

ABSTRACT

In this globalization era, business competition in Indonesia is increasingly competitive following the trends. Companies compete with each other to improve product quality and create innovative products to maintain consumer confidence. One trend that is happening in this country is halal products. This is supported by the form of BPJPH (the halal product assurance agency). One of the companies offering the first halal cosmetic products in Indonesia is Wardah.

This study aims to determine the effect of perceived brand quality on brand purchase intention by intervening halal brand trust. The sample in this study was consumers of cosmetics wardah products in the city of Bandung, amounting to 107 respondents. The independent variable consists of brand perceived intention, intervening variable consists of halal brand trust and the dependent variable of this study is brand purchase intention.

The research method used in this study is a quantitative method with a Likert scale as a measurement. The sampling technique used in this study was purposive sampling. The data analysis method used in this study is Structural Equation Modeling (SEM) and is processed using smartPLS.

Based on the research conclusions, brand perceived quality has a positive and significant effect on brand purchase intention with a value of 3,650 Tvalue. Brand perceived quality has a positive and significant effect on halal brand trust with a Tvalue of 15,034. Halal brand trust has a positive and significant effect on brand purchase intention with a value of Tvalue 2,331. Brand perceived quality has a positive and significant effect on brand purchase intention through halal brand trust with a TV value of 2,282.

The advice given is wardah cosmetics must be more vigorous in promoting each product marketed, developing raw materials used in every product created and more varied in giving color to the products to be marketed so that interest in buying consumers remains high.

Keywords: brand perceived quality, halal brand trust, brand purchase intention.