

ABSTRAK

Meningkatnya tren penggunaan *skincare*, salah satunya ditandai dengan skintific sebagai *brand* penjualan tertinggi di Indonesia mencerminkan tingginya minat dewasa awal dalam merawat diri dan penampilan. Ketika menggunakan produk *skincare* skintific, individu mulai membentuk identitas dirinya. Proses ini kemudian mendorong terbentuknya *brand attachment* karena skintific menjadi bagian dan identitas mereka. Salah satu konsekuensi dari *brand attachment* ini adalah meningkatnya kecenderungan *impulsive buying*. Penelitian ini bertujuan untuk mengetahui pengaruh *brand attachment* terhadap *impulsive buying skincare brand* skintific pada dewasa awal di Kota Bandung. Penelitian ini menggunakan metode kuantitatif dengan pendekatan regresi. Jumlah responden sebanyak 300 orang dewasa awal berusia 18-25 tahun yang merupakan pengguna *skincare brand* skintific di Kota Bandung. Responden penelitian diperoleh dengan menggunakan teknik *convenience sampling*. Pengumpulan data penelitian menggunakan kuesioner yang berisi *brand attachment scale* ($\alpha = 0,940$) dan *impulsive buying tendency scale* ($\alpha = 0,721$). Hasil penelitian diolah dengan menggunakan analisis regresi linier sederhana yang pada prosesnya dibantu SPSS versi 27 for Windows. Hasil penelitian menunjukkan bahwa *brand attachment* berpengaruh positif terhadap *impulsive buying* dengan nilai signifikansi 0,000 dan koefisien regresi (β) sebesar 0,758. Artinya, semakin tinggi konsumen memiliki *attachment* terhadap *brand* skintific, semakin besar pula kecenderungan untuk melakukan pembelian secara impulsif.

Kata kunci: dewasa awal, *brand attachment*, *impulsive buying*, *skincare*, skintific.

ABSTRACT

The increasing trend of skincare use, one of which is marked by Skintific as the highest-selling brand in Indonesia, reflects the high interest of young adults in self-care and appearance. When using Skintific skincare products, individuals begin to form their identity. This process then encourages the formation of brand attachment because Skintific becomes part of their identity. One consequence of this brand attachment is an increased tendency for impulsive buying. This study aims to determine the effect of brand attachment on impulsive buying of Skintific skincare brand in young adults in Bandung City. This study uses a quantitative method with a regression approach. The number of respondents was 300 young adults aged 18-25 years who are users of Skintific skincare brand in Bandung City. The research respondents were obtained using a convenience sampling technique. Data collection used a questionnaire containing a brand attachment scale ($\alpha = 0.940$) and an impulsive buying tendency scale ($\alpha = 0.721$). The results of the study were processed using simple linear regression analysis assisted by SPSS version 27 for Windows. The results of the study showed that brand attachment had a positive effect on impulsive buying with a significance value of 0.000 and a regression coefficient (β) of 0.758. This means that the higher a consumer's attachment to a brand's scientific nature, the greater their tendency to make impulsive purchases.

Keywords: emerging adulthood, brand attachment, impulsive buying, skincare, skintific.