

ABSTRAK

**PENGARUH BRAND AUTHENTICITY, CUSTOMER EXPERIENCE,
ELECTRONIC WORD OF MOUTH, DAN PERCEIVED QUALITY
TERHADAP BRAND TRUST AFRALA BEAUTY
SEBAGAI AGEN SKINCARE**

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2026

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh signifikan secara simultan *brand authenticity*, *customer experience*, *electronic word of mouth*, dan *perceived quality* terhadap *brand trust* pada Afrala Beauty sebagai agen *skincare*, (2) pengaruh signifikan secara parsial *brand authenticity* terhadap *brand trust*, (3) pengaruh signifikan secara parsial *customer experience* terhadap *brand trust*, (4) pengaruh signifikan secara parsial *electronic word of mouth* terhadap *brand trust*, dan (5) pengaruh signifikan secara parsial *perceived quality* terhadap *brand trust*. Populasi dalam penelitian ini adalah seluruh konsumen Afrala Beauty. Sampel penelitian terdiri dari 190 responden yang diperoleh melalui penyebaran kuesioner. Teknik pengambilan sampel menggunakan *non probability sampling* dengan metode *purposive sampling*. Teknik analisis data yang digunakan adalah analisis regresi linear berganda dengan program SPSS 26. Hasil penelitian menunjukkan bahwa: (1) *brand authenticity*, *customer experience*, *electronic word of mouth*, dan *perceived quality* secara simultan berpengaruh signifikan terhadap *brand trust*, (2) *brand authenticity* secara parsial berpengaruh signifikan terhadap *brand trust*, (3) *customer experience* secara parsial berpengaruh signifikan terhadap *brand trust*, (4) *electronic word of mouth* secara parsial berpengaruh signifikan terhadap *brand trust*, dan (5) *perceived quality* secara parsial berpengaruh signifikan terhadap *brand trust*.

Kata kunci: *Brand Authenticity*, *Customer Experience*, *Electronic Word Of Mouth*, *Perceived Quality*, *Brand Trust*.

ABSTRACT

THE INFLUENCE OF BRAND AUTHENTICITY, CUSTOMER EXPERIENCE, ELECTRONIC WORD OF MOUTH, AND PERCEIVED QUALITY ON BRAND TRUST OF AFRALA BEAUTY AS A SKINCARE AGENT

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This study aims to determine: (1) the simultaneous significant influence of brand authenticity, customer experience, electronic word of mouth, and perceived quality on brand trust at Afrala Beauty as a skincare agent, (2) the partial significant influence of brand authenticity on brand trust, (3) the partial significant influence of customer experience on brand trust, (4) the partial significant influence of electronic word of mouth on brand trust, and (5) the partial significant influence of perceived quality on brand trust. The population in this study consisted of all consumers of Afrala Beauty. The research sample comprised 190 respondents obtained through questionnaire distribution. The sampling technique used was non-probability sampling with a purposive sampling method. The data analysis technique employed was multiple linear regression analysis using SPSS 26 software. The results of the study indicate that: (1) brand authenticity, customer experience, electronic word of mouth, and perceived quality simultaneously have a significant influence on brand trust, (2) brand authenticity partially has a significant influence on brand trust, (3) customer experience partially has a significant influence on brand trust, (4) electronic word of mouth partially has a significant influence on brand trust, and (5) perceived quality partially has a significant influence on brand trust.

Keywords: Brand Authenticity, Customer Experience, Electronic Word Of Mouth, Perceived Quality, Brand Trust.