

ABSTRACT

This study aims to determine and analyze the influence of influencer marketing and online customer reviews on purchase intention for Skintific skincare products, with customer trust as a mediating variable. In today's digital era, marketing strategies through public figures on social media and online customer reviews are important elements that influence consumer behavior, especially in the highly competitive and rapidly growing beauty industry.

This study uses a quantitative approach with the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. Data were obtained from 415 respondents who were consumers in Indonesia who had purchased Skintific products online. The characteristics of the majority of respondents were women aged 18–25 years (Generation Z), domiciled in big cities such as Bandung and Jakarta, were students, had a bachelor's degree, and a monthly income ranging from IDR 500,000 to IDR 1,500,000.

The results of the analysis show that both influencer marketing and online customer reviews have a positive and significant effect on purchase intention, through customer trust. In addition, customer trust has also been proven to have a significant direct influence on purchase intention, so that customer trust becomes an important element in strengthening purchase intention towards skincare products.