

## **ABSTRACT**

**THE INFLUENCE OF INFLUENCER MARKETING AND CUSTOMER REVIEWS  
ON ONLINE PURCHASE DECISION  
THROUGH CUSTOMER TRUST AS MEDIATION  
(Case of Gen Z Consumers for Skincare Products in Tasikmalaya City)**

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*The objectives of this research was to determine and analyze the effect of influence of influencer marketing and customer reviews on online purchase decisions through customer trust as mediation for Gen Z consumers for skincare products in Tasikmalaya City. The research method used in this research is the case study method, while the type of data used in this research is primary data. The object of this research is Gen Z consumers for skincare products in Tasikmalaya City, with a sampling technique using a purposive sampling method. The data analysis technique used is Partial Least Square Structure Equation Model (PLS-SEM) analysis. The results of this test prove that influencer marketing has a positive effect on online purchase decisions. Customer reviews have a positive influence on online purchase decisions. Customer trust has a positive effect on online purchase decisions. Customer trust is able to mediate the influence of influencer marketing and customer reviews on online purchase decisions among Gen Z consumers for skincare products in Tasikmalaya City.*

*Keywords: customer review, customer trust, influencer marketing, online purchase decision.*

## **ABSTRAK**

**PENGARUH *INFLUENCER MARKETING* DAN *CUSTOMER REVIEW*  
TERHADAP *ONLINE PURCHASE DECISION*  
MELALUI *CUSTOMER TRUST* SEBAGAI MEDIASI  
(Kasus Pada Konsumen Gen Z untuk Produk Skincare di Kota Tasikmalaya)**

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Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh *influencer marketing* dan *customer review* terhadap *online purchase decision* melalui *customer trust* sebagai mediasi pada Konsumen Gen Z untuk Produk Skincare di Kota Tasikmalaya. Metode penelitian yang digunakan dalam penelitian ini adalah metode studi kasus, sedangkan jenis data yang digunakan dalam penelitian ini adalah data primer. Objek penelitian ini adalah Konsumen Gen Z untuk Produk Skincare di Kota Tasikmalaya, dengan teknik penarikan sampel menggunakan metode sampel *purposive sampling*. Teknik analisis data yang digunakan adalah analisis *Partial Least Square Structure Equation Model* (PLS-SEM). Hasil pengujian ini membuktikan bahwa *influencer marketing* berpengaruh positif terhadap *online purchase decision*. *Customer review* berpengaruh positif terhadap *online purchase decision*. *Customer trust* berpengaruh positif terhadap *online purchase decision*. *Customer trust* mampu memediasi pengaruh *influencer marketing* dan *customer review* terhadap *online purchase decision* pada Konsumen Gen Z untuk Produk Skincare di Kota Tasikmalaya.

Kata Kunci: *customer review*, *customer trust*, *influencer marketing*, *online purchase decision*