

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *customer review*, *customer rating*, dan *consumer trust* terhadap minat beli produk skincare Skintific pada mahasiswa Universitas Trunodjoyo Madura. Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap 100 responden yang dipilih melalui purposive sampling, dan data dianalisis menggunakan regresi linier berganda dengan SPSS versi 25.0.

Hasil penelitian menunjukkan bahwa *customer review* dan *consumer trust* berpengaruh positif dan signifikan terhadap minat beli, sedangkan *customer rating* tidak berpengaruh signifikan secara parsial. *Consumer trust* merupakan variabel paling dominan, dan secara simultan ketiga variabel mampu menjelaskan 64,4% variasi minat beli. Temuan ini mengindikasikan bahwa Skintific perlu memprioritaskan pembangunan kepercayaan konsumen dan kualitas ulasan produk dalam strategi pemasarannya.

Kata Kunci: *customer review*, *customer rating*, *consumer trust*, minat beli, Skintific

ABSTRACT

This study analyzes the effect of customer review, customer rating, and consumer trust on purchase intention of Skintific skincare products among students of Trunodjoyo University of Madura. Using a quantitative approach, data were collected from 100 respondents through purposive sampling and analyzed using multiple linear regression with SPSS version 25.0.

The results show that customer review and consumer trust have a positive and significant effect on purchase intention, while customer rating has no significant partial effect. Consumer trust is the most dominant variable, and together the three variables explain 64.4% of the variance in purchase intention. These findings suggest that Skintific should prioritize building consumer trust and improving review quality as key marketing strategies.

Keywords: customer review, customer rating, consumer trust, purchase intention, Skintific