

ABSTRACT

The COVID-19 pandemic, which has shocked the public due to its status as a deadly virus, has had a significant impact on sales and revenue in various industries. However, unlike other sectors, the cosmetic and skincare industry has managed to maintain its presence amidst the COVID-19 pandemic. In fact, the cosmetic and skincare industry has shown a continuous upward trend in growth, including products like Skintific.

This research aims to analyze the influence of Electronic Word of Mouth (eWOM) and brand experience on brand trust in Skintific skincare products. Data for this study was collected through questionnaires distributed to consumers of Skintific products. Multiple regression analysis was employed to analyze the data. The results of this study indicate that Electronic Word of Mouth (eWOM) has a significant and positive impact on brand trust in Skintific products. Furthermore, brand experience also has a significant and positive influence on brand trust in Skintific products. These findings offer valuable insights for companies to effectively manage and enhance consumer trust in the Skintific brand through the utilization of positive Electronic Word of Mouth (eWOM) and positive brand experiences.

Keyword: Electronic Word Of Mouth (Ewom), Brand Experience, Brand Trust