

ABSTRACT

In the era of digital transformation, consumer behavior has shifted significantly, especially in the way they make purchases. This research seeks to analyze the impact of digital consumer reviews and brand credibility on purchasing intentions, particularly within the skincare brand Skin1004 context on the Shopee e-commerce platform. This study uses a quantitative and causal approach involving 161 respondents who have purchased Skin1004 products on Shopee. The data underwent analysis utilizing the Partial Least Squares (PLS) method via SmartPLS software. Results demonstrate that digital consumer feedback exerts a substantial and robust positive effect on buying intentions, whereas brand credibility shows a meaningful yet comparatively less powerful impact. Online reviews increase consumer trust by providing an authentic user experience, while brand trust is built through perceived credibility, product quality and brand reputation. Together, these two variables explain 45.9% of the variance in purchase intention. This study emphasizes the strategic importance of managing customer feedback and brand image in influencing consumer decisions in the highly competitive digital marketplace.

Keywords: Brand Trust, Online Customer Reviews, Purchase Intention