

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kredibilitas dan daya tarik Han So-hee terhadap niat beli produk Somethinc melalui kepercayaan merek sebagai variabel mediasi. Studi ini dilatarbelakangi oleh anomali penurunan peringkat penjualan Somethinc di tengah pertumbuhan industri kecantikan yang sedang ekspansif. Kerangka konseptual penelitian mengacu pada pendekatan *Stimulus-Organism-Response* (S-O-R). Metode penelitian menggunakan pendekatan kuantitatif kausal. Populasi fokus adalah mahasiswa aktif FEB Universitas Trunodjoyo Madura yang mewakili segmentasi konsumen Generasi Z. Sampel dikumpulkan melalui teknik *purposive sampling* menggunakan kuesioner digital Google Form. Teknik analisis data menggunakan *Partial Least Square Structural Equation Modeling* (PLS-SEM) dengan perangkat lunak SmartPLS 4. Hasil uji hipotesis menunjukkan bahwa secara langsung, kredibilitas dan daya tarik berpengaruh positif dan signifikan terhadap kepercayaan merek. Kepercayaan merek juga terbukti berpengaruh positif dan signifikan terhadap niat beli. Namun, kredibilitas dan daya tarik ditemukan tidak berpengaruh signifikan secara langsung terhadap niat beli. Pada analisis mediasi, kepercayaan merek terbukti berperan sebagai mediasi sempurna (*full mediation*) yang menjembatani pengaruh kredibilitas terhadap niat beli serta pengaruh daya tarik terhadap niat beli. Berdasarkan hasil tersebut, perusahaan disarankan untuk memprioritaskan pengelolaan kepercayaan merek muda melalui transparansi informasi formula produk dan publikasi sertifikasi resmi.

Kata Kunci: Kredibilitas, Daya Tarik, Kepercayaan Merek, Niat Beli, Teori S-O-R, Generasi Z.

ABSTRACT

This study aims to analyze the effect of Han So-hee's credibility and attractiveness on purchase intention for Somethinc products, with customer brand trust acting as a mediating variable. This research is motivated by the anomaly of Somethinc declining sales rank amidst an expansively growing beauty industry. The conceptual framework is based on the Stimulus-Organism-Response (S-O-R) approach. The research method employs a causal quantitative approach. The target population consists of active students from FEB Universitas Trunodjoyo Madura, representing the Generation Z consumer segment. The sample gathered through purposive sampling using Google Forms digital questionnaires. Data analysis conducted using Partial Least Square Structural Equation Modeling (PLS-SEM) via SmartPLS 4 software. The hypothesis testing indicates that directly, credibility and attractiveness have a positive and significant effect on customer brand trust. Customer brand trust also significantly drives purchase intention. However, credibility and attractiveness do not show any significant direct effect on purchase intention. In the mediation analysis, customer brand trust proven to act as a full mediator in bridging both the impact of credibility on purchase intention and the impact of attractiveness on purchase intention. Based on these findings, the company is advised to prioritize costumer trust management through product formula transparency and official certifications.

Keywords: Credibility, Attractiveness, Customer Brand Trust, Purchase Intention, S-O-R Theory, Generation Z.