

ABSTRACT

Regita Apriliani Subrata. 2025. "The Influence of Online Customer Reviews, Online Customer Ratings, and Brand Ambassadors on the Purchase Decision of Halal Cosmetics among Muslim Consumers through Trust as an Intervening Variable."

Halal cosmetics industry in Indonesia is growing rapidly along with the increasing awareness of Muslim consumers on the importance of halal products. As a result, consumers often experience confusion in determining purchasing decisions even though information such as reviews, ratings, and the role of brand Ambassadors are widely available. It is not yet known exactly to what extent these three factors are able to form trust and influence consumer purchasing decisions. This research aims to analyze the influence of reviews, ratings, and brand Ambassadors on trust and purchasing decisions for PT Paragon halal cosmetic products in Tasikmalaya.

This method is descriptive quantitative using Smart PLS 3.0 tools. The population is Muslim people in Tasikmalaya City who have used cosmetic products from PT Paragon, and the sampling technique is non-probabilty sampling technique. The data analysis technique starts from Least Square (PLS) analysis, outer model measurement, inner model measurement, and hypothesis testing.

The analysis results indicate that online customer ratings and brand ambassadors have a direct and significant influence on purchase decisions, while online customer reviews do not have a direct significant impact. However, online customer reviews are proven to build consumer trust, which in turn significantly affects purchase decisions. Brand ambassadors also contribute to building trust, whereas online customer ratings do not have an influence on consumer trust. Trust is proven to be an important factor that mediates the relationship between online customer reviews and brand Ambassadors with purchasing decisions for halal cosmetic products.

The implication of this study is that companies need to prioritize information transparency and the quality of digital interactions in order to build consumer trust. Marketing strategies should emphasize credible brand Ambassadors and authentic customer reviews. Academics can use these findings to develop studies related to digital consumer behavior in the halal sector. Future researchers are advised to explore other relevant variabels so that the research results are more comprehensive.

Keywords: Halal Cosmetics; Online Customer Review; Online Customer Rating; Brand Ambassador; Trust.