

ABSTRAK

**PERAN CUSTOMER EXPERIENCE DALAM MEMEDIASI PENGARUH
BRAND AUTHENTICITY, BRAND ATTACHMENT
TERHADAP MINAT BELI**

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Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh *Brand Authenticity* terhadap Minat Beli melalui *Customer Experience*, (2) Pengaruh *Brand Attachment* terhadap Minat Beli melalui *Customer Experience*, (3) Perbedaan *Brand Attachment* antara generasi X dengan generasi Z. Populasi pada penelitian ini yaitu pengguna produk *Skintific* minimal 8 kali dalam 1 bulan. Teknik pengambilan sampel menggunakan *non probability sampling* dengan metode *purposive sampling* yang berjumlah 100 responden, data diperoleh dengan membagikan kuesioner secara *online* menggunakan *google form*. Metode analisis data yang digunakan yaitu *Partial Least Square* (SmartPLS) 4. Hasil penelitian menunjukkan bahwa; (1) *Brand Authenticity* berpengaruh positif dan signifikan terhadap Minat Beli produk *Skintific* melalui *Customer Experience*, (2) *Brand Attachment* berpengaruh positif dan signifikan terhadap Minat Beli produk *Skintific* melalui *Customer Experience*, (3) Terdapat perbedaan *Brand Attachment* antara generasi X dengan generasi Z.

Kata kunci: *Brand Authenticity, Brand Attachment, Minat Beli dan Customer Experience*

ABSTRACT

**THE ROLE OF CUSTOMER EXPERIENCE IN MEDIATING
THE INFLUENCE OF BRAND AUTHENTICITY, BRAND
ATTACHMENT TOWARDS PURCHASE INTENTION**

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This study aims to determine: (1) The influence of Brand Authenticity to Purchase Intention behavior through Customer Experience, (2) The influence of Brand Attachment to Purchase Intention behavior through Customer Experience, (3) The difference of perception towards Brand Attachment between generation X and generation Z. The population in this study is users of Skintific products who applied Skintific at least 8 times in 1 month. The sampling technique used non probability sampling with purposive sampling as many as 100 respondents. Data analysis method used descriptive analysis, and data analysis used Partial Least Square (SmartPLS) 4. The result showed that: (1) Brand Authenticity had a positive and significant influence to Purchase Intention behavior partially-mediated by customer experience, (2) Brand Attachment had a positive and significant influence to Purchase Intention behavior partially-mediated Customer Experience, (3) There were differences of perception towards Brand Attachment between generation X and generation Z.

Keyword : Brand Authenticity, Brand Attachment, Purchase Intention and Customer Experience.