

ABSTRACT

In this modern era, attractive appearance is one of the things that has become a priority for everyone. Currently, the development of the beauty industry in Indonesia is growing rapidly. In the last 10 years, the beauty and personal care industry in Indonesia has grown by an average of 12% with a market value of 33 trillion Rupiah in 2016 according to Pramita in 2017. This research uses the independent variable (X1) customer engagement with cognitive, emotional, dimensions. and behavioral and variable (X2), namely brand trust with the dimensions of brand reliability and brand intention. While the dependent variable (Y) is a purchase decision with the dimensions of problem recognition, information retrieval, evaluation of alternatives, purchase decisions, and post-purchase behavior. This study aims to determine how much influence customer engagement and brand trust have on purchasing decisions for Skind Aesthetic products. This research method is quantitative research with descriptive research type. The sampling technique used was non-probability sampling with the type of simple random sampling. Collecting data by distributing questionnaires to 100 respondents using the Slovin approach. Based on the descriptive analysis, customer engagement has an average percentage of 75.8% which is included in the high category, brand trust has an average percentage of 80.8% which is included in the high category, and purchasing decisions has an average percentage of 82, 14% which is in the high category. The effect of customer engagement and brand trust on purchasing decisions is 10.3% with the remaining 89.7% influenced by other variables which are not explained in this research.

Keywords: *Customer engagement, Brand Trust, Purchasing Decisions*