

**PENGARUH KUALITAS PRODUK, CITRA MEREK, DAN KEPERCAYAAN
KONSUMEN TERHADAP MINAT BELI PRODUK WARDAH PADA
MARKETPLACE SHOPEE MALL (STUDI PADA KONSUMEN PRODUK WARDAH
DI KECAMATAN LUMAJANG)**

ABSTRAK

Wardah adalah salah satu produk kecantikan paling terkenal dan sangat populer di Indonesia dan merupakan *brand* halal asli Indonesia. Wardah ialah produk yang di produksi oleh PT Paragon Technology and Innovation, yang telah berdiri sejak tahun 1985. Penelitian ini bertujuan yaitu untuk mengetahui serta menganalisis pengaruh kualitas produk, citra merek, dan kepercayaan konsumen terhadap minat beli produk Wardah di *marketplace* Shopee Mall dengan fokus konsumen di Kecamatan Lumajang. Penelitian ini menggunakan metode kuantitatif. Data diperoleh dengan penyebaran kuesioner terhadap 80 responden. Populasi pada penelitian ini tidak terbatas, dan *sampling assidental* digunakan untuk memilih sampel. Penelitian ini menguji hipotesis dengan menggunakan regresi berganda. Kemudian setelah pengujian parsial diperoleh hasil bahwa : 1) kualitas produk berpengaruh terhadap minat beli konsumen Wardah di Shopee Mall. 2) citra merek tidak berpengaruh terhadap minat beli Wardah di Shopee Mall. 3) kepercayaan konsumen berpengaruh terhadap minat beli Wardah di Shopee Mall. 4) kemudian untuk koefisien determinasi (R^2) mendapat hasil sebesar 0,247 atau 24,7% minat beli dapat diterangkan oleh kualitas produk, citra merek, dan kepercayaan konsumen.

Kata Kunci : Kualitas Produk, Citra Merek, Kepercayaan Konsumen, dan Minat Beli

THE INFLUENCE OF PRODUCT QUALITY, BRAND IMAGE, AND CONSUMER CONFIDENCE ON INTEREST IN BUYING WARDAH PRODUCTS AT THE SHOPEE MALL MARKETPLACE (STUDY ON CONSUMERS OF WARDAH PRODUCTS IN LUMAJANG DISTRICT)

ABSTRACT

Wardah is one of the most famous and very popular beauty products in Indonesia and is an authentic Indonesian halal brand. Wardah is a product produced by PT Paragon Technology and Innovation, which has been established since 1985. This research aims to determine and analyze the influence of product quality, brand image and consumer trust on interest in buying Wardah products in the Shopee Mall marketplace with a consumer focus. in Lumajang District. This research uses quantitative methods. Data was obtained by distributing questionnaires to 80 respondents. The population in this study is unlimited, and incidental sampling was used to select the sample. This research tests the hypothesis using multiple regression. Then, after partial testing, the results were obtained that: 1) product quality influences Wardah consumers' buying interest at Shopee Mall. 2) brand image has no effect on Wardah's buying interest at Shopee Mall. 3) consumer trust influences Wardah's buying interest at Shopee Mall. 4) then the coefficient of determination (R²) obtained a result of 0.247 or 24.7% of buying interest which can be explained by product quality, brand image and consumer trust.

Keyword : product quality, brand image, consumer trust, and purchase intention