

**PENGARUH *BRAND ATTACHMENT* TERHADAP
REPURCHASE INTENTION
(Survei pada Generasi Z Pengguna *Skincare* Avoskin Beauty di
Kota Bandung)**

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat
Memperoleh Gelar Sarjana Pendidikan



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**PROGRAM STUDI PENDIDIKAN BISNIS
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2024**

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(Survei pada Generasi Z Pengguna *Skincare* Avoskin Beauty Di Kota Bandung)

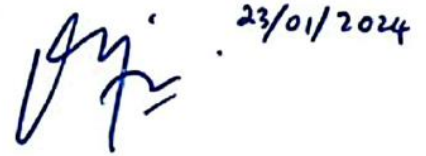
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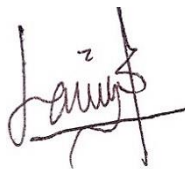
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PERNYATAAN KEASLIAN SKRIPSI

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Yang membuat pernyataan



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ABSTRAK

Sekar Larasati Sumanto (1900692) “**Pengaruh *Brand Attachment* Terhadap *Repurchase Intention* (Survei pada Generasi Z Pengguna *Skincare* Avoskin Beauty di Kota Bandung)**” di bawah bimbingan Dr. H. Rd. Dian Herdiana Utama., M.Si dan Dr. Dita Amanah., MBA.

Penelitian ini bertujuan untuk memperoleh gambaran dan besaran pengaruh *brand attachment* terhadap *repurchase intention* pada generasi Z pengguna *skincare* Avoskin Beauty di Kota Bandung. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif dengan pendekatan kuantitatif. Populasi dalam penelitian ini berjumlah 397.894 dengan sampel 106 responden yang merupakan generasi Z pengguna *skincare* Avoskin Beauty di Kota Bandung dengan menggunakan teknik pengambilan sampel yaitu *purposive sampling*. Data diolah secara statistik dengan menggunakan analisis jalur (*path analysis*) dengan bantuan *software* SPSS 23.0 for Windows. Hasil penelitian diketahui bahwa *self-brand connection*, *brand prominence*, dan *repurchase intention* berada pada kategori baik, sub variabel *self-brand connection* dan *brand prominence* dinyatakan memiliki pengaruh terhadap *repurchase intention*, *brand attachment* memiliki pengaruh positif dan signifikan secara simultan terhadap *repurchase intention*.

Kata kunci : *Brand Attachment*, *Repurchase Intention*, *Skincare*

ABSTRACT

Sekar Larasati Sumanto (1900692) "***The Effect of Brand Attachment on Repurchase Intention (Survey on Generation Z Avoskin Beauty Skincare Users in Bandung City)***" under the guidance of Dr. H. Rd. Dian Herdiana Utama, M.Si and Dr. Dita Amanah, MBA.

This study aims to describe and measure the effect of brand attachment on repurchase intention in generation Z Avoskin Beauty skincare users in Bandung City. The population in this study amounted to 397,894 with a sample of 106 respondents who are generation Z Avoskin Beauty skincare users in Bandung City using a sampling technique, namely purposive sampling. The data were processed statistically using path analysis with the help of SPSS 23.0 for Windows software. The results showed that self-brand connection, brand prominence, and repurchase intention are in the good category, the sub-variables of self-brand connection and brand prominence are stated to have an influence on repurchase intention, brand attachment has a positive and significant effect simultaneously on repurchase intention.

Keywords : Brand Attachment, Repurchase Intention, Skincare

DAFTAR ISI

ABSTRAK	i
ABSTRACT	ii
KATA PENGANTAR	iii
UCAPAN TERIMA KASIH	iv
DAFTAR TABEL	ix
DAFTAR GAMBAR	xi
BAB I	1
PENDAHULUAN	1
1.1 Latar Belakang Penelitian	1
1.2 Rumusan Penelitian	12
1.3 Tujuan Penelitian	12
1.4 Kegunaan Penelitian	12
BAB II	13
KAJIAN PUSTAKA, KERANGKA PEMIKIRAN, DAN HIPOTESIS	13
2.1 Kajian Pustaka	13
2.1.1 Pendekatan Teori / <i>State Of Art</i>	13
2.1.2 Konsep <i>Repurchase Intention</i> dalam Kajian <i>Consumer Behavior</i>	13
2.1.2.1 Definisi <i>Repurchase Intention</i>	16
2.1.2.2 Pengukuran <i>Repurchase Intention</i>	17
2.1.2.3 Model <i>Repurchase Intention</i>	19
2.1.3 Konsep <i>Brand Attachment</i>	21
2.1.3.1 Definisi <i>Brand Attachment</i>	22
2.1.3.2 Pengukuran <i>Brand Attachment</i>	24
2.1.3.3 Model <i>Brand Attachment</i>	25
2.1.4 Pengaruh <i>Brand Attachment</i> Terhadap <i>Repurchase Intention</i>	28
2.2 Kerangka Pemikiran	29
2.3 Hipotesis	32
BAB III	33
METODELOGI PENELITIAN	33
3.1 Objek Penelitian	33
3.2 Metode Penelitian	33
3.2.1 Jenis Penelitian dan Metode yang digunakan	33
3.2.2 Operasional Variabel	34
3.2.4 Populasi, Sampel dan Teknik Sampel	42
3.2.4.1 Populasi	42
3.2.4.2 Sampel	43
3.2.4.3 Teknik Sampel	44
3.2.5 Teknik Pengumpulan Data	45
3.2.6 Pengujian Validitas dan Reliabilitas	46
3.2.6.1 Pengujian Validitas	46
3.2.6.2 Hasil Pengujian Validitas	47
3.2.6.3 Pengujian Reliabilitas	51
3.2.6.4 Hasil Pengujian Reliabilitas	52
3.2.7 Analisis Data	52
3.2.7.1 Analisis Data Deskriptif	54
3.2.7.2 Analisis Data Verifikatif	56

3.2.7.2.1 <i>Path Analysis</i>	56
3.2.7.3 Pengujian Hipotesis	61
BAB IV	64
HASIL PENELITIAN DAN PEMBAHASAN	64
4.1 Hasil Penelitian.....	64
4.1.1 Profil Perusahaan	64
4.1.1.1 Identitas Perusahaan.....	64
4.1.1.2 Sejarah Singkat Avoskin	64
4.1.1.3 Prinsip Perusahaan	65
4.1.2 Karakteristik Responden.....	66
4.1.2.1 Karakteristik Responden Berdasarkan Jenis Kelamin	66
4.1.2.2 Karakteristik Responden Berdasarkan Usia.....	67
4.1.2.3 Karakteristik Responden Berdasarkan Status	68
4.1.2.4 Karakteristik Responden Berdasarkan Pendidikan Terakhir	68
4.1.2.5 Karakteristik Responden Berdasarkan Pekerjaan	69
4.1.2.6 Karakteristik Responden Berdasarkan Rata-Rata Uang Saku	70
4.1.3 Pengalaman Responden	71
4.1.3.1 Pengalaman Responden Berdasarkan Penggunaan <i>Skincare</i> Secara Rutin	71
4.1.3.2 Pengalaman Responden Berdasarkan Perspektif Kebutuhan <i>Skincare</i>	72
4.1.3.3 Pengalaman Responden Berdasarkan Varian Produk <i>Skincare</i> Avoskin Yang Pernah Dibeli.....	73
4.1.3.4 Pengalaman Responden Berdasarkan Alasan Tertarik Membeli dan Menggunakan Produk <i>Skincare</i> Avoskin	74
4.1.3.5 Pengalaman Responden Berdasarkan Merek <i>Skincare</i> Yang Sering Digunakan.....	75
4.2 Hasil Pengujian Deskriptif	76
4.2.1 Tanggapan Responden Terhadap <i>Brand Attachment</i> Pada Generasi Z Pengguna <i>Skincare</i> Avoskin Beauty Di Kota Bandung	76
4.2.1.1 Tanggapan Responden Terhadap <i>Self-Brand Connection</i>	76
4.2.1.2 Tanggapan Responden Terhadap Dimensi <i>Brand Prominence</i>	80
4.2.2.1 Tanggapan Responden Terhadap Dimensi <i>Transactional Interest</i>	86
4.2.1.5 Tanggapan Responden Terhadap <i>Prefential Interest</i>	92
4.2.1.5 Tanggapan Responden Terhadap <i>Explorative Interest</i>	95
4.3 Hasil Pengujian Verifikatif.....	100
4.3.1 Pengujian Asumsi Analisis Jalur	100
4.3.2 Pengujian Koefisien Kolerasi dan Kolerasi Jalur	101
4.3.4 Pengaruh Langsung dan Tidak Langsung.....	103
4.3.6 Pengujian Hipotesis secara Simultan	105
4.3.8.1 Pengujian <i>Self-Brand Connection</i> (X_1) Terhadap <i>Repurchase Intention</i> (Y)	106
4.3.8.2 Pengujian <i>Brand Prominence</i> (X_2) Terhadap <i>Repurchase Intention</i> (Y).....	107
4.3.8.9 Pengujian Hipotesis.....	107
4.4 Hasil Pembahasan	108
4.4.1 Pembahasan <i>Brand Attachment</i>	108

4.4.2 Pembahasan <i>Repurchase Intention</i>	109
4.4.3 Pengaruh <i>Brand Attachment</i> Terhadap <i>Repurchase Intention</i>	109
4.5 Implikasi Hasil Penelitian.....	111
4.5.1 Temuan Penelitian Bersifat Teoritis	111
4.5.1.1 Gambaran <i>Brand Attachment</i>	111
4.5.1.2 Gambaran <i>Repurchase Intention</i>	112
4.5.1.3 Hasil Penelitian Pengaruh <i>Brand Attachment</i> Terhadap <i>Repurchase Intention</i> Pada Generasi Z Pengguna <i>Skincare</i> Avoskin Beauty Di Kota Bandung	113
4.5.2 Temuan Bersifat Empiris	114
4.5.3 Implikasi Hasil Penelitian <i>Brand Attachment</i> Terhadap <i>Repurchase Intention</i> pada Pendidikan	114
BAB V	118
KESIMPULAN DAN REKOMENDASI	118
5.1 Kesimpulan.....	118
5.2 Rekomendasi	121
DAFTAR PUSTAKA	124
LAMPIRAN	138

DAFTAR TABEL

No. Tabel	Judul Tabel	Halaman
1.1	<i>Brand Skincare Terlaris</i>	5
2.1	Sitasi Definisi <i>Repurchase Intention</i>	16
2.2	Sitasi Definisi <i>Brand Attachment</i>	23
3.1	Operasional Variabel.....	35
3.2	Jenis Dan Sumber Data.....	42
3.3	Kelompok Generasi.....	43
3.4	Hasil Uji Validitas Variabel X (<i>Brand Attachment</i>).....	48
3.5	Hasil Uji Validitas Variabel Y (<i>Repurchase Intention</i>).....	49
3.6	Hasil Pengujian Reliabilitas.....	52
3.7	Skor Alternatif.....	53
3.8	Analisis Deskriptif.....	55
3.9	Kriteria Penafsiran Hasil Perhitungan Responden.....	55
3.10	Pedoman Untuk Memberikan Interpretasi Pengaruh (<i>Guilford</i>).....	61
4.1	Karakteristik Responden Berdasarkan Jenis Kelamin.....	66
4.2	Karakteristik Responden Berdasarkan Usia.....	67
4.3	Karakteristik Responden Berdasarkan Status.....	68
4.4	Karakteristik Responden Berdasarkan Pendidikan Terakhir.....	69
4.5	Karakteristik Responden Berdasarkan Pekerjaan.....	69
4.6	Karakteristik Responden Berdasarkan Uang Saku.....	70
4.7	Pengalaman Responden Berdasarkan Penggunaan <i>Skincare</i> Secara Rutin.....	71
4.8	Pengalaman Responden Berdasarkan Perspektif Kebutuhan <i>Skincare</i>	72
4.9	Pengalaman Responden Berdasarkan Alasan Tertarik Membeli Dan Menggunakan Produk <i>Skincare</i> Avoskin....	74
4.10	Pengalaman Responden Berdasarkan Merek <i>Skincare</i> Yang Sering Digunakan.....	75
4.11	Tanggapan Responden Terhadap <i>Self-Brand Connection</i> ...	76
4.12	Tanggapan Responden Terhadap <i>Brand Prominence</i>	81
4.13	Rekapitulasi Tanggapan Responden Tentang <i>Brand</i> <i>Attachment</i>	84
4.14	Tanggapan Responden Terhadap <i>Transactional Interest</i> ...	86
4.15	Tanggapan Responden Terhadap <i>Refential Interest</i>	89
4.16	Tanggapan Responden Terhadap <i>Prefential Interest</i>	92
4.17	Tanggapan Responden Terhadap <i>Explorative Interest</i>	95
4.18	Rekapitulasi Tanggapan Responden Tentang <i>Repurchase</i> <i>Intention</i>	98
4.19	Hasil Uji Normalitas.....	100
4.20	Matriks Korelasi Antara Dimensi <i>Brand Attachment</i> (X) Terhadap <i>Repurchase Intention</i> (Y).....	101
4.21	Koefisien Determinasi Total X ₁ Dan X ₂ Terhadap Y.....	102

No. Tabel	Judul Tabel	Halaman
4.22	Hasil Uji Pengaruh Langsung Dan Tidak Langsung <i>Brand Attachment</i> (X) Terhadap <i>Repurchase Intention</i> (Y).....	103
4.23	Uji Hipotesis Simultan.....	105
4.24	Hasil Uji Hipotesis Simultan.....	105
4.25	Uji Hipotesis Parsial.....	106
4.26	Pengujian Parsial <i>Self-Brand Connection</i> (X ₁) Terhadap <i>Repurchase Intention</i> (Y).....	106
4.27	Pengujian Parsial <i>Brand Prominence</i> (X ₂) Terhadap <i>Repurchase Intention</i> (Y).....	107

DAFTAR GAMBAR

No. Gambar	Judul Gambar	Halaman
1.1	Perkiraan Pendapatan Produk Kecantikan 2017-2025.....	3
1.2	<i>Brand Skincare</i> Lokal Paling Dikenal 2022.....	4
1.3	Jenis Produk <i>Skincare</i> Yang Paling Diminati Tahun 2022.	6
1.4	Jenis Produk <i>Skincare</i> Yang Paling Sering Digunakan 2022.....	7
1.5	<i>Google Trends</i> Avoskin Tahun 2023.....	8
2.1	<i>Consumer Decisions Making Model</i>	14
2.2	Model <i>Repurchase Intention</i>	19
2.3	Model <i>Repurchase Intention</i>	20
2.4	Model <i>Repeat Purchase</i>	21
2.5	Model <i>Brand Attachment</i>	26
2.6	Model <i>Emotional Attachment To Brands</i>	27
2.7	Kerangka Pemikiran Pengaruh <i>Brand Attachment</i> Terhadap <i>Repurchase Intention</i>	31
2.8	Paradigma Penelitian Pengaruh <i>Brand Attachment</i> Terhadap <i>Repurchase Intention</i>	32
3.1	Garis Kontinum Penelitian.....	56
3.2	Struktur Hubungan Kausal Antara X Dan Y.....	58
3.3	Diagram Jalur Hipotesis Utama.....	59
3.4	Diagram Jalur Sub Hipotesis.....	59
4.1	Pengalaman Responden Berdasarkan Varian Produk <i>Skincare</i> Avoskin Yang Pernah Dibeli.....	73
4.2	Garis Kontinum Penilaian Dimensi <i>Self-Brand</i> <i>Connection</i>	80
4.3	Garis Kontinum Penilaian Dimensi <i>Brand Prominence</i>	83
4.4	Garis Kontinum Penilaian Variabel <i>Brand Attachment</i>	85
4.5	Garis Kontinum Penilaian Dimensi <i>Transactional</i> <i>Interest</i>	88
4.6	Garis Kontinum Penilaian Dimensi <i>Refential Interest</i>	91
4.7	Garis Kontinum Penilaian Dimensi <i>Prefential Interest</i>	94
4.8	Garis Kontinum Penilaian Dimensi <i>Explorative Interest</i>	98
4.9	Garis Kontinum Penilaian Variabel <i>Repurchase</i> <i>Intention</i>	100
4.10	Diagram Korelasi Antar Sub Variabel.....	102

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