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The Influence of Values, Trust, Motivation and Attitude on Purchasing Korean Skincare in Surabaya

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ABSTRACT

This research analyzed and influenced perceived value, trust, hedonic motivation, and consumer attitudes on purchasing intentions for Korean skincare products in Surabaya. This research was conducted on consumers interested in buying Korean skincare products with a total population of 188 respondents. The sample used was 150 respondents because some samples did not match the criteria. The data collection technique used was a questionnaire via Google Forms. The variable measurement uses a Likert scale with analysis techniques using SEM-PLS with the Smartpls application version 3.0. The results of the research show that: Perceived value has a significant effect on consumer attitudes. Consumer attitudes have a significant effect on purchase intentions. Perceived value has a significant effect on purchase intentions. Consumer attitudes have a significant mediating effect on the perceived value of purchase intentions. Hedonic motivation has a significant effect on consumer attitudes. Hedonic motivation has a significant effect on purchase intention, Consumer attitude has no significant effect mediating hedonic motivation on purchase intention, Trust has a significant effect on consumer attitude, Trust has no significant effect on purchase intention, and Consumer attitude mediates the effect of trust on purchase intention.

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1. INTRODUCTION

Culture is the main aspect that becomes a catalyst for a country's economy. Cultural transfer to another country allows citizens of that country to develop an awareness that then influences behavior. Korean culture, which is sometimes referred to as the Korean Wave, is the most common cultural phenomenon in Indonesia (Simanjuntak et al., 2024) emphasized that the Indonesian people are the main target for the widespread promotion of Korean goods.

Indonesian people are the largest Korean Wave fanbase in the world. Korea can import skincare to Indonesia with a value of up to 5.9 million dollars.

Table 1. Total Skincare Imports 2019-2022

No	Country	Year				Total Imports In US\$
		2019	2020	2021	2022	
1.	South Korea	20.076.065	26.338.396	37.168.456	20.612.374	104.195.291
2.	France	20.886.423	10.559.415	16.716.267	12.758.081	60.920.186
3.	United States of America	14.475.665	10.750.505	15.828.306	9.272.008	50.326.564
4.	China	11.863.922	7.917.113	8.338.259	19.445.031	47.574.324
5.	Japan	15.404.730	9.582.907	9.714.278	9.257.036	43.958.951
6.	Thailand	5.697.010	5.695.338	8.569.326	7.443.886	27.405.610
7.	England	7.409.478	5.057.076	7.872.164	1.629.812	21.968.530
8.	India	4.093.260	4.869.548	6.157.251	2.851.122	17.971.181
9.	Switzerland	3.417.067	1.318.589	2.910.074	1.418.805	9.064.535
10.	Italy	774.626	946.416	2.451.139	3.654.412	7.826.593

From Table 1, South Korea is ranked first in the use of skincare products. Korean skin care products are famous for their quality and efficacy in improving facial skin smoothness. As a result, this product is sought after by people from various countries. In the future, this Korean product can be spread widely in Indonesia. According to the explanation above, it can be seen that skincare products from Korea are one of the products marketed in e-commerce that is experiencing growth in Indonesia (Prasindhi et al., 2022). Even though the topic of research on Korean skincare products is not a new topic, updated data regarding consumer behavior in purchasing Korean skincare products still needs to be studied on an ongoing basis. By understanding consumer behavior in purchasing Korean skincare products, it will be easy for companies to create marketing strategies to increase sales. (Sari & Rochmaniah, 2024). Korean skincare is a phenomenon that is widely practiced among humans. Korean skincare has different characteristics. Korean Skincare products show high quality and aesthetic designs at prices that are quite affordable for the Indonesian people. Korean skincare uses K-pop stars and idols as brand ambassadors, has bright and sophisticated packaging, and emphasizes natural beauty using products from nature (Mustika et al., 2022). This value increases the appeal of Korean skincare products to attract clients.

Consumers analyze perceived value when making purchasing decisions. (Ahmad & Purnama, 2021) emphasized that perceived value is an important determinant of consumer purchase intentions because individuals evaluate their likelihood of acquiring a product based on its perceived value. (Gustiani et al., 2018) Emphasized that consumer perceived value is the consumer's assessment of the profits and benefits received in relation to the expenditure invested, compared to competitors' offers. Consumer trust is an important consideration in product purchasing decisions (Ermiati et al., 2021) . Manufacturers or companies must build consumer confidence in their goods before purchasing to attract attention and grow interested and confidence in the offers being promoted. If consumers have trust in the online stores offered by corporate entities, it increases their propensity to make online purchases. (Shafwah et al. n.d. 2024)

Consumer sentiment significantly influences purchase intention. Attitude involves analyzing customer preferences to determine their likes or dislikes on a constant basis. Examining consumer behavior in its three actions requires consideration of the elements that influence it, one of which is an attitude, which is defined as a generally stable evaluation, emotion, and individual tendency towards an object or concept (Kuswanto et al., 2022).

2. METHOD

This research was designed with a quantitative approach (Positivism) which uses statistics to analyze data and aims to explore the influence of the relationship between two or more variables. This approach is used with the aim of testing and evaluating the influence of independent variables on related variables and the role of mediation, in this case consumer attitudes towards Korean brand skincare products.

In the research instrument of consumer attitudes, purchase intentions, perceived value, and trust, researchers refer to purchase intentions on the platform and adapt the statements to the object under study. (C. Wang et al., 2023) Meanwhile, hedonic motivation research refers to gender and adapts statements to the object being studied. In (Davis et al., 2014) research, the object is gender, in the research that will be carried out is brand skincare products from Korea. This research variable is measured using a Likert Scale and is guided by 5 scores. In the research instrument on consumer attitudes, purchase intentions, perceived value, and trust, researchers refer to purchase intentions on the platform and adjust the statements to the object under study, namely Korean brand skincare products. Meanwhile, hedonic motivation research refers to gender and adapts statements to the object being studied. In the research that will be carried out, the object is brand skincare products from Korea.

The population in this study are consumers who will buy brand skincare products from Korea. The technique for determining the number of samples uses the Cochran formula (Sugiyono, 2020) Lemeshow formula and the sampling technique used is non-probability sampling, (non-random), namely purposive sampling. As for the criteria for consumer respondents who want to buy branded skincare products from Korea. Respondents studied ranged in age from 20 to 50 years and lived in the city of Surabaya. Respondents were female, this is because they have a higher probability of purchasing products.

Data collection This research uses primary data using a questionnaire as a method of collecting items. Structural Equation Modeling data analysis technique using Partial Least Square (PLS) path analysis is the data analysis method used in this research. used is SmartPLS software version 3.0. The purpose of this PLS analysis is to confirm the theory as well as explain whether there is a relationship between variables. Questionnaire data from primary data is distributed online to respondents, using Google, where they are asked to provide their comments on the statements presented. This research uses a Likert scale as a metric and is presented in the form of a checklist. The Likert scale is a research instrument used in surveys, with numerical rating points in the questionnaire

3. RESULTS AND DISCUSSION

3.1 Result

Table 2 shows that the results of the analysis regarding construct validity in research can be explained as follows. Construct validity analysis was carried out through the Average Variance Extracted (AVE) value. A construct is considered valid if the AVE value is greater than 0.5. In table 1, it is found that the AVE value for all constructs is greater than 0.5 (Ghozali, 2020). Perceived value (0.715), trust (0.546), hedonic motivation (0.678), consumer attitude (0.779) and purchase intention (0.641). This data shows that the indicators for each construct have good discriminant validity values. Construct reliability was analyzed using two indicators, namely Cronbach's Alpha (α) and Composite Reliability (CR). To measure reliability, the CR and α values must be above 0.7 (Ghozali, 2020). The results of the reliability testing can be seen in Table 3, showing that the variable indicators are said to be reliable because the Cronbach Alpha

value is > 0.6 , where perceived value is (0.801), trust (0.724), hedonic motivation (0.717), consumer attitude (0.773) and purchase intention (0.719).

Table 2. Average Variance Extracted

Variable	Average Variance Extracted (AVE)
Perceived Value	0,715
Trust	0,546
Hedonic Motivation	0,678
Consumer Attitudes	0,779
Purchase Intention	0,641

Table 3. Variable Reliability Test

Variable	Cronbach's Alpha	Conclusion
Perceived Value (X1)	0,801	Reliable
Trust (X2)	0,724	Reliable
Hedonic Motivation (X3)	0,717	Reliable
Consumer Attitude (M)	0,773	Reliable
Purchase Intention (Y)	0,719	Reliable

Table 4. Composite Reliability

Variable	Composite Reliability
Perceived Value	0,883
Trust	0,828
Hedonic Motivation	0,868
Consumer Attitudes	0,876
Purchase Intention	0,842

The results of the data analysis above show that all constructs have high composite reliability values. Table 4 shows that the composite reliability results for all variables show values that meet the criteria, namely > 0.7 (Ghozali, 2020). This proves that all variables have adequate consistency in measuring the constructs studied, so they are suitable for use in further analysis.

Table 5. Hypothesis Test Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Perceived Value -> Consumer Attitude	0,319	0,323	0,095	3,371	0,001
Consumer Attitudes -> Purchase Intention	0,253	0,255	0,086	2,932	0,004
Perceived Value -> Purchase Intent	0,212	0,218	0,098	2,172	0,030
Trust -> Consumer Attitude	0,243	0,237	0,078	3,114	0,002
Trust -> Purchase Intent	0,140	0,140	0,079	1,773	0,077
Hedonic Motivation -> Consumer Attitude	0,218	0,211	0,093	2,352	0,019
Motivasi Hedonis -> Niat Pembelian	0,240	0,234	0,97	2,477	0,014

Based on the results presented in table 5, it shows that for perceived value, the results obtained are a p value of $0.001 < 0.05$, meaning that there is a significant influence of perceived value on consumer attitudes. With the magnitude of the influence being $h = 0.319$. For Consumer Attitudes, the results obtained were a p value of $0.004 < 0.05$, meaning that there was a significant influence of consumer attitudes on purchase intentions. The magnitude of the influence is 0.253 . For perceived value, the p value obtained was $0.030 < 0.05$, meaning that there was a significant influence of perceived value on purchase intention. The magnitude of the influence is 0.212 . In Trust, the p value obtained is $0.002 > 0.05$, meaning that there is a significant influence of trust on consumer attitudes. The magnitude of the influence is 0.243 . For Trust, the results obtained were a p value of $0.077 > 0.05$, meaning that there was no significant influence of trust on purchase intentions. With the magnitude of the influence being 0.140 for hedonic motivation, the results obtained are a p value of $0.019 < 0.05$, meaning that there is a significant influence of hedonic motivation on consumer attitudes. The magnitude of the influence is 0.218 .

Table 6. Indirect Effect Hypothesis Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Consumer Attitudes ->Perceived Value -> Purchase Intention	0,081	0,083	0,039	2,053	0,041
Consumer Attitudes -> Trust -> Purchase Intention	0,062	0,059	0,026	2,399	0,017
Consumer Attitude -> Hedonic Motivation -> Purchase Intention	0,055	0,055	0,033	1,665	0,096

Based on the results presented in table 6, it shows that perceived value, the results obtained are a p value of $0.041 < 0.05$, meaning that there is a significant influence of perceived value on purchase intentions through consumer attitudes. The magnitude of the influence is 0.081 . Trust, the result obtained is a p value of $0.017 < 0.05$, meaning that there is a significant influence of trust on purchase intentions through consumer attitudes. The magnitude of the influence is 0.062 . Hedonic motivation, the result obtained is a p value of $0.096 > 0.05$, meaning there is no significant influence of hedonic motivation on purchase intentions through consumer attitudes.

The Inner Model evaluation aims to test the relationship between latent constructs in accordance with the hypothesis proposed in the research. Table 7 shows that the R-Square of the purchase intention variable is 0.493 . These results show that the variables of perceived value, trust, consumer attitudes and hedonic motivation can explain the purchase intention variable of 0.493 or 49.3% while the rest is explained by other variables that cannot be hypothesized in this research. The mediating variable consumer attitude has a coefficient of determination of 0.445 or 44.5% , indicating that the variables perceived value, trust and consumer attitude can explain the consumer attitude variable 44.5% .

The PLS output results produce a model illustration which can be seen in Figure 1 explaining as follows:

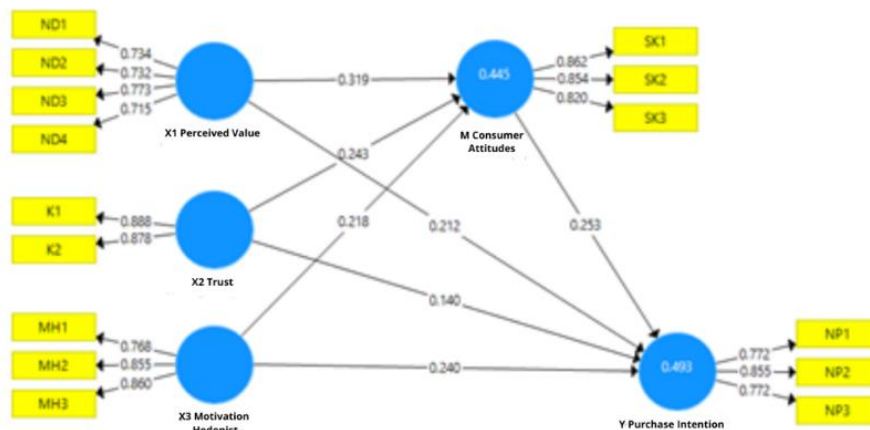


Figure 1. Structural Model (Inner Model)

Table 7. R Square

	R Square
Purchase Intention	0,493
Consumer Attitudes	0,445

Table 8. F Square

	(M) SK	(X1) ND	(X2) K	(X3) MH	(Y) NP
CA					0,70
PV	0,088				0,039
T	0,067				0,023
HM	0,046				0,059
PI					

Based on Table 8 shows the results of the f^2 value. The results obtained in the table above show that the influence of perceived value on consumer attitudes has an f^2 value of 0.088. Then the f^2 value of Trust in consumer attitudes is 0.067, where this value is smaller than the previous f^2 value. And the f^2 value is on the influence of the trust variable on purchase intentions, where this variable actually does not have a significant influence based on the results of the hypothesis test.

3.2. Discussion

3.2.1. The Influence of Perceived Value on Consumer Attitudes

Based on the research results, Perceived Value has a significant positive influence on Consumer Attitudes with a T-statistic value of 3.371, which means it is greater than 1.96. The test results show that "Perceived Value has a significant positive effect on Consumer Attitudes" is acceptable because it is known from the original sample estimate value of 0.319, this indicates that the higher the perceived value of consumers towards Korean skin care products in the city of Surabaya, the more positive the consumer's attitude towards Korean skincare products.

These results show that the higher the consumer's perceived value for Korean skincare products, the higher the consumer's attitude toward Korean skincare products (Rifki Ananda, 2023). Perceived value includes several benefits such as perceived usefulness, and shopping efficiency obtained by using the product. When a product has more benefits than consumers expect, their attitude toward the product becomes more positive. This research is in line with research which reveals that perceived value has a significant positive effect on purchase intentions of e-commerce platforms in China (X. Wang et al., 2021). The results of this research

can be a reference for skincare companies that want to market Korean skincare products in the city of Surabaya to continue to increase the perceived value of consumers, such as by offering high-quality products, providing a pleasant purchasing experience, and effectively promoting product benefits.

3.2.2. The Influence of Consumer Attitudes on Purchase Intentions

Based on research, consumer attitudes have a significant positive influence on the intention to purchase Korean skincare products in the city of Surabaya. This is shown in the T-Statistics value of 2.932, which means it is greater than 1.96, which has a significant influence on consumer attitudes and purchase intentions in a positive direction. This shows that the second hypothesis in this research is accepted. A strong or high consumer attitude will have an impact on female consumers to purchase skincare products. The higher or stronger the consumer's attitude toward Korean skincare products, the higher the consumer's intention to purchase (Setiawati, 2023). Trust as an element of attitude towards a product will be formed from a pleasant shopping experience and satisfaction when making a purchase, strengthening the emotional connection between consumers and the product. Consumers will feel satisfied with the quality of the products and services they receive if they have a more positive attitude towards Korean skincare brands, which ultimately encourages consumers' intention to make purchases. Korean skincare products in Surabaya have been proven to meet consumer expectations and provide high levels of trust (Tinggi et al., 2023). This research is in line with research which reveals that consumer attitudes have a significant influence on purchase intentions of e-commerce platforms in China (Tseng & Wang, 2023). Apart from that, there is research that reveals that consumer attitudes have a significant positive effect on online fashion purchase intentions in South Korea (Won & Kim, 2020).

3.2.3. The Effect of Perceived Value on Purchase Intention

Based on the research results, Perceived Value has a positive influence on Purchase Intention as shown by the T-statistic value of 2.172 which is greater than 1.96 because the hypothesis "Perceived value has a positive influence on purchase intention" is accepted. The positive influence is shown because it has an original sample estimate value of 0.212, which shows that the higher the perceived value of Korean skincare products, the greater the consumer's intention to make a purchase. When consumers feel that Korean Skinacre products are suitable for the price offered, and the product quality is good, consumers will tend to have stronger purchasing intentions. Previous research shows that perceived value has a positive effect on the intention to purchase Korean cosmetic products online in Batam City (Limarta & Fahlevi, 2023). Other research also confirms that consumer perceived value has a positive influence on purchasing decisions for Indomaret consumers in Semarang (Meisa Putri et al., 2024). This can be a reference for companies that want to market Korean skincare products in Surabaya because it is important to increase the value felt by consumers. This can be achieved by ensuring high product quality, offering competitive prices, and providing clear information about product benefits. It is hoped that this strategy can increase consumer purchase intentions for Korean skincare products.

3.2.4. The influence of consumer attitudes mediates perceived value on purchase intentions.

Based on the research results, consumer attitudes act as a positive mediator of perceived value towards purchasing intentions for Korean skincare products in the city of Surabaya. There is a

T-statistic value of 2.053 indicating that this effect is significant because it is greater than 1.96. The hypothesis which states that consumer attitudes positively mediate the perceived value of purchasing intentions is accepted because it has an original sample value of 0.081. This research is in line with previous findings that consumer attitudes play a positive mediating role in perceived value towards purchase intentions of e-commerce platforms in China (Wang et al. 2023). This research is in line with research showing that attitude can mediate the relationship between perceived value and consumer purchase intentions (Chusna & Riptiono, 2021).

This is reinforced by the opinion that perceived value refers to the overall benefits that consumers perceive from a product based on the sacrifices they have made (Santika Harfian et al., 2024). Thus, the higher consumers' perception of the value of a product, the greater their intention to buy that product. This shows that perceived value has a positive relationship with purchase intention. Attitude towards a product is often a determining factor in a consumer's decision to buy or not. Attitude is considered one of the main concepts in modern social psychology, making it an important element for marketers to understand consumer behavior. The role of perceived value as mediation is low with a value of 0.088.

3.2.5. The Influence of Hedonic Motivation on Consumer Attitudes

The research results found that hedonic motivation has a positive influence on consumer attitudes in purchasing Korean skin care products in the city of Surabaya. It can be seen that the T-statistic value is 2.352 which is greater than 1.96, thus stating that "hedonic motivation has a positive effect on consumer attitudes" is acceptable. The positive influence of the fifth hypothesis is because it has an original sample value of 0.218, which shows that the more hedonic motivation felt by consumers, the more positive consumers' attitudes towards Korean skincare products will be. It can be interpreted that consumers who have high hedonic motivation, such as enjoyment from the shopping experience, and emotional passion for using Korean skincare products, will have a more positive attitude towards these products.

Previous research shows that hedonic motivation has a positive effect on the attitudes of online fashion consumers in South Korea (Won & Kim, 2020). Apart from that, there is research that states that hedonic motivation has a significant positive effect on consumer attitudes toward purchasing Korean cosmetics in Batam City (Limarta & Fahlevi, 2023). Companies that want to market Korean skincare products in Surabaya can take advantage of consumers' hedonic motivation by maximizing the emotional appeal of their products, such as more attractive design innovations and aromas, thereby strengthening consumers' positive attitudes towards Korean skincare products.

3.2.6. The Influence of Hedonic Motivation on Purchase Intentions

Based on research, it was found that hedonic motivation has a significant positive influence on purchase intentions. There is a T-statistic value of 2.477 which is greater than 1.96 so the sixth hypothesis which states "Hedonic Motivation has a positive effect on Purchase Intentions" is accepted. The influence of this hypothesis is because it has an original sample value of 0.240, which shows that the higher the hedonistic motivation, the greater the consumer's intention to purchase Korean skincare products in the city of Surabaya. Hedonic motivation refers to the desire to gain pleasure from the product to be purchased. Consumers also feel that Korean skincare products not only provide functional benefits but also emotional satisfaction when they want to make a purchase.

These results are supported by previous research showing that hedonic motivation has a positive effect on purchase intentions for coffee-drinking experiences and the coffee atmosphere in the West Java area (Safitri & Tuti, 2024). Apart from that, there is research

obtained from hypothesis testing showing that hedonic motivation has a significant effect on the intention to purchase video game applications in Batam City (Budiman & Sama, 2023).

3.2.7. The influence of consumer attitudes mediates hedonic motivation on purchase intentions.

Based on the research results, shows that consumer attitudes do not have a significant effect on hedonic motivation on purchase intentions. The T-statistic value is 1.665, which means it is smaller than 1.96. So the seventh hypothesis "consumer attitudes negatively mediate hedonic motivation on purchase intentions" are not accepted. Although consumer attitudes can influence purchasing intentions, in this study it was not significant enough. Hedonic motivation refers to consumer behavior that focuses more on emotional aspects, such as experience, prestige, pleasure, social status, sensation, and social image. These shopping motivations include the search for deep involvement, escape from routine, happiness, fantasy, enjoyment, emotional awakening, and sensory satisfaction. Psychological needs, such as feelings of satisfaction when buying a product, the urge to appear prestigious, or the desire to gain social recognition, are factors that encourage someone to be interested in buying a product (Indrawan Sulaksono et al., 2022).

Attitude is an important factor in the study of consumer behavior that influences thoughts, feelings, and decision-making processes. Attitude can be defined as an individual's internal feelings that reflect liking or disliking something, such as a brand or service. Apart from that, attitudes can also encourage a tendency to act towards something, either positively or negatively. The object of this attitude may include a particular person, product, service, organization, idea, or issue. However, the results of this study are different from Novela's findings which stated that hedonic motivation influences purchase intention indirectly through consumer attitudes.(Waani et al., 2022). The role of hedonic motivation as a mediator is low with a value of 0.046.

3.2.8. The Influence of Trust on Consumer Attitudes

Based on research conducted, trust has a significant positive influence on consumer attitudes, as evidenced by the T-statistic value of 3.114 which is greater than 1.96. This shows that the hypothesis "trust has a positive influence on consumer attitudes" can be accepted as seen from the original sample estimate value of 0.243 which states that the higher the trust in Korean skincare products, the more positive the attitude formed towards the product.

Consumer trust reflects the quality, authenticity, and benefits of Korean skincare products, as well as being able to meet consumer needs and expectations. Trust plays an important role in building strong positive perceptions and ultimately influences consumers' decisions to buy the product again, try the product, or recommend the product to others, but if a product does not provide good product service to consumers then consumers will feel less satisfied with the trustworthiness of the product. This is in line with research conducted that shows that trust has a significant influence on the attitudes of e-commerce consumers toward purchasing Shopee products among Generation Z in Ciherang hamlet, Karawang (Fatah et al. n.d.). Apart from that, there is previous research that trust has a significant influence on the attitudes of consumers of the Bukalapak online shop application in Bekasi (Suryani & Koranti, 2022).

3.2.9. The Influence of Trust on Purchase Intentions

Based on research, shows that trust has a negative influence on purchase intentions. The T-statistic value is 1.773, which means the value is smaller than 1.96, meaning there is no strong or significant relationship between consumer trust and intention to purchase Korean skincare products in the city of Surabaya. Thus, the ninth hypothesis "Trust has a negative influence on purchase intentions" is therefore declared unacceptable. Although trust is expected to have an influence on purchasing decisions, consumer trust in the product does not have a large enough influence on purchasing intentions.

This is in line with research conducted that shows that trust is not significant in purchasing intentions at Indomaret outlets in Surabaya (Rizanata, 2014). Apart from that, there is research conducted that shows that trust is not significant in the intention to purchase gadgets at Shopee Indonesia (Picaully, 2018). Therefore, Korean skincare companies must consider other aspects to influence them, such as product quality and the value perceived by consumers to increase purchasing intentions. Even though consumers have a certain level of trust in a product or brand, this indirectly encourages consumers to make a purchase. Increasing more relevant factors and consumer needs will be more effective at increasing purchase intentions than relying solely on the level of trust.

3.2.10. Consumer Attitude Mediates the Influence of Trust on Purchase Intentions

Based on the research results, consumer attitudes significantly mediate the positive influence of trust on purchase intentions. The T-statistic value of 2.399 is greater than 1.96. This proves that the hypothesis "Consumer Attitude acts as a positive mediator of the relationship between trust and purchase intention" is accepted. The positive influence mediated by consumer attitudes means that the higher the consumer's trust in Korean skincare products, the more positive the consumer's attitude will be, which will ultimately encourage an increase in purchasing intentions.

The research results show that the original sample estimate value is 0.062, which leads to a positive influence. Consumer trust in quality will be able to provide positive consumer attitudes such as a sense of satisfaction and confidence in buying the same product. Trust not only has a direct impact but is strengthened by supportive consumer attitudes. Korean skincare companies and marketers in Surabaya must focus on strategies that increase consumer trust, such as providing positive customer reviews, and transparent product information so as to create positive consumer attitudes towards Korean skincare products. The results of this study are from previous research showing that consumer attitudes mediate consumer confidence in purchasing decisions (Abdullah et al., 2023) The role of trust as a mediator is low with a value of 0.067.

4. CONCLUSION

This research influences the intention to purchase Korean skincare products in Surabaya, namely perceived value, trust, hedonic motivation, and consumer attitudes. Perceived value analysis significantly influences consumer attitudes and purchase intentions. Consumers who feel the benefits of the product tend to have a positive attitude towards the product which will increase purchase intentions. There is a mediating consumer attitude between perceived value and purchase intention which will strengthen the product in consumer decisions. Related to the hedonic motivation variable, it has a positive impact on consumer attitudes and will increase purchasing intentions. A pleasant consumer experience, consumer satisfaction, and the aesthetic appeal of the product will have a positive attitude toward purchasing the product. However,

there are consumer attitude variables that do not significantly mediate hedonic motivation and purchase intention.

In addition, trust has a significant effect on consumer attitudes but not directly on purchase intentions. Trust is important to form a positive attitude but this aspect is not strong enough to drive purchase intentions directly. However, it is important to build a positive attitude to strengthen the impact of trust on purchasing decisions.

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