

ABSTRACT

The skincare industry in Indonesia is experiencing rapid growth as public awareness of the importance of skincare increases. Skintific, a Canadian skincare brand, has leveraged positive customer reviews and influencer support to increase market penetration. However, despite implementing this strategy, Skintific's achievements in the Indonesian skincare industry in 2024 are still not fully optimal. Although Skintific secured the top spot in skincare product sales during the first quarter (Q1) of 2024, there was a decline in November 2024, with Skintific ranking seventh on the list of the ten most popular and best-selling skincare brands in Indonesia based on popularity and consumer reviews. This study aims to analyze the moderating effect of trust on customer reviews, influencer support, and purchase intent for Skintific skincare products.

This study employs a quantitative approach using a survey method, involving 150 respondents selected through purposive sampling. Data was collected via an online questionnaire and analyzed using Partial Least Square-Structural Equation Modeling (PLS-SEM). The primary variables analyzed include the moderating effect of trust on customer reviews, influencer support, and purchase intent.

The results of the study indicate that customer reviews and influencer support have a significant positive influence on the purchase intention of Skintific products. However, the role of trust as a moderating variable does not have a significant influence on customer reviews regarding the purchase intention of Skintific products. Meanwhile, the role of trust as a moderating variable on influencer support regarding purchase intention has a significant positive influence on Skintific products.

As for recommendations, Skintific is advised to leverage positive customer reviews. Skintific needs to manage customer reviews, whether through social media or e-commerce platforms. One effort that can be made is to run positive campaigns, such as offering gifts or incentives to consumers who share their experiences before and after using Skintific products. Such campaigns not only increase consumer participation but also strengthen potential customers' trust in existing positive reviews. For future researchers, it is recommended to use the same variables but with different research objects to examine potential differences in results. Additionally, adding other variables such as brand image, customer engagement, and price is also recommended to gain a more comprehensive understanding of the factors influencing consumer purchasing interest.

Keyword : Customer Reviews, Influencer Endorsement, Purchase Intention, Trust, Kuantitatif, Skincare Skintific