

**PERAN *BRAND TRUST* DALAM MEMEDIASI HUBUNGAN
KUALITAS PENDAPAT, KREDIBILITAS SUMBER, DAN
INFORMASI DUA SISI TERHADAP MINAT BELI PRODUK
SKINTIFIC ALL DAY PERFECT SERUM FOUNDATION DI
SHOPEE**

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**PROGRAM STUDI MANAJEMEN
FAKULTAS EKONOMI DAN BISNIS ISLAM
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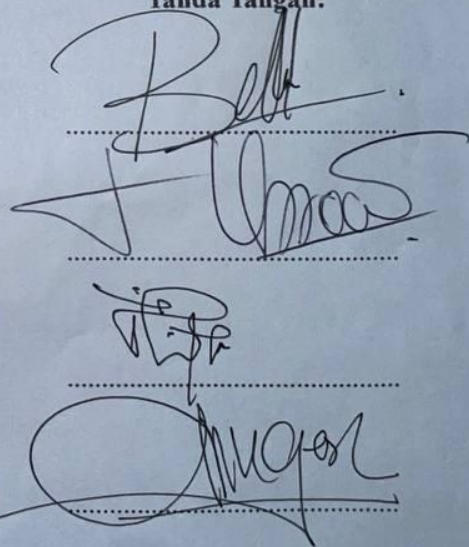
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ABSTRAK

Perkembangan e-commerce telah mengubah perilaku konsumen dalam mencari informasi produk sebelum melakukan pembelian. Salah satu sumber informasi yang banyak digunakan adalah ulasan *online* yang tersedia pada *Platform* marketplace. Penelitian ini bertujuan untuk menganalisis pengaruh karakteristik ulasan *online* terhadap minat beli produk Skintific All Day Perfect Serum Foundation melalui adopsi informasi dan *Brand trust* pada pengguna Shopee. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data diperoleh melalui penyebaran kuesioner kepada 208 responden yang merupakan pengguna Shopee dan pernah melihat ulasan produk Skintific All Day Perfect Serum Foundation. Teknik analisis data yang digunakan adalah Partial Least Squares-Structural Equation Modeling (PLS-SEM) dengan bantuan perangkat lunak SmartPLS. Hasil penelitian menunjukkan bahwa karakteristik ulasan *online* memiliki peran yang berbeda dalam memengaruhi perilaku konsumen. Beberapa variabel terbukti berpengaruh signifikan terhadap adopsi informasi dan brand trust, yang selanjutnya berkontribusi dalam meningkatkan minat beli konsumen. Namun, beberapa hubungan antarvariabel ditemukan tidak signifikan, yang menunjukkan bahwa tidak seluruh informasi yang terkandung dalam ulasan *online* mampu memengaruhi proses pengambilan keputusan pembelian. Temuan penelitian ini mengindikasikan pentingnya penyediaan ulasan yang informatif, kredibel, dan mampu membangun kepercayaan konsumen terhadap merek. Hasil penelitian diharapkan dapat menjadi masukan bagi perusahaan dalam mengoptimalkan strategi pemasaran *digital* dan pengelolaan ulasan *online* guna meningkatkan minat beli konsumen..

Kata kunci: ulasan *online*, adopsi informasi, brand trust, minat beli, Shopee, Skintific All Day Perfect Serum Foundation.

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ABSTRACT

The rapid growth of e-commerce has transformed consumer behavior in searching for product information before making purchasing decisions. One of the most frequently used sources of information is online reviews available on marketplace Platforms. This study aims to analyze the influence of online review characteristics on purchase intention toward Skintific All Day Perfect Serum Foundation through information adoption and Brand trust among Shopee users. This research employed a quantitative approach using a survey method. Data were collected through questionnaires distributed to 208 respondents who were Shopee users and had read reviews of Skintific All Day Perfect Serum Foundation. The data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS software. The results indicate that the characteristics of online reviews play different roles in influencing consumer behavior. Several variables were found to have a significant effect on information adoption and brand trust, which subsequently contribute to enhancing consumers' purchase intention. However, some relationships among the variables were found to be insignificant, suggesting that not all information contained in online reviews is capable of influencing consumers' purchasing decision-making processes. These findings highlight the importance of providing informative and credible reviews that are able to strengthen consumers' trust in a brand. The results of this study are expected to provide insights for companies in optimizing digital marketing strategies and managing online reviews to increase consumer purchase intention..

Keywords: online reviews, information adoption, brand trust, purchase intention, Shopee, Skintific All Day Perfect Serum Foundation.

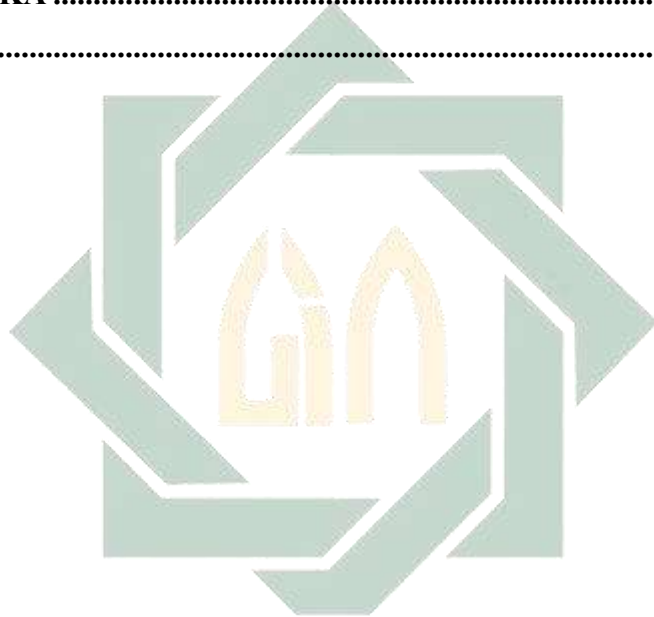
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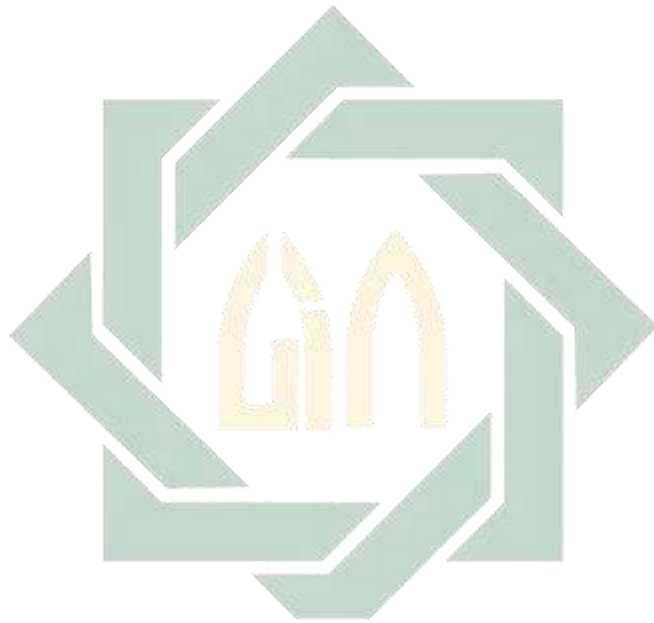
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