

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Beauty Content Creator* Tasya Farasya terhadap minat beli ulang produk Wardah dengan kepercayaan konsumen sebagai variabel mediasi. Latar belakang penelitian ini didasarkan pada pesatnya kemajuan teknologi digital yang menggeser pola komunikasi promosi ke media sosial. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap konsumen produk Wardah yang menjadi pengikut (*followers*) Tasya Farasya. Teknik pengambilan sampel yang digunakan adalah *Non-Probability Sampling* dengan menggunakan metode teknik sampling *Purposive Sampling* dengan jumlah sampel sebanyak 100 responden. Data dianalisis menggunakan pendekatan *Structural Equation Modeling* (SEM) berbasis varians melalui aplikasi SmartPLS versi 4. Hasil penelitian menunjukkan bahwa *Beauty Content Creator* berpengaruh positif terhadap kepercayaan konsumen. Selain itu, kepercayaan konsumen juga terbukti memiliki pengaruh positif terhadap minat beli ulang dan memediasi hubungan antara *Beauty Content Creator* dan minat beli ulang produk Wardah. Temuan ini menegaskan pentingnya strategi *influencer marketing* dan nilai kejujuran ulasan dalam membangun jembatan psikologis berupa kepercayaan yang berdampak pada tindakan transaksional beli ulang di era digital. Penelitian ini diharapkan dapat memberikan kontribusi teoritis dan praktis dalam pengembangan strategi pemasaran berbasis konten kreatif, khususnya dalam industri kosmetik lokal di Indonesia.

Kata Kunci: *Beauty Content Creator*, Kepercayaan Konsumen, Minat Beli Ulang, Tasya Farasya, Wardah.

ABSTRACT

This study aims to analyze the influence of Beauty Content Creator Tasya Farasya on the repurchase intention of Wardah products, with consumer trust as a mediating variable. The background of this study is based on the rapid advancement of digital technology, which has shifted the patterns of promotional communication toward social media. This research employs a quantitative approach using a survey method targeting Wardah product consumers who are followers of Tasya Farasya. The sampling technique used is non-probability sampling, specifically purposive sampling, with a total sample size of 100 respondents. Data were analyzed using variance-based Structural Equation Modeling (SEM) with SmartPLS version 4. The results indicate that the beauty content creator has a positive effect on consumer trust. In addition, consumer trust was found to have a positive effect on repurchase intention and to mediate the relationship between the beauty content creator and repurchase intention for Wardah products. These findings underscore the importance of influencer marketing strategies and the value of honest reviews in building a psychological bridge trust that leads to repeat purchase behavior in the digital era. This study is expected to contribute both theoretically and practically to the development of content-driven marketing strategies, particularly in Indonesia's local cosmetics industry.

Keywords: *Beauty Content Creator, Consumer Trust, Repurchase Intention, Tasya Farasya, Wardah.*