ABSTRAK

PENGARUH TRANSPARANSI MEREK TERHADAP PERSEPSI ETIKA MEREK DENGAN MEDIASI KREDIBILITAS MEREK PADA PRODUK *SKINCARE* WARDAH

(Studi Pada Konsumen Produk Wardah di Daerah Istimewa Yogyakarta)

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *clarity*, *objectivity*, dan *proactivity* dalam komunikasi merek terhadap kredibilitas merek serta implikasinya terhadap persepsi etika merek. Dalam era persaingan yang semakin transparan dan digital, kualitas komunikasi merek menjadi faktor strategis dalam membangun kepercayaan dan legitimasi moral di mata konsumen. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap konsumen yang pernah berinteraksi dengan merek tertentu. Data dianalisis menggunakan teknik analisis jalur atau Structural Equation Modeling (SEM) untuk menguji hubungan langsung dan tidak langsung antarvariabel.

Hasil penelitian menunjukkan bahwa *clarity*, *objectivity*, dan *proactivity* berpengaruh positif dan signifikan terhadap kredibilitas merek. Selain itu, kredibilitas merek terbukti berpengaruh positif terhadap persepsi etika merek. Pengujian efek mediasi menunjukkan bahwa kredibilitas merek memediasi secara signifikan pengaruh *clarity*, *objectivity*, dan *proactivity* terhadap persepsi etika merek.

Kata Kunci: *Clarity*; *Objectivity*; *Proactivity*; Kredibilitas Merek; Persepsi Etika Merek; Komunikasi Merek; Kepercayaan Konsumen.

ABSTRACT

THE EFFECT OF *BRAND TRANSPARENCY* ON *PERCEIVED BRAND ETHICS* WITH *BRAND CREDIBILITY* AS A MEDIATING VARIABLE IN WARDAH *SKINCARE* PRODUCTS

(A Study on Consumers of Wardah Products in the Special Region of Yogyakarta)

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ABSTRACT

This study aims to examine the influence of clarity, objectivity, and proactivity in brand communication on Brand Credibility and its implications for Perceived Brand Ethics. In an increasingly transparent and digital competitive environment, the quality of brand communication plays a strategic role in building consumer trust and moral legitimacy. This research employed a quantitative approach using a survey method targeting consumers who had interacted with a particular brand. The data were analyzed using Structural Equation Modeling (SEM) to test both direct and indirect relationships among variables.

The findings reveal that clarity, objectivity, and proactivity have positive and significant effects on Brand Credibility. Furthermore, Brand Credibility significantly influences Perceived Brand Ethics. Mediation analysis demonstrates that Brand Credibility significantly mediates the effects of clarity, objectivity, and proactivity on Perceived Brand Ethics.

Keywords: *Clarity; Objectivity; Proactivity; Brand Credibility; Perceived Brand Ethics; Brand Communication; Consumer Trust.*