

ABSTRAK

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Pengaruh *Electronic Word of Mouth* dan *Brand Trust* Terhadap Kepuasan Konsumen Dengan Keputusan Pembelian Sebagai Variabel Mediasi dan Tinjauan Dari Sudut Pandangan Islam (Studi Pada Pengguna Produk Skincare The Originote Hyalucera Moisturizer di Jakarta Pusat)

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh *electronic word of mouth* dan *brand trust* terhadap kepuasan konsumen yang dimediasi oleh keputusan pembelian. Populasi penelitian ini adalah konsumen yang pernah membeli produk *moisturizer the Originote* dengan jumlah sampel 116 responden. Data dikumpulkan dengan menggunakan kuesioner terhadap responden. Analisis data menggunakan metode *Partial Least Square Structural Equation Modeling* (PLS-SEM). Hasil penelitian menunjukkan bahwa : (1) *electronic word of mouth* berpengaruh positif dan signifikan terhadap kepuasan konsumen. (2) *brand trust* berpengaruh positif dan signifikan terhadap kepuasan konsumen. (3) *electronic word of mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian (4) *brand trust* berpengaruh positif dan signifikan terhadap keputusan pembelian. (5) Keputusan pembelian berpengaruh positif dan signifikan terhadap kepuasan konsumen. (6) Keputusan pembelian dapat memediasi *electronic word of mouth* terhadap kepuasan konsumen. (7) Keputusan pembelian dapat memediasi *brand trust* terhadap kepuasan konsumen. berdasarkan hasil penelitian, disarankan bagi perusahaan untuk terus menjaga dan meningkatkan kualitas produk sehingga konsumen terdorong memberikan ulasan positif melalui platform digital. selain itu, hal ini membantu membangun kepercayaan konsumen terhadap produk moisturizer The Originote dan pada akhirnya meningkatkan kepuasan serta loyalitas. Dalam perspektif Islam, e-WOM, brand trust, keputusan pembelian, dan kepuasan konsumen harus berlandaskan prinsip muamalah yang sesuai syariat, seperti jujur, amanah, adil, dan saling ridha. Dengan demikian, aktivitas jual beli tidak hanya memberikan kepuasan, tetapi juga menghadirkan keberkahan dan keridhaan Allah SWT.

Kata kunci: *electronic word of mouth*, *brand trust*, Kepuasan Konsumen, Keputusan Pembelian

ABSTRACT

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The Influence of Electronic Word of Mouth and Brand Trust on Consumer Satisfaction with Purchasing Decisions as Mediating Variables and Review from an Islamic Perspective (Study on Users of The Originote Hyalucera Moisturizer Skincare Products in Central Jakarta)

Abstract Description

This study aims to examine the influence of electronic word of mouth (e-WOM) and brand trust on customer satisfaction mediated by purchase decisions. The population of this research consists of consumers who have purchased The Originote moisturizer, with a sample of 116 respondents. Data were collected through questionnaires and analyzed using the Partial Least Square Structural Equation Modeling (PLS-SEM) method. The findings show that: (1) e-WOM has a positive and significant effect on customer satisfaction; (2) brand trust has a positive and significant effect on customer satisfaction; (3) e-WOM has a positive and significant effect on purchase decisions; (4) brand trust has a positive and significant effect on purchase decisions; (5) purchase decisions have a positive and significant effect on customer satisfaction; (6) purchase decisions can mediate the relationship between e-WOM and customer satisfaction; and (7) purchase decisions can mediate the relationship between brand trust and customer satisfaction. Based on these results, it is recommended that the company consistently maintain and improve product quality to encourage consumers to provide positive reviews through digital platforms. This will help build stronger consumer trust in The Originote moisturizer and ultimately increase satisfaction and loyalty. From an Islamic perspective, e-WOM, brand trust, purchase decisions, and customer satisfaction should be grounded in muamalah principles such as honesty, trustworthiness, justice, and mutual consent. Thus, business activities not only provide customer satisfaction but also bring blessings and the pleasure of Allah SWT.

Keywords: *electronic word of mouth, brand trust, Consumer Satisfaction, Purchasing Decisions*