

ABSTRAK

Skripsi dengan judul “Pengaruh *Brand Awareness*, *Consumer Preference*, dan *Perceived Value* terhadap *Purchase Intention* Produk Skincare Skintific (Studi pada Mahasiswa Fakultas Ekonomi dan Bisnis Islam Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung Angkatanp 2021)” ini ditulis oleh Erwina Nur Laila, NIM 126405212086, dengan pembimbing Zaki Bahrn Ni’am, S.Pd., M.Akun. Penulisan skripsi ini dilatarbelakangi oleh meningkatnya popularitas produk skincare di kalangan mahasiswa, khususnya merek Skintific. *Brand awareness*, *consumer preference*, dan *perceived value* menjadi variabel yang dapat mempengaruhi *purchase intention*. Penelitian ini bertujuan untuk menganalisis sejauh mana ketiga variabel tersebut berpengaruh terhadap minat beli mahasiswa FEBI UIN SATU Tulungagung angkatan 2021 terhadap produk Skintific.

Rumusan masalah pada penelitian ini adalah: (1) Apakah *Brand awareness*, *consumer preference*, dan *Perceived value* berpengaruh terhadap *purchase intention* produk skincare Skintific pada mahasiswa FEBI UIN SATU Tulungagung? (2) Apakah *Brand awareness* berpengaruh signifikan terhadap *purchase intention* produk skincare Skintific pada mahasiswa FEBI UIN SATU Tulungagung? (3) Apakah *consumer preference* berpengaruh signifikan terhadap *purchase intention* produk skincare Skintific pada mahasiswa FEBI UIN SATU Tulungagung? (4) Apakah *Perceived value* berpengaruh signifikan terhadap *purchase intention* produk skincare Skintific pada mahasiswa FEBI UIN SATU Tulungagung?

Metode penelitian ini menggunakan metode pendekatan kuantitatif dengan jenis asosiatif. Teknik pengambilan sampel menggunakan teknik probability sampling dengan skala yang digunakan skala likert. Sumber data yang digunakan dalam penelitian ini adalah data primer. Sampel dalam penelitian ini berjumlah 297 responden dengan teknik pengambilan data dalam penelitian ini melalui penyebaran kuesioner. Penelitian menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, uji regresi linier berganda, uji F, uji T dan uji koefisien determinasi.

Hasil penelitian ini adalah sebagai berikut: (1) *Brand awareness*, *consumer preference*, dan *perceived value* menunjukkan bahwa secara simultan berpengaruh signifikan terhadap *purchase intention* mahasiswa FEBI UIN SATU Tulungagung angkatan 2021. (2) *Brand awareness* secara parsial berpengaruh positif dan signifikan terhadap *purchase intention* pada mahasiswa FEBI UIN SATU Tulungagung angkatan 2021. (3) *Consumer preference* secara parsial berpengaruh positif dan signifikan terhadap *purchase intention* pada mahasiswa FEBI UIN SATU Tulungagung angkatan 2021. (4) *Perceived value* memiliki pengaruh positif dan signifikan terhadap *purchase intention* pada mahasiswa FEBI UIN SATU Tulungagung angkatan 2021.

Kata Kunci : *Brand Awareness*, *Consumer Preference*, *Perceived Value* , *Purchase Intention*

ABSTRAK

Thesis with the title “The Effect of Brand Awareness, Consumer Preference, and Perceived Value on Purchase Intention of Skintific Skincare Products ((Study on Students of the Faculty of Islamic Economics and Business, Sayyid Ali Rahmatullah State Islamic University, Tulungagung, Class of 2021))” was written by Erwina Nur Laila, NIM 126405212086, Supervisor Zaki Bahrn Ni'am, S.Pd., M.Akun. The writing of this thesis is motivated by the increasing popularity of skincare products among students, especially the Skintific brand. Brand awareness, consumer preference, and perceived value are variables that can influence purchase intention. This study aims to analyze the extent to which these three variables affect the purchase intention of 2021 FEBI UIN SATU Tulungagung students towards Skintific products.

The problem formulations in this study are: (1) Do Brand awareness, consumer preference, and Perceived value affect the purchase intention of Skintific skincare products for FEBI UIN SATU Tulungagung students? (2) Does Brand awareness have a significant effect on the purchase intention of Skintific skincare products for FEBI UIN SATU Tulungagung students? (3) Does consumer preference have a significant effect on the purchase intention of Skintific skincare products for FEBI UIN SATU Tulungagung students? (4) Does Perceived value have a significant effect on the purchase intention of Skintific skincare products for FEBI UIN SATU Tulungagung students?

This research method uses a quantitative approach with an associative type. The sampling technique uses probability sampling technique with the scale used Likert scale. The data source used in this research is primary data. The sample in this study amounted to 297 respondents with data collection techniques in this study through distributing questionnaires. The study used validity test, reliability test, classical assumption test, multiple linear regression test, F test, T test and coefficient of determination test.

The results of this study are as follows: (1) Brand awareness, consumer preference, and perceived value show that simultaneously have a significant effect on the purchase intention of 2021 FEBI UIN SATU Tulungagung students. (2) Brand awareness partially has a positive and significant effect on purchase intention of 2021 FEBI UIN SATU Tulungagung students. (3) Consumer preference partially has a positive and significant effect on purchase intention in FEBI UIN SATU Tulungagung students class of 2021. (4) Perceived value has a positive and significant effect on purchase intention among FEBI UIN SATU Tulungagung students class of 2021.

Keywords: Brand Awareness, Consumer Preference, Perceived Value, Purchase Intention