

RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh *online customer review* dan *influencer endorsement* terhadap *purchase intention* dengan *trust* sebagai variabel mediasi pada produk *skincare* Glad2Glow di Shopee, khususnya pada perempuan di Purwokerto. Penelitian ini dilatarbelakangi oleh pesatnya perkembangan internet dan *e-commerce* yang memengaruhi perilaku belanja konsumen, terutama pada produk *skincare*. Meskipun Glad2Glow memperoleh banyak ulasan positif dan didukung *influencer* terkenal, penjualan produk mengalami penurunan pada tahun 2025. Kondisi tersebut menimbulkan pertanyaan mengenai efektivitas strategi pemasaran digital dalam meningkatkan minat beli konsumen. Oleh karena itu, penelitian ini dilakukan untuk mengetahui efektivitas *online customer review* dan *influencer endorsement* dalam meningkatkan minat beli konsumen, baik secara langsung maupun melalui *trust*.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Populasi penelitian adalah perempuan di Purwokerto yang pernah membeli produk *skincare* Glad2Glow melalui Shopee. Teknik pengambilan sampel menggunakan purposive sampling dengan jumlah responden sebanyak 150 orang. Pengumpulan data dilakukan melalui penyebaran kuesioner. Analisis data dilakukan menggunakan metode *Partial Least Square-Structural Equation Modeling* (PLS-SEM) dengan bantuan *software* SmartPLS untuk menguji validitas, reliabilitas, dan hipotesis penelitian.

Hasil penelitian menunjukkan bahwa *online customer review* dan *influencer endorsement* berpengaruh positif dan signifikan terhadap *trust* dan *purchase intention*. Selain itu, *trust* juga berpengaruh positif terhadap *purchase intention* serta mampu memediasi hubungan antara *online customer review* dan *influencer endorsement* terhadap *purchase intention*. Hal ini menunjukkan bahwa semakin positif ulasan pelanggan dan semakin kredibel *influencer* yang digunakan, maka semakin tinggi kepercayaan dan minat beli konsumen terhadap produk Glad2Glow di Shopee.

Kata Kunci : E-Commerce, Skincare, Shopee, Perilaku Konsumen

SUMMARY

This study aims to analyze the influence of online customer reviews and influencer endorsements on purchase intention, with trust as a mediating variable, for Glad2Glow skincare products on Shopee, specifically among women in Purwokerto. This study is motivated by the rapid development of the internet and e-commerce, which has influenced consumer shopping behavior, particularly regarding skincare products. Although Glad2Glow has received many positive reviews and is endorsed by well-known influencers, product sales declined in 2025. This situation raises questions regarding the effectiveness of digital marketing strategies in boosting consumer purchase interest. Therefore, this study was conducted to determine the effectiveness of online customer reviews and influencer endorsements in increasing consumer purchase interest, both directly and through trust.

This study employs a quantitative approach using a survey method. The study population consists of women in Purwokerto who have purchased Glad2Glow skincare products via Shopee. The sampling technique uses purposive sampling with a sample size of 150 respondents. Data collection was conducted through the distribution of questionnaires. Data analysis was performed using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS software to test the validity, reliability, and research hypotheses.

The results of the study indicate that online customer reviews and influencer endorsements have a positive and significant effect on trust and purchase intention. Additionally, trust has a positive effect on purchase intention and mediates the relationship between online customer reviews and influencer endorsements and purchase intention. This suggests that the more positive the customer reviews and the more credible the influencers used, the higher the consumers' trust and purchase intention toward Glad2Glow products on Shopee.

Keywords: E-Commerce, Skincare, Shopee, Consumer Behavior