) continues to rise [4], leading to the emergence of web 2.0 which allows e-commerce businesses started to develop by integrating new technologies into their websites, providing customers with a more social and interactive shopping experience [5][6]. This new evolution is evidenced by the emergence of social commerce (SC) [7]. Social commerce is a form of online media that serves as a means for consumers and sellers to connect and communicate in exchanging information, goods or services, and payments on a particular platform using a network [8]. In its activities, social commerce involves the use of social media that supports social interaction, communication, and user-generated content such as ratings and reviews, blogs, and microblogging to aid the buying, selling, and marketing of online products and services.

Currently, many social media have begun to implement social commerce strategies to increase their users, one of which is an application that is currently in great demand by social media users, namely TikTok. TikTok is a social media platform that allows users to express themselves and be creative through video content [9]. To support the increase in sales of a product or service, TikTok was developed into a social commerce application by providing the TikTok Shop feature which allows users to shop for any product

online, ranging from fashion products, makeup, skincare, and so on. Skincare is the activity of caring for the skin by utilizing certain products to keep it healthy, clean, and beautiful. Recently, skincare products are quite popular in Indonesia and are in high demand by people of all ages and genders, including categories such as face and body care, cleansers, and sunscreen. In this research, the object of interest is the Canadian brand Skintific. The public's interest in skincare makes Skintific continue to innovate in accordance with existing market interests. The growing of skincare product sales through online platforms in the form of social commerce applications has created obstacles for enthusiasts regarding the safety, suitability, or suitability of products for their respective skin types. This leads consumers to first assess a product through online reviews, as well as looking at referrals and recommendations provided by other users, before making the right purchase decision. To generate consumer purchase intention online, online trust is a factor that needs to be built and maintained by both sellers and buyers. The focus of this study is to examine the influence of trust and consumer online purchase intention by explaining factors such as brand awareness, brand reputation, and economic benefits perceived by consumers to influence brand trust and motivate consumer online purchase intention of skin care products through the TikTok Shop platform.

## **II. LITERATURE REVIEW**

### **Theory of Planned Behaviour (TPB)**

The TPB is an extension of a theory previously proposed by Fishbein and Ajzen (1975) - the Theory of Reasoned Action (TRA) - which was proposed for the prediction and understanding of specific behaviors in a context [10]. TPB explains that individual behavior appears because of the intention and desire of individuals to behave, and the individual's intention is produced by several internal and external elements of the individual. These elements consist of attitudes towards behavior, subjective norms in the form of beliefs about a person's perception of the consequences of doing or not doing a behavioral activity [11]. The element will be a starting point for one's actions. The TPB is a well-researched model that has been shown to predict behavior across a wide range of situations and conditions [12]. Therefore, this theory is used as an approach to explain "The Effect of Brand Awareness, Brand Reputation, and Perceived Economic Benefits on Brand Trust and Online Purchase Intention for Skintific Products on the Tiktok Shop Platform" in this study.

### **Social Commerce**

Social commerce is a phenomenon that continues to grow rapidly around the world [13]. Social commerce is a kind of commerce in which social media plays a mediating role in every business transaction, including the convergence between online and offline. Social commerce is a subset of electronic commerce that uses social networking sites (SNS) for social interaction and user contributions to facilitate the buying and selling of products and services online [14]. Social commerce introduces a new business model based on online communities where the goal is to bring Web 2.0 technology features to e-commerce to design customer-oriented businesses [15]. As a form of this, companies can join popular SNSs such as TikTok and offer the products they sell through this channel or ask their consumers to like and share comments about products or services on these social platforms. With user engagement in the marketing of products and services, it allows consumers to get more social cues that support their purchasing decisions by gathering more information from the community, by observing the actions of other buyers, or by interacting with online sellers [16].

### **Brand Awareness**

Brand awareness is the ability of consumers to recognize or recall a brand when hearing or considering a particular product category and they can easily remember the brand [17]. In other words, brand awareness is about how consumers associate brands with the specific products they want. Brand awareness is considered to be an important determinant of initial trust building [18]. In consumers, brand awareness can be built and increased from approach activities through social media marketing. If brand awareness is already understood and realized by consumers, the brand is able to make consumers aware that the brand is not just a name or symbol worn on a product but also shows a brand image and brand equity so as to create a sense of consumer confidence in a brand. This statement is also proven by research conducted by Gefen (2002) [19], which shows that brand awareness increases trust and researchers state that consumers who are

unfamiliar with a seller's website or brand are less likely to trust it. In addition, there is also research by Oktiani and Khadafi (2018) [20] also states that there is a significant influence between brand awareness on brand trust and the results confirm the positive influence of brand awareness on the brand trust variable.

H1. Brand awareness has a positive effect on consumer brand trust.

According to Aaker (1997) [21], in consumers' memories brand awareness has levels in creating value.

1. Unaware brand is the level where the brand is not realized by consumers.
2. Brand recognition is the level where consumers will recognize a brand again after recalling it with help.
3. Brand recall is the level where consumers recall the brand without needing help.
4. Top of mind is the highest level where a brand appears first in the minds of consumers spontaneously when asked about a product category.

In online commerce, brand awareness plays an important role in increasing consumers' online purchase intention because they tend to buy products that they are already familiar with and well-known. Previous research also states that brand awareness has a positive and significant effect on consumer purchase intention. [22][23][24]. Moreover, the study by Lee et al. (2019) [25] found a positive influence by brand awareness on consumer purchase intentions on skin care products.

H2. Brand awareness has a positive effect on consumers' online purchase intentions.

### **Brand Reputation**

Brand reputation is a term defined as a consumer's opinion or view of the quality of a brand [26]. The reputation of a brand will be a differentiator between one company and another and generate a competitive advantage and foster trust and confidence from consumers [27]. Doney and Cannon (1997) [28] defines corporate reputation as the extent to which consumers believe that the company is honest and cares about its customers. In an industrial marketing perspective, brand reputation will have a strong influence on consumer trust [29]. As for the users' perspective, they tend to consider the company's reputation as an important factor in the process of assessing trust in the company and in purchasing products or services [30].

Some of the findings from previous research belong to Maia et al. (2018) [31], Jarvenpaa et al. (2000) [32], and Ngo, H. et al. (2020) [33], involving e-commerce companies supports the above statement, with the discovery of a positive influence between reputation and trust.

H3. Brand reputation has a positive effect on consumer trust.

### **Brand Trust**

Trust is defined as a person's willingness to depend on another party with certain risks [34]. According to Barber and Gambetta (1992) [35], trust is particularly significant in situations of uncertainty or ignorance that relate to the unknown or unknowable behavior of others. In the context of social commerce, this trust is about a social networking site (SNS) consumer's confidence that the seller will keep their promises as indicated on the social networking site (Facebook, Instagram, Tiktok) regarding the quality of the business offering [36]. Trust is an important aspect that needs to be built in decision-making for internet applications, which includes online consumers' beliefs and expectations about the trust-related characteristics of online sellers [37]. Trust will appear when customers are comfortable with the reliability and integrity of the service provider [38]. In online shopping, consumer trust will influence their purchase intention. Kang and Johnson (2013)'s previous research [39] was also found that there is a dependency of consumers' purchase intention on their perceived trust. The more customers trust the website, the lower the perceived risk of online transactions, the greater the consumer's intention to buy a product or service on the website [40]. This statement was confirmed by Kim et al. (2012) [41] in her research, that there is a positive influence between trust and interest in buying online.

H4. Brand trust has a positive effect on consumers' online purchase intentions.

### Perceived Economic Benefits

According to Kim dan Ferrin (2008) [42], Perceived benefits are defined as a consumer's beliefs about the extent to which he or she will feel better off from conducting an online transaction with a particular website. In the context of social commerce, economic benefits refer to the economic benefits of social commerce that consumers are likely to get when purchasing a product or service. Perceived benefits can be defined as a person's level of trust for the use of a particular subject that can provide benefits to its users [43]. Referring to some previous research belonging to Yahia et al. (2018) [13] and Lu et al. (2016) [16] which in their research argued that the existence of economic benefits, especially price advantages, has a significant impact on online trust in a brand.

H5. Perceived economic benefits affect brand trust.

Previous research by Escobar and Carvajal (2013) [44] shows that consumers' online purchase intentions depend on individual habits in using social commerce; price savings obtained; the level of performance expected by consumers in completing online transactions; and the conditions of available facilities. These statements emphasize that the main predictor that can significantly influence consumers' online purchase intention is the presence of economic benefits in the form of perceived cost savings. As a result, the more consumers perceive benefits related to online transactions with social commerce, the more likely they are to conduct online transactions [41].

H6. Perceived economic benefits affect online purchase intention.

### Online Purchase Intention

Purchase intention is defined as one's own instructions to buy a brand or to take action related to a purchase [45]. In other words, purchase intention is an attitude that appears when a person begins to be interested in a product he sees, which then appears a desire to try until a desire to own the product appears, and in the end they buy it [46]. Purchase intention itself is a combination of beliefs from consumer attitudes towards products or services. Before making a purchase, consumers will collect various information about a product and service, and then a consideration will appear which will determine their decision to buy the product or not.

## III. METHODS

This research is a quantitative research. Primary data was collected from respondents through a closed questionnaire. The sample taken was 220 respondents. The technique used in sampling in this study is to use convenience sampling technique. In this sampling technique, any information is collected from several members who are willing to provide the information needed by the researcher [47].

### Data Collection

Primary data sources in this study were obtained from collecting respondents' opinions through questionnaires distributed online via google form. The questionnaire was addressed directly to the respondent and the sample taken was 220 respondents with criteria that match what is needed. These criteria are respondents who are TikTok application users who are Indonesian citizens and also know the Skintific skin care brand. Respondents' attitudes were measured using a six-point Likert scale answer choice, (6) strongly agree and (1) strongly disagree. **Table 1** shows the measurement items.

**Table 1.** Measurement Items

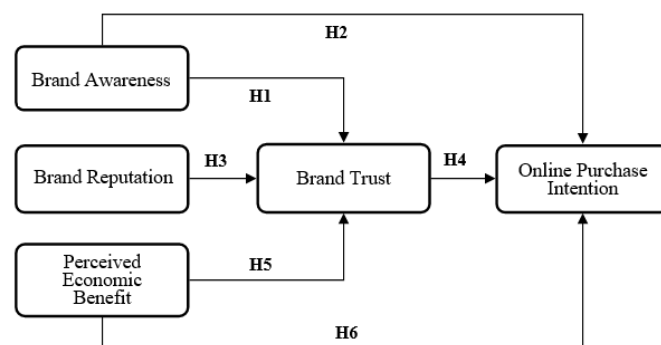
Construct	Measurement Items
Brand Awareness	1. I can quickly recognize the Skintific brand that I see on TikTok Shop.
	2. The characteristics of the Skintific brand that I see on TikTok Shop come to mind quickly.
	3. I can easily remember the logo of the Skintific brand that I see on TikTok Shop.
Brand Reputation	1. The Skintific official store on TikTok Shop is quite famous.
	2. Skintific official stores on TikTok Shop have a good reputation.
	3. The Skintific official store on TikTok Shop has an honest reputation.
	4. I familiar with the Skintific official shop on TikTok Shop.
Perceived Economic	1. Buying skin care products in Skintific TikTok Shop can help me save money.

Construct	Measurement Items
Benefit	2. Buying Skintific skin care products on TikTok Shop can improve my economic condition. 3. Buying Skintific skin care products in TikTok Shop is cheaper than the prices available in the market.
Brand Trust	1. This Skintific official store on TikTok Shop is trustworthy. 2. The official Skintific store in TikTok Shop keeps what's best for me in mind, even if the company has its own interests. 3. I trust the Skintific official store on TikTok Shop. 4. The official Skintific store on TikTok Shop wants to be known as a company that keeps its promises and commitments. 5. I trust the Skintific brand that I see on TikTok Shop. 6. I feel safe if I want to buy skin care products at Skintific TikTok Shop. 7. I trust the skin care products on Skintific TikTok Shop more than Skintific products found on other social commerce platforms.
Online Purchase Intention	1. I am likely to purchase skin care products at Skintific TikTok Shop. 2. I am likely to purchase skin care products at Skintific TikTok Shop in the near future. 3. If given the opportunity, I intend to buy skin care products at Skintific TikTok Shop. 4. I am willing to buy skin care products sold at Skintific TikTok Shop. 5. I look forward to purchasing skin care products through Skintific TikTok Shop. 6. I will consider buying skin care products sold on Skintific TikTok Shop as my first choice in the future. 7. I intend to purchase skin care products sold on Skintific TikTok Shop for my needs.

**Research Design**

This study focuses on testing and identifying the influence of trust variables and consumer online purchase intention by explaining factors such as brand awareness, brand reputation, and economic benefits perceived by consumers to influence brand trust and motivate consumer online purchase intention.

**Fig 1.**Conceptual Framework



**Instrument Development**

The researcher developed a research questionnaire instrument based on the object under study with selected variables adopted and modified from several studies belonging to Maia et al. (2019) [48] and Dabbous et al. (2020) [49]. The variables adopted from the first choice of research are brand awareness, perceived economic benefits, brand trust, and purchase intention. Meanwhile, the variables selected from the second study to be re-examined in this study are brand reputation, brand trust, and purchase intention. Specifically for the variables of brand trust and purchase intention, the instruments of the two variables were collaborated and developed in accordance with the research conceptual model. The research instruments were embedded in the research questionnaire and respondents were asked to give their opinions in the six scales provided.

**Instrument validation**

Instrument validation was carried out using a pilot test by distributing questionnaires to 40 respondents. Respondents' answers were collected to be processed using the Statistical Package for the Social Sciences (SPSS) approach. The validity of a variable will be said to be valid if the value of the Corrected Item-Total Correlation > 0.3 and the reliability of a variable will be said to be reliable or reliable if the Cronbach's Alpha (α) reliability coefficient ≥ 0.6 [50]. The results of the validity test and reliability test of



each variable instrument in the study resulted in an instrument with a value in accordance with the provisions, so it can be said to be valid and reliable (**Table 2**).

**Table 2.** Validity and Reliability

Indikator	Cronbach's Alpha	Corrected Item-Total Correlation	Keterangan
REPUT1		.798	
REPUT2	.872	.833	<i>Valid dan Reliable</i>
REPUT3		.682	
REPUT4		.654	
KM1		.755	
KM2	.815	.610	<i>Valid dan Reliable</i>
KM3		.663	
MED1		.760	
MED2	.805	.618	<i>Valid dan Reliable</i>
MED3		.603	
TRU1		.748	
TRU2		.677	
TRU3		.826	
TRU4	.870	.701	<i>Valid dan Reliable</i>
TRU5		.687	
TRU6		.789	
TRU7		.416	
BUY1		.768	
BUY2		.768	
BUY3		.882	
BUY4	.945	.852	<i>Valid dan Reliable</i>
BUY5		.873	
BUY6		.831	
BUY7		.756	

#### Data Analysis Technique

The data in this study were analyzed through descriptive and statistical analysis methods. Descriptive analysis was conducted to provide an overview of the characteristics of respondents according to gender, age, current occupation, average income per month, and average length of time users visit tiktok per day. The characteristics of respondents were analyzed using the Statistical Package for the Social Sciences (SPSS) approach by paying attention to the average value (mean), standard deviation, variance, maximum, minimum. In this study, statistical analysis was carried out by processing respondents' answer data to test and analyze the effect of the independent variable on the dependent variable. Researchers used two approach methods, namely Statistical Package for the Social Sciences (SPSS) and Partial Least Square (PLS) through Smart-PLS software in statistical analysis. The tests carried out in statistical analysis consist of a measurement model test (outer model), which uses the Average Variance Extracted (AVE), Square Roots AVE, Cross Loadings, Cronbach Alpha (CA), and Composite Reliability (CR) values. Then the structural model test (inner model) is carried out, where the suitability of the research model is measured using  $\beta$  (Path Coefficient), R-Square,  $Q^2$  Predictive Relevance, and T-test and P-test in hypothesis testing.

## IV. RESULT AND DISCUSSION

### Respondent Characteristics

The characteristics of respondents are divided into several groups (**Table 3**). Based on gender, this study was dominated by respondents with female gender, totaling 195 people or having a percentage of 88.6%, then respondents with male gender amounted to 25 people or had a percentage of 11.4%. Based on age, this study is dominated by respondents aged 21-25 years with a total of 175 people with a percentage of 79.5%. Based on the current occupation, respondents as students have the largest number of 194 people with a percentage of 88.2%. Based on average income per month, respondents in this study are dominated by

individuals with income of less than or equal to Rp 2,000,000 per month with 147 people with a percentage of 66.8%. Based on the average length of time visiting the application, this study is dominated by respondents with an average length of time visiting the application 3 - 4 hours per day, totaling 81 people with a percentage of 36.8%.

**Tabel 3.** Respondent Characteristics

Category	Frequency	Percentage
<b>Gender</b>		
Man	25	11.4
Woman	195	88.6
<b>Age</b>		
≤ 20 years old	38	17.3
21 - 25 years old	175	79.5
26 - 30 years old	5	2.3
31 - 35 years old	1	.5
36 - 40 years old	1	.5
≥ 40 years old	0	.0
<b>Current Occupation</b>		
Student	194	88.2
Entrepreneur	5	2.3
Private-Employee	9	4.1
ASN	1	.5
Public Company Employee	2	.9
Others	9	4.1
<b>Average Income per Month (IDR)</b>		
≤ 2.000.000	147	66.8
2.000.001 - 4.000.000	55	25.0
4.000.001 - 6.000.000	15	6.8
6.000.001 - 8.000.000	1	.5
8.000.001 - 10.000.000	2	.9
≥ 10.000.001	0	.0
<b>Average Length of Time Users Visit Tiktok Per Day</b>		
< 1 hours	25	11.4
1 - 2 hours	71	32.3
3 - 4 hours	81	36.8
5 - 6 hours	23	10.5
> 6 hours	20	9.1

### Validity and Reliability

In testing the measurement model, it is carried out with the validity test and reliability test stages. A data will be said to be valid or meet convergent validity if the AVE value  $> 0.50$  and the loading factor value  $\geq 0.5$  [51] [52] and the data will be said to be discriminantly valid if the value of each square root of the AVE  $>$  its correlation with other latent variables on the Fornell Larcker's Criterion [53]. The convergent validity test results (**Table 4 and Table 5**) and discriminant validity (**Table 6**) show that each value has met the criteria, so that this research data can be said to be convergent and discriminant valid. In the reliability test, a value is seen from Cronbach's Alpha (CA) and Composite Reliability (CR). Data can be said to be reliable if it has a Cronbach's alpha (CA) value greater than 0.60 and a Composite Reliability (CR) value greater than 0.70. [54]. As seen in **Table 7**, all variables have met the reliability criteria, so the data can be said to be reliable.

**Table 4.** Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Brand Trust	0.681
Brand Awareness	0.744
Perceived Economic Benefit	0.757
Online Purchase Intention	0.612
Brand Reputation	0.711

**Table 5.** Loading Factor

	<b>Brand Trust</b>	<b>Brand Awareness</b>	<b>Perceived Economic Benefit</b>	<b>Online Purchase Intention</b>	<b>Brand Reputation</b>
<b>BUY1</b>				0.774	
<b>BUY2</b>				0.803	
<b>BUY3</b>				0.889	
<b>BUY4</b>				0.856	
<b>BUY5</b>				0.909	
<b>BUY6</b>				0.813	
<b>BUY7</b>				0.850	
<b>KM1</b>		0.865			
<b>KM2</b>		0.882			
<b>KM3</b>		0.840			
<b>MED1</b>			0.907		
<b>MED2</b>			0.822		
<b>MED3</b>			0.879		
<b>REPUT1</b>					0.841
<b>REPUT2</b>					0.898
<b>REPUT3</b>					0.817
<b>REPUT4</b>					0.736
<b>TRU1</b>	0.799				
<b>TRU2</b>	0.741				
<b>TRU3</b>	0.860				
<b>TRU4</b>	0.805				
<b>TRU5</b>	0.872				
<b>TRU6</b>	0.766				
<b>TRU7</b>	0.599				

**Table 6.** Discriminant Validity

	<b>Brand Trust</b>	<b>Brand Awareness</b>	<b>Perceived Economic Benefit</b>	<b>Online Purchase Intention</b>	<b>Brand Reputation</b>
<b>Brand Trust</b>	<b>0.782</b>				
<b>Brand Awareness</b>	0.611	<b>0.862</b>			
<b>Perceived Economic Benefit</b>	0.559	0.460	<b>0.870</b>		
<b>Online Purchase Intention</b>	0.678	0.482	0.642	<b>0.843</b>	
<b>Brand Reputation</b>	0.701	0.614	0.483	0.524	<b>0.825</b>

**Table 7.** Reliability

<b>Variabel</b>	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>
Brand Trust	0.891	0.916
Brand Awareness	0.828	0.897
Perceived Economic Benefit	0.840	0.903
Online Purchase Intention	0.932	0.945
Brand Reputation	0.843	0.895

### Collinearity

The collinearity test is carried out Variance Inflation Factor (VIF), where the collinearity test can be said to be good if the value of the VIF < 5.00. The results of the collinearity test (**Table 8**) show that each variable has met the criteria, so it can be said that there is no problem with collinearity.

**Table 8.** Collinearity Test

	<b>Brand Trust</b>	<b>Brand Awareness</b>	<b>Perceived Economic Benefit</b>	<b>Online Purchase Intention</b>	<b>Brand Reputation</b>
<b>Brand Trust</b>				1.890	
<b>Brand Awareness</b>	1.699			1.650	
<b>Perceived Economic Benefit</b>	1.382			1.503	



	Brand Trust	Brand Awareness	Perceived Economic Benefit	Online Purchase Intention	Brand Reputation
<b>Online Purchase Intention</b>					
<b>Brand Reputation</b>	1.748				

#### Path Coefficient

The path coefficient has a standard value of +1 to -1. This value is a determinant in giving the direction of the relationship to the variables, whether a hypothesis has a positive or negative direction. **Table 9** shows that the direction of the relationship between variables is positive. This can be seen from the relationship between the brand trust variable and the online purchase intention variable which has a value of 0.445, the brand awareness variable to the brand trust variable which has a value of 0.228, the brand awareness variable to the online purchase intention variable which has a value of 0.037, the perceived economic benefit variable to the online trust variable which has a value of 0.238, the perceived economic benefit variable to the online purchase intention variable which has a value of 0.376, and the brand reputation variable to the brand trust variable which has a value of 0.446.

**Table 9.** Path Coefficient

Variable	Path Coefficient
TRU -- BUY	0.445
KM -- TRU	0.228
KM -- BUY	0.037
MED -- TRU	0.238
MED -- BUY	0.376
REPUT -- TRU	0.446

#### Coefficient of Determination ( $R^2$ )

The R-Square test is carried out to prove how much the dependent variable is influenced by the independent variable. The variable can be said to be good if the R-Square value shows a value between 0 and 1. **Table 10** shows the R-Square value on the Brand Trust variable of 0.585, so it can be interpreted that the Brand Trust variable is influenced by other variables in the model by 58.5%. Then, the R-Square value on the Online Purchase Intention variable is 0.561, so it can be interpreted that the Online Purchase Intention variable is influenced by other variables in the model by 56.1%.

#### Predictive Relevance ( $Q^2$ )

The Q-Square test is conducted to prove how much the independent variable affects the dependent variable. The test is carried out by looking at the Q-Square value, if the Q-Square ( $Q^2$ ) has a value  $> 0$  then it has a good observation value, whereas if the Q-Square ( $Q^2$ ) has a value  $< 0$  then the observation value is said to be not good or bad. **Table 10** shows that the  $Q^2$  value of the Brand Trust variable has a good observation value and is predicted by 34.9% by the variables Brand Reputation, Brand Awareness, and Perceived Economic Benefits. Then, the  $Q^2$  value of the Online Purchase Intention variable also has a good observation value and is predicted by 39.4% by the variables of Brand Reputation, Brand Trust, and Perceived Economic Benefits..

**Table 10.** R-Square and Q-Square

Variabel	$R^2$	$Q^2$
Brand Trust	0.585	0.349
Online Purchase Intention	0.561	0.394

#### Hypothesis Testing

Hypothesis testing is carried out to determine how much influence between the independent variable and the dependent variable, which is indicated by the T-value and P-value. A variable will be considered significant and accepted if the T-value shows a value greater than 1.96 and the P-value is smaller than 0.05. This hypothesis test also has a close relationship with the path coefficient, where the path coefficient value, P-value, and T-value influence each other to determine the hypothesis decision. **Table 11** shows that H1, H3, H4, H5, and H6 are supported. It is different with H2 which shows that the hypothesis is not supported. The results of H1 show that Brand Awareness has a positive and significant effect on Brand Trust ( $\beta = 0.228$ , T-

Value = 0.005, P-Value = 2.808), meaning that the higher the level of consumer awareness of the Skintific brand, the higher the trust that appears in consumers of the brand. H2 shows that Brand Awareness has no effect on Online Purchase Intention ( $\beta = 0.037$ , T-Value = 0.465, P-Value = 0.642), meaning that the high level of consumer awareness of the Skintific brand does not necessarily increase consumer intention to buy Skintific products online.

This means that there needs to be an intermediate factor that can encourage consumer intention to buy Skintific products online. H3 shows that Brand Reputation has a positive and significant effect on Brand Trust ( $\beta = 0.446$ , T-Value = 5.512, P-Value = 0.000), meaning that the high level of reputation created for the Skintific brand can build consumer trust in the brand. H4 shows that Brand Trust has a positive and significant effect on Online Purchase Intention ( $\beta = 0.445$ , T-Value = 6.010, P-Value = 0.000), the results show that if consumers' trust in the Skintific brand exists, then the desire to buy online the brand's products will also appear. H5 shows that Perceived Economic Benefits have a positive and significant effect on Brand Trust ( $\beta = 0.238$ , T-Value = 3.672, P-Value = 0.000), indicating that with the many economic benefits that consumers can feel from Skintific brand products, it can affect consumer confidence in the brand, where consumer confidence will increase along with the many economic benefits they can feel. H6 shows that Perceived Economic Benefits have a positive and significant effect on Online Purchase Intention ( $\beta = 0.376$ , T-Value = 6.032, P-Value = 0.000), meaning that with the increase in economic benefits that consumers will be able to feel by buying Skintific brand products, it can increase consumers' desire or intention to buy Skintific products online.

**Table 11.** Hypothesis Testing

			$\beta$	T-Value	P-Value	Conclusion
KM	--	TRU	0.228	2.808	0.005	H1 Supported
KM	--	BUY	0.037	0.465	0.642	H2 Not Supported
REPUT	--	TRU	0.446	5.512	0.000	H3 Supported
REPUT	--	TRU	0.445	6.010	0.000	H4 Supported
MED	--	TRU	0.238	3.672	0.000	H5 Supported
MED	--	BUY	0.376	6.032	0.000	H6 Supported

## V. CONCLUSION

This study was conducted with the aim of examining the influence of several factors, namely, brand awareness, brand reputation, and perceived economic benefits on brand trust, and their impact on consumer purchase intentions online. Based on the results of the hypothesis testing that has been carried out in the previous chapter, the conclusions that can be drawn are as follows:

1. The brand awareness variable (KM) is proven to have a positive and significant influence on the brand trust variable (TRU).
2. The brand awareness variable (KM) has no influence on the online purchase intention variable (BUY). With this, it is necessary to have a mediating variable that can encourage consumer intention to buy online.
3. The brand reputation variable (REPUT) is proven to have a positive and significant influence on the brand trust variable (TRU).
4. The brand trust variable (TRU) is proven to have a positive and significant influence on the online purchase intention variable (BUY).
5. The perceived economic benefit variable (MED) is proven to have a positive and significant influence on the brand trust variable (TRU).
6. The perceived economic benefit variable (MED) is proven to have a positive and significant influence on the online purchase intention variable (BUY).

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