

PURCHASE DECISION OF SKINTIFIC *SKINCARE* **(STUDY ON TREND *DEINFLUENCING*)**

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Abstract

The growing trend of deinfluencing on social media encourages consumers to be more critical in evaluating skincare products, including the Skintific brand. In this situation, e-WOM, information quality, and consumer trust become important factors that shape purchasing decisions. This study aims to analyze the influence of these three variables on purchasing decisions for Skintific skincare products in the deinfluencing trend. The study uses a quantitative approach with a survey method. The research population consists of active TikTok users in DKI Jakarta. A sample of 100 respondents was obtained through purposive sampling. Data processing was performed using SmartPLS 4.0. The results show that e-WOM, information quality, and consumer trust have a positive and significant effect on purchasing decisions for Skintific products.

Keywords: *Consumer Trust, E-WOM, Information Quality, Purchase Decision*

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Abstrak

Tren *deinfluencing* yang berkembang di media sosial mendorong konsumen untuk lebih kritis dalam menilai produk *skincare*, termasuk merek Skintific. Dalam situasi ini, e-WOM, kualitas informasi, dan kepercayaan konsumen menjadi faktor penting yang membentuk keputusan pembelian. Penelitian ini bertujuan untuk menganalisis pengaruh ketiga variabel tersebut terhadap keputusan pembelian produk *skincare* Skintific dalam tren *deinfluencing*. Penelitian menggunakan pendekatan kuantitatif dengan metode survei. Populasi penelitian adalah pengguna aktif Tiktok yang beraktivitas di DKI Jakarta. Sampel sebanyak 100 responden diperoleh melalui teknik *purposive sampling*. Pengolahan data dilakukan menggunakan SmartPLS 4.0. Hasil penelitian menunjukkan bahwa e-WOM, kualitas informasi, dan kepercayaan konsumen berpengaruh positif dan signifikan terhadap keputusan pembelian produk Skintific.

Kata kunci: E-WOM, Kepercayaan Konsumen, Keputusan Pembelian, Kualitas Informasi