

The Influence of Brand Trust on Perceived Value and Purchase Intention with Brand Preference Avoskin

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ABSTRACT

This research aims to analyze the effect of purchase intention on AVOSKIN products which influences brand trust and perceived value toward AVOSKIN. The population in this research is AVOSKIN customers who have made at least one purchase. The object of this research is AVOSKIN customers in Yogyakarta in 2024. The sample is purposive and obtained from 100 respondents, which were then analyzed using multiple linear regression and the Sobel test. The sampling technique was conducted by distributing questionnaires using Google Forms through WhatsApp. The author conducted a study on the AVOSKIN brand as the object of this research. The purposes of this research are (1) brand trust influences brand preference, (2) perceived value influences brand preference, (3) brand trust influences purchase intention, (4) perceived value influences purchase intention, and (5) brand preference influences purchase intention. The results of the research show that brand trust has a positive and significant effect on brand preference. Perceived value has a positive and significant effect on brand preference, and functional value has a positive and significant effect on customer satisfaction. Brand preference has a positive and significant effect on purchase intention, but brand trust does not have a positive and significant effect on purchase intention and perceived value does not have a positive and significant effect on purchase intention.

Keywords: Brand Trust; Perceived Value; Brand Preference; Purchase Intention

INTRODUCTION

One of the beauty products that has captured the attention of Indonesian consumers is Avoskin. This brand was founded in the Special Region of Yogyakarta, Indonesia, in 2014 by Anugrah Pakerti. Avoskin, under PT Avo Innovation Technology, is a beauty brand that focuses on providing effective products made from high-quality natural ingredients and is committed to sustainability by addressing issues such as acne and dryness while continuously innovating in line with global beauty trends.

Avoskin strives to continuously innovate and aims not only to deliver the best products but also to contribute back to nature and humanity (Fimela.com, 2021). Since 2015, Avoskin has launched nature-focused programs, with its main philosophy, "Natural Beauty," reflected in its premium product lines such as the Miraculous Refining Series, Perfect Hydrating Treatment Essence, and Your Skin Bae Series, which effectively address various skin issues such as acne, imperfections, texture, and dryness.

All Avoskin products are sustainably sourced and packaged using recyclable materials, demonstrating the company's commitment to environmentally friendly practices. Since its launch,

Avoskin has received numerous positive reviews from consumers and beauty professionals, making it a popular choice for those seeking natural and safe beauty products.



Figure 1 Top 10 Best-Selling Skincare Brands on E-Commerce

Source: Kompas.co.id, 2023

Based on research conducted by the Kompas team, it was found that sales of skincare products are currently very high. In the skincare category, total sales reached IDR 292.4 billion in 2022. The Avoskin brand itself recorded high sales, ranking fourth with a total sales value of IDR 28 billion.

According to the data above, Avoskin is lagging behind several competing brands, such as Somethinc, which ranked first with total sales of IDR 53.2 billion, Scarlett in second place with IDR 40.9 billion, and MS Glow in third place with IDR 29.4 billion.

This data shows that Avoskin experienced a fairly significant gap in total sales compared to its competitors. Therefore, the brand needs to pay more attention to aspects such as brand trust, perceived value, brand preference, and purchase intention so that Avoskin can maximize consumer purchase intention and ultimately increase its sales turnover.

Below is the sales data of Avoskin's top 5 best-selling products in July 2021.



Figure 2 Top 5 Best-Selling Avoskin Products on Shopee in July 2021

Source: Kompas.co.id, 2023

In the data shown above, created by the Kompas team, the Avoskin brand has several best-selling products on the Shopee e-commerce platform, making it a consumer favorite brand that increases purchase intention. This is due to the high number of Avoskin products sold. Among Avoskin's top products are the following:

The Avoskin Perfect Hydrating Treatment Essence 100ml was sold through Avoskin's official Shopee store in July 2021, recording around 1,000 transactions with total sales of approximately IDR 397.75 million. The second product, Avoskin Miraculous Refining Toner, was also sold in July 2021 with total sales of IDR 366.02 million, generated from about 1,000 transactions through Avoskin's official Shopee store.

The third product, Avoskin Your Skin Bae Niacinamide 12% + Centella Asiatica, achieved a relatively high number of transactions in July 2021, with around 2,000 units sold and total sales of approximately IDR 341.38 million in Avoskin's official Shopee store. The fourth product, Avoskin Miraculous Retinol Ampoule, recorded total sales of IDR 201.87 million, resulting from around 800 transactions in July 2021. Finally, the fifth product, Avoskin Perfect Hydrating Treatment Essence 30ml, recorded around 1,000 transactions in July 2021, with total sales of IDR 155.01 million.

Brand Trust refers to consumers' confidence in a particular brand and is a crucial factor for companies to build and maintain good relationships with their customers (Dharmayana & Rahanatha, 2017). To establish brand trust, companies must ensure consistent and reliable product

performance to produce high-quality goods, encouraging repeat purchases and positive word-of-mouth recommendations from satisfied customers (Noor, 2014, in Khasanah et al., 2021).

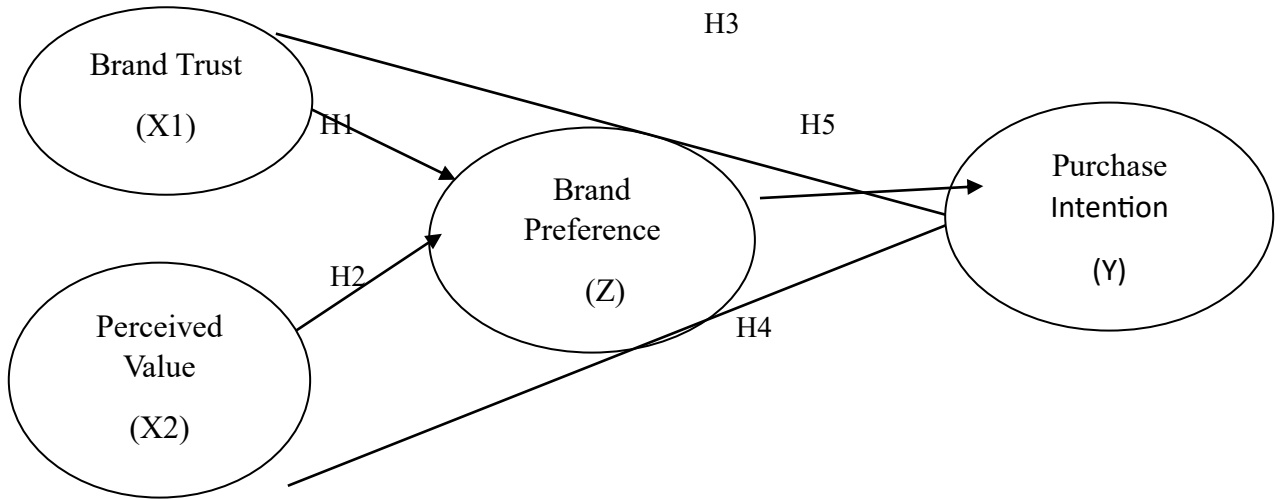
Perceived Value is defined as the outcome or various benefits obtained by customers, while the comparison refers to the total costs incurred, including the purchase price and other associated costs during the buying process (Syamsiah, 2009, in Ciputra & Prasetya, 2020). Product evaluation is based on two perspectives: giving and receiving. For instance, if consumers believe they will gain more benefits than what they pay for, they are more likely to accept higher prices for products or services. As a result, consumers develop a perceived value, which is crucial for producers in stimulating purchase intention (Tan & Budiono, 2020, in Ajeng et al., 2022).

Brand Preference refers to consumers' attitudes when faced with choosing between one or more brands within the same product category. Therefore, consumers select the perceived benefits offered by a product, such as physical features, service features, and technical support (Suryoko & Listyorini, 2014, in Hasbi & Risqiani, 2021). Brand preference represents the state in which consumers favor one particular brand over others, leading to a desire to purchase that brand. Consumers tend to prefer brands that have a strong identity or offer the best value for their money. Companies that successfully develop strong brand preference are better positioned to compete effectively (Halim, Dharmayanti, & Brahmana, 2014, in Kurnia & Hasyim, 2023).

Purchase Intention refers to a series of processes that consumers go through before buying a product, which involves evaluating the information they have received (Saputra & Widagda K, 2020, in Putri et al., 2021). Several factors can measure purchase intention, including attention, interest, desire, and confidence, which influence consumer purchasing behavior. Therefore, purchase intention can be defined as consumer behavior that arises from the desire to buy due to a need for a product, leading to a willingness to purchase (Kotler & Keller, 2018, in Khairani & Kurniawati, 2023).

The research gap in this study lies in the relationship between brand trust and purchase intention. Research by Hasbi & Risqiani (2021) shows that brand trust has no significant effect on purchase intention, whereas the study conducted by Benhardy et al. (2020) indicates that brand trust has a significant influence on purchase intention. Therefore, this study aims to address this gap by further examining the relationship between these variables based on previous research findings.

Research Framework



Picture 1 Research Framework

RESEARCH METHOD

This study applies a quantitative method with a survey approach. When the population is very large and it is not possible for the researcher to study all members of the population—due to limitations in funds, manpower, and time—the researcher may take a sample that represents the population (Sugiyono, 2012). The research population consists of Avoskin customers in Yogyakarta who have made at least one purchase. The sample used in this study consists of 100 respondents selected using a purposive sampling technique. The primary data were obtained through the distribution of questionnaires using a 1–5 Likert scale, while supporting data were collected through literature studies. Before being used, the research instruments were tested for validity and reliability. The data were then analyzed using multiple linear regression.

RESULTS AND DISCUSSION

To obtain respondents for the data analysis, information was collected by distributing questionnaires or survey forms to Avoskin skincare product users in Yogyakarta. In this study, a total of 100 questionnaires were distributed to 100 respondents. The number of questionnaires that were completed and returned by the respondents was 100. The variables used in this research are brand trust, perceived value, brand preference, and purchase intention.

The data analysis technique employed in this study includes descriptive statistical analysis, multiple regression analysis with classical assumption tests, coefficient of determination test (R^2), F-test, t-test, and Sobel test.

Validity Test

Table 1. Validity Test Result

Variabel	Butir instrumen	R-Hitung	R-Tabel	Keterangan
Brand Trust	BT1	0,369	0,1966	Valid
	BT2	0,547	0,1966	Valid
	BT3	0,582	0,1966	Valid
	BT4	0,576	0,1966	Valid
	BT5	0,592	0,1966	Valid
	BT6	0,498	0,1966	Valid
	BT7	0,565	0,1966	Valid
	BT8	0,521	0,1966	Valid
	BT9	0,423	0,1966	Valid
	BT10	0,640	0,1966	Valid
Perceived Value	PV1	0,565	0,1966	Valid
	PV2	0,634	0,1966	Valid
	PV3	0,572	0,1966	Valid
	PV4	0,570	0,1966	Valid
	PV5	0,600	0,1966	Valid
	PV6	0,614	0,1966	Valid
Brand Preference	BP1	0,654	0,1966	Valid
	BP2	0,658	0,1966	Valid
	BP3	0,688	0,1966	Valid
	BP4	0,655	0,1966	Valid
	BP5	0,604	0,1966	Valid
	BP6	0,569	0,1966	Valid
	BP7	0,658	0,1966	Valid
	BP8	0,641	0,1966	Valid
Purchase Intention	PI1	0,694	0,1966	Valid
	PI2	0,772	0,1966	Valid
	PI3	0,848	0,1966	Valid
	PI4	0,853	0,1966	Valid
	PI5	0,832	0,1966	Valid
	PI6	0,800	0,1966	Valid

Based on the table above, the results of the correlation coefficient calculation show that all r-calculated values are greater than the r-table value (0.1966). Therefore, it can be concluded that all statement items for Brand Trust (BT), Perceived Value (PV), Brand Preference (BP), and Purchase Intention (PI) are valid, and all items in the instrument are considered appropriate and reliable for measuring the research data.

Reliability Test

Table 2. Reliability Test Result

VARIABEL	CROMBACH'S ALPHA	NILAI KRITIS	KETERANGAN
Brand Trust	0,970	0,60	Reliabel
Perceived value	0,923	0,60	Reliabel
Brand preference	0,905	0,60	Reliabel
Purchase intention	0,940	0,60	Reliabel

From the Reliability Test data table, it can be seen that the Cronbach's Alpha value for each variable is higher than the required minimum standard of 0.6. Therefore, the variables Brand Trust, Perceived Value, Brand Preference, and Purchase Intention in this research questionnaire are declared reliable.

Descriptive Analysis

Table 3. Descriptive Analysis Result

Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Men	39	39,0	39,0	39,0
Valid Women	61	61,0	61,0	100,0
Total	100	100,0	100,0	

Based on the distribution data of respondents by gender, it can be concluded that the majority of respondents are female, accounting for 61%, while male respondents make up 39% of the total 100 respondents.

Table 4. Descriptive Analysis Result

Age					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid 17-22 Years old	48	48,0	48,0	48,0	
Valid 23-28 Years old	47	47,0	47,0	95,0	
Valid 29-34 Years old	4	4,0	4,0	99,0	
Valid 35-40 Years old	1	1,0	1,0	100,0	
Total	100	100,0	100,0		

Based on the age distribution of respondents, it can be concluded that the majority of respondents are aged 17–22 (48%) and 23–28 (47%). Meanwhile, only a small proportion of respondents are aged 29–34 (4%) and 35–40 (1%).

Table 5. Descriptive Analysis Result

Education		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mahasiswa	47	47,0	47,0	47,0
	Other	3	3,0	3,0	50,0
	S1	17	17,0	17,0	67,0
	SMA/SMK	33	33,0	33,0	100,0
	Total	100	100,0	100,0	

Based on the distribution data of respondents' education levels, it can be concluded that the majority of respondents are university students (47%), followed by high school/vocational school graduates (33%). Respondents with a Bachelor's degree (S1) make up 17%, while other categories account for only 3%.

Table 6. Descriptive Analysis Result

Occupation		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Karyawan	26	26,0	26,0	26,0
	Other	10	10,0	10,0	36,0
	Pelajar/Mahasiswa	56	56,0	56,0	92,0
	PNS	3	3,0	3,0	95,0
	Wiraswasta	5	5,0	5,0	100,0
	Total	100	100,0	100,0	

Based on the distribution data of respondents' occupations, it can be concluded that the majority of respondents are students or university students, accounting for 56%. This is followed by employees (26%) and other categories (10%). Meanwhile, respondents working as civil servants make up 3%, and entrepreneurs account for 5%.

Table 7. Descriptive Analysis Result

Income		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 2 Juta	54	54,0	54,0	54,0
	> 5 Juta	1	1,0	1,0	55,0
	2 - 3 Juta	33	33,0	33,0	88,0
	3 - 4 Juta	7	7,0	7,0	95,0
	4 - 5 Juta	5	5,0	5,0	100,0
	Total	100	100,0	100,0	

Based on the distribution data of respondents' income, it can be concluded that the majority of respondents have a monthly income below 2 million rupiah, accounting for 54%. A total of 33% of respondents earn between 2–3 million rupiah, while the rest have higher incomes, namely 3–4 million rupiah (7%), 4–5 million rupiah (5%), and more than 5 million rupiah (1%).

Mean Test

a. Brand Trust

Table 8. Mean Test Result

Statistics		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	Brand Trust
N	Valid	100	100	100	100	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0	0	0	0	0
	Mean	4,42	4,52	4,41	4,52	4,40	4,55	4,46	4,48	4,42	4,53	44,71

High (4.55): "Avoskin is able to increase my satisfaction as a customer."

Low (4.40): "Using Avoskin products provides results that align with my skincare goals."

b. Perceived Value

Table 9. Mean Test Result

Statistics		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Perceived Value
N	Valid	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0
	Mean	4,43	4,47	4,53	4,48	4,53	4,50	26,94

High (4.53): "I feel happy when using Avoskin products."

Low (4.47): "I am satisfied with the performance of Avoskin products in skincare."

c. Brand Preference

Table 10. Mean Test Result

Statistics

	Z1.1	Z1.2	Z1.3	Z1.4	Z1.5	Z1.6	Z1.7	Z1.8	BrandPreference
N Valid	100	100	100	100	100	100	100	100	100
Missing	0	0	0	0	0	0	0	0	0
Mean	4,37	4,46	4,37	4,38	4,46	4,31	4,42	4,44	35,21

High (4.46): "I feel comfortable using Avoskin as part of my skincare routine."

Low (4.31): "I think the price of Avoskin products aligns with the consumption culture in my environment."

d. Purchase Intention

Table 11. Mean Test Result

Statistics

	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	PurchaseIntention
N Valid	100	100	100	100	100	100	100
Missing	0	0	0	0	0	0	0
Mean	4,44	4,46	4,47	4,47	4,46	4,52	26,82

High (4.52): "I feel motivated to purchase Avoskin because this product meets my skincare needs."

Low (4.44): "I intend to buy Avoskin products in the near future."

Normality Test

a. Equation 1 (Regression Model X to Z)

Table 12. Normality Test Result

One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual
N	100
Normal Parameters ^{a,b}	Mean 0E-7
	Std. Deviation 2,30094302
	Absolute ,181
Most Extreme Differences	Positive ,124
	Negative -,181
Kolmogorov-Smirnov Z	1,814
Asymp. Sig. (2-tailed)	,003

a. Test distribution is Normal.

b. Calculated from data.

Based on the table, the Asymp. Sig. (2-tailed) value is 0.003. This indicates that the significance value is greater than 0.05, thus it can be concluded that the research data are normally distributed.

b. Equation 2 (Regression Model X and Z to Y)

Table 13. Normality Test Result

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	3,04796216
Most Extreme Differences	Absolute	,225
	Positive	,157
	Negative	-,225
Kolmogorov-Smirnov Z		2,253
Asymp. Sig. (2-tailed)		,000
a. Test distribution is Normal.		
b. Calculated from data.		

Based on the table, the Asymp. Sig. (2-tailed) value is 0.000. This indicates that the significance value is greater than 0.05, thus it can be concluded that the research data are normally distributed.

Heteroskedasticity Test

a. Equation 1: Regression Model from X to Z

Table 14. Heteroskedasticity Test Result

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7,333	2,129		3,444	,001
BrandTrust	,016	,098	,032	,160	,873
PerceivedValue	-,220	,150	-,298	-1,467	,146

a. Dependent Variable: ABS_RES

From the table, it can be concluded that Brand Trust ($p = 0.873 > 0.05$) indicates no heteroscedasticity, and Perceived Value ($p = 0.146 > 0.05$) also indicates no heteroscedasticity.

b. Equation 2: Regression Model from X and Z to Y

Table 15. Heteroskedasticity Test Result

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7,048	1,693		4,163	,000
BrandTrust	,053	,081	,088	,655	,514
PerceivedValue	,245	,125	,265	1,956	,053
BrandPreference	,307	,061	,497	5,042	,000

a. Dependent Variable: ABS_RES2

From the table, it can be concluded that all Sig. values are greater than 0.05, indicating that no heteroscedasticity occurs.

Multicollinearity Test

a. Equation 1 : Regression Model from X to X

Table 16. Multicollinearity Test Result

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 BrandTrust	,231	4,326
PerceivedValue	,231	4,326

a. Dependent Variable: BrandPreference

Based on the table, the variables Hedonic Value, Social Value, and Functional Value show Tolerance values greater than 0.10. This is further supported by the VIF values of the Brand Trust and Perceived Value variables, which are less than 10. Therefore, it can be concluded that the first regression model in this study does not exhibit multicollinearity.

b. Equation 2: Regression Model from X and Z to Y

Table 17. Multicollinearity Test Result

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 BrandTrust	,214	4,679
PerceivedValue	,209	4,789
BrandPreference	,396	2,526

a. Dependent Variable: PurchaseIntention

Based on Table 4.13, the variables Brand Trust and Perceived Value show Tolerance values greater than 0.10. This is also supported by the VIF values for the variables Brand Trust, Perceived Value, Brand Preference, and Purchase Intention, which are below 10. Therefore, it can be concluded that in the first regression model of this study, no multicollinearity occurs.

Multiple Regression Analysis

a. Multiple Regression Test Equation 1 (Regression Model from X to Z)

Table 18. Multiple Regression Test Result

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,713	2,817		,608	,544
BrandTrust	,364	,129	,374	2,813	,006
PerceivedValue	,639	,198	,428	3,225	,002

a. Dependent Variable: BrandPreference

The regression equation of the study is as follows:

$$Z = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Based on Table 4.14, after substitution, the following values are obtained:

$$\text{Brand Preference (Z)} = 0.374X_1 + 0.428X_2 + e$$

b. Multiple Regression Test Equation 2 (Regression Model X to Z)

Table 19. Multiple Regression Test Result

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7,048	1,693		4,163	,000
BrandTrust	,053	,081	,088	,655	,514
PerceivedValue	,245	,125	,265	1,956	,053
BrandPreference	,307	,061	,497	5,042	,000

a. Dependent Variable: PurchaseIntention

The regression equation of the study is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Based on Table 4.14, after substitution, the following values are obtained:

$$\text{Purchase Intention (Y)} = 0.088X_1 + 0.265X_2 + 0.497X_3 + e$$

Hypothesis Test

1. Equation 1 (Regression Model X and Z)

Table 20. F Test Result

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1775,317	2	887,659	74,018	,000 ^b
Residual	1163,273	97	11,993		
Total	2938,590	99			

a. Dependent Variable: BrandPreference

b. Predictors: (Constant), PerceivedValue, BrandTrust

Based on the table, the calculated F-value (74.018) is greater than the F-table value (2.421), with a significance level of 0.000, which is less than 0.05. Therefore, it can be concluded that the variables Perceived Value and Brand Trust have a simultaneous effect on Brand Preference.

2. Equation 2 (Regression Model X and Z to Y)

Table 21. F Test Result

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	708,360	3	236,120	54,700	,000 ^b
Residual	414,400	96	4,317		
Total	1122,760	99			

a. Dependent Variable: PurchaseIntention

b. Predictors: (Constant), BrandPreference, BrandTrust, PerceivedValue

Based on the table, the calculated F-value (16.174) is greater than the F-table value (2.421), with a significance level of 0.000, which is less than 0.05. Therefore, it can be concluded that the variables Brand Preference, Brand Trust, and Perceived Value have a simultaneous effect on Purchase Intention.

Partial Test

a. Equation 1 (Regression Model X to Z)

Table 22. T Test Result

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,713	2,817		,608	,544
BrandTrust	,364	,129	,374	2,813	,006
PerceivedValue	,639	,198	,428	3,225	,002

a. Dependent Variable: BrandPreference

Based on the table, it can be explained as follows:

1. The t-count value is 2.813 with a significance value of 0.006. This result shows that $0.006 < 0.05$, meaning the Brand Trust variable has a significant effect on the Brand Preference variable.
2. The t-count value is 3.225 with a significance value of 0.002. This result shows that $0.002 < 0.05$, meaning the Perceived Value variable has a significant effect on the Brand Preference variable.

b. Equation 2 (Regression Model X and Z to Y)

Table 23. T Test Result

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7,048	1,693		4,163	,000
BrandTrust	,053	,081	,088	,655	,514
PerceivedValue	,245	,125	,265	1,956	,053
BrandPreference	,307	,061	,497	5,042	,000

a. Dependent Variable: PurchaseIntention

Based on the t-test results, the explanation is as follows:

1. The t-count value is 0.655 with a significance value of 0.514. This result shows that $0.514 > 0.05$, meaning the Brand Trust variable has no significant effect on the Purchase Intention variable.
2. The t-count value is 1.956 with a significance value of 0.053. This result shows that $0.053 > 0.05$, meaning the Perceived Value variable has no significant effect on the Purchase Intention variable.
3. The t-count value is 5.042 with a significance value of 0.000. This result shows that $0.000 < 0.05$, meaning the Brand Preference variable has a significant effect on the Purchase Intention variable.

Coefficient of Determination Test

a. Equation 1 (Regression Model X to Z)

Table 24. Coefficient of Determination Test Result

Model Summary^b

Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	,777 ^a	,604	,596	3,463

a. Predictors: (Constant), PerceivedValue, BrandTrust

b. Dependent Variable: BrandPreference

Based on the table, the adjusted coefficient of determination (Adjusted R^2) is 0.596, which means that the independent variables collectively influence the dependent variable by 59.6%, while the remaining 40.4% is influenced by other variables not included in this research model.

b. Equation 2 (Regression Model X and Z to Y)

Table 25. Coefficient of Determination Test Result

Model Summary^b

Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.794 ^a	.631	.619	2,078

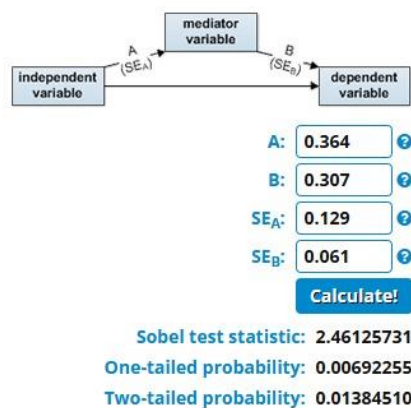
a. Predictors: (Constant), BrandPreference, BrandTrust, PerceivedValue

b. Dependent Variable: PurchaseIntention

Based on the table, the adjusted coefficient of determination (Adjusted R^2) is 0.619, which means that the independent variables collectively influence the dependent variable by 61.9%, while the remaining 38.1% is influenced by other variables not included in this research model.

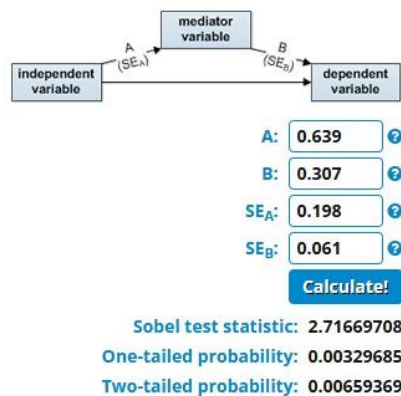
Sobel Test

a. Test of the Effect of Brand Trust on Purchase Intention through Brand Preference



Based on the results of the Sobel test calculation, the obtained z-value is 2.461. Since the z-value of 2.461 > 1.96 at a 5% significance level, this indicates that the brand preference variable is able to mediate the relationship between brand trust and purchase intention.

b. Test of the Effect of Perceived Value on Purchase Intention through Brand Preference



Based on the results of the Sobel test calculation, the obtained z-value is 2.716. Since the z-value of $2.716 > 1.96$ at a 5% significance level, this indicates that the brand preference variable is able to mediate the relationship between perceived value and purchase intention.

RESULTS AND DISCUSSION

This study aims to examine the influence of Brand Trust and Perceived Value on Brand Preference with Purchase Intention as an intervening variable. Based on the analysis results, the discussion of the research findings is as follows:

The Effect of Brand Trust on Brand Preference

The results of this study indicate that Brand Trust has a significant influence on Brand Preference, as evidenced by the t-test value of 2.813 with a significance value of 0.006, which means $0.006 < 0.05$. Therefore, Brand Trust significantly affects Brand Preference.

Based on the findings, the Brand Trust variable shows the highest mean score of 4.55 on the statement "Avoskin is able to increase my satisfaction as a customer". Meanwhile, for the Brand Preference variable, the highest mean score is 4.46 on the statement "I feel comfortable using Avoskin as part of my skincare routine".

It can be concluded that Brand Trust has a strong influence on Brand Preference for Avoskin products. This is reflected in the high average scores on statements related to motivation, satisfaction, and positive experiences while using the product.

This finding is consistent with the previous research conducted by Falah et al. (2022) entitled "The Effect of Brand Trust and Perceived Value on Purchase Intention Through Brand Preference", which found a P-value of 0.021, indicating that Brand Trust significantly affects Brand Preference.

The Effect of Perceived Value on Brand Preference

The results of this study indicate that Perceived Value has a significant influence on Brand Preference, as shown by the t-test value of 3.225 with a significance value of 0.002, which means $0.002 < 0.05$. Therefore, Perceived Value significantly affects Brand Preference.

The Perceived Value variable shows the highest mean score of 4.53 on the statement “I feel happy when using Avoskin products”. Meanwhile, for the Brand Preference variable, the highest mean score is 4.31 on the statement “The price of Avoskin is in accordance with the consumption culture in my environment.”

It can be concluded that Perceived Value has a positive effect on Brand Preference for Avoskin products. This is demonstrated by the high average scores on emotional aspects such as happiness and comfort when using the product.

This finding aligns with the research conducted by Latifah & Fikriah (2024) entitled “Perceived Value and Brand Trust Toward Purchase Intention Mediated by Brand Preference”, which reported a T-statistic ($|O/STDEV|$) of 3.921 with a P-value of 0.000, indicating that Perceived Value affects Brand Preference.

The Effect of Brand Trust on Purchase Intention

The results of this study indicate that Brand Trust does not significantly influence Purchase Intention, as shown by the t-test value of 0.655 with a significance value of 0.514, which means $0.514 > 0.05$.

The Brand Trust variable shows the lowest mean score of 4.40 on the statement “The use of Avoskin products provides results that match my skincare goals.” Meanwhile, for Purchase Intention, the lowest mean score is 4.44 on the statement “I intend to purchase Avoskin products in the near future.”

It can be concluded that Brand Trust does not have a significant influence on Purchase Intention toward Avoskin products. This is reflected in the average scores of statements related to satisfaction and buying motivation, indicating that some consumers perceive the product as not fully meeting their skincare needs.

This result supports the findings of Hansopaheluwakan et al. (2020) in their study “The Impact of Brand Equity and Brand Trust Towards Purchase Intention Through Brand Preference”, which reported a p-value of 0.207 (> 0.05), confirming that Brand Trust does not affect Purchase Intention.

The Effect of Perceived Value on Purchase Intention

The results of this study indicate that Perceived Value does not significantly affect Purchase Intention, as evidenced by the t-test value of 1.956 with a significance value of 0.053, which means $0.053 > 0.05$.

The Perceived Value variable shows the lowest mean score of 4.47 on the statement “I am satisfied with the performance of Avoskin products in skincare.” Meanwhile, for Purchase

Intention, the lowest mean score is 4.44 on the statement “I intend to purchase Avoskin products in the near future.”

It can be concluded that Perceived Value does not have a positive or significant effect on Purchase Intention toward Avoskin products. This is indicated by the relatively low average scores on statements reflecting less positive experiences and limited purchase motivation—such as not everyone feeling happy while using the product or believing it fully meets skincare needs.

This finding is consistent with Handoyo & Firdausy (2024) in their study “Factors Affecting Purchase Intention of Love Beauty and Planet Beauty Product Customers in West Jakarta”, which reported a t-statistic of 0.865 and a p-value of 0.388, showing that Perceived Value does not affect Purchase Intention.

The Effect of Brand Preference on Purchase Intention

The results of this study indicate that Brand Preference significantly influences Purchase Intention, as evidenced by the t-test value of 5.042 with a significance value of 0.000, which means $0.000 < 0.05$.

The Brand Preference variable shows the highest mean score of 4.46 on the statement “I feel comfortable using Avoskin as part of my skincare routine.” Meanwhile, for Purchase Intention, the highest mean score is 4.52 on the statement “I am motivated to purchase Avoskin because it meets my skincare needs.”

It can be concluded that Brand Preference has a positive and significant effect on Purchase Intention toward Avoskin products. This is demonstrated by the high scores on statements reflecting comfort, motivation, and positive user experience in using and purchasing the product.

This result is in line with the study by (Hasbi & Risqiani (2021)) entitled “The Effect of Brand Trust and Perceived Value on Brand Preference and Purchase Intention in Local Skincare Brands (Ms Glow, Scarlett, Somethinc)”, which reported a p-value of 0.003, indicating that Brand Preference positively affects Purchase Intention.

CONCLUSION

This study is in line with previous research conducted by Hasbi and Risqiani (2021) entitled “The Influence of Brand Trust and Perceived Value on Brand Preference and Purchase Intention of Local Skincare Brands (Ms Glow, Scarlett, Somethinc)”, which found a p-value of 0.003, indicating that brand preference has a positive effect on purchase intention.

The results of this study show that brand trust and perceived value have a positive and significant influence on brand preference, which means that the higher consumers’ trust and perceived value toward Avoskin products, the stronger their preference for the brand. However, both variables do

not have a direct and significant effect on purchase intention, indicating that consumers' purchase intention is not solely determined by their level of trust or perceived value toward the brand. Conversely, brand preference has been proven to have a positive and significant effect on purchase intention, showing that brand preference plays an important mediating role in shaping Avoskin consumers' purchase intention.

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