

ABSTRAK

Kemajuan teknologi dan meluasnya penggunaan internet telah mengubah perilaku konsumen saat membeli produk kosmetik secara daring. Hal ini terutama didorong oleh ketergantungan pada Kredibilitas *User Generated Content* sebagai sumber informasi utama. Namun, tidak semua faktor, seperti *Perceived Quality* dan *Brand Trust* mampu secara konsisten mempengaruhi *Repurchase Intention*. Penelitian kuantitatif ini bertujuan untuk mengkaji pengaruh Kredibilitas *User Generated Content* dan *Perceived Quality* terhadap *Repurchase Intention*, dengan *Brand Trust* sebagai variabel mediasi di kalangan mahasiswa Universitas Trunodjoyo Madura. Penelitian melibatkan 100 responden yang merupakan mahasiswa Universitas Trunodjoyo Madura. Pengumpulan data dilakukan dengan menyebarkan kuesioner berbasis skala Likert, kemudian data yang diperoleh diolah menggunakan metode PLS-SEM dengan bantuan software SmartPLS 4.1. Hasil menunjukkan bahwa Kredibilitas *User Generated Content* berpengaruh signifikan terhadap *Repurchase Intention* dan *Brand Trust*, sedangkan *Perceived Quality* tidak berpengaruh signifikan terhadap *Repurchase Intention* tetapi berpengaruh terhadap *Brand Trust*. Selain itu, *Brand Trust* secara signifikan memengaruhi *Repurchase Intention*, namun tidak berperan sebagai variabel mediasi dalam hubungan antara Kredibilitas *User Generated Content* dan *Perceived Quality* terhadap *Repurchase Intention*.

Kata kunci: Kredibilitas *User Generated Content*, *Perceived Quality*, *Brand Trust*, *Repurchase Intention*

ABSTRACT

Advances in technology and the widespread use of the internet have changed consumer behavior when purchasing cosmetic products online. This is primarily driven by reliance on the Credibility of User Generated Content as the main source of information. However, not all factors, such as Perceived Quality and Brand Trust, are consistently able to affect Repurchase Intention. This quantitative study aims to examine the influence of the Credibility of User Generated Content and Perceived Quality on Repurchase Intention, with Brand Trust as a mediating variable among students of Trunojoyo University Madura. The study involved 100 respondents who were students of Trunojoyo University Madura. Data collection was carried out by distributing a Likert scale-based questionnaire, the data obtained were then analyzed using the PLS-SEM method with the assistance of SmartPLS 4.1 software. The results indicate that the credibility of User Generated Content significantly affects Repurchase Intention and Brand Trust, while Perceived Quality does not significantly affect Repurchase Intention but does influence Brand Trust. Furthermore, Brand Trust significantly affects Repurchase Intention, but does not serve as a mediating variable in the relationship between the credibility of User Generated Content and Perceived Quality on Repurchase Intention.

Keyword: *Credibility of User Generated Content, Perceived Quality, Brand Trust, Repurchase Intention.*