

ABSTRAK

Nanda Isnia “Pengaruh Reputasi perusahaan Perusahaan Dan Kepercayaan konsumen Konsumen Terhadap Keputusan Pembelian Produk Skintific Di *E-Commerce* Shopee ” di bawah bimbingan Dr. Ir. Nurita Andriani, M.M.

Penelitian ini bertujuan untuk menganalisis pengaruh reputasi perusahaan dan kepercayaan konsumen terhadap keputusan pembelian produk Skintific di *e-commerce* Shopee. Metode yang digunakan adalah pendekatan kuantitatif dengan pengumpulan data melalui kuesioner kepada 100 responden yang merupakan konsumen produk Skintific, dan dianalisis menggunakan *Structural Equation Modeling-Partial Least Squares* (SEM-PLS). Hasil analisis menunjukkan bahwa reputasi perusahaan Perusahaan memiliki pengaruh positif signifikan terhadap kepercayaan konsumen konsumen dan keputusan pembelian. Selain itu, kepercayaan konsumen konsumen juga berpengaruh positif signifikan terhadap keputusan pembelian, serta berfungsi sebagai variabel *intervening* dalam hubungan antara reputasi perusahaan perusahaan dan keputusan pembelian. Temuan ini menegaskan pentingnya menjaga reputasi perusahaan perusahaan yang baik untuk membangun kepercayaan konsumen konsumen, yang kemudian dapat meningkatkan keputusan pembelian. Penelitian ini memberikan implikasi bagi strategi pemasaran produk skincare di platform *e-commerce*.

Kata kunci: Reputasi perusahaan Perusahaan, Kepercayaan konsumen Konsumen, Keputusan Pembelian

ABSTRACT

Nanda Isniah's research project, "The Influence of Corporate Reputation and Consumer Trust on Purchasing Decisions for Skintific Products on the Shopee E-Commerce Platform," was supervised by Dr. Ir. Nurita Andriani, M.M.

This study aims to analyze the influence of corporate reputation and consumer trust on purchasing decisions for Skintific products on the Shopee e-commerce platform. The method used was a quantitative approach, collecting data through a questionnaire from 100 respondents who were Skintific consumers. Data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS). The analysis results indicate that corporate reputation has a significant positive influence on consumer well-being and purchasing decisions. Furthermore, consumer trust also has a significant positive influence on purchasing decisions and serves as an intervening variable in the relationship between corporate reputation and purchasing decisions. These findings highlight the importance of maintaining a good corporate reputation to build consumer well-being, which can then improve purchasing decisions. This research provides insights into marketing strategies for skincare products on e-commerce platforms.

Keywords: Corporate Reputation, Consumer Trust, Purchasing Decisions