

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *brand image* terhadap *purchase intention* melalui *brand trust* sebagai variabel mediasi pada produk skincare G2G di kalangan Generasi Z. Penelitian menggunakan pendekatan kuantitatif dengan metode survei. Populasi penelitian adalah mahasiswa Generasi Z Universitas Trunodjoyo Madura yang mengetahui produk skincare G2G dan memiliki niat beli terhadap produk tersebut. Sampel berjumlah 100 responden yang dipilih menggunakan teknik *non-probability sampling* dengan pendekatan *purposive sampling*. Instrumen penelitian berupa kuesioner menggunakan skala Likert lima poin yang mengukur variabel *brand image*, *brand trust*, dan *purchase intention*. Analisis data dilakukan menggunakan Structural Equation Modeling berbasis Partial Least Squares (SEM-PLS). Hasil penelitian menunjukkan bahwa *brand image* berpengaruh positif dan signifikan terhadap *brand trust* serta *purchase intention*. *Brand trust* juga berpengaruh positif dan signifikan terhadap *purchase intention*. Pengujian mediasi membuktikan bahwa *brand trust* mampu memediasi secara signifikan pengaruh *brand image* terhadap *purchase intention*. Temuan ini menunjukkan bahwa semakin baik citra merek yang dimiliki produk G2G, semakin tinggi kepercayaan konsumen terhadap merek tersebut sehingga mampu meningkatkan niat beli Generasi Z terhadap produk skincare G2G.

Kata kunci: *Brand Image, Brand Trust, Purchase Intention, Skincare G2G, Generasi Z.*

ABSTRAK

This study aims to analyze the effect of brand image on purchase intention through brand trust as a mediating variable for G2G skincare products among Generation Z consumers. The research employed a quantitative approach using a survey method. The population consisted of Generation Z students at Universitas Trunojoyo Madura who were familiar with G2G skincare products and had an intention to purchase them. A total of 100 respondents were selected using a non-probability sampling technique with a purposive sampling approach. The research instrument was a structured questionnaire measured using a five-point Likert scale covering the variables of brand image, brand trust, and purchase intention. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings indicate that brand image has a positive and significant effect on both brand trust and purchase intention. Furthermore, brand trust positively and significantly influences purchase intention. The mediation analysis confirms that brand trust significantly mediates the relationship between brand image and purchase intention. These findings imply that a stronger brand image enhances consumers' trust in the G2G brand, which in turn increases Generation Z's intention to purchase G2G skincare products.

Keywords: *Brand Image, Brand Trust, Purchase Intention, G2G Skincare, Generation Z.*