Analysis of Factors Affecting Purchase Intention and Price Premium for Purchasing Skincare Products in E-Commerce

Rizni Aulia Qadri[1], Florensia Sutjiali[2], Renny Christiarini[3]

Department of Management, Faculty of Economics and Business, Universitas Internasional Batam, Indonesia[1,2,3]

Corresponding Author: Rizni Aulia Qadri (rizni@uib.edu)

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ABSTRACT

This study investigates the variables that affect price premium and buy intention in the beauty industry on Batam City's e-commerce platforms. In an era of increasing popularity of online shopping, understanding the key factors that influence consumer purchasing behavior in this channel is crucial. Data was collected by an online survey of users who have purchased Skincare products in E-commerce, and subsequently examined using PLS-SEM, or partial least squares structural equation modeling. The results of the analysis show that Trust has a significant influence on Purchase Intention and Premium Price, while Expertise, Brand Identity, and Brand Personality also have a significant influence on Trust. In the context of online shopping through e-commerce platforms, these findings offer crucial insights for marketers to create more successful marketing strategies by taking into account the attraction of expertise, brand identity, brand personality, and trust. It is anticipated that the findings of this research will offer meaningful insights and contribute significantly to the existing body of knowledge in the field to a more comprehensive understanding of consumer shopping behavior.

Keywords: Brand Identity, Brand Image, Expertise, Price Premium, Purchase Intention.

INTRODUCTION

Technological advancements play an important role in people's lives today, they can facilitate increased communication and interaction, and enable connections with people around the world through internet-based applications. The emergence of web technology and social media has influenced the actions humans take not only the way a person interacts and lives life, but also how business is done online. With the development of information technology today, there have been many new business opportunities where business transactions are carried out online or what we often call E-commerce (Intika & Buana, 2020).

The E-commerce user base in Indonesia has shown a steady rise in recent years, with projections indicating continued growth. In 2022, the number of E-commerce users soared to 178.94 million

individuals. By the conclusion of 2023, this figure is estimated to have surged to 196.47 million users, marking a substantial increase. Forecasts suggest that this upward trajectory will persist for the following four years. Notably, this represents a significant 12.79% growth compared to the preceding year, where the user base stood at 158.65 million (Mustajab, 2023). Quoted from (Kemenperin.go.id, 2020), the average total expenditure of Indonesians for cosmetics and self-care needs reaches US$ 20 per capita. In addition, the standard of beauty from everyone's point of view is different, a person's self-confidence leads to dissatisfaction with their physical appearance. This then encourages a person to take care of themselves more with the aim that their physical appearance can be more attractive and by what they expect. Various forms of self-care have emerged such as hair care, skin care, and many more. One of the forms of care in question is skin and face care, commonly known as skincare (Irwanto, 2020).

Skincare purchase rates on E-commerce in Indonesia by 2023 show some changes and trends in the market. Based on a monthly survey conducted by Populix, 77% of Indonesians regularly purchase skincare products at least once a month, with the majority (93%) said to spend an average of Rp250,000. Based on Populix's survey of a total of 10,616 male and female respondents, it was found that 81.9% of Indonesians choose to buy skincare through E-commerce, with this figure increasing by 24.8% compared to last year (57.1%) More than half of respondents choose online channels to buy skincare products, including E-commerce and social media (DataIndonesia.id, 2023).

The selection of this research topic has significant relevance in the digital age and E-commerce. The reason for selecting the topic is that it is related to important aspects of understanding consumer behavior in the context of E-commerce. The topic is relevant to E-commerce. E-commerce has become an integral part of many people's daily lives, especially in recent years. In this context, understanding the factors that influence consumer trust in brands and how that trust influences purchase intentions and readiness to pay premium prices is critical. By choosing this topic, the research can provide valuable insights for E-commerce companies in building effective marketing strategies.

In addition, the influence of Brand Image, Brand Personality, Expertise, and Brand Identity on Trust cannot be ignored. Each variable has unique characteristics that can affect consumers' perceptions of brands. By combining these factors in research, we can gain a more holistic understanding of how brands can build trust and influence consumer purchasing behavior. Although there have been several studies on the factors that influence trust and purchase behavior of Skincare products in E-commerce, there are still gaps in the academic literature. Some studies only focus on one or two variables that influence trust, while others do not specifically consider the E-commerce context.

The object of this research is Skincare products in E-commerce. The reason for choosing this object is because online shopping is currently being done frequently or can be said to be a trend (Harahap, 2018). Especially for Generation Z who are very much up to date with the times and technology, there has been a considerable increase in the online trading system.

In this study, the population in focus is the residents of Batam City who have used E-commerce as a medium of purchase and the products purchased are Skincare products. This research seeks to gain a deeper insight into how the people of Batam City participate in purchasing Skincare products using E-commerce. This research is different from previous research, the population chosen is a resident of the city of Batam so it can be seen how the residents of the city of Batam play a role in shopping activities in E-commerce.

Every research must have a gap or problem, the gap in this study is the lack of research that examines the effect of Brand Image, Brand Personality, Brand Identity, and Expertise simultaneously on trust and trust on Purchase Intention and Price Premium in the context of E-

commerce in Batam City. Although there is research that examines the effect of each of these variables on trust (Ling et al., 2023), there is still a lack of research that combines all these variables simultaneously. In addition, there is not much in-depth research on the effect of Expertise on trust, as well as the effect of trust on Purchase Intention and Price Premium in the context of Brand Skincare on E-commerce. Although trust has been recognized as an important factor in influencing consumer purchases, there is still limited research that specifically examines the effect of trust on purchase intentions and the possibility of paying a price premium, even though these factors are key to consider until they are utilized because they will first influence customer purchase intentions. This study investigates the relationship between Brand Image, Brand Personality, Expertise, and Brand Identity, Trust, Purchase Intention and Price Premium. This research is important because understanding these factors can help brands build a strong image, increase consumer trust, and increase purchase intentions. The main contribution of this research is to provide deep insight into the factors that influence consumer perceptions of brands, and help brands develop more effective marketing strategies. The difference between this research and previous research is the integration and simultaneous analysis of several important factors affecting consumer perception, providing a deep understanding of the relationship between these factors, and proposing an innovative approach to their measurement and analysis.

Purchase Intention

Purchase intention refers to a consumer's level of interest in a specific product combined with their likelihood of making a purchase, indicating their preferences for certain brands or items (Al et al., 2023). Previous researchers emphasized that understanding consumer purchase intentions is important because it is related to consumer behavior, perceptions and attitudes so that it can be used to predict the buying process. (Nguyen et al., 2022). Purchase intention encapsulates the genuine contemplation of a buyer regarding their plan (Qadry & Yasri, 2019). Purchase intention can be a benchmark for predicting consumer purchasing decision behavior because consumer purchasing decisions are very complex and purchase intention is part of the process. Purchase intention reflects the probability of an individual purchasing a specific product, influenced by their interactions with customers, needs, attitudes, and perceptions towards the product or brand (Keni et al., 2021). The intention to purchase a product can be affected by key factors like (1) electronic word-of-mouth, (2) the level of trust in the brand, (3) the overall brand image, and (4) customer satisfaction (Qadri et al., 2023). Various other factors can also influence consumers' purchase intentions such as their feelings and emotions (Benhardy et al., 2020). Based on the aforementioned definitions, it can be inferred that purchase intention signifies consumers' inclination to procure products or services from a particular brand. When an individual expresses interest in a product and harbors the desire to purchase it, they inherently possess the intention to acquire a branded product (Effect et al., 2023). A stronger purchase intention typically leads to a greater probability of completing the purchase (Hasan & Elviana, 2023). The purchase intention indicators used in this study are quality, brand preference, and recommendation.

Price Premium

A higher price is an economic value which is defined as a measure of the maximum amount of money a person is willing to spend to obtain a good and service (Kesumahati & Marbun, 2021). Willingness to pay high prices has been used in consumer behavior analysis (Bryła, 2021). In this scenario, when vendors offering consistently superior products can command a price surpassing the minimum average price for such quality, the surplus between the elevated price and the competitive benchmark can be deemed a price premium (Dwivedi et al., 2018). Emotional attachment to a brand can increase the likelihood that consumers are willing to pay a premium price for it (Saygılı & Yalçıntekin, 2021). Consumers will look for good service and they are willing to pay more for it (GHALEB & KAPLAN, 2020). A brand possesses greater pricing leverage when there's a larger pool of consumers willing to pay a premium for its product compared to the number of consumers inclined to pay for a similar product from a different brand (Al et al., 2023). According to (Dwivedi et al., 2018), A price set above the average minimum for a high-quality product is considered a price premium relative to the standard market rate. If the

customer already has strong trust in a product/service, the customer is willing to spend any money to buy the product/service because trust is difficult to obtain. The Price Premium indicators used in this study are willingness to pay high prices and willingness to pay more.

Brand Trust
According to a study conducted by Lee and colleagues, when a brand has a strong and established personality, it forms a strong emotional connection with its customers (Tariq et al., 2023). Brand trust refers to a consumer's readiness to rely on a brand in uncertain situations, with the expectation of receiving favorable outcomes (Ling et al., 2023). Trust is the primary concern of customers in online purchases (Makmor et al., 2018). When consumers trust a company, they believe their expectations will be met and not be disappointed (Benhardy et al., 2020). Trust itself is created because of the expectations of consumers of the company to act by the needs and desires of consumers. Brand trust indicators are factors that measure how much consumers trust a brand (Yohana F. C. P. Meilani, & Ian N. Suryawan, 2020). The well-being of a company depends on consumer trust. Prior research indicates that fostering brand trust can enhance customer purchase intention. This implies that establishing brand trust can yield a favorable impact on customers' propensity to purchase (Salhab et al., 2023). From a market perspective, trust is characterized as a consumer's inclination to revisit a brand (Lecturer et al., 2021). Trust is an essential element that influences individuals (Suprapto & Farida, 2022). Consumers who trust a brand tend to be more involved and are more likely to seek a lasting connection with it (Ha, 2021). If a customer already has strong trust in a product/service, the customer is willing to spend any amount of money to buy the product/service because trust is hard to come by (Kesumahati & Marbun, 2021). Previous research has found that trust as a purchase intention factor for online shopping, either in a multichannel or a multichannel shopping context (Sombultawee & Wattanatorn, 2022). From a brand trust standpoint, the most crucial stage in the consumer journey is typically the actual experience of using the product or service (Husain et al., 2022). Previous research shows a significant positive relationship between trust and willingness to pay a premium price (Kesumahati & Marbun, 2021). Trust has a strong impact on a consumer's willingness to purchase products (Saputra, 2022). The Brand Trust indicators used in this study are customer trust, promises, and commitments from a brand.
H1: Trust has a positive impact on Purchase Intention
H2: Trust has a positive impact on Price Premium

Brand Image
Brand Image refers to the way consumers view a specific brand. It involves both overt and underlying factors, like logos, fonts, color palettes, and the associations consumers form with the products and also services that the brand represents (Benhardy et al., 2020). Brand Image is associated with consumers' utilization of brands to convey the symbolic significance they attribute to the brand. Brand image or what is commonly called Brand Image is a set of associations about the brand that are stored in the mind or stored in the memory of consumers (Kesumahati & Marbun, 2021). In several case studies, Brand Image has been shown to influence Brand Trust positively (Benhardy et al., 2020). Brand image is featured by three elements: This encompasses the provider's reputation, the user's perception, and the image of the product or service. The company image reflects the various associations consumers have with the company behind a product or service, including aspects like reputation and trustworthiness. User image comprises the associations perceived by consumers who have utilized the product or service previously, including aspects such as personality and lifestyle (Tsabitah & Anggraeni, 2021). For consumers to form a distinct brand image, they must initially establish a brand node in their memory. This brand node influences how different pieces of information are connected to the brand (Mao et al., 2020). Before consumers responding favorably to a branding campaign, they need to develop and comprehend brand knowledge and brand awareness (Gunadi, 2023). Brand Image can be likened to a mental construct that takes shape in the minds of consumers. However, whether this Brand Image is positive or negative hinges on individuals' perceptions, preferences, and viewpoints (Ellitan et al., 2022). A strong brand image can provide great benefits, one of which can create a

competitive advantage (Nursyabani & Silvianita, 2023). A company's success relies heavily on consumer trust. Brand identity plays a key role in shaping that trust. (Benhardy et al., 2020) Brand trust has been shown to correlate with both brand image and also purchase intention. A strong brand image enhances consumer confidence and improves their perception of the product (Purwianti & Niawati, 2022). When a company upholds its brand image, it impacts consumers' trust in the brand, subsequently influencing their loyalty to the company's product brand. Research conducted by (Soegihono & Purba, 2023) shows that Brand Image affects trust. The Brand Image indicators used in this study are trendy image, brand reputation, and brand popularity.
H3: Brand Image has a positive impact on Trust

Expertise
Expertise refers to the degree to which users can offer reliable and precise information (Febriane et al., 2023). Expertise describes the level of knowledge (Wiedmann & Mettenheim, 2020). Expertise refers to the field in which an individual possesses valid or accurate knowledge (Li et al., 2022). Expertise holds significant importance as it stems from the communicator's specialized knowledge and experience, a factor that has been duly considered in numerous studies (Ao et al., 2023). Expertise is often thought of as the ability to be highly competent and able to make accurate and reliable judgments (Horne et al., 2016). Expertise refers how much knowledge a influencer has, as well as how good they are at convincing others when sharing information about product. According to the balance model, endorser expertise helps communicate a bond with the product as well as customer trust. An expert is able to perform on the spot at a high level that few others can achieve. When a brand or company is seen as an expert in its field, consumer trust in the brand will increase (Daniell & Daniell, 2018). Expertise has an important role in influencing trust, especially in the context of branding. Previous research conducted by (Wiedmann & Mettenheim, 2020) shows that Expertise has a positive impact on trust. Expertise indicators used in this study are expertise, experience, ability, and understanding.
H4: Expertise has a positive impact on trust

Brand Identity
Brand identity is a collection of messages that convey the qualities or characteristics of a brand (Addie et al., 2020). Brand identity element is the brand image or visual representation of the brand. The strength and value of a brand depends on how consumers perceive it (Xi et al., 2022). Due to the interrelationship between brand and identity, researchers propose that both are decisive indicators in assessing brand preference. The brand equity model emphasizes that consumers who are familiar with a brand and have formed unique and strong associations with it, tend to align their perception of the brand with their identity, leading to emotional attachment and brand recognition (Jiang et al., 2023). The strength and value of a brand depends on how consumers perceive it. Because of the link between brand image and identity, experts believe that both are key indicators for assessing brand preference (Addie et al., 2020). Brand identity includes elements like how people see the brand and what reputation the brand has, help optimize the allocation of marketing resources and guide other important strategic decisions (Mao et al., 2020). Product marketing reflects brand identity, increases trust in a brand, and then turns into brand loyalty by fulfilling consumer needs (Jiang et al., 2023). Brand identity is like key to building trust. Previous studies suggest that consumer trust can be fostered through a brand's identity. The relationship between brand identity and trust is significant as they influence each other (Pan & Phua, 2020). The Brand Identity indicators used in this study are logo, color, packaging, lifestyle, and consumer values.
H5: Brand Identity has a positive impact on Trust

Brand Personality
Brand personality encompasses a unique blend of human traits that are linked to a specific brand. It embodies a collection of human-like qualities that define a particular brand (Mao et al., 2020). Sometimes consumers choose a brand whose personality matches their own (Krivchenya et al., 2018). Consumers often select and use brand personalities based on their self-perceptions,

although adaptations can be based on consumers' ideal self-perceptions or other consumers' self-perceptions (Tsabitah & Anggraeni, 2021). People are more inclined to purchase products that share characteristics similar to their own (Keni et al., 2021). Brand Personality helps create a strong brand in a variety of ways (Tariq et al., 2023). Brand personality encompasses various aspects of consumer personality, including factors like gender, age, and social status. These traits are expressed, either directly or indirectly, by the users of the product (Liu & Yan, 2022). When a brand has a strong personality, it forms a strong emotional connection with customers. This connection fosters trust and brand loyalty. The role of brand personality is to encourage consumers to make a purchase (Lie et al., 2022). According to research conducted (Tariq et al., 2023), Brand personality affects self-identity and brand trust, thus, when the brand personality matches the customer's personality, self-identity will increase because customers will see the reason for their trust in the brand. The Brand Personality indicators used in this study are trust, honesty, security, and personality.

H6: Brand Personality has a positive impact on Trust

METHODS

The object of this research is Skincare products in E-commerce. In this study, the population chosen is the residents of Batam City who have used the E-commerce platform for purchasing Skincare. Sample in this research are the people of Batam City who have bought Skincare products in E-commerce (shopee, tokopedia, lazada, bli-bli). The number of respondents needed in this study amounted to 300 respondents. The number of samples is determined through the number of questionnaire questions with an estimate of n x 10 or a ratio of 1: 10. Namely at least 10 respondents in one questionnaire question. When viewed from the number of questions contained in this study, there are 30 questions. If multiplied by 10, the minimum number of respondents or samples is 300 respondents. However, to obtain more accurate data and anticipate the lack of data, the number of questionnaires to be distributed is 350 questionnaires.

In this study, data can be gathered through two methods: primary data sources and secondary data sources. Primary data are collected from original sources, such as individuals or groups known as respondents. Primary data sources are obtained by answering research questions, in this case, the data is obtained by distributing questionnaires to the public. The questionnaire was distributed online in the form of a Google form link starting from December 2023 to March 2024. Meanwhile, secondary data is obtained from several journals, books, and articles that are used as reference materials. The research data will be analyzed using Partial Least Squares (PLS) with Structural Equation Modeling (SEM) methods. This method is chosen because it is suitable for complex models, does not require normal data distribution, and works well with small to medium sample sizes. This method serves to test the outer model, inner model, hypothesis, and other tests (Hair et al., 2019).

Table 1. Constructs and Measurement Items

Construct	Item	Reference
Brand Image (BI)	BIM1. My preferred skincare brand has a trendy image on e-commerce BIM2. My preferred skincare brand has a reputation for the quality offered on e-commerce BIM3. My preferred skincare brand is well-known in e-commerce	(Sukamto, 2023b)
Expertise (EX)	EX1. I feel that my preferred skincare brand understands its consumers EX2. I think my preferred skincare brand is	(Effect et al., 2023)

	good at asking questions or opinions about good items EX3. I think my preferred skincare brand is an expert in its field EX4. I consider my preferred skincare brand to be experienced enough to form opinions in their field EX5. I feel my preferred skincare brand has the ability to recommend products	
Brand Identity (BID)	BID1. This skincare brand of my choice matches my personal image. BID2. My chosen skincare brand matches my values. BID3. The skincare brand of my choice matches my personal taste. BID4.The skincare brand of my choice fits my lifestyle.	(Xi et al., 2022)
Brand Personality (BP)	BP1. I feel that the skincare brand I choose in e-commerce is trustworthy BP2. I feel that the skincare brand of my choice in e-commerce provides value as it is BP3. I feel that the skincare brand of my choice in e-commerce is honest BP4. I feel safe to buy the skincare product of my choice in e-commerce BP5. I feel protected because I use the skincare product of my choice in e-commerce	(Keni et al., 2021)
Trust (TR)	TR1. The skincare brand I choose in e-commerce is trustworthy TR2. I trust the skincare brand of my choice in e-commerce TR3. The skincare brand of my choice is known as a company that keeps its promises and commitments	(C. Maia et al., 2018)
Purchase Intention (PI)	PI1. I am willing to buy the skincare brand of my choice in e-commerce if the quality and price are the same as others. PI2. I will recommend my preferred skincare brand in e-commerce to others PI3. I will continue to shop for my preferred skincare brand in e-commerce rather than other stores PI4. There is a possibility that I will pay more for my preferred skincare brand in e-commerce PI5. My willingness to buy my preferred skincare brand in e-commerce is very high PI6. In the near future, I will consider buying my preferred skincare brand in e-commerce	(Arachchi & Samarasinghe, 2023)
Price Premium (PP)	PP1. I am willing to pay a higher price for my preferred skincare brand on e-	(Dwivedi et al., 2018)

	commerce.
	PP2. I am willing to pay more for my preferred skincare brand than other brands on e-commerce
	PP3. The price of my preferred skincare product has to go up a little higher before I switch to another brand
	PP4. I am willing to pay more for my preferred skincare brand than other brands on e-commerce

Source: primary data analysis, 2024

### Table 2. Outer Loading, Reliability, and Validity Results

Construct	Item	Outer	Cronbach's α	CR	AVE
Brand Image (BIM)	BIM 1	0.841	0.736	0.851	0.657
	BIM 2	0.870			
	BIM 3	0.712			
Expertise (EX)	EX1	0.723	0.786	0.854	0.540
	EX2	0.683			
	EX3	0.778			
	EX4	0.747			
	EX5	0.739			
Brand Identity (BID)	BID1	0.757	0.736	0.835	0.560
	BID2	0.800			
	BID3	0.698			
	BID4	0.735			
Brand personality (BP)	BP1	0.680	0.768	0.843	0.519
	BP2	0.757			
	BP3	0.761			
	BP4	0.683			
	BP5	0.716			
Trust (TR)	TR1	0.792	0.720	0.841	0.639
	TR2	0.809			
	TR3	0.796			
Purchase Intention (PI)	PI1	0.733	0.785	0.853	0.537
	PI2	0.702			
	PI3	0.773			
	PI4	0.721			
	PI5	0.734			
Price Premium (PP)	PP1	0.901	0.913	0.939	0.793
	PP2	0.894			
	PP3	0.871			
	PP4	0.895			

Source: primary data analysis, 2024

RESULTS AND DISCUSSION

The purpose of overall measurement model is to analyze the validity and fit models of the three latent variables simultaneously. If the overall measurement of this model can meet the requirements of convergent validity and model fit then the model can be continued to the next stage of the structural model. The results of the overall measurement model as follow:
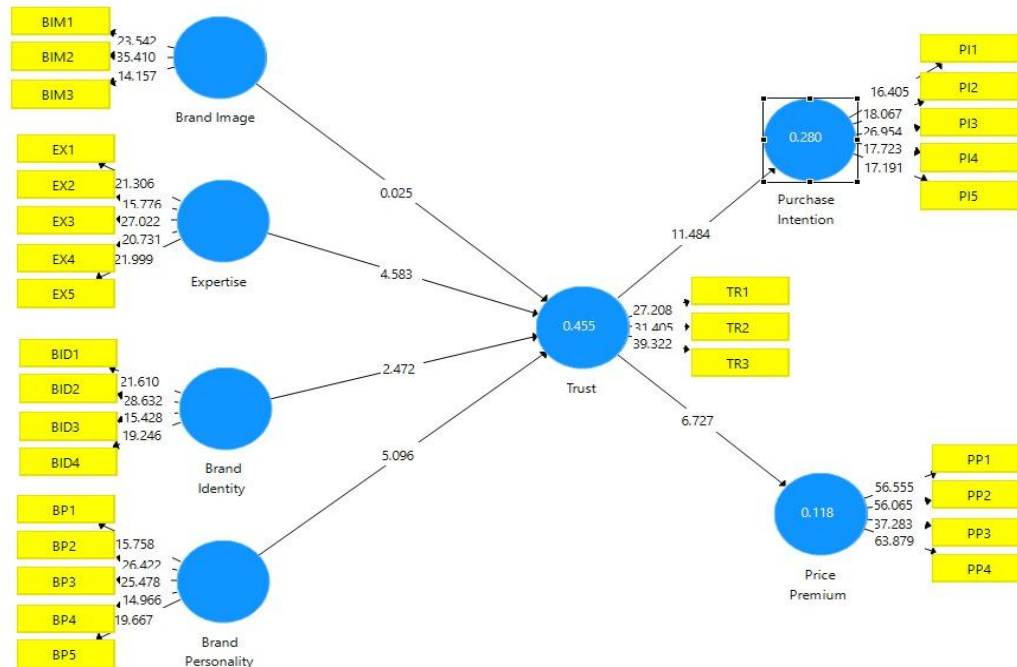
Figure 1. Overall Measurement Model
Source: primary data analysis, 2024

CMB (Common Method Biases)
Analysis Common Method Biases (CMB) can be shown in the following Table:

Table 3. Common Method Biases

Total	% of Variance	Cumulative %
10.123	33.743	33.743

Source: primary data analysis, 2024

The CMB (Common Method Bias) test can be categorized as meeting the criteria if the results are free from the predetermined % of variance, which is less than 50%. By conducting the CMB test on the data that has been collected, the result is 33.743%, which is less than 50%, so the test results can be said to be free from common method variance/common method bias.

R Square
The Analysis of Variance (R^2) is used to see how the independent variable affects the dependent variable. The R^2 value is shown in the table below:

Table 4. R Square

	R Square	R Square Adjusted
Price Premium	0.118	0.116
Purchase Intention	0.280	0.278
Trust	0.455	0.449

Source: primary data analysis, 2024

The R-square value on the Trust variable is 0.455 or 45.5%. This means that the variables Brand Image, Brand Identity, Brand Personality, and Expertise can explain the Trust variable by 45.5%.

The remaining 54.5% is affected by another factors not included in the research model. An R² value of 0.455 shows that this research model is considered moderate.

The R-square value for the Purchase Intention variable is 0.280, or 28%. It's implies that the Trust variable explains 28% of the patterns in Purchase Intention, while the remaining 72% is influenced by other factors not included in the research model. An R² value of 0.280 suggests research model is considered moderate in strength.

The R-square for the Price Premium variable is 0.118, or 11%. This indicates that the Trust variable explains 11% of the variance in Price Premium, while the other 89% is influenced by other factors not included in the research model. An R² value of 0.118 suggests that this research model is considered weak.

Goodness of Fit Index
Analysis Goodness of Fit Index can be shown in the following Table:

Table 5. Goodness of Fit

Construct	AVE	R^2
Brand Image (BIM)	0.657	-
Expertise (EX)	0.540	-
Brand Identity (BID)	0.560	-
Brand personality (BP)	0.519	-
Trust (TR)	0.639	0.455
Purchase Intention (PI)	0.537	0.280
Price Premium (PP)	0.793	0.118
Average	0.606	0.285
$GoF = \sqrt{AVE \times R^2}$		0.415

Source: primary data analysis, 2024

Based on the Table 4 that have been carried out, GoF has a value of 0.415, which indicates that the model has strong accuracy. This indicates that the model can well explain most of the variation in the available data and has a good ability to predict or describe the phenomenon under study. Therefore, these results provide confidence that the developed model can be used effectively in the relevant context, although further evaluation may be required based on the specific context of the problem or data under study.

Hypothesis Testing
By looking at the significant values, t-statistics, and p-values from bootstrapping, a hypothesis can be accepted or rejected. The research model for this study is outlined in the following table.

Table 6. Results of Path Analysis

Hypothesis	Relations Between Variables	Sample Mean (M)	P Values	Status
H1	Trust ->Purchase Intention	0.535	0.000	Significant
H2	Trust -> Price Premium	0.348	0.000	Significant
H3	Brand Image -> Trust	-0.002	0.981	Not Significant
H4	Expertise -> Trust	0.299	0.000	Significant
H5	Brand Identity -> Trust	0.162	0.013	Significant
H6	Brand Personality -> Trust	0.323	0.000	Significant

Note: the data were obtained by survey and processed by SmartPLS 3.0

Trust on Purchase Intention and Price Premium

The results show Trust plays important role in shaping consumer confidence toward purchase intention and price premium (H1: β 0.535, P= 0.000) (H2: β 0.348, P=0.000). Of course, this implies that when customers have trusted a product or service deeply, they would have the plan to buy the product or service offered, and will invest a large amount of money to buy the product or service. Trust has a significant effect on Purchase Intention is in line with research by (Sombultawee & Wattanatorn, 2022). This is because trust is a very valuable and difficult aspect to obtain in customer relationships with products or services. Trust has a significant effect on Price Premium in line with research by (Kesumahati & Marbun, 2021). If a customer already has strong trust in a product/service, the customer is willing to spend any amount of money to buy the product/service because trust is hard to come by. Research by (Ling et al., 2023) shows that brand trust is an important thing that influences consumer purchase intentions. Previous research on e-commerce purchase intentions conducted by (Wang et al., 2022) show the greater the value consumers see from the brand, the more likely they are to have the intention to purchase. (Kojongian & Ariadi, 2024) confirms that trust plays an important role in influencing consumer purchase intentions.

Brand Image on Trust

The results show the relationship amongst Brand Image and Trust has no significant effect (H3: β -0.002, P = 0.013). Although brand image can play an important role in building relationships with customers, it is not always the dominant factor influencing the level of customer trust. Brand image did not have significant influence on trust because trust is built from direct experience and consistency of interaction with the brand, not just from visual images or perceptions about the brand. While brand image can influence consumers' initial view of a brand, trust is more influenced by factors such as the quality of the product or service, the trustworthiness of the brand in fulfilling its commitments, and the direct interaction between the brand and the consumer. Research by (Benhardy et al., 2020) shows brand image has a positive and also significant effect on customer satisfaction. Additionally, (Ihsan & Sutedjo, 2022) and (Adrian, J.A., & zeplin, 2017) found that Brand Image significantly affects brand trust in the context of consumer purchasing decisions. Other research conducted by (Purwanto & Widodo, 2019) and (Mao et al., 2020) also shows that brand image has a positive and significant effect on brand trust, which has implications for brand loyalty.

Expertise on Trust

The results show that the Expertise relationship is proven to significantly influence Trust (H4: β 0.299, P = 0.000). When customers see that a company is an expert in its field, they tend to feel more confident and comfortable in interacting with the brand. Therefore, consistent expertise can be an important driver in building and maintaining customer trust. Expertise has a significant effect on trust in line to research by (Wiedmann & Mettenheim, 2020), Expertise has an important role in influencing Trust, especially in the context of Branding where consumer trust in brands will increase when a brand or company is seen as an expert in its field. Research by (Oktavia et al., 2023) shows that Expertise contributes significantly to trust because it is the ability of salespeople to understand and master the product well. Other research conducted (Aquilla et al., n.d.) found that an endorser's expertise has a significant role on consumer trust. The trust gained from this expertise then influences consumer purchasing decisions. This is in line with the study done by (Kasnowo et al., 2022) and (Permatasari, 2019) which show that expertise on the brand or product to be advertised can attract consumer attention.

Brand Identity on Trust

The results showed that brand identity has a significant influence on consumer trust (H5: β 0.162, P = 0.013). When a brand manages to build a consistent and attractive identity, this can increase customer perceptions of the brand's credibility, reliability, and integrity. Therefore, a strong brand identity can be an important factor in building and maintaining a high level of trust from consumers towards a brand. Brand Identity has a significant effect on Trust in line with research

by (Yoanna Putri et al., 2023) and (Jiang et al., 2023) this is because brand identity plays an important role in building trust with a customer. (Mao et al., 2020) proved that a strong brand identity contributes significantly to building consumer trust in the brand. In the research by (Qin, 2020) and (Marvelyn, 2020) It was found that interaction between brands and consumers through social media, influenced by a strong brand identity, can increase consumer trust in the brand.

Brand Personality on Trust

Results showed that Brand Personality has a significant influence on Trust (H6: β 0.323, P = 0.000). Brand Personality has a significant effect on Trust in line with research by (Ferdinand & Selamat, 2020) When brand personality matches the values and identity of the target market, it increases consumer loyalty and reinforces a positive view of the product or service offered. brand personality not only creates differentiation in a competitive market but also becomes a key factor in building long-term profitable relationships between brands and increasing customer trust. According to (Mahuda, 2019), when a brand has a good brand personality, it can lead to consumer confidence in the brand, this is in line with research by (Ratnawati & Lestari, 2018). (Halim et al., 2022) demonstrated that brand personality has a positive and significant impact on brand trust. This research also in line with previous studies conducted by (Tong et al., 2018).

CONCLUSION

Based on the results of this study, it can be concluded that, in the context of purchasing skincare through an e-commerce platform, several factors affect consumer behavior. One of the main factors is trust. Research indicates that the level of consumer trust in a brand significantly impacts both the desire to purchase products (purchase intention) and the willingness to pay a higher price than the average (price premium). However, in addition to Trust, other factors such as Expertise, Brand Identity, and Brand Personality also have an important influence on the level of consumer trust in a brand. This shows the importance of skincare brands in E-commerce to not only build consumer trust but also develop a strong and attractive brand identity and highlight a brand personality that matches consumer preferences and values. By paying attention to and developing these factors, skincare brands can be more effective in attracting consumers' attention, increasing the desire to buy their products, and even motivating consumers to pay more for products that they trust and find valuable. This study provides useful insights for skincare brands to improve their marketing strategies and product development especially on e-commerce platforms, helping them attract consumers and increase sales. For future research, it's suggested to use qualitative methods, to better understand consumer perceptions. In addition, cross-platform research can also be conducted to understand consumer behavior across different E-commerce platforms and social media. Developing measurements of variables such as Brand Identity and Brand Personality to cover more specific aspects could also be the focus of future research. Finally, future research could explore more targeted marketing strategies, particularly in building consumer trust and strengthening brand identity that appeals to specific target markets. Thus, future research is expected to make a more significant contribution to understanding skincare consumer behavior on E-commerce platforms and help brands to improve their product performance.

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